

THE DETERMINANTS OF ATTITUDES TOWARDS
ORGANIC FOOD IN MALAYSIA

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APPROVAL SHEET

This dissertation/thesis entitled “**THE DETERMINANTS OF ATTITUDES TOWARDS ORGANIC FOOD IN MALAYSIA**” was prepared by Loh Pui Qwai and submitted as partial fulfilment of the requirements for the degree of Master of Business Administration at Universiti Tunku Abdul Rahman.

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ABSTRACT

THE DETERMINANTS OF ATTITUDES TOWARDS ORGANIC FOOD IN MALAYSIA

Loh Pui Qwai

This study explored the relationship between organic foods and consumers buying behaviour and purchase intention in Malaysia. This research is to find out the degree of willingness to pay for organic foods; customer's satisfaction with organic foods; and consumers' store perception with regard to organic foods. The relationship between organic foods and consumers buying behaviour and purchase intention was analysed using statistic analysing tools. From the study, found that demographic factors do affect the behaviour of buyers towards organic products. Young and mid aged working adults are the major consumers of organic products as they are get more exposure on the benefits and goods of organic products. This study also found that price was the most influential factor when it comes to consumer intention of purchasing organic brands.