



**UNIVERSITI PUTRA MALAYSIA**

***PURCHASE INTENTION FOR ORGANIC MEAT AMONG CONSUMERS IN  
KLANG VALLEY, MALAYSIA***

***WONG SOO SOON***

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**PURCHASE INTENTION FOR ORGANIC MEAT  
AMONG CONSUMERS IN KLANG VALLEY,  
MALAYSIA**

**WONG SOO SOON**

**MASTER OF SCIENCE  
UNIVERSITI PUTRA MALAYSIA**

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**PURCHASE INTENTION FOR ORGANIC MEAT AMONG CONSUMERS IN  
KLANG VALLEY, MALAYSIA**

**By**

**WONG SOO SOON**

**Thesis Submitted to the School of Graduate Studies,  
Universiti Putra Malaysia, in Fulfillment of the  
Requirements for the Degree of Master of Science**

**February 2014**

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## DEDICATION

To my dearest parents Wong Tee Kiam and Yap Eng  
for their supports and concern.....

To my beloved wife Yeong Sok Ju, my son Wong Xun Hao and my daughter  
Wong Qi Ning who love and support me all the times...

To my supervisors

Associate Prof. Dr. Aini binti Mat Said  
and  
Prof. Dr. Nurizan binti Yahaya  
for their guidance and advices...

To all my friends

for their assistance and supports...

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

**PURCHASE INTENTION FOR ORGANIC MEAT AMONG CONSUMERS IN KLANG VALLEY, MALAYSIA**

By

**WONG SOO SOON**

**February 2014**

**Chair: Assoc. Prof. Aini binti Mat Said, PhD**

**Faculty: Human Ecology**

The purpose of the study was to investigate the factors that influence the consumers' purchase intention towards organic meat in Klang Valley based on the Theory of Planned Behaviour (TPB) and organic meat choice motives model. The data were collected by using convenience sampling in selected organic food retail shops which were located in five different towns in Klang Valley, Malaysia. A total of 400 consumers responded to the survey and data were analyzed using Statistical Package for Social Science (SPSS). Descriptive and inferential statistics were used to analyze the data.

Slightly more females participated in this study (51.8%) compared to males (48.2%). The mean age of the respondents was 35.4 years old. Majority of the respondents were Chinese (49.8%), followed by Malays (42.2%) and Indians (8%). The findings showed that attitude towards organic meat ( $r=0.602$ ,  $p<0.0001$ ), subjective norm ( $r=0.653$ ,  $p<0.0001$ ) and perceived behavioural control ( $r=0.751$ ,  $p<0.0001$ ) had strong linear positive relationship with purchase intention of organic meat. All the variables of organic meat choice motives which were food safety, meat characteristic, health consciousness and price had moderate to strong positive correlation with  $r$ -value ranges from 0.417 to 0.681 significant at  $p<0.0001$ .

Multiple regression analysis showed that perceived behavioural control, attitude towards organic meat, price and meat characteristic explained 67.6 percent of the variance in intention to purchase organic meat. The study findings indicated that purchasing of organic meat could be increased by expanding the availability of organic meat retailers, that offer good quality organic meat which are reasonably priced, and along with nurturing positive attitude of consumers towards organic meat through appropriate educational programs and campaigns.

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

**NIAT PEMBELIAN DAGING ORGANIK DALAM KALANGAN  
PENGGUNA DI LEMBAH KLANG, MALAYSIA**

Oleh

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Tujuan kajian ini adalah untuk meneliti faktor-faktor yang mempengaruhi niat pengguna dalam pembelian daging organik di Lembah Klang berdasarkan Teori Tingkahlaku Dirancang (TTD) dan model motif pilihan daging organik. Data telah dikumpulkandengan menggunakan persampelan mudahdi kedai-kedairuncit makanan organik terpilihyangterletak dilimabuah bandar di Lembah Klang,Malaysia. Sejumlah 400pengguna telah menjawabkaji selidikdandatanalisis dengan menggunakanPakejStatistikUntukSains Sosial(SPSS). Statistik deskriptif dan inferensi telah digunakanuntuk menganalisis data.

