



UNIVERSITI TEKNOLOGI MARA (UiTM) SABAH

**BACHELOR IN BUSINESS ADMINISTRATION
(MARKETING)**

A STUDY ON EATING CANDY HABIT AMONG UiTM SABAH STUDENTS



SALINAN FOTO TIDAK DIBEI

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CHAPTER1

INTRODUCTION

1.1 Background of research

Candy is a delicacies or sweetmeats that have sugar as a principal ingredient, combined with colouring matter and flavouring and often with fruit or nuts. Now days, there are many types of candy in the market. Candy is roughly divided into two classes, hard and soft. The distinction is based on the fact that sugar when boiled passes through definite stages during the process of crystallization. This research is conducted to look the candy eating habits among the UiTM students. At the same time, I found that respondent faced many problems in buying candy. Therefore, it is necessary to consider their suggestions in order to solve their problem.

1.2 Objective of research

Based on the above problem statement this research mainly seeks to achieve the following objectives:

- to gather information whether UiTM students like to eat candy or not
- to gather information the most famous candy brand among UiTM students
- to identify the impacts of the candy among UiTM students
- to identify the problems UiTM students face when they want to buy candy

1.2.1 Research question

For the purpose of this study, the following research questions were developed in order to meet the objectives:

1. Do you like to eat candy?
2. What kind of candy brand do you prefer?
3. Do you think candy good for your health?
4. What are the problems you face when you want to buy candy

1.2.2 Significance of study CHAPTER 2

The significance of this research can be seen from the following:

To the undergraduate

To fulfil the requirement of completing the requirement of completing the BBA (Hons) marketing programme and to enable the student to put into practice the theoretical knowledge acquired throughout the course.

1.2.3 Limitations of study

Due to the time constraint, the study will only focus on the students of UiTM Sabah.

Some important data may not be available due to the following factors:

1. People not be willing to give truthful answer to questions
2. Some respondent not be able to answer certain questions
3. Some respondents might take weeks to complete and return the questionnaires

1.2.4 Definition of terms

Below are the definitions of terms or concepts used in this research.

Candy : Candy is a rich sweet confection made with sugar and often flavoured or combined with fruits or nuts

Mastiche : Gummy substance derived from the resin of the mastic resin

Lollipop : A lollipop is a 'hard sweet on a stick'

Lead : Ingredients called metabolic distruptors, and promote diseases

CHAPTER 2

LITERATURE REVIEW

2.1 The Story of Chewing Gum

The ancient Greeks were known to be fond of a gummy substance name mastiche. Chewing was not a custom confined solely to ancient Greece, for today many Greeks and Middle Easterners enjoy chewing mastic resin, combined with beeswax, a softening agent. It may quite literally be said that mastiche is the 'chew' of the greeks, since the root "mastichan", in Greek means "to chew".

For many years the custom of chewing gum has not only continued, but expanded among the populations of the world. This is probably because the chewing of gum is fun. It tastes good and continuously releases its pleasant flavour sensation over a long period of time with the total ingestion of only approximately 5 to 10 calories per portion.

2.2 Lollipop History

Automating Lollipop Making

The Racine Confectioners Machinery Co. invented a machine to automate the process of making suckers, fast becoming a favourite treat. The machine could make 40 lollipops a minute, and the candy company figured it could produce in a week all the suckers it could sell in a year.

Born's Lollipop Machine

On the West Coast, however, lollipops received a major boost from Samuel Born. He was a Russian immigrant who invented a lollipop-making machine that automatically inserted the sticks. In 1916, San Francisco gave this inventive candy maker the keys to the city for inventing the Born Sucker Machine. The machine mechanically inserted sticks into lollipops.