

PURCHASE INTENTION TOWARDS PLANT-
BASED FOOD IN MALAYSIA

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**PURCHASE INTENTION TOWARDS PLANT-BASED
FOOD IN MALAYSIA**

BY

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**A final year project submitted in partial fulfilment of the
requirement for the degree of**

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DECLARATION

I hereby declare that:

- (1) This undergraduate FYP 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 FYP 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) Sole contribution has been made by each group member in completing the FYP.
- (4) The word count of this research report is 10,859 words.

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DEDICATION

I dedicate this research project to my supervisor, Ms. Lim Yee Wui, for guiding me in completing this project effectively and successfully. Lastly, I would like to dedicate this work to my family, for their loving support and constant push from the beginning until the end of this research project.

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LIST OF ABBREVIATIONS

APAC	Asia Pacific Region
ATT	Attitude
CK	Consumers' Knowledge
EC	Environmental Concerns
F&B	Food and Beverage
HC	Health Consciousness
MAFI	Ministry of Agriculture and Food Industries
PBC	Perceived Behavioural Control
PI	Purchase Intention
SN	Subjective Norms
TPB	Theory of Planned Behaviour
UN	United Nations

PREFACE

The title of this final year project is “Purchase Intention towards Plant-based Food in Malaysia”. The prime purpose of this study is to identify the factors influencing consumers’ purchasing intention towards plant-based food in Malaysia. Thus, this study examines the relationship between independent variables (Consumers’ Knowledge, Attitude, Subjective Norms, Perceived Behavioural Control, Environmental Concerns, Health Consciousness) and the dependent variable (Purchase Intention towards Plant-based Food in Malaysia). Henceforth, I hope this research project could provide a clear and concise understanding of consumers’ intention to buy plant-based foods in Malaysia.

ABSTRACT

With the notable surge in food consumption issues such as food safety, environmental, and health concerns, consumers have shifted towards sustainable food consumption. Thus, the demand for plant-based food has surge gradually, especially in Malaysia. The main objective of this study is to identify the factors influencing the purchasing intention towards plant-based food in Malaysia. The extended Theory of Planned Behaviour (TPB) will be used in this study, including variables such as consumers' knowledge, attitude, subjective norms, perceived behavioural control, environmental concerns, and health consciousness. The findings of this study indicate that attitude, environmental concerns, and health consciousness have a significant relationship with the purchase intention towards plant-based food in Malaysia. Consumers' knowledge, subjective norms, and perceived behavioural control had no significant relationship with purchase intention towards plant-based food in Malaysia. Hence, the findings from this study would be helpful for the government and business practitioners in improving consumers' understanding and intent to purchase plant-based food in Malaysia.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This research is regarding the purchase intention towards plant-based food in Malaysia. The study is conducted to identify the factors that influence consumers' purchasing intention towards plant-based food in Malaysia. In this chapter, a brief discussion regarding the research background, problem, objectives, questions, and the significance of the study will be outlined.

1.1 Research Background

By 2030, the United Nations (UN) announced that the world population was estimated to reach almost nine billion people (United Nations, 2021a). As the population growth surges, the global food demand is also rising gradually (United Nations, 2021b). Consumers have begun to be aware of the underlying issues regarding food consumption, namely food safety (Christoph et al., 2008; Ortega and Tschirley, 2017). Thus, consumers are shifting towards an emerging food consumption trend – sustainable food consumption.

The trend of sustainable food consumption has led to demand for plant-based food products to surge worldwide (Grasso, Alonso-Miravalles & O'Mahony, 2020). The global market size for plant-based foods were 14 billion dollars in 2021, and expected to exceed 20 billion dollars by 2026 (Business Wire, 2022). The growing demand for plant-based foods has caused much major food and beverage (F&B) industry players to generate the production of various animal-based substitutes, namely plant-based meats, plant-based eggs, and plant-based dairy products.

Zooming into the plant-based food market in the Asia Pacific Region (APAC), the plant-based food market in this region has formed a robust foundation (Durai, 2021). According to Global Coffee Report (2021), Asia has contributed significantly to

worldwide plant-based food sales which were more than 20 per cent. The APAC is the world's largest market for plant-based milk products (Global Coffee Report, 2021). According to Global News Wire (2021), China and South Korea significantly contributed to the APAC plant-based market. Many consumers in these countries shifted to purchasing plant-based food products because they perceived overconsumption of conventional foods as the main factor behind deadly diseases (Durai 2021). Malaysia is one of the Asian countries that have a gradual growth in the plant-based food market. The Malaysian plant-based protein market was approximately 72 million USD in 2020 and was expected to rise to 250 million USD by 2070 (Consumerintel, 2022). Therefore, the demand for plant-based foods in Malaysia has caused the country to catch up with Singapore and Hong Kong in becoming a pioneer location to offer plant-based foods (Hashem, 2021).

Plant-based food has made a significant appearance in the worldwide Food and Beverage (F&B) industry, especially in Malaysia. There exists a demand for plant-based food due to its capability in satisfying consumers in terms of health and the environment. It is essential to understand plant-based food purchasing behaviour in Malaysia as the benefits may become one of the drivers of plant-based food purchasing intention among the consumers in Malaysia.

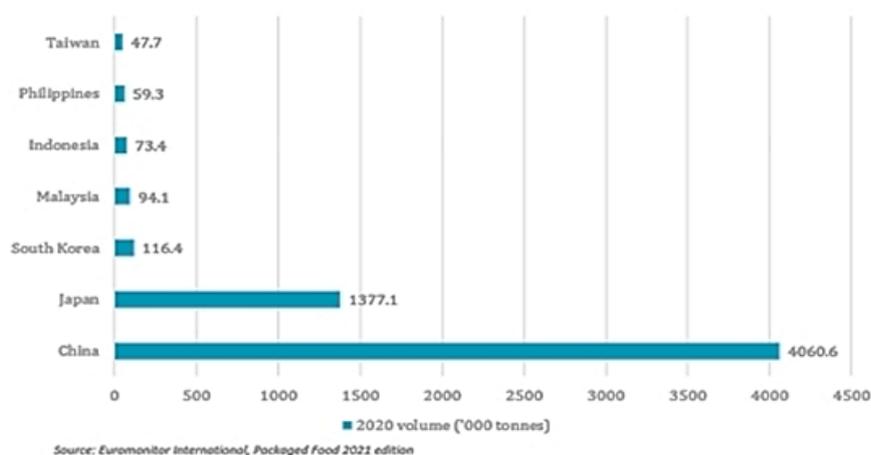
1.2 Research Problem

In Malaysia, the interest consumers develop toward plant-based foods is growing gradually. Malaysia is a country that is growing in population. The population in 2020 was approximately 33 million (Department of Statistics Malaysia, 2021a). The population growth in Malaysia has caused a surge in the middle-class income group – the M40 group (Mirage News, 2021). The Department of Statistics Malaysia (2020) recorded that the M40 group has covered almost 38 per cent of the household income. The growth in the M40 group has driven changes in their food consumption habits, whereby they seek more alternatives (Food and Agriculture Organization, 2017; Dion et al., 2020). Furthermore, the surge in demand for plant-based food is driven by the emergence of the flexitarian diet. Herbalife Nutrition discovered that almost half of the Malaysian consumers have amended their diet, and almost 50 per

cent of them consume a lesser number of meat-based products (Murugesan, 2021). Thus, supermarkets have responded to the growing interest by importing a range of plant-based food products. Moreover, local plant-based food companies have emerged in Malaysia, offering plant-based foods that align with the local taste preferences.

Green gastronomy has a growing acceptance among consumers in Malaysia. Consumers are aware of the environmental and health impacts associated with plant-based food (Teo & Kong, 2021). However, plant-based food consumers in Malaysia are still comparably low. Euromonitor International (2021) discovered that the total meat substitutes volume in Malaysia was nearly 95 tonnes, which was lower than in South Korea, Japan and China. Poultry meat remained the highest percentage in consumption, whereby the per capita consumption was almost 50kg per year (Department of Statistics Malaysia, 2021b). Thus, plant-based food purchasing requires a stronger motivation from consumers in Malaysia. According to literature, there is an insufficiency in plant-based food purchasing and consumption behaviour due to factors such as poor taste, and perceived expenses (Balch et al., 1997; Cohen et al., 1998; Cox et al., 1998; Stubenitsky and Mela, 2000; Lea et al., 2005). Since plant-based food purchasing behaviour is still new in Malaysia, it is essential to examine the factors that influence consumers' intention to purchase plant-based food.

