Place Effect on Health Food Consumption Patterns: Among Malaysian Consumers

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ARTICLE DETAILS

History

Revised format: May 2017

Available Online: June 2017

Keywords

*Healthy food,
Consumption Patterns,
Lifestyle,
Place*

JEL Classification:

Q18, Q19, E21

ABSTRACT

Purpose: Healthy foods refer to foods that are safe for consumption, fine in quality and are nutritious in meeting the principle for sustainability of health. Recently consumption of healthy food has emerged as alternative approach for preventing form obesity and chronic diseases, that affecting Malaysia with high threat, in which unhealthy food consumption is now the leading cause of morbidity and mortality in low and middle-income social classes. The aim of this paper is to investigate on effect of the variable place on the consumption patterns of healthy food with mediating effect of consumer lifestyle. Based on that, this conceptual framework is constructed of four variables place as independent variables, consumption patterns of healthy food as dependent variable. Moreover, this research also proposed consumer lifestyle as mediator. Based on the arguments in the article, three major hypotheses were developed to refine our understanding of the consumption patterns.

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Recommended citation: Djermani, F., Sulaiman, Y., (2017). Place Effect on Health Food Consumption Patterns: Among Malaysian Consumers. *Journal of Business and Social Review in Emerging Economies*, 3 (1), 33-38.

DOI: <https://doi.org/10.26710/jbsee.v3i1.179>

1. Introduction

A healthy diet is primarily about dietary diversity consuming a variety of foods across and within food groups to meet energy and essential nutrient requirements. Consumption of a wide variety of whole foods, especially vegetables, fruits, legumes, whole grains and nuts, is particularly important (Bereuter & Glickman, 2015).

Nowadays, healthy diet is mainly variety of consuming a different foods groups get the important required nutrient and energy. Therefore, consumption of a wide different food groups, particularly vegetables, fruits, legumes, whole grains and nuts, is important (Bereuter & Glickman, 2015)

Nowadays, the rapid growth of fast food industries in Malaysia during the last decades has added another dimension to the change in food consumption pattern among the Malaysian consumers. Moreover, in Malaysia, the availability of variety of food especially in crowded area may be facing implications out of the eating behaviour (Ali & Abdullah, 2012a).

This study is attempting to suggest a construction model on consumption pattern for Malaysian consumer on healthy food. Subsequently, the main factors to be studied are place with its effect on consumption pattern with mediation of consumer lifestyle.

2. Literature Review

2.1 Consumption Patterns

In economic studies the term “consumption” are defined as purchased food, or some a form of sales data of analysis, relatively to actual dietary intake. Additionally, Stagl’s (2005: 90) definition of consumption as “the use by human individuals of goods and services to satisfy some of their needs and wants. ‘Goods and services’ are often referred to as ‘commodities’” and Campbell’s (1995) one as “any activity involving the selection, purchase, use, maintenance, repair and disposition of any product or service”(Boulanger, 2007).

Food consumption and health habits, in current years have been the main focus of policy makers and researchers to establish healthy and continuous living communities (Agraria,2016).

2.2 Healthy food

Healthy food defined as low fat, reduced sugar, high fiber, containing fruits and vegetables, and being prepared using appropriate cooking methods (Anita Eves, Michael Corney, 1998; Kim, Lee, Gon Kim, & Kim, 2013)

2.3 Consumer lifestyle

It refers to the entity that purchases and uses products and services for the purpose of individual or household consumption (Bin & Dowlatabadi, 2005).

2.4 Place

The place or physical distribution place or distribution activities add value to the products by creating time, distance and possession utilities. It includes issues such as distribution channels, market coverage, product inventory, transportation and distribution sites (Eavani & Nazari, 2012)

2.5 Consumer lifestyle and consumption patternsonhealthy food

There are few studies examined the relations between consumer lifestyle and consumption patterns. The study of Vikas Mittal, Wagner A. Kamakura, & Rahul Govind (2004), similarly the work of Hawkins, Roupe, and Coney (1981) who examined the consumer lifestyle mediator as and consumption patterns as dependent variable(Hawkins, Roupe, & Coney, 1981; Mittal, Kamakura, & Govind, 2004). According to Noraziah Ali1, Mohd Azlan Abdullah (2012), the new living environment and changes of lifestyles has resulted in new arrangement in eating, which was not the case two decades ago. As well as, food businesses grow as the individual capacity to cook and to eat food at home is no longer expected, and it goes that traditional values expecting women to prepare food for the family is not compulsory anymore (Ali & Abdullah, 2012b). As a result, the practice of eating-out has helped families and individuals to meet their food needs, biologically and socially. Accordingly, the consumer lifestyle has significant relationship with consumption patterns (Norimah et al., 2008). Considering the above discussion, the researcher postulates the following hypotheses:

