

The Purchase Intention of Organic Foods among Working Adults in Penang, Malaysia

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Abstract : *The purpose of this study is to analyse the purchase intention of organic food. This research has looked at various factors such as health consciousness, environmental concern, price and quality. Quota sampling technique was used on a total of 168 respondents from Penang. Questionnaire was used as the research instrument for this research and the results obtained were analysed using frequency analysis, reliability analysis and multiple linear regression. The findings of this study will be to identify the purchase intention of working adults in Penang towards organic foods. It would help practitioners, researchers and marketers to understand which factors are important and can be applied to their future research or business strategies.*

Keywords – *environmental concern, health consciousness, price, purchase intention, organic food,*

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I. Introduction

Organic food can be defined as green products that are in the process of production without adding any artificial fertilizers, pesticides and additives. (Mohamad, Rushi & Hashim, 2014). Products which are listed as organic are awarded a certificate by an industrial body to guarantee that products have been produced, stored, and processed without any artificial synthesized input and additives ingredients.

In Malaysia, subsidies are provided to the organic agriculture by the Malaysian organic certification programme to facilitate organic foods in Malaysia and to certify farms based on the requirements of the Malaysian standard MS1529:2001 (Tiraieyari, Hamzah & Samah, 2014). Foods that are produced locally or imported from another country must be labeled and certified as 'organic' by the Malaysian Organic Scheme under the Crop Quality Control Division of the Department of Agriculture (SOM, 2007). According to (Liu, 2003) organic food must be produced under the standard set by the industrial body which is governed under the principle of sustainable development. Consumers should consume quality products without any risk and side effects.

People are more conscious about healthy lifestyle and nutrition especially when purchasing food products. The organic food industry in Malaysia is at its introductory stage compared to other countries which are able to convince consumers that organic food could bring benefits (Yang, 2014). Organic food remains in the market but has grown rapidly and there has been an increase of demand in the number of organic farming and producers in Malaysia (Mohamad, Rusdi & Hashim, 2014). According to the entrepreneurial sector of organic food review, there is a rapid growth about 20% per annum, which is valued at around RM 150 million at retail in the past years. Statistics have shown that estimated organic market is concentrated heavily in Kuala Lumpur which is 65% followed by 15% in Johor Baharu which includes customers from Singapore and 10% in Penang.

Retail sales share of organic food worldwide in 2013, by single market

This statistic shows the organic food retail sales share worldwide in 2013, broken down by single market. In that year, the European Union accounted for a share of 40 percent of organic retail sales.

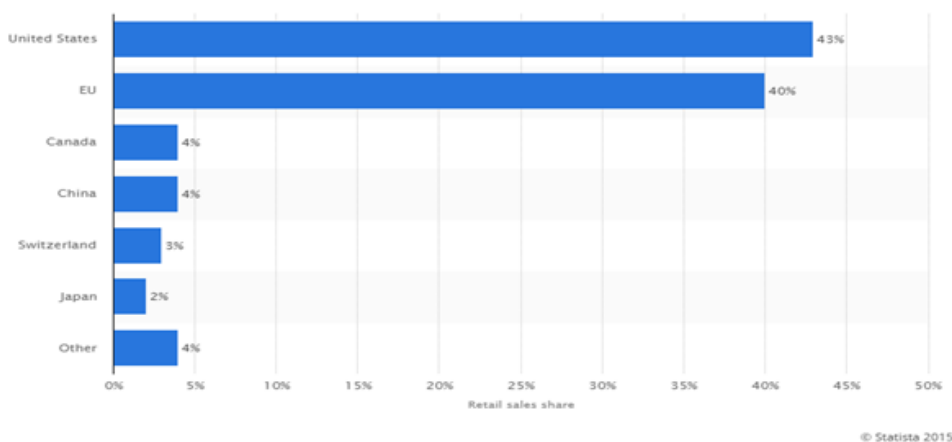


FIGURE 1.1 RETAIL SALES SHARE OF ORGANIC FOOD WORLDWIDE 2013
 SOURCE: STATISTA, 2015

Based on Figure 1.1 above, the country with the highest retail sales share of organic food for United States is 43% and EU is 40%. Meanwhile, countries with the lower sales share are China, Canada, United Kingdom and Italy with 4%. Switzerland had the lowest retail sales share with 3%.

1.1 Research Problem

Nowadays, obesity is one of the most critical issues in Malaysia. According to The Star Online (2014), Tan Sri Zakri Abdul Hamid, said new findings from the British medical journal, *The Lancet*, showed that 49% of women and 44% of men in this country were found to be obese. Obesity has caused major illness such as diabetes, heart problem and hypertension. According to *HealthWorks (2014)*, a study regarding the obesity rate, has shown that Malaysia has the highest obesity rate which is 44.2% of its population, followed by Thailand with 32.2%, Singapore with 30.2% and 26.5% for the Philippines.