Figure 1.1: Total Volume of Meat Substitutes by Country in 2020



Source: Euromonitor International

1.3 Research Objectives

1.3.1 General Objective

The general objective of this research is to identify the factors influencing the purchasing intention towards plant-based food in Malaysia.

1.3.2 Specific Objectives:

1. To examine the relationship between consumers' knowledge and purchase intention towards plant-based food in Malaysia.
2. To examine the relationship between subjective norms and purchase intention towards plant-based food in Malaysia.
3. To examine the relationship between perceived behavioural control and purchase intention towards plant-based food in Malaysia.
4. To examine the relationship between environmental concerns and purchase intention towards plant-based food in Malaysia.
5. To examine the relationship between health consciousness and purchase intention towards plant-based food in Malaysia.

1.4 Research Questions

1.4.1 Specific Questions

1. Is there any relationship between consumers' knowledge and purchase intention towards plant-based food in Malaysia?
2. Is there any relationship between attitude and purchase intention towards plant-based food in Malaysia?
3. Is there any relationship between subjective norms and purchase intention towards plant-based food in Malaysia?

4. Is there any relationship between perceived behavioural control and purchase intention towards plant-based food in Malaysia?
5. Is there any relationship between environmental concerns and purchase intention towards plant-based food in Malaysia?
6. Is there any relationship between health consciousness and purchase intention towards plant-based food in Malaysia?

1.5 Significance of Study

The aim of this study is to explore factors that influence consumers' plant-based food purchasing intention in Malaysia. This study would be helpful for Malaysia to expand its plant-based food sector. The Malaysian government plays a crucial role to encourage plant-based food purchases in Malaysia. The framework of this study can help the government improve the awareness regarding the importance of buying plant-based foods. Especially towards the environment, the government can launch campaigns to increase awareness about the dangers of intensive farming (Mousel & Tang, 2016). Moreover, this study can assist the government in encouraging businesses to increase the visibility of plant-based food by offering subsidies (Lin & Huang, 2012). The government can provide subsidies to farmers in Malaysia, similarly to the government in Denmark, which offered financial aid for organic farmers (Fibiger Nørfelt, 2000).

Furthermore, this study would also be helpful for business practitioners in the food and beverage (F&B) industry. The study could assist business practitioners in forming an insight into plant-based food purchasing behaviour in Malaysia. The framework and findings could help businesses grasp information on consumers' perception of plant-based food and the motivators behind their intention to purchase plant-based foods. This study can help marketers to identify relevant marketing strategies to attract consumers to buy plant-based food in Malaysia. Thus, the strategies developed can attract and retain more plant-based food consumers in Malaysia (Rana & Paul, 2017).

Since plant-based food purchasing intention is not commonly studied, this study can help future researchers to grasp plant-based food purchasing behaviour among consumers in Malaysia. The framework can help future researchers to understand the underlying factors that influence consumers' intention to buy plant-based food. Future researchers can refer to the research methods adopted in this study to support or amend the reliability of variables from this study. Thus, this study can serve as a reference for future researchers who intend to conduct relevant research.

1.6 Chapter Layout

1.6.1 Chapter 1: Research Overview

This chapter focuses on the research background, problem statement, research objectives, research questions, the significance of the study, as well as the layout of the chapter.

1.6.2 Chapter 2: Literature Review

This chapter focuses on the underlying theories, review of variables, proposed theoretical framework, and the hypotheses development.

1.6.3 Chapter 3: Methodology

This chapter encompasses the research design, sampling design, data collection methods, proposed data analysis, research instruments, and construct measurement.

1.6.4 Chapter 4: Data Analysis

This chapter presents the descriptive analysis, scale measurement, and inferential analysis.

1.6.5 Chapter 5: Discussion, Conclusion and Implications

This chapter mainly focuses on presenting a summary of the study, the discussions of major findings, implications and limitations of this study, as well as recommendations for future research.

1.7 Conclusion

To conclude, the chapter provided an overview of the research study, and outlined the problem statement. The research objectives, questions, research hypothesis has been established in relation to the study, and significance of the study were outlined. In the subsequent chapter, the literature review and review of relevant theory will be discussed, as well as the development of the research model. Lastly, the hypothesis development will be outlined.

CHAPTER 2: LITERATURE REVIEW

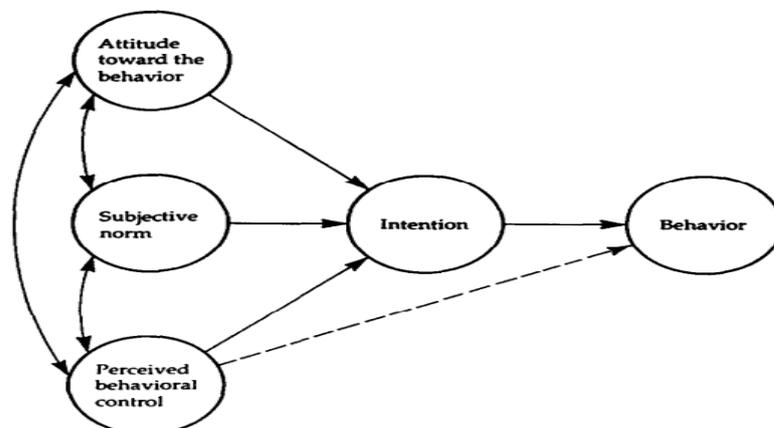
2.0 Introduction

In this chapter, two significant relationships were investigated to have an insight into consumers' purchase intention towards plant-based food in Malaysia. This chapter focused on discussing relevant variables, and the theoretical framework interconnected with previous studies. An extended Theory of Planned Behaviour (TPB) model was applied to examine the influence of consumers' knowledge, attitude, subjective norms, perceived behavioural control, environmental concerns and health consciousness towards consumers intention to purchase plant-based food in Malaysia. Henceforth, this chapter consisted of the underlying theories of this study, review of the variables, proposed theoretical framework, as well as hypotheses development.

2.1 Underlying Theory

2.1.1 Theory of Planned Behaviour

Figure 2.1: Theory of Planned Behaviour



Adapted from: Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.

The Theory of Planned Behaviour (TPB) was introduced by Icek Ajzen, whereby he proposed that a human being's intention typically influences their actions (Ajzen, 1991). The TPB model remained one of the prominent conceptual frameworks in making predictions on an individual's intention to carry out a behaviour (Olsen, Sijtsema & Hall, 2010; Bagozzi, Baumgartner & Yi, 1989). The TPB model grasps individuals' behaviour based on their intentions (Kushwah, Dhir & Sagar, 2019). Thus, three elements influence an individual's intention to take part in a behaviour, which are attitude, subjective norms, and perceived behavioural control (Ajzen, 2002).

The Theory of Planned Behaviour (TPB) model has been applied in numerous studies due to its reliability in predicting an individual's behaviour. A study by Robinson and Smith (2002) showed that purchase intention toward sustainably-produced foods was influenced by attitudes, subjective norms, and perceived behavioural control. Conversely, several studies have developed an extended TPB model as the original model was not sufficient to predict an individual's behaviour effectively. Asif et al (2018) added two independent variables into the TPB model in their study, which were health consciousness and environmental concerns, as well as a mediator, consumers' awareness. Thus, the extended TPB model helped researchers to improve their understanding on consumers' intention to buy organic foods (Asif et al., 2018). Henceforth, an extended TPB model was chosen for this study to examine consumers' purchase intention towards plant-based food in Malaysia through variables namely consumers' knowledge, attitude, subjective norms, perceived behavioural control, environmental concerns, and health consciousness.

2.2 Review of Variables

2.2.1 Purchase Intention towards Plant-based food in Malaysia

According to Fishbein and Ajzen (1975), purchase intention is the dependent variable that signifies a consumer's final intention in their actual buying behaviour. Moreover, Wang and Yang (2008) defined purchase intention as a consumer's decision to act towards a behaviour if it is according to a product. Ajzen (1991) explained intention as the level of the extent to which a consumer is willing to take part in a behaviour. According to Park (2002), the researcher believed that purchase intention leans more toward what a consumer perceived they would purchase. Wu and Teng (2011) described purchase intention as part of a consumer's plan in buying a product in the near future. Thus, consumers who display an intention to purchase a product tend to show a higher degree to make actual purchases (Brown, Pope & Voges, 2003; Francis et al., 2012). Henceforth, purchase intentions may be affected by variables presented in the study, particularly consumers' knowledge, attitude, subjective norms, perceived behavioural control, environmental concerns, and health consciousness.

