

Gelagat Permintaan Pengguna Terhadap Makanan Luar: Kajian Kes di Ipoh, Klang dan Seremban

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Abstract

As the number of restaurants and food stalls has become widely available especially in the urban areas, it is becoming common for consumers to buy readymade food from restaurants and food stalls rather than cooking at home. In this study, factors affecting consumers' demand on outside food purchased at side-street food stalls as well as restaurants are analyzed. A survey on 297 randomly chosen respondents in towns of Klang, Seremban and Ipoh city was conducted in this study. A regression model of the outside food expenditure function was estimated and the result indicates that family income, family size, marital status and employment status are significant factors in affecting the expenditure on outside food. In addition, based on respondents' perception, majority of the respondents agreed that the store location, reasonable prices, menu choices and food taste do affect their outside food expenditure pattern. However, most respondents feel that cleanliness of the food stalls or restaurants, availability of facilities and amenities as well as safety at the food place do not affect the amount they spent on outside food. Thus, this paper suggests that consumers should be more concern on self-protection when choosing outside food while government authorities should educate consumers and increase their awareness on healthy, well balanced diet and cleanliness

aspects of the food. At the same time, government authorities should enforce frequent checking of licensing and cleanliness of the restaurants and food stalls to ensure food safety and thus further encourage both local consumers as well as tourists to increase their demand and expenditure on outside food.

Keywords: food expenditure, demand for food, outside food

Pengenalan

Lanjutan dari pengenalan aktiviti perindustrian yang pesat dalam era 1980-an bagi mempelbagaikan struktur ekonomi Malaysia, didapati pertumbuhan pendapatan negara telah berjaya dirangsang dan dipertingkatkan. Berkait dengan perubahan ini, muncul dua fenomena baru; pertama, gaya hidup masyarakat Malaysia telah berubah, dan keduanya, kemunculan dan kerancakan industri lain terutama industri makanan. Sebenarnya, semenjak kemajuan sektor perindustrian dan perkhidmatan berjaya menarik penyertaan lebih ramai pekerja wanita, dapat dilihat pengurusan institusi keluarga telah berubah yang mana kini, kedua-dua suami isteri yang bekerja bersama-sama memikul

