

**UNIVERSITI TEKNOLOGI MARA**

**LEVEL OF KNOWLEDGE, ATTITUDE, AND RISK  
PERCEPTION TOWARDS THE PRACTICE OF USING  
THE REPEATEDLY HEATED COOKING OIL AMONG  
ROADSIDE HAWKER STALL**

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## Abstract

Frying method is widely used to create a good taste, texture, and colour which lead to a better presentation of food. Unfortunately, the usage of repeatedly cooking oil can affect consumers' health which includes cancer, liver and kidney problem, nerves system damage and other serious disease. Thus, this study was conducted to identify the relationship between knowledge, attitude and risk perception towards the practice of using repeatedly heated cooking oil among roadside food hawker in Shah Alam. In addition, it was to determine the most influential factor among the independent variables. A descriptive research design was employed by using quantitative approach with a structured questionnaire that being collected using drop off-pick up method. A cross-sectioned study involving 217 respondents was conducted in September until November 2015. The collected data was analyzed using SPSS version 21. The Pearson Correlation based on  $P < 0.05$ ,  $P < 0.10$  and  $P < 0.01$  with the 95% confident level showed there were a significant moderate relationship between risk perception and practice ( $n=204$ ,  $r^2=.366$ ,  $P < 0.05$ ) followed by attitude and practice ( $n=204$ ,  $r^2=.116$ ,  $P < 0.10$ ) which both have a small relationship with practice, while knowledge ( $n=204$ ,  $r^2=.028$ ,  $P < 0.01$ ) did not have any significant relationship with the dependent variable. Other than that, the multiple linear regression showed that risk perception become the most influential factor towards the practice of repeatedly heated cooking oil among the roadside hawkers ( $n=204$ ,  $\beta=.376$ ). Future study should be expanding the location of the study conducted to give more exposure not only to food hawkers, but also to the food handlers and other consumers especially in rural area. Hence, this study was expected to create a

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# Table of contents

<b>Abstract</b> .....	II
<b>Acknowledgement</b> .....	IV
<b>Table of Contents</b> .....	V
<b>List of Tables</b> .....	VIII
<b>List of Figures</b> .....	IX
<b>Chapter 1 Introduction</b> .....	1
1.1 Background of the Study.....	1
1.2 Problem Statement.....	3
1.3 Research Objective.....	5
1.4 Research Question.....	5
1.5 Theoretical Framework.....	6
1.6 Hypothesis.....	7
1.7 Significant of the Study.....	7
1.7.1 Significant for academic perspective.....	8
1.7.2 Practical Perspective.....	8
1.8 Scope of the Study.....	9
1.9 Operational Definitions.....	9
<b>Chapter 2 Literature Review</b> .....	11
2.1 What Happened During The Frying Process?.....	11
2.2 Knowledge.....	12
2.3 Attitude.....	15
2.4 Risk Perception.....	16
2.1 The Practice of Using Repeatedly Heated Cooking Oil.....	18
<b>Chapter 3 Methodology</b> .....	21
3.1 Research Design.....	21
3.2 Sampling.....	22
3.3 Research Instrument.....	24
3.4 Items of the Questionnaire and Their Sources .....	26

# **CHAPTER 1**

## **INTRODUCTION**

This chapter will briefly explain about the issue that is being studied which includes the problem of the research, the objective, the significant, and the purpose of the study. Apart from that, a theoretical framework was also provided to ease the reader in understanding the whole scope of this study.

### **1.1 BACKGROUND OF THE STUDY**

Malaysia is well known with the variety of food choices that being sell in the market which consists of full service restaurants, fast food restaurants, coffee shops and hawker stalls. According to Ilya, Rosli, Suhaimi and Dzulkifly (2011), the urbanization and the growing trend of eating out in food outlet has influenced the increasing number of projected growth of the total sales in food service in 2010 which is USD 7.5 billion. The rapid change of eating habit among people and other factors such their demographic profile as well their busy lifestyle has given big impact to the food service industry (Ahmad, Ghazali and Othman, 2013). According to the Department of Statistical Malaysia (2010), the number of consumption for food away from home and beverages has increased 0.2%. Due to the increasing number the consumption as well the expanding of the consumer demand, it has affected the growth and development of food outlets in certain particular area. Other than that, it also depends to the economic condition, and increasing of disposable income. All these factors have contributes to the good business opportunities and stimulate the development of restaurant and food outlets in Malaysia (Ahmad et al, 2013).

One of the food outlets that usually become customer's choice is hawker stall or street food. According to Kartina and Abdul, (2012) the Food and Agriculture Organization has stated that almost 2.5 million people choose to eat the food that being served by street vendor or hawker stall every day. The cheap price, good flavor and the simplicity of the food being served has influence the consumer to choose and eat at the hawker stall (Gadi,