

The Effects of Imported Frozen Food from Thailand on Tumpat Community

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Abstract: This frozen food has become a must for consumers in this modern world. This is because consumers feel frozen food can ease the burden of work while they are busy. This frozen food is well known for saving time and energy when it comes to preparing food. This frozen food is not only used by the working community but also used by housewives and also as a selling point for merchants. Accordingly, the study was conducted to identify factors, safety and also the effects of frozen food from Thailand on the Tumpat community. Researchers have selected the people of Tumpat to be the population in this study. These residents have been selected to determine the level of acceptance of frozen food from Thailand. Quantitative methodology is used by distributing questionnaire instruments and the data obtained were analyzed and descriptive statistics using Statistical Packages for Social Science (SPSS) version 25.0. From this study it is also found that the Tumpat community as a whole has a high tendency of mean scores on frozen food from Thailand.

Keywords: Acceptance, Frozen Food, Tumpat Community

1. Introduction

In Malaysia these frozen products have tremendous market value after dairy and bakery products. The frozen food sector recorded a relatively high value of RM705.8 million (5.1%) of sales compared to other sales. Each year the quantity of food sales continues to increase over time with an average growth of 3.7% per annum (Seow et al.2009). These frozen products are usually associated with a variety of modern foods that have been processed and frozen. Usually, modern foods that have been processed in the process include meat burgers, chicken balls, fish balls, meat balls, nuggets, and modern cakes. Modern food has become a popular choice for most Malaysians. Do not forget that frozen food from Thailand is a choice of Malaysians. In addition, Thai frozen food also received overwhelming response from consumers, especially consumers around Kelantan. This frozen food is divided into three types of raw materials such as duck, chicken, meat, potatoes and more. Next, frozen foods are partially

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processed like popcorn, carpets, nuggets, pizza, sushi, canai, mug and so on. Partially processed foods do not require long preparation time and are easy to cook. Third-party frozen foods are ready-to-eat foods such as ice cream and rotary ice cream. This type of food can be eaten directly because it is fully prepared and has its own taste. Thai food is very popular among Malaysians.

Highlights of this study are obtained through books, journals, research or theses, documents and so on which will be reviewed for information. This process is intended to identify studies that have been carried out by other researchers and to inform current information and research. This can help other people learn how to research as they make and present research findings and can identify appropriate research to compare with future studies that can help further strengthen an individual's or researcher's skills in seeking information from a variety of sources. This study aimed to find out the level of acceptance of frozen food from Thailand among the people in Tumpat, Kelantan. According to the Dictionary of the Fourth House of Assembly (2005), freezing means that food has been preserved through the process of cooling until it is frozen. This frozen food is stored at -18°C below. Frozen foods are stored at these temperatures to maintain freshness and make them durable. The temperature is controlled so that microorganisms will not make the food rotten and damaged (Hasan, 2017). To study the use of halal logos on frozen food labels to influence consumers when purchasing the food. This study was conducted to test the knowledge of consumers in recognizing the various forms of halal logos on frozen food labels and their effect on consumers' decision-making.

Halal food is gaining the attention of the world regardless of whether or not it is a religion because it is a benchmark of quality and clean food (Hafiz Firdaus, 2004). On the demand and use of frozen traditional cakes in Selangor. The objectives of the study were to evaluate the consumption of frozen foods, identify frozen products and their favorite features and to evaluate the potential of the frozen market in Malaysia. There are a number of factors that drive the purchase of frozen foods such as affordable prices, save time on preparation, busy working and easy to market products. This is because frozen foods can be found in supermarkets as supermarkets become a major marketing channel followed by grocery stores and farmer markets. The government-approved manufacturing sector in 2010 had 73 projects. If 90% of the unemployed Felda women are involved in the project, the waste of human capital contribution to the national income will be reduced. This study aimed to identify the level of knowledge and skills of Felda women in the processing of frozen food. The variables studied are material knowledge. The results of this study found that Felda women's level of knowledge and skills in processing frozen food was moderate. The study suggested that Felda women receive training to improve their knowledge and skills in the field of frozen food processing. The results of this study show that fish balls are the focus and favorite of consumers in Malaysia.

