

DIETARY AND LIFESTYLE HABITS
AMONG CONSUMERS IN SELECTED
HYPERMARKETS AND SHOPPING
MALL IN GEORGETOWN, PENANG

JONIE NEOH SI PHENG

Library Services
UCSI Education Sdn. Bhd. (185479-U)
No. 1, Jalan Menara Gading, UCSI Heights,
56000 Kuala Lumpur, Malaysia.
Tel: 603-9101 8880 Fax: 603-9102 3606
Website : www.ucsi.edu.my

B. Sc. (Hons.) Food Science & Nutrition
Faculty of Applied Sciences
UCSI University

2009

ABSTRACT

Diet and lifestyle play an important role in the prevention of chronic diseases. The objectives of this present study were to (i) determine the diet and lifestyle habits among consumers with self reported health status and weight status, (ii) analyze consumer's perception and satisfaction towards their overall health status, (iii) determine the diet and lifestyle habits of consumers with age and gender. A cross sectional, mall intercept survey was done in three shopping malls in Georgetown, Penang in which the data were collected from a sample of 384 participants. This study obtained an equal proportion of men and women and the majority of the participants were 19 to 25 years of age. The consumption of breakfast increases with age ($p < 0.01$) with an equal proportion of men and women consuming breakfast regularly. Breakfast eaters are more likely to rate their health status as good ($p < 0.01$) and no significant difference was found between the consumption of breakfast with BMI ($p > 0.05$). The trend of fast food consumption declined with age ($p < 0.01$) with men more likely to visit fast food outlets than women ($p < 0.01$). No significant difference was found between the consumption of fast food with BMI ($p > 0.05$). Women snacked more often in a day as compared to men ($p < 0.05$) and no significant difference was found between the frequency of snacking in a day with BMI ($p > 0.05$). Smoking was more common among men ($p < 0.01$) and smokers was found to have a higher BMI than non smokers ($p < 0.01$). High consumption of alcohol was more common among men ($p < 0.01$) and among younger adults ($p < 0.05$). No significant difference was found between high consumption of alcohol with BMI ($p > 0.05$). Results from this present study suggest that the diet and lifestyle habits in young adults and in men are less healthy as compared with middle aged to older adults and women.

Library Services
UCSI Education Sdn. Bhd. (185479-U)
No. 1, Jalan Menara Gading, UCSI Heights,
56000 Kuala Lumpur, Malaysia.
Tel: 603-9101 8880 Fax: 603-9102 3696
Website: www.ucsi.edu.my