FIGURE 1.2 OVERWEIGHT POPULATIONS IN SOUTHEAST ASIA
 SOURCE: HEALTHWORKS, 2014

The demand for organic food has dramatically increased in Malaysia. The habit comes from the changes in the lifestyle of the fast faced world which lacks in conventional food safety (Shaharudin et al., 2010). In Malaysia, consumers emphasize on health and nutritious food and its effect on the environment which shows positive attitude and intention towards organic food (Shu, Eves & Lumber, 2012).

According to Ghali & Hamdi (2015), the most common argument for consumers to purchase organic food is the concern on their health and preserving the environment. Although consumer’s purchasing power and consumption pattern has been affected by the global economic recession but it has not affected the demand and supply of organic product. The extreme growth of Malaysian consumers’ income and fairly high increase in the population had altered the customers preferred food choice to a healthier and more nutritious food.

Besides that, based on the survey and opinion by Maria (2011), polls globally reveal an increasing number of people who are concerned about environmental problems due to issue rising in the last decades of environmental degradation and awareness of the destruction of natural resources. According to Tan & Piam (2015) Malaysia is rapidly expanding in agricultural farming and has ranked seventh in the world that imports US 1.7 billion chemical fertilizers. More than 90 percent of these chemical fertilizers are reported to be applied in various forms of agriculture farming in Malaysia.

It was realized that these types of chemical fertilizers, herbicides and pesticides used to grow fruits and vegetables are unsafe and have side effects to consumer health, hence eventually creating pollution in the environment (Chin, Shamsollahi & Nahid, 2013). Food quality attributes can be identified by the production process, package, nutrition, safety and value. Consumers are not aware that the presence or absence of organic food (Ibitoye et al., 2014). Consumers are concerned about the risk and effect that are associated from the industrial products and food technologies (Kulikowski & Agolli, 2010). According to Hussin et al. (2013), in the process of evaluation, consumers will pay attention to quality before purchasing which is the determinant that influences the intention.

Consumers perceive that they can remove pesticides by washing the vegetables with water; in fact, pesticides are actually difficult to wash off and the vegetables end up becoming unsafe food (Shaharudin et al., 2010). According to Tiraieyari, Hamzah & Samah (2014), food without quality, nutrition and pose environmental problems may have influenced consumers' purchasing decision in looking for food that is quality and environmental friendly products such as organic foods.

1.2 Problem Statement

The study of organic food has become a major current research topic, therefore, many researchers in Asia have an interest in organic food. Most empirical studies related to organic food are conducted in different countries. Research data that focus on Malaysians' data is important as the economic condition and educational system among Malaysian is indeed different from those in other countries, and such differences affect the consumer behavior towards the purchase of organic products. However, some research have been done in Asia including Malaysia, However, research involving the purchase intention toward organic food in Penang remained noticeable low.

1.4 Research Objectives

This objective of this study is to understand the attitude of local consumers on their intention to purchase organic food product. These consumers are among those who have experiences in consuming or buying organic products and those who have never purchased any organic products. Specifically the study aims to:

- a. report a descriptive analysis on the respondents' demographic characteristics with regards to organic products buying behaviour.
- b. examine factors that influence purchase intention of organic food among consumers.

II. Literature Review

2.1 Purchase intention

Purchase intention is defined as an "individual's readiness and willingness to purchase a certain product or service" (Al-Ekam et al., 2012). The term is the antecedent that stimulates' and drive consumer's willingness to purchase certain product and services (Hawkins & Mothersbaugh, 2010).

The common way for any marketer to understand the consumer's actual behaviour is by studying their intention of the purchase. What the consumer think and will buy in their mind represents the purchase intention (Blackwell, Miniard & Engel, 2006). According to Phong (2011) purchase intention assists marketers and manufacturers to predict the purchase behaviours of consumers. In other words, purchase intention is an instrument for forecasting market share and to understand the market. Purchase intention is a key factor for an organization to make strategic decisions relating to both new and existing products and the marketing programme (Chin et al., 2011).

