



TERENGGANU

**FACTORS INFLUENCING PEOPLE TO CONSUME HOME-COOKED
MEALS DURING COVID-19 OUTBREAKS IN MALAYSIA**

By,

NURUL FARHAI BINTI MOHD ZAINY

2017303904

**Bachelor of Science (Hons) in
Food Service Management**

HM242

Date of Submission:

23rd August 2020

ACKNOWLEDGEMENT

In the name of Allah, the most gracious and the most merciful. Alhamdulillah, praise to Allah SWT as I have been able to complete this Undergraduate Project (HTM655). Allah has eased all of the hardship and obstacles that I have faced during the completion of this project. This project had contributed and helped me with the new information and experience that I have never expected. I would like to express my acknowledgement and appreciation to everyone who has given their efforts and helped me to finish this research project.

First and foremost, I would like to convey my sincere appreciation and gratitude to my supervisor, Mr. Mushaireen Bin Musa, for this research project who have supervised me considerately and patiently by giving and sharing guidance, advice, ideas and also motivation from the start until the end of this research. His thoughtful ideas and dedication in helping me have become motivation and encouragement for me to complete my final year project. Other than that, I would like to thank Madam Jazira Binti Anuar, the research coordinator of HTM655, who has assisted with the guidelines and also remind me about the important date to make sure the research project is right on track.

Moreover, I would like to express my deepest appreciation and gratitude to my beloved parents, Mohd Zainy Bin Satar and Maimunah Binti Atan. Both of them have become my pillar to support me in pursuing degree studies until the end. Lastly, thank you to all of my classmates that always been supportive to me in many ways. They have given advice and motivation to complete this research project as best as I could.

Thank you.

ABSTRACT

The main purpose of conducting this research is to identify the factors influencing people to consume home-cooked meals during COVID-19 outbreaks in Malaysia. This research was conducted using secondary studies which is the argumentative method. COVID-19 outbreaks have caused significant changes in peoples' daily life as people were advised to take precautionary measures during Movement Control Order by self-quarantine at home and self-distance from other people when going outside. Therefore, as most food premises were closed, people are starting to cook at home. However, issue related to the increase of food poisoning cases in Malaysia also had affected people's decision to consume home-cooked meals. Thus, five factors that had influenced people to consume home-cooked meals were identified; Movement Control Order, food safety, food preferences, purchasing power and diet quality. In addition, the reviews from were included in this research, in order to give a better understanding, meanwhile, the findings and discussion will support and justify the five factors. Lastly, the conclusion of this research will help to create awareness among people in Malaysia and also provide insightful information regarding the current situation.

Keywords: Factors influencing; COVID 19; Home-cooked foods

TABLE OF CONTENTS

AUTHOR DECLARATION	i
ACKNOWLEDGEMENT	ii
ABSTRACT	iii
TABLE OF CONTENTS	iv
LIST OF TABLE	vii
LIST OF ABBREVIATION	vii
INTRODUCTION	
1.0 Overview	1
1.1 Background of the Study	1
1.2 Problem Statement	2
1.3 Research Objectives	3
1.4 Research Questions	3
1.5 Research Framework	4
1.6 Significant of the Study	5
1.7 Definition of Term	6
1.8 Limitation of the study	7
LITERATURE REVIEW	
2.0 Overview	8
2.1 Pandemic COVID-19	8
2.2 Home-cooked meals	9
2.3 Movement Control Order (MCO)	10-11
2.4 Food Safety	12-13

2.5 Food Preferences	14
2.6 Purchasing Power	15
2.7 Diet Quality	16
METHODOLOGY	
3.0 Overview	17
3.1 Research Design	17
3.2 Research Ethic Consideration	18
DISCUSSION	
4.0 Overview	19
4.1 Independent Variable 1: Movement Control Order (MCO)	20
4.2 Independent Variable 2: Food Safety	21-22
4.3 Independent Variable 3: Food Preferences	23-24
4.4 Independent Variable 4: Purchasing Power	25-26
4.5 Independent Variable 5: Diet Quality	27-28
CONCLUSION, RECOMMENDATION AND LIMITATION	
5.0 Overview	29
5.1 Conclusion	29
5.2 Recommendation	29
5.3 Limitation of Study	30
REFERENCES	31-41