

FS201

**PRODUCT ACCEPTABILITY AND  
KNOWLEDGE ON PROBIOTICS IN  
CULTURED MILK DRINKS  
AMONG ADMINISTRATIVE STAFF**

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## ABSTRACT

Probiotics can be considered as functional foods because they provide health benefits beyond the traditional nutrition function. It exerts several health benefits to human body. Administrative staff who are having economic ability are more likely buyers of dairy products in hypermarkets compared to elderly and teenagers. However, studies on knowledge on probiotics among administrative staff are limited. This study was designed to assess product acceptability and knowledge on probiotics in cultured milk drinks among administrative staff in Serdang. This was a cross-sectional study and self-administered questionnaires were used to assess the product acceptability and knowledge on probiotics in cultured milk drinks among administrative staff. A total of 111 administrative staff participated in this study. The result of the study showed that more than half of the respondents (54.1 %) are having a satisfactory level of knowledge on probiotics in cultured milk drinks. In terms of education level of respondents, there was no relationship found between knowledge on probiotics in cultured milk drinks with education level of respondents. Among variety brands of cultured milk drinks, most of the respondents (50.0 %) chose Vitagen as their preferred brand of cultured milk drinks instead of other brands. Branding of cultured milk drinks was the main aspect influences respondents (42.3 %) while choosing the particular brands of cultured milk drinks. Due to there is a limited consumption of cultured milk drinks among Malaysian, there was only 27.9 per cent of the respondents consumed cultured milk drinks once a week. The result showed that there was significant differences ( $p=0.0482$ ) between gender of respondents and their consumption patterns of cultured milk drinks. Fifty-five per cent of the respondents chose to consume cultured milk drinks due to recommendation by friends and family. For those respondents that faced any health conditions, 62.6 % of the respondents felt cultured milk drink can ease their medical conditions by consuming it. In order to increase the consumption patterns of cultured milk drinks among consumers, there should be more campaign or activities that are useful to improve the knowledge of consumers on probiotics in cultured milk drinks and its health benefits.

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