



UNIVERSITI PUTRA MALAYSIA

***CONSUMERS' PERCEPTION TOWARD GREEN
FOOD CONSUMPTION***

PHUAH KIT TENG

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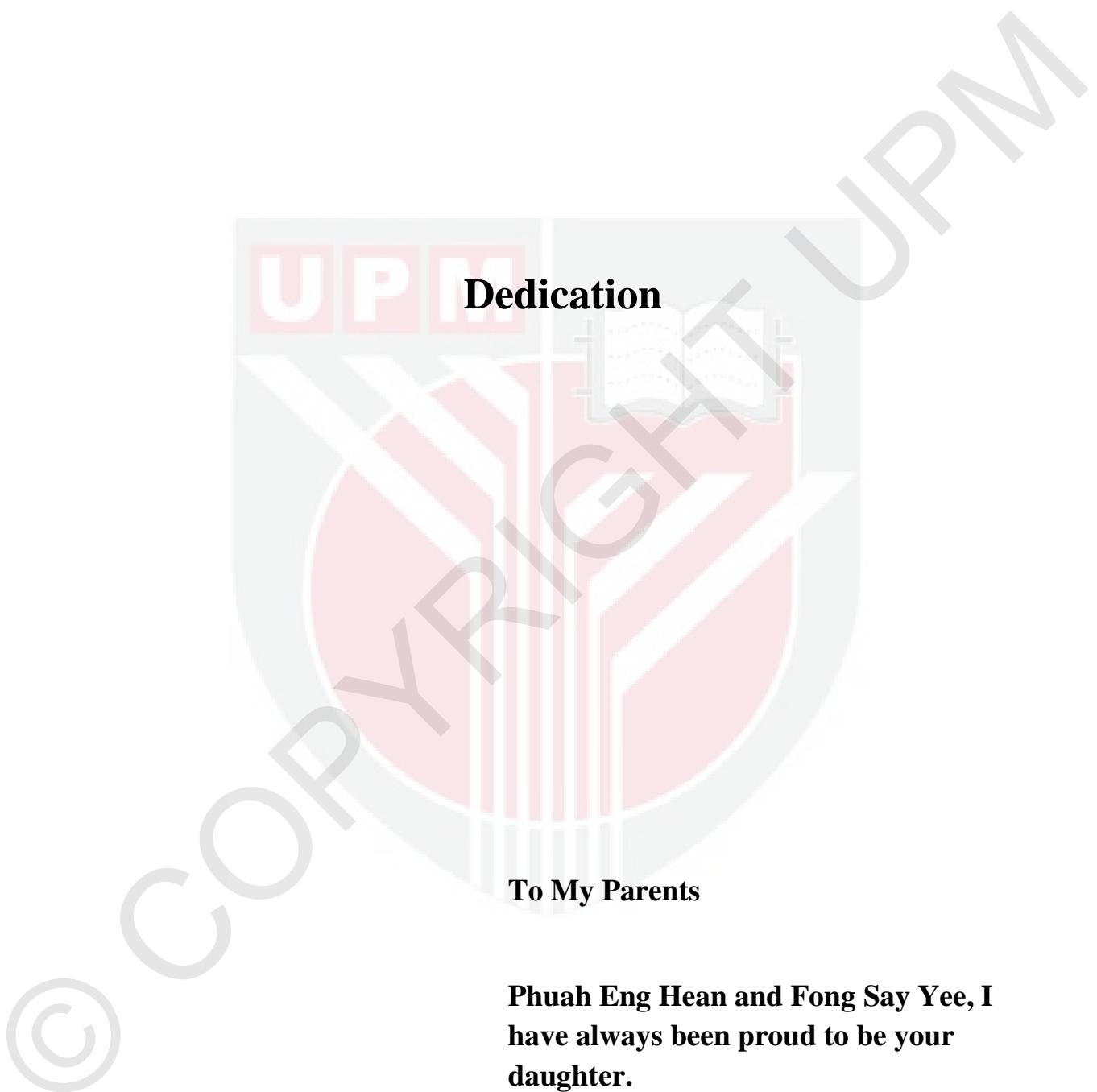


By

PHUAH KIT TENG

Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in
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May 2012



