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Factors influencing consumers' purchase intention towards apple
cider vinegar / Teoh Hui Leng.

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**FACTORS INFLUENCING CONSUMERS' PURCHASE INTENTION TOWARDS
APPLE CIDER VINEGAR**

**By
Teoh Hui Leng**

**Research Report submitted in partial fulfillment of
the requirement for the degree of
Bachelor of Food Science (Food Service and Nutrition)**

**DEPARTMENT OF FOOD SCIENCE
FACULTY OF AGROTECHNOLOGY AND FOOD SCIENCE
UNIVERSITY MALAYSIA TERENGGANU
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ENDORSEMENT

The project report entitled **Factors Influencing Consumers' Purchase Intention towards Apple Cider Vinegar** by **Teoh Hui Leng**, Matric No. **UK16457** has been reviewed and corrections have been made according to the recommendations by examiners. This report is submitted to the Department of Food Science in partial fulfillment of the requirement of the degree of Bachelor of Food Science (Food Service and Nutrition), Faculty of Agrotechnology and Food Science, Universiti Malaysia Terengganu.


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DECLARATION

I hereby declare that the work in this thesis is my own except for quotations and summaries which have been duly acknowledged.

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ABSTRACT

Apple cider vinegar has generated a great discussion and several studies were carried out in recent years. In order to increase the knowledge and market of apple cider vinegar, it is necessary to investigate the important factors influencing consumers purchase intention towards apple cider vinegar. The objectives of this research were to determine the most significant factor that perceived to be important in purchasing apple cider vinegar, to compare mean difference of purchase intention and demographic profile and experience towards apple cider vinegar, to determine the relationship of health consciousness, weight loss, perceived value and food safety concern with purchase intention towards apple cider vinegar and to determine the most significant factor in influencing consumers' purchase intention towards apple cider vinegar. Theory of Planned Behavior was the underlying theory that provides an insight into the determinants of purchase intention of apple cider vinegar. A total of 110 questionnaires were distributed and collected back from the respondents in two shopping malls in Klang Valley, namely Berjaya Times Square Megamall and Sungei Wang Plaza. The data that derived from the survey were analyzed by using Statistically Package for Social Sciences Software (SPSS) version 16.0. Analysis performed were descriptive statistic, reliability and validity analysis, factor analysis, normality of data, independent *t* test, one way ANOVA, Pearson correlation test and multiple linear regression analysis. The findings showed that health consciousness was the most significant factor perceived to be important in purchasing apple cider vinegar. There were significant difference between gender, experience of apple cider vinegar consumption, frequency of apple cider vinegar consumption, 'consume alcoholic drink' and purchase intention of apple cider vinegar. All independent variables (health consciousness, weight loss, perceived value, food safety concern) have strong significant positive relationship with consumers' purchase intention towards apple cider vinegar. Health consciousness was the most significant factor influencing consumer's purchase intention towards apple cider vinegar while food safety concern appeared to be not significantly influence consumers' purchase intention towards apple cider vinegar. This research provided useful information for government to promote apple cider vinegar and added new knowledge to the apple cider vinegar industry to establish effective strategic marketing plan in Malaysia.

ABSTRAK

Cuka epal sider telah menimbulkan perbincangan yang hangat dan beberapa kajian telah dilakukan sejak beberapa tahun kebelakangan ini. Untuk meningkatkan pengetahuan dan pasaran cuka epal sider, ia adalah perlu untuk menyiasat faktor-faktor penting yang mempengaruhi niat pembelian pengguna terhadap cuka epal sider. Objektif-objektif kajian ini adalah untuk menentukan faktor yang paling ketara yang dianggap penting dalam pembelian cuka epal sider, untuk membandingkan perbezaan min niat pembelian dan profil demografik serta pengalaman terhadap cuka epal sider, untuk menentukan hubungan antara kesedaran kesihatan, pengurangan berat badan, tanggapan nilai, keprihatinan keselamatan makanan, dengan niat pembelian terhadap cuka epal sider, dan untuk menentukan faktor yang paling penting dalam mempengaruhi niat pembelian pengguna terhadap cuka epal sider. *Theory of Planned Behavior* adalah teori asas kajian ini yang memberikan kefahaman tentang penentu niat pembelian cuka epal sider. Sejumlah 110 borang soal selidik telah diedarkan dan dikumpul semula daripada responden dalam dua buah pusat membeli-belah di Lembah Klang, iaitu Berjaya Times Square Megamall dan Sungei Wang Plaza. Data yang diperolehi daripada kajian dianalisis dengan menggunakan SPSS versi 16.0. Analisis yang dilakukan adalah statistik deskriptif, analisis kebolehpercayaan dan kesahan, analisis faktor, kenormalan data, ujian t bebas, ANOVA sehala, ujian korelasi Pearson dan analisis regresi linear berganda. Hasil daripada kajian ini menunjukkan bahawa kesedaran kesihatan merupakan faktor yang paling ketara yang dianggap penting dalam pembelian cuka epal sider. Terdapat perbezaan ketara antara jantina, pengalaman pengambilan cuka epal sider, kekerapan pengambilan cuka epal sider, 'menggambil minuman beralkohol' dengan niat pembelian cuka epal sider. Semua pemboleh ubah bebas (kesedaran kesihatan, kekurangan berat badan, nilai tanggapan, dan keprihatinan keselamatan makanan) mempunyai pertalian signifikan positif yang kukuh dengan niat pembelian pengguna terhadap cuka epal sider. Kesedaran kesihatan merupakan faktor yang paling ketara manakala keprihatinan keselamatan makanan tampak sebagai faktor yang tidak mempengaruhi niat pembelian pengguna terhadap cuka epal sider dengan ketara. Kajian ini membekalkan maklumat yang berguna bagi kerajaan untuk menggalakkan pengambilan cuka epal sider dan menambahkan ilmu pengetahuan baru kepada industri cuka epal sider bagi membina perancangan pemasaran yang efektif dan strategik di Malaysia.