



**CONSUMER'S AWARENESS ON THE HEALTH IMPLICATION  
REGARDING OF THE USAGE OF REPEATEDLY HEATED  
COOKING OIL IN KLANG VALLEY**

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## **ABSTRACT**

The purpose of this research paper is to study and know the consumer's awareness on the health implication regarding the usage of repeatedly heated cooking oil in Klang Valley. As we know, repeatedly heated or reused the cooking oil can give many side effects to our health. For this research, the researcher want to study the variables that can give affects to consumer awareness on the bad effects reused cooking oil from palm oil. Based on this research, the researcher wants to find which independent variables that suitable to the dependent variables are. For this research, the researcher can conclude the independent variables are consumer knowledge and consumer attitude. The research methodology used in this research paper is quantitative research. The researcher distribute questionnaire to 80 respondents to do and get the data collection. All the data was analyzed using Statistical Package for the Social Sciences (SPSS) where researcher to get descriptive, factor, reliability, correlation and regression analysis. The findings indicate that consumer knowledge and consumer attitude play role in getting customer awareness on their health implication regarding the usage repeatedly heated cooking oil in Klang Valley. This finding can give company an insight on how to create and increase the consumer awareness on the bad effect on reuse cooking oil from palm oil in term of consumer knowledge and consumer attitude.

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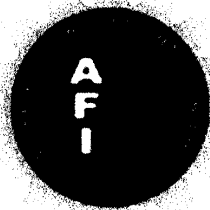
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# CHAPTER 1: INTRODUCTION

## 1.0 INTRODUCTION

### 1.1 COMPANY BACKGROUND



## **Asian Food Ingredients**

Asian Food Ingredients Sdn Bhd (AFI) established in 2005 in Selangor, Malaysia. The organization is situated at Bukit Tinggi, Klang. Asian Food Ingredients Sdn Bhd (AFI) is a palm oil exchanging organization. Asian Food Ingredients Sdn Bhd (AFI) was enrolled and authorized business substance in Malaysia (CO. No 704406A).

The first director of AFI at that time for this company is Ms Chitra. After four years, in 2009, Mr Kumaran Maridas took over the company from Ms Chitra. Since he took over the company from Ms Chitra, he used his previous work experience in the trading business about 7 years ago and networking people managed to raise the Asian Food Ingredients Sdn Bhd (AFI) into globally. He had a bright vision of developing the business of selling any product that is universally consumed. Now, he has many domestic customers and oversea until reach 30 countries around the world such as Europe, Africa, Middle East and Asia. The director of the company has many years of familiarities in this business. With the familiarities, the company is able to compete with the other contenders in Malaysia. There are a few departments in the management systems such as Commercial Department that handle sales and marketing, Accountant Department that handle finance and billing, and lastly Documentation Department that handles delivery and