



**THE STUDENTS' HEALTH AWARENESS AND LIFESTYLE  
AFFECTING THEIR ATTITUDE TOWARD ORGANIC FOOD  
CONSUMPTION IN UiTM KOTA SAMARAHAN, SARAWAK.**

**NADIRA BINTI MEZALAN**

**2014681016**

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**ORIGINAL LITERATURE WORK DECLARATION**

Name of Student : NADIRA BINTI MEZALAN  
Student ID Number : 2014681016  
Name of Degree : Bachelor of Business Administration with Honors (Marketing)  
Title of Research Project : The Students Health Awareness and Lifestyle Affecting Their  
Attitude toward Organic Food Consumption in UiTM Kota  
Samarahan, Sarawak.  
Field of Study : Marketing

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## **ABSTRACT**

This study is embracing on more specific set of mind – i.e. health awareness and lifestyle – to foresee the student's state of mind toward organic foods. The principle objective of the paper is to test the hypothesis whether health awareness and lifestyle affect the student's attitude toward organic foods intake. Data were gathered in UiTM Kota Samarahan through a set of questionnaire for the purpose of fulfilling this research. The study uses a set of regression models to identify how the attitude towards organic foods is affected by the determinant factors (i.e. health awareness and the students' lifestyle). The outcomes are predictable with past studies, (i.e. Vukasovič, 2009) which stated that a concern toward one's health is most commonly being the cause in purchasing and consuming organic foods. Likewise, the healthy lifestyle of a person certainly portrays the positive connections between his health and his approaches towards organic foods. Therefore, a healthy lifestyle usually shows the person's attitude towards organic foods in which is inclined to be more positive. This study is conducted to understand the connected impact of a student's lifestyle as well as the person's awareness on health has on their natural foods consumption. The outcomes from this study are to be benefited for the understanding as well as utilization and continuation of the development in the organic food industries in Kuching, Sarawak.

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# CHAPTER 1

## INTRODUCTION

### 1.0 INTRODUCTION

Health problem nowadays had evolved to an astonishing extend that it slips out of the controllable zone. Decades ago, the only concerns on health are the lacking of minerals or vitamins. Sadly, the fact that today's society is struggling with health problems due to overeating or obesity that leads to a bigger problem such as excessive cholesterol, sugar level or overweight. According to The Lancet (2011), there was twice as much as people who happened to endure diabetes in compare to the year 1980. The high level of sugar contained in the blood had killed three million people worldwide every year. Researcher said, the cause of this epidemic is closely related to obesity.

The number of diabetic patients across the country in Malaysia is almost the same. The health has becoming one of the highest concerns for almost the entire Malaysian citizen. Eating habits affect the health of the body that need a sufficient nutrients balanced so that it remains healthy. Many nutrients are obtained from eating foods, among which are vitamins, minerals, protein and carbohydrates. Foods act as a fuel that supply enough energy a person need for their daily activities which allow the systems in the body to function properly. On the other hand, habits and unhealthy eating patterns will give serious threat to human health physically and mentally.

A young child should received sufficient nutrition for their growth. The right amount of nutrition will strengthen their immune system. A diversity of nutritious natural foods is a source of food that God gave upon His creations and it is up to the wisdom of individuals to consume food that will not cause any problems. Nutrition is vital in maintaining health and preventing illness. To be able to maintain a good and healthy body, individuals should practice healthy eating and balanced diet. A balanced diet is