

ASSESSMENTS OF TOTAL ENERGY AND SUGAR CONTENT AND ALSO ITS MARKETING ADVERTISING STRATEGIES OF THE PRE-PACKAGED SUGAR SWEETENED BEVERAGES IN THE SUPERMARKETS IN KELANTAN

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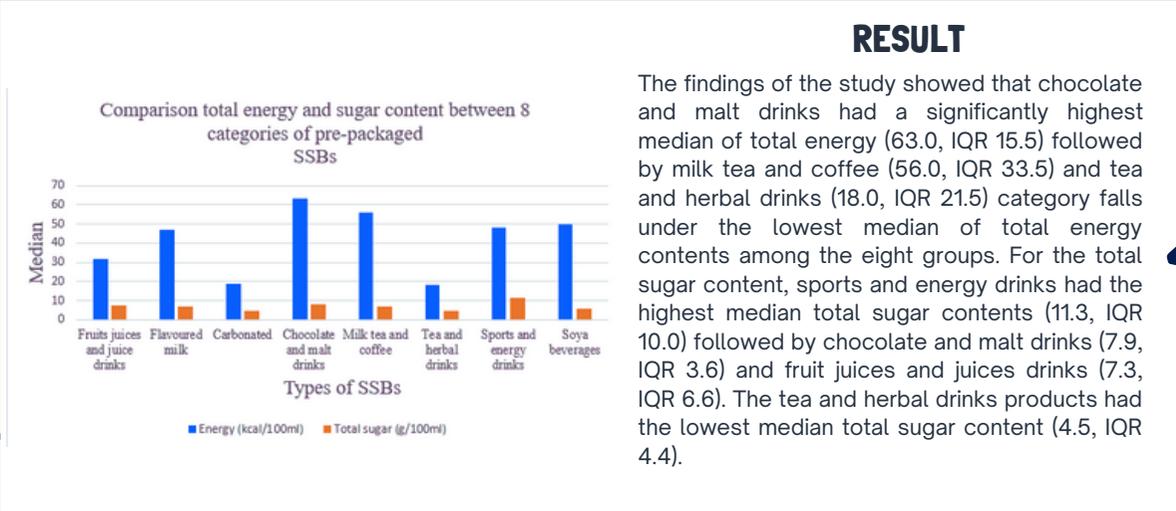
INTRODUCTION

Consumption of pre-packaged SSBs are linked to consumption of added or free sugar and negative health outcomes such as obesity, type 2 diabetes, dental caries and metabolic syndromes. However, little information has been conducted to assess the total energy and sugar contents and its marketing advertising strategies used for different periods throughout the year in relation to the pre-packaged SSBs in the supermarkets especially in Kelantan, Malaysia. It is highly important to understand how the marketing strategies used for the pre-packaged SSBs during two different periods namely, fasting month and normal month could help to identify and evaluate the factors of the beverages' consumption and intervention to reduce the consumption and its effects on human health. The aims of this cross-sectional study was to determine the total energy and sugar content and its marketing advertising strategies of pre-packaged SSBs in the supermarkets in Kelantan.



Undergraduate

RESULT



The findings of the study showed that chocolate and malt drinks had a significantly highest median of total energy (63.0, IQR 15.5) followed by milk tea and coffee (56.0, IQR 33.5) and tea and herbal drinks (18.0, IQR 21.5) category falls under the lowest median of total energy contents among the eight groups. For the total sugar content, sports and energy drinks had the highest median total sugar contents (11.3, IQR 10.0) followed by chocolate and malt drinks (7.9, IQR 3.6) and fruit juices and juices drinks (7.3, IQR 6.6). The tea and herbal drinks products had the lowest median total sugar content (4.5, IQR 4.4).

METHODOLOGY

This cross-sectional study was conducted using stratified random sampling and conducted at Aeon Mall, Pantai Timor and Tesco. Then, 8 types of pre-packaged SSBs were captured and assessed to evaluate total energy and sugar contents and also their marketing strategies using the codebook. Following that, the price and marketing strategies of SSBs on the packaging and Facebook brands between fasting and normal month were compared.

DISCUSSION

Two themes were identified in the contents posted on all pages which were festival or holiday seasons and sports, physical activity and health. Festival or holiday seasons include Ramadan and Mid-Autumn Festival which most of them portray bonds between family and friends. For sports, physical activity and health themes, most of the posts shared sports competitions, working out during fasting months, sports days and advantages of isotonic beverages for health. The findings of the study clearly show that total energy and sugar content have a positive, strong significant association which indicated that sugar contributes to the majority of energy in pre-packaged SSBs. High sugar contents contribute to negative effects such as lowering gut bacteria and increasing risks of diseases. Regarding marketing advertising strategies, the most common marketing strategies that appeared for the beverages were product-oriented such as a list of ingredients and designs of the products. Marketing strategies on Facebook pages emphasized on photos and videos about pre-packaged SSBs and events related to the period of time such as Ramadan and sports-related content.

CONCLUSION

This study provided the data on the total energy and sugar content of pre-packaged SSBs for the use of other future research or the latest data in MyFCD as the website must be updated regularly according to the availability of current food and beverages in Malaysia.