Frozen food products receive a warm response from all walks of life regardless of one's age and gender. The consumption of frozen food is increasing from year to year among Malaysians due to the need for conventional products especially for the urban population. Residents argue that frozen foods have good safety assurance such as having a halal certification, product expiry date, hygiene and good quality. There is one important finding in this study that shows that consumers are more likely to choose to buy local products than imported products. Supermarkets are an important marketing channel for frozen products, followed by grocery stores and farmer markets. Based on the respondents' suggestions over 150 new products have been developed and commercialized such as rabbit sausages, frozen sea cucumbers, BBQ chicken and more.

2. Methodology

Methodology this study is determined using the design of the study for review using quantitative research methods through the questionnaire as an instrument because according to Yin (2003), the design of the study links the collected data and the results that will be made on the initial questionnaire of the researcher.

Researchers have selected the people of Tumpat to be the population in this study. These residents have been selected to determine the level of acceptance of frozen food from Thailand. Residents are selected because they have lived in Tumpat for a long time and should have a good mind and can respond appropriately when the questionnaire form is distributed to them. According to Gay and Airasian (2003), population is the target group for researchers to obtain data. In this study, a quantitative method is used to conduct the research. The researchers selected the people of Tumpat as respondents of various ages. Determination of sample size is based on population in that part of the area. The researcher selected a sample of 103 people including men and women from a population of 140. Determination of sample size is based on the table of Krejcie and Morgan (1970).

All the data obtained from the questionnaires were analyzed and descriptive analysis using the Statistical Package for the Social Sciences version 25.0 (SPSS). The results of the analysis are shown in tables obtained from SPSS such as min and standard deviation obtained from (Abd Ghafar, 2003). Table 1 shows the mean score interpretation scale (Abd Ghafar, 2003).

Table 1: Mean score interpretation scale (Abd Ghafar, 2003)

Mean Score	Interpretation phase
1.00-1.80	Very low
1.81-2.60	Low
2.61-3.40	Moderate
3.41-4.20	High
4.21-5.00	Very high

3. Results and Discussion

Residents living in the Tumpat tax-exempt area, Kelantan were the respondents involved in answering the survey questions. According to the Krejcie & Morgan (1970) sample size determination table, 103 respondents were selected from 140 populations involved in the process of obtaining information. In this data analysis, there are three parts of the study: factors of selection of frozen food from Thailand among the people of Tumpat, the safety level of frozen food imported from Thailand to Tumpat and the effects of frozen food from Thailand to Tumpat.

3.1. Factors of selection of frozen food from Thailand among residents of Tumpat Kelantan.

This section describes the factors of selection of frozen food from Thailand among the people of Tumpat Kelantan.

Table 2: Mean score analysis, standard deviation and mean range of factors of selection of frozen food from Thailand among the people of Kelantan.

No.	Item	Mean	Standard Deviation	Level
1	Price of frozen food from Thailand is affordable.	4.67	.473	High
2	Freezing cold food from Thailand is easy to find	4.46	.574	High
3	Frozen food from Thailand is easy to prepare.	4.50	.575	High
4	frozen food from Thailand meets the taste of consumers	4.43	.516	High
5	The size of frozen food packing can be obtained from Thailand.	3.77	.866	Medium
6	Frozen food from Thailand has an interesting label	3.66	.847	Medium
7	Frozen frozen foods from Thailand have a long history.	4.30	.639	High
8	Frozen foods are easy to store	4.28	.567	High

9	Frozen foods are in demand from residents	4.54	.590	High
10	Frozen foods have many types	4.43	.516	High

These questionnaire items are rated in section B in the order of the number assigned by the researcher. 10 question items have been developed in this section to answer the first research question. Table 2 shows the mean score analysis, mean range and standard deviation for each of the questionnaire items in section B related to Thai frozen food selection factors among the people of Kelantan. An analysis of the factors of selection of frozen food from Thailand among the people of Tumpat Kelantan found that the mean scores ranged from 3.66 to 4.67. The highest mean value was item number 1 with a range of 4.67 indicating that respondents agreed that the price of frozen food from Thailand was reasonable. While the mean value of item 6 of 3.66 indicates that the population is less in agreement with the statement that frozen food from Thailand has attractive labels. However, the average mean value of the mean is at the simple level of item 5 of 3.77. This means that generally the factors of selection of frozen food from Thailand among the people of Tumpat are still at a good level where the mean range is within the medium and high range.

3.2. Safety level of frozen food imported from Thailand to Tumpat

The following is an analysis of the items in section C that relate to the safety level of frozen food imported from Thailand to Tumpat. There were 10 items answered by the respondents and Table 3 shows the mean value, standard deviation and level of mean range obtained.

Table 3: Safety level of frozen food imported from Thailand to Tumpat.

