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Consumer's knowledge, attitude and purchase intention towards convenience food processed by emerging technology / Fatin Ai Maznorbalia.

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PUSAT PEMBELAJARAN DIGITAL SULTANAH NUR ZAHIRAH

CONSUMER'S KNOWLEDGE, ATTITUDE AND PURCHASE INTENTION  
TOWARDS CONVENIENCE FOOD PROCESSED BY EMERGING  
TECHNOLOGY

By  
Fatin Aina Bt Maznorbalia

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  
UNIVERSITI MALAYSIA TERENGGANU  
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## ENDORSEMENT

The project report entitled **Consumer's Knowledge, Attitude and Purchase Intention towards Convenience Food processed by Emerging Technology** by **Fatin Aina Bt Maznorbalia**, Matric No. **UK 18351** 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 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

Food is important in human life. Nowadays, too many types of food are made and processed using the latest technology. A total of 181 respondents were participated in this research study. Descriptive statistical analysis is used to determine the level of knowledge of the consumer towards genetically modified food and nanotechnology food. The results obtained was, most of the respondents correctly answered the question regarding to these food products which was 50% and above. Descriptive statistical analysis also used in determining the attitude of the respondents towards both of food products. Most of them agreed with all the benefits that they could obtain from the products. Since our main food is rice, thus most of the respondents agreed that the nutrition in rice is improved if gene technology is applied with mean value (3.65). This showed, food basically rice has major impact for human consumption. Besides, most of them also agreed that if the use of modern technology is useful to the society with mean value (3.56). In order to identify the most influencing factor of purchase intention of food products which are trust, price, quality, health, brand name and convenience, Friedman test is used. Health aspect was found to be the most influencing factor as mean rank (4.44). This showed, most of respondents put the health aspect in the first place which, they were alert on the nutritional value containing in the food products before purchase. Based on correlation analysis, there was a negative, low correlation between knowledge on genetically modified food and attitude and it was significant ( $r = -0.271$ ,  $p = 0.000$ ). Apart from that, there was positive and moderate correlation between attitude on nanotechnology and factor of purchase intention which, price criteria and it was significant ( $r = 0.508$ ,  $p = 0.000$ ). This showed, the respondents awake on the benefits they could obtain from the food products. However, the price factor also could affect the purchasing behavior whether they afford to purchase it if the price is quite expensive.

## ABSTRAK

### PENGETAHUAN, SIKAP DAN NIAT MEMBELI PENGGUNA TERHADAP MAKANAN YANG DIPROSES OLEH TEKNOLOGI TERKINI

Makanan adalah sangat penting dalam kehidupan manusia. Pada masa kini, terlalu banyak jenis makanan yang diperbuat dan diproses menggunakan teknologi terkini. Sebanyak 181 orang responden telah mengambil bahagian dalam kajian ini. Analisis statistik deskriptif telah digunakan untuk menentukan tahap pengetahuan pengguna terhadap makanan yang diubahsuai secara genetik dan makanan teknologi nano. Keputusan yang diperolehi adalah, kebanyakan responden menjawab soalan dengan betul mengenai produk makanan yang mana mendapat 50% dan ke atas. Analisis statistik deskriptif juga telah digunakan untuk menentukan sikap responden terhadap kedua-dua produk makanan. Sebahagian besar daripada mereka bersetuju dengan semua manfaat yang boleh mereka perolehi dari produk makanan tersebut. Memandangkan makanan ruji negara kita adalah beras (nasi), oleh itu kebanyakan responden bersetuju sekiranya nilai nutrisi dalam beras itu dipertingkatkan dengan nilai min (3.65). Ini menunjukkan makanan iaitu nasi mempunyai kesan yang besar untuk pemakanan manusia. Selain itu, i kebanyakan daripada mereka juga bersetuju jika penggunaan teknologi moden adalah berguna kepada masyarakat dengan nilai min (3.56). bagi mengenal pasti faktor yang paling mempengaruhi niat membeli produk makanan, iaitu kepercayaan, harga, kualiti, kesihatan, jenama dan kemudahan, ujian Friedman digunakan. Ini menunjukkan kebanyakan responden meletakkan aspek kesihatan yang paling utama yang mana mereka peka terhadap nilai nutrisi makanan yang terdapat dalam sesuatu produk makanan sebelum melakukan pembelian. Berdasarkan analisis korelasi, terdapat negatif dan korelasi yang rendah antara pengetahuan terhadap makanan yang diubahsuai secara genetik dengan sikap dan ia adalah signifikan ( $r = -0.271$ ,  $p = 0.000$ ). Selain itu, terdapat hubungan yang positif dan sederhana antara sikap terhadap nanoteknologi dengan faktor niat membeli yang mana harga, dan ia adalah signifikan ( $r = 0.508$ ,  $p = 0.000$ ). ini menunjukkan responden sangat mengambil berat terhadap kebaikan yang mereka boleh dapati daripada produk makanan ini. Walau bagaimanapun, faktor harga juga boleh menjejaskan tingkah laku membeli sama ada mereka mampu untuk membeli jika harga yang ditawarkan adalah agak tinggi.