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Kuala Terengganu's consumers acceptance of malay chicken curry made with partial substitution of soymilk / Loh Kok Young.

PUSAT PEMBELAJARAN DIGITAL SULTANAH NUR ZAHIRAH  
UNIVERSITI MALAYSIA TERENGGANU (UMT)  
21030 KUALA TERENGGANU

<b>1100090152</b>	

Lihat Sebelah

**HAK MILIK**  
PUSAT PEMBELAJARAN DIGITAL SULTANAH NUR ZAHIRAH

**KUALA TERENGGANU'S CONSUMERS ACCEPTANCE OF MALAY CHICKEN  
CURRY MADE WITH PARTIAL SUBSTITUTION OF SOYMILK**

**By  
Loh Kok Young**

**Research Proposal submitted in partial fulfillment of  
the requirements for the degree of  
Bachelor of Food Science (Food Service and Nutrition)**

**DEPARTMENT OF FOOD SCIENCE  
FACULTY OF AGROTECHNOLOGY AND FOOD SCIENCE  
UNIVERSITY MALAYSIA TERENGGANU  
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## ENDORSEMENT

The project report entitled **Kuala Terengganu's consumers acceptance of malay chicken curry made with partial substitution of soymilk** by **Loh Kok Young**, Matric No. **UK 16542** has been reviewed and corrections have been made according to the recommendations by examiners. This report is submitted to the Department of Food Science in partial fulfillment of the requirement of the degree of Bachelor of Food Science (Food Service and Nutrition), Faculty of Agrotechnology and Food Science, Universiti Malaysia Terengganu.



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(En. Aziz bin Yusof)

**Main supervisor**

**AZIZ YUSOF**

Pensyarah

Jabatan Sains Makanan

Fakulti Agroteknologi dan Sains Makanan

Universiti Malaysia Terengganu

21030 Kuala Terengganu

Date:

## DECLARATION

I hereby declare that the work in this thesis is my own except for quotations and summaries which have been duly acknowledged.

Signature : ..... *byk.* .....  
Name : Loh Kok Young  
Matric No. : UK 16542  
Date : *13/02/2012*

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## ABSTRACT

Regularly consumption of soy foods has been linked by many studies to low the incidences of breast cancer, heart disease and other chronic diseases. This research was carried out to study consumer acceptance regarding chicken curry made with substitution of soymilk. There was a need to have a specific study on consumer acceptance of chicken curry (made with partial substitution of soymilk) in order to cover some imitations of lab sensory evaluation. This was due to the fact that lab sensory evaluations lack external validity when trying to reflect the actual consumers' acceptance towards a product. The scope of study was included acceptances of sensory attributes, product acceptability, purchase intention, the relationship of nutritional knowledge and purchase intention, and food-related lifestyle regarding to consumers' food consumption pattern. Consumer acceptance was carried out to cover some limitations of lab sensory evaluation which lack external validity to reflect the reality of consumer acceptability towards product. Test-retest technique was used to test the reliability of survey instrument during pilot test pilot test which involved 35 randomly chosen panels resided in *Kuala Terengganu*. Quota sampling technique was used to reflect the distribution of demographic background of the real population. Face-to-face interviews were used to collect data from 4 targeted sampling locations yielding approximately 100 respondents in the town centre of *Kuala Terengganu*. 3 types of samples (A-control formula with full coconut milk, B-full substitution formula of soymilk, C-partial substitution formula of 50% soymilk) were given to the respondents and they were asked to fill up the questionnaire. Study results showed that hedonic score based on sample A has higher median and significant ( $p < 0.05$ ) than sample B in terms of appearances, smell and overall acceptance. However, sample C (Median=7, IQR=6,8) was statistically significant and higher median than sample B (Median=6, IQR=5,7) at  $p = < 0.05$  in terms of taste acceptance. In terms of color, there was no significant differences between samples ( $p > 0.05$ ). Sample C had higher positive response (91%) in terms of product acceptability. Interestingly, there was an increase in purchase intention of sample C (from 79% to 92%) after the respondents were informed about the presence of soymilk in the formulation which was beneficial to health. Spearman correlation test was carried out and showed that there was no relationship between nutritional knowledge and purchase intention of sample C once the respondents were informed about the presence of soymilk as part of the ingredients in the chicken curry. With regards to the food-related lifestyle towards consumers' food consumption pattern, taste-related statements: "The joy of eating is one of the most important things in my life" was the highest median and significant (Median=4, IQR=4,5 and Mean rank=267.33,  $p < 0.001$ ) among all 4 statements in the 5-point Likert type scale. As a result, for any new innovation in healthier version of traditional food product, taste should be given the priority to ensure consumer acceptances toward the new product.

