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Zuroni Md. Jusoh	Faculty of Human Ecology, Universiti Putra Malaysia Sustainable Consumption Research Group, Faculty of Human Ecology, Universiti Putra Malaysia

DETERMINANTS OF PURCHASING BEHAVIOR TOWARDS ORGANIC FOOD AMONG WORKING WOMEN IN PUTRAJAYA

Nurul Shazwani Nasruddin¹
Zuroni Md Jusoh*^{1,2}

*Corresponding author: (email: zuroni@upm.edu.my)

Abstract

The green concept and green foods are developing and are still in their infancy in Malaysia. The objective of this study is to examine the relationship between determinants of purchasing behaviour and the behavior to purchase organic food among working women in Putrajaya. A total of 250 respondents at Putrajaya were involved in this study through purposive sampling using quantitative techniques through a questionnaire. Data obtained were analysed using SPSS software version 25. The Pearson Correlation Test is used to examine the relationship between two variables. The findings show that there is a significant relationship between health and nutrition and behavior to purchase organic food ($r = 0.673^{**}$, $p = 0.001$), the significant relationship between awareness about the environment and behaviour to purchase organic food ($r = 0.815^{**}$, $p = 0.000$) and also there is a significant relationship between willingness to pay and behavior to purchase organic food ($r = 0.815^{**}$, $p = 0.001$). To conclude, only three variables are a significant relationship with the behaviour to purchase organic food. Therefore, as today's most relevant focus group, the government should educate young people about the health and environmental benefits of organic foods. In reality, the health and environmental issues of young clients are not understood, so a marketing campaign can be planned to develop a good consumer perception of organic foods and to establish a plan for active consuming organic food.

Keywords: age, income, health and nutrition, awareness about the environment, willingness to pay

Abstrak

Konsep hijau dan makanan hijau sedang berkembang dan masih di peringkat awal di Malaysia. Oleh itu, objektif kajian ini adalah untuk menganalisis perkaitan antara penentu dengan tingkah laku pembelian makanan organik dalam kalangan wanita yang bekerja di Putrajaya. Sebanyak 250 responden wanita yang bekerja di Putrajaya terlibat dalam kajian ini di mana mereka dipilih melalui persampelan

¹Department of Resource Management and Consumer Studies, Faculty of Human Ecology, Universiti Putra Malaysia

²Sustainable Consumption Research Group, Faculty of Human Ecology, Universiti Putra Malaysia

*bertujuan menggunakan teknik kuantitatif melalui soal selidik. Data yang diperoleh dianalisis menggunakan perisian SPSS versi 25. Ujian Korelasi Pearson digunakan untuk memeriksa hubungan antara dua pemboleh ubah. Hasil kajian menunjukkan bahawa terdapat hubungan yang signifikan antara kesihatan dan pemakanan dengan tingkah laku pembelian makanan organik ($r = 0.673^{**}$, $p = 0.001$), hubungan yang signifikan antara kesedaran tentang persekitaran dan tingkah laku untuk membeli makanan organik ($r = 0.815^{**}$, $p = 0.000$) dan juga terdapat hubungan yang signifikan antara kesediaan untuk membayar dan tingkah laku pembelian makanan organik ($r = 0.815^{**}$, $p = 0.001$). Kesimpulannya, hanya tiga pemboleh ubah adalah berkait secara signifikan dengan tingkah laku pembelian makanan organik. Oleh itu, kerajaan harus mendidik anak muda mengenai manfaat kesihatan dan persekitaran makanan organik sebagai kumpulan fokus yang paling relevan pada masa kini. Pada hakikatnya, masalah kesihatan dan persekitaran pelanggan muda tidak dimengerti sehingga kempen pemasaran dapat direncanakan untuk mengembangkan persepsi pengguna yang kuat terhadap makanan organik dan membuat rancangan untuk penggunaan makanan organik yang aktif.*

Kata kunci: *umur, pendapatan, kesihatan dan pemakanan, kesedaran tentang persekitaran, kesanggupan membayar*

Introduction

The organic industry in Malaysia is growing into a developing country with a growing population. Malaysia is trained and should concentrate on the environment, protection of food, and animal welfare. The green transition can be shown through indicators such as customer expectations, living conditions, increased agricultural production, and marketing to promote a more sustainable economy. Over the past few decades, green food consumption is still at the introductory stage in Malaysia where most people do not know much about green food. However, as Malaysia is moving toward becoming a developing country today, Malaysian is getting educated and started to change their food consumption pattern (Thing et al., 2014). As consumers have started to become aware of green consumption, this can be a sign that it will positively impact the environment. When the consumers realize the advantages of green consumption will benefit the environment, this will lead to a changing of purchasing behaviour from conventional to green products (Yogananda & Nair, 2019). To have better environmental performance, it is essential to sustain the consumption of green food. Besides, developing countries like Malaysia which has a positive growth of economic structure, will lead to higher demand for green foods due to higher purchasing power. However, other determinants might influence green food decision-making among Malaysian instead of price. Thus, this research is going to look into the factors that are most likely to affect consumer's behavior to purchase green foods.