Besides that, according to Chinomona, Okoumba & Poee (2013) purchase intention can be defined as an advance plan but may not always lead to an actual purchase of certain product or service in the future. An increase in purchase intention means an increase in the possibility of purchasing. According to Wua, Yeh & Hsiao (2011), when consumers have higher purchase intention on buying a product which will eventually lead to a willingness to pay for the product. Purchase intention is a strong proxy for making an actual purchase. Purchase intention shows that consumers will pass through five stages of buyer's purchase decision process with every purchase. The first stage is recognition, followed by information search through an external environment, evaluation of alternatives, making a purchase decision and post-purchase experience (Zeithaml, 1988).

2.2 Health Consciousness

Health consciousness is defined as an attitude in which people are aware of their diet and lifestyle (Oxford Dictionaries, 2014). Health consciousness assesses the readiness of an individual to undertake healthy actions. Health conscious consumers care about their state of well-being and are motivated to maintain or improve a healthy life, especially about what they eat during their meal (Maria, 2011)

The major motivation for consumers to purchase and consume organic food is health consciousness (Shaharudin et al., 2010). Concern for health is directly associated with the buying decision-making of organic food products. Consumers' who are interested in health will enhance their desire to use organic food (Chen, 2012). Besides that, based on the previous study by Suh, Eves & Lumbers (2012) health consciousness had a positive attitude towards purchase intention. Consumers' chosen organic food which arises from the belief that organic food is good for their health and can be consumed without any fear and suspicion. Another study by Kulikovski & Agolli (2010), states that health consciousness had a positive impact on purchasing organic food. Consumer tends to be aware of the important of health and engage themselves in healthy behaviour to prevent illness.

In the agricultural sector, farming practice modern process which uses chemical pesticides and fertilizers on farming which is harmful to health, consumers who tend to care about their health will switch their intention to purchase organic food (Tan & Paim, 2015). Consumers search for natural organic products that can safeguard and satisfy their nutritional and health needs. When purchasing food, consumers take into consideration several health benefits such as improvements to general health, reduction of cholesterol and reduction of heart disease. (Cazacu, 2012). This is an important factor that leads the intention for consumers to purchase organic food for their greater health benefit. Hence, this research is aimed to investigate the relationship between health consciousness and purchase intentions towards organic food among working adult in Penang.

2.3 Environmental Concern

Environmental concern is related to an individual's emotional perspective of the environment, such as annoyance with the damage to the natural surroundings. Organic food products apply environmental friendly manners in their production and processing, thus environmentally concerned consumers are set to have a high positive intention to consume organic food products. (Tan & Paim, 2015) For consumers, feelings of moral obligation and responsibility towards the environment will motivate them to purchase organic food (Chen, 2012). Based on the study Saleki & Seyedeh (2012), there is a positive relation between the intention for purchasing of organic food and consumers who worry about nature.

The demand for organic foods is high due to high environmental concern such as environmental protection and it is one of the determinants of purchase intention. Consumers tend to purchase organic food rather than conventionally grown food because of the natural production method of organic food products that does not damage the natural surroundings (Pomsanam, Napompech & Sunwanmaneepong, 2014).

Based on the previous research by Kim & Chung (2011) there is a positive relation between consumers who indicate environmental consciousness which affects strong purchase intention and consumer attitude towards organic food. (Aertsens et al., 2009) revealed that many studies are investigated in different countries and cultures and appear with the same result. The outcomes that lead consumer's purchase intention to purchase organic food than conventionally grown food.

2.4 Price

From the customers' perspectives, price is defined as "what must be given up or sacrificed to gain products or services" Price is the key determinant which consumers' depend heavily in the purchase intention (Zhang, 2011). According to Dickieson & Arkus (2009) price is a barrier that influences consumers' purchase intention and behaviour to purchase organic food rather than conventional food. Consumers who decide not to purchase organic food, especially in low-income group perceive they do not have the capability to purchase (Nguyen, 2012).

The previous study of Zeinab & Seyedeh (2012) in Malaysia, states that, price highly impacts consumer purchase intention for organic food products because of this consumers feel difficult in performing purchase decision. The purchase intention of organic food is low because the price is more expensive than non-organic food.(Irianto, 2015). Negative impact on price will lead to both purchases of organic food and frequency of purchase. If the price of organic food is comparatively higher than conventional product, people will tend to less buy organic food (Kavaliauske & Ubartaite, 2014). According to Michaelidou & Hassan (2010), the demand for organic food will decline when consumers perceived it as expensive. However, price is an important aspect for purchasing organic food which will have less positive attitudes and lower intentions to purchase compared to conventional food.

2.5 Quality

Food quality attributes can be identified by the production process, package, nutrition, safety and value. Consumers are not aware that the presence or absence of organic food. Hence, quality signals such as product labelling can help transmit the information and certify the product quality (Ibitoye et al., 2014).

