

The Factor Influencing Obesity among Malaysian Youngsters in Selangor

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**Research Project Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration**

Universiti Tun Abdul Razak

October 2022

DECLARATION

I hereby declare that the case study is based on my original work except for quotations and citations that have been duly acknowledged. I also declare it has not been previously or concurrently submitted for any other degree at University Tun Abdul Razak (UNIRAZAK) or other institution.



Signature :

Name :

Date :

ACKNOWLEDGEMENT

Firstly, I would like to take this opportunity to thank Dr. Farhana Tahmida Newaz, our professor, for mentoring us throughout the semester while we prepared our initial research proposal. She had consistently provided input and was always accessible for conversation when it was required. The knowledge we learned in class has immensely benefited us in building a theoretical framework and then a conceptual framework, both of which are essential for this research.

I would like to thank my family, friends, and everyone else that helped me finish this survey by extending my gratitude to them. They generously contributed their thoughts, suggestions, opinions, and even personal experiences regarding obesity, which really assisted me in finishing this survey. It's mind-blowing how attentive and interested they have been in this subject, considering that most of us want to live happy, healthy lives and support others in their pursuit of knowledge. Indeed, it is a starting point for all of us to learn and foster optimism among us in order to develop a culture of a healthy way of life that prioritize physical activity and nutritious eating while emphasizing the need to maintain an ideal body weight.

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Abstract of the project paper submitted to the Senate of Universiti Tun Abdul Razak in partial fulfilment of the requirements for the Master of Business Administration

The Factor Influencing Obesity among Malaysian Youngsters in Selangor

By

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Overweight and obesity, usually examined in concert, have progressively become serious health problems worldwide with over 1.5 billion adults (older than 20 years) classified as overweight and over 200 million men and nearly 300 million women classified as obese in 2008 (World Health Organization [WHO], 2011). The main objective of this research is to examine the factors influencing obesity among Malaysian youngsters in Selangor. The study focuses on the relationship between awareness, attitude, behaviour, and impact towards factors influencing Selangor youngsters. One of the main causes that lead to obesity among youngsters nowadays is the modern lifestyle and consumption of unhealthy food which could relate to the reluctance of the youngster to understand their day-to-day attitudes and behaviour to curb unhealthy lifestyles especially consumption of various food. Social cognitive theory and the theory of planned behaviour were used to measure the findings of the study. Over the past ten years, a lot of studies have amply established the prevalence of obesity in Malaysia, however, we have not observed any significant decreases in the number of obese persons. This research serves to shed some light on the present element that is driving youngster towards obesity because the substantial factor influencing obesity is increasing in so many ways. Three variables have combined relationships with obesity; awareness and perceived behaviour control variables have positive relationships with the hypothesis; however, these relationships are only temporary because additional initiatives or awareness programs must be put in place to promote more healthy lifestyles. There were 147 respondents in total, however, future research should emphasize all age groups with more respondents from other Malaysian states. Although the majority of the questions are based on prior research, it is evident that the goal is to discover how Selangor youngster perceive obesity. This study also sheds light on how society views obese persons, particularly in light of how it impacts their mental well-being. These two issues are critical and significant for upcoming study as well.

Keywords: *Obesity, young adults, social cognitive theory, awareness, attitude and behaviour.*

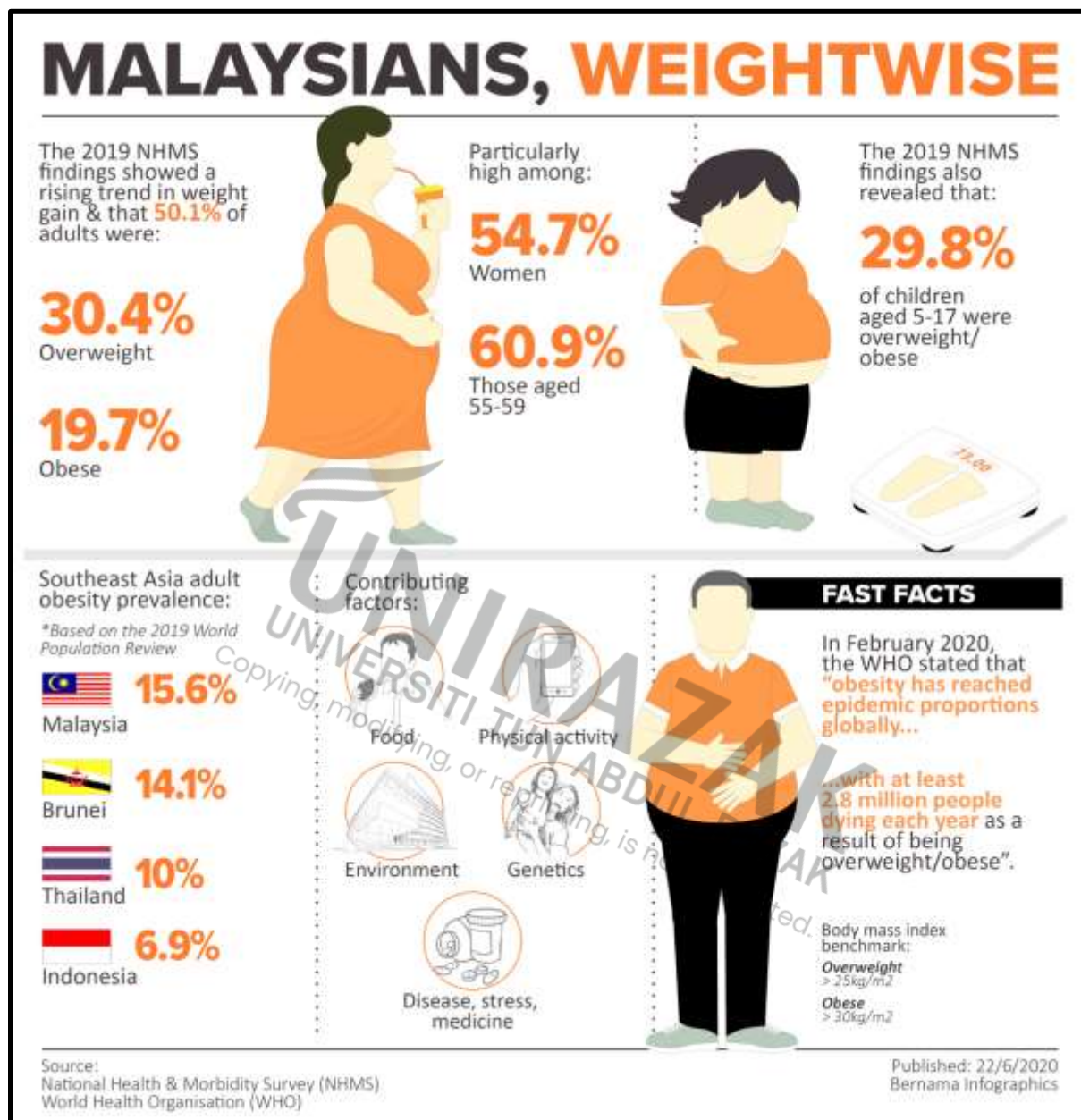
CHAPTER 1: INTRODUCTION

1.1 Background of the study

In Malaysia, the prevalence of overweight has increased from 5.36% with 6.03% for boys and 4.68% for girls (IPH, 2008) to 12% for boys and 13% for girls (Norimah et al., 2009). Meanwhile, the prevalence of childhood obesity has increased from 11.7% (Ismail et al., 2001-2002) to 13.5% (Norimah et al., 2009). An article about obesity has been published on the Star.com website in 2018 and the content merely explained about “Malaysia is Asia’s fattest country”, the result was based on the WHO report of August 2018. Malaysia is Asia’s fattest country with approximately half of the population overweight or obese (Milton, 2018). Overweight or obese people are likely to develop Prehypertension or High Blood Pressure ((The National Heart, Lung, and Blood Institute (NHLBI) 2010)). Thomas et al. (2005) found that the presence of hypertension among overweight and obese people may increase cardiovascular risk. Global obesity is a problem, particularly in industrialized and developing nations. Malaysia has been acknowledged as one of the Asian nations with the fastest economic growth during the past two decades. A modern lifestyle has been adopted by urban residents along with economic progress which resulted in increasing obesity, especially among youngsters.

Numerous research has been initiated by the researcher in relation to obesity in Malaysia since the rate of obesity has increased tremendously, especially among youngsters and adults in recent times. The number of people who become overweight and obese has rapidly increased to approximately 80% in just merely two decades (Milton, 2018). For physical health, overweight and obesity are major risk factors for premature mortality, cardiovascular disease, Type 2 diabetes, arthritis, hypertension, and cancer (Manson & Bassuk, 2003). Based on the severity of the issue, research has been initiated to understand youngsters’ perspectives on obesity. Youngsters play an imperative role in maintaining a healthy lifestyle from the initial stage hence this research aid to understand the factor influencing obesity. Awareness, attitude, subjective norms, and perceived behavior control have a strong relationship that could contribute to an increase in weight among youngsters This research focuses on youngsters between 18 – 35 ages from various backgrounds to perform the survey and apply the plan behavior framework The theory of planned behavior(PB) is a psychosocial health model of cognitive processes which seeks to predict/explain behavioural intention (Ajzen, 2006; Ajzen & Madden, 1986).

Figure 1: Trend in weight raised in 2019

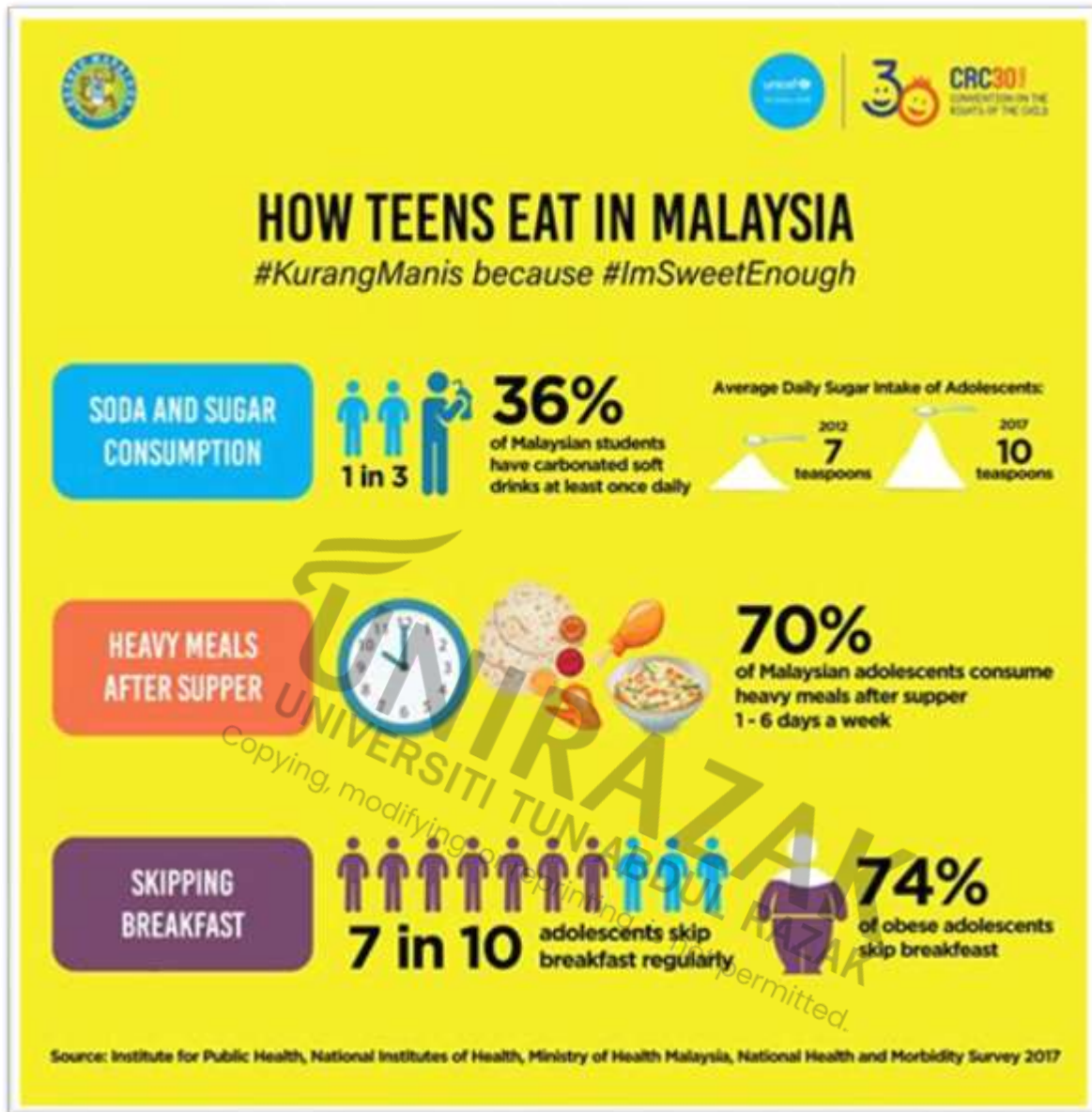


1.2 Problem of Statement

Malaysia has been reported to be one of the countries with the highest rate of obesity among ASEAN countries according to a 2017 report by WHO and has recently been ranked second highest in East and Southeast Asia in terms of being overweight. Obesity gives rise to heart diseases, hypertension, and diabetes. Thus, it has been reported that six of the ten leading causes of death were related to imbalanced nutrition (Din et al, 2012). Due to restaurants' accessibility, youngsters often eat breakfast, lunch, and supper without thinking about the best time to do so. They also eat more than is necessary since the availability of various kind of foods are so easily accessible. Calorie surpluses, or eating more calories than necessary given an individual's energy needs and degree of activity, are the cause of weight gain in adults. Adolescent obesity is strongly predicted by childhood obesity, which in turn is a strong indicator of adult obesity. The combination of a healthy diet and regular exercise is also crucial for preventing childhood and adolescent obesity. A person considered overweight when his BMI is 25 to 29.9 and considered obese when his BMI is 30 or more. In the United States, the overall prevalence of obesity is high, exceeding 30% in most age and gender groups. Flegal, Carroll, Ogden, and Johnson (2002) indicated that the prevalence of obesity was higher among women (35.5%) compared to men (32.2%).

One of the twenty-first century's most important public health issues is childhood obesity. The issue is widespread and is increasingly affecting many low- and middle-income nations, especially in urban areas. An alarming rate of increase in prevalence has been observed. Over 42 million children under the age of five were thought to be overweight globally in 2010. Nearly 35 million of them are residents of developing nations. Visscher et al., (2004) discovered that obesity and overweight have a strong and deleterious impact on health status, including morbidity, disability, and quality of life. In the United States, approximately 750,000 people become victims of stroke annually due to blockages of arteries from deposits of cholesterol. Larger cholesterol plaque could cause more severe the blockage (Atherosclerosis) of carotid arteries (Sobieszcyk & Beckman, 2006). To some extent, people often eat whatever food is on their plate without giving much thought to its healthfulness (Bargh, 1994; Cohen & Farley, 2008). For example, people tend to eat more when a restaurant serves them large portions (Diliberti, Bordi, Conklin, Roe, & Rolls, 2004; Ebbeling et al., 2007; Rolls, Roe, Meengs, & Wall, 2004). Portions served by fast-food restaurants have increased over the last 25 years (Diliberti et al, 2004).

Figure 2: How teens eat in Malaysia.



Source: borneomarathon.com

1.3 Research Objective

The goal of this study is clearly emphasizing the factor of influencing obesity among youngster in Selangor. Our youngsters have the potential to be future leaders and role models, therefore they should be examples in many aspects of life, particularly in terms of eating nutritious foods and maintaining a healthy lifestyle. The age category between 18 -35 years old is mainly exposed to the corporate world and hectic lifestyle hence this research drills down the level of understanding and knowledge the youngster has about obesity.

