

Conceptual paper: Malaysian youth's perception and consumption behaviour of roasted chicken products towards a better quality of life

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Abstract

Malaysian youth have a limited understanding of how to choose nutritious foods. Chicken products, both fried and roasted, are popular among Malaysians but fried chicken is consumed at a higher rate compared to roasted chicken. When purchasing ready-to-eat chicken products, youth must be prudent to choose healthier cooking method such as roasting method over chicken prepared with deep-fried cooking method. Many articles have been written regarding the health benefits of eating chicken cooked with moist heat method. However, in Malaysia, the health benefits of roasted chicken have not been thoroughly investigated. As a result, the purpose of this study was to look at consumer perception, which includes both internal and external aspects, as it relates to youth's use of roasted chicken goods to improve their quality of life. Aside from that, it was highlighted in the literature that there is currently insufficient empirical evidence in describing how young's perception and consumption of roasted chicken products will help youth enhance their quality of life. This study's participants will be young people who buy roasted chicken products often, at least 5 times per week. Prior to the interview, screening questions will be used to determine the youth's purchase preferences for roasted chicken goods. This study's data will be analysed utilizing a mixed-methods approach that includes both interviews and surveys. According to prior research, respondents' internal factors, such as personal and psychological factors, as well as exterior factors, such as cultural and societal factors, will influence their purchase decisions. In addition, roasted chicken products would improve youth' quality of life because they are cooked at a lower temperature, use less oil, contain fewer saturated fatty acids, and have a higher protein content than fried chicken products. These findings are expected to encourage people to choose healthier diets over fried dishes. Perhaps Malaysians' health will improve, and their quality of life will increase as a result.

1. Introduction

Malaysians spend a lot of money on imported food (Ali and Abdullah, 2017). In comparison to the elderly and teenagers, the majority of Malaysian youth, aged 15 to 30, purchase and consume food from outside (Krauss *et al.*, 2020). Because customers are feverishly leading hectic lives, time for making meals at home is being compressed. Malaysians like eating a variety of foods from other countries, although chicken is the most popular among all races (Habib *et al.*, 2011). According to Hirschman (2020), poultry consumption in Malaysia has increased dramatically from 2006 to 2019. This is owing to Malaysia's low cost of chicken (Chamhuri and

Batt, 2013). Other than that, cultural elements have a role, as Malaysian cuisine has always been a fusion of Malay, Chinese, Indian, Arabic, and Portuguese influences (Musa, 2016). Malaysians love 'Nasi Lemak' with fried chicken. Malaysians also enjoy chicken sate from night markets (Yuen and Ong, 2009). Furthermore, among the Malays, 'Ikan Bakar' and 'Ayam Percik' have one of the greatest purchasing rates (Musa, 2016). While 'pecking duck,' roasted chicken, and roasted hog meat are commonly found at Chinese night markets and restaurants (Musa, 2016). Indians, on the other hand, are more likely to buy 'thandoori' chickens, roti canai, or chicken biryani (Singh, 2012). This is how different ethnicities in Malaysia are heavily impacted by chicken

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items prepared in unique ways.

Fast food, particularly fried chicken, has achieved widespread favour among Malaysians, particularly the youth and younger generations (Habib *et al.*, 2011). Malaysia is the most obese country in Southeast Asia and the sixth most obese country in the Asia-Pacific region (The Star, 2014). One of the causes of obesity in Malaysia is the high consumption of fried food products. Young people prefer fried chicken to roasted chicken products, despite the fact that they are unaware of the health risks (Habib *et al.*, 2011). This is owing to the flavourful, low-cost, and readily available ingredients, as well as the availability and eating preferences of children. Although the majority of respondents (61.3 %) stated that fried chicken will have negative consequences on human health, just 23.8 % stated that they are truly concerned about future health difficulties (Majabadi *et al.*, 2016).

Since independence, Malaysians' quality of living has improved as our country has experienced rapid progress in numerous industries (Hitam and Borhan, 2012). Apart from achieving financial stability and having a happy family, Malaysian youth's food consumption patterns have a significant impact on their quality of life. When it comes to the safety of various cooking methods, the majority of the youth are clueless (Shim and Lee, 2013). According to Shim and Lee (2013), only about two-thirds of consumers were aware of the safest and healthiest cooking methods. According to another study, Malaysians' quality of life has deteriorated as a result of their frequent purchases and consumption of deep-fried foods (Ishak *et al.*, 2020). They are particularly concerned about non-communicable diseases such as high blood pressure and atherosclerosis, which are linked to a large intake of fatty foods (Huang *et al.*, 2020). Apart from that, a Malaysian study found that the restricted range of food and vegetables supplied in school canteens may contribute to vitamin and mineral deficiencies in pupils, lowering their quality of life. Furthermore, having availability to fast food and fried meals near schools may encourage poor eating habits (Mohammadi *et al.*, 2021).