The vital reason for consumers to purchase organic food is because organic food have high-quality degree of goods, local, fresh and seasonal food (Saleki, Seyedeh & Rahimi, 2012). Based on the study by Chiew et al., (2014), consumers have a positive impact on quality when making decision in purchasing organic food. Consumers who perceive organic food has unique attributes compared to conventionally grown food. Another factor in determining the quality is taste. Consumers view organic food tastier compared to its normal alternatives (Saleki & Seyedeh, 2012). Consumers will always expect organic food to provide better quality than conventionally grown product because of the safety processing techniques. Organically produced products should be superior products compared with inorganically produced products (Chia et al., 2013). In other words, quality had a significant influence on the consumers purchase intention.

III. Research Methodology

3.1 Research Framework

Based on the literature review and research problem, the following research framework was developed. This research framework focuses on the factors that influence consumers towards purchase intention of organic food.

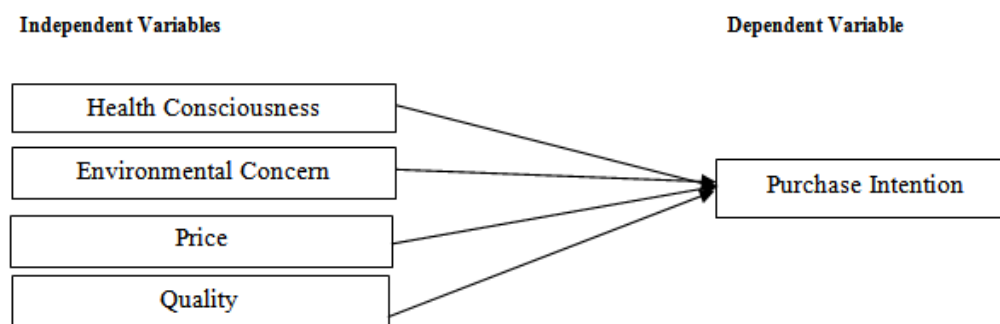


Figure 3.1: Research Framework

3.2 Research Hypotheses

H_n1: There is no significant relationship between health consciousness and consumer purchase intention among working adults towards organic food.

H_a1: There is a significant relationship between health consciousness and consumer purchase intention among working adults towards organic food.

H_n2: There is no significant relationship between environmental concern and consumer purchase intention among working adults towards organic food.

H_a2: There is a significant relationship between environmental concern and consumer purchase intention among working adults towards organic food.

H_n3: There is no significant relationship between price and consumer purchase intention among working adults towards organic food.

H_a3: There is a significant relationship between price and consumer purchase intention among working adults towards organic food.

H_n4: There is no significant relationship between quality and consumer purchase intention among working adults towards organic food.

H_a4: There is a significant relationship between quality and consumer purchase intention among working adults towards organic food.

3.3. Sample Size and Sampling Techniques

According to Roscoe's rule of thumb (Sekaran 2003), a sample size that is larger than 30 and less than 500 are most appropriate for every type of researches. Thus, the sample size for this research will be 150 respondents. In order to get better response as well as good representation of sample, the researcher distributed

180 set of questionnaires. In line with that, a total of 30 sets of questionnaires were distributed equally to six (6) different shopping malls at Penang, Malaysia. The target respondents for the study, are the working adults in Penang. This research is using a quota sampling method which selects people with the characteristics you want but does not randomly select from the population a subset of all, as would occur in proportional stratified sampling (Salkind, 2014). In this research, out of 180 sets of questionnaires distributed, the usable data for this study is 168 which reflect the response rate to be 93%.

3.4 Research Instrument Design

The research instrument used in this study is questionnaire, developed by the researcher through the adaptation technique from previous research in the field. The question items adapted in this study is shown in table 3.1. The research questionnaire consists of three (3) sections namely section A and B on the dependent and independent variables and section C on demographic details of the respondents. For section A and B, respondents were asked to rate their answer based on a 5-point likert scale which ranging from strongly disagree to strongly agree. This is in accordance to Morris and Alley (2000) in which the respondents were chosen to their level of agreement. Meanwhile, section C required respondents to fill up demographics information such as gender, age, education, occupation and monthly income of the respondents.

Variables	Item	Author	Status
Health Consciousness	A1-A5	Shamsollahi, Chin & Nahid, 2013	Adapted
Environmental Concern	B1-B5	Shamsollahi, Chin & Nahid, 2013	Adapted
Price	C1-C5	Dickieson & Arkus, 2009	Adapted
Quality	D1-D4	Dickieson & Arkus, 2009	Adapted
Purchase Intention	E1-E5	Dickieson & Arkus, 2009	Adapted

Table 3.1: Question items adaptation references.

