THE DETERMINANTS OF ATTITUDES TOWARDS ORGANIC FOOD IN MALAYSIA

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MASTER OF BUSINESS ADMINISTRATION

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THE DETERMINANTS OF ATTITUDES TOWARDS ORGANIC FOOD IN MALAYSIA

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A research project submitted in partial fulfilment of the requirement for the degree of Master of Business Administration

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THE DETERMINANTS OF ATTITUDES TOWARDS ORGANIC FOOD IN MALAYSIA

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DECLARATION

I hereby declare that:

(1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) The word count of this research report is 20,471 words.

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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.