Research Problem

Malaysia develops into a developed nation where the population is rising. According to Suleiman and Janai (2017), Malaysia is becoming more educated and is worried about the environment, food security, and animal welfare. According to this assertion, Malaysia is improving in all areas, including the agricultural industry. Which Malaysia has helped the population grow by moving from an agricultural to an urban society? However, Malaysia continues to import organic food from other nations despite the fact that more and more people are searching for this type of food as the world becomes increasingly polluted. This is different from other countries like North American and European countries have reported sales of more than 90 per cent organic food; some African countries reported an increase in organic farming from 52,000 ha (Wang et al., 2019). This country can fit the need of their consumer who wants organic food A 2010 MARDI study showed that more than 90% of Malaysia's customers recognized organic goods and correlated them with safe, clean, all-natural chemicals. Based on the MARDI report, 53.8 per cent of Malaysian consumers have eaten organic food at least once in six months. And some Malaysian frequently eat sustainable goods and some frequently eat organic products. However, it is common to find out that the price of organic food is more expensive than other conventional food. So, what are the factors that influence consumers, causing them to purchase organic food? Is it because of their health and nutrition and factor of the age?

In Malaysia, there is still a small local organic food industry, as over 60% of organic food is produced. Most organic products are sold in the country, and some are exported to Singapore (Somasundram et al., 2016). From the statement, we acknowledge that the demand for organic food was strong in Malaysia, but the items were imported into the market. Based on Yogananda & Nair, 2019 state that the increase in demand for green food is rising, and increasingly growing economies such as Malaysia are not excluded. The green food industry in Malaysia is at its infancy and stakeholders need consumer behaviour research to grow the green food sector in Malaysia. So, we can see that Malaysia itself does not provide organic food to the people but the organic food is imported from other countries. However, why organic food is still the preferences of Malaysian even they need to pay a high price?

Few studies have indicated that consumers 'willingness to pay higher costs for sustainable quality goods has been increased (Biswas, 2016). Wealthier families would rely more on the healthy product and pay much more on organic food. (Wee et al., 2014). Because we know that employees are occupied, they have little opportunity to grow and reap their organic product. So, they are just there to shop. Although realizing it is challenging to obtain, but why do they always prefer organic food instead of conventional food and willingness to pay for the price and are their standard income allows them to choose as their preferences.

Research Objective

General objectives:

To analyse the relationship between determinants and the behaviour to purchase organic food among working women in Putrajaya.

Specific objective:

- a. To identify the relationship between the demographic variable (age) with behaviour to purchase organic food.
- b. To determine the relationship between health and nutrition with behaviour to purchase organic food.
- c. To investigate the relationship between awareness about environmental with behaviour to purchase organic food.
- d. To identify the relationship between willingness to pay with behaviour to purchase organic food.

Research Framework

Figure 1.3 shows the relation of the independent variable and dependent variable. Where the independent variable is age, health and nutrition, awareness about environmental and willingness to pay. The dependent variable is the behaviour to purchase organic food among working women. This research wants to identify what is the factors influencing the behaviour to purchase organic food by working women in Putrajaya.

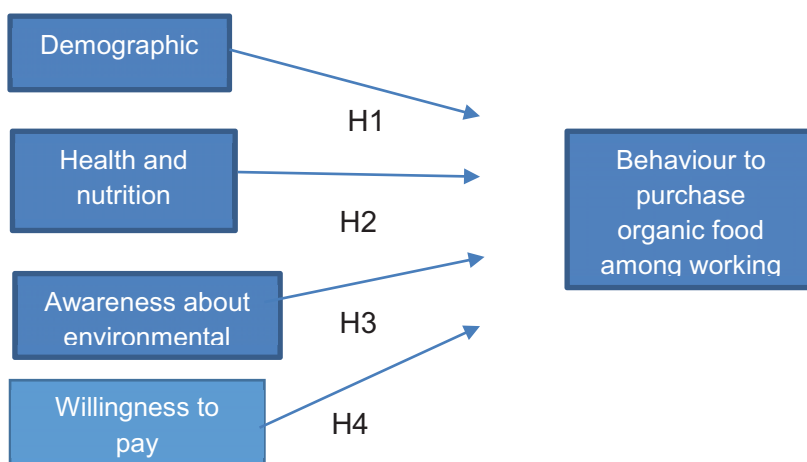


Figure 1.2: Research Framework

Literature Review

Organic food

Organic food production uses a system combining the best environmental practices, protecting natural resources and maintaining high animal welfare standards. The goal is to provide specific products of high quality to meet the demands of certain consumers. Wang et al., 2019 defined organic food as non-herbicide, non-pesticide, antibiotic, inorganic and growth hormones produced foods. Different literature bodies have given different definitions of organic foods, almost all of them based on attributes such as safety, nutrition, vital qualities, organic integrity and genuine nature (Wang et al., 2019).

