

SURVEY ON KNOWLEDGE, ATTITUDE AND
PRACTICES ON BREAKFAST
CONSUMPTION AMONG
WORKING ADULTS IN
UCSI UNIVERSITY

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ABSTRACT

Breakfast consumption is important for nutrition balance in all population groups. However, breakfast skipping is increasing at an alarming rate among working adults. Breakfast skipping will cause detrimental effects to working adults' health. The aim of the present study was to evaluate the knowledge level, attitude and practices on breakfast consumption among working adults. Cross-sectional study design was carried out in this research. A self-administered questionnaire was used to assess the knowledge, attitude and practices on breakfast consumption among working adults in UCSI University. This study was conducted on 203 individuals who were grouped into six age categories: from 0 to 19 years, 20 to 29 years, 30 to 39 years, 40 to 49 years, 50 to 59 years and 60 to 69 years. According to the results, females have higher (mean score = 10.36 ± 2.86) knowledge level compared to males (mean score = 9.51 ± 3.3). Most of the participants falls under mediocre knowledge (46.8%) followed by poor knowledge (30.0%) and good knowledge (23.2%). Education level and salary do not relate to practices on breakfast consumption. There were significant positive correlations between the respondents' knowledge, attitude and practices. However, a negative relation between the respondents' knowledge and BMI ($r = -0.181$, $p = 0.010$). There were only 31% ($n=63$) breakfast eaters, thus, it is important to increase the awareness on importance of breakfast in order to increase breakfast consumption. Besides, breakfast consumption should be promoted along with selection of healthful breakfast food choices in order to improve the nutritional quality of working adults' diets and to prevent health implications occurrence such as poorer eating, risk of developing obesity and poorer health.

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