

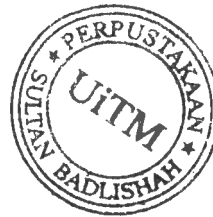
**CONSUMERS' PURCHASE INTENTION TOWARDS ORGANIC
FOODS: A STUDY AMONG UiTM LECTURERS IN NORTHERN
REGION, MALAYSIA**



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JUNE 2011

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1. Letter of Report Submission

10th June 2011

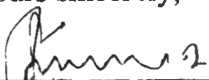
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SUBMISSION OF RESEARCH REPORT

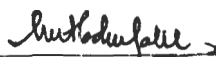
Enclosed herewith is the copy of our research report entitled "Consumers' Purchase Intention towards Organic Foods: A study among UiTM lecturers in Northern Region, Malaysia".

Thank you.

Yours sincerely,



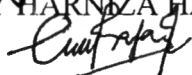
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Tuan/Puan,

TAJUK PROJEK PENYELIDIKAN DANA KECEMERLANGAN: PURCHASING BEHAVIOR AND PROFILE OF ORGANIC FOODS CONSUMER: A STUDY AMONG UITM LECTURERS IN NORTHERN REGION

Dengan hormatnya perkara di atas adalah dirujuk.

Sukacita dimaklumkan bahawa Jawatankuasa Bengkel Penyelidikan Dana Kecemerlangan Fasa 02/2008 telah meluluskan cadangan penyelidikan yang telah dikemukakan oleh tuan/puan bertajuk di atas dengan syarat-syarat seperti berikut:

- i. Tempoh projek penyelidikan ini ialah 2 tahun, iaitu bermula 15 Ogos 2008 hingga 15 Ogos 2010.

Abstract

This study attempted to gain knowledge about consumer attitude towards organic food products. With sample of 136 respondents consist of lecturers from Universiti Teknologi MARA (Northern Zone). The data obtained from the survey were analyzed with chi-square test, ANOVA, and correlation analysis. Result from this study indicated that academician do aware of what is happening to surroundings with regards to environmental problems or ecological concern. The findings indicated that healthy consciousness factor have more impact on customer purchase intention of organic food products rather than environmental concern. Environmental concern was found to have less impact because academician perceive that although they have a knowledge toward environmental and ecological factors that can contribute to sustainable environment, however their current consumption pattern will not change their perception towards organic food product however good it is. Hence, this study is expected to provide understanding the reasons of buying and would probably help marketers of organic food products to establish a proper communication message to different category of buyers who exhibit their interest towards organic food products. The limitation of this study is that the sample was restricted to a single geographic area in Malaysia. Future research should focus on extended scope to all stated in Malaysia and further investigate the details of how consumer perceived the organic food products as a way for building sustainable consumption pattern.