IV. Analysis of Findings

4.1 Descriptive analysis

Descriptive analysis is used to analyze the demographic data. Descriptive statistics provides a simple summary of the sample and the measurement used to describe the basic features of the data in a study. Descriptive statistics produces simple graphics analysis, whereby forming the data of the basis virtually of every quantitative analysis (William, 2006).

4.1.1 Frequency Analysis

Frequency analysis, analyses the data collected through survey to find out the demographic profiles of respondents. Respondents' data are presented with numerics and percentages.

4.1.1 Gender

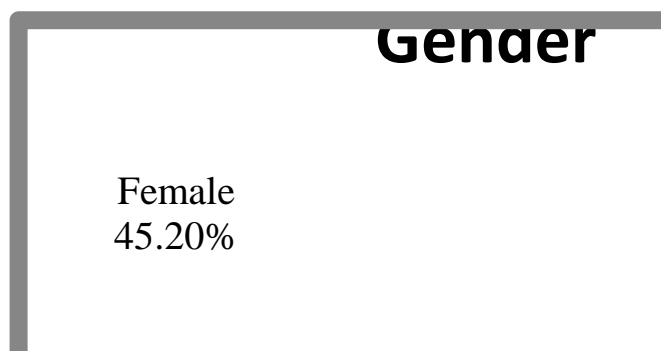


Figure 4.1.1: Gender Pie Chart

According to figure 4.1.1, a total of 168 respondents were participated in this study. Based on the pie chart 4.1.1 shown above, it is indicated that there were 92 males and 76 females' respondents involved in this research which represents 54.80 % and 45.20% respectively. This data shows that, there were more male respondents compared to females who participated in the study.

4.1.2 Age

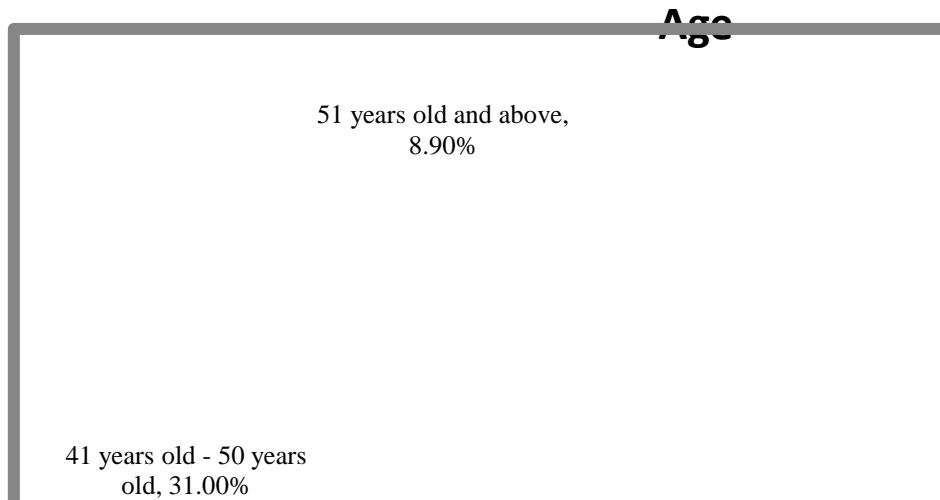


Figure 4.1.2: Age Pie chart

Figure 4.1.2 illustrates the age category of respondents of this study. The highest percentages of respondents are aged between 31 years old to 40 years old which is 58 respondents indicating 34.50% of the total respondents . The second highest is aged between 41 years old to 50 years old which is 52 respondents that represents 31.0%. Then, it is followed by 43 respondents aged between 21 years old to 30 years old which comprises of 25.60% and the least is 8.90% which is 15 respondents between aged 51 years old and above.