Organic food is produced using environmentally friendly technologies that do not cause environmental harm with multiple features including originally developed, recyclable, biodegradable, non-toxic or even licensed chemicals that do not include animal tests and ecologic packaging (Yogananda & Nair, 2019). The Department of Agriculture of the United States (USDA) describes organic as a crop developed without irrigation, synthetic fertilizers, pesticides, genetics, hormones and antibiotics (Yogananda & Nair, 2019). According to Yogananda & Nair, (2019) green products apply simply to goods that are manufactured with eco-friendly technology. They include natural ingredients (non-toxic or even licensed chemicals), no screened animals or eco-friendly packaging.

The usage of organic crops will become safer because neither hormones nor medications promote animal development. No synthetic pesticides and fertilizers used on organic plants minimize the possibility of soil and water pollution (Sulaiman & Janai, 2017). Reports have demonstrated an improvement in conjugated linoleic acid and omegas in organic cow's milk, including three polyunsaturated fats compared to normal milk (Sulaiman & Janai, 2017). The United States organic market is one of the fastest rising agricultural product segments. The largest segment of organic consumers is part of the "Baby Boomer" Generation. China is increasing and is becoming the leading organic food industry tried and tested. The cost of organic foods has been increased as demand increases. The sales of organic food are now expected to double by 2009 (Sulaiman & Janai, 2017).

Some organically grown plants contain higher antioxidants levels. The children who use organic foods, as calculated by the urine level, have reduced sensitivity to organophosphorus pesticides in cross-over dietary studies. Data reveals that organic taste has increased over conventionally grown strawberries and organic taste has strengthened over conventionally generated apples (Sulaiman & Janai, 2017). The increase in demand for green food is rising and increasingly growing economies such as Malaysia are not excluded. The green food industry in Malaysia is at its infancy

and stakeholders need consumer behaviour research to grow the green food sector in Malaysia (Yogananda & Nair, 2019).

Age

It is interesting to note that younger consumers are more positive in terms of organically grown food but older consumers would-be investors more often. Another explanation is that sustainable food costs are more acceptable for the elderly (Bu & Go, 2008). The probability of buying organic goods from consumers living in families with young children is greater (Bu & Go, 2008). The younger the buyers are usually, the greater their ability to purchase organic products. That is because young people can embrace new products quickly and their market understanding is rather evolved (Yin et al., 2010). Besides, the young generation, under 18, was able, compared with older people and workers, to buy organic good.

H1: There is a significant relationship between age towards purchase behaviour of organic food products.

Health and nutrition

Consumers have access to more resources for food and improved disposable income and greater awareness of food-related health and environmental issues (Shi et al., 2011). As a result, organic food consumption also has to do with alternative lifestyles, including healthy climate, vegetarianism and/or alternative medicine for those who feel that their well-being is self-responsible and are more likely to preventive take place (Bu & Go 2008). Health is related to diet, believe that healthy eating is more effective than medicines in disease management and aim to keep up with recent advances in health and nutrition science (Bu & Go, 2008). The main motive for buying organic foods is health among both regular and infrequent organic food consumers (Bu & Go, 2008). The use of pesticides is believed to have long-term and uncertain health consequences (Bu & Go, 2008). Health consciousness is also a key parameter when it comes to food purchases and food safety concerns that affect customers who make decisions about their health and family (Yogananda & Nair, 2019). Consumers prefer nutritious foods made with regularly approved farms (Bartels & Hoogendam, 2011).

H2: There is a significant difference relationship between health and nutrition towards purchase behaviour of the organic food products.

Awareness about environmental

Organic consumers regard chemical products and pesticides used in conventional food products as environmentally damaging and organic foods as environmentally

friendly (Bu & Go, 2008) In some studies consumers have indicated that organic farming practices are better than conventional intensive agriculture (Bu & Go, 2008). Three pillars lie in environmental concern: its environmental characteristics, readiness to resolve environmental problems and a readiness to build awareness of environmental issues and knowledge (Yogananda & Nair, 2019). One of the key findings of the present study is that consumers have a significant role in green consumerism as consciousness about the social climate- (Bartels & Hoogendam, 2011).

H3: There is a significant relationship between awareness to environmental towards purchase behaviour of the organic food products.

Willingness to pay

Evidence has shown that, at the very least, customers are willing to pay an organic food premium; however, many are not willing to pay as much as the existing retail price premiums (Bu & Go, 2008). The research found that WTP rises when market information for their generally produced counterparts on reference prices is introduced. In comparison with a written leaflet format, the WTP increased when consumers provided information on organic goods orally. WTP has seen a premium price for organic goods decrease with age and increase with good health, food protection and younger children's participation in the household (Bu & Go, 2008). Consumers suggest that organic food's high cost of purchasing is prohibitive, they use their price to shape opinions on organic foods' quality and taste (Bu & Go 2008). Increased awareness of organic food does not automatically mean a greater desire to buy (Yin et al., 2010). There was an evaluation of the ability to pay premiums in terms of educational level and form of outlets (Bartels & Hoogendam, 2011).