Jumlah wanita yang menyertai penyelidikan ini lebih ramai sedikit(51.8%) berbanding lelaki (48.2%). Min umur respondenadalah35.4tahun. Majoritiresponden adalah berbangsa Cina(49.8%), diikuti oleh Melayu(42.2%) dan India(8%). Hasil kajian menunjukkan bahawasikap terhadapdaging organik ( $r=0.602$ ,  $p<0.0001$ ), norma subjektif ( $r=0.653$ ,  $p<0.0001$ )danpersepsikawalantingkah laku ( $r=0.751$ ,  $p<0.0001$ )mempunyaihubunganyangpositif dengan niat membelidagingorganik.Kesemuapembolehubahmotifpilihandagingorganik iaitukeselamatan makanan, ciri-ciridaging, kesedaran kesihatandan harga mempunyai hubungan positifdengan nilai  $r$  antara0.417-0.681dan signifikan padap<0.0001.

Analisis regresi berganda menunjukkan bahawa persepsi kawalan tingkah laku, sikap terhadap daging organik, harga dan ciri daging menjelaskan 67.6 peratus varians dalam niat untuk membeli daging organik. Hasil kajian menunjukkan bahawa pembelian daging organik boleh dipertingkatkan melalui pengembangan ketersediaan peruncit daging organik,yang menawarkan daging organik yang berkualiti serta harga yang berpatutan, dan ikuti dengan memupuk sikap positif pengguna terhadap daging organik melalui program pendidikan dan kempen yang bersesuaian.

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Special thanks to my course mates and friend are also great supporters for me, I appreciated all the helps and supports given to me.

Finally, may all of them who have helped and supported me living in peace, happiness and prosperous.



I certify that a Thesis Examination Committee has met on 25 February 2014 to conduct the final examination of Wong Soo Soon on his Master of Science thesis entitled “Factors Influencing Purchase Intention of Organic Meat Among Organic Food Consumers in Klang Valley” in accordance with Universities and University Colleges 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.

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## DECLARATION

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## LIST OF ABBREVIATIONS

£	Pound Sterling
DVS	Department of Veterinary Services
FDA	Food and Drug Administration
IFOAM	International Federation of Organic Agriculture Movements
MOA	Ministry of Agriculture
N	Size of sample
OFF	Organic Food Product
OM	Organic Meat
OTA	Organic Trade Association
PBC	Perceived Behavioural Control
RM	Ringgit Malaysia
SALM	Skim Akreditasi Ladang Malaysia
SOM	Skim Organik Malaysia
SPSS	Statistical Package for Social Sciences
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
USD	United States' Dollar
USDA	United States' Department of Agriculture

## CHAPTER 1

### INTRODUCTION

#### 1.1 Research Background

The increase of interest in organic food throughout the world was in response to concerns about the intensive agricultural practices and their effects on consumers' health and the environment (Yin, Wu, Du & Chen, 2010). Food industry has experienced an increasing number of food safety crises with the safety of food now commonly recognized as credence attribute. Consumers have become increasingly concerned by the health risks and health consciousness posed by food consumption (Lobb, Mazzocchi & Traill, 2007). Other reasons such as health consciousness, consumer attitude and lifestyle have been cited in the studies from the United Kingdom (UK), Europe, Australia and North America regarding the purchase of organic products (Michaelidou & Hassan, 2008).

According to the United States Department of Agriculture (USDA, 2009), organic food is defined by its production without the use of sewer-sludge fertilizers, synthetic fertilizers, genetic biotechnology, growth hormones, pesticides and antibiotics. Organic food includes vegetables, fruits, grains, meat, dairy, eggs, and processed food. Normally, "organic" does not mean "natural." The food industry uses the term "natural" to indicate that a food has been minimally processed and is preservative-free. Natural foods can include organic foods, but not all natural foods are organic (SitiNor Bayaah & Nurita, 2010).

In addition, the perceived better animal welfare practices and lower environmental impact of the organic meat are also important benefits to the consumer besides a multitude of concerns including the intensive or conventional agriculture practices, food safety and human health issues (Loo, Caputo, Nayga, Meullenet, Crandall & Ricke, 2010).

