

**PERCEPTION, KNOWLEDGE AND
BEHAVIOUR TOWARD WEIGHT
MANAGEMENT AMONG CONSUMERS
IN SUNGEI WANG PLAZA,
KUALA LUMPUR**

NG SIANG YANG

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ABSTRACT

This study was carried out to examine the knowledge and behaviours on weight management among consumers and to assess their weight control methods. The association between actual body weight, self-perception, self-satisfaction and attempt to weight control were also examined. The survey research was undertaken in Sungei Wang Plaza using convenient sampling method. In the data collected, 28.8% were overweight, 53.1% normal weight, and 18.1% underweight. Approximately 36.1% of males and 43.6% of females misclassified their weight status. While 25.3% male underestimated and 37.2% of female overestimated their weight. Most of the males were unsatisfied with their perceived underweight and trying to gain, while most of females were satisfied with being underweight and only 13% were trying to gain weight. Participants had an average of 53% weight management knowledge score. Female had a higher mean weight management knowledge score than male and there was a significant negative correlation between BMI and mean knowledge score ($r = -0.156$, $P < 0.05$). This suggests that the higher the knowledge scores obtained by participants, the lower their BMI. Normal weight participants were more likely to engage in a positive weight control behaviours than those underweight and overweight. Participants with positive weight control behaviours represented a higher frequency in weighing oneself and exercise for 30 minutes, higher average physical activity level, and less frequency in skipping meal to lose weight. Lastly, most participants used healthy and effective methods in weight control. Up to 90.9% participants used some diet strategies and 68.4% increased physical activity to maintain or lose weight. In conclusion, the present study suggest that self-perception, self satisfaction, weight management knowledge and behaviour, and the methods used to control weight are relevant factors contributed to a better understanding of weight status.

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