The author reported that in addition to moist heat cooking, roasted cooking is one of the preferred methods over deep frying since it uses less oil and has fewer calories, which can assist to maintain optimum health (Tian *et al.*, 2016). According to the findings of the study by Ishak *et al.* (2020), healthy cooking methods that can assist improve teenage quality of life includes steaming, grilling, boiling, and roasting. Fried meals, on the other hand, were labelled as harmful. Another study by Proietto (2017) found that roasting methods can help people lose weight because they are low in calories.

When the respondents recorded 28 days of diet recall for 6 months, the results showed that the weight of menopausal women had dropped. When respondents utilized more healthful cooking methods on a daily basis, such as roasting, poaching, steaming, and blanching, they lost weight gradually (Proietto, 2017). Many articles have been written regarding how moist heat cooking methods such as boiling, steaming, blanching, and poaching can improve a person's quality of life. In Malaysia, however, there is a dearth of studies into roasting methods that will improve quality of life. The goal of this conceptual paper is to look into existing research on the internal and external reasons that lead to adolescents purchasing roasted chicken items and how this will improve their quality of life. This study provides information to help adolescents improve their meal selection skills to have a healthier lifestyle with a higher quality of life.

2. Literature review

2.1 Consumption of roasted chicken towards a better quality of life

In Malaysia, the consumption of chicken among the youth is increasing year after year (Omar *et al.*, 2015). Poultry and eggs are the most common sources of protein among teenagers (Omar *et al.*, 2015). According to a study, young people's awareness of healthy cooking methods is low (Rezali *et al.*, 2015). Some people are aware that moist heat cooking methods are healthier, yet they do not use them in their daily lives. They prefer dry-heat cooking methods such as roasting, barbecuing, and grilling, on the other hand, yet some of them are unaware that roasting improves the quality of life by using less oil (Rezali *et al.*, 2015). However, people prefer fried chicken to roasted chicken because they are addicted to the taste and because McDonald's, Texas Chicken, and KFC are more widely available in Malaysia than roasted chicken establishments (Paswan and Sharma, 2004). According to a study by Kalogeropoulos *et al.* (2010), skinless roasted chicken with less sodium is a healthier option. It has the potential to lower saturated fat levels while also providing enough proteins and minerals for our bodies (Black and Bowman, 2020). Roasting increased the amount of carotenoids in chicken breast and leg fillets, which are important antioxidants that help the immune system fight disease (Kalogeropoulos *et al.*, 2010). According to the same study, one serving of roasted breast or leg fillets delivers 222.8 and 304.4 mg of EPA + DHA, respectively, which is 1.1 and 1.5 times more than the 200 mg from seafood sources obtained through traditional cooking methods such as stir-frying and steaming. This is almost 30% of the recommended EPA + DHA consumption for patients with established coronary heart disease (Lavie *et al.*, 2009). As a result,

roasted chicken is one of the most popular foods since it improves one's quality of life. Raber *et al.* (2016) discovered that cooking red meat at temperatures above 170°C, charcoal grilling, and broiling releases carcinogens into the food. Despite this, due to 170°C, the roasted approach is still within the permissible heat range unless it is roasted for more than 20 mins. According to a similar study, roasting chicken with herbs and spices while limiting salt, cream-based margarine, shortenings, and not allowing the chicken to be thoroughly browned improves nutritional quality (Raber *et al.*, 2016). It will also aid in the reduction of obesity and excessive cholesterol, as well as the improvement of overall quality of life. Another study found that when compared to deep frying and ultra-processed foods, boiling and roasting chicken is one of the healthiest cooking methods that improve quality of life (Oz *et al.*, 2010). According to a comparable study, roasting chicken over medium heat for a short time is a safe cooking method. According to a qualitative study, teenage health and quality of life improve with a larger home and when adults have a sufficient understanding of food selection. That is, youth from wealthier families and those with a high understanding of healthy food consumption tended to prepare and purchase items prepared by baking, boiling, or roasting rather than deep frying or pan-frying (Kramer *et al.*, 2012). Another qualitative study found that healthy youth's quality of life improves when their monthly income is sufficient when they dine with family members, and when they consume meals prepared using healthy cooking methods including steaming, roasting, and poaching. Half of the respondents said they switched from deep-frying to roasting cooking methods after their parents had heart attacks and other non-communicable diseases and their doctors advised them to limit deep-fried foods. As a result, the quality of life for youth will improve as a result of better food choices, higher earnings, and more quality time spent with loved ones (Zeller and Modi, 2006).