The organic food market has grown substantially in recent years across all regions. According to Angood et al. (2008), niche markets in the UK retail sales of organically produced food have increased in value from Sterling Pound (£) 100 million in 1993/94 to almost £1600 million in 2005. The continuity of supply has improved and a wide range of organically produced food is now readily available in the market place. In China, as in many Asian countries, the rapid socioeconomic development is accompanied by the modernization of organic food production. The organic food industry in China grew from United States Dollar (USD) 0.39 billion in 2003 to USD 1.1 billion in 2006. Thus, the organic food development in China market on a certain potential scale is likely to affect the global market of organic food development (Yin et al., 2010).

With regards to organic meat, it has grown at a steady pace with meat products comprising a large segment of sales. ACNielsen Label Trends 2005 reported that natural labeled meat sales in mass merchandiser stores had nearly doubled since 2003 to USD 681.3 million (Moran, 2006), and organic meat is the fastest-growing

segment of the USD14 billion organic food business. According to Organic Trade Association (OTA), from 2004 to 2005, organic meat sales increased 55% to USD256 million (Moran, 2006). It was estimated that the European organic meat market was worth Europe Dollar (€) 700 million in the year 2000. Approximately 7% of UK consumers purchase organic food regularly, and the trend of organic meat market is growing in the UK (Angood et al., 2008). A study done by Fiala (2008) forecasted the consumption of meat worldwide to rise by 72% between 2000 and 2030.

In Malaysia organic food products (OFP) market is currently the second most important growing products in the South-East Asian region (Quah & Tan, 2009). According to Ong (2000), the organic product market growth in Malaysia had encouraged the Malaysian government to expand this industry. The government had increased the organic production area by 250 hectares in the period of 2001 to 2005 and provided additional assistance of up to RM5,000 per hectare, a once only provision, for infrastructure development, such as farm roads, irrigation, drainage, electricity and water. Organic producers were also eligible for existing credit schemes. The government has introduced an accreditation scheme for producers to promote and develop markets including the organic meat markets (Department of Agriculture, 2010).

Recently, the high acceptance of organic food concepts is reflected in the rapid growth of the organic food chains in Malaysia especially in the big cities such as Kuala Lumpur, Pulau Pinang and Johor Bahru. Similarly, the rapid development of organic food industry has encouraged the growth of organic meat demand in the Malaysian market. Meanwhile, organic meat consumption value in 2006 for Kuala Lumpur was USD 6.38million, Johor Bahru was USD1.83million, Petaling Jaya was USD1.42million, Klang was USD1.36million and Pulau Pinang was USD1.22million (Philip, 2005). According to Philip (2005), Malaysia's organic meat market potential industry earnings (PIE) is expected to grow from USD 25.80m in 2001 to USD 45.09million in 2011. The market for organic food which has gradually increased from year to year in Malaysia is a result of consumers having better understanding of the organic food's features and benefits. The organic meat sector is still at its infancy stage, whereby a lot of encouragements and supports are needed to create consumer awareness, enhance acceptance of organic meat in order to stimulate organic meat purchase in the country.

## **1.2 Statement of the Problem**

Meat is an important part of food consumption in Western cultures, and is increasingly an important part of the diets in other parts of the world including Malaysia. Traditionally, meat has been a scarce and highly appreciated tasty foodstuff, a source of energy and protein (Latvala, Niva, Mäkelä, Pouta, Heikkilä, Kotro, & Forsman-Hugg, 2012). The global production of meat is projected to more than double between 2000 and 2050 due to the increasing world population, rising incomes and urbanization (Steinfeld, Gerber, Wassenaar, Castel, Rosales & de Haan, 2006).

According to Department of Veterinary Service (DVS) Malaysia, (2012), among the factors cited for the meat consumption growth were the consequences of economic

development and associated consumers' behavioural changes in food dietary patterns, taste and preferences.

Even though Malaysia has a small population of 27.6 million (Department Of Statistic Malaysia, 2010), here the consumers in emerging economies are embracing the organic lifestyle. According to Voon, et.al. (2011), quoting the data from Economist Intelligence Unit (EIU) 2010 report, it is estimated that annual private consumption of meat per head Malaysia has risen by 43.3 percent between 2005 and 2009, to USD 3,395. However there are no data about organic meat consumption from DVS.

