

## Genetically modified food and consumer purchase intentions: a study in Johor Bahru

### Abstract

The technological thrust is driving change in the course of action of the policy makers, industry, market and the consumers all at the same time. Bio-technological advancements are playing key role in the uplift of many developed economies of the world. It has helped coping with the dilemmas of divergence between availability and consumption of resources. This descriptive study is an effort to see the effect of these advancements in terms of introduction of Genetically Modified Food (GMF) and the related consumers' purchase intentions in Johor Bahru. The effect of perceived quality, perceived risks and social norms was analyzed to assess consumers' purchase intentions for GMF. The sample of 392 respondents was collected from two renowned departmental stores in Johor Bahru. Simple random sampling technique had been used for data collection. Findings revealed that the consumers consider perceived quality as the most important factor in determining their purchase intentions towards GMF. Limitations and implications for future research are also discussed.