

**STUDENT AWARENESS AND PERCEPTION TOWARDS HEALTHY
LIFESTYLE AMONG UNIVERSITI TEKNIKAL MALAYSIA MELAKA
(UTeM) STUDENTS**

PATRICIA JONATHAN

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

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Nama Penyelia :
Tarikh :

Tandatangan :
Nama Penilai :
Tarikh :

*potong yang tidak berkenaan

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Laporan ini dikemukakan sebagai memenuhi sebahagian daripada syarat
penganugerahan Ijazah Sarjana Muda Pengurusan Teknologi
(Pemasaran Teknologi Tinggi)

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PENAKUAN

“Saya akui laporan ini adalah hasil kerja saya sendiri kecuali ringkasan dan petikan yang tiap-tiap satunya saya telah jelaskan sumbernya”

Tandatangan :

Nama : PATRICIA JONATHAN

Tarikh :

DEDICATION

For beloved family, lecturers and friends

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ABSTRACT

Nowadays, the society health condition had shown a tremendous decreasing trend. People lifestyle those are more less health conscious as due to the hectic life, stressful and pressure in their life. This health and lifestyle problems has been rising rapidly among the student especially university student, as they face the same situation also in Universiti Teknikal Malaysia Melaka (UTeM). Therefore, this research is being carried out in order to identify the relationship of student awareness and perception effect on the healthy lifestyle among of the UTeM students. In terms of supporting the research, a literature review regarding on the healthy lifestyle, consumer perception and consumer awareness has been included to support on the studies. The research design of the study was through quantitative method. In this research, data collection method was through the use of single survey which in the form of questionnaire structure and it has been distributed to 200 respondents of UTeM students. The findings of this research are all variables significant and the result shows that health awareness and health perception do have influences towards healthy lifestyle among UTeM students. For the better impact of healthy lifestyle among the students, UTeM should conduct exposition regarding on health and provides a well-developed environment to encourage the practices of healthy lifestyle.

Keyword: Healthy Lifestyle, Health Awareness, Health Perception, University Students, Universiti Teknikal Malaysia Melaka.

ABSTRAK

Pada masa kini, keadaan kesihatan masyarakat telah menunjukkan trend penurunan yang sangat drastik. Gaya hidup masyarakat telah menjadi kurang perihatin terhadap kesihatan, ianya disebabkan kesibukan kehidupan, stress dan tekanan dalam hidup. Masalah kesihatan dan gaya hidup ini telah meningkat dengan drastik dikalangan pelajar terutama sekali dikalangan pelajar universiti, dimana perkara sama turut berlaku di Universiti Teknikal Malaysia Melaka (UTeM). Oleh disebabkan itu, kajian ini telah dilakukan untuk mengenal pasti terhadap hubungan kesedaran pelajar dan tanggapan pelajar terhadap gaya hidup sihat dikalangan pelajar UTeM. Manakala untuk menyokong kajian ini, kajian literatur telah dilakukan berdasarkan gaya hidup sihat, kesedaran pelajar dan tanggapan pelajar telah masukkan dalam kajian penyelidikan ini. Struktur kajian ini telah dilakukan berdasarkan kaedah kuantitatif dan ianya telah digunakan untuk pengumpulan data dan data analisis. Dalam kajian ini, kaedah pengumpulan data telah dilakukan dalam bentuk penggunaan soal selidik dan ianya telah diedarkan kepada 200 responden pelajar UTeM. Hasil dapatan kajian ini telah menunjukkan semua level setara dan keputusan kajian telah menunjukkan yang kesedaran terhadap kesihatan dan tanggapan kesihatan akan mempengaruhi gaya hidup sihat pelajar UTeM. Untuk impak yang lebih berkesan terhadap gaya hidup sihat dikalangan pelajar, UTeM patut menganjurkan pameran dan seminar berkaitan kesihatan dan menyediakan persekitaran yang kondusif untuk mengaplikasikan gaya hidup sihat.

Kata Kunci: Gaya Hidup Sihat, Kesedaran Kesihatan, Tanggapan Kesihatan, Pelajar Universiti, Universiti Teknikal Malaysia Melaka.

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Chapter 1

INTRODUCTION

1.1 Background of study

Lifestyle is a way of people living their own way or method of daily activities or norms, as where each of human being has their particular or specific behavior that being applied in their daily life either they being aware or unaware of it only. Nowadays, lifestyle and health is being commonly been relate closely as where through their ways of lifestyle practices would eventually affecting on their health in ends of the days. According to Divine and Lepisto (2005) defined a healthy lifestyle as an orientation towards the prevention of health problems and the maximization of personal wellbeing.

Therefore, the needs of practicing this ways of lifestyle would be a necessary towards a better and having the sustainability of ways of life. Referring to Biswas (2013), state that “Health is Wealth” and “Prevention is better than cure”- as both of this an old-age maxim but is well agreed as what method of prevention could be better than developing an integrated scientific awareness about all the dimension of health among the future citizens of a country like ours.