H4: There is a significant relationship between willingness to pay towards the purchase behaviour of organic food products.

Women behaviour

Nowadays women are not just the extreme 'housewives,' but also the 'top customer' who regulates 85% of buying choices, though women make 85% of all buyers in the United States of America. They play a different position (Chopra, 2014). The PLMA research analyzed the behaviour of women while shopping, cooking meals and other domestic activities based on the exclusive GFK survey of shopping attitudes (Chopra, 2014). Women play a significant role in buying family decisions. Without hesitation, women are the primary decision-makers when it comes to consumer transactions (Chopra, 2014). Men rely on their judgments while women are more reliant upon mutual trust when it comes to purchasing and are responsive to feedback at various stages (Chopra, 2014). The study was based on the survey approach and issues

related to consumer awareness about consumer behaviour and convenience. The research shows that 72% of women who work, and 94% of those who do not work, know that eating comfort foods may lead to obesity and cancer such as disease. 68% of the workforce were aware of the nutritional value of the food product and 74% of working women were unaware. All the package information, such as the expiry date, the production date and others, you prefer to see (Banerjee, et al., 2012).

The study showed that the adverse effects of comfort food on safety were identified to women. Its use can cause obesity and cancer in all age groups, such as diseases. Such knowledge rises because of advertising, the internet and reporting. This comfort result suggests that people are mostly foodstuffs and a stable family is one of the factors that make them more active and accountable for their family health-(Banerjee, et al., 2012). These results may contribute to the priority concerns of gender and the primary position in the purchasing of numerous items. Women are more likely than men to buy food and household goods, so they may be more responsive in these areas to the advantages of green items (Drozdenko et al., 2011).

Methodology

Research design

A structure used to outline the steps of a study endeavour is called a research design. That illustrates the steps and techniques necessary to get the information required to address the problem. It outlines the methods and processes necessary for gathering the data required to address the issue. We can be confident that we can have relevant and important knowledge if we have a solid study process. Thus, this improves the study's quality and effectiveness. A survey will be carried out using a questionnaire in order to obtain objective knowledge about particular social and cultural aspects of the respondent and how they influence their decisions to buy and act on organic products.

Research location

Putrajaya is the future administrative centre of the federal government and the biggest community planning area for Malaysia on a Greenfield site as well as a futuristic region of sustainable growth. It sits some 25 kilometres south of Kuala Lumpur. The Putrajaya city spans an area of almost 5,000 hectares and lies 25 km from Kuala Lumpur of land contains about 40% of all-natural resources and a green developed greenery that completely profits from the natural environment. Due to its role as a model city, national nerve centre, Putrajaya has become a vital sector, an ideal living place, working, doing business and taking part in sports and leisure activities. The design and development objective of city designs as a high standard

for the environment sets out a road map to sustainable development with a holistic strategy framework that integrates economic, physical and social growth.

Data collection

Examining the variables affecting working women's decisions to buy organic food in Putrajaya is the goal of this study. The information was gathered via delivering questionnaires to the designated audience. To learn more about the demographics of consumers and the opinions of respondents, 250 working women who have a tendency to buy organic food were given completed questionnaires. Questionnaires for this study have been delivered across the Putrajaya region. Additionally, working women are targeted so that we may gather more precise data and a better understanding of the factors that influence their decision to buy organic foods or products. In comparison to other ways, this one is less expensive and requires less work. A voice interview has a unique quality that requires large prices and a low rate of refusals. The data obtained from the survey can help identify working female factors that influence the behaviour of organic food purchases.

Sampling techniques

Research techniques referred to the behaviour and instruments that we use in performing research operations such as making observations, recording data, techniques of processing data. In this research, the non-probability, convenience sampling is the best sampling to be applied. This is because the respondent is chosen is due to corresponding to the objectiveness of the study. In this research, non-probability sampling has been employed since it is more convenient for research. The research will select the element in the sample based on its own decision and judgment. The advantage of using non-probability sampling due to its incur less cost, convenience and least time-consuming. To easily manage the sample, purposive sampling will be used in this study. Purposive sampling was selected because target respondents can select from the researcher own opinion, and this kind of sampling method is more convenient for the researcher but must meet the requirements. As the requirement as respondent must be working women that have behaviour to purchase organic food

Instrument

Questionnaire design is an important part to ensure internally consistent. The questionnaire consists of three sections of the questionnaire which is section A, consists for the demographic information of the customer such as age, race, income level, employment sector and education level. Then, for sections B, C, and D, where the emphasis was on the independent variables of health and nutrition, environmental consciousness, and willingness to pay. Last but not least, section E concentrates on

the dependent variable, which is purchasing behaviour. The next part B, C, D, and E each have 10 questions on a Likert scale of 5 points, ranging from "Strongly Disagree" to "Strongly Agree." The study also used an online questionnaire to make it quicker and more comfortable for today's consumers, who are more likely to respond to questionnaires in technological form.