**Phuah Eng Hean and Fong Say Yee, I
have always been proud to be your
daughter.**

Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfillment
of the requirement for the degree of Master of Science

CONSUMERS' PERCEPTION TOWARD GREEN FOOD CONSUMPTION

By

PHUAH KIT TENG

May 2012

Chair : Golnaz Rezai, PhD

Faculty : Faculty of Agriculture

Globally, the green movement and ‘going green’ are not new concepts. It started with saving trees, replanting trees and recycling 30 years ago. However, going green has gone beyond environmentalism. The business of going green is getting more and more popular since consumers are increasingly becoming aware of environmental issues and are starting to alter their purchasing behavior to a more environmentally friendly way. Consumers’ food consumption patterns are changing rapidly. Consumers become more concerned about the food they consume. They tend to consume foods that are nutritious, healthy, safe and friendly to the environment and animals. Thus the green concept is now steadily being disseminated among consumers in conjunction with sustainability and conservation of agricultural development. However, the market for green food and green products in Malaysia is

still at its infancy. Green foods refer to foods that are safe to be consumed, have fine quality, are nutritious and produced under the principles of sustainable development.

The objective of this study is to determine Malaysian consumers' awareness, perception, attitudes, and intention to purchase green food. A survey was conducted in Peninsular Malaysia where one thousand three hundred and fifty five respondents were interviewed by structured questionnaires to gather information on their awareness, perception, attitudes and intention towards green food consumption and the concept of green food. The Theory of Plan Behavior (TPB) is applied in this study. A seven (7) point Likert scale from 'Strongly Disagree' to 'Strongly Agree', 'Not at all Important' to 'Extremely Important' and 'Never True' to 'Always True' were used to measure consumers' purchasing behavior. Descriptive statistics, chi-square, factor analysis and binary logistic regression were used to analyze the data collected.

The results indicate that most of the respondents are familiar with the green concept. The results also show that there are significant differences between the consumer awareness towards green concept and social demographic profile such as age, geographical area, educational level and income. Meanwhile the results indicate that green food is not only about being organic but it also encompasses the concept of food safety, health issues, environmental hazard as well as animal welfare. Thus the major factor comes from the consumers' educational level and income level which encourage the consumers to be more aware towards green concept and foods. Based

on the factor analysis, six latent factors identify the consumers' perception towards green food consumption. These factors are consumer referents, knowledge towards green concept and food, intention, green food attribute, motivation of consumption and product price. In addition, the results of logistic regression model show that there are significant different among most of the demographic variables (education level and income level) and dependent variables (awareness towards green concept, intention to purchase green food). The results suggest that the consumers who have higher income and educational level are more likely to have higher intention towards green food consumption.

Due to the increasing awareness of consumers towards food safety, health consciousness and environmental issues, marketing strategies should be developed by the government or private organizations. Marketers in green food industry should understand the culture and lifestyle of the target consumers. For example, where they do their shopping, what food products they most prefer to buy and how they get the information about food safety, health and environmental issues. This knowledge is important to identify the local marketing of green food and it can also be a guideline for the private sector by providing accurate information of the target consumers.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai
memenuhi keperluan untuk ijazah Master Sains

PERSEPSI PENGGUNA TERHADAP PENGGUNAAN MAKANAN HIJAU

Oleh

PHUAH KIT TENG

Mei 2012

Pengerusi: Golnaz Rezai, PhD

Fakulti: Fakulti Pertanian

‘Pergerakan hijau’ dan ‘penghijauan’ bukanlah konsep baharu pada peringkat global. Ia bermula sejak 30 tahun dahulu dengan menyelamatkan pokok, penanaman semula pokok dan kitar semula. Kini, ‘penghijauan’ telah bergerak lebih jauh bukan sekadar mengenai alam sekitar sahaja. Semakin ramai orang menceburi bidang perniagaan ‘penghijauan’ dan ia menjadi terkenal sejak keprihatinan pengguna bertambah terhadap isu persekitaran. Oleh itu keadaan ini mula mengubah tabiat pembelian pengguna kepada cara yang lebih mesra alam. Corak pembelian makanan oleh pengguna telah berubah secara mendadak. Pengguna lebih menitik berat terhadap makanan yang dimakan. Mereka cenderung menggunakan makanan yang lebih bernutrisi, sihat, selamat and mesra alam serta mesra haiwan. Oleh sebab itu, konsep hijau kini disebar luas di kalangan pengguna bersama dengan kelestarian dan pemuliharaan perkembangan pertanian. Walau bagaimanapun, pasaran untuk produk hijau masih lagi di peringkat permulaan. Makanan hijau merujuk kepada makanan

yang selamat dimakan, mempunyai kualiti yang baik, bernutrisi, dan dihasilkan di bawah prinsip pembangunan lestari.