The following are the primary key objectives:

- i. To examine the awareness level that influence obesity among youngsters in Selangor.
- ii. To examine the attitudes level that influence obesity among youngsters in Selangor.
- iii. To examine behaviours level that influence obesity among youngsters in Selangor.
- iv. To find out the relationship between awareness, attitudes, and behaviors that contribute to the impact of obesity among youngsters in Selangor.

1.4 Research Question

Obesity in most cases due to long period of poor eating habits and a lack of physical activity, which begins in young age. In this sense, the shift from adolescence to early adulthood is crucial, with longitudinal data indicating that obesity prevalence rises dramatically during this time. Peer influences, the move from school to further education or employment, newfound freedom, and exposure to new foods, behaviours, and settings all contribute to a complex ecological system that adolescents must navigate during these formative years and that determines future behaviour.

The research questions can be summarized as below:

- I. What is the level of awareness towards obesity among youngster in Selangor
- II. What is the level of attitudes toward obesity among youngster in Selangor
- III. What is the level behaviour towards obesity among youngster in Selangor
- IV. What is the relationship between awareness, attitude, and behaviours that contribute to the impact of obesity among youngster in Selangor

1.5 Significance of Study

Obesity has recently been viewed as a significant global epidemic affecting both developed and developing countries. Since childhood obesity and overweight persist into adulthood, the high prevalence of overweight and obesity should be acknowledged as one of the primary health concerns. In 70% to 80% of cases, obese adolescents remained obese when they grew into adults. Being overweight or obese is also an independent risk factor for a number of major non-communicable diseases. Obesity and being overweight in children have a number of short and long-term implications.

Overweight and obese people may encounter behavioural issues, inferiority complexes, and other illnesses such as heart attack, diabetes, cancer, drastic weight gain, etc. The factors influencing obesity survey questionnaires This study will add to the numerous others that have been conducted to raise awareness about obesity among Selangor's young adults. The results of this study will be added to the other studies already carried out to educate Selangor's youth about the dangers of obesity and overweight as well as how to overcome them. Numerous research has been conducted in the last several years. Within the last 15 years, from 2000 to 2015, there are more than 265 articles extracted, and whose literature has been examined regarding the issue of adult obesity in Malaysia (Ghee, 2016). The understanding and importance of keeping a healthy lifestyle and the effects of obesity in our society are both explained by this research.

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1.6 The Organization of Study

1.6.1 Chapter 1: Introduction

The first module explains the research's aim and the difficulty or obstacles that the chosen topic presents. It briefly describes the study's context, research purpose, and question. Before reading the complete research, it is vital to comprehend all of these aspects. The research also focused on the problem statement, research objective, research questionnaire, and significance of the study. A research methodology refers to the theoretical analysis with the methods that are appropriate for the field of study and formulating the methods and principles for branching the knowledge. It involves specific techniques that are used for adopting the research process (Mackey & Gass, 2015).

1.6.2 Chapter 2: Literature Review

Chapter 2 covered empirical research, to support our current research we are required to go through the previous literature review and find the gap and problem based on the topic selected. The literature review helps to obtain relevant information, data, idea, and evidence to prepare the conceptual framework from stretch. The literature review was mainly focused on the factor influencing obesity among adolescents and youth. The previous research helps in obtaining the relevant variable, subsequently, identifying the relationship among the variable is crucial. This topic narrows down all the variables such as independent and dependent variables that contribute to establishing the hypothesis. Finally, our hypothesis should be able to explain how and why we expect all these variables to drive the relationship between one another.

1.6.3 Chapter 3: Research Methodology

The knowledge and data gathered from previous literature reviews enable us to acquire on the following step, which is to determine the data collection method, the appropriate sample size, and the distribution channel for the survey. With the completion of the survey, we will need to do more analysis and measurement to complete our final research. The research is not only about the prior empirical study, but also about how we were able to further deep into our own analysis to emerge at the final objective. A research design depends on the production of the research goal (Hammersley, 2016). It is necessary for collecting and gathering data from various sources and techniques, and it appears to be varied in terms of quality and quantity.

1.6.4 Chapter 4: Result and Discussion

The completion of the survey helps to examine the research outcome. Overall, the data extracted from the SPSS software shows that most of the values achieved the acceptable measurement to support that the proposed hypothesis has a strong relationship between the independent and dependent variables. Data such as frequency, descriptive, regression, floating factor, reliability, construct average, beta weight, hypothesis significance, and R-square were extracted. The outcome of the results for each data has been explained in chapter 4, which is crucial to understanding the contribution of this research. The result also provides direction for future researchers on what the important fundamentals that need to be focused on and should be examined, which has significant results and is an eye-opener for the reader.

1.6.5 Chapter 5: Discussion and conclusion

This research is not limited to a few empirical researchers or is only based on a selected country's research. We had the opportunity to read through various research from different backgrounds and countries, which helped to amend or add whichever was necessary to our current research. Even though this research is initiated entirely based on previous research, including the question as well, we still need to go through other empirical research to justify our points and citations, which is important for most of the justification without any biases. It also helps in terms of our final discussion and to conclude the comparison with current research outcomes and prior empirical research. The Chapter 5 mainly focused on the contribution of the theory and the suggestions for future researchers.

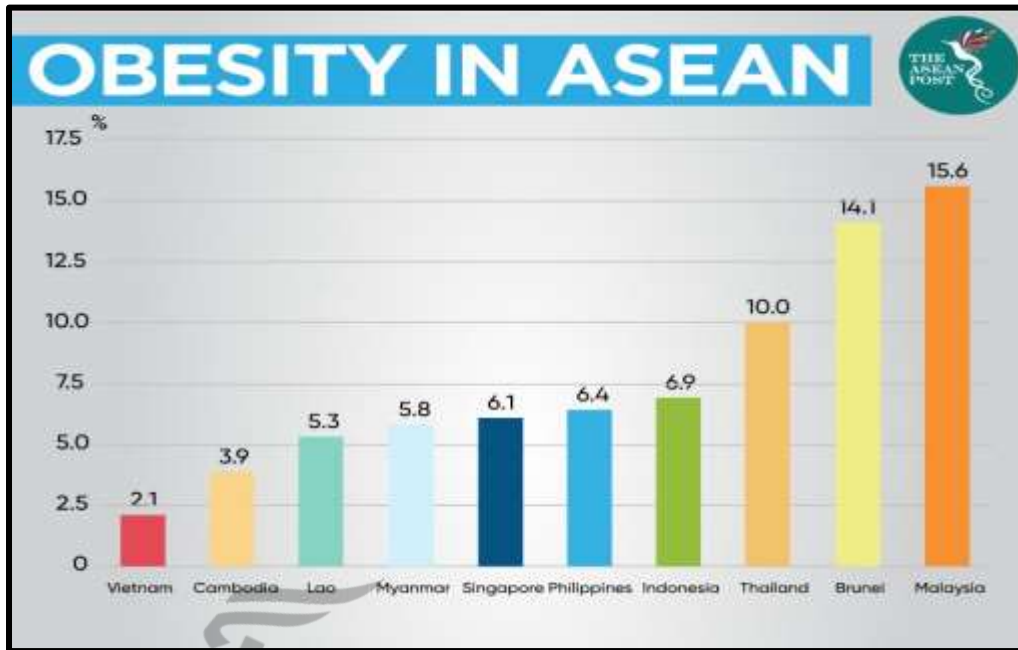
CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

The literature review related to the topic of research helps to identify the variable and hypothesis which strongly support in terms of the research study. There are many various forms of literature reviews that can be utilized in a research project, but the most common in business studies is empirical research. This research topic was incorporated with similar research that was done earlier. The current research is based on Selangor state, whereas the previous research covered Kuala Lumpur only. Selangor is one of the developing states, and youngsters are well exposed to various challenges, including food consumption. Hence, this research topic sheds light on the level of understanding and knowledge they have about obesity. The questions were obtained from previous research as well. This research consists of independent and dependent variables. The independent variables are awareness, attitude, subjective norms, and perceived behavior control. The literature review reveals how to build a link based on these variables and, in the end, aids in the conclusion of the hypothesis. To confirm that the study is legitimate, we must ensure that the variable and hypothesis are in line with the research topic's purpose and the questionnaires used in the survey. A critical literature review helps in providing the knowledge throughout the study and providing the rigor in following the specific methodology (Meijer & Bolívar, 2016).

Most of the research was initiated by taking into consideration the severity of the obesity issue among youngsters. By reading through most of the empirical research papers, it's clear that it's creating awareness and increasing knowledge of obesity and how we can ensure not only ourselves but as well as youngsters pay more attention to a healthy lifestyle and understand their body weight, which is equally important to perform their daily routine without facing the obesity issue. It is reported that food consumption especially during adolescence is associated with some common diseases such as obesity, anorexia and bulimia (Nielsen, Siega-Riz & Popkin, 2002). It is suggested that children at risk and adolescents should be encouraged to prevent healthy intervention strategies and healthy eating and regular physical activity habits (MacKenzie, 2000). Furthermore, based on a previous literature review, the Social cognitive theory and the theory of planned behavior were infused to measure the findings of the study.

Figure 3 : World Population Review 2019



2.2 Prior Empirical studies

According to a United Nations International Children's Emergency Fund (UNICEF) survey, 12.7 percent of Malaysian children aged between five to 19 years old are obese, the second-highest in Southeast Asia behind Brunei's 14.1 percent. It is important to emphasize health education using the media (Simovska-Jarevska et al., 2012) since mass media is highly accessed by young people. It is critical to initiate an analysis into the long-term health repercussions of unhealthy fast-food consumption among Malaysians. Takeaways fast foods have increased and are trending among young generations that have been maximizing levels of overweight and obesity because fast foods contain unfavorable neutrino content (Janssen *et al.* 2018). Usually, the article has conveyed that societal influences, individual activity, food environments, socioeconomic differences, and others influence the young generation to intake fast foods. Empirical studies not only emphasize the external factors that contribute to obesity but also focus on the internal factors that drive youngsters to obesity at a young age.

2.3 Theoretical Foundation

A theoretical framework in research methodology develops the concepts and creates the definitions as well as references together in order to get the relevant scholarly literature. The framework helps the existing theory to be used by the particular study of other authors. The theoretical framework can be demonstrated

by using the knowledge of strategies and definitions that are related to the desired topic of the research study. It is related to the vast field of research work that is being considered in the study (Sekaran & Bougie, 2016).

The theoretical framework can be seen to provide an accurate concept to the literature. It must review the production of readings which is essential to research studies for using the theories and analytical models as well. There is a connection between the production of quantitative research and presenting the theoretical framework. In providing the final choice of research design, a researcher needs some dependency on the goals of the study and also to provide the literature review as well.

According to the theoretical framework for this topic, the following factors affect obesity among youngsters;

- I. Obesity is a disease that is on the rise everywhere but notably in underdeveloped and developed nations. When compared to other countries in the region, Malaysia has one of the highest rankings for obesity. There are numerous factors that contribute to obesity. Overeating, insufficient exercise, dietary changes, urbanization, modernity, socioeconomic class, and in a small percentage of patients, a physical ailment or metabolic disorder are the most common causes of obesity.
- II. Obesity is likely to result from excessive calorie intake, a high intake of fatty and oily foods, and a high alcohol intake mixed with poor physical activity. Most Malaysians youngsters have a bad habit of consuming excessive amounts of food that is high in calories, fat, and oil. Obesity may result from both food consumption and leisure activities that demand little energy exertion. Therefore, a slowed metabolism and less physical activity led to weight gain, which, if uncontrolled, increases the risk of obesity.
- III. Obesity generally appears to be caused directly by eating an amount that is unsuitable for one's physical activity. Therefore, obesity is a behavioral problem that falls within the category of a psychiatric disorder. It appears that cultural variables also affect the propensity for obesity. Boys may eat more than girls, but youths often consume more food than adults. Individuality influences food consumption, which in turn influences the propensity for adiposity and the potential for obesity. There are currently many more seemingly unusual elements that are thought to contribute to obesity.

As listed below, there are three independent variables established from the theory foundation:

1. Awareness
2. Attitude
3. Perceived behaviour control

As listed below, dependent variables established from the theory foundation:

4. Impact of obesity

2.3.1 Awareness (Independent variable)

According to Robert Arp, awareness refers to the process that occurs as a result of the interaction of an animal's nervous system (including sensory apparatuses) and its environment, whereby this processing results in a basic ability of the animal to react to stimuli from the environment (cf. Kandell et al., 2000; Bear et al., 2001; Brefczynski and DeYoe, 1999; Farah, 1997). Understanding the factors that contribute to obesity is critical for preventing obesity and assisting those who are trying to avoid becoming obese. In a study conducted in India on Obesity Reduction and Awareness and Screening of Non communicable Diseases through Group Education in Children and Adolescents showed that there is a lack of awareness among parents about healthy eating options, and their busy work schedules force them to opt for convenience foods, thus they are unable to pay attention to their children's diet (Milton, 2018). Youngsters nowadays are exposed to the external environment, gathering, party, and having meals with family, friends, and relatives at a restaurant become too common and it occurs regularly which highly contribute to weight gain. If they fail to have awareness about food intake and the type of food that they consume, in the long run, it may lead to obesity. The awareness variable is important to evaluate young people on an understanding level on the impact of obesity in their daily life.

2.3.2 Attitude (Independent variable)

Negative societal attitudes are often directed towards obese youth and adults, who are frequent targets of weight-based stigma, prejudice, and discrimination. Obese persons face bias in employment settings, health care facilities, educational institutions, interpersonal relationships, and in the media, where portrayals of obese persons are especially harsh (Farah, 1997). How people perceive obesity is an indication of the acceptance level of being obese or being around people who are obese.

Appearance becomes a concern in a modern lifestyle. People feel more confident when they look good. Young adults' food preferences and attitudes are influenced by a variety of factors, including perceived convenience, food physical qualities, social environment, perceived cost, and willpower. The attitude variable helps to examine the importance that young people give in terms of body weight and how it impacts their lifestyle.

While there is an amassing literature documenting obese persons as targets of weight bias, little work has examined the nature and extent of weight expressed by overweight and obese individuals themselves. (Storey K. E. et. al 2012). Obesity stigma and perceived discrimination are two elements that are related to this issue. The stigmatization process involves assigning labels to differences, unfavourable views, including those of blame, as well as social isolation and distance. Evidence of unfavourable attitudes toward people with obesity is a serious problem that has been demonstrated in both the general population and a number of other contexts. These unfavourable viewpoints include the characterization of obese people as lethargic, indolent, and weak-willed. Similar to that, discrimination has been acknowledged and, based on self-report, also appears to be increasing.

Nowadays, people's attitudes toward weight increase are alarming. Rather than being conscious of their food intake and engaging in regular exercise, they look to quick fixes to lose weight. This study contributes to our understanding of how young people view obesity and how concerned they are about their own weight. However, youngster attitude is uncertain. Disease can be avoided by preventing unwelcome weight growth at an early stage. According to a recent analysis of these studies, there are conflicting results about how well they work to change people's views around obesity. Several techniques have been used to change people's underlying views regarding obesity, including oral and written presentations.

2.3.3. Perceive behaviour control (independent variable)

Over the years, a study has concentrated on environmental factors that can affect health as well as particular behaviours that may cause weight gain through overeating or reduced physical activity. The availability of sufficient resources and the capacity to manage behaviour constraints affect how well a behaviour performs. People's perceptions of resources and barriers influence how much control they feel they have over their conduct and how strongly they intend to engage in certain actions. Although people may have the best of intentions, their daily environments may not be favourable to changing and maintaining certain health practices.

