

**UNIVERSITI TEKNOLOGI MARA
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FACULTY OF HOTEL & TOURISM MANAGEMENT

**UNDERSTANDING FACTORS THAT INFLUENCE FOOD CHOICES AMONG
ADULTS AT AMAN CENTRAL MALL, ALOR SETAR, KEDAH**

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Abstract

This research aimed to understand the factors influencing food choices among adults at Aman Central Mall. Based on the factors, the researcher assumed that mood would be the most significant in influencing food choices. A set of questionnaires has been used in this study and it was distributed to the respondents. The Statistical Package for Social Science (SPSS) program version 25.0 was used to analyze the data collected. Descriptive statistics in terms of percentage, mean, mode, standard deviation and frequency were applied in analyzing the data. The findings of the study indicated that the factors (genetic, environment and mood) are influencing food choices of adults and the most significant factor is environment. The principle recommendation for future researchers is to conduct their studies at few places instead of focusing on only one place in order to get a better result.

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