The copyright © of this thesis belongs to its rightful author and/or other copyright owner. Copies can be accessed and downloaded for non-commercial or learning purposes without any charge and permission. The thesis cannot be reproduced or quoted as a whole without the permission from its rightful owner. No alteration or changes in format is allowed without permission from its rightful owner.
A STUDY ON CONSUMERS AWARENESS AND CONSUMPTION PATTERNS OF GREEN FOOD AMONG STUDENTS IN UNIVERSITI UTARA MALAYSIA

By

NUR HAZIRAH BINTI MOHAMAD JANAI

818969

Research paper submitted to
School of Business Management
Universiti Utara Malaysia
In partial fulfilling of requirement for Master of Science (Management)
PERMISSION TO USE

In presenting the dissertation in fulfilment of the requirement for a Post Graduate from Universiti Utara Malaysia (UUM), I agree that Library of this university to make this paper as reference materials. I also agree to allow any form of copies of either the whole or part of this thesis for academic purposes with the permission of my supervisor or in their absence, by the Dean of School Business Management. It is understood that any copying or publication for financial gain shall not allowed without my written permission. It is also understood that due recognition shall be given to me and Universiti Utara Malaysia (UUM) in any scholarly use which may be made of any materials in my dissertation.

Request for permission to make a copy or other use of materials in this thesis should be addressed to:

Dean of School Business Management
Universiti Utara Malaysia (UUM), 06010 Sintok
Kedah Darul Aman
ABSTRACT

Food is the basic need to all human being in world and they have the right to consume and choose the safe products. Health consciousness, food safety, and environment consciousness are the main reasons why the consumers progressively aware about the products they consume. Since the nature is getting worst due to environment problem, it has become public concern to introduce green concept in many countries. In Malaysia, the concept of green food still new to consumers, however the demand of the product is increase time by time. The objective and aim of the research is to identify the consumers’ awareness and green food consumption patterns among Undergraduate students in Universiti Utara Malaysia. Even the awareness of food quality and eating patterns could influence students mentally and physically. The research is focus on students because they are possessed important towards the environment and showing their responsibilities. Accordingly, this paper aims to discuss eating consumption practices among university students and their perception of proper feeding practices. The research used questionnaire and 400 respondents are needed to complete the data survey. In this way, it can help the policy makers to manage in formulating and implement the strategies to enhance the knowledge among the consumers especially the students. The implications of the theoretical and managerial as well as the recommendation are discussed in the study.

Keywords: Consumers’ awareness, consumption patterns of green food, environment consciousness, perceived consumer effectiveness, health consciousness and social influence.
ABSTRAK


Kata kunci: Kesedaran pengguna, corak pengambilan makanan hijau, kesedaran alam sekitar, keberkesanan tanggapan pengguna, kesedaran kesihatan dan pengaruh sosial.
ACKNOWLEDGEMENT

Firstly, I would like to thank Allah SWT for the blessing and giving me the strength and guidance for me to complete the research. The blessing is much more than I deserve. Along the way to finish my research study, there are numerous parties that involved and helping me through the hard times to accomplish my objective.

Specially, I would like to express my sincere and thank to my thesis advisor Dr Yaty binti Sulaiman for the continuous guidance, support and helpful in all the time of my research and writing of this thesis. The valuable comment, ideas and advices have guided me to complete this study successfully and I really appreciated it.

My special thanks dedicated to my family especially my beloved parents, Mr Mohamad Janai bin Mat Daut and Mrs Saleha binti Abdul Mued for the prayer, endless love and support. A big thank to my brothers and sister for the motivation from start till the end. There is no word to describe how blessed I am to have such a great family who guide and be my side through ups and down to complete my journey.

Next, I thank my dearest fellow friends especially from Master of Science Management for providing me with unfailing support and continuous encouragement throughout my years of study and along the process of my research. The achievement would not have been possible without them.