Especially in this subject of study which related with university students already well known to have among of the unhealthy ways of lifestyles which mainly involving with fast foods choices and lack of exercise in the daily activities; which those factors that being influencing by their environment and surrounding of people the student mingle with in their society daily.

As all of this factors would be their motivation pushes in order to motivate them in their activities which related back to the student social needs that based Leon et al (2010) explains that Maslow hierarchy of needs that has been formulated by Dr. Abraham Maslow is a widely accepted theory of human motivation based on the notion of a universal hierarchy of human needs. Thus, the needs of increase the consumer awareness on the healthy lifestyle would be achieve through using the theory of Maslow of social needs.

And as for the consumer perception also could be a factors that bring influential into the consumer decision making of their lifestyle, which those factors could be changes based on theory of perceptual selection, which where consumer would be subconsciously exercise a great deal of selectivity as to which aspects of the environment (which stimuli) they receive, through few concept of consumer perception (Leon et al, 2010). By then the influential factors would change the student perception towards the idea of healthy lifestyles base on the theory.

As for the student in this studies is being directed towards the higher education level institute student which in the form of university student, to be more specify those targeted prospect of respondent would be Universiti Teknikal Malaysia Melaka student. As where they are the typical university student that facing the typical heavy workload of studies requirement, stress pressure, lack of physical activity, unhealthy eating behavior and personal behavior just like others normal universities student as well.

Whereas, the Maslow's hierarchy of needs in the 3 level which is in the psychological level is the social needs that being require by every human being basic

needs, this would as be applicable into the students life which need the sense of belongingness and affection with the environment, society and personal decision. Thus, this will give influence of their perception of living the healthy lifestyle based on the theory of perceptual selection based on the consumerism perception. Therefore, through the conduct of this research studies will help on identify on the student awareness and perception towards healthy lifestyle by taking more attention and precaution measure into practicing a better living life style in the student life.

1.2 Research Problems

Health problems among the society in Malaysia has been decreasing tremendously over the time comparing to the older generation of our parents or even grandparents, as in this health issues has been rising day by day based on the Annual reports of Ministry of Health Malaysia (2011), referring to the Primary healthcare under health screening and intervention primary care clinic report outcomes which from over approximately 300,000 respondents that has been screened, about 43% were found to have at least one risk factors that being faced which means nearly half of the respondent are infected with high risk factors of diseases .

The most common risks factors being detected was overweight, followed by inactivity and smoking; as for the most common intervention for those detected with risk factors was promotion, health education, distribution of health education materials and counseling referring to the (Annual Ministry of Health Malaysia, 2011). These common risk factors also being agreed as Ferrara et al (2013) say that recent evidence suggest that 30-35% of college students are overweight or obese, primarily as a result of physical inactivity and poor nutritional choices. Thus, from this health issues that currently has been increasing hiking trend especially among the youngster of Malaysian, there a needs of discovering on what reason that will gave them the changes of their health awareness and their perception on health. Therefore, for this research the purpose is identify whether there is the occurring of similar trends of health awareness and perception among Universiti Teknikal Malaysia Melaka (UTeM) students, so that to be able to know on the precaution

measure in order encounter the decreasing drop of healthy lifestyle practices among the Malaysian society.

1.3 Research Questions

Referring to the problems statement that has been state within the research problems its came about on the research question, which stated that the implication of health problems would also being an issues to the younger generation which in this study referring to the University Teknikal Malaysia Melaka (UTeM) students, as where the student of UTeM as well is included in high productivity population which is approximately 19 million out of 28 million of whole Malaysian population (Health Facts, 2012) which will eventually will bring an impact on the growth of society in the future. Thus, there is an urgency of amplify the health consciousness among the youngster and implementing the proper healthy lifestyle into the universities students' behaviors and living habits as much and as early as possible. Whereas, in the current market there are already existing multiple range of healthy green products that being available for every individual needs such as organic foods items.

Referring to the research, it is being study in order to investigate whether having any understanding towards the student awareness of healthy lifestyle concept will bring any kinds of influential changes towards the student perception on to the subject matter.

Research question being constructed as below:

- 1.3.1 What is the level of health awareness among UTeM student?
- 1.3.2 What is the factor that influencing on student perception on healthy lifestyle among UTeM student?
- 1.3.3 What is the relationship between student awareness and student perception on healthy lifestyle?

1.4 Research Objectives

The aims of this research to examine on the relationship of student awareness and student perception in term of healthy lifestyle perspective that would bring influential affect towards University Teknikal Malaysia Melaka (UTeM) students. Thus, through this report we would discover the explanation between these two different behavior concepts, so by then we are able to understand better to implementing healthy lifestyle practices.

The objectives of this study are as below:

- 1.4.1. To identify the level of health awareness among UTeM student
- 1.4.2. To investigate the factors influencing the student perception on healthy lifestyle among the UTeM student
- 1.4.3. To identify the relationship between student awareness and student perception on health lifestyle.