No.	Item	Mean	Standard Deviation	Level
1	The level of hygiene of frozen food imported from Thailand is guaranteed.	3.26	.685	Medium
2	Thai frozen food has halal certification from the country.	2.70	.712	Medium
3	Frozen frozen foods from Thailand have expiration and release dates.	2.92	.848	Medium
4	The frozen food has a list of ingredients that are safe to eat.	2.95	.705	Medium
5	Thai frozen foods have valid documents such as licenses.	3.15	.633	Medium
6	The quality of the frozen food is guaranteed from the standpoint and durability of the product.	3.35	.667	Medium
7	Monitoring and monitoring of frozen food from authorities such as customs and immigration.	3.43	.666	Medium
8	Concerned about information on frozen food suppliers from Thailand.	3.85	.617	High
9	Thai frozen food imported from Thailand has preservatives.	3.81	.687	High
10	The frozen foods produced are marketed, cooked and kept free from any contamination.	3.57	.620	Medium

This section presents 10 question items to analyze the safety level of frozen food imported from Thailand to Tumpat. The results of this study on the level of frozen food safety from Thailand found that residents are concerned about the information of frozen food suppliers from Thailand as it has a high mean value of 3.85 items 8. This indicates that residents are also concerned about what to buy, and eaten. While the lowest mean value of item 2 with a range of 2.70 in relation to Thai frozen food has halal certification from the country. This shows that most residents are not aware of the halal certification of frozen foods. Overall, the results of the study show that the average mean value of the mean is at a high level where the mean score scores range from 2.70 to 3.85.

3.3. Effects of Frozen Food from Thailand To Tumpat

This section describes the effects of frozen food from Thailand on the people of Tumpat Kelantan. These questionnaire items are rated in section D in the order of the number assigned by the researcher. 8 question items have been developed in this section to answer the third research question.

Table 4: Effects of frozen food from Thailand to Tumpat.

No.	Item	Mean	Standard Deviation	Level
1	Traders benefit from the sale of frozen foods.	4.42	.586	High
2	Frozen foods do not have enough nutrients for their body or nutrients.	4.43	.604	High
3	Frozen foods have excess fat.	4.54	.538	High
4	Residents can easily get raw frozen food supplies like chicken.	3.79	.925	Medium
5	Frozen foods can boost the local economy.	4.53	.539	High
6	Frozen foods have good potential for growth.	4.56	.518	High
7	Frozen foods can save user's time.	3.75	.967	Medium
8	Buying frozen food can reduce household expenses.	4.51	.558	High

Table 4 shows the mean score analysis, mean range and standard deviation for each of the questionnaire items in section D related to the effects of freezing cold food from Thailand among the people of Kelantan. Analyzes of the effects of frozen food from Thailand on the people of Tumpat Kelantan found that the mean score ranged from 3.75 to 4.56. The highest mean value was item 8 with a range of 4.56 indicating that respondents agreed that freezing cold prices had good potential for growth. While the lowest mean value of item 9 was 3.75, the population did not agree with the statement that frozen food from Thailand could save consumer's time. However, the average mean value of the mean is at the simple level of item 6, which is 3.79. This means that generally the effects of frozen food from Thailand on the people of Tumpat are still at a good level where the mean range is within the medium and high range.

3.4 Discussions on factors of selection of frozen food from Thailand among the people of Tumpat

Based on the analysis produced by the researchers from the results of the construction of 10 items of questionnaire it gives an overview of the factors of selection of frozen food from Thailand among the people of Tumpat. Based on the mean scores obtained after the analysis, the results obtained for the mean interpretation of the whole item were 8 at the high level and 2 items at the moderate level.

In all, the price factor of the frozen food item from Thailand recorded the highest mean value of 4.67. Price is the amount of money charged for a given product or service. In general, price is the sum of all the values that consumers exchange for the benefit of owning or using a product or service. Price is the only element of the marketing mix that generates revenue, while all other elements are cost. Price is also one of the most flexible elements in the marketing mix, as it is easy to adjust according to market fit (Miswadi, 2017). Most respondents agree that price factor is a key factor in the selection of frozen foods. This is because frozen food from Thailand is cheaper than local frozen prices. Comparison of large prices can persuade people to buy imported frozen food. Due to the high standard of living of our nation of Malaysia, Malaysians now prefer to buy cheap and tasty food.