Data analysis

For this study, the Statistical Software Package for Social Sciences (SPSS) version 25 is used to compute all the data gathered from the questionnaire. The techniques of analysis used in this study were descriptive and inferential. Pre-Testing of the questionnaire is applied for a pilot study of 30 respondent is being made to check the reliability of the questionnaire. Next to identify the relationship between the demographic profile age, health and nutrition, awareness about environmental and willingness to pay with behaviour to purchase organic food is by using Pearson's correlation coefficient. This is because Pearson's correlation coefficient is the test statistics that measures the statistical relationship, or association, between two continuous variables. As for this research, to identify the relationship between all the five independent variables of age, income, awareness of the environment, health and nutrition and willingness to pay with behaviour to purchase organic food. Moreover, Chi square is used to identify the income. As income has three categories, commonly used for testing relationships between categorical variables.

Reliability analysis

A reliability test is used to examine the stability and consistency with which the research instrument measures the construct. Table 1 shows the Cronbach's alpha and items of independent variables and dependent variable. The coefficients of Cronbach's alpha for all variables were ranged from 0.889 to 0.954, which indicated that the inter-item consistency for each factor is good.

The closer the reliability coefficient gets to 1.00, the instruments used in the research are good. As illustrated in Table 1, the value for consumer purchase intention indicates that the variables used were good enough to measure the accuracy of consumer's purchase intention on organic foods. All the independent variables also obtained good and reliable values because the reliability coefficients were mostly over 0.90 for health and nutrition (0.889), awareness about the environment (0.904), willingness to pay (0.936), and for dependent variable the behaviour to purchase (0.954).

Table 1: Cronbach’s Alpha coefficients for Total Scale

Variables	Number of items	Pilot study (N=30)	Total research (N=250)
Health and nutrition	10	0.889	0.875
Awareness about environment	10	0.904	0.901
Willingness to pay	10	0.936	0.920
Behaviour of working women to purchase organic food	10	0.954	0.940

Results and Discussions

Descriptive analysis

Descriptive analysis is a set of statistical methods used to interpret this material, including mean, standard deviation, and variance coefficient. It looks at the valuation set, as well as the data's core theme. This helped better to understand the pattern of knowledge from the respondents. The descriptive statistics in this chapter consist of respondents' demographic characteristics, such as age group, ethnic group, education level, household number, job sector, and monthly household income.

Respondents’ background

Based on Table 2, this is regarding the six demographic questions; age, ethnic, education level, number of households, employment sector and household income. For ages, it is divided into six different ranges; from 20-29, from 30-39, from 40-49, from 50-59, from and 60-69. Next for ethnic is divided into three, which are Chinese, Indian, Malays and others. Furthermore, the education level is divided into seven categories: PMR, SPM, STPM/Matriculation /certificate, Diploma, Degree, Master and PhD. Besides, the number of households is categorized as 1-3,4-6 and 7-9 person in the house. For employment, the sector is categorized as self-employed, private and government. Lastly, household income is categorized as less than RM4,850, between RM 4,850-RM10,959 and RM10,959 and above.

For ages, according to the results provided, most of the respondent falls in the age of group from 30-39 years old, which consist of 120 consumers out of 250 consumers 48.00 per cent. On the other hand, consumers who are 20-29 years old only have 3.2 per cent, and this group of consumers holds the lowest proportion. Besides, the graph shows that the group's age with the second-highest of proportion is consumers with age 40-49 years old, which are 22.8 per cent. The consumer who falls in the group from 50-59 years old has 18.80 per cent. Lastly, 7.2 per cent of respondents fall in the age group from 60-69 years old.

For ethnic, most of all the people who give a hand in this survey were most of the Malay as the results show how 87.20 per cent and 218 in terms of the exact frequency. On the following, there will be 4.80 per cent contributed by the Chinese from 12 respondent. Moreover, the Indian contributed 5.20 per cent; lastly, the others gave the least proportion among all of the four major ethnicity groups where the physical results in percentage are only 2.80 per cent.

From the table, there are more than a quarter of the respondents are currently pursuing a degree holder where the results show 56.8 per cent. The second-highest category would be those with the education level of Master, where it shows 17.20 per cent. The next three categories are all having almost the same percentage of the entire respondent which is 5.60 per cent, 4.4 is 0 per cent and 3.2 per cent for the category of SPM, STPM/Matriculation/Certificate and PhD respectively. The last two categories were only the minor part of the respondents, which is 0.80 per cent and 1.2 per cent for the category of PMR and Diploma. Next for the number of households, we can see that the highest category in the household range of 4-6 person the house is 60.80 per cent, followed by 1-3 person in the house 28.80 per cent. And lastly is 7-9 person in the house with the percentage of 10.4 per cent.

