

**NON-PRICE DETERMINANT ON INTENTION TO
PURCHASE OF ORGANIC FOODS IN STATE OF
KEDAH, MALAYSIA**

By
Tan Yew Kuan

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ABSTRACT

Organic food is becoming popular among today's millennial consumers as consumer awareness towards healthy lifestyle has increased. Scholars and practitioners have put much consideration in understanding what drives consumers' attitude and behavior towards organic food mainly to strengthen their strategies and tactics to dominate the market. As past literatures consistently highlighted that organic food enjoyed slightly higher prices, this study attempts to examine the influence of non-price determinants on intention to purchase organic food. The study among 117 respondents in the state of Kedah, Malaysia revealed that environmental concern has a significant relationship with intention to purchase organic food. Another two determinants, namely, product knowledge and attitude towards organic food, were found insignificant in influencing intention to purchase organic food. As a result, practitioners are urged to aggressively promote the benefits of organic food among the public mainly to enhance their attitude towards organic food. Future study should focus on a larger sample as well as consider other non-price determinants on intention to purchase organic food.

Keywords: intention to purchase, product knowledge, attitude towards environment, attitude towards organic food.

ABSTRAK

Makanan organik telah menjadi popular di kalangan pengguna milenial dewasa, ini disebabkan peningkatan kesedaran terhadap gaya hidup yang sihat. Para cendekiawan dan pengamal-pengamal industri telah memberi penekanan yang mendalam dalam memahami apakah pendorong kepada sikap dan gelagat pengguna-pengguna terhadap makanan organik bagi mengukuhkan strategi dan taktik masing-masing untuk menguasai pasaran. Memandangkan kajian lampau secara konsisten menekankan bahawa makanan organik dijual pada harga yang lebih tinggi, kajian ini cuba untuk memeriksa pengaruh penentu bukan harga ke atas niat untuk membeli makanan organik. Penyelidikan di kalangan 117 responden dari negeri Kedah, Malaysia mendedahkan bahawa kepekaan kepada persekitaran mempunyai perhubungan yang signifikan ke atas niat untuk membeli makanan organik. Dua lagi penentu bukan harga iaitu, pengetahuan terhadap produk dan sikap ke atas makanan organik didapati tidak signifikan ke atas niat untuk membeli makanan organik. Sehubungan dengan itu, para pengamal industri didesak untuk mempromosikan manfaat makanan organik secara agresif kepada orang awam khusus untuk meningkatkan sikap mereka terhadap makanan organik. Kajian masa hadapan seharusnya memberi focus kepada sampel yang lebih besar di samping mengambilkira penentu-penentu bukan harga yang lain ke atas niat membeli makanan organik.

Kata Kunci: niat untuk membeli, pengetahuan ke atas produk, kepekaan ke atas alam sekitar, sikap ke atas makanan organik.

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CHAPTER ONE

RESEARCH OVERVIEW

1.0 Introduction

The realized of consumers' concern regarding the chemical substance uses in agriculture sector were started since year 1965 (Bealer & Willits, 1968). Almost all marketed food planted by farmers and plantation during that time was adopted progressive methods of chemical farming. The usage of pesticide had changed the agricultural landscape that becomes more concentrated, specialized and capitalized (Sachs & Higdon, 1987), and it is observed to continue till today. The main reason of chemical uses is to control better yield in output for the farming and plantation in making better commercial gains mainly to maximize the profit.

However, the chemical products that are being used in agriculture sector such as pesticides, Dichlorodiphenyltrichloroethane (DDT) and urea that were being complained by scientist and philosophers today (Essays, UK, 2013). It is resisted and bad for the environment and harmful to the human body. As a result, governments in many countries were starting to either curtail or restriction in vector control for agriculture for the usage of DDT (Chapin & Wasserstrom , 1981). The concern of illegal diversion in usage for agriculture as it almost not possible to prevent it from happening and its following the continuing use of the crops is impossible to control. For example, DDT use is widespread in Indian agriculture (Jayashree, 2009) that mentioned the pesticide residues remain in vegetables and fruits was over the maximum permissible levels (MPL), happened to the vegetables from area of Uttar Pradesh, India. Besides, massive

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