The next factor in choosing frozen food from Thailand is the high demand from the population. The mean score for this question item is 4.54 and its level is high. Due to the high demand for frozen foods, these frozen foods from Thailand are sold in every stall available at the market-free cemetery market. Most locals love this cold frozen food from Thailand.

In efforts and measures to reduce the problem of malnutrition, the world's population is still being threatened with various forms of food-related threats. Problems with vitamin and mineral deficiency,

obesity and non-communicable diseases are prevalent in the general public today (Mohamad, 2015). The threat has not only been stopped so far, but it has also involved a relatively minor but well-considered aspect of food safety. It is rarely discussed but it is an important element in the food selection framework based on the *thayyiban* election concept.

The World Health Day, which is celebrated on April 7 each year, highlights health issues that need serious attention. Therefore, themed “Food Safety - from farm to table”, it was celebrated globally this year including our country by focusing on the responsibility of everyone in the food chain to ensure safe food supply. The results showed that the highest mean score was 3.85 where respondents agreed that they were informed of information on frozen food suppliers from Thailand. This is because, on average, residents are free to commute to and from Thailand by boat illegally. Due to the tax-exempt area just next to Tak Bai Thailand, residents easily deal with suppliers there. Some locals also speak fluent Thai and shoppers who want to buy frozen cold gifts from Thailand can ask their fluent traders to read and speak Thai to find out about the frozen food information as well as what is written in the food package. This shows residents are very concerned about what to eat and are very careful when choosing food.

Furthermore, respondents also agreed that frozen food from Thailand has preservatives. With a mean score of 3.81 and on average people think that frozen food has dangerous preservatives. However, freezing food storage is one way of preserving food, without including chemicals as a key ingredient in the food preservation process (Nordin, 2013). Freezing of food is interpreted as preserving food products under certain temperatures (below 0 ° C) by changing the original state of the product containing water to ice crystals. At that time, all of the microbiology and enzymes of the product will be discontinued, and the life expectancy and durability of the product will be prolonged as long as it is not released from the frozen and thawed environment. The frozen products will be stored at -18 degrees Celsius and require good packaging methods. Some products will be discarded in the air. It is also a way of ensuring the freshness of the product. Frozen cold products are best kept in the freezer. During the freeze-drying process of the product, it is preferable not to overlap between the products. Keep it on separate shelves so that all parts of the product are frozen and ice crystals are formed around the product. Once the product freezes, it can then be layered. Frozen foods are processed foods and can be prepared within a relatively short period of time.

Frozen foods are very common in today's society, especially children. It is well known that excessive consumption of frozen foods is not recommended and can be harmful to yourself. The main effects that can be gained from excessive fast-food intake are contributing to a variety of chronic diseases. Examples include diabetes, kidney disease, heart disease, hypertension, and more. Based on the analysis produced by the researchers from the results of the construction of 10 questionnaire items, it gives an overview of the effects of frozen food from Thailand on the people of Tumpat. Based on the mean scores obtained after the analysis, the results obtained for the mean interpretation of the whole item were 8 at the high level and 2 items at the moderate level. Frozen foods have good potential for growth. Based on the data analysis most respondents agreed that having frozen food from Thailand could benefit the local community by trading the product or selling a variety of ready-to-cook dishes to customers. This question item has a high rating of 4.56. Frozen foods are a favorite of today's society, regardless of age because they are easy to cook and delicious. Due to the effects of the consumption of frozen food, the Malaysian diet is changing almost completely (Sinar, July 31, 2016). The mean mean score of 3.79 and the questionnaire asked by respondents were easy to find raw frozen foods such as chicken, meat, fish and so on. This is because, because of the freezing of raw frozen food, it is very cheap and the demand from the population makes the raw frozen food stock difficult to obtain. Raw frozen foods such as chicken, fish and meat are only available at select stores. Lastly, frozen foods can save consumers time. Based on the analysis it found that the mean score was 3.75 and was on average. Consumers are less likely to agree that time will be shortened when using frozen products. This is because frozen foods take a long time to thaw because frozen foods are stored in the freezer. For example, fresh chicken bought is easier to cut than frozen chicken and takes a long time to thaw.

4. Conclusion

This study aimed to find out the factors that influence the consumption of frozen food from Thailand among the people of Tumpat. The findings were obtained through the questionnaire distribution method to the relevant respondents. Overall, the results of this study can determine the factors that make the residents of Thailand free of cold food and recommend improvements to all communities directly or indirectly. Through this study, researchers hope that there will be improvements in the future.

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