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**A STUDY ON CONSUMERS AWARENESS AND CONSUMPTION
PATTERNS OF GREEN FOOD AMONG STUDENTS IN UNIVERSITI
UTARA MALAYSIA**

By

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

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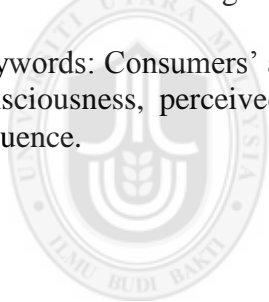
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ABSTRACT

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.

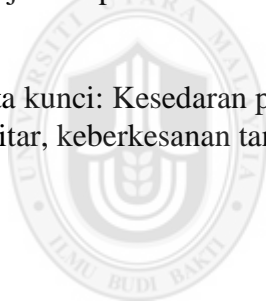


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ABSTRAK

Makanan adalah keperluan asas kepada semua manusia di dunia dan berhak untuk memilih dan menggunakan produk yang sihat. Kesedaran kesihatan, keselamatan makanan dan kesedaran terhadap alam sekitar antara sebab utama mengapa pengguna secara progresif sedar akan kepentingan produk yang mereka guna. Masalah alam sekitar kini menjadi semakin teruk, dan ia telah menjadi sebab untuk memperkenalkan produk dan konsep makanan hijau di serata dunia. Di Malaysia, konsep makanan hijau masih baru kepada pengguna dan bagaimanapun permintaan terhadap produk ini meningkat dari semasa ke semasa. Objektif dan tujuan kajian ini dijalankan adalah untuk mengenalpasti kesedaran terhadap corak pengambilan makanan hijau dalam kalangan pelajar siswazah di Universiti Utara Malaysia. Malah kesedaran tentang kualiti makanan dan pola makan juga mempengaruhi mental dan fizikal seseorang pelajar. Kajian ini memberi tumpuan kepada pelajar kerana mereka memiliki kesedaran dan tanggungjawab yang tinggi terhadap alam sekitar. Sehubungan dengan itu, makalah ini bertujuan membincangkan amalan pemakanan dalam kalangan pelajar universiti dan persepsi mereka terhadap amalan pemakanan yang betul. Kajian ini menggunakan soal selidik dan seramai 400 responden diperlukan untuk melengkapkan kaji selidik ini. Dengan cara ini, ia boleh membantu pihak berwajib untuk menguruskan dalam menggubal dan melaksanakan strategi untuk meningkatkan tahap pengetahuan dalam kalangan pengguna terutamanya para pelajar. Implikasi teori dan pengurusan serta cadangan dibincangkan dalam kajian ini.

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



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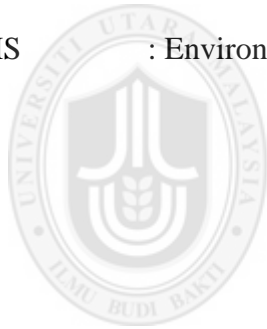
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LIST OF ABBREVIATIONS

SPSS	: Statistical Package for the Social Science
KMO	: Kaiser-Mayer-Olkin
UUM	: Universiti Utara Malaysia
GAP	: Good Agriculture Practices
MARDI	: Malaysia Agricultural Research and Development Institute
SOP	: Standard of Procedure
SALM	: Malaysian Farm Certification Scheme for Good Agricultural Practice
HTJ	: Hospital Tunku Jaafar
WHO	: World Health Organization
UMS	: Universiti Malaysia Sabah
NEP	: New Environment Paradigm
EMS	: Environment Management System



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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

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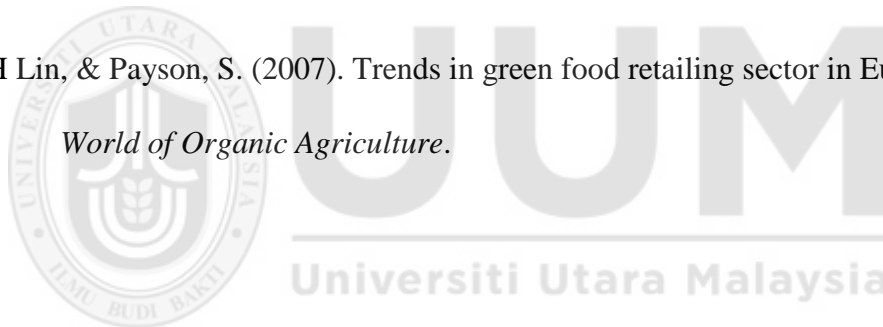
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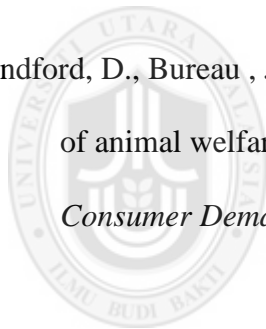
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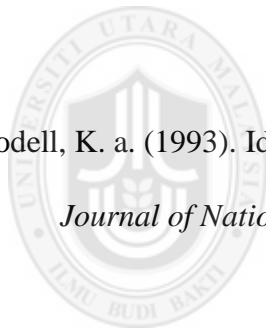
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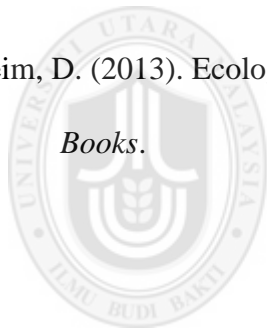
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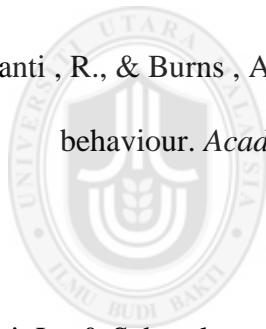
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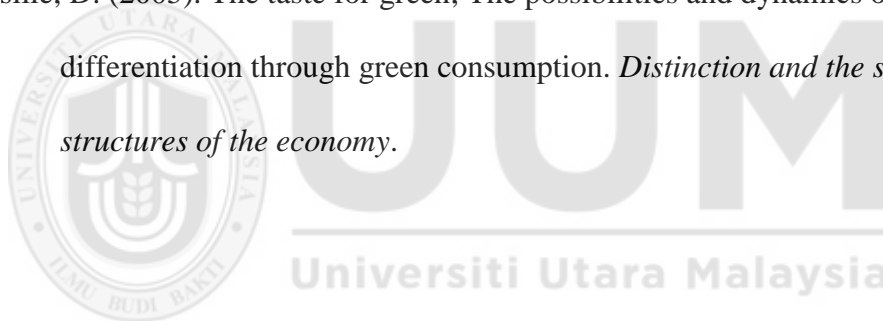
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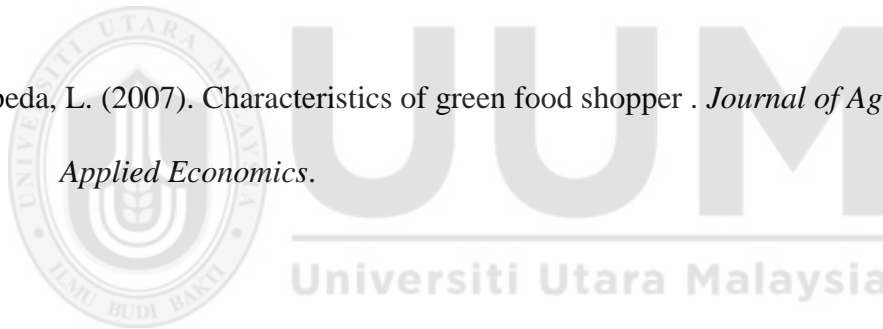
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