For the employment sector, the highest sector is government 44.40 per cent with 111 respondents out of 250 respondents. The second highest is from the private sector, 39.60 per cent from 99 respondents out of 250 respondents. Lastly, the lowest respondent is from the self-employment sector, 16.00 per cent from 40 respondents out of 250. Next for the household income level, the first one will be 48.00 per cent of the respondents were having income below RM4,850, it is the highest percentage among the three categories. Next, 34.00 per cent of the respondents fall on the income categorized from RM 4,850-RM10,959. Next, the last category, which is the lowest in this chart contains 18.00 per cent of the entire respondent, and they are paid RM10,959 and above.

Table 2: Respondents' Background

Particular	Item	Frequency	Per cent (%)
Age	20-29	8	3.20
	30-39	120	48.00
	40-49	57	22.80
	50-59	47	18.80
	60-69	18	7.20

Table 2 (continues)

Particular	Item	Frequency	Per cent (%)
Ethnic	Chinese	12	4.80
	Indian	13	5.20
	Malay	218	87.20
	Others	7	2.80
Level of education	PMR	2	0.80
	SPM	14	5.60
	STPM/Matriculation/Certificate	11	4.40
	Diploma	30	1.20
	Degree	142	56.80
	Master	43	17.20
	PhD	8	3.20
Number of households	1-3	72	28.80
	4-6	152	60.80
	7-9	26	10.40
Employment sector	Self-employed	40	16.00
	Private	99	39.60
	Government	111	44.40
Household income	less than RM 4,850	120	48.00
	RM 4,850-RM10,959	85	34.00
	RM 10,960 and above	45	18.00

Health and nutrition

Table 3 shows the mean score of the variables is at a moderate level and the mean value ranges from (3.7 to 4.2). By analyzing the mean of health-conscious, the overall mean is (4.19) while the highest mean value (4.55) comes from the statement "To me, a healthy lifestyle starts from the food we consume". This indicated that consumers want to get a healthy lifestyle by consuming healthy food. The second highest mean value comes from the statement that ". I believe organic food can help me to achieve high quality and have high nutritional value ". This showed that consumer feels that by consuming organic food, they will get high quality and have high nutritional value with the mean value (4.38). The lowest mean values are from the statement "I think of myself as a health-conscious consumer." which meant it has the least influence on consumers decision to purchase organic products with a mean value (3.95).

Table 3: Health and Nutrition

No	Statement	Mean	Std. Deviation
1	I will buy organic foods for my health.	4.06	.896
2	I intend to buy organic foods to avoid illness.	4.18	.815
3	I would mention organic food products are good to ensure our health.	4.29	.796
4	I believe organic food can help me to achieve high quality and have nutritional value.	4.38	.708
5	I will buy organic food products because it contains no preservatives or artificial colour.	4.25	.789
6	I try to consume organic food for my long-term health benefits.	4.19	.855
7	I choose food carefully to ensure good health.	4.07	.884
8	I think of myself as a health-conscious consumer.	3.95	.936
9	I think often about health issues.	4.01	.936
10	To me, a healthy lifestyle starts from the food we consume	4.55	.670
	Overall mean	4.19	0.828

Awareness about the environment

Table 4 shows the consumers awareness about the environment, the overall mean is (4.02) and for the statement, "I believed organic farming is good for the environment." Has the highest mean (4.48). This indicated that the consumer, by practising organic farming, can save the earth. The second highest mean value (4.28) showed that consumer hates the using of pesticides that will give bad impact to the environment as the question is "To me, organic food will not use pesticides that harm the environment. The least mean value was on the statement of "I intend to buy organic foods because of animal welfare issues" which meant it has the least influence on consumers" decision to purchase organic products.

Table 4: Awareness about the Environment

No	Statement	Mean	Std. Deviation
1	I intend to buy organic foods because of animal welfare issues.	3.36	1.237
2	I intend to buy organic foods to decrease the environment problem.	3.70	1.024
3	I will buy organic food in efforts to reduce the environmental damage that use pesticides	3.97	1.017

Table 4 (continues)

No	Statement	Mean	Std. Deviation
4	I am greatly concerned about the harm being done to plant and animal life by pollution.	4.00	.916
5	I believed organic farming is good for the environment.	4.48	.756
6	I am greatly concerned about the harm being done to plant and animal life by pollution.	4.22	.795
7	I buy the green product that I trust will minimize environmental impacts such as air pollution, water pollution and land pollution	4.14	.853
8	I only buy the green product that I believe will reduce waste disposals (made by recycled content)	3.82	.956
9	To me, organic food will not use pesticides that harm the environment.	4.28	.776
10	Even organic food is costly, but this method not harming the flora and fauna	4.23	.817
	Overall means	4.02	.914

Willingness to pay

Table 5 shows the overall mean is (3.74) while the highest mean value (4.10) comes from the questions "I would consider having enough money makes it easier to buy organic foods." which indicates that consumers' willingness to purchase organic products continuously if their money is available. The second highest mean value comes from the statement that "Organic label is affecting my willingness to pay for organic products ". This showed that the organic label would affect working women's attention to purchase the organic product with the mean value (3.92). The lowest mean values are from the statement "I have a consideration that the first product to buy is organic foods even it is costly" whereby the respondent does not agree on consumers willing to purchase organic products even if it is costly.