According to Malaysia Industrial Development Authority (MIDA) (2009), there is an increasing of consumer awareness among Malaysian in health and nutrition value food which had caused the increasing demand for healthy foods. These healthy foods included environmental friendly processed food, less chemically preserved fresh food, organic food and natural food (MIDA, 2009). As a result, organic living has become an alternative lifestyle as the benefits of organic food become known to the public (Ho et al., 2008). However, the outbreak of bird flu H1N1 and swine flu in 2006 had created controversies relating to health, food safety and environment. This has also led to the increasing concern of consumers towards meat safety and has led to the growth of organic meat industry in Malaysia (MIDA, 2009).

Data indicates that organic meat consumption is one of the organic products that have shown a steady growth across all regions. Despite the increased market share of organic meat, a substantial group of consumers still do not purchase organic meat and a majority of them do not purchase it on a regular basis (Verhoef, 2005). As such information on current organic meat consumption patterns is required to assess the change in consumers' behaviour, their needs, purchases and choices (Tey et al, 2010).

### **1.3 Research Questions**

This study sought to address the following research questions:

1. What are the motives of organic meat choice of Malaysian consumers?
2. What are the relationships of organic meat choice motives that explain the intention to purchase organic meat among consumers?
3. What are the relationships of attitude, subjective norm and perceived behavioral control that determine the intention to purchase organic meat among consumers?
4. What are the significant factors that influence intention to purchase organic meat among Malaysian consumers?

### **1.4 Significance of the Study**

Based on the theory of TPB and the organic meat choice motives, the purpose of this study was to investigate the factors influencing consumers purchase intention towards organic meat based on the theory of TPB. The four organic meat choice motives were selected based on the justification from marketing perspective which is much emphasize on price and product (meat characteristic and food safety) and

consumer perspective (health consciousness). However, according to Loo et.al (2010), other factors such as environmental and ethic issues have lesser impact in the marketing context among organic food consumers (Loo, Caputo, Nayga, Meullenet, Crandall & Rieke, 2010). The findings would enable to validate the suitability of the factors as espoused by the theory in explaining organic meat purchase intention.

In addition to theoretical contribution, the findings could provide an indication of the key factors that influence consumers' behavior in response to organic meat purchase. The research findings would be useful for policy and programs development of organic meat industry in the country. The findings would provide input to the relevant authorities particularly Ministry of Agriculture (MOA) in developing a plan of action on improving the awareness of organic meat among consumers and ultimately its consumption. This is in line with the government's policy in encouraging citizens for adopting a healthier lifestyle and sustainable farming. The marketers could also use the findings in developing suitable promotional program to entice consumers in organic meat consumption.

## **1.5 Research Objective**

### **1.5.1 General Objective**

The objective of this study is to examine the factors that influence the purchase intention of organic meat among organic consumers in the Klang Valley based on the TPB and organic meat choice motives.

### **1.5.2 Specific Objectives**

- 1) To identify the motives of consumers on choosing organic meat;
- 2) To examine the relationships between organic meat choice motives with intention to purchase organic meat;
- 3) To examine the relationships between attitude, subjective norm and perceived behavioral control with intention to purchase organic meat;
- 4) To determine the significant factors that influence the consumers' intention to purchase organic meat.

## **1.6 Research Hypothesis**

The following null hypotheses were proposed:

$H_{01}$ : There is no significant relationship between food safety and intention to purchase organic meat.

$H_{02}$ : There is no significant relationship between meat characteristic and intention to purchase organic meat.

$H_{03}$ : There is no significant relationship between health consciousness and intention to purchase organic meat.

$H_{04}$ : There is no significant relationship between price factor and intention to purchase organic meat.

$H_{05}$ : There is no significant relationship between attitude towards organic meat and intention to purchase organic meat.

*H<sub>06</sub>*: There is no significant relationship between subjective norm and intention to purchase organic meat.

*H<sub>07</sub>*: There is no significant relationship between perceived behavioural control and intention to purchase organic meat.

## 1.7 Research Framework

The theory of TPB proposed by Ajzen (Ajzen, 1991) provides the conceptual basis for this research. Ajzen suggests that the predicting individuals' intention to act or to do something can increase the chance of purchase intention. Several approaches, models and predictions that have been developed to describe the various ways that consumers make a purchase intentions and purchase decision.