2.2 Influence of perception and consumption behaviour of consumers

Various elements that influence food consumption behaviour have been incorporated into several models. According to Pilgrim (2015), food consumption behaviour is influenced by the consumer's attitude regarding the food they buy. Physiological impacts of food, sensory perception, and environmental influences are the key elements that determine food consumption behaviour. Every customer has various requirements when it comes to retail (Sijtsema *et al.*, 2002). Due to a variety of factors impacting consumer behaviour, everyone will make a distinct buying decision. Internal and external factors that influence consumer behaviour

can be divided into two categories (Naeem *et al.*, 2015). Consumer-related aspects are referred to as internal factors. It stems from the consumer's own way of thinking and lifestyle, such as physiological and personality aspects (Elsantil *et al.*, 2021). These internal factors will take effect once consumers begin to consider their appetites, eating preferences, and any other health-related concerns. These variables will assist individuals in identifying their feelings, analysing the information to generate ideas and beliefs, and finally taking action (Ramya, 2016).

Motivation, perception, learning, attitudes, and beliefs are all physiological variables (Naeem *et al.*, 2015). Something that inspires customers to buy certain things is referred to as motivation. Delicious, wonderful flavour, good aroma, brown colour, and tastiness of roasted chicken goods, for example, have become motivational reasons for youngsters to acquire and consume roasted chicken products on a regular basis. Perception refers to how a customer views a product (Zeithaml *et al.*, 2001). For example, young people consider roasted chicken products to be a healthier option. As a result, they would be eager to buy it in order to keep their health. Furthermore, consumer attitudes and beliefs play a significant effect in purchase decisions (Spence *et al.*, 2010). Consumers purchase products/foods based on their feelings about a product. Even if a product is excellent, if the consumer believes it is useless, they will not purchase it. For example, young people believe that roasted chicken items are healthier than other cooking methods such as deep-frying. So, despite the fact that the stall offers a variety of cuisines, people will prefer roasted chicken products. Personality refers to a person's personality traits that influence their purchasing decisions. Those who follow strict hygiene procedures, for example, will always find shops and environments that are clean and orderly (Choe and Kim, 2018). For instance, teens have stated that the shop's cleanliness and food handling practices will impact their decision to purchase and consume roasted chicken goods. Apart from that, personality manifests itself in a variety of characteristics such as adaptability (Arvola, 2008). That they sometimes adjust to the environment in which they live and work. If a single location sells a lot of roasted chicken products, people are more likely to buy the same food again and again. In a nutshell, internal elements such as personality and psychological characteristics have led adolescents to regularly purchase and consume roasted chicken items.

External factors, on the other hand, refer to factors that are related to products. Therefore, despite internal influences, an individual's source of influence is usually from the outside (Noguera, 2003). Cultural factors are a

set of beliefs and ideologies held by a specific community or group of people. In a nutshell, culture is nothing more than an individual's values. As a child, everything a person learns from his parents and relatives creates his culture (Parsa *et al.*, 2008). Early childhood feeding habits and family lifestyle, for example, have influenced youngsters to acquire and consume roasted chicken items on a regular basis. When parents give roasted chicken goods to their children, they will eventually eat the same when they are adults. Aside from that, a family lifestyle that involves buying meals from outside restaurants on a regular basis owing to a hectic schedule would cause the children to become addicted to the flavour of food from outside restaurants. As a result, when kids leave the house for school or employment, they will continue to follow the same culture. There are two types of reference groups: primary and secondary. Friends, family members, relatives, and co-workers are the main groupings (McFerran *et al.*, 2010). Consumers' purchasing decisions are occasionally influenced by them. The consumer and secondary groups have an indirect link (Sobral, 2018). Almost every adolescent has stated that their friends and family members have persuaded them to buy more roasted chicken goods. When they went outdoors, their friends or sisters/brothers would always beg them to buy extra so that they could dine together at home. This is how peers and family members persuade youngsters to buy and eat more roasted chicken. In conclusion, external variables such as cultural influences and peer groups have influenced youngsters to buy and eat roasted chicken items.

