

Factors affecting green food practices and consumer subjective well-being

ABSTRACT

The purpose of this study is to determine the factors that influencing green food practices based on FCQ, and explain the relationship between practices of local consumer towards green food and consumer subjective well-being. Data were collected by interviewing the total numbers of 600 respondents that have been chosen by using simple random sampling method which involved four areas in Klang Valley. Descriptive statistics and Pearson correlation were used to analyze the information of a factors that affecting green food practices and subjective wellbeing. Food Choice Questionnaires (FCQ) has been used in this study to determine the factors that influencing green food practices. The results indicated that socio-demographic variables play an important role to affect green food consumption. Besides that, results of this study also have found that most of the factors: sensory appeal, natural content, health, ethical concern, convenience, familiarity, mood, and price have a significant relationship with green food practices. Regression analysis found that mood is the most significant factors besides two other factors that are health, and familiarity, and it is 0.148 more likely to affect consumer practices toward green food. At the end, with a significant relationship result ($r=0.082^*$, $p=0.044$) between green food practices and consumer well-being which is as stated by Lynn & Liselot (2011), it will affect well-being. Future research should focus on a similar study with the extended scope to all states in Malaysia. Appropriate strategies for green food promotion may perhaps be developed for sectors with different priorities.

Keyword: Food choice questionnaires (FCQ); Green food; Consumer well-being