Finally, to all those involved directly or indirectly in helping me in accomplish my thesis paper especially to all the respondents who had given cooperation to answer the questionnaire. May Allah SWT repay your kindness and keep all of us in His Mercy and Protection.
TABLE OF CONTENT

PERMISSION TO USE ii
ABSTRACT iii
ABSTRAK iv
ACKNOWLEDGEMENT v
TABLE OF CONTENT vi
LIST OF TABLES ix
LIST OF FIGURES xi
LIST OF ABBREVIATIONS xii

CHAPTER 1: INTRODUCTION
1.1 Introduction 1
1.2 Background Of Research 2
1.3 Problem Statement 4
1.4 Research Objective 13
1.5 Research Question 13
1.6 Significant Of Research 14
1.7 Chapter Layout 16
1.8 Conclusion 17

CHAPTER 2: LITERATURE REVIEW
2.1 Introduction 18
2.2 Consumers’ Awareness of Green Food 18
2.3 Definition of Green Food 19
2.4 Green Food Economy 19
2.5 Consumption Patterns Of Green Food 20
2.6 Environment Consciousness 22
2.6.1 The Relationship Between Environment Consciousness and Consumption Patterns Of Green Food 23
2.7 Perceived Consumer Effectiveness 29
2.7.1 The Relationship between Perceived Consumer Effectiveness and Consumption Patterns Of Green Food 29
2.8 Health Consciousness 33
2.8.1 The Relationship Between Health Consciousness and Consumption Patterns Of Green Food 34
2.9 Social Influence 39
2.9.1 The Relationship Between Social Influence and Consumption Patterns Of Green Food 39
2.10 Conclusion 44

CHAPTER 3: METHODOLOGY
3.1 Introduction 45
3.2 Theoretical Framework 45
3.3 Research Hypotheses 47
3.4 Research Design 48
3.5 Target Population 49
3.6 Sample Size 50
CHAPTER 5: CONCLUSION & RECOMMENDATION

5.1 Introduction ........................................... 93
5.2 Summary of Findings ............................... 93
5.3 Discussion ............................................. 94
  5.3.1 Hypothesis 1 ..................................... 99
  5.3.2 Hypothesis 2 .................................... 101
  5.3.3 Hypothesis 3 .................................... 103
  5.3.4 Hypothesis 4 .................................... 104
5.4 Limitation of Research ......................... 106
5.5 Recommendation ................................. 107
5.6 Conclusion .......................................... 109

REFERENCES ............................................. 111
APPENDIXES ............................................. 134
LIST OF TABLES

Table 3.1: Sample Size according to Krejcie & Morgan (1970) 50
Table 3.2: Five-Point Likert Scale Measurement 52
Table 3.3: Questionnaire Layout 53
Table 3.4: Measurement Consumption Patterns of Green Food 54
Table 3.5: Measurement of Environment Consciousness 55
Table 3.6: Measurement of Perceived Consumer Effectiveness 56
Table 3.7: Measurement of Health Consciousness 57
Table 3.8: Measurement of Social Influence 57
Table 3.9: Measurement of Reliability Test Analysis 60
Table 3.10: Values Kaiser-Meyer- Olkin (KMO) and Variance 62
Table 3.11: Coefficient Range Value 63
Table 3.12: Reliability Analysis for Pilot Test 64
Table 4.1: Distribution Information Questionnaire 65
Table 4.2: Reliability Analysis between Real Test & Pilot Test 66
Table 4.3: Kaiser-Meyer- Olkin (KMO) & Bartlett’s Test on Consumption Patterns of Green Food 72
Table 4.4: Eigenvalues & Cumulative Variance on Consumption Patterns of Green Food 72
Table 4.5: Component Matrix on Consumption Patterns of Green Food 73
Table 4.6: Kaiser-Meyer- Olkin (KMO) & Bartlett’s Test on Environment Consciousness 74
Table 4.7: Eigenvalues & Cumulative Variance on Environment Consciousness 74
Table 4.8: Component Matrix on Environment Consciousness 75
Table 4.9: Kaiser-Meyer- Olkin (KMO) & Bartlett’s Test on Perceived Consumer Effectiveness 76
Table 4.10: Eigenvalues & Cumulative Variance on Perceived Consumer Effectiveness 76
Table 4.11: Component Matrix on Perceived Consumer Effectiveness 77
Table 4.12: Kaiser-Meyer- Olkin (KMO) & Bartlett’s Test on Health Consciousness 78
Table 4.13: Eigenvalues & Cumulative Variance on Health Consciousness 78
Table 4.14: Component Matrix on Health Consciousness 79
Table 4.15: Kaiser-Meyer- Olkin (KMO) & Bartlett’s Test on Social Influence 80
Table 4.16: Eigenvalues & Cumulative Variance on Social Influence 80
Table 4.17: Component Matrix on Social Influence 81
Table 4.18: Gender of the Respondents 82
Table 4.19: Age of the Respondents 83
Table 4.20: Race of the Respondents 83
Table 4.21: Religion of the Respondents 84
Table 4.22: Marital Status of the Respondents 84
Table 4.23: Frequency Consume Green Food 85
Table 4.24: Spending Consume Green Food 85
Table 4.25: Mean & Standard Deviation 86
Table 4.26: Value Pearson Correlation Analysis 88
Table 4.27: Model Summary Analysis 89
Table 4.28: ANOVA Analysis
Table 4.29: Regression Analysis on Environment Consciousness, Perceived Consumer Effectiveness, Health Consciousness & Social Influence on Consumption Patterns of Green Food
Table 4.30: Summary of Hypothesis Testing
Table 5.1: Summary of Research Question, Hypothesis
LIST OF FIGURES

