

ABSTRACT

Background: Type II diabetes or non-insulin dependent diabetes, has become an epidemic worldwide. In Indonesia, total incident of diabetes was 10.6 million people while in Switzerland 496 hundred people out of total population. At the same time, type II diabetes cases had rapidly increase especially among the age group of 15 to 40 years old because of food consumption behavior and lifestyles changes. Therefore, this study had two purposes. First, to determine the overall score of knowledge about type II diabetes, and healthy lifestyle practices among college students. Second, to determine what factors influence college students (as a consumer) buying behaviour, and perceived barrier engaging in positive lifestyles. The locus of this research was Indonesia and Switzerland.

Methods: A quantitative descriptive non-experimental cross-sectional survey design with a non-probability sampling technic procedure was utilized. The survey instrument of diabetes knowledge and perceived barrier were adopted from previous research and the survey instrument of healthy lifestyle practice and food purchasing behavior were created based on the literatures and prior internship study. The survey was circulated via email and social media platform to all the potential respondent in Indonesia and Switzerland.

Results: A total of 203 respondents participated in this study, 172 based in Indonesia and 31 in Switzerland. Half of Indonesia college students (52.9%) and 38.7% from Switzerland were categorized as knowledgeable toward type II diabetes risk factors. Concerned arise for the part of sign and symptoms knowledge because majority answered incorrectly. Diabetes knowledge across age groups, gender, and study field were found insignificantly differed. As for healthy lifestyle practices, 91.3% Indonesia and 96.8% Switzerland college students were categorized as practicing healthy lifestyles. The healthy lifestyle practice across age groups, gender and study field also reported no significant differed. However, majority of both samples consumed 1-2 portions fruits and vegetables per day less than recommendation. Indonesia sample exercised less than 3 times per week, and Switzerland sample perceived themselves stressful. At the same time, no correlation was found

between diabetes knowledge and healthy lifestyle practices. Moreover, factor Influencing college students buying behaviour with regard to food was internal factor, both groups scored more than 65.7% and majority of both samples disagreed with the study's proposed barrier factors to engaged in healthy lifestyles daily but this was not parallel with their healthy lifestyle practice results.

Conclusion: This study highlighted the need for more educational intervention to address the college student awareness toward diabetes sign and symptom and adopting healthy lifestyle practices on daily basis. Health care service provider and higher education institution also responsible to prevent diabetes among colleges population through seminars and other program to leverage college student's awareness about type II diabetes and improve their healthy lifestyle. In doing so, college student will decrease their risk for early onset of type II diabetes and its complications now and in the future.

Keywords: Diabetes knowledge, healthy lifestyle, perceived barrier, factor influencing consumer buying behavior, college students, Indonesia, Switzerland.