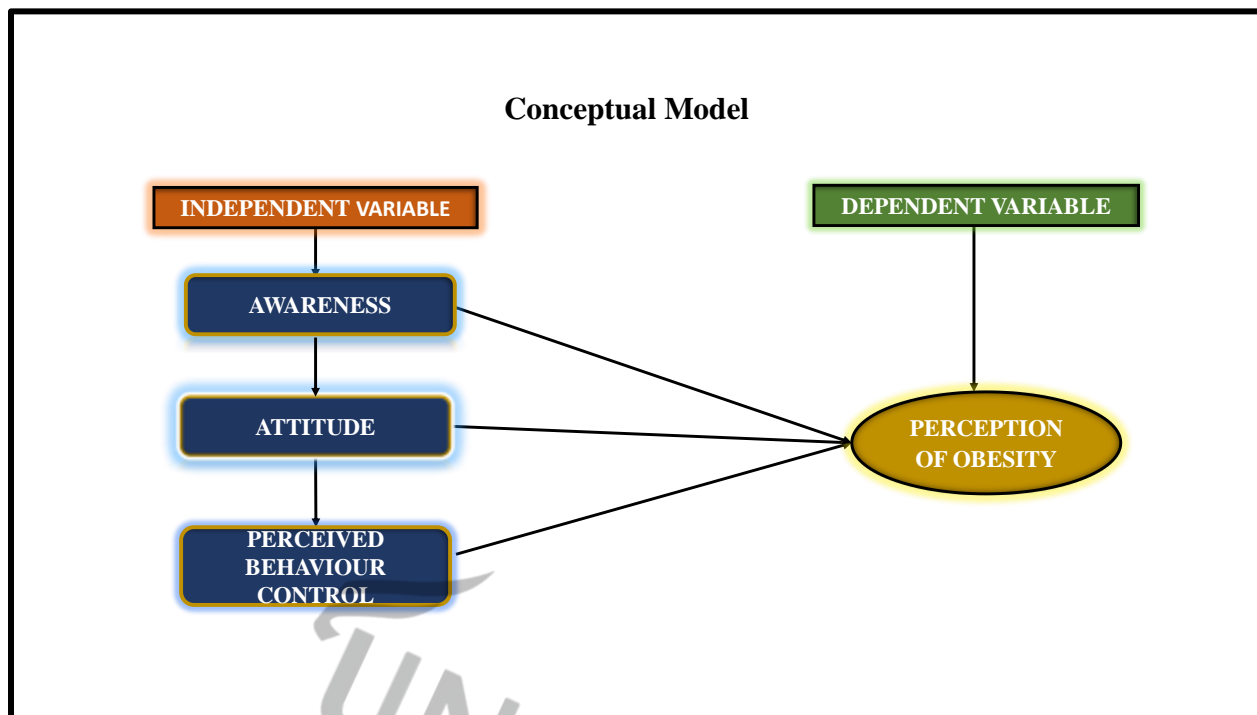
According to the TPB one's intention to perform a behaviour is the central determinant of the behaviour itself (Ajzen, 1991; Ajzen & Fishbein, 1980; Ajzen & Madden, 1986) and perceptions of control over the

performance of the behaviour (i.e., perceived behavioural control [PBC]). Intentions are determined by the instrumental and affective attitudes toward the behaviour, subjective norms, and PBC. PBC has frequently emerged as the strongest predictor of behaviours (Parkinson, Russell-Bennett, & Previte, 2012). Further, Verplanken and Wood (2006), argue that when behaviour is new, the behaviour intention component will be solely responsible for the behaviour. However, habit may become a better predictor than intentions as performance of behaviour repeatedly takes place. Thus, there may be a union between intention and habit in driving behaviour. This pattern has been acknowledged in research on a variety of health habits and transportation use (Verplanken, 2006). Eating behaviors among youth are influenced by foods available not only at home, but also at school, where they spend a significant proportion of their time. Studies by (L. H. McArthur et al., 2012; K. E. Storey et al., 2012). Emphasize the value of the school setting for both teenagers and college students in terms of the availability of nutritious meals and snacks and the provision of activities that encourage healthy eating and regular physical activity. Along with a healthy school environment, making sure that there are nutritious foods available at home will support attempts to manage body weight.

2.3.4 Impact of obesity (Dependant variable)

It is challenging to use a standard survey to investigate these constructs due to the differences in obesity-related societal norms, attitudes, and desired remedies between nations, and even between geographical regions, age groups, and social classes within a country. The goal of this research is to evaluate Selangor youngster on the impact of the obesity on their daily life. One of study conducted in Mexican about children understanding of the obesity and quality of life, around one-third of Mexican school children do not be certain that obesity can negatively impact their quality of life as adults. This finding appears to be impacted by the children's age and impression of their moms' body weight status. The impact of obesity will determine the behavior of youngster nowadays and how all the independent variable has a relationship with one another to create a positive hypothesis. In today's society, adolescents are inundated with public health messages and commercial information from the media that frequently focus adversely on obesity. This may have an impact on how young people perceive normal weight, especially during this delicate time in their lives. However, there are some children who perceive weight growth or obesity as normal because their social circle is largely comprised of individuals who are overweight or obese. The outcome of this research will determine the impact of obesity among youngster in Selangor.

Figure 4: Conceptual framework



HYPOTHESIS

H1: There is a positive relationship of awareness towards impact of obesity among youngster in Selangor. The importance of awareness toward obesity has a substantial correlational effect on childhood obesity. Most people prefer to be mindful when they are aware of the potential outcomes of their actions, which may immediately manifest in their behaviour. The purpose of this research is to deep dive into the relationship between awareness and impact of obesity. One of the research topics "Obesity Knowledge, Perception and Dietary Behaviour among Nigerian" highlighted that young adults are becoming more obese, and there is a clear connection between obesity and chronic non-communicable diseases.

This study demonstrated that university students, particularly those studying fields other than science, still have limited understanding of obesity and the variables that contribute to it. Due to their lack of understanding, over half (49.7%) of the participants hold an unfavourable opinion of obesity and its contributing factors. (p 0.05) This link is statistically significant. Additionally, the majority of respondents (56.7%) may have exhibited poor dietary behaviour due to their lack of understanding of obesity and its related variables. In India where parents force children to eat large meals to stay healthy

without considering the healthy life style such as exercise and outdoor activities can influence their child's awareness lifelong. This suggests that these children are not really aware of the harmful implications of childhood obesity and do not have a clear understanding of the meaning of "healthy". Although self-esteem was not measured specifically, 62 % of the children felt embarrassed among friends and relatives due to their overweight status. Shin and Shin (2007) also found that obese children have significantly lower self-esteem and higher level of depressive symptoms. Most of the children (53.2%) in this study believed that childhood obesity will not cause obesity during adulthood. Literature however suggests that childhood obesity is a known precursor to obesity and other non-communicable diseases in adulthood (Ranjani et al., 2016). We can draw the conclusion that two variables have a strong link based on word of mouth or prior studies, however, the survey results will confirm the validity of this conclusion.

H2: There is a positive relationship of attitude towards impact of obesity among youngster in Selangor

Attitude could relate to how people feel or their emotions toward someone or something. The youngster may feel that being obese is not attractive, but it may not be reflected in their behaviour as they feel comfortable or it has become common in their society to accept people who are obese. Hence, in some instances, attitude will not entirely determine behavior as they want to remain with the same attitude as long as it doesn't affect their current situation. Youngsters' attitudes mainly focused on the present and what they could achieve at that particular moment. This research helps to identify the effectiveness of attitudes that translate into behavior toward obesity among young people in Selangor.

Perception can be interpreted based on attitude. For instance, we might wish to comprehend the effects of being fat when trying to lose weight. We will do additional research to find out what we can do to combat our obesity. We must therefore comprehend how young people's attitudes affect how they view obesity from their perspective. Is it merely attitude, with no concrete steps done to broaden their perspective or change how they perceive obesity? Young people today strive to put specific information into action in addition to exploring to learn it. We could investigate how attitudes and impact of obesity associates to one another in this study. The intention of obese individuals to engage in regular physical activity was also explained by attitude. This suggests that respondents who expressed an intention to be physically active perceived more advantages than disadvantages to engaging in regular physical exercise. This finding is congruent with that of Sarkin, Johnson, Prochaska, and Prochaska (2001).

H3: There is a positive relationship of perceived behaviour control towards impact of obesity among youngster in Selangor

Young people today may easily get knowledge from reputable sources, particularly those based on reading material or evidence-based research, and this awareness of obesity should reflect into behaviour. They are more likely to eat health food and exercise regularly if they are aware of the importance of leading a healthy lifestyle and the effects of obesity. Despite having enough information and awareness regarding obesity, young people may still be highly exposed to unhealthy lifestyles or be restricted from engaging in particular activities due to the influence by the people around them. Instead of engaging in physical activity and sports, children would rather spend the majority of their time playing computer games, doing homework, and engaging in other related activities. Adolescents' levels of physical activity tend to diminish, and being physically inactive throughout adolescence may result in being physically inactive as an adult and it's result of the behaviour and reluctant to understand the impact of obesity in long run. Some young people choose to enjoy their lives now as they feel capable of facing any challenges as long as they are joyful and excited. Additionally, when they are among others who share their age group, they like to imitate that behavior even though it may be detrimental to them in the future. Behaviour is not solely determined by a child's awareness and attitude; other internal and environmental factors may also influence a particular action.

The role of past behaviour in the TPB as discussed by Conner and Armitage (1998) was retained on the basis of a meta-analytic review indicating that it may play an important role in predicting the intention to be physically active (Hagger, Chatzisarantis, & Biddle, 2002). This research to understand how the impact of obesity has strong relationship toward youngster behaviour. A study done by Chew et al (2018) shown that 95% of Chinese respondents have perception that food consumption influences obesity in a person. According to the previous study's findings, 63.6% of the respondents said will power was helpful in weight loss. This showed their belief that the majority of overweight persons lack diet control, and that one of the keys to losing weight is having the willpower to do so which most of the youngster understand the impact of obesity.

H4: There is a positive relationship between awareness, Attitude and behaviour towards impact of obesity among youngster in Selangor

The current study respondents opined that childhood obesity occurs due to some reasons such as genetics, physically passive, parental influence, family lifestyles and unhealthy eating patterns. These factors might lead to various adverse health effects. A number of studies reported that gene has a correlation with childhood obesity (Lyon & Hirschhorn, 2005; Zhao & Grant, 2011; Walley et al., 2006; Jadavji, 2006). Lack of exercise and increase physical activity might also contribute and reduces the risk of obesity, respectively (Jadavji, 2006; Nooret al., 2005). Moreover, parents and family lifestyle also might influence children in determining dietary preferences and physical activity patterns (Etelson et al., 2003), Since there are many causes of obesity, impact of obesity are greatly influenced by awareness, attitude, and perceived behavioural control. Understanding the underlying causes of obesity and finding solutions to it are both crucial. Family lifestyle and genetics are common factors that affect obesity, but awareness, attitude, and behaviour should be able to bring the changes; consistency is especially important for lasting change.

Fast food has become one of the parents' choices for their kids. 68% of respondents brought their children for fast food only 1-2 times per month. Fast food consumption has a clear and strong contribution to childhood obesity because it contains high fat, cholesterol, salt, and sugar contents (Papoutsiet al., 2012). In addition, 32% mothers do not allow their children to have snacks while 31% mothers allow their children to take a snack 1-2 times per month. Although the choice of selecting the food under parents, children have 'pester power' (persistent request) to persuade their parent on request foods (Sosa, 2009). Therefore, awareness and translate into attitude and behaviour is crucial and it also eye opener to understand about prevalence of obesity. youngster need to be made aware of the risks associated with the foods and activities around them that could contribute to increased weight gain.

2.4 Summary Chapter 2

In order to support the current research, a literature review is required to investigate and gather the relevant information. The purpose of reviewing prior research is to figure out how the researcher gathered all of the information and data needed to construct the variable and hypothesis, as well as how they accessed and analysed the data to back up their findings. In order to develop the variable and hypothesis, we must read as much as possible from the literature review. This will give us insight into how past researchers conducted end-to-end study and how we may utilize that as a framework to do our own thorough investigation. The theoretical foundation is an approach that has been used in the past to investigate a topic's problem by developing variables and hypotheses that are related to one another, and it may be used to interpret, critique, analyse, and establish since it is founded on a solid concept.

The theory framework is an early model that illustrates the relationship with the problem statement before mapping as a conceptual framework. It also identifies the factors and causes that cause all of the variables to exist. The theory framework is necessary for examining the differences and similarities among the existing studies. Once the conceptual framework has been constructed, we should be able to justify or explain the relationship's link and how it is causing the impact. The study hypothesis is used to build a link between the value of various sponsorship divisions and the goals that support their use in assessing instruments. The factors impacting obesity among Malaysian young adults in Kuala Lumpur served as the sole basis for this study. It is difficult to focus on a vast number of populations in Malaysia, thus due to the short timeframe, the research is solely focusing on young people in Selangor. The variable and hypotheses to support the current study are developed with the aid of prior research paper.

CHAPETR 3: RSEARCH METHODOLOGY

3.1 Introduction

This chapter outlines the data collection technique and procedures used to validate the conceptual model and hypothesis. The research design is examined first in this chapter. The strategies for sample selection and data collection are also described. The study also outlines the variable measuring methods used to assess the correctness of independent and dependent variables identified in previous research, as well as how the same concept was used to obtain the most recent result for the current study. To determine the ultimate research outcome, the variable should be measured against the research objective.

3.2 Research Design

Positivism research philosophy will be taken within this study since it helps in gathering beliefs, true views from primary data collection procedures. Deductive research approach will be followed within the research as deductive research help in exploring phenomenon efficiently. The choice of specific data collecting and analysis methods in the study is linked to the research design. It can be used in a dissertation to define research design in a general sense as well as to answer the research question. The research design contains the key components of research methodology, such as various research approaches and procedures for data collection and analysis. Due to conducting primary research experimental research design will be followed. Primary quantitative data collection method will be followed to gather data from a real-life context. The use of the conditions easy and developing a meaningful questionnaire that can allow the answering of the research questions which is difficult.

3.2.1 Quantitative Analysis

The surveys are used as a wide method in conducting the business research and allowing the access to get the higher numbers of participants. The production of the online sites can help the wide and cheap distribution of the surveys and the responses of the participants. The use of the conditions easy and developing a meaningful questionnaire that can allow the answering of the research questions which is difficult. The questionnaires need to get the appeal to the respondents which are sometimes difficult to understand (Caillaud, Rose, & Goepp, 2016). This research surveys will be based on a simple and straightforward quantitative analysis. We are only requesting youngster to conduct this survey, so the questions will be tailored to their needs and easily understandable since its gather based on their day-to-day routine.

3.3 Study Population and Sampling Procedures

The population has been referred to the target group of individuals which help in intended intervention for conducting research and drawing interpretation from. According to Majid (2018), a sample has been collected from the target population and the research sample can be divided into 2 types such as probability sample and non-probability sample where probability sample has classified into random sampling. The sample size is based on a specific category of respondents, primarily youth. To determine the sample size, I have used Taro Yamane's table.

Table 1: Study Population and Sampling Procedures

Table 2. Sample size for $\pm 3\%$, $\pm 5\%$, $\pm 7\%$ and $\pm 10\%$ Precision Levels Where Confidence Level is 95% and $P=.5$.				
Size of Population	Sample Size (n) for Precision (E) of:			
	$\pm 3\%$	$\pm 5\%$	$\pm 7\%$	$\pm 10\%$
>100,000	1,111	400	204	100
a = Assumption of normal population is poor (Yamane, 1967). The entire population should be sampled.				

As there are more than >100,000 youth in Selangor, where confidence level is 95% and plus/minus 10% with 100 sample size.

