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DECLARATION

We hereby declare that:

- (1) This undergraduate research project is the end result of our 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) Equal contribution has been made by each group member in completing the research project.
- (4) The word count of this research report is _____.

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DEDICATION

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LIST OF ABBREVIATIONS

A	Agree
COL	Collectivism
DEO	Deontology
DIS	Disagree
LTO	Long Term Orientation
PI	Purchase Intention
SI	Self-Identity
SLI	Slightly
STR	Strongly
SPSS	Statistical Package for Social Science
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action

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PREFACE

This research project unit UKMZ3016 is done by four students from Bachelor of International Business in order to complete their degree program. The research project is titled as “A Study of Consumers’ Purchase Intention on Green Food”. It is a project assembles the intellectual interests and also critical thinking among the undergraduates besides their regular responsibilities. This enhances the integration of capabilities and abilities of the undergraduates in the application of theoretical elements.

This study is conducted in order to investigate the significance of relationship of the factors influencing the consumers’ purchase intention on green food. The factors influencing the consumers’ purchase intention on green food are identified in the research which includes self-identity, long term orientation, deontology, collectivism, and income level. The emerging number of studies in various part of the world has given a chance for the researchers to conduct this study in a wider context.

Lastly, this research study can provide a better understanding on the consumers’ purchase intention on green food.

ABSTRACT

The most concern of this study would be the five factors influencing consumers' purchase intention towards green food which are self-identity, long term orientation, deontology, collectivism, and income level.

Green food consumption is beneficial to the environment and also provides a healthy lifestyle for green consumer. It is because the process of producing the green food is strictly control on avoiding the usage of harmful substance such as pesticides, fertilizers, and chemicals. As Malaysia is moving toward developing country, it leads to the change in consumers' preferences, standard of living, and technical advancement in agriculture. Consumers are shifting to a greener consumption today. This creates an attention for the marketers to develop green marketing strategy in order to promote green food consumption. It is essential to sustain green food consumption in order to have a better environment performance. Therefore, this study aims to determine the significance of contributing factors toward consumers' purchase intention towards green food.

The main purpose of this study is to investigate the factors influencing consumers' purchase intention towards green food in food industry. The data of this study was collected using questionnaires by both online and hand-in-hand methods. The populations targeted in this study are consumers from 18 to 65 years old who have purchasing power to buy green food and have or do not have intention to purchase green food. A sample population of 200 respondents was distributed through online survey and hand-in-hand survey. Online survey was distributed through Google Docs while hand-in-hand survey was distributed in Jusco, Cold Storage, and Green Food Store in Malaysia. The statistical package for the Social Science (SPSS) is being used to analyze the data collected through the survey. There are some limitations faced during this study and thus a few recommendations are presented to propose beneficial suggestions and call for further studies.