4.1.3 Income Group

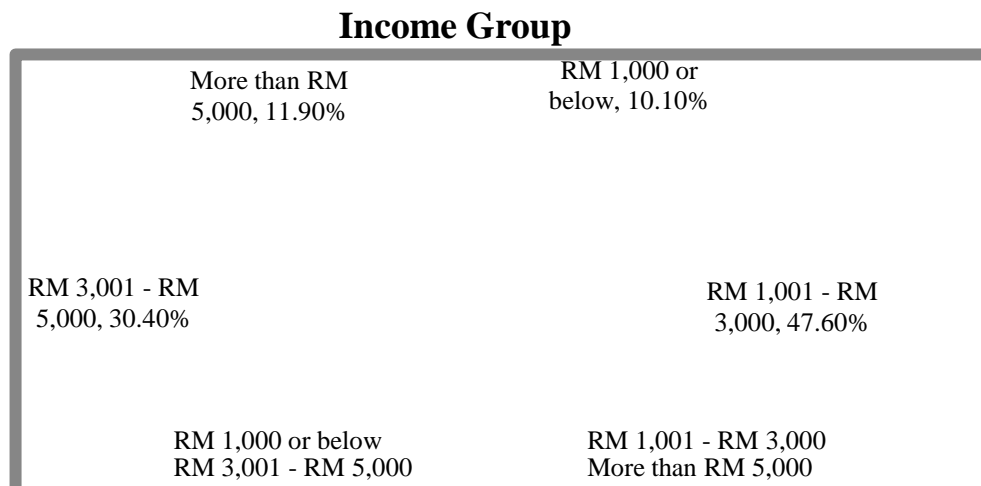


Figure 4.1.3: Income Group Pie chart

According to figure 4.1.3, the income group with highest representative in the sample was in the range of RM 1,001 to RM 3,000 which was 47.60% or 80 respondents. Followed by RM 3,001 to RM 5,000 which was 30.40% or 51 respondents, more than RM 5,000 which was 11.90% or 20 respondents and finally RM 1,000 and below which was 10.10% or 17 respondents.

4.1.4 Highest Education Level

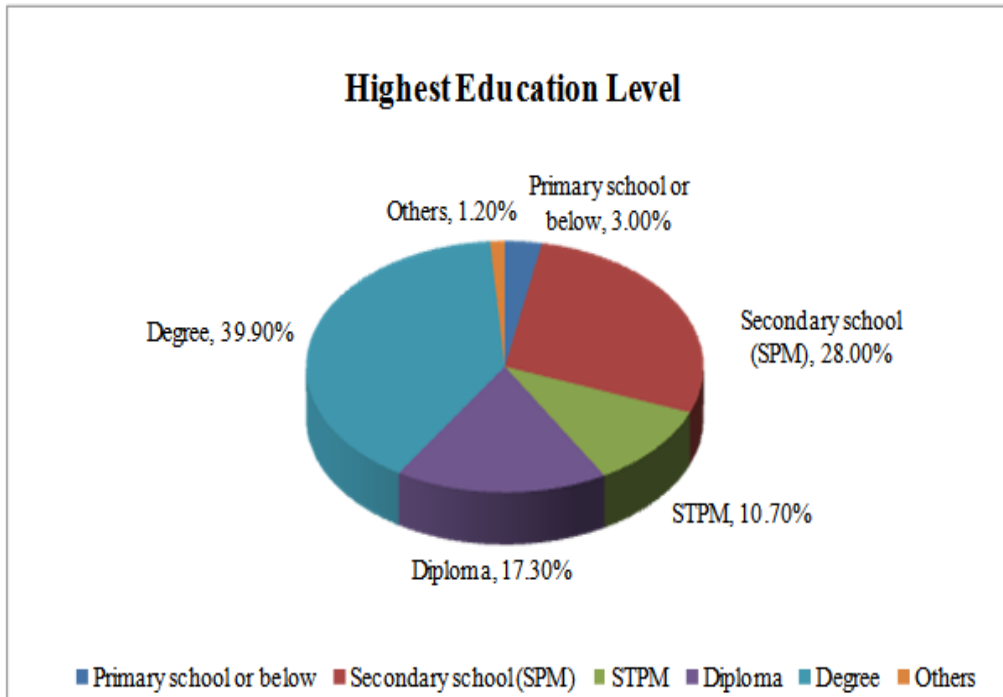


Figure 4.1.4: Highest Education Level Pie chart

Based on figure 4.1.4 above, majority of respondents are at Degree level which is 67 (39.90%) respondents. The second highest education background is from secondary school level (SPM) which is 47 (28.00%) respondents. Meanwhile the third highest education background among the respondents is Diploma level which is 29 (17.30%) respondents. This is followed by respondents who are having STPM level 18 (10.70%) respondents, Primary school level or below is 5 respondents 3% and others which is 2 respondents 1.20%.

4.1.5 Occupation

According to figure 4.1.5, among the respondents, employed workers are the highest which is 133 (79.20%) respondents. This is followed by 31(18.50%) self-employed/business owner respondents, and others which is 4(2.40%) respondents.