1.5 Scope and Limitation of the study

Scope

For this research paper, it would be covering on the common perception of undergraduate students understanding on the ideas of lifestyle that being practices and discovering the needs of practicing and early application of healthy ways of lifestyle in our daily life. Besides then that, it would also include on the consumer awareness level towards the subject matter that being explore which in this research is on the healthy lifestyle among UTeM students.

Thus, in order to be able to identify the connection of the two different concepts of consumer behavior that being practices by universities student ; UTeM student is being taken as the prospect potential respondent. As where universities students tends to have their own ways of “students lifestyle” concept which being means by the practices of instant and unhealthy of food consumptions and habits; thus, through

this study researcher will be able to discover the insight towards the ideas of healthy lifestyle and factors that has been influencing the UTeM student towards the attentiveness of this study subject matters. “Student lifestyle”, this context is the student living behaviors and habits, such as type of food consumption intake such as fast food, frequency of physical activity, studies stress management, and personal habits such as smoking habits.

Respondents for this research is being taken among of University Teknikal Malaysia Melaka (UTeM) student by the research strategy of descriptive method. The reason of the higher education institute is being taken as respondent is because of they will be the future market decision maker besides, as currently they as the younger consumer market segment which that haven being establish their trending consumerism behavior. Besides that, students which are the younger generation a country will be the backbone of a country development in future as their health condition influences on the productivity of the county in ends of the days.

Limitations

In this research study, there are some limitations that being faced. Limitation would be related towards the scope area of respondent that being only covering on UTeM students mainly, which other universities students didn’t being included into this research as respondents. Other limitation would be the factors of time and financial constrains, in order to reaching out wider and deeper of study area to reach better understanding towards this research.

1.6 Significance of study

By able to make discovering on the relationship of between consumer awareness and perception regarding on healthy lifestyle among UTeM students, we would be able to make better awareness among of the student and influential perception towards the ideas of healthy insight into student mindset and thinking. Thus, would be able to build up or nurture a better well-being of personal into the society and

making the incremental sustainability of living lifestyle in the future by practices a much healthier purchases and better quality of decision making in their life. Thus, by these ways would help on the market develop into a healthier society and produce healthy product range and variety too.

1.7 Summary

This chapter 1 was the foundation of the research paper on the reason of why this research was being conducted. Where it was included on the issues of health problems that occurring within our country and among our youngster such as university student. As from the research problems that has been identified which is the increasing health problems among students. Thus, on the research it has been focused on the university student as they are the targeted respondent that being investigated on. Therefore, the research also has been covering on the scope and limitation of study and as well as the research objective that being achieved in the ends of this research study. Thus, through that being able to identify on the relationship between student awareness and perception towards the healthy lifestyle.

Chapter 2

LITERATURE REVIEW

2.1 Introduction

In this chapter, it discussed on the student awareness towards healthy lifestyle and how it would gives influences towards the student's perception on the healthy lifestyle concepts. Firstly, it is a brief explanation on the healthy lifestyle concept and students lifestyle concepts based on other researcher studies. Then, it followed by the understanding of healthy lifestyle awareness of students by referring on consumer motivation concept which related to the consumer awareness. Therefore from there, the influential factors towards the students perception would also being included in these studies as well too. As a result of the literature study, the theoretical framework on the subject matters being constructed.

2.2 Healthy lifestyle concept

Health and lifestyle could be links together as where its means by having specific trends of living behavior based on health conscious elements such as eating behavior, physical activities, health responsibilities and health awareness. Healthy lifestyle is an orientation towards prevention of health problems and the maximization of personal wellbeing (Divine and Lepisto, 2005).

Nowadays, Malaysia also facing the problems of increasing on health problems among the society as due to practices of unhealthy ways of lifestyles which causes multiples kinds of health and environment problems. In order to preventing the problems goes worsen, government has taken initiative and ways to encourage the people to practices the healthy lifestyle in their daily life so that to be able to improve the Malaysian health quality. Based on Annual Reports of Ministry of Health (MoH) (2011), upon realization of increasing prevalence and burden of Non-Communicable Diseases (NCD) and the NCD risk factors, the Ministry of MoH has strengthen the NCD prevention and control programs in Malaysia by producing the “National Strategic Plan for Non-Communicable Diseases” (NSP-NCD) 2011-2015.

Whereas based in News Strait Times (2012) article also quoted that in move of promote healthier lifestyle, where the Education Ministry has launched the „**Program Cara Hidup Sihat**“, as being said that studies have shown an increase in the number of young Malaysians who are suffering from obesity and other non communicable diseases (NCDs). As for to encourage universities students to adopt a healthy lifestyle, the 1Malaysia Healthy Student Program being introduced as it being implemented in four different zones throughout Malaysia, with the objectives of raise public awareness about disease related to unhealthy lifestyle (Annual Report Ministry of Health, 2011).

For supporting for this research study, the Health Belief Model (HBM) has been applied into the theoretical framework where this health model is among of the first health behavior model that being formulated as it is a psychological model where it explain and predict why individual engage in health-related action that may and may