2.3 Youth's influence on roasted methods towards a better quality of life

The focus of this research will be on a generic quality of life instrument. The Youth Quality of Life Instrument (YQOL) assesses the general quality of life of children and adolescents with and without chronic illnesses or impairments. YQOL consists of 15 perceptual items that assess the sense of self, social interactions, the environment, and overall quality of life (Edwards *et al.*, 2002). There hasn't been much research done on the advantages of dry-heat cooking for improving one's quality of life. As a result, this study will help adolescents gain a better understanding of food selection. Youth should learn to substitute healthier nourishing foods such as roasted cooking methods over moist heat cooking methods in place of deep-fried cooking methods, processed foods, and junk food. Because many Malaysian youths prefer chicken when purchasing goods from outside sources, roasted chicken products were chosen to see how eating them affects their quality of life. As a result, the general quality of life

instrument (YQOL-SF) is employed because all of the respondents for this survey are completely healthy young people who buy roasted chicken items on a daily basis in Kuala Lumpur, Malaysia.

The proposed conceptual framework for this investigation is shown in Figure 1. The quality of life of youngsters is determined by their consumption of roasted chicken items, which is influenced by both internal and external variables. Previous research has demonstrated that both internal and external factors influence food product buying intentions. This study will look into how youth's perceptions of roasted chicken items, as well as their consumption habits, contribute to a higher quality of life. The following hypotheses are provided as a result of the literature review on the proposed study variables and the conceptual framework:

H1: There is a significant relationship between youth' consumption behaviour and their quality of life

H2: There is a significant relationship between internal and external factors that causes youth to purchase and consume roasted chicken products and their quality of life.

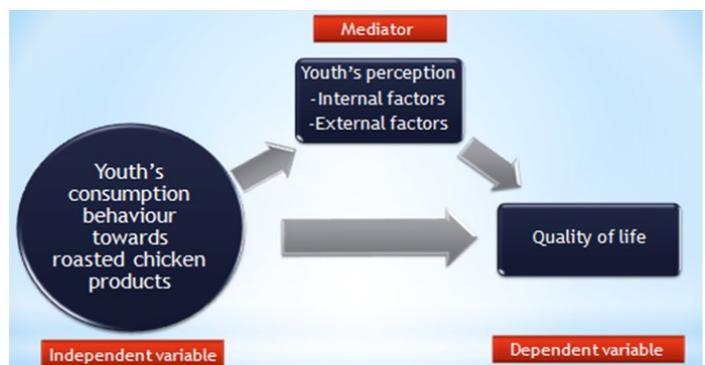


Figure 1. Proposed conceptual framework adapted from Chaichanawirote (2011), Greimel (2006), Swanson (2013) and Janicke (2007)

3. Research methodology

This study will use mixed methods, which will include both quantitative and qualitative data collection and analysis. The mixed-method approach will be employed for this study since it allows for a deeper grasp of the problem than if either dataset were used alone. It has benefits that balance out the flaws of both qualitative and quantitative research (Terrel, 2012). As an example, in this study, a qualitative approach was chosen to conduct an open-ended interview as stage one since it would allow the researcher to understand the respondent's body language and hear their voices because the interview will be conducted with 30 people. In comprehending the context in which respondents speak, quantitative research falls short. As a result, qualitative research compensates for these flaws. While

qualitative research is considered lacking due to the researcher's personal perceptions and the difficulties in generalizing findings to a wide group, quantitative research is seen as superior (Terrel, 2012). As a result, in the second stage of the survey, which includes 384 respondents, a quantitative technique will be employed to conduct descriptive and inferential analysis. In a nutshell, this study will be conducted using contemporaneous data analysis. The participants in this study will be Kuala Lumpur-based teenagers aged 15 to 30 years old.