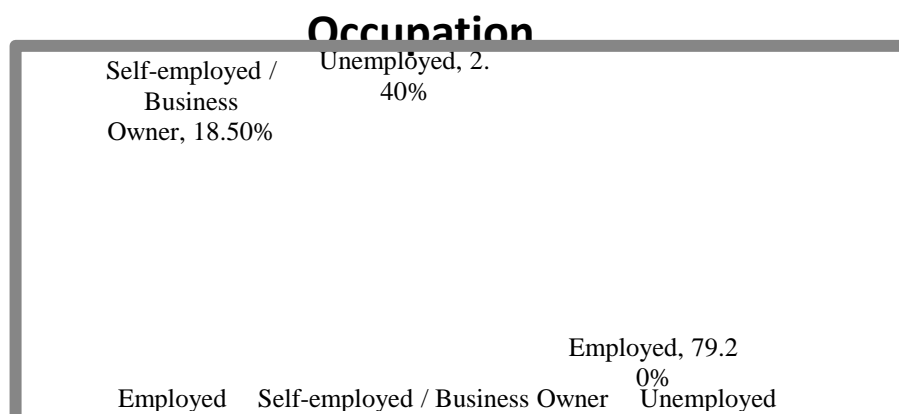


Figure 4.1.5: Occupation Pie chart

4.2 Reliability Test

Cronbach’s alpha is defined as a reliability coefficient which indicates the positive correlation of items in a set with one another (Sekaran, 2003). According to Uma Sekaran (2003), the reliability of a measure indicates the extent to which it is without bias (error free) and hence ensures consistent measurement across time and across the various items in the instrument. Alpha coefficient ranges in value from 0 to 1. The higher the level of the alpha coefficient value, the more reliable the items in the questionnaires are.

Cronbach’s Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.7 \leq \alpha < 0.9$	Good
$0.6 \leq \alpha < 0.7$	Acceptable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Table 4.2.1: Scale of Cronbach’s Alpha Values

The Table 4.2.1 was derived to represent the scale in which the Cronbach’s alpha’s internal consistency is evaluated. Based on (Sekaran 2006), the reliability value that is less than 0.6 is considered to be poor, those in the 0.7 range are moderate, and those over 0.8 are consider very good.

Variable Name	Cronbach's Alpha	No. of Items
Health Consciousness	.877	5
Environmental Concern	.767	5
Price	.853	5
Quality	.838	4
Purchase Intention	.910	5

Table 4.2.2: Reliability Statistics of the Variable

The Table 4.2.2 shows the internal reliability of each variable of the questionnaire data collected from the survey conducted in the targeted six(6) shopping malls. The Cronbach’s alpha (α) was used to evaluate the validity and internal reliability of each variable. (Hair et al. 2010) recommend that 0.70 is minimum Cronbach’s Alpha values for a variable to be considered as reliable. As shown in Table 4.2.2, the Cronbach’s Alpha values of four variables in this study are: health consciousness ($\alpha = 0.877$), environmental concern ($\alpha = 0.767$), price ($\alpha = 0.853$) and quality ($\alpha = 0.838$). Referring to table 4.2.1, the Cronbach’s Alpha value of independent variable is in between $0.7 \leq \alpha < 0.9$. The Cronbach’s Alpha value of the dependent variable, purchase intention ($\alpha = 0.910$). This also shows that the internal consistency is reliable.

4.3 Multiple Linear Regression

With reference to Uma Sekaran (2009), regression analysis is applied in situations where more than one metric independent variable is hypothesized to affect one metric dependent variable. With this in mind, multiple linear regression were used to test the independent variables (Health Consciousness, Environmental Concern, Price and Quality).

In linear regression, the value of the calculated R^2 is used to measure the strength of the relationship between the dependent variable and the independent variables. The value of R^2 will fall in the range of 0 and 1. The closer the result of R^2 is to 1, the stronger the relationship between the independent and dependent variable. Multiple linear regressions using all the independent variables at once instead of separately to test the relationship strength with the dependent variable. The following table has been used to represent the Roscoe’s Rule of Thumb scale.

R^2	Strength of Association
$0 < 0.25$	Weak or no relationship
$0.26 < 0.49$	Weak relationship
$0.50 < 0.69$	Moderate relationship
$0.70 < 0.89$	Strong relationship
$0.90 < 1.0$	Very strong relationship

Table 4.3.1: Roscoe’s Rule of Thumb

Based on the table 4.3.2 below, it shows the output of model summary for multiple regression analysis. The multiple linear regression results showed that the relationship between the dependent and independent variables are having moderate relationship which indicated by R^2 value with 0.607. This explains that 60.70% of the independent variables (Health Consciousness, Environmental Concern, Price and Quality) can be explained by the dependent variable (Purchase Intention) of organic foods. Thus, there are about 39.30% of other factors contribute towards purchase intention of organic foods among working adults in Penang.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. Change
1	.779 ^a	.607	.598	.60679	.607	63.014	4	163	.000 ^b

Table 4.3.2: Model Summary of Multiple Regression

Following through the model summary of multiple regression, table 4.3.3 below illustrate the summary results of each variable that are tested in this research to indicate the significance of the variables. According to Bryman and Bell (2007), Beta value (β) indicates the relationship between a dependent variable and each independent variable. In particular, it represented the percentage in which the dependent variable is explained by independent variables. The higher the Beta value is, the stronger their relationship is. If Beta value is greater than 0, it presents a positive relationship. In contrast, it presents a negative relationship.

