

KNOWLEDGE AND PRACTICES OF
SLIMMING PRODUCTS, AND BODY
IMAGE PERCEPTION AMONG
WORKING LADIES IN KUALA
LUMPUR CITY CENTRE (KLCC)

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ABSTRACT

This study was carried out to evaluate the knowledge and practices of slimming products, and body image perception among working ladies in KLCC, and their correlation of age, educational level, income level, BMI, body image dissatisfaction and physical activity with the knowledge and practices of slimming products. The participants were working ladies in KLCC who completed a questionnaire. Participants (n=105) were aged between 20-55 years. Pearson chi square is used to examine the correlation between variables. Education level is the only variable that shows significant ($\chi^2 = 20.103$, $p=0.01$) relationship with slimming products knowledge. Body image of the working ladies has negative correlation with the age ($r = -0.194$, $p < 0.047$). This result may indicate that physical appearance is no longer the key central part of them as their age increase. Moreover, there are also more than half of the underweight and normal weight subjects perceived themselves as normal weight and overweight. This is critical as the misconception may cause them to use extreme way to loss or gain weight. Results also showed that working ladies in KLCC have low physical activity. Hence, factors that have been identified may help develop a consummate plan or campaign to educate the working ladies on the usage of slimming products and in turns reduce the number of people suffering from the adverse effect of slimming products.

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