Table 5: Willingness to Pay

No	Statement	Mean	Std. Deviation
1	I am willing to pay a price premium on organic foods	3.60	.998
2	I would consider purchasing organic foods, even if it is expensive.	3.71	1.021
3	I have a plan to allocate some expenditure to buy organic foods if I have a steady income.	3.86	1.023

Table 5 (continues)

No	Statement	Mean	Std. Deviation
4	I have a consideration that the first product to buy is organic foods even its costly	3.52	1.106
5	I would consider having enough money makes it easier to buy organic foods	4.10	.938
6	I want to buy organic food products because the price following benefit	3.90	.861
7	Organic label is affecting my willingness to pay for organic products	3.92	.893
8	I'm willing to buy organic food even though choices are limited.	3.62	1.040
9	I would still buy organic food even though conventional alternatives are on the sale	3.55	1.083
10	I am willing to pay a high price because organic food is good for my family and me	3.65	1.088
	Overall mean	3.74	1.00

Behaviour to purchase

The subsequent analysis in Table 6 shows the behaviour of working women to purchase organic food the overall mean is (3.89) while for the statement "I plan to consume organic food" and "I expect to consume organic food" has the highest mean of (4.02). This showed that both of this question are agreed by the consumer on the behaviour of consuming organic food. The second highest mean value comes from the statement that "I would recommend others to purchase organic food ". This showed that consumers feel that they will get high-quality organic food and have high nutritional value with the mean value (4.38). The lowest mean values are from the statement "I think of myself as a health-conscious consumer", which meant it has the least influence on consumers decision to purchase organic products with mean value (3.95).

Table 6: Behaviour to Purchase

No	Statement	Mean	Std. Deviation
1	I will likely purchase organic food	3.90	.981
2	I plan to consume organic food	4.02	.905
3	I expect to consume organic food	4.02	.878
4	I would purchase organic food products shortly	3.85	1.042
5	I plan to purchase organic food products regularly.	3.80	1.032

Table 6 (continues)

No	Statement	Mean	Std. Deviation
6	I would recommend others to purchase organic food	3.96	.870
7	I am willing to buy organic food while shopping.	3.87	.946
8	I will make an effort to buy organic food soon.	3.82	.993
9	I will frequently buy the green product regularly in the future	3.92	.939
10	I want to purchase organic food once I get my salary	3.80	1.045
	Overall mean	3.89	0.963

Types of Analysis

Pearson Correlation analysis

Based on the Table 7, Pearson’s correlation coefficient is used to measure the strength of a linear relationship between two variables. The first correlation is between age and behaviour to purchase organic food; the finding reveals that the R-value is 0.065 or 6.5% at a 99% confidence interval. According to the rule of thumb, this figure shows a low relationship. For *Hypothesis 1*, age does not have any significant effect on consumer behaviour to purchase organic food. This is because from Pearson correlation analysis the correlation between age and behaviour to purchase organic food; the finding reveals that the R-value is 0.065 or 6.5% at 99% confidence interval. According to the rule of thumb, this figure shows a low relationship. So, *Hypothesis 1 is rejected*. There is imply that the younger the consumer in general, the more they have to consume organic food more readily. Their consumption ideas are greatly advanced as young people can quickly embrace something new (Yin et al., 2010). There is indicates that the majority of customers aged 31 to 40, 33.8 per cent and the lowest are those aged 20 or over 60, respectively. Aged people eat fewer biological produce than younger ones, even though they are more vulnerable to health problems (Kranjac et al., 2017).

Then, for the correlation between health and nutrition and behaviour to purchase organic food, the result shows that the R-value is 0.673 or 67.3% at a 99% confidence interval. This value represents that there is a strong relationship between these two variables. Health and nutrition have a significant effect on consumer behaviour with the correlation between health and nutrition and behaviour to purchase organic food, the result shows that the R-value is 0.673 or 67.3% at a 99% confidence interval. This value represents that there is a strong relationship between these two variables. This finding shows that there is a significant relationship between health and nutrition and consumer behaviour. Hence *Hypothesis 3* is failed to reject.

