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Consumer attitude and purchase intention towards organic food
in Muar, Johor / Lim Xin Yun.



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CONSUMER ATTITUDE AND PURCHASE INTENTION TOWARDS ORGANIC
FOOD IN MUAR, JOHOR.

By
Lim Xin Yun

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

DEPARTMENT OF FOOD SCIENCE
FACULTY OF AGROTECHNOLOGY AND FOOD SCIENCE
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ENDORSEMENT

The project report entitled **Consumer Attitude and Purchase Intention towards Organic Food in Muar, Johor** by **Lim Xin Yun**, Matric No: **UK16486** has been reviewed and corrections have been made according to the recommendations by the 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

A study of consumer attitude and purchase intention towards organic food has been carried out in Muar, Johor, Malaysia. Nowadays, there has been a significant increase in the interest of organic food. Similarly, the organic food market has become one of the rapidly growing sectors of most developed agricultural economies around the world including Malaysia. This phenomenon occurs because of consumer's increasing awareness towards the importance of enjoying a healthy and safe food which are free from pesticides and toxins in life. This study aims to understand, to learn and to improve knowledge of consumer attitude towards organic food which in turn influencing purchase intention. A total of 113 samples are collected and the data were analyzed by using SPSS 16 (mean, standard deviation, frequency, independent samples t-test, correlation and multiple linear regression test). The findings show that respondents who are approached in the streets have positive attitude towards organic food rather than respondents approached in the mall. Most consumers perceived that organic foods are healthier, superior quality, 'true' for its value and much better and enjoyable than conventional ones. Consumers do found that organic foods cost high price. In addition they have positive attitude towards purchasing and in turn, strong purchase intention towards organic food. Gender and races of consumers were found to influence the attitude of organic food. Educational background of respondents who were approached on streets has influence on positive attitude to organic food. Moreover, the finding shows the weak to strong strength of relationship among positive attitude from streets respondents and negative attitude to organic food, attitude to purchase organic food and finally the purchase intention. The positive aspect attitude of respondents is revealed the attitude to purchase. The study is helpful for continuing development of organic sector in food industry and it helps marketers with better selling and promoting organic food products to the public at large.

ABSTRAK

Kajian mengenai sikap dan niat pembelian pengguna terhadap makanan organik telah dijalankan di Muar, Johor, Malaysia. Pada masa kini, terdapat peningkatan minat masyarakat yang signifikan terhadap kepentingan makanan organik. Begitu juga dengan pasaran makanan organik yang didapati telah menjadi salah satu sektor ekonomi pertanian yang berkembang pesat di seluruh dunia termasuklah Malaysia. Fenomena ini berlaku disebabkan manusia semakin mementingkan kepentingan menikmati makanan yang sihat dan selamat sebagaimana bebas dari pada racun dalam sepanjang hidup. Kajian ini bertujuan untuk memahami, mengetahui serta meningkatkan ilmu tentang sikap pengguna terhadap makanan organik yang seterusnya mempengaruhi niat pembelian. Seramai 113 responden dalam kajian selidik telah diperolehi dan dianalisis dengan menggunakan SPSS 16 (min, sisihan piawai, ujian t-sampel bebas, korelasi dan ujian regresi linear berganda). Hasil kajian menunjukkan bahawa responden diperolehi di jalan raya bersikap lebih positif terhadap bahan organik. Pengguna berpendapat bahawa makanan organik adalah lebih sihat, mempunyai kualiti terunggul dan lebih baik daripada makanan biasa serta tidak menipu. Walaubagaimanapun, pengguna tetap berpendapat bahawa harga makanan organik adalah tinggi. Di samping itu, pengguna bersifat lebih positif terhadap sikap pembelian and seterusnya melibatkan kesan yang kuat terhadap niat pembelian. Melalui kajian, jantina dan agama pengguna didapati mempengaruhi sikap terhadap makanan organik. Taraf pengajaran juga mempengaruhi sikap positif responden diperolehi dari jalan raya. Didapati ketiga-tiga sikap pengguna terhadap organik, sikap terhadap pembelian dan niat pembelian mempunyai hubungan yang rapat. Sikap positif pengguna didapati sesuai dengan teori kajian terdahulu dalam mempengaruhi sikap pembelian. Kajian ini dapat membantu dalam pembangunan sektor organik dalam industri makanan dan ia membantu pemasar untuk melancarkan jualan yang lebih baik serta menggalakkan produk makanan organik kepada pengguna awam.