TPB is one of the most established theory of social behaviour that is used to explain all kind of intention to purchase products among consumers including foods (Michaelidou et al., 2010), health supplement (Yin Shijiu et al., 2010) and all type of organic food (Chen, 2007). TPB posits that attitude, perceived behavioural control and subjective norm influence behavioural intention. On this note, the present study espouses whether attitude perceived behavioural control and subjective norm influence intention to purchase organic meat. Meanwhile, food choice motives are the most important contributors in explaining the factors influencing the consumers' positive attitude towards the purchase of organic foods. There are many of food choice motives in explaining the intention to purchase. However, food safety, meat characteristic (Verbeke et al., 2009), health consciousness and price (Chen, 2007) are selected based on marketing perspective to espouses whether these four food choice motives influence intention to purchase organic meat. The present study adopted models from Chen (2007) to explain the intention to purchase organic meat among organic food consumers in Klang Valley. The details of the conceptual framework proposed for the study is elaborated in the Chapter 2.

## 1.8 Definition of Terms

### **Organic Meat:**

Conceptual Definition:

For organic meat production, the standards prohibit the use of antibiotics and growth hormones. Animals are to be fed with 100% organic feed, and they need to have access to outdoor environment and to pasture for ruminants (Abrams et al., 2009).

Operational Definition:

Organic meat which has no artificial colours, no antibiotics, no growth hormones, no flavours, no preservatives added or other drugs other than vaccinations and claimed or labeled as organic meat by retailers.

### **Attitude:**

Conceptual Definition:

Attitude is a person's consistently favourable or unfavourable evaluations, feelings and tendencies towards an object or idea (Kotler et al., 2005).

Operational Definition:

Attitude is the beliefs or feeling towards organic meat purchase behaviour.

**Food Safety:**

## Conceptual Definition:

Food safety represents consumers' concern regarding residues in food processed, produced, handled and consumed resulting from chemical sprays, fertilizers, artificial additives and preservatives (Yee, Yeung and Morris, 2005).

## Operational Definition:

Food safety refers to consumers' concern about chemicals residues, antibiotic, growth hormones and animals' diseases in organic meat.

**Health Consciousness:**

## Conceptual Definition:

Perception that organic foods have better sensory attributes, contain lower levels of pesticides or synthetic fertilizers, less food additives, less preservatives and have higher levels of nutrients (Williams, 2002).

## Operational Definition:

An individual's perception of health awareness in their daily meals and life.

**Meat Characteristic:**

## Conceptual Definition:

Basic aspects relate to the physical product, and include taste, texture, smell and fat content. These basic quality aspects can be detectable by the consumer at the time of purchase by looking at the product (Korzen & Lassen, 2011).

## Operational Definition:

Meat characteristic refers to meat appearance, smell, freshness, quality, texture, juiciness, taste and nutrition value.

**Price:**

## Conceptual Definition:

Price is the value of a product relate to the purchase expenditure (Anders & Moeser, 2008).

## Operational Definition:

Price refers to the willingness to pay for a reasonable, value for money and affordable price when purchase organic meat.

**Subjective Norm**

## Conceptual Definition:

The degree to which an individual believes that people that is important to an individual thinks how one should perform the behaviour inquisition (Fishbein & Ajzen, 1975).

## Operational Definition:

Refer to consumers' own social environment attributes, beliefs and opinions which will influence their purchase intention to purchase organic meat.



### **Perceived Behavioural Control**

#### Conceptual Definition:

Perceived behavioural control refers to an individual's perception on the ease or difficulty of performing the particular behaviour (Ajzen, 1988).

#### Operational Definition:

Perceived behavioural control refers to consumer's perception on the ease or difficulty of the purchase of organic meat in near future.

### **Purchase Intention**

#### Conceptual Definition:

Purchase intention is a normal measure used to evaluate the effectiveness of eliciting response behaviours (Li et al., 2002).

#### Operational Definition:

Purchase intention is a plan or action to purchase organic meat in the future.

### **Food Choice Motives**

#### Conceptual Definition:

In the food choice context, choice is a complex process that might influence food production systems and consumers' nutrient intake as it determines what foods consumers buy and eat (Furst et al, 1996).

#### Operational Definition:

Food choice motives refer to consumer's reasons of choice in organic meat which include food safety, health consciousness, meat characteristic and price.

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