2.2.2 Consumers' Knowledge

Knowledge refers to a consumer's judgement of a product (Cho et al., 2013). According to Aurier and Ngobo (1999), consumer knowledge consists of two aspects – familiarity and product knowledge. Familiarity is an accumulated experience a consumer faces, especially in consumption. Product knowledge is a consumer's memory of the information regarding a product (Aurier & Ngobo, 1999). Consumers with higher knowledge of a product would display a significant concern compared to those lacking knowledge. An increased number of concerns would lead consumers to have a higher preference for the attributes of the product, especially when making

purchases (Kim & Damhorst, 1998). Knowledge is one of the crucial drivers that affect consumers' attitudes towards sustainable purchasing behaviour (McEachern & Warnaby, 2008; Cho et al., 2013). Henceforth, consumers' knowledge is one of the aspects that are highly crucial as it helps shape consumers in terms of their attitudes and behaviour, especially in the context of sustainable consumption (Bator & Cialdini, 2000).

2.2.3 Attitude

Attitude refers to the level to which an individual possesses a favourable or unfavourable assessment of the behaviour in question (Ajzen, 1991). Moreover, individuals' likeliness to perform a behaviour is according to their evaluation of whether or not the behaviour is likeable (Leonard, Graham & Bonacum, 2004). Greaves, Zibarras and Stride (2013) described attitude towards a behaviour as an individual's evaluation towards behaviour based on their beliefs and considering whether or not the behaviour will lead to a favourable outcome (Ajzen, 1991; Ramayah, Lee & Mohamad, 2010). Thus, an individual that acquires this attitude tends to do evaluations based on considerations (Liñán & Chen, 2009). Cheng and Tung (2014) mentioned that individuals develop a mental emotion from the evaluation done towards a behaviour. Thus, a positive evaluation of the behaviour will lead to a positive intention to perform the behaviour (Cheng & Tung, 2014).

2.2.4 Subjective Norms

Subjective norms are a form of perceived social pressure developed when carrying out a behaviour (Ajzen, 1991; Maher & Mady, 2010). Subjective norms involve a person's approach based on perceptions from other individuals (Ajzen & Fishbein, 1980). The perceptions are based on society's perceptions of what an individual should or should not do. Furthermore, Fishbein and Ajzen (1977) described subjective norms as an

individual's viewpoint on the likeliness a group would approve or disapprove of a behaviour. Thus, one may be in a situation where they are influenced by whether or not to perform a behaviour (Ajzen, 2015; Arvola et al., 2008). Thus, subjective norms are associated with the influence of pressure faced by an individual to give in to a behaviour (Ajzen, 1991; O'Neal, 2007). Hence, subjective norms disclose how an individual is viewed in the eyes of society, especially when performing a behaviour.

2.2.5 Perceived Behavioural Control

According to Ajzen (1991), perceived behavioural control is an individual's perception of their capabilities to perform a behaviour. Perceived behavioural control considers the level of difficulty an individual would face when performing a behaviour (Ajzen, 1985). An individual's willingness to perform a behaviour relies on previous experiences and the potential obstacles. Thus, perceived behavioural control is presumed to consider the drivers that may ease or hinder an individual in performing a behaviour (Satyapriya et al., 2019). Besides, perceived behavioural control is the degree of an individual's perception of the availability of opportunities and resources such as money, time, etc (Ajzen, 1991). Thus, perceived behavioural control pays attention to assessing the resources needed to perform a behaviour and evaluating whether or not an individual possesses these resources (Ajzen, 1988). An individual may have a lower intention to perform a behaviour due to the lack of resources and opportunities (Zhou et al., 2013).

2.2.6 Environmental Concerns

Environmental concerns refer to an individual's degree of awareness of environmental problems, thus taking part in resolving these problems (Dunlap & Jones, 2002). Environmental concern among an individual has a connection to their values and beliefs (Schultz, 2000; Stern, Dietz & Kalof,

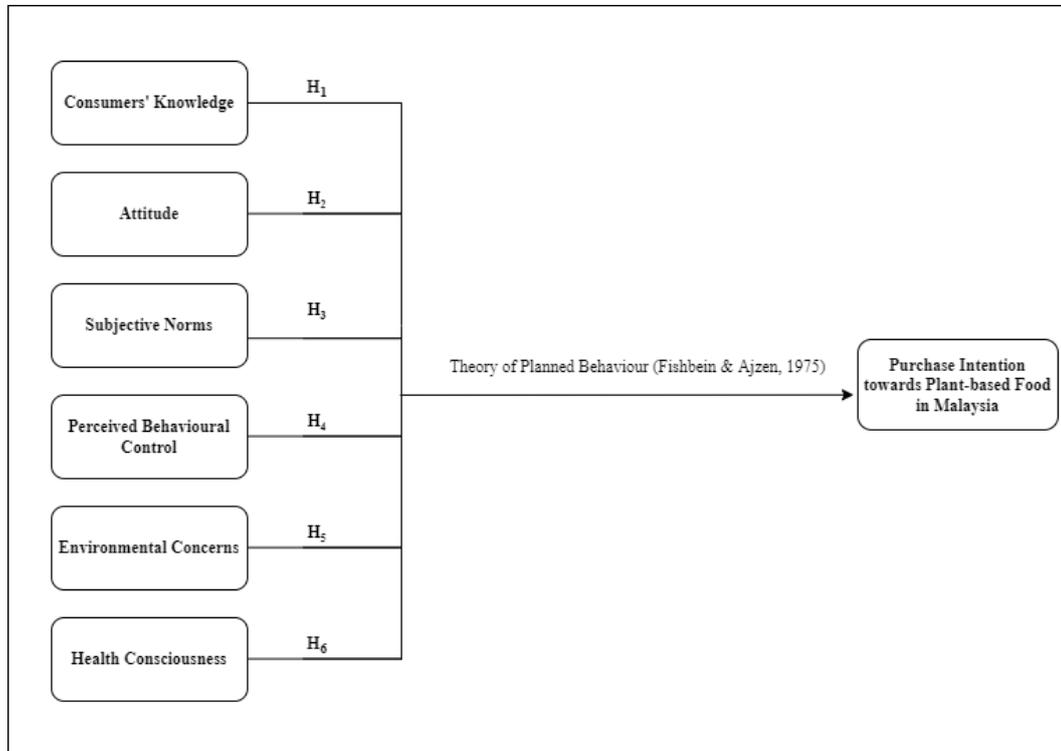
1993). Thus, environmental concerns are a crucial aspect of consumers' attitudes concerning the environment (Yadav & Pathak, 2016). Studies showed that individuals who possess environmental concerns could drastically affect their drive to amend behavioural practices to mitigate the issues (Baldassare & Katz, 1992; SGuin, Pelletier & Hunsley, 1998). Hence, environmental concern is known as an individual's attitude towards consumption that aims to protect the environment, namely sustainable consumption (De Canio, Martinelli & Endrighi, 2021).

2.2.7 Health Consciousness

Health consciousness is the level of health-related concerns individuals have in their daily activities (Jayanti and Burns, 1998). Health-conscious individuals tend to make positive impacts on their health (Gould, 1990; Schifferstein & Ophuis, 1998; Lee et al., 2014). Wardle and Steptoe (2003) noted that health-conscious individuals acknowledge their way of living in terms of their health. Moreover, health consciousness is the knowledge consumers acquire and the extent they understand the requirements regarding health (Hsu, Chang & Lin, 2016). According to Herzlinger (2006), there are four stages under health consciousness – attention toward one's health, perception of health-deteriorating foods, the thirst in learning health-related information, and the willingness to enhance their health by consuming healthy products. Thus, consumers that focus on sustainability and wellness tend to be attentive to their health (Gould, 1988; Divine & Lepisto, 2005; Baudry et al., 2017). Thus, consumers that are wellness-orientated tend to seek products that could be health-beneficial. (Kraft and Goodell, 1993).

2.3 Research Model

Figure 2.2: Research Model



Source: Self developed for this study

2.4 Hypotheses Development

2.4.1 Consumers' Knowledge

Bettman and Park (1980) mentioned that consumer knowledge is the prime aspect that affects a consumer's intention to purchase a product. Knowledge enables consumers to understand the differences between the qualities of food products (Gracia Royo & de-Magistris, 2007). Thus, knowledge allows consumers to form perceptions of the quality of a product they seek. Hence, consumers that have more knowledge of a product would have a higher intention to purchase the product.

Hence, the hypothesis was drawn:

H₀₁: There is no relationship between consumers' knowledge and purchase intention towards plant-based food in Malaysia.