3.4 Data Collection Method

Data collection method has been classified into two-manner such as primary and secondary data collection methods. As per the views of Feng et al. (2021), data collection methods have been beneficial for selecting and gathering data from huge population in order to fruitfully conduct the research and critically justified the research's topic in an effective manner. Surveys will be conducted to capture the responses of participants from the target population-based sample. Present research will be followed by primary data collection based on quantitative data. The closed ended question with 6 Point likert scale, in which respondents have options to select their answer from; 6-point scale (1–strongly agree, 2–agree, 3- Slightly disagree, 4- Slightly Agree, 5- disagree, 6-strongly disagree). The six-point scale is used to make sure that respondents don't select the options that are difficult to influence the outcome of the research but are almost close to it.

The survey will be tested ahead of time before the question is sent to the respondent. The templates will clearly state the survey's goal as well as a quick introduction to the researcher. The survey templates will provide straightforward instructions that are self-explanatory. The estimated time will also be indicated, which will serve to set expectations at the start of the survey and allow the respondent to modify their time properly before starting the survey.

The mode of data collection method as per following;

Communication via email: The question will be prepared using Google Meet. If the respondent does not have access to another method of contact, the question will be attached to an email and sent to them.

Social media: Prior of the questionnaire being shared on social media, the responded will be notified that their assistance in answering the question is required. The respondents will be given stipulated of time to thoroughly and honestly answer the question. The question will be shared to the respondent via Facebook, Instagram, and other social media platforms.

SMS and WhatsApp: Prior of the questionnaire being shared by SMS and WhatsApp, the respondent will be notified that their assistance in answering the question is required. The respondents will be given stipulated of time to thoroughly and honestly answer the question. The question will be shared to the respondent via SMS and WhatsApp.

3.5 Variable and Measurement

Variables such as independent and dependent variables have been set out previously within this study to formulate conceptual framework and literature review-based concerts. Independent variables such as massive advertisements, easily available everywhere, cheaper meal prices, quick meals and others have been targeting the dependent variable which is obesity among youngsters to formulate the research better. As discussed by McLeod (2019), the six Likert scales have been advantageous for administratively gathering survey responses within simple manners.

3.5.1 Independent Variable

The independent variables of the research are:

1. Awareness
2. Attitude
3. Perceived behavioural control

Table 2: Independent Variable and Measurement

Variable	Measurement	Source
Awareness	1.I agree that society discriminates against persons who have an external appearance of being overweight.	Factors Influencing Obesity among Malaysian Young Adults in Kuala Lumpur ((PDF) Factors Influencing Obesity among Malaysian Young Adults in Kuala Lumpur (researchgate.net))
	2.I know that eating unhealthy food causes obesity	
	3.I understand that people doing less exercise creates more chances of obesity	
	4.I understand that obesity increases health problems like high blood pressure, and diabetes.	
	5.I need to improve my diet	
	6.I am aware that obesity decreases my daily productivity.	
	7.I need weight loss treatment.	
	8. I understand that obesity increases my risk of being hospitalized.	
Attitude	9.I am satisfied with my weight.	
	10.Exercising to reduce my weight.	
	11.Obese people feel more isolated in sports activities	
	12.Eating habits are one of the causes of obesity	
	13.I feel comfortable talking to people about their weight.	
	14I believe that obesity is due to a lack of self-control.	

	15.I am confident that most people who are obese can reach a normal weight.	<p>Factors Influencing Obesity among Malaysian Young Adults in Kuala Lumpur ((PDF) Factors Influencing Obesity among Malaysian Young Adults in Kuala Lumpur (researchgate.net))</p>
	16.I am confident with my ideal weight.	
	17.I am confident with my ideal weight.	
Behaviour	18.Work out regularly to maintain weight	
	19.To prevent being overweight, I am extra careful with what I eat.	
	20.Read information on obesity on the internet.	
	21.I am more productive whenever I do my exercise	
	22.I always control my eating habits	
	23.Eating healthy food, more intake of vegetables and fruits	

Table 3:Dependant Variable and Measurement

Impact of obesity	24.I am concerned about my weight.	Factors Influencing Obesity among Malaysian Young Adults in Kuala Lumpur ((PDF) Factors Influencing Obesity among Malaysian Young Adults in Kuala Lumpur (researchgate.net))
	25.Physical appearance is important in my life.	
	26.I think that eating healthy can help reduce my weight	
	27.Obesity affects my emotions.	
	28.I often associate obesity with a bad appearance	
29.Obesity affects much in the individual life.		

3.6 Data Analysis Technique

Data analysis techniques have helped interpret the collected data informatively. Data analysis have been divided into two sections such as quantitative and qualitative data analysis methods (Assarroudi et al. 2018). Once obtained, the survey responded, there are a few data analysis techniques that can be used to dive deep into the result. There should be accurate measurement and analysis to conclude the end result, as it is crucial to finalize the outcome of the research and to determine the limitations or challenges encountered based on the survey performed.

The data analysis technique is based on the following method;

- i. Excel
- ii. SPSS (Statistical Package for Social Sciences)

3.7 Summary Chapter 3

A research method is the procedure that is used to carry out the study plan. Despite the fact that the research approach and design theories are distinct, they are linked in some way in order to get a good study design. It assists in the discovery of essential data that can help in the development of a more effective solution to the research problem. The research design process is a step-by-step procedure that must be followed in the correct order. The model structure aids in the coordination of the technique that will employ to conduct future research analysis. There should be a consistent methodology for reviewing the analysis in order to obtain accurate data. The study questions are created using quantitative analysis, which is a simple and quick process. We should focus on how to acquire more people to participate in the survey; this should be doable if they understand the aim and are reassured that it can be finished in the time permit.

The research design also serves as a road map for how to gather data efficiently; there should be options for distributing surveys to individuals, a list of channels via which we may contact respondents, and a timeline for how they answer to the questionnaire. We also had to figure out how big the sample should be based on the population. To confirm the sample size, the Taro Yamaanae table is used. The approach we used to analyse the survey findings will be discussed after that. To conduct complete analysis, standard measurement and precision should be employed, as this would considerably benefit in the completion of the result.

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CHAPTER 4: RESULT AND DISCUSSION

4.1 Introduction

This study's main objective is to investigate how young people perceive obesity. Obesity is largely caused by social pressure and environmental factors, but we also need to understand how people perceive obesity in terms of knowledge, attitudes, and behavior. With escalating costs of living especially in urbanized cities, there is a tendency for people to opt for consuming cheaper priced food. Some criticize fast food as “junk food” and believe that fast food promotion is a significant cause of the obesity epidemic in North America (Mohamed and Daud, 2012). Most fast food is laden with fat; combined with a lack of physical activities, it is a “recipe” for gaining unhealthy and excessive weight. Continuous consumption of fast food and sweet beverages will further increase the obesity risk of children (Alibabic et al., 2014). This millennium generation is exposed to general information and should be aware of the harmful impacts of fast or junk food and the importance of physical activity; nonetheless, attitude and behaviour impact the effectiveness of their actions towards obesity, which we examined in this research.

4.2 Survey Response Analysis

The survey response entirely focused on the youngster in Selangor. According to the National Statistics Department, as of 2018, 14.6 million Malaysians, or 45% of the population, were between the ages of 15 and 39. The youth of Malaysia are a crucial group in directing and creating Malaysia's future for a variety of reasons, including infused healthy lifestyle. Taro Yamane calculator used to estimate the sample size, the survey conducted within two months and started with the sample test to ensure the accuracy of the question and the outcome of the hypothesis. Firstly, we initiated with the sample test with twenty respondents which helps to check the accuracy of the question and the outcome of hypothesis based on the independent and dependant variable.

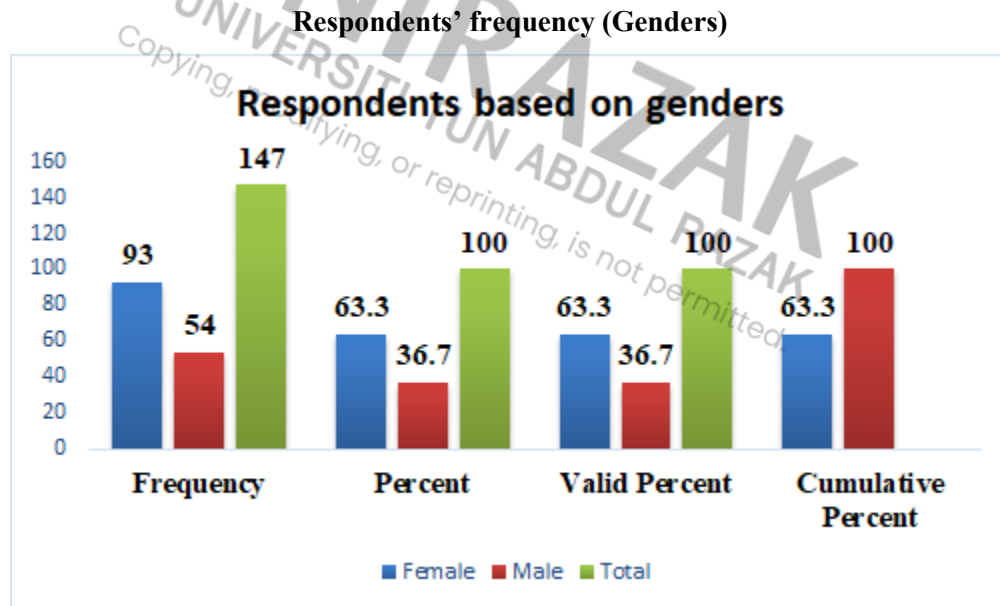
The questionnaire was then distributed to about 200 participants using Google Forms after the modifications were made in response to the sample test. The most popular channels for survey distribution include email, WhatsApp, and messenger. A total of 147 surveys with 100% completion rates were successfully submitted. The number of respondents is regarded as sufficient and adequate.

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	2.485	7.163		0.347	0.733	-12.700	17.670
AWARNESSSUM	0.575	0.207	0.605	2.774	0.014	0.136	1.014
ATTITUDESUM	0.129	0.214	0.132	0.601	0.556	-0.325	0.582
BEHAVIOURSUM	-0.052	0.264	-0.047	-0.195	0.847	-0.611	0.507

Table 4: Sample size significant value

4.2.1 The sample size results

The sample test aids in determining the appropriate significant level, which is (P-value of 0.005). Only one significant item can be determined from the table above, and the others are regarded as insignificant. After making a few minor adjustments to the survey questions, we proceed with the survey questions that are aimed towards more Selangor youth.



Subsequently, the SPSS software is used to determine the frequency, descriptive, regression, macro and reliability Analysis. The SPSS software is used to determine the frequency, descriptive, regression and macro to understand the Significant level, Alpha, Nova, Coefficient and etc. According to Hair, Black, and P Babin, and Anderson (2009), setting the significance level, or alpha, indicates the risk that the researcher

is prepared to take in determining if the estimated coefficient is greater than zero. The alpha value that is commonly utilised in research is 0.05 (Paul, 2008).

The questions gathered, especially for youngsters, which is straightforward and do not take much time to understand. Topic selection is a well-known worldwide issue. Weight gain among adolescents is alarming recently, hence, understanding young people's attitudes and behaviour towards obesity is imperative. Total respondents are 147, 93 respondents are female (63.3%) and 39 respondents are Male (36.7%).

Statistics					
		Gender	Age	Level of Education	Occupation
N	Valid	147	147	147	147
	Missing	0	0	0	0
Mean		1.37	5.50	1.84	1.57
Median		1.00	6.00	1.00	1.00
Mode		1	7	1	1
Std. Deviation		.484	1.698	1.064	.944

Above table illustrated the mean, median, mode and Std deviation for gender, age, level of education and occupation.

4.2.2 Respondents and Demographic profiles

We target youngsters to perform this survey as it is an eye-opener and increases their understanding level of obesity. It also helps to understand about people's that obsess and the perception that youngsters have towards them and how they can create a healthy lifestyle by influencing and encouraging people around them as well. The target age groups are from 15–35 years old. This target group of youngsters is exposed to a lot of external factors in their day-to-day lifestyle. Hence, the obesity issue should not be neglected, whether the person is obese or not. Having knowledge and understanding of the issue is not enough; it should be taken care of consistently in their day-to-day activity in order to maintain a healthy lifestyle. The age group divided into the following category;

The table 4.1 shows the age groups and respondents levels of participation

Age category					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	13 - 15	1	.7	.7	.7
	15 - 20	15	10.2	10.2	10.9
	16 -18	3	2.0	2.0	12.9
	19 -21	22	15.0	15.0	27.9
	21 - 25	17	11.6	11.6	39.5
	26 - 30	28	19.0	19.0	58.5
	31 - 35	61	41.5	41.5	100.0
	Total	147	100.0	100.0	

The survey distributed to School and college students as our target respondents however the participation was very low due to time limitation. Approximately 41 students from age 13- 21 years successfully response to the survey which is 19.2%. The age group from 21- 25 years old about 17 respondents and 26- 30 years with 28 respondents (30.6%) and from 31- 35 years old with 61 respondents (41.5%)

Level of Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Degree	80	54.4	54.4	54.4
	Diploma	26	17.7	17.7	72.1
	High School	25	17.0	17.0	89.1
	Master	16	10.9	10.9	100.0
	Total	147	100.0	100.0	

As shown in the table above, education is separated into a few categories. The percentage of high school students responded is 17%. Diploma holder with 38%, followed by degree with 54.4 percent and lastly Master holder respondents contributed about 10.9%. The highest number of respondents are employed, which is about 104 respondents. They may be exposed to different age groups of people and respond to the survey by taking into consider of the external environment part of it. 5.4% of respondents were self-employed, 19.7% were students, and 4.1% were unemployed.

OCCUPATION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	104	70.7	70.7	70.7
	Self employed	8	5.4	5.4	76.2
	Student	29	19.7	19.7	95.9
	Unemployed	6	4.1	4.1	100.0
	Total	147	100.0	100.0	

The above table illustrated the respondents' occupations which divided into few categories. 104 respondents (70.7%) working youngster and 29 (19.7%) respondents is students. Self-employed 8 respondents (5.4%) and unemployed (6%). Due to time limit, we are not able to increase the respondents among students however we believe the youngster who are working should answer all the questions more rationally and taking social pressure part of it.

4.3 Survey Frequencies

The below table illustrates the mean, median, mode, and STD deviation for each question. There are a total of 29 questions, of which 8 are developed based on awareness (independent variable). 9 questions in relation to the attitude variable, 6 questions focused on behaviour, and lastly, another 6 questions to examine the relationship with impact of obesity (dependent variable). The questions exactly mirrored those from previous research with minor changes.

