

SURVEY ON KNOWLEDGE AND AWARENESS
TOWARDS PRESERVATIVES IN SOY SAUCE
TAKEN BY FEMALE CONSUMERS IN
PJS7 BANDAR SUNWAY

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ABSTRACT

Nowadays, consumers are getting more acknowledged about preservatives. According to World Health Organization (WHO, 2005), non-communicable diseases affected worldwide especially in developing countries due to inappropriate lifestyles and diets. Malaysia is one of them. As Malaysia is one of them, we need to find out do Malaysia citizens aware of over consumption of preservative bring negative impact to human's health. A sample of 385 female respondents was chosen from PJS7, Bandar Sunway, Selangor in this study. The aim of this study was to determine level of the consumers' knowledge towards food preservatives and their awareness on advantages and disadvantages of preservative in their daily food. Publics were tested on their knowledge and awareness on food preservative via soy sauce as it is the mostly consumed condiment in human society (Food and Nutrition Research Institute 2008). Result showed that there is no significant correlation between age, education background towards knowledge and awareness on preservatives as p value is less than 0.05. Majority of the respondents showed that they know generally what food preservative is (74.3%) and its function (98.7%). However, only 40.35% of the respondents know sodium benzoate is a type of food preservative and its usage in food despite sodium benzoate is a very common food preservative. The publics were basically accepted presence of preservative in their food and ignoring the negative side effects that might harm their health. Knowledge and awareness of publics towards food preservative can be increased by organising food preservative related campaigns, spread food preservative information via education in school, raise public attraction towards food preservative by promoting via television and newspaper advertisement and many more.

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