H_{a1}: There is relationship between consumers' knowledge and purchase intention towards plant-based food in Malaysia.

2.4.2 Attitude

Attitude forms an intention among individuals to purchase a product (Fishbein & Ajzen, 1977). This fact was supported by Kotchen and Reiling (2000), whereby attitude leads to an individual's intention to buy a product. Attitude is one of the drivers to estimate consumers' intention to purchase sustainable products (Tsen et al., 2006). Thus, sustainable consumption comes from a positive attitude toward plant-based foods, and vice versa.

Hence, the hypothesis was formulated:

H₀₂: There is no relationship between attitude and purchase intention towards plant-based food in Malaysia.

H_{a2}: There is relationship between attitude and purchase intention towards plant-based food in Malaysia.

2.4.3 Subjective Norms

According to Ham, Jeger and Frajman Ivković (2015), subjective norms influence consumers' intention to purchase green-related foods. Moreover, Tarkiainen and Sundqvist (2005) proved that subjective norms have significantly influenced consumers to purchase organic foods. Henceforth, subjective norms can be affected by the expectations shown by others regarding a behaviour and the motivation to follow with these expectations (Boobalan, Nachimuthu & Sivakumaran, 2021; Canova, Bobbio & Manganelli, 2020; Zerbini, Vergura & Latusi, 2019).

Therefore, the hypothesis was proposed:

H₀₃: There is no relationship between subjective norms and purchase intention towards plant-based food in Malaysia.

H_{a3}: There is relationship between subjective norms and purchase intention towards plant-based food in Malaysia.

2.4.4 Perceived Behavioural Control

According to Kim and Chung (2011), perceived behavioural control showed a positive influence on a consumer's intention to purchase green personal care products. Perceived behavioural control assesses an individual's ability to control themselves from carrying out a behaviour. Furthermore, consumers' intention to purchase green foods is due to perceived behavioural control (Ham, Jeger and Frajman Ivković, 2015; Maichum, Parichatnon & Peng, 2016). Thus, perceived behavioural control is a good predictor of intentions (Armitage and Connor, 2001).

Henceforth, it was hypothesized that:

H₀₄: There is no relationship between perceived behavioural control and purchase intention towards plant-based food in Malaysia.

H_{a4}: There is relationship between perceived behavioural control and purchase intention towards plant-based food in Malaysia.

2.4.5 Environmental Concerns

The level of concern towards the environment is a dominant estimator of green-related purchasing behaviour (Arbuthnot & Lingg, 1975; Kallgren & Wood, 1986; Simmons & Widmar, 1990; Kerr, 1990; Ellen, Wiener & Cobb-Walgreen, 1991; Ottman, 1992; Schlossberg, 1992; Chan, 1996). Consumers with strong environmental concerns tend to have a stronger attitude toward the environment, thus paying a premium price for sustainable products (Albayrak et al., 2013; Lockie et al., 2002; Suki & Suki,

2019). Maichum, Parichatnon and Peng (2016) found that an individual's concern for the environment significantly impacts their intention to purchase green products. Henceforth, environmental concerns are a predominant element in any food-related behaviour.

Thus, the hypothesis was drawn:

H₀₅: There is no relationship between environmental concerns and purchase intention towards plant-based food in Malaysia.

H_{a5}: There is relationship between environmental concerns and purchase intention towards plant-based food in Malaysia.

2.4.6 Health Consciousness

Past studies applied health consciousness to examine sustainable food purchasing intention. Health consciousness significantly impacts consumers' intention to purchase organic products (De-Magistris & Gracia, 2008; Ludviga, Ozolina & Afonina, 2012; Zagata, 2012). Consumers that are health conscious tend to purchase sustainably-produced foods (Shin & Mattila, 2019). Health consciousness also impacts consumers' attitudes towards plant-based foods (Lea et al., 2006). Thus, health-conscious consumers intend to purchase healthy foods and simultaneously reduce their conventional foods consumption (Gineikiene, Kiudyte & Degutis, 2017).

Therefore, it was hypothesized that:

H₀₆: There is no relationship between health consciousness and purchase intention towards plant-based food in Malaysia.

H_{a6}: There is relationship between health consciousness and purchase intention towards plant-based food in Malaysia.

2.5 Conclusion

The chapter included the review of literature on the factors influencing purchase intention towards plant-based food in Malaysia. Moreover, this chapter also explained the theoretical model applied, as well as the proposed conceptual framework which was developed from the research questions objectives. Lastly, this chapter described the hypotheses development. The next chapter will outline the methodology for this study.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter consisted of the research and sampling design, data collection methods, and the data analysis tools proposed in the study. Therefore, this study was conducted to provide a clear understanding of how the independent variables in this study can influence consumers' purchase intention towards plant-based food in Malaysia.

3.1 Research Design

Research design is a framework to conduct a research proposal (Durrheim, 2006). The framework of the research design must be designed clearly. Furthermore, a research design is an arrangement of requirements for data collection and data analysis purposes (Logasakthi & Rajagopal, 2013). In this study, quantitative research will be employed as the research design.

3.1.1 Quantitative Research

Quantitative research pays attention to the data collection and analysis process to present the data in a numerical manner (Goertzen, 2017). Moreover, quantitative research describes a phenomenon by collecting data numerically and performing a data analysis through mathematical methods (Aliaga & Gunderson, 2002). Quantitative research was employed in this study to present the results in a tabulated manner, thus increasing the efficiency in understanding which independent variables significantly impacts consumers' purchasing intention towards plant-based food in Malaysia.

3.1.1.1 Descriptive Research

According to Salaria (2012), descriptive research considers the characteristics of an individual and the overall sample. Descriptive research helps to view a phenomenon clearly, which facilitates the data collection method (Saunders, Lewis & Thornhill, 2009). For this study, descriptive research was applied to describe the demographic of the people living in Malaysia.

3.2 Data Collection Method

In this study, the method used for data collection was primary data. Thus, primary data was employed to proceed to the process of data entry and data analysis.

3.2.1 Primary Data

Primary data is the original data accumulated for a specific goal in a study (Hox & Boeije, 2005). In this study, primary data were collected through electronic-based questionnaires, which are time and cost-efficient. The questionnaire link was circulated in January 2022 through social media platforms, namely Facebook, Instagram, WhatsApp, and Telegram. Henceforth, the primary data collection enabled the researcher to recognize the factors influencing consumers' purchase intention toward plant-based food in Malaysia.

3.3 Sampling Design

According to Saunders, Lewis and Thornhill (2009), sampling is a process where a sample is selected from a population in a study. Moreover, sampling forms generalized judgements through identifying the measurements of a subset in a population design related to the relevant arrangement (Zikmund et al., 2010). In this

study, the sampling design process comprises of defining the target respondents, identifying the sampling technique, and determining the sampling size.

3.3.1 Target Respondents

The target respondents in this study were consumers residing in Malaysia who were 18 years old and above. According to Chan (2001), the suitable consumer age for green-related studies is 18 years old and above because the topic is difficult to grasp among minors due to decision-making complications. Moreover, the target respondents for this study were consumers that heard of plant-based food, which was a qualifying question of the study. Hence, this group are suitable for this study as they could provide accurate information regarding their plant-based food purchasing intentions.

3.3.2 Sampling Technique

The sampling technique helps in selecting a sample from a population (Saunders, Lewis & Thornhill, 2009). In this study, a non-probability sampling method of snowball sampling was employed. Castillo (2009) defined non-probability sampling as a method where samples are collected where the respondents in a population do not have an equal chance of being chosen. Snowball sampling is a method where the initially sampled respondents will refer to others that have a form of interest in the research topic (Johnson, 2014). Moreover, snowball sampling allows the researcher to locate a population that is hidden (Etikan, Alkassim & Abubakar, 2016). Thus, respondents were requested to forward the questionnaire link to interested participants, especially outside the Klang Valley region.

3.3.3 Sample Size

Roscoe (1975) put forward a criterion, whereby the most fitting sample size should be above 30 and below 500 respondents. If the size has gone up to more than 500 respondents, the Type II error may occur (Sekaran & Bougie, 2016). For this study, a total of 320 respondents completed the questionnaire. However, the data were screened through the qualifying question and checked for ambiguous responses, which resulted in 227 valid responses.

3.4 Research Instruments

According to Collis and Hussey (2013), a questionnaire contains a set of questions were chosen through a testing process, whereby valid responses are obtained. In this study, electronic-based questionnaires were disseminated to respondents to collect primary data on the factors that influence consumers' purchase intention towards plant-based food in Malaysia.