Survey Questions	N	Mean	Median	Mode	Std. Deviation
AWARENESS1: 1.I agree that society discriminates against persons who have an external appearance of being overweight.	147	4.80	5.00	6	1.266
AWARENESS2: 2.I know that eating unhealthy food causes obesity	147	5.34	6.00	6	0.947
AWARENESS3: 3.I understand that people doing less exercise creates more chances of obesity	147	5.19	6.00	6	1.016
AWARENESS4: I understand that obesity increases health problems like high blood pressure, and diabetes.	147	5.55	6.00	6	0.862
AWARENESS5: 5.I need to improve my diet	147	4.99	5.00	6	1.239
AWARENESS6: 6.I am aware that obesity decreases my daily productivity.	147	4.97	5.00	6	1.184

AWARENESS7: 7.I need weight loss treatment.	147	3.78	4.00	3	1.590
AWARENESS8: 8.I understand that obesity increases my risk of being hospitalized.	147	4.12	4.00	5	0.999

Survey Questions	N	Mean	Median	Mode	Std. Deviation
ATTITUDE1: 9.I am satisfied with my weight.	147	3.61	4.00	4	1.377
ATTITUDE2: 10. Exercising to reduce my weight.	147	4.63	5.00	5	1.325
ATTITUDE3: 11. Obese people feel more isolated in sports activities.	147	4.80	5.00	5	1.122
ATTITUDE4: 12. Eating habits are one of the causes of obesity	147	4.90	5.00	6	1.240
ATTITUDE5: 13. I feel comfortable talking to people about their weight.	147	3.57	4.00	4	1.499
ATTITUDE6: 14.I believe that obesity is due to a lack of self-control.	147	4.77	5.00	6	1.293
ATTITUDE7:15.I feel comfortable being around obese people.	147	4.40	4.00	4 ^a	1.307
ATTITUDE8:16.I am confident that most people who are obese can reach a normal weight.	147	4.98	5.00	6	1.107
ATTITUDE9:17.I am confident with my ideal weight.	147	4.05	4.00	4	1.386

Survey Questions	N	Mean	Median	Mode	Std. Deviation
BEHAVIOUR1: 18. Work out regularly to maintain weight	147	4.84	5.00	6	1.259
BEHAVIOUR2: 19. To prevent being overweight, I am extra careful with what I eat.	147	4.53	5.00	6	1.284
BEHAVIOUR3: 20. Read information on obesity on the internet.	147	4.46	4.00	6	1.341
BEHAVIOUR4: 21.I am more productive whenever I do my exercise	147	4.65	5.00	6	1.192
BEHAVIOUR5: 22.I always control my eating habits	147	4.12	4.00	4	1.313
BEHAVIOUR6: 23. Eating healthy food, more intake of vegetables and fruits	147	4.96	5.00	6	1.170

Survey Questions	N	Mean	Median	Mode	Std. Deviation
OBESITY 1: 24.I am concerned about my weight.	147	4.95	5.00	6	1.187
OBESITY 2:25. Physical appearance is important in my life.	147	5.00	5.00	6	1.073
OBESITY 3:26. I think that eating healthy can help reduce my weight	147	5.12	5.00	6	1.089
OBESITY 4:27. Obesity affects my emotions.	147	4.68	5.00	6	1.298
OBESITY 5:28. I often associate obesity with a bad appearance	147	4.35	4.00	4 ^a	1.388
OBESITY 6:29. Obesity affects much in the individual life.	147	4.82	5.00	6	1.163

Breakdown of survey Questions

AWARENESS1: 1.I agree that society discriminates against persons who have an external appearance of being overweight.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	4.1	4.1	4.1
	2	2	1.4	1.4	5.4
	3	9	6.1	6.1	11.6
	4	36	24.5	24.5	36.1
	5	40	27.2	27.2	63.3
	6	54	36.7	36.7	100.0
	Total	147	100.0	100.0	

There are three independent variables, with awareness being the first one. 94 respondents (63.9%) chose agree/strongly agree on the scale for the aforementioned questions. As a result, it is clear that discrimination against overweight people is concerning in our culture, whether it is due to excessive dietary intake, a lack of exercise, or hormonal imbalances. 36 respondents (24.5%) also just marginally agree with the statement. It is obvious that people's attitudes on weight growth or obesity are unsatisfactory and may lead to mental health issues.

AWARENESS2: 2.I know that eating unhealthy food causes obesity					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	2	1.4	1.4	2.0
	3	3	2.0	2.0	4.1
	4	18	12.2	12.2	16.3
	5	39	26.5	26.5	42.9
	6	84	57.1	57.1	100.0
	Total	147	100.0	100.0	

With this statement, 123 respondents (83.6%) agree or strongly agree. The vast majority of respondents concur that consuming unhealthful foods can lead to obesity. The choice of food is crucial to maintaining a healthy lifestyle, especially in children. One of the reasons people tend to gain weight quickly is the expansion of the fast-food industry and the frequent consumption of fast food. Just 5 respondents (2.1%) said they disagreed with the statement. Children should be careful about their food intake and include more fruits and vegetables in their meals.

AWARENESS 3: 3.I understand that people doing less exercise creates more chances of obesity					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	1	.7	.7	1.4
	3	9	6.1	6.1	7.5
	4	21	14.3	14.3	21.8
	5	41	27.9	27.9	49.7
	6	74	50.3	50.3	100.0
	Total	147	100.0	100.0	

Nowadays, young people love trying new foods, therefore exercising has become one of the activities to keep their weight in check. Out of 147 respondents, 123 agree that obesity risks increase with less activity. There are somewhere between 21 agree and 11 respondents who disagree with the statement, which is a relatively low disagreement rate of 7.5%. This leads us to the conclusion that exercise is now necessary to maintain weight.

AWARENESS4: I understand that obesity increases health problems like high blood pressure, and diabetes.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	1	.7	.7	1.4
	3	4	2.7	2.7	4.1
	4	8	5.4	5.4	9.5
	5	29	19.7	19.7	29.3
	6	104	70.7	70.7	100.0
	Total	147	100.0	100.0	

Disease related to obesity is subjective which thorough checks should be done to conclude however common disease such as blood pressure and diabetes could diagnose due to obesity, hence, youngster should be aware and mindful at early stage. 133 respondents (90.4%) agree/strongly agree with the statement. 5.1% respondents disagree with the statement.

AWARENESS5: 5.I need to improve my diet					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	2	4	2.7	2.7	4.1
	3	15	10.2	10.2	14.3
	4	24	16.3	16.3	30.6
	5	30	20.4	20.4	51.0
	6	72	49.0	49.0	100.0
	Total	147	100.0	100.0	

In today's youth, weight gain and obesity are well-known problems; a correct diet can help one maintain a healthy weight. 102 respondents (69.4%) agreed or strongly agreed that they needed to improve their diet, indicating they are aware that a nutritious diet is important for sustaining an active lifestyle. Nowadays, cultivating a healthy diet can be difficult, but young people's attitudes and behaviours can improve their way of life.

AWARENESS6: 6.I am aware that obesity decreases my daily productivity.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	2	4	2.7	2.7	4.1
	3	12	8.2	8.2	12.2
	4	25	17.0	17.0	29.3
	5	40	27.2	27.2	56.5
	6	64	43.5	43.5	100.0
	Total	147	100.0	100.0	

104 respondents (70.7%) aware that obesity decrease the daily productivity. In hectic lifestyle one should able to move around actively in order to perform their daily activity, hence being obesity is not really welcoming as it may affect our productivity.6 respondents disagree and 12 respondents partially disagree with the statement.

AWARENESS7: 7.I need weight loss treatment.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	17	11.6	11.6	11.6
	2	13	8.8	8.8	20.4
	3	34	23.1	23.1	43.5
	4	33	22.4	22.4	66.0
	5	21	14.3	14.3	80.3
	6	29	19.7	19.7	100.0
	Total	147	100.0	100.0	

Although there are many ways to lose weight, this statement focuses on whether or not children and adolescents think that weight reduction treatment is important. On the other hand, 64 respondents disagree with the weight loss procedure, while 50 respondents (35%) agree or strongly agree. It is difficult to predict the outcome because the weight loss treatment does not merely involve exercise.

AWARENESS8: 8.I understand that obesity increases my risk of being hospitalized.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.7	.7	.7
	3	13	8.8	8.8	9.5
	4	20	13.6	13.6	23.1
	5	46	31.3	31.3	54.4
	6	67	45.6	45.6	100.0
	Total	147	100.0	100.0	

There are 113 responses (78.9%) who agree or strongly agree with this statement. Youngsters are well aware that being obese increases the likelihood of hospitalization. This study aims to understand the effects of obesity on the individual from the viewpoint of young people, in addition to examining the level of awareness of public towards impact of obesity.

ATTITUDE1: 9.I am satisfied with my weight.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	9.5	9.5	9.5
	2	16	10.9	10.9	20.4
	3	36	24.5	24.5	44.9
	4	38	25.9	25.9	70.7
	5	33	22.4	22.4	93.2
	6	10	6.8	6.8	100.0
	Total	147	100.0	100.0	

While 81 respondents (55.1%) agreed, strongly agreed, or somewhat agreed that they were content with their weight, 66 respondents (44.9%) disagreed, strongly disagreed, or disagreed with the statement. It demonstrates that youngster attitude and behaviour will influence whether or not they can maintain the appropriate weight according to their preferences. The prevalence of young people who are unhappy with their weight may rise if they do not care to maintain it.

ATTITUDE2: 10. Exercising to reduce my weight.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	3.4	3.4	3.4
	2	7	4.8	4.8	8.2
	3	16	10.9	10.9	19.0
	4	26	17.7	17.7	36.7
	5	49	33.3	33.3	70.1
	6	44	29.9	29.9	100.0
	Total	147	100.0	100.0	

Exercising to reduce the weight statement helps to understand how many respondents indeed exercise to reduce the weight. 93 respondents (62.2%) acknowledge that they exercise to reduce the weight while 12 respondents (8.2%) disagree with the statements. It shows that youngster giving important to the weight reduction and consider physical exercise as one of the methods to reduce weight.

ATTITUDE3: 11. Obese people feel more isolated in sports activities.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	4	2.7	2.7	3.4
	3	15	10.2	10.2	13.6
	4	31	21.1	21.1	34.7
	5	49	33.3	33.3	68.0
	6	47	32.0	32.0	100.0
	Total	147	100.0	100.0	

Regular physical activity (PA), working out, and playing sports are key components of a plan to fight the health hazards associated with obesity. However, in contexts including sport and exercise, people who are obese frequently encounter stigma and discrimination connected to their weight. According to 96 respondents (65.3%) who participated in this study's review of young people's attitudes toward obesity and sports, obese people experience greater social isolation when participating in sports. 20 people strongly disagree or disagree somewhat with the statement. The fitness of a person to participate in particular athletic activities is determined by their body weight.

ATTITUDE4: 12. Eating habits are one of the causes of obesity					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	8	5.4	5.4	6.1
	3	12	8.2	8.2	14.3
	4	26	17.7	17.7	32.0
	5	36	24.5	24.5	56.5
	6	64	43.5	43.5	100.0
	Total	147	100.0	100.0	

Eating habits are one of several factors that contribute to body weight gain. The modern lifestyle of young people, which includes frequent social gatherings, hanging out, exploring new places to eat, wanting to try different foods, and so forth, may have an impact on their eating habits. There is a high risk that they will associate with unhealthy foods, which will lead to weight gain. This claim aids in deepening children's understanding of obesity and eating habits. One of the causes of obesity, according to 100 respondents (68%) who agree or strongly agree, is eating habits. 6.1% of respondents, or 9%, disagree strongly or somewhat with the statement.

ATTITUDE5: 13.I feel comfortable talking to people about their weight.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	20	13.6	13.6	13.6
	2	15	10.2	10.2	23.8
	3	31	21.1	21.1	44.9
	4	36	24.5	24.5	69.4
	5	32	21.8	21.8	91.2
	6	13	8.8	8.8	100.0
	Total	147	100.0	100.0	

It depends on how people interpret the discussion regarding weight increase. Some people would rather talk and learn about weight growth or obesity, while others would find it offensive to discuss anything related to weight. While 35 respondents disagree with the assertion that they do not feel comfortable talking about weight, 36 respondents just somewhat agreed with it, and 45 respondents said they felt comfortable discussing their weight with others.

ATTITUDE6: 14.I believe that obesity is due to a lack of self-control.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	2	8	5.4	5.4	6.8
	3	16	10.9	10.9	17.7
	4	27	18.4	18.4	36.1
	5	37	25.2	25.2	61.2
	6	57	38.8	38.8	100.0
	Total	147	100.0	100.0	

94 respondents (63%) acknowledge that obesity due to a lack of self-control while 37 respondents (25.2%) slightly agree and 16 respondents slight disagree (10.9%). Only 10 respondents strongly disagree/disagree with the statement. The answer given could be based on self-experience or just based on observation from other people.

ATTITUDE7:15. I feel comfortable being around obese people.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	2.7	2.7	2.7
	2	6	4.1	4.1	6.8
	3	27	18.4	18.4	25.2
	4	38	25.9	25.9	51.0
	5	34	23.1	23.1	74.1
	6	38	25.9	25.9	100.0
	Total	147	100.0	100.0	

Although it is disturbing today to criticize or discriminate against obese individuals, we must consider how youngster feel when they are around obese people. A total of 72 respondents (49%) say they feel comfortable around obese persons. They slightly do not feel comfortable being around obese people, according to 38 respondents (25.9%), followed by 10 respondents (6.8%) who strongly disagree.

ATTITUDE8:16. I am confident that most people who are obese can reach a normal weight.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	2	3	2.0	2.0	3.4
	3	8	5.4	5.4	8.8
	4	29	19.7	19.7	28.6
	5	46	31.3	31.3	59.9
	6	59	40.1	40.1	100.0
	Total	147	100.0	100.0	

105 respondents, or 71.3%, said they strongly agreed or agreed that most obese persons can lose weight. The fact that a youngster has confidence that individuals can lose weight is a good indicator. A comparatively modest number of 5 respondents then disagreed with this statement.

ATTITUDE9:17. I am confident with my ideal weight.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	4.1	4.1	4.1
	2	17	11.6	11.6	15.6
	3	24	16.3	16.3	32.0
	4	43	29.3	29.3	61.2
	5	31	21.1	21.1	82.3
	6	26	17.7	17.7	100.0
	Total	147	100.0	100.0	

57 respondents (38.8%) confident with their ideal weight and 43 respondents (29.3%) slightly agree with the ideal weight but it's still not fully agreed with the statement. 23 respondents (15.7%) disagree that they feel confident with the ideal weight. Proper eating habit and consistent effort to maintain ideal weight among youngster is important.

BEHAVIOUR1: 18. Work out regularly to maintain weight					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.0	2.0	2.0
	2	6	4.1	4.1	6.1
	3	12	8.2	8.2	14.3
	4	27	18.4	18.4	32.7
	5	41	27.9	27.9	60.5
	6	58	39.5	39.5	100.0
	Total	147	100.0	100.0	

Regular exercise is necessary to maintain weight; based on the aforementioned statement, 99 respondents (67.3%) strongly agree that regular exercise is necessary to keep weight. That exercise is necessary to maintain weight is disputed by 9 respondents (6.1%), some of whom only partially agree.

BEHAVIOUR2: 19. To prevent being overweight, I am extra careful with what I eat.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	2	9	6.1	6.1	7.5
	3	20	13.6	13.6	21.1
	4	37	25.2	25.2	46.3
	5	36	24.5	24.5	70.7
	6	43	29.3	29.3	100.0
	Total	147	100.0	100.0	

Numerous studies have been conducted on foods and dietary practices that protect against diabetes, heart disease, stroke, and other chronic illnesses; as a result, it is important to consume healthy foods and monitor dietary practices. 79 respondents (53.8%) admit that they are especially cautious about what they eat to avoid gaining weight and 37 respondents partially agree (25.2%). Being conscious of the quantity and type of food we eat each day is one of the best ways to prevent obesity. 11 respondents (7.5%) reject the concept.

BEHAVIOUR3: 20. Read information on obesity on the internet.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.0	2.0	2.0
	2	7	4.8	4.8	6.8
	3	27	18.4	18.4	25.2
	4	40	27.2	27.2	52.4
	5	23	15.6	15.6	68.0
	6	47	32.0	32.0	100.0
	Total	147	100.0	100.0	

Today's youth primarily rely on information they find online. According to the aforementioned statement, 70 respondents (47.6%) agree that they have access to information regarding obesity via the internet. However, 10 respondents (6.8%) are not in agreement, followed by 40 respondents who are just somewhat in agreement, or roughly 27 respondents (18.4) are partially not interested to read information about obesity via internet.

BEHAVIOUR4: 21.I am more productive whenever I do my exercise					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	7	4.8	4.8	5.4
	3	16	10.9	10.9	16.3
	4	38	25.9	25.9	42.2
	5	41	27.9	27.9	70.1
	6	44	29.9	29.9	100.0
	Total	147	100.0	100.0	

Numerous studies and practical experiences have demonstrated that exercising can increase productivity. 38 respondents partially agree with the statement, which is followed by 85 respondents, or 56.8%, who agree that they are more productive whenever they exercise. The statement is denied by 8 respondents.

