

PERCEPTION AND FACTORS AFFECTING THE PRACTICE
OF PURCHASING SAFE PROCESSED FOOD
AMONG HIGHER ACADEMIC STAFFS

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**PERCEPTION AND FACTORS AFFECTING THE PRACTICE
OF PURCHASING SAFE PROCESSED FOOD AMONG
UMT ACADEMIC STAFFS**

SITI NOR SHAHIDA BT MOHD SHARUDDIN

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the requirements for the degree of
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FAKULTI AGROTEKNOLOGI DAN SAINS MAKANAN
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PROJEK PENYELIDIKAN I DAN II

Adalah ini diakui dan disahkan bahawa laporan penyelidikan bertajuk:

PERCEPTION AND FACTORS AFFECTING THE PRACTICE OF PURCHASING
SAFE PROCESS FOOD AMONG UMT ACADEMIC STAFFS

oleh PITI NOR SHAHIDA BT MOHD SHARUDDIN, No.Matrik UE 11131

telah diperiksa dan semua pembetulan yang disarankan telah dilakukan. Laporan ini
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ABSTRACT

Each year, millions of people worldwide suffered from food-borne diseases and illnesses. Therefore, food-related infection is an important health problem in many countries. The study was conducted in Universiti Malaysia Terengganu (UMT) to determine the perception and purchasing practice of safe processed foods among UMT lecturers. This survey involved 127 UMT lecturers and self administered questionnaires were used to collect the data. The questionnaires were distributed and collected between June-October, 2008. The objective of this study are determining the perception about safe processed food, identifying the criteria used in choosing and purchasing safe processed food, factors affecting consumer purchase of processed food and determining relationships between consumers perception and purchasing practice as well as between demographic factors (age, gender, educational level and income level) and purchasing practice. The result of the study showed that 69 respondents were male (54.3%) and 58 were females (45.7%). Majority of the respondents had Master's degree (66.9%) and 33.1% had PhD. It was discovered that most respondents tend to have positive perception toward food safety and choose safe processed food. It was also discovered that there was a significant difference between the food safety perception about safe processed food and purchasing practice ($p < 0.05$). Demographics factors including age, gender, educational level and income affected consumer perception toward food safety and practice of purchasing safe processed food. Respondents who have higher income and higher educational level more interested in food safety than respondents who have lower income level and lower education level. In addition, female and younger respondents were more interested in food safety than male and older respondents. The result also showed that the four reasons respondent purchase safe processed food were to avoid food poisoning (61.4 %), responsibility toward family (34.6%), to avoid being cheated by seller (3.1%) and avoid money misspend (0.8%).

ABSTRAK

Setiap tahun, berjuta orang dari seluruh dunia menderita akibat masalah keracunan makanan dan penyakit bawaan makanan. Oleh sebab itu, masalah kesihatan yang berkaitan dengan makanan menjadi masalah besar bagi kebanyakan negara. Kajian telah dijalankan di Universiti Malaysia Terengganu (UMT) untuk menentukan persepsi dan amalan pembelian makanan diproses yang selamat dikalangan pensyarah UMT. Kajian tinjauan ini disertai oleh 127 orang pensyarah dan set soalan diberikan untuk dijawab sendiri oleh responden telah digunakan untuk mengumpul maklumat. Set soalan telah diedarkan kepada responden dan dikumpul semula bermula Jun-Oktober 2008. Objektif kajian ini dilaksanakan adalah untuk menentukan persepsi pengguna tentang makanan diproses yang selamat, mengenalpasti kriteria-kriteria yang digunakan untuk memilih dan membeli makanan diproses yang selamat, faktor yang mempengaruhi amalan pembelian makanan diproses yang selamat dan menentukan hubungan diantara persepsi pengguna dengan amalan pembelian dan juga hubungan diantara faktor – faktor demografik (umur, jantina, tahap pendidikan dan pendapatan) dengan amalan pembelian. Keputusan menunjukkan 69 responden adalah lelaki (54.3%) dan 58 responden adalah perempuan (45%). Kebanyakan responden mempunyai tahap pendidikan Master's (66.9%) dan 33.1% mempunyai Ijazah Kedoktoran. Hasil kajian mendapati kebanyakan responden mempunyai persepsi yang positif terhadap keselamatan makanan dan cenderung untuk memilih makanan diproses yang selamat. Selain itu, analisis mendapati terdapat perbezaan yang signifikan diantara persepsi tentang makanan diproses yang selamat dengan amalan pembelian ($p < 0.05$). Faktor demografik termasuk umur, jantina, tahap pendidikan dan pendapatan didapati mempengaruhi persepsi responden terhadap keselamatan makanan dan amalan pembelian makanan diproses yang selamat. Responden yang mempunyai pendapatan yang lebih tinggi dan tahap pendidikan yang lebih tinggi lebih berminat terhadap keselamatan makanan berbanding responden yang mempunyai pendapatan yang lebih rendah dan tahap pendidikan yang lebih rendah. Tambahan lagi, responden perempuan dan yang berumur lebih muda lebih berminat terhadap keselamatan makanan berbanding responden lelaki dan yang berumur lebih tua. Keputusan juga menunjukkan empat alasan responden membeli makanan diproses yang selamat, iaitu untuk mengelakkan mengalami keracunan (61.4%), tanggungjawab terhadap keluarga (34.6%), mengelakkan ditipu oleh penjual (3.1%) dan mengelakkan pembaziran wang (0.8%).