3.4.1 Questionnaire Design

The design of questionnaire is crucial as it helps to meet the requirement of accuracy in a study (Zikmund et al., 2013). The questionnaire employed in this study was the self-administrative questionnaire. Moreover, the questionnaires were in English and Bahasa Malaysia as researcher wants the respondents to answer the questionnaire based on the language they are most confident. The questionnaire was divided into four sections – Section A (demographic information), Section B (general information about respondents), Section C (factors that influence consumers' purchase intention towards plant-based food in Malaysia), and Section D (purchase intention towards plant-based food in Malaysia). The items from Section C to Section D were in the form of a five-point Likert Scale that ranged from 1 (strongly disagree) to 5 (strongly agree).

The first page of the electronic questionnaire consisted of an introduction regarding the research title. The next page contained the Personal Data Protection Act to requires consent from respondents before they answered the questionnaire. Section A of the questionnaire comprised four demographic-related questions, which were gender, age, highest educational attainment, and current state of residence. Demographic questions were asked to help the researcher to understand the respondents. Section B encompassed four questions, which were respondents' diet, awareness of plant-based food, and plant-based food purchasing experience. The question regarding plant-based food awareness was the qualifying question for this study, which helped the researcher collect respondents that met the requirement of this study. Section C contained statements related to the independent variables of this study, namely consumers' knowledge, attitude, subjective norms, perceived behavioural control, environmental concerns, and health consciousness. Section C assessed how the independent variables influence consumers' plant-based food purchasing intention. Section D consisted of statements relating to the dependent variable in this study, which was the purchase intention towards plant-based food in Malaysia. Thus, this section helped the researcher examine the respondents' intention to purchase plant-based food.

3.4.2 Pre-Test

A pre-test is a phase in capturing the possible effectiveness of the questionnaire (Reynolds & Diamantopoulos, 1993). Before distributing the questionnaire to a larger sample, a pre-test was conducted to encounter any potential errors in the questionnaire. Thus, the draft was pre-tested on nine plant-based food product consumers. From there, feedback was collected, such as unclear and lengthy sentences, as well as suggestions to improve the layout of the electronic-based questionnaire. Based on the feedback, the questionnaire was revised, which was then used to conduct a pilot test.

3.4.3 Pilot Test

A pilot test was conducted to determine the internal consistency of the instruments in the questionnaire (Chua, 2012). A total of 37 sets of questionnaires were distributed to the public, and 30 sets were valid. A Cronbach's alpha (α) test was conducted to determine the internal consistency of the items in the questionnaire. According to Taherdoost (2018), the reliability of the pilot test should be 0.60 and above. Hence, the results of the reliability test were presented in Table 3.1.

Table 3.1: Reliability Test Result

Variable	Cronbach's Alpha (α)	Number of Items
Purchase Intention	0.923	5
Consumers' Knowledge	0.886	5
Attitude	0.904	5
Subjective Norms	0.935	5
Perceived Behavioural Control	0.701	5
Environmental Concerns	0.830	5
Health Consciousness	0.854	5

Source: Developed for the research

3.5 Construct Measurement

The construct measurement describes the type of scale measurement applied in this study. The scale measurement is distinguished based on the relationship that is formed between the constructs that possess scale values that varies.

3.5.1 Scale Measurement

A scale measurement is a process in identifying the statistical analysis in terms of its reliability and validity. Thus, this study involved a questionnaire that contained four major sections, which were Section A, Section B, Section C and Section D. Hence, these sections included the nominal scale, ordinal scale, and interval scale. The self-administered questionnaire contained items that aim to address the hypotheses involved in this study. Therefore, the scale measurements allowed the researcher to measure each of the items in terms of their consistency.

3.5.1.1 Nominal Scale

A nominal scale is a scale where variables are labelled without any quantitative value and does not consist of a ranking purpose (Hair, Page & Brunsveld, 2007). In this study, Section A and Section B employed the nominal scale. In Section A, the nominal scale was used on questions such as the respondents' gender, as well as their current state of residence. As for Section B, the nominal scale was used on questions namely "*How would you describe your diet? You may select more than one option*", "*Have you heard of plant-based food?*", "*Do you have any experience buying plant-based food?*", "*Why do you buy plant-based food? You may select more than one option*", and "*Why do you not buy plant-based food? You may select more than one option*".

3.5.1.2 Ordinal Scale

According to Chua (2012), an ordinal scale incorporates a ranking order for data to be presented sequentially. Henceforth, the ordinal scale was employed on several questions in Section A. To justify, the scale was used to measure the respondents' age and their highest educational attainment.

3.5.1.3 Interval Scale

An interval scale incorporates the concept of equality of interval (Saunders, Lewis & Thornhill, 2009). In this study, the interval scale applied the five-point Likert Scale that ranges from 1 to 5. The five-point Likert scale was employed in Section C and Section D. The items in Section C were to measure consumers' knowledge, attitude, subjective norms, perceived behavioural control, environmental scale, and health consciousness. As for Section D, items to measure the purchase intention towards plant-based food in Malaysia were listed.

3.5.2 Origin of Construct

Table 3.2 represented the scale development applied in the study.

Table 3.2: Origin of Construct

Variables	Items	Authors	(α)
Purchase Intention	5	Tarkiainen & Sundqvist, 2005	0.812
		Asif et al., 2018	0.811
		Pham et al., 2019	0.813
		Paul et al., 2016	0.908
Consumers' Knowledge	5	Kang, Liu & Kim, 2013	0.91
		Tuu & Olsen, 2012	0.85
Attitude	5	Asif et al., 2018	0.873
		Matthes & Wonneberger, 2014	0.84
		Mostafa, 2007	0.932
Subjective Norms	5	Tarkiainen & Sundqvist, 2005	0.925
		Arvola et al., 2008	0.77
		Asif et al., 2018	0.823
Perceived Behavioural Control	5	Chen & Peng, 2012	0.782
		Chen, 2007	0.79

		Wang et al., 2013	0.946
		Asif et al., 2018	0.713
Environmental Concerns	5	Voon, Ngui & Agrawal, 2011	0.964
		Maichum, Parichatnon & Peng, 2016	0.892
		Lindeman & Väänänen, 2000	0.91
Health Consciousness	5	Tarkiainen & Sundqvist, 2005	0.811
		Voon, Ngui & Agrawal, 2011	0.964
		Schifferstein & Ophuis, 1998	0.97

3.6 Data Processing

3.6.1 Data Checking

Data checking played a continuous role in this study. This is to ensure the accuracy of the data analysis process for this study. The questionnaires were developed through Google Forms and distributed online. After the completion of the data collection process, the raw data in Google Forms were transformed into an excel sheet. In this study, the data checking process was feasible, especially in assessing the completeness of questionnaires answered by the respondents. Hence, the raw data collected went through a screening process to identify respondent and non-respondent errors formed.

3.6.2 Data Editing

Data editing is the subsequent measure after data checking. Editing involves inspecting the data for constancy, omissions, and clarity (Zikmund et al., 2013). After the data collection, the researcher had to adjust some data, especially on contradictory information. For instance, the researcher identified a conflicting response, particularly in a question regarding

consumers' experience with plant-based food purchases. The respondent answered in the "others" column stating they do not have plant-based food purchasing experience because some do not taste good. However, this answer was already in one of the five options displayed. Thus, the researcher done some data editing for this response because there was a high chance the respondent oversaw the option when answering the questionnaire.

3.6.3 Data Coding

Data coding involves allocating numerical symbols to the data edited in prior. A dummy variable technique was applied in Section B, particularly on questions regarding the respondents' diet, as well as the reasons to purchase or not purchase plant-based food. For instance, the question regarding respondents' diets contained various options, such as "meat eater", "vegetarian", "vegan", "flexitarian", and so on. Thus, the researcher separated the options into sub-columns on the Microsoft Excel Sheet. The researcher applied the dummy variable technique whereby respondents who answered "meat eater" were labelled as "1", whereas the other options were labelled as "0". This technique was used on the other sub-columns the excel sheet.

3.6.4 Data Cleaning

The last step was data cleaning. Data cleaning incorporates consistent checks and treatment of any responses that are missing (Malhotra & Peterson, 2009). Data cleaning was applied to recognize data that are out of range and not logically consistent. Thus, the entire data cleaning process was done carefully to ensure the Microsoft Excel sheet contained data that are accurate to produce effective findings. Henceforth, data that were not logically consistent and accurate during the data cleaning process were considered ambiguous.