BEHAVIOUR5: 22.I always control my eating habits					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	2.7	2.7	2.7
	2	16	10.9	10.9	13.6
	3	20	13.6	13.6	27.2
	4	51	34.7	34.7	61.9
	5	30	20.4	20.4	82.3
	6	26	17.7	17.7	100.0
	Total	147	100.0	100.0	

Maintaining weight may be made easier by controlling eating habits. The majority of respondents 56 agree (38.1%) that they always have control over their eating habits, while the majority 51 respondent partially concur. This suggests that they may have control over the habit or may not—due to the difficulty in altering their attitudes and behaviour depends on the situation. 20 respondents (13.6%) disagree with the statement which means they do not control their eating habits.

BEHAVIOUR6: 23. Eating healthy food, more intake of vegetables and fruits					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	3	2.0	2.0	2.7
	3	16	10.9	10.9	13.6
	4	27	18.4	18.4	32.0
	5	34	23.1	23.1	55.1
	6	66	44.9	44.9	100.0
	Total	147	100.0	100.0	

Important vitamins, minerals, and plant compounds can be found in fruits and vegetables. They also include fibre. We can reduce risk of developing diabetes, heart disease, and cancer by eating a diet rich in fruits and vegetables. 100 respondents (68%) acknowledge that eating healthy food include more intake of vegetable and fruits. 20 respondents disagree/partially disagree with the statement.

OBESITY 1: 24.I am concerned about my weight.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	4	2.7	2.7	3.4
	3	17	11.6	11.6	15.0
	4	22	15.0	15.0	29.9
	5	39	26.5	26.5	56.5
	6	64	43.5	43.5	100.0
	Total	147	100.0	100.0	

Appearance become more concern nowadays especially among youngster.105 respondents (70%) out of 147 agree that they concerned about their weight. It shows that youngster giving more attention to the weight gain. Only 5 respondents disagree and follow by 17 respondents partially disagree.

OBESITY 2:25. Physical appearance is important in my life.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	1	.7	.7	1.4
	3	15	10.2	10.2	11.6
	4	23	15.6	15.6	27.2
	5	47	32.0	32.0	59.2
	6	60	40.8	40.8	100.0
	Total	147	100.0	100.0	

The above statement indeed proved that youngster giving importance to the physical appearance, in which 107 respondents (62.8%) acknowledge that physical appearance is important. Only 2 respondents disagree follow by 15 respondents partially disagree.

OBESITY 3:26. I think that eating healthy can help reduce my weight					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	2	2	1.4	1.4	2.7
	3	8	5.4	5.4	8.2
	4	23	15.6	15.6	23.8
	5	42	28.6	28.6	52.4
	6	70	47.6	47.6	100.0
	Total	147	100.0	100.0	

112 respondents (76.2%) agree/strongly agree that eating healthy can help reduce weight. Almost most of the respondents aware that eating healthy food can reduce the weight. Only 4 respondents disagree with the statement and it could be their eating habit and the culture that they come from.

OBESITY 4:27. Obesity affects my emotions.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.0	2.0	2.0
	2	7	4.8	4.8	6.8
	3	17	11.6	11.6	18.4
	4	31	21.1	21.1	39.5
	5	38	25.9	25.9	65.3
	6	51	34.7	34.7	100.0
	Total	147	100.0	100.0	

According to one study, those who battle with obesity have a 55% significantly increased chance of having depression than those who don't. In today's culture, there is a lot of pressure to look good and be in shape, not just on television and in movies, but also constantly on social media. Many obese persons have experienced taunting or teasing, either personally or through general remarks or derisive remarks about "fat people." 89 respondents (80.6%) agree that obesity effect their emotion which can even lead to depression. Only 10 respondents disagree it will not affect their emotion.

OBESITY 5:28. I often associate obesity with a bad appearance					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	4.8	4.8	4.8
	2	6	4.1	4.1	8.8
	3	25	17.0	17.0	25.9
	4	39	26.5	26.5	52.4
	5	31	21.1	21.1	73.5
	6	39	26.5	26.5	100.0
	Total	147	100.0	100.0	

70 respondents (47.6%) agree/strongly agree that they often associate obesity with a bad appearance. 13 respondents disagree with the statement. 39 respondents partially agree that means the high numbers of youngster understand the impact of obesity could relate with bad appearance.

OBESITY 6:29. Obesity affects much in the individual life.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	2	1	.7	.7	2.0
	3	19	12.9	12.9	15.0
	4	31	21.1	21.1	36.1
	5	40	27.2	27.2	63.3
	6	54	36.7	36.7	100.0
	Total	147	100.0	100.0	

In the United States, heart disease causes the death of around 600,000 Americans each year. According to the American Heart Association, obesity is a significant contributor to heart disease. Large studies demonstrate that obesity raises the risk for heart disease. Severe obesity increases the risk of a heart attack in a person. 94 respondents (63.9%) agree that obesity affect the individual life and only 3 respondents disagree with the statement and follow by 19 respondents partially disagree.

4.4 Unidimensionality

Unidimensionality is a criterion used to determine if each item in a factor met the bare minimum criteria for acceptable factor loadings (Awang Z., 2012). Unidimensionality is applied to explain a specific type of measurement scale. It should appear in one dimension or in other terms it can be classified by a single number line. This method of item creation is designed to ensure that all items precisely represent the objective design and only the target construct. From a practical perspective, this unidimensionality is crucial as the elements that are selected to collect data that may validate these norms. The end outcome, test score produced from the elements measurements which are correlated with the hypothesis theory.

Subsequently, once altering for latent construct variance, a collection of items is considered unidimensional if there are no associated residuals between them, according to the former classification. For freshly created goods, the factor loading should be more than 0.5; however, for existing items, the factor loading should be 0.6 or above (Awang Z., 2017). The most effective strategy is to delete the elements and add a new route option, which are the right methods for improving or enhancing the model's requirement to be met. Therefore, once the lowest factor loading the elements in the hidden construct exceed 0.5, the particular method should be removed the lowest factor loading the elements one by one. Thereafter, the measurement model should be re-evaluated until it meets the requirement of the principal for one-dimensionality. This segment explained the measurement model for each construct measurement.

Table 5: Summarizes the factor loading findings for each item.

Variable	Questions	Initial	Extraction
AWARENESS	AWARENESS1:	1.000	0.768
	AWARENESS2:	1.000	0.727
	AWARENESS3:	1.000	0.579
	AWARENESS4	1.000	0.708
	AWARENESS5	1.000	0.702
	AWARENESS6	1.000	0.687
	AWARENESS7	1.000	0.693
	AWARENESS8:	1.000	0.705
ATTITUDE	ATTITUDE1	1.000	0.762
	ATTITUDE2	1.000	0.762
	ATTITUDE3	1.000	0.715
	ATTITUDE4	1.000	0.659
	ATTITUDE5	1.000	0.773
	ATTITUDE6	1.000	0.766
	ATTITUDE7	1.000	0.767
	ATTITUDE8:	1.000	0.632
	ATTITUDE9:	1.000	0.700
BEHAVIOUR	BEHAVIOUR1	1.000	0.661
	BEHAVIOUR2	1.000	0.732
	BEHAVIOUR3	1.000	0.732
	BEHAVIOUR4	1.000	0.736
	BEHAVIOUR5	1.000	0.678
	BEHAVIOUR6	1.000	0.700
OBESITY	OBESITY 1	1.000	0.650
	OBESITY 2	1.000	0.676
	OBESITY 3	1.000	0.691
	OBESITY 4	1.000	0.627
	OBESITY 5	1.000	0.736
	OBESITY 6	1.000	0.748

Extraction Method: Principal Component Analysis

The above table shows that all the observed variables for the four (4) constructs, i.e., Awareness, Attitude, behaviour, and Obesity have a factor loadings value which is above 0.5. The former indicates that all the items achieved one dimensionality.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.829
Bartlett's Test of Sphericity	Approx. Chi-Square	1975.887
	df	406
	Sig.	0.000

4.4.1 Reliability

The concept of reliability primarily used to a measurement that frequently produced the matching values. Each evaluation model should establish reliability. By meeting a various of requirements helps to complete the previous one. Internal reliability was employed in this study to assess the data's dependability as well as the extent to which variables within a model are incorporated. Internal reliability examines by using Cronbach's alpha and item-total correlations. Reliability shows how frequently the method is measured. When we applied the same sample considering the conditions and method, it should produce the same results, if it is otherwise the method measurement may not be reliable. Error can occur in any measurement technique. The amount/degree of error, on the other hand, reflects the measurement's reliability. The measurement's dependability is high when the quantity of error is minimal. The measurement's reliability is low when the quantity of inaccuracy is high.

The term reliability refers to the capacity to assess the consistency of measures given to the same people at various periods and the equivalency of groups of items from the same test (Kimberlin & Winter stein, 2008). Cronbach's Alpha is a scale that measures internal consistency between components. Cronbach's alpha evaluates if it is connected or not by elements or items that have a high-level communicability and low level of uniqueness. Cronbach's alpha is used to determine the reliability of multiple question Likert scale surveys. The questions are measures, which are variables that are not fully developed or hidden, as well as variables that are undefined, such as a person's proactive personality, anxiety, or openness. Cronbach's alpha measures how closely a group of concepts are connected.

Generally, alphas of 0.7 are necessary to be considered reliable (Werhahn & Brettel, 2012). The majority of alpha value based on below table is $> .07$ which is indeed reliable. Items to total correlation are also analyzed in addition to Cronbach's alpha. The former correlation coefficients indicate the degree to which an item is connected to a dimension or concept.

Scores less than 0.35 can jeopardize the reliability (Netemeyer, Bearden, & Sharma, 2003). The below table summarizes that the item-to-total correlations scores for each item in relation to the depicted construct and dimension. The result indicated that the majority of the item-to-total correlation scores were low.

Table 6 : Summarize Construct Cronbach's alpha coefficients

Variable		Corrected Item-Total Correlation	Cronbach's Alpha
AWARENESS	AWARENESS1	0.430	0.813
	AWARENESS2	0.521	
	AWARENESS3	0.637	
	AWARENESS4	0.594	
	AWARENESS5	0.597	
	AWARENESS6	0.662	
	AWARENESS7	0.376	
	AWARENESS8	0.597	
ATTITUDE	ATTITUDE1	0.309	0.696
	ATTITUDE2	0.411	
	ATTITUDE3	0.521	
	ATTITUDE4	0.356	
	ATTITUDE5	0.217	
	ATTITUDE6	0.498	
	ATTITUDE7	0.350	
	ATTITUDE8:	0.474	
	ATTITUDE9:	0.272	
BEHAVIOUR	BEHAVIOUR1	0.567	0.854
	BEHAVIOUR2	0.680	
	BEHAVIOUR3	0.670	
	BEHAVIOUR4	0.645	
	BEHAVIOUR5	0.628	
	BEHAVIOUR6	0.655	
OBESITY	OBESITY 1	0.553	0.831
	OBESITY 2	0.596	
	OBESITY 3	0.587	
	OBESITY 4	0.616	
	OBESITY 5	0.571	
	OBESITY 6	0.714	

4.4.2 Validity

Validity research focuses on surveys that assess the appropriateness of questions that must be measured. Reliability itself is not sufficient, measures should be reliable as well as valid. Validity is also associated with the measuring tool's ability to furnish the essential outcome. It is referred to the level in which the outcomes should be accurate. As outcome, a research survey questionnaire is important to thoroughly examine the model research. Research validity can be divided into two groups: internal and external. It can be specified that "internal validity refers to how the research findings match reality, while external validity refers to the extent to which the research findings can be replicated to other environments" (Pelissier, 2008, p.12).

There are five type of validity such as; face validity, Construct validity, criterion-related validity, formative validity and sampling validity. If research consist of high number of validities, which means it generate results that corporate to identical assets, features, and difference. Reliability can be assessed by examine different version of the similar measurement. On the other hand, reliability is difficult to assess however it can be estimated by perform the comparison of the results with other data or theory. The approach of estimating reliability and validity are primarily dividend into different category.

One may determine whether or not the measured variables have convergent validity by referring to the Composite Reliability (CR) and Average Variance Extracted values (AVE). If the CR value is greater than 0.7, the CR value is greater than the AVE value, and the AVE value is greater than 0.5; thus, the data have achieved Convergent Validity (Hair, Ringle, & Sarstedt, 2011). The Composite Reliability metric reflects a latent construct's reliability and internal consistency, whereas the Average Variance Extracted measure gives the average proportion of variance explained by the measuring items for a latent construct (Awang Z., 2017). The following are the AVE and CR formulas:

Table 7 :Construct Average Variance Extracted (AVE)

Variable	Constructs Measurement &	Average Variance extracted (AVE)
AWARENESS	AWARENESS1:	0.696
	AWARENESS2:	
	AWARENESS3:	
	AWARENESS4	
	AWARENESS5	
	AWARENESS6	
	AWARENESS7	
	AWARENESS8:	
ATTITUDE	ATTITUDE1	0.726
	ATTITUDE2	
	ATTITUDE3	
	ATTITUDE4	
	ATTITUDE5	
	ATTITUDE6	
	ATTITUDE7	
	ATTITUDE8:	
	ATTITUDE9:	
BEHAVIOUR	BEHAVIOUR1	0.706
	BEHAVIOUR2	
	BEHAVIOUR3	
	BEHAVIOUR4	
	BEHAVIOUR5	
	BEHAVIOUR6	
OBESITY	OBESITY 1	0.688
	OBESITY 2	
	OBESITY 3	
	OBESITY 4	
	OBESITY 5	
	OBESITY 6	

4.4.3 Multi regression

Multiple regression analysis was used in this study. By evaluating the beta coefficients of many independent variables, one may predict the dependent variables using multiple linear regression. Additionally, it indicates the amount to which independent factors impact the variability of the dependent variable and whether the influence is significant or not. Certain assumptions must be satisfied in order to use multiple linear regression (Brace, Kemp, & Snelgar, 2006).

The followings are the former conditions mentioned to be satisfied: 1. The independent and dependent variables must have a linear relationship. 2. The dependent variable should be measured on a continuous scale, i.e., ratio or interval. 3. Predictor variables might be ordinal, interval, or ratio in nature. 4. The answer count should be more than the number of predictor variables being studied. By meeting the above assumptions, the influence of independent variables on the dependent variable can be identified. To determine the relationship of the four (3) independent variables, which are awareness, attitude, perceived behaviour control to the dependent variable, which is impact towards obesity.

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.627 ^a	0.393	0.380	4.18730	0.393	30.847	3	143	0.000

a. Predictors: (Constant), BEHAVIOURSUM, AWARENESSUM, ATTITUDESUM

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1622.558	3	540.853	30.847	.000 ^b
	Residual	2507.293	143	17.534		
	Total	4129.850	146			

a. Dependent Variable: OBESITYSUM
b. Predictors: (Constant), BEHAVIOURSUM, AWARENESSUM, ATTITUDESUM

A. Evaluating the model

The R-squared is one of the measurements that show the number of the overall variance in the dependent variable is described by the independent variable-squared is eligible to measure for linear regression models'-squared measures the relationship strength between the model and the dependent variable on a convenient 0-100% scale. In order to meet the liner model -specifically, The R-squared value of 1.0 should transpired and R-squared score > 1.0 consider the model or items cannot reflect as part of the variability in the data. The R-squared, also known as the coefficient of determination, is the amount of variation (%) in the dependent variable that the independent variable can explain. Moore, Notz, and Flinger (2013) describe the strength of a connection based on its R-squared value using the following table.

