

**UNIVERSITI TEKNOLOGI MARA  
CAWANGAN TERENGGANU  
KAMPUS DUNGUN**

**FACULTY OF HOTEL & TOURISM MANAGEMENT**

**THE PRACTICALITY OF LEADING A HEALTHY LIFESTYLE BY CONSUMING  
CONVENIENCE FOOD: A PRELIMINARY LITERATURE STUDY**

**SITI ZULAIKHA BINTI MUTAZA (2014433476)**

**NURUL AMIRAH BINTI ABDUL KARIM (2014493606)**

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## **Abstract**

This study was conducted in an academy institute which is in Universiti Teknologi Mara, Dungun, Terengganu to explore the awareness on convenience foods among academicians and motivate the consumers to practice a healthy lifestyle. This study was conducted by using a primary data collection incorporated through interviews to verify the current knowledge and awareness about the consumption of convenience foods while using a preliminary survey. This study was focusing on the effect of consuming convenience foods, comparison of the benefits of consumption of convenience food and organic food as well as the other factors which are meal time, portion size, nutrient content and physical activities that also take into account to lead a healthy lifestyle. This study also focuses on the age group between 30 to 50 years old where they already have a stable financial status for them to make a choice either to consume organic food or convenience food. By constructing the focus group for interview according to the individual respondents, various data can be gained in qualitative form that need to be transcribed in order to make an analysis. This study contributes to the body of literature on the practicality of leading a healthy lifestyle by using convenience food, by elaborating on the effect, benefits and other factors in consuming convenience foods. The findings imply on the possibility of consuming convenience food to lead a healthy lifestyle by taking a consideration of the classification of convenience foods and the right implementation of the meal time, portion size, nutrient content and physical activities. The keywords that have been focused are convenience food, organic food, demographic and health while this type of paper is a research paper.

## Table of Contents

<b>Chapters</b>	<b>Content</b>	<b>Pages</b>
	Abstract	i
	Acknowledgement	ii
	Table of Contents	iv
<b>1.0</b>	<b>INTRODUCTION</b>	<b>1</b>
	1.1 Overview	1
	1.2 Background of the Study	1
	1.3 Problem Statement	2
	1.4 Research Objectives	2
	1.5 Significance of the Study	3
	1.6 Limitation of the Study	3
	1.7 Definition of Key Terms	4
	1.8 Study Framework	5
<b>2.0</b>	<b>LITERATURE REVIEW</b>	<b>6</b>
	2.1 Overview	6
	2.2 Organic Food	6
	2.3 Convenience Food	10

<b>3.0</b>	<b>METHODOLOGY</b>	<b>18</b>
3.1	Overview	18
3.2	Research Design	18
3.3	Data Collection Procedure	18
3.4	Data Analysis	19
3.5	Research Ethic Consideration	20
<b>4.0</b>	<b>ANALYSIS AND FINDINGS</b>	<b>22</b>
4.1	Overview	22
4.2	Questions for Interview	22
<b>5.0</b>	<b>DISCUSSION, CONCLUSION AND RECOMMENDATION</b>	<b>26</b>
5.1	Overview	26
5.2	Answers	26
5.3	Conclusion	35
5.4	Recommendation	37
	<b>REFERENCES</b>	<b>38</b>
	<b>APPENDICES</b>	<b>42</b>