3.7 Data Analysis

Data analysis presents, compresses and assesses the data collected through utilizing logical and statistical techniques (Jandagh & Mantin, 2010). This study employed descriptive analysis, inferential analysis, and reliability analysis to analyse the data collected from the questionnaire. The results generated from the data analysis were assessed and elucidated to resolve the research problems.

3.7.1 Descriptive Analysis

Descriptive analysis is a data analysis tool that aids in summarizing a large set of raw data into a concise module (Saunders, Lewis & Thornhill, 2012). Descriptive analysis distinguishes a phenomenon based on the data collected to answer questions ranging from who, where, when, what, and to what extent (Loeb et al., 2017). Henceforth, this study employed a descriptive analysis to describe the trend of the respondents in terms of their demographic profile.

3.7.2 Reliability Analysis

Reliability is the degree to which a measure is absent in errors, and the results produced are internally consistent (Zikmund, 2003). The Cronbach's Alpha (α) was applied to examine the internal consistency of the items in this study. The reliability test determines the potential problems of the data collection and ensures the study satisfies the reliability criteria. Based on the rule of thumb proposed by Nunally (1978), the item scale is deemed reliable when the α value is 0.70 and higher. Table 3.3 described the rule of thumb of the alpha coefficient range. Thus, the α value that is 0.90 and above is considered excellent (Hinton et al., 2004; Hair, Page & Brunsveld, 2019).

Table 3.3: Rule of Thumb on the Cronbach's Alpha Coefficient Range

Alpha Coefficient Range	Strength of Association
< 0.60	Poor
0.60 – 0.70	Moderate
0.70 – 0.80	Good
0.80 – 0.90	Very Good
0.90	Excellent

Source: Hair, J. F., Page, M., & Brunsveld, N. (2019). *Essentials of business research methods*. Routledge.

3.7.3 Inferential Analysis

Inferential analysis is a tool to identify whether or not a hypothesis is supported (Saunders, Lewis & Thornhill, 2009). Thus, inferential analysis helps to generate concrete conclusions about a population based on the information given by the samples (Burns & Bush, 2006). Therefore, Pearson's Correlation Coefficient and Multiple Regression Analysis were employed in this study.

3.7.3.1 Pearson Correlation Coefficient

The Pearson Correlation Coefficient assesses the robustness of the linear relationship between two variables (Zikmund, 2003; Xu & Deng, 2017). Table 3.4 represented the ranges of the coefficient value. The coefficient value is based on a scale from -1.0 to +1.0 (Schober, Boer & Schwarte, 2018). In this study, Pearson Correlation Coefficient was employed to identify the robustness of the relationship between all the variables. The higher the Coefficient value, the stronger the association between the variables in the study (Hair, Page & Brunsveld, 2019).

Table 3.4: Ranges of Pearson Correlation Coefficient Value

Pearson Correlation Coefficient Range	Strength of Association
± 0.81 to ± 1.00	Very Strong
± 0.61 to ± 0.80	Strong
± 0.41 to ± 0.60	Moderate
± 0.21 to ± 0.40	Weak
± 0.20	Very Weak
0	No Association

Source: Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach*. John Wiley & Sons.

3.7.3.2 Multiple Regression Analysis

Multiple Regression Analysis grasps the relationship between numerous variables and a single variable (Rubinfeld, 2000). This study applied the multiple regression analysis to examine the association between the dependent variable (purchase intention towards plant-based food in Malaysia) to several independent variables (consumers' knowledge, attitude, subjective norms, perceived behavioural control, environmental concerns, and health consciousness) in terms of its robustness. Additionally, the multiple regression analysis determined the most significant predictor of consumers' purchase intention towards plant-based food in Malaysia.

3.8 Conclusion

This chapter discussed the methodology in the study. An outline of the research and sampling design, data collection methods, and the data analysis tools used in this study was done. A total of 320 sets of questionnaires were distributed, and 227 sets were valid. In the next chapter, the researcher will present and discuss the result of the statistical analysis.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

According to Shamoo and Resnik (2009), data analysis utilizes statistical techniques in a systematically order to describe, and evaluate the data. Data analysis can summarize a large group of data collected. The objective of data analysis is to create purposeful information which can be used to develop inferences and conclusions. The study applied descriptive, reliability, and inferential analysis.

4.1 Descriptive Analysis

4.1.1 Awareness towards Plant-based Food in Malaysia

A total of 320 samples were collected for this study. However, one respondent was excluded due to their disagreement to participate in this study, thus amounting to 319 samples. An analysis was conducted based on the qualifying question, which was to grasp consumers' awareness of plant-based food (Table 4.1).

Table 4.1: Awareness towards Plant-based Food in Malaysia

	Frequency	Percentage (%)
Yes	268	84.01
No	51	15.99

Source: Developed for the research

Table 4.1 represented the summary of the respondents' awareness towards plant-based food in Malaysia. It was found that a majority of respondents were aware of plant-based foods, which was 84.01% of the total respondents. The remaining 15.99% of respondents claimed they were not aware of plant-based foods.

4.1.2 Respondent Demographic

Out of the 319 samples, 227 samples (84.70%) were deemed valid, whereby 51 respondents did not meet the research requirements, and 41 respondents were categorized as ambiguous. The first section of the questionnaire consisted of demographic questions. Refer to Table 4.2 for the demographic profile in this study.

Table 4.2: Respondent Demographic Profile

Demographic Profile	Details	Frequency	Percentage (%)
Gender	Male	81	35.68
	Female	146	64.32
Age Group (years old)	18-24	108	47.58
	25-34	52	22.91
	35-44	35	15.42
	45-54	15	6.61
	55 and above	17	7.49
Highest Education Attainment	Secondary	14	6.17
	Pre-University / Diploma	37	16.30
	Bachelor's Degree	150	66.08
	Master's Degree/ PhD		
	Degree	21	9.25
	Professional Certificate (ACCA, PMP, CFA, etc.)	5	2.20

Current residence	Johor	7	3.08
	Kedah	5	2.20
	Kelantan	2	0.88
	Kuala Lumpur	49	21.59
	Malacca	1	0.44
	Negeri Sembilan	20	8.81
	Pahang	1	0.44
	Penang	6	2.64
	Perak	7	3.08
	Perlis	2	0.88
	Putrajaya	1	0.44
	Sabah	10	4.41
	Sarawak	2	0.88
	Selangor	111	48.90
Terengganu	3	1.32	

Source: Developed for the research

Table 4.2 showed the summarized statistics of the respondents based on their demographic characteristics. Out of the 227 respondents, 64.32% were females, and 35.68% were males. Most of the respondents who participated in this study were between 18-24 years old (47.58%). The second-largest group was between 25-34 years old (22.91%). The third-largest group in this study was between 35-44 years old (15.42%), followed by 55 years old and above (7.49%), and 45-54 years old (6.61%). Moreover, a majority of respondents in this study were Bachelor's Degree holders, which was 66.08%. The respondents who have an education level of pre-university or Diploma were the second largest group (16.30%). The third-largest group in this study acquired a Master's degree or PhD (9.25%), followed by secondary education (6.17%), and professional certificate (2.20%). In terms of the respondents' current location, most respondents were located in Selangor, which was 48.90%. The remaining respondents were located in Kuala Lumpur (21.59%), Negeri Sembilan (8.81%), Sabah (4.41%), Johor (3.08%), Perak (3.08%), Penang (2.64%), Kedah (2.20%), Terengganu

(1.32%), Kelantan (0.88%), Perlis (0.88%), Sarawak (0.88%), Malacca (0.44%), Pahang (0.44%), and Putrajaya (0.44%).

4.1.3 General Information of the Respondents

Table 4.3: Respondents' Diet

	Details	Frequency	Percentage (%)
Respondent's Diet	Meat Eater	165	72.69
	Vegetarian	34	14.98
	Vegan	6	2.64
	Flexitarian	73	32.16
	Pescatarian	8	3.52
	Coeliac	4	1.76
	General Allergies	19	8.37
	Halal	3	1.32
	Others	5	2.20

Source: Developed for the research

Table 4.3 represented respondents' diet. Most respondents were meat-eater, which was 72.69%. The second-largest group were flexitarians (32.16%). The subsequent respondents were vegetarians (14.98%), followed by general allergies (8.37%), pescatarians (3.52%), vegans (2.64%), "others" (2.20%), coeliac (1.76%) and halal diet (1.32%).