As the general focus of consumers has grown in promoting healthier food and lifestyles (Jeong & Jang, 2019). Knowledge of the weight and nutritional importance of comfortable foods by women is shown in this table. 68% of workers and 74% of non-workers are worried about the nutritional value of convenient food as seen on packages (Banerjee, et al., 2012)

The correlation continues to correlate between awareness about the environment and behaviour to purchase organic food. The R-value is 0.815 or 81.5% at 99% confidence interval. This proposes that these two variables have a strong relationship. *Hypothesis 4* also shows that there is a significant relationship effect on the consumer behaviour towards organic foods with its correlation continues to correlate between awareness about environment and behaviour to purchase organic food. The R-value is 0.815 or 81.5% at 99% confidence interval. This proposes that these two variables have a strong relationship. Again, the hypothesis is failed to reject that awareness about the environment will thus lead to consumer purchasing behaviour towards organic foods. Furthermore, the findings of the study indicate that consumer motives for purchasing organic food items are different and that their choice to purchase mainly motive environmental factors (Basha et al., 2015). Apart from that Azam et al., (2012) stated that the awareness about environment element was found to be one of the main factors influencing the consumer's decision to buy.

For the last independent variable, availability correlates with willingness to pay and behaviour to purchase results that the R-value is 0.815 or 81.5% at 99% confidence interval, which also indicated a strong relationship between these two variables. *Hypothesis 5* which states that willingness to pay will influence consumer behaviour towards organic foods is failed to reject with its correlation of willingness to pay and behaviour to purchase results that the R-value is 0.815 or 81.5% at 99% confidence interval, which also indicated that there is a strong relationship between these two variables. This means that willingness to pay does have a significant relationship with consumer purchasing behaviour towards organic foods. There is research that stated that the positive coefficient gives a positive effect. We could also say that consumers are more likely to pay for organic products as they see organic foods of better quality (Chia, Chow & Ong, 2013). In Klang Valley, there are almost 500 organic food customers with questionnaires that have been conducted to explore people's understanding and willingness to pay for organic products (Chia, Chow, & Ong, 2013).

Table 7: Pearson Correlation Coefficients

Variable	R-value	p-value	Remarks
Age	0.065	0.308	Rejected
Health and nutrition	0.673**	0.001	Accepted
Awareness about environment	0.815**	0.000	Accepted
Willingness to pay	0.815**	0.000	Accepted

Note: ** Significant at level $p < 0.01$

Conclusions and Implications

In conclusion, the objective of this study is to investigate the relationship between demographic of age, health and nutrition, awareness about the environment and willingness to pay with the behaviour to purchase organic food for working women at Putrajaya. Hence, this study shows that three independent variables are significant which are health and nutrition, awareness about the environment and willingness to pay. On the other hand, the remaining independent variables, which is age, have no relationship towards the behaviour to purchase organic food among working women in Putrajaya.

It is possible to assume that working people in Putrajaya are more concerned with their environmental circumstances, their well being, their ability to pay and their level of income to buy organic food. Also, we find that working people had a negative association between age, and we found that the main consumers of organic goods are those aged between 30-39 years old.

The findings of this analysis offer insights into designing communication campaigns that provide food suppliers and advertisers with favourable views on organic food. Based on the findings, organic food producers need to consider the significant predictors that affect customers' decisions to purchase organic food and that can contribute to a real buy of the goods. Healthy and optimistic views enable consumers to repeatedly purchase and buy organic foodstuffs. Furthermore, practitioners should use the results to create strategic marketing plans to support the most powerful message for organic food communication as information and information channels have a direct impact on customer's behaviour and response. This message should also remind people of the advantages of organic foods and the point that the consumption of organic foods will improve our health and help preserve the world.

Practitioners should educate young people about the health and environmental benefits of organic foods as today's most relevant focus group. In reality, the health and environmental issues of young clients are not understood. The classification of organic foods has been less knowledgeable. Their determination largely relies on the labeling and mass safety of foodstuffs rather than on standardized organic certifications for commodity alternatives. The parties who aim to infiltrate the consumers' information gap are utilizing all sources of intelligence. Several impacts allow sellers to supply and sell organic food in Malaysia efficiently. Firstly, the marketing campaign was planned to develop a strong consumer perception of organic foods and to establish a plan for active marketing dedication and brand development for the organic food growers and retailers. These recommendations allow farmers and distributors to raise sales and regulate the organic food market. The retailing of organic goods, to attract buyers, could also interest retailers and producers. For example, improve biological packaging and product quality.

Finally, the Department of Agriculture will enable farmers to conduct large-scale agriculture and attain economies of scale, while minimizing costs of production and increasing productivity. This would raise and decrease the price of organic goods for the people because the premium price is one reason why organic food is not bought. Research indicates that the retailers expect the general sales of organic products and brand and equity, along with the different positioning, to be strengthened by promoting organic products. We hope that through this research paper we will help to encourage organic products. Malaysian consumers' increasing sales are reflected by the importance of health and climate. The higher level of education and access to global networking and media networks for middle-income users has made them more alert to the issues of health and the environment. The health and environmental benefit reflect Malaysia's growing sales for customers. This has led to the demand for health goods. The higher level of education and access to global networking and media networks for middle-income users has made them more alert to the issues of health and the environment.

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