Objektif kajian ini adalah untuk menentukan kesedaran, pandangan, sikap dan keinginan pengguna Malaysia terhadap pembelian produk makanan hijau. Satu soal selidik telah dijalankan di semenanjung Malaysia di mana seribu tiga ratus lima puluh lima (1355) respondan telah ditemui bual menggunakan soal selidik berstruktur untuk mendapatkan maklumat terhadap kesedaran, , pandangan, sikap dan keinginan terhadap penggunaan makanan hijau serta konsep makanan hijau. Teori rancangan perlakuan (TPB) digunakan dalam kajian tersebut. Skala Likert 7 digunakan daripada ‘amat setuju’ kepada ‘amat tidak setuju’, manakala, ‘tidak berapa penting’ kepada ‘amat penting’ dan ‘tidak betul’ kepada ‘sentiasa betul’ untuk mengukur tabiat pembelian pengguna. Data yang dikumpul akan ditafsir menggunakan statistik deskriptif, Chi-square dan faktor analisis serta binari regresi logistik.

Keputusan menunjukkan kebanyakan respondan agak biasa dengan konsep hijau dan terdapat perbezaan yang nyata di antara kesedaran pengguna terhadap konsep hijau dan profil demografik sosial seperti usia, kawasan geografi, tahap pengajian, serta pendapatan mereka. Ia juga menunjukkan bahawa makanan hijau bukan sahaja organik tetapi juga merangkumi konsep keselamatan makanan, isu kesihatan, bahaya terhadap persekitaran dan juga kebajikan haiwan. Oleh itu, tahap pendidikan pengguna dan pendapatan merupakan faktor utama di mana ia mengalakkan pengguna lebih peka terhadap konsep dan makanan hijau. Berdasarkan faktor

analisis, enam faktor tersirat menentukan pandangan pengguna terhadap penggunaan makanan hijau. Faktor tersebut adalah rujukan pengguna, pengetahuan mengenai konsep dan makanan hijau, keinginan, sifat makanan hijau, motivasi penggunaan dan harga produk. Selain itu, keputusan model regresi logistik menunjukkan bahawa terdapat perbezaan yang nyata dalam kebanyakan boleh ubah demografik (tahap pendidikan dan taraf pendapatan) dan boleh ubah bersandar adalah: (1) kesedaran terhadap konsep hijau, (2) keinginan untuk membeli makanan hijau. Keputusan mencadangkan bahawa pengguna yang mempunyai pendapatan dan tahap pendidikan yang lebih tinggi akan mempunyai keinginan yang lebih tinggi dalam penggunaan makanan hijau.

Disebabkan oleh peningkatan kesedaran pengguna terhadap keselamatan makanan, kesedaran kesihatan dan isu alam sekitar, strategi pemasaran harus dibangunkan oleh kerajaan atau organisasi persendirian. Peniaga dalam industri makanan hijau harus tahu mengenai budaya dan cara hidup pengguna sasaran, seperti tempat mereka membeli belah, produk makanan kesukaan mereka, dan bagaimana mereka mendapatkan infomasi mengenai keselamatan makanan, kesihatan dan isu-isu persekitaran. Pengetahuan ini adalah penting untuk mengenal pasti pasaran tempatan untuk makanan hijau dan ia juga boleh dijadikan sebagai panduan untuk sektor persendirian dengan memberi informasi yang tepat daripada pengguna sasaran.

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I certify that a Thesis Examination Committee has met on 11 May 2012 to conduct the final examination of Phuah Kit Teng on her thesis entitled “Consumers’ Perception toward Green Food Consumption” in accordance with the Universities and University College Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U. (A) 106] 15 March 1998. The committee recommends that the student be awarded the degree of Master of Science.