As shown in table 4.3.3, among all the factors that affecting purchases intention towards organic food among working adults, price has the highest impact with the Beta value of 0.440. This number denoted that 44% of purchase intention could be explained by price. Health consciousness has the second highest relationship which has the beta value of 0.376. Next, Quality has the beta value of 0.042 among the independent variable. Lastly, the lowest relationship among affecting purchases intention towards organic food among working adults, which is Environmental Concern indicate Beta value of -0.008.

Dimension	B	Beta	t	Sig
Health Consciousness	.431	.376	4.433	.000
Environmental Concern	-.009	-.008	-.097	.923
Price	.508	.440	5.623	.000
Quality	.046	.042	.690	.491

R = 0.779, R² = 0.607, F = 63.014, *p < 0.05

Table 4.3.3: Summary of Results for Multiple Regressions Analysis

4.5 Hypothesis Testing

According to Uma Sekaran (2009), a hypothesis can be defined as a logically conjectured relationship between two or more variables expressed in the form of a testable statement. (Sekaran, 2009) Relationships are conjectured on the basis of the network of associations established in the theoretical framework formulated for the research study.

ypothesis	Description	Remarks
H _{n1}	There is no significant relationship between health consciousness and consumer purchase intention among working adults towards organic food.	Rejected.
H _{a1}	There is a significant relationship between health consciousness and consumer purchase intention among working adults towards organic food.	Accepted.
H _{n2}	There is no significant relationship between environmental concern and consumer purchase intention among working adults towards organic food.	Accepted.
H _{a2}	There is a significant relationship between environmental concern and consumer purchase intention among working adults towards organic food.	Rejected.
H _{n3}	There is no significant relationship between price and consumer purchase intention among working adults towards organic food.	Rejected.
H _{a3}	There is a significant relationship between price and consumer purchase intention among working adults towards organic food.	Accepted.
H _{n4}	There is no significant relationship between price and consumer purchase intention among working adults towards organic food.	Accepted.
H _{a4}	There is a significant relationship between quality and consumer purchase intention among working adults towards organic food.	Rejected.

Table 4.5.1: Hypothesis Testing Results

Table 4.5.1 illustrates that the hypothesis interprets that the independent variables, health consciousness and price showed the significant value at 0.000 ($p < 0.05$) level, therefore acceptance of the alternative hypothesis and reject the null hypothesis. However, apart from the two independent variables, environmental concern and quality were not significantly contributed towards organic food purchase intention. Thus, the null hypothesis was accepted instead being “there is no significant relationship on consumer purchase intention among working adults towards organic food”.

V. Conclusion

Based on the result from this research, it can be concluded that two of the independent variables (health consciousness and price) have significant relationship with the dependent variable (purchase intention). This result and data of this research has satisfied the research objectives and hypothesis that is intended to

achieve in which the alternative hypothesis is accepted and the null hypothesis is rejected. The results from the research show that health consciousness, and price has a positive impact towards organic food. However, environmental concern and quality do not have significant relationship with dependent variable, which rejected the alternative hypothesis and accepted the null hypothesis. The overall R² value of all independent variables is 0.607 (60.70%) which is considered as moderate relationship. This means that all the independent variables have a moderate relationship with the dependent variable. In others words, approximately 60.70% of the variance of purchase intention is counted by health consciousness, environmental concern, price and quality.

Throughout the analysis, the results also shows that health consciousness and price are more significant compared to environmental concern and quality. This is supported by the previous research by Chen (2012), which states, health consciousness is directly and positively associated with the decision-making process of organic food products. An increasing number of studies highlight health is one's of the concern as the predominant motive for explaining attitude, intention and purchase of organic (Maria, K., 2011). Besides that, consumer view organic food reflects the true value of the product and would be willing to pay the premium price. Consumers who are willing to pay steep premium price and intention to purchase organic food may reflect by many motivators on their individual benefit (Kulikovski & Agolli, 2010). Willingness to pay a higher price for organic food depends on consumers' tendency to process price information (Michaelidou & Hassan, 2010).

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