Because it is the federal capital and one of Malaysia's busiest cities, Kuala Lumpur was chosen as the principal study location for the survey (Betria, 2018). Kuala Lumpur has the highest human development index of any city in the world (Sutan *et al.*, 2018). According to the report, most young people prefer to migrate to Kuala Lumpur over other states since there are more prospects for higher education, more opportunities to explore work opportunities, exciting infrastructure, and greater housing demand (Rashid, 2019). According to a study, Kuala Lumpur teenagers consume more outside than youths from other Malaysian states (Arshad, 2015). Aside from that, there were a total of 97-night markets in Kuala Lumpur that were registered with the Kuala Lumpur City Hall (DBKL). Kuala Lumpur, Malaysia, has around 8900 eateries (Jeffery, 2012). According to a study, the majority of working and studying Kuala Lumpur millennials choose to eat out even when they have time to cook at home (Arshad, 2015). Aside from that, there is little research on how young people in Kuala Lumpur choose nutritious foods. About 60-70 % of the young people in Kuala Lumpur ate fast food and local hawker food (Moy *et al.*, 2006). Furthermore, there is a dearth of studies in Kuala Lumpur on healthy food choices among young people from outside the city, particularly those employing dry-heat cooking methods such as roasting. One of the most popular dishes in Kuala Lumpur is roasted chicken (Moy *et al.*, 2006). There is a shortage of research on the consumption habits of Kuala Lumpur's youth when it comes to roasted chicken in order to improve their quality of life. Youths' quality of life would improve if they preferred roasted chicken items to deep-fried chicken, processed foods, and low-nutrient foods like roti-canai (Kremer, 2011).

4. Instrumentation

To direct the sessions and acquire the participants' perspectives, the Krueger approach will be utilized in conjunction with an audio recorder and a semi-structured, open-ended script (Casey and Krueger, 1994). "When was the last time you bought roasted chicken?" is the ice-breaker question. will be utilized to help

participants relax before the program begins, and will provide detailed information on what, how, and why roasted chickens are purchased. Before performing the actual interview, the interview scripts will be piloted. Audiotapes will be transcribed, and a general evaluation of the transcripts will be undertaken by independent coders who have been trained in qualitative data analysis. A content analysis of thematic content will be carried out. The codes will be broken down into major groups. To guarantee reliability, the separate results will be pooled together and common themes will be discovered. The themes derived from the interview will be translated into meaningful variables, including socio-demographic profiles, to be tested empirically in survey form.

A four-section questionnaire will be prepared to obtain data from the adolescents for the survey portion. The socio-demographic profiles of consumers will be discussed in Section A. The consumer purchasing profiles of roasted chicken items will be discussed in Section B. For questions such as "how frequently you will purchase roasted chicken products," "how frequently you will purchase roasted chicken products with the following company," and "please rate how frequently you will consider the following when purchasing roasted chicken products on a scale of "Never to Very often," a five-point Likert scale will be used. The literature suggests that the five-point scale appears to be less confusing and increases the response rate. Section C will be aimed to determine consumers' internal and external factors related to purchasing roasted chicken products. 5 points Likert scale will be used. The range was '1 = strongly disagree', '2 = disagree', '3 = slightly disagree', '4 = agree' and '5 = strongly agree'. Section D will be aimed to determine how consumption of roasted chicken products towards youth's quality of life. 5 point Likert scale will be used as well. The questions will be adopted from a general youth quality life questionnaire (YGQOL) (Edwards *et al.*, 2002). The range '1 = Not at all', '2 = A little bit', '3 = moderately', '4 = quite a bit' and '5 = extremely'. Few modifications will be done according to the research title.

5. Reliability and validity

Before beginning the data gathering process, this study will undertake a reliability and validity test. The researcher will follow four criteria to improve the reliability: (1) constructing all constructs, (2) enhancing measurement levels, (3) employing some indicators, and (4) conducting pilot experiments. According to Sekaran and Bougie (2010)'s rule of thumb, reliability less than 0.6 is deemed bad, 0.70 is acceptable, and more than 0.8 is good. Items with a score of less than 0.70 will be

deleted or filtered.

6. Conclusion

This conceptual paper is based on previous research on the elements that influence Malaysian youth's decision to buy and eat roasted chicken items, as well as how this affects their quality of life. Overall, internal and external factors such as perception, family lifestyle, early life feeding, availability, culture, and age group influence youth's decision to buy and consume roasted chicken items. Despite the fact that there is literature on the subject, more research on Malaysian youth's roasted chicken consumption habits is needed. Furthermore, there is a scarcity of information on the factors that influence Malaysian youth to purchase and consume roasted chicken items, which improve their quality of life. Aside from that, the study found that roasted chicken products increase people's quality of life since they contain less oil, less saturated fat, and are one of the best ways to replace deep-fried chicken and other processed foods like hotdogs and nuggets, according to the previous publication. As a result, both internal and external influences are likely to influence teenage purchasing of roasted chicken items. Furthermore, it is believed that consuming roasted chicken items will improve the quality of life of youth. It is possible that youth will adopt a healthy daily lifestyle.

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