

# ANALYTIC HIERARCHY PROCESS TO DETERMINE TARGET FOOD RETAILERS AT URBAN POOR LOCATIONS IN KUALA LUMPUR, MALAYSIA: PRELIMINARY FINDINGS FROM THE SOUTH EAST ASIA OBESOGENIC FOOD ENVIRONMENT (SEAOFE) STUDY



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## INTRODUCTION

### AHP

A useful tool for decision-makers and researchers to facilitate the making of multiple-criteria decisions (Dos Santos et al. 2019). It has been widely used in the research field for decision making.

## OBJECTIVE

- To determine the criteria for selection, and thus aid in the identification of target food retailers for the SEAOFE study in Malaysia.

## METHODOLOGY



- 6 experts were recruited to fill in and completed all questionnaires requiring pair-wise comparisons of the three criteria.

The three criteria were:

1. Size of food retailer

2. Format of food retailer

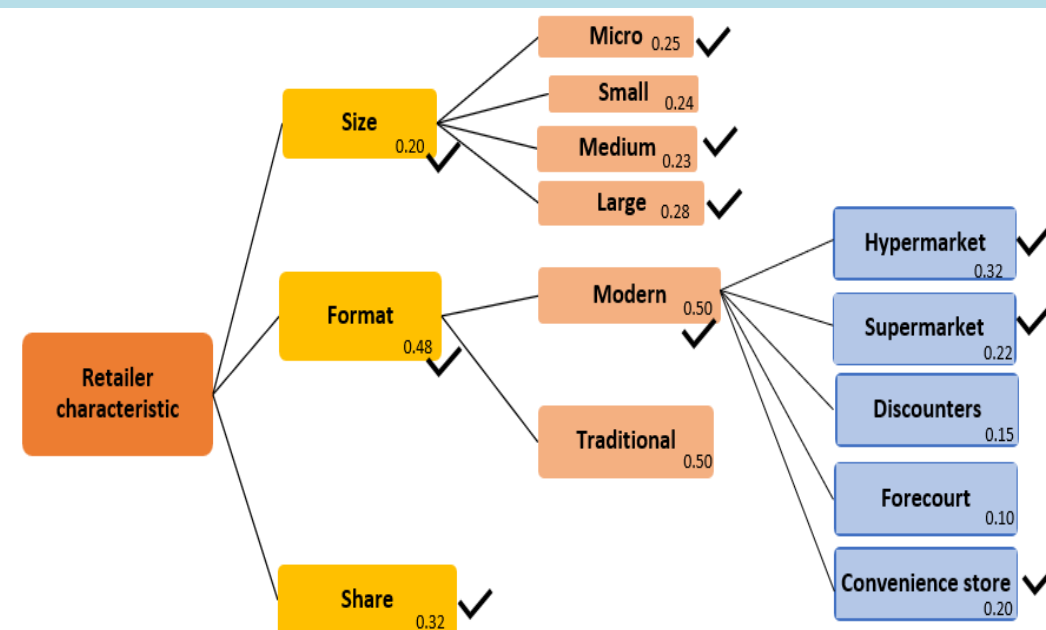
3. Company share

- Ethics approval was obtained from Research Ethics Committee (REC), UKM and experts' consent was obtained prior to the data collection.

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## RESULTS



Our findings indicate that:

**Criterion 1**  
Size of retailer

Micro, medium, and large-sized retailers

**Criterion 2**  
Format of retailer

Modern retailer format: Hypermarket, supermarket, and convenience store,

**Criterion 3**  
Share

Euromonitor data was used to select food retailers by considering the top 10 companies based on market share

## DISCUSSION

- Three highest sums of criteria weight of each criterion were taken into consideration in our results.
- Mathematical computations were used to calculate sum of criteria weight and to determine the criteria that were important for this study (Manowan et al. 2022).
- By using the AHP, it helped to gain the right decision to select the target food retailers in this study.

## CONCLUSION

- The type of retailers were aptly selected for the SEAOFE study in Malaysia using this AHP technique.
- Complex decisions can be made more efficiently with a combination of mathematics and psychology.

## REFERENCES

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