Table 4.4: Purchase Experience towards Plant-based Food in Malaysia

	Details	Frequency	Percentage (%)
Purchase Experience	Yes	146	64.32
	No	81	35.68

Source: Developed for the research

Table 4.4 depicted respondents' purchase experience toward plant-based food in Malaysia. The majority of respondents had experience in purchasing plant-based food, which amounted to 64.32%. The remaining respondents had no purchasing experience with plant-based food, which was 35.68%.

Table 4.5: Reasons to Purchase Plant-based Food in Malaysia

Details	Frequency	Percentage (%)
I like the taste better	34	23.29
I feel better when I eat plant-based food	41	28.08
I am intolerant/sensitive to certain foods	11	7.53
It provides me general health benefits	84	57.53
I feel it is better for the environment	55	37.67
Trying something new	12	8.22
Vegetarian Purposes	5	3.42
Others	4	2.74

Source: Developed for the research

Table 4.5 illustrated respondents' reasons for having a plant-based food purchasing experience. The majority of respondents did purchase plant-based food because it provided them general health benefits, which was 57.53%. The second largest group did buy plant-based food because it is better for the environment (37.67%). The third-largest group buy plant-based food because they perceived they felt better when they consume it (28.08%). The remaining respondents have purchasing experience with plant-based food because they like the taste better (23.29%), they were trying something new (8.22%), they were intolerant or sensitive to certain foods (7.53%), for vegetarian purposes (3.42%), and "others" (2.74%).

Table 4.6: Reasons to Not Purchase Plant-based Food in Malaysia

Details	Frequency	Percentage (%)
I do not like the taste	10	12.35
I prefer to eat the real thing	26	32.10
I never thought about buying them	59	72.84
I feel it is too expensive	36	44.44
There are too many ingredients I cannot pronounce	1	1.23
Others	2	2.47

Source: Developed for the research

Table 4.6 highlighted the reasons behind respondents who did not have a plant-based food purchasing experience. Most of the respondents did not purchase plant-based food because they never thought about buying it, which amounted to 72.84%. The second-largest group of respondents did not buy plant-based food because they felt it was too expensive (44.44%). Moving on, some respondents did not have experience in buying plant-based food because they prefer to eat the real thing (32.10%). The remaining respondents did not have purchasing experience with plant-based food because they dislike the taste (12.35%), “others” (2.47%), and they perceived there are too many ingredients they could not pronounce (1.23%).

4.2 Reliability Analysis

4.2.1 Reliability Analysis

Table 4.7: Reliability Analysis

Variable	Cronbach's Alpha (α)	Number of Items
Purchase Intention	0.951	5
Consumers' Knowledge	0.860	5
Attitude	0.924	5
Subjective Norms	0.938	5
Perceived Behavioural Control	0.728	5
Environmental Concerns	0.888	5
Health Consciousness	0.824	5

Source: Developed for the research

Table 4.7 highlighted the results of the reliability analysis of this study. All factors in this study contained a sufficient internal reliability consistency. The Cronbach's Alpha (α) showed a sufficient association in the variables, i.e., purchase intention contained the highest α value of 0.951, followed by subjective norms ($\alpha = 0.938$), attitude ($\alpha = 0.924$), environmental concerns ($\alpha = 0.888$), consumers' knowledge ($\alpha = 0.860$), health consciousness ($\alpha = 0.824$), and perceived behavioural control ($\alpha = 0.728$).

4.3 Inferential Analysis

4.3.1 Pearson Correlation Coefficient

Table 4.8: Correlation between Variables

	CK	ATT	SN	PBC	EC	HC	PI
CK	1						
ATT	0.590	1					
SN	0.610	0.687	1				
PBC	0.521	0.533	0.537	1			
EC	0.369	0.645	0.516	0.575	1		
HC	0.453	0.626	0.513	0.543	0.685	1	
PI	0.496	0.733	0.611	0.604	0.794	0.684	1

Source: Developed for the research

Table 4.8 represented the correlation between the variables in this study. The independent variables and the dependent variable were significant at 0.01 level, two-tailed, and were positively correlated. The strongest significant association ($0.70 < r < 0.90$) with purchase intention was environmental concerns (EC), with $r = 0.794$. The weakest significant association with purchase intention was consumers' knowledge (CK), with $r = 0.496$.

4.3.2 Multiple Regression Analysis

Table 4.9: Multiple Regression Analysis

Multiple Regression Analysis	
Multiple R	0.859
R Square	0.738
Adjusted R Square	0.731
Standard Error	0.488
Observations	227

Source: Developed for the research

The summary of the regression output was presented in Table 4.9. The Adjusted R Square value was 0.731. Thus, it is indicated that 73.1% of the variance in purchase intention towards plant-based food in Malaysia can be explained by the independent variables of this study.

Table 4.10: Coefficients

	Coefficients	Standard Error	P-value
Intercept	-0.699	0.206	0.001
Consumers'			
Knowledge	0.041	0.051	0.420
Attitude	0.266	0.062	0.000
Subjective Norms	0.076	0.050	0.131
Perceived			
Behavioural			
Control	0.124	0.065	0.059
Environmental			
Concerns	0.507	0.060	0.000
Health			
Consciousness	0.153	0.069	0.029

Source: Developed for the research

Table 4.10 represented the coefficient results of the regression analysis. Firstly, “consumers’ knowledge” was not statistically significant (P-value >0.05) towards the dependant variable, whereby the P-value was 0.420. Therefore, hypothesis 1 was not supported. Secondly, “attitude” was statistically significant (P-value <0.05), with a P-value of 0.000. Hence, hypothesis 2 was supported. Moreover, “subjective norms” and “perceived behavioural control” were not statistically significant, whereby the P-values were 0.131 and 0.059 respectively. Thus, hypothesis 3 and hypothesis 4 were not supported. “Environmental concerns” and “health consciousness” were statistically significant, with P-values of 0.000 and 0.029 respectively. Therefore, hypothesis 5 and hypothesis 6 were supported. Aside from that, the coefficient (β) indicated that “environmental concerns” were the strongest predictor of the dependent variable ($\beta = 0.507$). This was in line with one of the past studies, which indicated that environmental concerns had the strongest impact on an individual’s purchasing intention (Kim & Chung, 2011).

$$PI = (-0.699) + 0.041CK + 0.266ATT + 0.076SN + 0.124PBC + 0.507EC + 0.153HC$$

where:

PI = Purchase Intention towards Plant-based Food in Malaysia

CK = Consumers’ Knowledge

ATT = Attitude

SN = Subjective Norms

PBC = Perceived Behavioural Control

EC = Environmental Concerns

HC = Health Consciousness

4.4 Conclusion

This chapter consisted of data analysis of the data collected from the online questionnaire. The findings have been confirmed from previous studies, and the indication of a significant and not significant relationship between the hypotheses was developed. The next chapter will be regarding the conclusions and implications of this study.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

In this chapter, a summary of the statistical analysis was explained. Moreover, this chapter comprised a discussion regarding the major findings, implications, limitations, and recommendations for future research. This final chapter discussed how the independent variables affected consumers' purchase intention towards plant-based food in Malaysia. A future conclusion was also presented to summarize the overall research project.

5.1 Summary of Statistical Analysis

5.1.1 Descriptive Analysis

A total of 320 respondents have participated in this study. One respondent was excluded from this study. An analysis was done to examine respondents' awareness towards plant-based food. Thus, most of the respondents were aware of plant-based food in Malaysia, which consisted of a group of 268 respondents (84.01%).

After that, the 319 samples were screened based on validity and unambiguity, which left 227 respondents (84.70%). Thus, majority of the respondents in this study were females, which was 146 respondents (64.32%). Moreover, respondents between 18-24 years old represented the largest group, which consisted of 108 respondents (47.58%). Furthermore, most respondents were Bachelor's Degree holders, which was 150 respondents (66.08%). Most of the respondents who participated in this study resided in Selangor, which was 111 respondents (48.90%). A majority

of respondents that participated in this study were meat-eaters, which consisted of 165 respondents (72.69%). Moreover, 146 respondents (64.32%) have experience in purchasing plant-based food. Of the 146 respondents, majority of respondents purchased plant-based food because it provided them with general health benefits, which was 84 respondents (57.53%). Among the 227 respondents, the remaining 81 respondents (35.68%) have not experienced purchasing plant-based food. Out of the 81 respondents, the largest group of respondents did not purchase plant-based food as they have never thought about buying them, which consisted of 59 respondents, (72.84%).

5.1.2 Reliability Analysis

According to the results from the reliability analysis, all six constructs were acceptable in its reliability. Purchase intention had the highest Cronbach's Alpha (α) value, which was 0.951.