Members of the Thesis Examination Committee were as follows:

Nolila Mohd Nawi, PhD
Senior Lecturer
Faculty of Agriculture
Universiti Putra Malaysia
(Chairman)

Ismail Abd Latif, PhD
Senior Lecturer
Faculty of Agriculture
Universiti Putra Malaysia
(Internal Examiner)

Nitty Hirawaty Kamarulzaman, PhD
Senior Lecturer
Faculty of Agriculture
Universiti Putra Malaysia
(Internal Examiner)

Abu Hassan bin Md Isa, PhD
Professor
Faculty of Economics and Business
Universiti Malaysia Sarawak
(External Examiner)

SEOW HENG FONG, PhD
Professor and Deputy Dean
School of Graduate Studies
Universiti Putra Malaysia

Date: 28 June 2012

This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfillment of the requirement for the degree of Master of Science. The members of the Supervisory Committee were as follows:

Golnaz Rezai, PhD

Senior Lecturer

Faculty of Agriculture

Universiti Putra Malaysia

(Chairman)

Zainal Abidin Mohamed, PhD

Professor

Faculty of Agriculture

Universiti Putra Malaysia

(Member)

Mad Nasir Shamsudin, PhD

Professor

Faculty of Agriculture

Universiti Putra Malaysia

(Member)

BUJANG BIN KIM HUAT, PhD

Professor and Dean

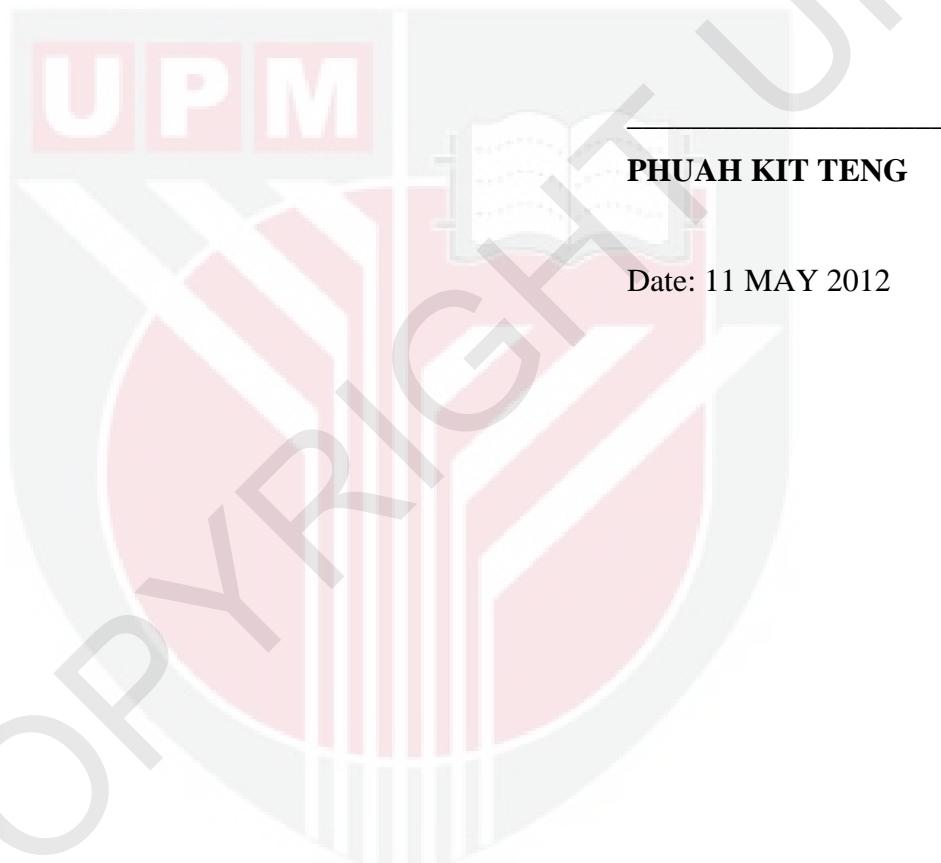
School of Graduate Studies

Universiti Putra Malaysia

Date:

DECLARATION

I declare that the thesis is my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at Universiti Putra Malaysia or at any other institution.



PHUAH KIT TENG

Date: 11 MAY 2012

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