

**UNIVERSITI TEKNOLOGI MARA**

**A CROSS-SECTIONAL STUDY OF  
GROCERIES SHOPPING  
PRACTICES AND BODY  
COMPOSITION AMONG ADULT  
CONSUMERS IN PUNCAK ALAM,  
SELANGOR.**

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Thesis submitted in fulfilment  
of the requirements for the degree of  
**Bachelor of Nutrition and Dietetics**

**Faculty of Health Sciences**

January 2016

## DECLARATION

I declare that this thesis is my own work except for the summaries and excerpts of information that I have cited the sources. This topic has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

I hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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## ABSTRACT

In worldwide, prevalence of overweight and obesity is elevating tremendously. Obesity also has been associated as a threat and a leading cause of mortality in worldwide population including Malaysia. The objective of this study was to determine the association between groceries shopping practices and body composition status among adult consumers. A cross-sectional study was conducted among 118 subjects in Puncak Alam, Selangor. All individual who did groceries shopping at the hypermarket and aged within 20-64 years old were selected to participate in this study through a convenience sampling. A questionnaire session regarded on demographic data, socio-economic status, physical activity level and groceries shopping practices was conducted via face-to-face interview method. Anthropometric measurements in which covered on body weight, height and body mass index and waist circumference were obtained and recorded. This study showed that the prevalence of regular groceries shopping 56.8% (n=67) was higher than recommended shopping 43.2% (n=51). Data also showed that that majority of the subjects were overweight ( $24.68 \pm 4.72$ ). In regard to waist circumference, majority of male was normal ( $87.82 \pm 9.99$ ) whereas female had abdominal obesity ( $82.29 \pm 11.40$ ). Moreover, this study illustrated that there was no significant correlations between both body mass index and waist circumference with groceries shopping score ( $p = 0.797$ ,  $p = 0.725$ ). In contrast, body mass index and waist circumference had significant correlations with physical activity level ( $p = 0.045$ ,  $p = 0.009$ ) both with negative poor correlation. Groceries shopping usually being performed to fulfil the household needed in which it served as household food availability. The availability of certain foods at home was associated in influencing the eating behaviour yet not fully represented the actual dietary intake. In conclusion, body composition status was not influence by the groceries shopping practices; regular or recommended indeed other factors such as physical activity and socio-economic status. The findings of this study are useful to determine the high risk populations in which can be identified as potential target groups for nutrition and intervention programmes in order to combat the health inequity among adults.

**Keywords:** *food categories, groceries shopping, health inequality, body composition, purchasing.*

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# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 RESEARCH BACKGROUND**

Grocery shopping is an action that performs purchasing foodstuff from groceries shop or supermarket. Foods are composed of combination of nutrients that are essential to give energy and support body metabolism. Nutrient profiling or nutritional quality has been used to define food as healthy and unhealthy. This principle has been applied in many areas such as food production and food marketing. However, health educator and policy maker do not label food as good foods and bad foods instead using term good and bad diet. Good and bad diet illustrate whether patterns of dietary intake follow the food pyramid's recommendations or not (Lobstein & Davies, 2009).

In order to combat diet-related disease, the food categorisation focused on general categories such 'eat less' and 'eat more'. This categorisation helps to educate people on how to make healthier food choice by emphasising on higher intake of 'eat more' food group such as fruits and vegetables, lean meat, fish and wholegrain cereal foods (Lobstein & Davies, 2009).

Shopping behaviour among customer consist of utilitarian behaviour and hedonism behaviour. Utilitarian means behaviour on performing shopping due to task related, product oriented, rational judgment and external motivation stimulation whereas, hedonism reflects the pleasure sensation, recreational, fun and internal motivation stimulation. Based on a local study illustrated that Malaysian context in term of shopping value was more on hedonic purposed rather than utilitarian purposed (Abdul Karim, Kumar, & Abd Rahman, 2013).

Body composition is the body proportion of fat-mass and fat-free mass. Fat-free mass includes composition of muscle, bone, organs and body water. In health care discipline, healthy body composition is defined as high proportion of fat-free