H1: consumer lifestyle has a positive significant relationship with consumption patterns of healthy food

2.6 Place and consumption patterns on healthy food

Correspondently in Kearney (2010) revealed that practical changes in dietary patterns has brought the rate of consumption in the urbanization area to have significant effects on global food supply, markets and trade, which demonstrated the high impact of place as an important factor to the consumption pattern on healthy food, particularly the rise in over-nutrition (Indumathi, N., & Dawood, 2016; Kearney, 2010).Accordingly, many of the previous studies highlighted the significant relationship between place

and consumption pattern. Thus, the hypothesis is developed as follow:

H2: Place has positive significant relationship on consumption patterns of healthy food

2.7 Place and consumer lifestyle

Previous literature suggested that place is one of the crucial factors for consumer lifestyle on consumption patterns of healthy food. Moreover, Changes in living arrangements that some college students encounter influence their lifestyle factors (El Ansari, Stock, & Mikolajczyk, 2012). However, according Prerapha Taweessuk (2014) brings out the mediation of consumer lifestyle, on the study done about organic food in Thai reported that while food choices are commonplace, they have profound impacts on our health (Prerapha Taweessuk, 2014). Also, Indumathi and Ayub Khan Dawood (2016) reported that place factors do impact the purchase decision of organic product (Indumathi, N., & Dawood, 2016). Based on the above discussion, the researcher postulated the following hypothesis:

H3: Place has a positive significant relationship with consumer Lifestyle

2.8 Mediating of consumer lifestyle between place and consumption pattern of healthy food

In the model of Hawkins, Roupe, and Coney (1981) who examined the consumer lifestyle mediator as and consumption patterns as dependent variable on coffee consumption according to different geographical factors. Likewise, Chryssohoidis and Krystallis (2005) found that consumers who purchase healthy foods (organic food) place greater importance to internal values such as self-respect and enjoyment of life rather than external values such as belonging (Aslihan Nasir & Karakaya, 2014). Therefore in some studies place availability has recorded the highest correlation on the consumption of organic food which are easily available in most of the places in Malaysia which is supported by the previous study like Ahmad and Judhi (2008) as results have supported healthy like organic food should be made easily availability via online purchase to the consumers (Faktor et al., 2016). That demonstrated based on the model of Hawkins et al., (1981) the place on health food consumption patterns.

H4: Consumer lifestyle mediates positively the relationship between place consumption patterns.

3. Research Framework

4. Research Methodology

4.1 Population and Sampling size

The population of this study includes Kedah, Perlis, Perak and Penang states regardless gender, age, education, designation and years of service. The research further states however, that larger samples are in general better than smaller sample but very large sample can lead to erroneous conclusions.

The current population estimated in Malaysia in 2016 is researching 31.7 million people, with growth of 0.5 million people as comparing to the previous year 2015 was 31.2 million individual with growth rate 1.5 % for the same period (Department of Statistics Malaysia, 2016; Malaysia, 2016). The labour work force in Malaysia is defined as for aged group 15 to 64 years.

The unit of analysis in the present research used independents with defined geographical segments for individual consumers aged 18 years 59, around the selected malls. Subsequently, the recommended sample size is 384 according to Krejcie and Morgan, (1970). Then, the total population of 6.570 million people for the fourth states in 2016 : Kedah 2.120, Perlis: 0.250, Perak: 2.480 and Penang 1.720 (Department of Statistics Malaysia, 2016).

Table 1: Sampling size

States	Population million (2016)	Required Sample size and Morgan (1970)	Krejcie
Kedah	2.120	384	
Perlis	0.250	384	
Perak	2.480	384	
Penang	1.720	384	
Total	6570	1536	

Source: Krejcie and Morgan (1970)

5. Conclusion

The findings of this study can be generalized for Malaysia because it will be conducted in the malls that representing shopping centres. This model has shown some interesting findings which could be applied for utilization in research on a bigger scale to include the whole of Malaysia especially those who actively involved in consumption patterns of Malaysian food habits. Thus, this research study aims to enhance in the different numbers of the studies on healthy food to provide a model on consumption patterns that contribute on Malaysian consumers.

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