# TAHAP PENERIMAAN PENGGUNA DI KUALA TERENGGANU TERHADAP PENGGANTIAN SEBAHAGIAN DARIPADA SANTAN KEPADA SUSU SOYA DALAM KARI AYAM

## ABSTRAK

Banyak kajian telah membuktikan bahawa amalan pengambilan secara kerap makanan yang mempunyai kandungan soya terbukti mampu merendahkan risiko penyakit seperti kanser buah dada, sakit jantung dan penyakit kronik yang lain. Kajian ini bertujuan untuk mengkaji tahap penerimaan pengguna di Kuala Terengganu terhadap penggantian sebahagian daripada santan menggunakan susu soya dalam kari ayam. Terdapat kepentingan untuk menjalankan kajian berkaitan penerimaan pengguna terhadap kari ayam (penggantian separa dengan susu soya) kerana ia mampu mengatasi batasan penilaian deria yang secara kebiasaan dilakukan dalam makmal. Hal tersebut disebabkan oleh kekurangan *external validity* yang wujud dalam penilaian deria di makmal kerana ketidakupayaannya mencerminkan penerimaan pengguna yang sebenar terhadap sesuatu produk. Skop kajian merangkumi tahap penerimaan sensori, penerimaan produk, jangkaan pembelian, hubungan antara pengetahuan pemakanan dan jangkaan pembelian, dan gaya hidup pengguna berkaitan corak pemilihan makanan. Teknik *test-retest* digunakan untuk mengukur terhadap kesahan bagi instrumen kajian dalam *pilot test* yang melibati 35 panel yang dipilih secara rawak di Kuala Terengganu. Teknik *quota sampling* digunakan bertujuan untuk mewakili taburan latar belakang demografik populasi Kuala Terengganu yang sebenar. Teknik temuduga secara bersemuka digunakan semasa pengumpulan data melibatkan 100 responden di empat lokasi yang disasarkan di pusat bandaraya Kuala Terengganu. Tiga jenis sampel (A-formulasi kawalan dengan santan penuh, B-formulasi penuh penggantian susu soya, C-formulasi penggantian separa 50% susu soya) telah diberikan untuk dinilai oleh responden dan mereka diminta untuk mengisi borang soal selidik. Keputusan kajian menunjukkan bahawa skor *hedonic* berdasarkan sampel A adalah lebih tinggi dan signifikan ( $p < 0.05$ ) daripada sampel B dari segi penampilan, bau dan penerimaan keseluruhan. Sementara itu, sampel C (Median=7, IQR=6,8) ialah lebih tinggi secara signifikan berbanding dengan sampel B (Median=6, IQR=5,7) dengan  $p < 0.05$  dari segi rasa. Dari segi warna, tiada perbezaan signifikan antara ketiga-tiga sampel ( $p > 0.05$ ). Walau bagaimanapun, sampel C mempunyai sambutan positif yang amat tinggi (91%) dalam aspek penerimaan produk. Sesuatu yang menarik untuk diperkatakan apabila terdapat peningkatan dalam jangkaan pembelian bagi sampel C (daripada 79% kepada 92%) selepas responden dimaklumkan tentang kehadiran susu soya yang berfaedah untuk kesihatan badan. *Spearman correlation test* menunjukkan bahawa tiada hubungan signifikan antara pengetahuan pemakanan dan jangkaan pembelian bagi sampel C apabila responden telah dimaklumkan tentang kehadiran susu soya sebagai sebahagian daripada ramuan kari ayam. Daripada sudut gaya hidup berkaitan pemilihan makanan, pernyataan yang berkaitan dengan aspek rasa: "Kenikmatan dalam merasai sesuatu makanan merupakan perkara yang paling penting dalam hidup saya" mencatatkan nilai tertinggi dan signifikan (Median=4, IQR=4,5 and Mean rank=267.33,  $P < 0.001$ ) berbanding dengan 3 pernyataan yang lain menggunakan *5-point likert type scale*. Sebagai kesimpulan, bagi sebarang inovasi baru berkaitan versi makanan tradisional (kari ayam) yang lebih menyihatkan, aspek rasa perlu dijadikan sebagai petunjuk yang utama dalam menjamin penerimaan pengguna terhadap produk baru tersebut.