

UNIVERSITI TEKNOLOGI MARA  
CAWANGAN TERENGGANU  
KAMPUS DUNGUN

FACULTY OF HOTEL & TOURISM MANAGEMENT

ASSESSING CHINESE CONSUMER AWARENESS TOWARDS  
FOOD IMPLEMENTATION IN GEORGETOWN, PENANG

NUR ASHIQIN BINTI AZIZ ( 2014116999 )  
NUR FAZIRAH BINTI JAMAL ( 2014774183)

BACHELOR OF SCIENCE ( HONS ) IN  
FOODSERVICE MANAGEMENT -HM242  
Universiti Teknologi MARA ( UiTM ),MALAYSIA

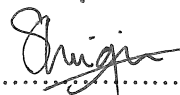
DECEMBER 2017

## DECLARATION

I hereby declare that the work contained in this research was carried out in accordance with the regulations of Universiti Teknologi MARA and is our own except those which have been identified and acknowledged. If we are later, found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us in accordance with UiTM's rules and academic regulations.

Name of student : Nur Ashiqin Binti Aziz  
: Nur Fazirah Binti Jamal  
Matrix No. : 2014116999  
: 2014774183  
Program : Bachelor of Science (Hons) in Foodservice Management  
Faculty : Hotel and Tourism Management  
Research Title : Assessing Chinese Consumer Awareness Towards Food  
Implementation in Georgetown, Penang

Signature:  .....

:  .....

Date : 30<sup>th</sup> December 2017

## Abstract

This undergraduate project aims to assess perception towards Chinese consumers on food implementation of food establishment in the contexts of food quality, food safety and nutritional health. Food implementation has been executed in food establishment in any aspects. This study was conducted among Chinese consumers in Georgetown, Penang. Chinese population is growing in terms of age, knowledge and income, thus, all of these factors have influenced them in seeking for quality, safety and also healthy food. Although there are many food establishments that have be implemented in terms of food safety, food quality and also nutritional health, but there is still have an issue pertaining to food borne illness. This research discusses more about Chinese awareness about food implementation provided by restaurant, their satisfaction toward quality, safety and the importance of the knowledge of nutritional health practice.

**Keywords:** awareness, implementation, food safety, food quality, nutrition, Chinese, consumers.

## Table of contents

Contents	Pages
<i>Declaration</i>	<i>i</i>
<i>Abstract</i>	<i>ii</i>
<i>Acknowledgements</i>	<i>iii</i>
<i>Table of contents</i>	<i>iv</i>
<i>List of tables</i>	<i>vi</i>
<i>List of figures</i>	<i>vii</i>
<i>List of abbreviations</i>	<i>viii</i>
<b>CHAPTER 1</b>	
<b>1.0 INTRODUCTION</b>	
1.1 Overview	1
1.2 Background of The Study	1
1.3 Problem Statement	2
1.4 Research Objective	2
1.5 Research Question	3
1.6 Significant of The Study	3
1.7 Definition of Key Term	4
<b>CHAPTER 2</b>	
<b>2.0 LITERATURE REVIEW</b>	
2.1 Overview	6
2.2 Food Safety	6
2.3 Food Quality	8
2.4 Nutritional Health	8
2.5 Summary	9
<b>CHAPTER 3</b>	
<b>3.0 METHODOLOGY</b>	
3.1 Overview	10
3.2 Research Design	10
3.3 Population and Sampling	10
	iv

Contents	Pages
3.4 Data Collection Procedure	11
3.5 Plan for Data Analysis	12
3.6 Research Ethics Consideration	12
3.7 Time Frame	12
3.8 Time Frame (Gantt chart)	14
<b>CHAPTER 4</b>	
<b>4.0 ANALYSIS AND RESULT</b>	
4.1 Overview	15
4.2 Sample Distribution of Respondent Gender	15
4.3 Sample distribution of Respondent Age	16
4.4 Sample Distribution of Respondents Marital Status	17
4.5 Sample Distribution of Respondents Income Level	17
4.6 Satisfaction of Restaurant Quality Influence by Quality of Food Provided	18
4.7 Age of Respondents and Important Element on Quality of Food	18
4.8 Important of Nutritional Health Influence Nutritional Practice	19
4.9 Respondent Knowledge about Nutritional Health	20
4.10 Marital Status and Food Safety	21
4.11 Cleanliness and Restaurant Prefer to Eat	22
4.12: Food Implementation	23
4.13: Satisfaction of food implementation influence satisfaction of the food they eat	24
<b>CHAPTER 5</b>	
<b>5.0 DISCUSSION AND CONCLUSION</b>	25
5.1 Overview	25
5.2 Discussion	25
5.3 Limitations of Study	27
5.4 Recommendation and Conclusion	27
<b>REFERENCES</b>	28
<b>APPENDICES</b>	31