

**FACTORS THAT INFLUENCE CONSUMER  
PURCHASING BEHAVIOUR TOWARDS  
GREEN PRODUCT: A CASE ON COCOA**

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## TABLE OF CONTENTS

	<u>Page</u>
<b>ACKNOWLEDGEMENT</b>	iii
<b>TABLE OF CONTENTS</b>	iv
<b>LIST OF FIGURES</b>	vii
<b>LIST OF TABLES</b>	viii
<b>LIST OF ABBREVIATIONS</b>	ix
<b>ABSTRACT</b>	x
<b>ABSTRAK</b>	xi
<b><u>CHAPTER</u></b>	
<b>1 INTRODUCTION</b>	
1.1 Background of study	1
1.1.1 Green	3
1.1.2 Green product	3
1.2 Issues and challenges	4
1.3 Problem statement	6
1.4 Objective of study	7
1.5 Research question	7
1.6 Scope of study	8
1.7 Hypothesis	8
1.8 Significant of study	9
1.8.1 Government	9
1.8.2 Malaysian Cocoa Board	9
1.8.3 Consumers	10
1.8.4 Academics and Researchers	10
<b>2 LITERATURE REVIEW</b>	
2.1 Green food	11
2.2 Advantages of green food	12
2.2.1 Health	12
2.2.2 Protect the environment	12
2.2.3 Safety	13
2.2.4 Diversity of product	13
2.3 Disadvantages of green food	14
2.3.1 Availability of green product	14
2.3.2 High cost of implementation	14
2.3.3 Expensive price	14
2.4 Factors that influence consumer purchasing behaviour	15
2.4.1 Environmental concern	15
2.4.2 Health	16
2.4.3 Social Influence	17
2.4.4 Price	18
2.5 Consumer Purchasing Behaviour	19

## **ABSTRACT**

### **FACTORS THAT INFLUENCE CONSUMER PURCHASING BEHAVIOUR TOWARD GREEN PRODUCT: A CASE ON COCOA**

Cocoa is one of major crop in Malaysia after oil palm, rubber and paddy. In 2014, the total cultivated by region and sector is 16,070 ha. The land cultivated by this species has been reduced in large amount of hectare. Cocoa industry of import and export show the good development in cocoa processing from raw material into product form. However, development and marketing of cocoa green product still lack and need improvement. Therefore, survey study has been developed to find the factors that influence consumer to purchase green product. Merlimau is the place for survey purpose. Green product is product that has been produced without affecting the environmental surrounding. The study wants to investigate the consumer purchasing behaviour by explaining the relation of four factors; environmental concern, health, social influence and price. The primary data need to be collected from respondents by using self-administered survey. All data from respondents will be analyzed by descriptive analysis, reliability analysis, correlation analysis and regression analysis to achieve the objectives in this study. The result shows that price is the most factor influence consumer purchasing behaviour. It is hope that government and other agencies take the action in improvement of green product especially on cocoa.

*Keywords:* cocoa, green product, consumer purchasing behaviour.

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of study

Cocoa is one of major crop in Malaysia after oil palm, rubber and paddy. The family of cocoa is Sterculiaceae and life span around 25 years. There are 22 species genus of Theobroma and the most popular cultivated species is *Theobroma cacao*. In Malaysia on year 2014, the total cultivated by region and sector is 16,070 ha. The cocoa planted in Sabah is higher than Sarawak and peninsular about 6,020 ha. The data estimate for the year 2010 stated that Tawau is the largest area of cocoa planted by smallholder and estate which total area for both is 3,250.87 ha.

Data released from Malaysian Cocoa Board stated that production of cocoa by region in year 2015 is 1,729 tonne compare to last year about 2,665 tonne. Sabah had contributed 664 tonne, while Sarawak and Peninsular Malaysia contributed 345 tonne and 720 tonne respectively. Although Malaysia have small planting area of cocoa, however Malaysia become fifth largest of cocoa grinders in the world and first in Asia due to import and export activities.

In Malaysia, cocoa start to commercial the planting in year 1950. The prices of cocoa have been report is high in 1970 and 1980, but decrease in year 1990. The demand of consumer on cocoa can be fulfill by import from neighbour country like Indonesia. The total import of cocoa beans and cocoa products in year 2015 is 4,233,881 tonne.