Table 8:R-squared value and the relationship strength

R-squared value (R ²)	Strength of the relationship
$R^2 < 0.3$	None or very weak effect size
$0.3 < R^2 < 0.5$	Weak or low effect size
$0.5 < R^2 < 0.7$	Moderate effect size
$R^2 > 0.7$	Strong effect size

The model summary has been examined to ensure whether the model, to which all mechanism have been incorporated, is successful in forecasting the impact of obesity which there are strong relationship towards awareness, attitude and behaviour. The important elements in R-squared measurement are one that indicate the numbers of variance in the dependent variable is clarified by the various analyst in the model. The R-square is a evaluate of how efficiently a model could be wide range to a large of number of individuals.

Based on this research, the R-squared of this model in data analysis is 0.627, which means that 62.7% of the variance on the impact of obesity is explained by the relationship of the three variables i.e., awareness, attitude and Perceived behaviour control. Based on the above table, the value of R-squared of more than 0.6 is considered a moderate effect size.

B. Variables P-value

In empirical research, statistical techniques are used in the data to differentiate a sign from the noise and to identify the conclusions from the collected data. Thus, statistical techniques guide the researcher towards a comprehensive of the data and also creating implication from it. As statistical techniques and their associated outcomes are employed in research, it is vital to have a strong understanding of what these procedures represent.

A p-value which < 0.05 is consider statistically significant. It is present strong evidence against the null hypothesis. Since the probability is less than 5%, the null is acceptable and the results are random. Pocock, McMurray, and Collier (2015) provided guidelines for judiciously utilizing p-values to determine the quality of evidence in randomized clinical trials. The researchers refer the P-value in accordance with an approximation of the handling effect and it's 95% confidence interval to determine the degree of the impact. The degree of unpredictable, and the strength of evidence that effect is valid.

An easy interpretation of the p-value less than 0.05 is that the probability that chance is responsible for the finding is less than 5% and that the probability that the finding is a true finding is more than 95% (Andrade, 2019). The p-value of 0.05 is utilized as a split for statistical significance in this research. Determine whether each construct is statistically significant with a p-value of less than 0.05 but it does not define that there is a 95% probability which the alternative hypothesis is relatively is true. The p-value is conditional once the null hypothesis reflects as true, but it is not correlated to the true or false of the options hypothesis.

Table 9:Construct P-value

Construct	P-value	Statistically Significant	95.0% Confidence Interval for B	
			Lower Bound	Upper Bound
Awareness	0.000	YES	0.343	0.604
Attitude	0.981	NO	-0.140	0.144
Perceived behavior control	0.038	YES	0.009	0.301

Based on the above table, there are three independent variables, i.e., Awareness, attitude and Perceived behavior control. Two variable is considered as significant which is awareness and perceived behavior control. These two variables achieved the p-value < 0.05 . The attitude variable does not meet the significant value as it more than > 0.05

C. Variables Beta Weight Value

According to research, beta weights are largely dependent upon determining the significance of variables (Nimon, Gavrilova, & Roberts, 2010). Beta weights are partial coefficients that describe the unique strength of a connection between a forecast and a threshold while adjusting for all other predictors. The value of beta weights can be determined by different of mathematical measures, including least squared and maximum thorough analysis. The usual range of beta weights is 0 to 1. A beta weight for an independent variable shows the predicted rise or reduction in the dependent variable, expressed in standard deviation units when the independent variable is increased by one standard deviation while the other independent variables remain constant. beta weights yield information about the extent to which a predictor is receiving credit for predicting the outcome variable in the regression equation, assuming other predictor variables held constant (e.g., Kraha, et al., 2012; Thompson, 2006a). In the light of foregoing, although β weight is one of the tools that yields information about the predictive credit of each predictor, it has some features that affects the accuracy of interpretation. These features need to be considered in interpreting regression results: a) β weight is not a sign of correlation coefficient, when predictors are correlated with each other (e.g., Thompson, 1992b, 2006a);

Table 10: Construct Beta weight value

Construct	Beta weight value
Awareness	0.543
Attitude	0.002
Perceived behavior control	0.167

The independent variable respectively achieved the significant and insignificant level. Above table illustrated the beta weight value which is the highest to lowest contributed to the awareness, behaviour and attitude which determine the higher frequency towards impact of obesity. The former is because the beta-value reveals which independent variable makes the strongest, most significant contribution to explaining the dependent variable when all other independent variables in the model are accounted for (Pallant, 2005). Although external environmental factors might easily cause children to gain weight, their knowledge of obesity will cause them to be very careful with their everyday routines, including the type and quantity of food they consume. The second-highest beta weight value is associated with perceived behavioural control. People's observations of their ability to execute a specific behaviour are referred to as "perceived behavioural control." Being aware or knowledgeable is insufficient if a child does not put it into practice; behaviour speaks louder than words. Therefore, being able to manage one's actions and eating habits will

aid in the battle against obesity. Attitude is a variable with the third-lowest beta weight value. The findings of this study lead us to the conclusion that certain young people may have strong attitudes against obesity, comprehend the consequences or severity of being obese, and are able to easily engage in conversations with their classmates and family members. However, these attitudes do not completely dictate a person's behaviour because other factors are also at play.

4.5 Hypothesis Testing

One of the most crucial methods in research analysis is hypothesis testing, which establishes if the created variable is strongly associated with or correlated to the dependent variable. A hypothesis can also be used when the goal is to determine whether a population parameter assumption is likely based on samples from that population that are currently available. Although a hypothesis cannot be proven with absolute certainty, it does provide pertinent statistics that allow us to accept or reject a hypothesis statistically based on degrees of significance and confidence intervals. The outcome of the hypothesis is based on sufficient statistical evidence that allow us to accept or reject. Based on a recent literature review, all of these variables were measured. Each structural path in the model illustrates a possible correlation between the two variables that can be examined for significance. The route coefficient is a measure of the unidirectional relationship between two constructs that is similar to a regression coefficient (β) (Fornell, 1982; Pedhazur, 1982)

H1: There is a positive relationship of awareness towards the impact of obesity among youngster in Selangor

Above hypothesis is considered as significant as the p- value < 0.05 . The significant value for this variable is 0.00 which means it's highly significant. There is strong relationship between awareness and impact of obesity. The awareness of youngster changes their understanding about obesity. Lack of awareness perceive obesity as normal weight gain or its due to modern lifestyle and genetic but the understanding gradually improved with the level of awareness that youngster have nowadays.

A number of studies revealed that childhood obesity becomes an epidemic and grave public health concern by promoting a number of chronic diseases (Bridger, 2009; Cameron et al., 2006; Akhtar-Danesh et al., 2011; He, 2007). In initial stage, not many have understanding or awareness about chronic disease or illness that diagnosed due to obesity such as High blood pressure, diabetes and coronary heart disease, but gradually the understanding level is increased even among youngster. In a paediatric obesity, study revealed that 25% children and 21% adolescents had impaired glucose intolerance and 4% of them experience asymptomatic type II diabetes (Field, 2006).

Obese children are threefold higher risk for hypertension compared to leaner children (Sedik & Ahmed, 2004). In addition, based on Australian study heart disease, sleep problems, early puberty, asthma and high cholesterol also, might be experienced by the children (Covicet al., 2007). It is essential to have better knowledge and awareness about such diseases that affect people due to obesity as it helps to prevent it. The impact and consequences of such diseases restrict people from engaging in certain activities, are destructive to the body, and even cause death. It is better for youngster to prevent obesity than to cure. The difference between obesity and being overweight should be made clear to youngsters. In Wuhu, China, studies on obesity among university students have been conducted. In that particular study, students commonly lacked understanding of obesity. The participants' lives included a variety of habits that contributed to their obesity. Most of the youngster in Selangor has good understanding about the obesity and have strong intention to prevent obesity.

H2: There is a positive relationship of attitude towards impact of obesity among youngster in Selangor

Attitude towards the impact of obesity among youngster shows as insignificant, there isn't any positive relationship between these two variables as the p- value is > 0.05 , the P- value derived 0.981. This is in agreement with Culbertson (1968) who defined attitude as a set of belief which helps in deciding if something is good or bad. Meaning, that people have a good attitude towards eliminating obesity among young people however based on current research it shows that attitude of youngster is not determine by their relationship towards impact of obesity. For instance, a youngster may believe that eating habits are one of the factors contributing to obesity, but they may not be taking any action or steps on their own to combat the problem if they consider as obsess. It is only a feeling or emotion that a person experiences without adding to their view of the problem. In spite of knowledge, an individual's attitudes can still have an impact on their practice or conduct. Attitudes are emotional, motivating, perceptual, and cognitive views. Attitudes are constantly influenced by ambient (family, friends, neighbourhood) and intrinsic (genetic, age, and sex) influences, as opposed to being static and fixed, However, in this situation, attitudes and impact of obesity are not really associate one and another, and the research's findings indicate that they are inconsequential. The majority of participants in this study had a favourable outlook on maintaining a healthy weight. The majority of students said they would be willing to control their weight in order to stay in shape. However, their behaviour did not consistently reflect this mentality.

H3: There is a positive relationship of perceived behavior control towards impact of obesity among youngster in Selangor

With behaviors, Chaiklin (2011) notes, that if in any case a person's attitude changes, behavior shall automatically change accordingly. This means, that a person's behavior is based on the attitude they give towards a particular subject. In this case, the results of the study reveal a high positive behavior that is above the default set scale value of three, which translates, that the respondent's behavior towards eliminating obesity is high and their willingness to change is bound to happen. The perceived behaviour control P-value is < 0.05 which is considered significant hypothesis with the p-value 0.038. The percentage of youngster agree with most of the behaviour variable question is relatively high. One of the key concerns to comprehend the significance assigned to nutritious food and the behaviour to consume it on a regular basis is if one should eat more vegetables and fruits. According to 68% of respondents, they prefer to eat more fruits and vegetables. The young people place a high value on their appearance, which is closely related to how obesity is seen. In order to prevent overweight and obesity, it is essential for the 70% of respondents who are worried about their weight to maintain their optimum weight, engage in regular physical exercise, and follow a balanced diet. 62.8% of people agree that their physical appearance matters to them in their daily lives, so eating healthily is essential if they want to look nice. A healthy diet will also contribute to maintaining good looks.

H4: There is a positive relationship between awareness, Attitude and behavior towards impact of obesity among youngster in Selangor

Understanding how the general public views obesity and being aware of common viewpoints in particular demographics are critical and hugely significant when developing interventions to reduce stigma. Prevention of obesity is crucial because it has been linked to major medical conditions and psychological effects, therefore awareness is essential to increase the understanding of obesity. The significant level is further influenced by the perceived behavior control P-value of 0.038 and the awareness P-value of 0.000, both of which are relatively high significant levels. Both variables have a significant impact on how obesity is perceived. According to this study, attitude indirectly creates feelings and emotions that could lead to positive behavior even though it has no direct relationship to how people perceive obesity. In most circumstances, when motivation and influence levels are quite high, attitudes progressively shift people's opinions from negative to positive. It is essential to understand the various and intricate psychological causes of obesity in order to create successful prevention strategies. "Common obesity" refers to the uncontrollable person's decision and engagement in behaviour that supports weight management, as some types of obesity are, in reality, a result of hormonal irregularities linked to syndromes and genetic illnesses. The highest mean score for perception revealed that it also exceeded the required minimum A scale value

of three. Meaning that once they are aware of the issue, they have a higher understanding of obesity. This is in line with Wang (2007), he considers perception to be the human sixth sense since almost our cognitive functions rely on it. Furthermore, it aids in the recognition, association, interpretation, and exploration of internal data. It aids in the development of our personalities since it is intimately related to the cognitive process. Once we perceive a message, we develop it until we understand what it means. Since it interprets a situation for people, it is connected to human feelings and emotions.

Table 11: Hypothesis testing summary

Hypothesis	Status	Ranking
H1: There is a positive relationship of awareness towards the impact of obesity among youngster in Selangor	Accepted hypothesis	1
H2: There is a positive relationship of attitude towards impact of obesity among youngster in Selangor	Rejected hypothesis	4
H3: There is a positive relationship of perceived behavior control towards impact of obesity among youngster in Selangor	Accepted hypothesis	2
H4: There is a positive relationship between awareness, Attitude and behavior towards impact of obesity among youngster in Selangor	Accepted hypothesis	3

4.6 Summary Chapter 4

An analysis of the entire survey response is provided in this chapter. Once the survey results have been extracted from Google Forms, we must make sure that we generate the necessary data to support the analysis. Frequency, descriptive, regression, floating factor, reliability, construct average, beta weight, hypothesis significance, R-square, and other sorts of data were produced using the SPSS software. Establishing the value for each parameter and how each value affects the overall research conclusion requires a thorough investigation that must be carried out step by step. The study includes four variable which is three independent variable and one dependent variable. In order to establish the final hypothesis and the significance level of each hypothesis, the study's objective is to determine how all of these factors interact. Age, gender, education, occupation, and income were all clearly explained by the demographic and socioeconomic data, giving a general picture of the respondents' origins. The median, mode and STD deviation date for demographic and each variable were included.

Additionally, the survey's frequency displays the number of scales selected in relation to the number of respondents depending on the survey question. More elaboration included based on each question. The R-Square value is 0.627 which is under moderate size. Awareness and perceived behaviour control variable has strong relationship towards impact of obesity and both achieved significant hypothesis. Malik et al (2013) believes, that the more aware one is, the more familiar they get to a particular issue. this collaborates with the finding, that people are aware of the factors influencing obesity and in other words they are willing to work on the eliminating the problem among young people. In addition, LaBerge (1997) associates' awareness with an experience and attention which is linked to our expression, enhancement and control. This implies that as you gain experience, the way you react to a situation will have an impact on your emotions and level of control. Similar to obesity, once you become aware of it, your expressions turn toward trying to solve the problem.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1 Introduction

The primary goal of this study is to ascertain youngster attitudes toward obesity. This study is based on an ongoing problem and takes into account one of the most significant global occurrences currently taking place. The survey was exclusively sent out to youngster, ages 15 to 35, since we believe that youngster will be our best bet for preventing obesity at its earliest stages. This research is giving youngsters the chance to assess their level of awareness, attitudes, and behaviours about the impact of obesity. All of these variables have a significant impact on how well we comprehend obesity and how important it is to eat healthily, follow a healthy diet, and exercise regularly. This study can be expanded to include all age groups in the future and is not only restricted to youngsters. This study aims to show youngsters that leading a healthy lifestyle will help them bring about change. The first step in making changes is for youngsters to clearly understand what obesity is, how to prevent it, and what precautions they may take to maintain their optimal weight.

Second, raising young people's awareness extends to everyone around them, including peers, friends, and family, and not just to themselves. There are numerous environmental factors that may cause obesity, therefore maintaining a healthy lifestyle requires being cautious and aware of those around us. Some young people, especially those who frequently eat fast food, wish to adhere to the traditional culture they have known since they were young. We have reached a point where everyone needs to exercise caution and awareness because a disease that is identified as being caused by being overweight or obese may have significant implications. The possible reasons for obesity and overweight is an imbalance of energy between calories consumed and calories lost. Globally, there has been a rise in intake of energy-dense foods that are high in fat and sugars and an increase in physical inactivity thanks to the increasingly sedentary nature of the many sorts of work, changing modes of transportation, and increasing urbanization. Raised BMI may be a major risk factor for noncommunicable diseases like cardiovascular diseases, diabetes, musculoskeletal disorders and a few cancers. A disparity in energy between calories burned and calories ingested may be one of the causes of obesity and overweight. Due to the increasingly sedentary character of many types of job, evolving forms of transportation, and growing urbanization, there has been a rise in the consumption of energy-dense foods that are high in fat and carbohydrates as well as an increase in physical inactivity worldwide. Increased BMI may be a significant risk factor for noncommunicable illnesses such diabetes, musculoskeletal disorders, cardiovascular diseases, and several types of cancer.