Figure 3.1: Theoretical Framework 47
Graph 4.1: Histogram Normality Test for Consumption Patterns of Green Food 69
Graph 4.2: Histogram Normality Test for Environment Consciousness 69
Graph 4.3: Histogram Normality Test for Perceived Consumer Effectiveness 70
Graph 4.4: Histogram Normality Test for Health Consciousness 70
Graph 4.5: Histogram Normality Test for Social Influence 71
# LIST OF ABBREVIATIONS

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPSS</td>
<td>Statistical Package for the Social Science</td>
</tr>
<tr>
<td>KMO</td>
<td>Kaiser-Mayer-Olkin</td>
</tr>
<tr>
<td>UUM</td>
<td>Universiti Utara Malaysia</td>
</tr>
<tr>
<td>GAP</td>
<td>Good Agriculture Practices</td>
</tr>
<tr>
<td>MARDI</td>
<td>Malaysia Agricultural Research and Development Institute</td>
</tr>
<tr>
<td>SOP</td>
<td>Standard of Procedure</td>
</tr>
<tr>
<td>SALM</td>
<td>Malaysian Farm Certification Scheme for Good Agricultural Practice</td>
</tr>
<tr>
<td>HTJ</td>
<td>Hospital Tunku Jaafar</td>
</tr>
<tr>
<td>WHO</td>
<td>World Health Organization</td>
</tr>
<tr>
<td>UMS</td>
<td>Universiti Malaysia Sabah</td>
</tr>
<tr>
<td>NEP</td>
<td>New Environment Paradigm</td>
</tr>
<tr>
<td>EMS</td>
<td>Environment Management System</td>
</tr>
</tbody>
</table>
Chapter 1

INTRODUCTION

1.1 Introduction

Currently, purchase and consume high quality of food is consumers’ priority for their life. Due to interest of green product response to environment consciousness, perceived consumers effectiveness, health consciousness and social influence are extremely growing progressively. Nowadays, the consumers start to concern about their health and safe according to their food. Hence, there is various numbers of companies to be more responsive in addressing the developing of environmentally friendly product to the consumers. Green food consumption patterns are different from country to country. The changed due to rapid growth of socio-economic through increasing number of consumer’s demand. Overall, green food exists in Malaysia and the concept still new to Malaysian. However the consumers aware and changed their favourite of food choice toward more healthy and nutritious life style. Since, the consumers have a strong power in purchasing and consuming food, it is necessary to concern about food safety and health consciousness. Developing country like Malaysia facing new challenge which is due to report Department of Environment (2006) found 20,702 cases water polluted sites. This is included the manufacturing industries, sewage treatment plants, and animal farms. Increasing of environmental issue show that how the consumers behave especially in consuming green food. Thus, the aim of the study is to examine the consumers’ awareness and consumption pattern of green food among the consumers especially the students of UUM. The food that they consume will affect their physical, mental and perception of proper feeding practices in university. The paper begins with the past and relevant
The contents of the thesis is for internal user only
REFERENCES


114


http://www.freemalaysiatoday.com/category/leisure/2016/02/18/green-tea-could-contain-a-new-treatment-for-rheumatoid-arthritis/


126


128


Soontonsmai, V. (2007). Environmental or green marketing as global competitive edge.