With rising BMI, there is a greater risk for several non-communicable diseases. It has been suggested that childhood obesity increases the likelihood of adult obesity, premature death, and disability. Future consequences for obese children could include respiratory issues, a greater risk of fractures, hypertension, early signs of disease, insulin resistance, and psychological effects. They are also exposed to diets heavy in fat and lacking in micro nutrients. Such eating habits, along with sedentary lifestyles, raise the risk of childhood obesity while unresolved under nutrition problems persist.

In order to explain each parameter, the data was produced using SPSS, and the table was made using EXCEL. It was challenging to assess additional techniques for structural equation modelling, such as AMOS and SEM, due to time restrictions. This chapter provides information and references to pertinent literature reviews that have previously been published online to clarify the study's findings. While some of the literature reviews are based on nations with comparable aspirations, the results may vary depending on both internal and external factors.

5.2 Factor influencing obesity among youngster in Selangor

5.2.1 Awareness influencing obesity among youngsters in Selangor.

Young people today are eager to try a variety of foods, and some of this desire may be due to massive advertisement and peer pressure. Parents join in because they can sense how delighted and excited the youngsters are about it. Most of the time, people prioritise their immediate satisfaction without considering the implications for the long term. Therefore, this study focuses on certain variables that impact the comprehension or caution level of young people toward awareness. Being aware of the obesity issue helps people be attentive. It is important for children to be aware of their surroundings as well as the knowledge they learn. It's eye-opening to see how obesity affects those around us, and it makes it easier to be aware of the different diseases that obesity can cause. Giving attention to looks has become crucial recently. This study aims to demonstrate how society views persons who are overweight or obese from the outside. According to 63.9% of respondents, society discriminates against people who appear to be overweight on the outside. This means that society believes that people who are overweight don't look appealing and that this may lead to conflict or negative image about them. According to 83.6% of respondents, consuming unhealthy food contributes to obesity. This indicates that young people are concerned about their food intake and are aware of the kinds of foods that are bad for their health. Most people back then were ignorant of the diseases brought on by being overweight or obese, but this is slowly changing today that young people are willing to share the knowledge and experiences they have, which contributes to a higher level of awareness. Nowadays, a lot of information and real-life experiences are shared on social media,

especially by young people, for the benefit of the public and for self-awareness. I am aware that obesity worsens health issues like diabetes and high blood pressure. According to the respondents, this statement is true, as evidenced by the fact that more (90.4%) agree with this statement.

5.2.2 Attitude influencing obesity among youngsters in Selangor.

In the past, childhood obesity has been found to be mainly attributed to dietary habits and physical activity of the individuals (Maffeis, 2000; Ravussin & Bogardus, 2000). However, familial and environmental influences could also facilitate the development of childhood obesity (Davison & Birch, 2001). Additionally, a person's attitude could not reflect who they are, and it may be difficult to gauge the impact of the feelings or emotions they exhibit toward those around them. They may discriminate or view weight negatively, but they won't give up their bad behaviour because it's been happening in their family. The Cronbach alpha value for this variable is.0696, or about.0.07, and it is still acceptable even though it is thought to have minimal influence on how people perceive fat.

A study in Sarawak (Aung et al., 2012) showed poor knowledge of healthy eating. No associations were found between age and knowledge, attitude and practice. However, study among university students in Germany found that age 21 years old and below had significantly higher attitude towards healthy eating as compared to students whose age was more than 21 years old (Harker et al., 2010). A previous study reported that the more stressful the respondents, the more they will practice unhealthy diet (Thawabieh and Qaisy 2012). Place of living had a significant association with good attitude of healthy eating habit in which students who were staying in hostels showed higher good attitude as compared to students who were staying outside. A study in Greece reported that staying away from home caused significant changes in attitude and practice (Papadakis et al.2007).

5.2.3 perceived behaviour control influencing obesity among youngster in Selangor.

Young people are more likely to engage in weight-controlling behaviour when their body mass index increases. According to some reports, overweight youngsters who are further away from their ideal weight or who have tried and failed to reduce weight with moderate dietary or exercise changes may resort to drastic weight-loss tactics. Youngster awareness and attitudes alone cannot express whether they have a strong understanding about obesity because behaviour is one of the essential elements needed to accomplish the goal. According to this study, the perceived behaviour control variable does, in fact, have a substantial link with how people view obesity, with a p-value of less than 0.05. The statistical significance was attained (p value = 0.38). The questions are based on prior research, and the results of the p-value are relatively

significant at the level that is comparable to recent studies. Even while it is thought to be a positive sign that 67.3% of respondents exercise frequently to maintain weight, there are still some young people who are unwilling to do physical activity and are willing to investigate medications or treatments to lose weight, which may be harmful to them. Although 53.4% of respondents consume food without concern about the type of the foods, 47.6% of respondents say they are extra careful about what they eat to avoid becoming overweight. 38.1% of respondents said they always have control over their eating habits, which indicates that youngster need greater attention to raise their level of awareness and, at the same time, to model effective behaviour in order to combat obesity in the future.

5.2.4 Awareness, attitude and perceived behaviour control influencing obesity among youngster in Selangor.

Good knowledge of healthy eating also had significant association with higher study level (Sajwani et al., 2009) and among nutrition students in Saudi Arabia (Bano et al., 2013). This could be due to extra knowledge gained during their study period. The results of the current study also revealed no conclusive link between knowledge of the risk factors for obesity and behaviours that are related to health. The current finding is consistent with earlier studies in that persons who were well-aware of the health concerns associated with obesity might not have changed their behaviour to prevent it. Previous research suggested that knowledge of obesity did not significantly alter an individual's opinion of how to treat obesity in a way that promotes good health. For instance, a study among individuals with good knowledge of the risks associated with obesity showed that emotional eating is substantially correlated with avoiding the good practise of obesity-related health behaviours.

5.3 Research Contributions and Implications

Theoretical analysis, a literary evaluation, and empirical findings support the study's findings. The scholarly and theoretical works are analysed and used as references, especially those that are connected to and strikingly comparable to the chosen subject.

5.3.1 Contribution of theory

This research's contribution sheds light on obesity and helps young people rediscover the importance of focusing on a nutritious diet and physical activity to maintain their optimal weight. The topic of this study paper on the factors influencing youngster obesity in Selangor goes beyond just addressing how to lose weight; rather, it focuses on how obesity is perceived, which can lead to anxiety about prejudice and an increased emphasis on physical appearance in modern society. However, this research focuses more on maintaining a healthy diet and engaging in regular exercise than on using medications or other expedient

methods to lose weight. A similar study should be conducted to emphasize the need of eating a healthy diet and engaging in exercise that is not damaging to the body as 35% of respondents admitted they needed weight loss treatment. This finding shows that young people may consider other techniques to lose weight rather than healthy diet and exercise. Additionally, this study sheds insight on the emotional impact of obesity, which needs broader research, and it demonstrates how young people deal with the obesity issue in their daily lives.

5.4 limitation of the research

There are a number of limitations on this research. There is a lot of research on this issue, but it's essential to select the most pertinent studies. In the United States and around the world, the obesity problem and its effects are well-known facts. However, it is crucial to focus on a particular aspect of the problem since without it, the research will be unclear and lacking in precision. Extracting all relevant research first will help us identify the variable and hypothesis so that we can move on to the next stage, but selecting the right variable is difficult because some of the results of earlier research may not have been entirely applicable to this topic, and it took more time to understand the relationship between the variable and hypothesis. Without these two sources, the research cannot be concluded, and the survey results are used as a comparison based on the prior literature review. It can be challenging to gather sufficient survey responses quickly, but selecting the correct sample is crucial. As a result, a minimum sample of 147 respondents was obtained to support the analysis and findings that followed. Finally, while there are certain constraints in terms of selecting the right literature review, and questionnaire, and drawing conclusions about the research's final outcome based on the responses collected, there are also significant lessons to help understand the laborious process involved before starting and finishing the final research.

5.5 Direction of further research

There are many ways to treat and prevent obesity. Today's market is flooded with weight loss drugs, surgeries, and fat oiled diets especially on the side ways of the roads. However, results from this study indicate, that eating a proper diet and maintaining a relatively active lifestyle is the most effective means to preventing and treating of obesity. Treatment and prevention options for obesity are many. Today's market is overwhelmed with weight loss medications, procedures, and diets high in fat, all these methods are highly encouraged by youngster. The most efficient way to prevent and manage obesity, according to the study's findings, is to eat a healthy diet and maintain a moderate level of activity.

Second, despite the fact that it seems quite simple, more research is still required in this field. Research on the genetic causes of obesity and methods to prevent it has to be done further for the future benefit of our youngsters. Physical activity and a healthy diet are crucial for weight maintenance. Deeper research should be done on food intake and type, exercise frequency, knowledge of specific disorders associated with weight gain, and how people ensure that their beliefs are reflected in their behaviour. Young people find it difficult to regularly maintain a healthy lifestyle in Selangor since it is one of the states with rapid population growth and high exposure to modern lifestyles. This is also because of the environment, which is easily linked to stress. The research should concentrate on the stress level and how it relates to obesity because in the majority of scenarios, the food consumption may vary depending to the stress level, which results in weight gain. In addition, future researcher also can focus those who are from medical line to participate more in order to understand from their perspective about obesity issue or develop the variable and questions which can correlate with their experience that happen around them.

Therefore, it is important to assess how physically challenging obesity is across all age groups. In addition to the age-specific obesity management strategies. In a nutshell, research on the effectiveness of community-directed strategies for managing and preventing obesity should take precedence over research on the impact of marketing techniques in the food business and food outlets. In order to effectively control obesity, researchers in Malaysia should be kept informed on new studies about its prevalence. Where appropriate, they should examine the results and then share it accordingly as part of awareness across the world.

5.6 Conclusion

The overall goal of this study is to ascertain how youngsters understand the impact about obesity and what the level of awareness, attitudes, and behaviour to overcome obsesses. The rise in overweight or obesity, which has become a serious societal concern, is caused by a number of factors. The most frequent causes of obesity include excessive calorie intake, insufficient exercise, dietary changes, urbanisation, modernization, social status, and, in a small percentage of patients, a physical disorder or metabolic imbalance. The three main factors focus on an individual's intention and willingness to address a persistent problem, like the obesity that outbreaks our society. We think that young people between the ages of 15 and 35 should pay closer attention to the early implications of weight growth. Exercise and a healthy diet are not only ideas that should be preached; everyone should put them into practise. Influence has a significant impact on contemporary culture; thus, youngsters should set an example for future generations. It is undeniable that Malaysia is one of the countries with a high prevalence of obesity. The eating habits culture and reluctance to learn more about the implications of food intake without understanding the influence on health are other causes for concern. Maintaining a healthy weight not only prevents diseases from developing but also boosts confidence, especially in young people. Obsessive people who feel unsatisfied with their looks and how others perceive them may also experience depression as a result of their obesity. It can also result in suicide, thus each of us has a crucial role to play in solving this problem collectively without demeaning or stigmatizing obese people. Social media has also started to increase awareness of young people and some people sharing their life experiences, which is a positive development. However, there is another set of people who openly discriminate against those who are overweight or obese without fully comprehending the reasons why people overweight or obese. To prevent obesity, it is crucial to increase social responsibility and understanding because anyone can become obese, including our friends, family, and peers. They may be able to deal with the problem more effectively if they have a thorough understanding of it. In summary, future research should include different Malaysian groups of people so that we may view issues from a wider perspective, including how depression affects people's lives as a result of obesity. This study should be more widely disseminated to raise awareness and persuade people that leading a healthy lifestyle is vital, especially when considering the kinds of foods, we consume. People in Malaysia should immerse themselves in activities that improve knowledge, continuously put those activities into practice for their advantage, and at the same time inspire those around them to lead healthy lifestyles.

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APPENDICES

APPENDIX 1: COVER LETTER

2ND September 2022

Dear respondents,

Subject: Final Research Project

Researcher: Prabawathy (M20711009) Graduate School of Business, Master of Business Administration (Majoring in Management)

This is Prabawathy Gopalkrishnan, a Master candidate in the Graduate School of Business at University Tun Abdul Razak (UNIRAZAK), Malaysia. The title of my research project is the factor influencing obesity among Malaysian youngsters in Selangor.

The goal of this study is clearly emphasizing the factor of influencing obesity among youngster in Selangor. Our youngsters have the potential to be future leaders and role models, therefore they should be examples in many aspects of life, particularly in terms of eating nutritious foods and maintaining a healthy lifestyle.

Participation from you would involve completing this questionnaire by using a Google Form. This set of the questionnaire consists four categories. Each section has mix number of questions developed particularly to associate with the hypotheses. The questionnaire should take approximately 15 minutes to complete.

I would appreciate it if you could give your cooperation by devoting your precious time to the survey. It must be worried here that the data obtained from this survey will contribute to my thesis and appear in academic journals or may be presented at academic conferences, and all the information will be strictly confidential. By submitting the completed questionnaire, you consent to participate.

Should you have any queries or wish to know more about this study, feel free to contact me,

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Your kind cooperation and contribution to my study is highly appreciated.

Thank you

Appendix 2: QUESTIONANRIES

Section A: Demographic profile

Demographic, please select one (1) answer that best describe yourself.

Demographic

Please select one (1) answer that best describe yourself.

1. Gender

- Female
- Male

2. Age

- 13 - 15
- 15 - 20
- 16 -18
- 19 -21
- 21 - 25
- 26 - 30
- 31 – 35

3. Highest Education Level

- High School
- Diploma
- Degree
- Master

4. Occupation

- Employed
- Self employed
- Student
- Unemployed


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Section B: Survey Questionnaires

Please indicate your opinions on a 6-point scale on the following statements, which focusing on factor influencing obesity among youngster in Selangor.

(1–strongly disagree, 2–disagree, 3–partially disagree, 4–partially agree, 5–agree, 6–Strongly agree)

Table 2: Independent Variable and Measurement

Variable	Measurement	Strongly Disagree				Strongly agree	
		1	2	3	4	5	6
Awareness	1.I agree that society discriminates against persons who have an external appearance of being overweight.						
	2.I know that eating unhealthy food causes obesity						
	3.I understand that people doing less exercise creates more chances of obesity						
	4.I understand that obesity increases health problems like high blood pressure, and diabetes.						
	5.I need to improve my diet						
	6.I am aware that obesity decreases my daily productivity.						
	7.I need weight loss treatment.						
	8. I understand that obesity increases my risk of being hospitalized.						
	9.I am satisfied with my weight.						
	10.Exercising to reduce my weight.						
	11.Obese people feel more isolated in sports						

Attitude	activities						
	12.Eating habits are one of the causes of obesity						
	13.I feel comfortable talking to people about their weight.						
	14.I believe that obesity is due to a lack of self-control.						
	15.I feel comfortable being around obese people.						
	16.I am confident that most people who are obese can reach a normal weight.						
	17.I am confident with my ideal weight.						
Behaviour	18.Work out regularly to maintain weight						
	19.To prevent being overweight, I am extra careful with what I eat.						
	20.Read information on obesity on the internet.						
	21.I am more productive whenever I do my exercise						
	22.I always control my eating habits						
	23.Eating healthy food, more intake of vegetables and fruits						

Table 12:Dependant Variable and Measurement

Impact of obesity	24.I am concerned about my weight.						
	25.Physical appearance is important in my life.						
	26.I think that eating healthy can help reduce my weight						
	27.Obesity affects my emotions.						
	28.I often associate obesity with a bad appearance						
	29.Obesity affects much in the individual life.						

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APPROVAL PAGE

TITLE OF PROJECT PAPER: THE FACTOR INFLUENCING OBESITY AMONG MALAYSIAN YOUNGSTERS IN SELANGOR

NAME OF AUTHOR PRABAWATHY A/P GOPALAKRISHNAN

The undersigned certify that the above candidate has fulfilled the condition of the project paper prepared in partial fulfilment for the degree of Master of Business Administration.

SUPERVISOR:

Signature: _____

Name :

Date :



ENDORSED BY:

Signature: _____

Dean

Graduate School of Business

Date