5.1.3 Inferential Analysis

5.1.3.1 Pearson Correlation Coefficient

The Pearson Correlation Coefficient value in this study was significant at the level of 0.01, two-tailed, and had a positive association. Environmental concerns and purchase intention contained the strongest association with a correlation value of 0.794. Thus, the increase in respondents' environmental concerns had led to a significant increase in their purchase intention towards plant-based food in Malaysia.

5.1.3.2 Multiple Regression Analysis

For the Multiple Regression Analysis in this study, the Adjusted R Square was 0.731. Thus, only 73.1% of the variance of purchase intention towards plant-based food in Malaysia could be explained consumers' knowledge, attitude, subjective norms, perceived behavioural control, environmental concerns, and health consciousness.

Furthermore, environmental concerns were the strongest predictor for purchase intention towards plant-based food in Malaysia ($\beta = 0.507$).

Thus, the multiple regression equation for this study was as follow:

$$\begin{aligned} \text{Purchase Intention towards Plant-based Food in Malaysia} = & (-0.699) + 0.041 \\ & (\text{Consumers' Knowledge}) + 0.266 (\text{Attitude}) + 0.076 (\text{Subjective Norms}) + \\ & 0.124 (\text{Perceived Behavioural Control}) + 0.507 (\text{Environmental Concerns}) \\ & + 0.153 (\text{Health Consciousness}) \end{aligned}$$

Based on the above equation, consumers' knowledge had a regression coefficient of 0.041. Thus, purchase intention towards plant-based food in Malaysia would increase by 0.041 units when consumers' knowledge increased by 1 unit. Attitude had a regression coefficient of 0.266. Purchase intention towards plant-based food in Malaysia would increase by 0.266 units when respondents' attitude increased by 1 unit. Subjective norms had a regression coefficient of 0.076. Purchase intention towards plant-based food in Malaysia increased by 0.076 units when respondents' subjective norms increased by 1 unit. The regression coefficient of perceived behavioural control was 0.124, which enabled to increase consumers' purchase intention towards plant-based food in Malaysia by 0.124 units when their perceived behavioural control increased by a unit. Respondents' environmental concerns with a regression coefficient of 0.507 affected the respondents' purchase intention towards plant-based food to increase 0.507 units for each unit of environmental concerns they added up. Health consciousness with a 0.153 regression coefficient, indicated that purchase

intention towards plant-based food in Malaysia would increase by 0.153 units when health consciousness of respondents increased by 1 unit.

5.2 Discussion of Major Findings

Table 5.1: Summary of the Result of Hypothesis Testing

Hypothesis	Significant Level	Findings
H _{a1} : There is relationship between consumers' knowledge and purchase intention towards plant-based food in Malaysia.	Sig = 0.420 P > 0.05	Not supported
H _{a2} : There is relationship between attitude and purchase intention towards plant-based food in Malaysia.	Sig = 0.000 P < 0.05	Supported
H _{a3} : There is relationship between subjective norms and purchase intention towards plant-based food in Malaysia.	Sig = 0.131 P > 0.05	Not supported
H _{a4} : There is relationship between perceived behavioural control and purchase intention towards plant-based food in Malaysia.	Sig = 0.059 P > 0.05	Not supported
H _{a5} : There is relationship between environmental concerns and purchase intention towards plant-based food in Malaysia.	Sig = 0.000 P < 0.05	Supported
H _{a6} : There is relationship between health consciousness and purchase intention towards plant-based food in Malaysia.	Sig = 0.029 P < 0.05	Supported

Source: Developed for the research

H_{a1}: There is relationship between consumers' knowledge and purchase intention towards plant-based food in Malaysia.

There does not exist a relationship between consumers' knowledge and purchase intention towards plant-based food in Malaysia. The hypothesis was tested by utilizing a p-value of 0.05. Based on the results, the p-value was 0.420. This result was contradictory to a previous study by Hill and Lynchehaun (2002), whereby consumers' knowledge is a crucial factor in purchasing products. According to Shafiq, Raza, and Zia-ur-Rehman (2011), consumers' knowledge is not necessarily an important factor, especially in the context of purchase intention. Consumers in Malaysia that possess knowledge regarding plant-based food do not indicate they will have intentions to buy plant-based food. Consumers' knowledge is not an essential factor that influences their intention to purchase sustainable products (Liobikienė, Mandravickaitė & Bernatoniene, 2016; Wheeler, Sharp & Nenycz-Thiel, 2013). Thus, more knowledge does not depict consumers' purchasing ability. Henceforth, H_{a1} of this study was not supported.

H_{a2}: There is relationship between attitude and purchase intention towards plant-based food in Malaysia.

There exists a relationship between attitude and purchase intention towards plant-based food in Malaysia. From this study, the hypothesis was tested by applying a p-value of 0.05. Attitude has a p-value of 0.000. This finding was supported by a study conducted by Chen (2007), whereby attitude highly impacts consumers' intention to buy organic food. Moreover, Maichum, Parichatnon and Peng (2016) indicated that consumers' attitude significantly affected consumers' intention to purchase green-related products. Consumers' favourable attitude towards plant-based food has caused them to have a higher intention to purchase plant-based food. In addition, various past studies that have supported the findings from this study (Teng & Wang, 2015; Tarkiainen & Sundqvist, 2005). Henceforth, H_{a2} of this study was supported.

H_{a3}: There is relationship between subjective norms and purchase intention towards plant-based food in Malaysia.

Based on the findings, there do not exist a relationship between subjective norms and purchase intention towards plant-based food in Malaysia. The hypothesis was tested through a p-value of 0.05, and subjective norms have a p-value was 0.131. This result was contradictory from research by Al-Swidi et al (2014), whereby subjective norms directly impact a consumers' intention to purchase organic food. Kumar (2012) proven subjective norms is not a strong factor towards a consumer's intention to buy products that are sustainable. In this study, consumers that faced the pressure to buy plant-based food does not necessarily mean they have the intention to purchase plant-based food. According to Hasan and Suciarto (2020), subjective norms do not have a significant relationship towards purchase intention as this variable does not develop from oneself, as compared to the other variables in the Theory of Planned Behaviour (TPB) model. Thus, plant-based food purchasing behaviour is not a social norm amongst the consumers in Malaysia (Wong, Hsu & Chen, 2018). Henceforth, H_{a3} of this study was not supported.

H_{a4}: There is relationship between perceived behavioural control and purchase intention towards plant-based food in Malaysia.

There do not exist a relationship between perceived behavioural control and consumers' purchase intention towards plant-based food in Malaysia. This hypothesis was tested by applying a p-value of 0.05. Perceived behavioural control has a p-value was 0.059. This finding was contradictory to a study by Saleki, Quoquab & Mohammad (2019), whereby perceived behavioural control affects consumers' purchase intention. Perceived behavioural control is not an essential variable in examining consumers' purchasing intention (Liu, Lin & Feng, 2018). Though it is up to the consumers whether or not to buy plant-based food, it does not mean they have the intention to purchase plant-based food. Therefore, H_{a4} of this study was not supported.

H_{a5}: There is relationship between environmental concerns and purchase intention towards plant-based food in Malaysia.

Based on the findings, there exists a relationship between environmental concerns and purchase intention towards plant-based food in Malaysia. This study tested the hypothesis by applying a p-value of 0.05. Environmental concerns have a p-value was 0.000. This result was supported by a study by Joshi and Rahman (2015), whereby consumers' concern towards the environment impacted their green purchase behaviour. According to Wong, Hsu, and Chen (2018), consumers who have developed environmental concerns has a high intention to purchase sustainable foods. Based on a study by Fauzan and Azhar (2019), environmental is considered as one of the crucial elements in the context of purchase intention. Besides that, there are studies that supported the results from this study (Maichum, Parichatnon & Peng, 2016; Bang et al., 2000). Therefore, H_{a5} of this study was supported.

H_{a6}: There is relationship between health consciousness and purchase intention towards plant-based food in Malaysia.

There is a relationship between health consciousness and purchase intention towards plant-based food in Malaysia. The hypothesis from this study was tested by applying a p-value of 0.05. Health consciousness has a p-value of 0.029. This finding was based on a study conducted by Asif et al (2018), whereby health consciousness significantly impacts their intention to purchase organic food. According to Shahrudin et al (2010), consumers in Malaysia has the extensive need to look after their health due to the fast-paced society. Moreover, consumers in Malaysia that look after their health have a more positive perception towards plant-based food, thus having a higher intention to purchase plant-based food. Besides, there are past studies that also supported the findings from this study (Shahrudin et al., 2010; Wang et al., 2019). Hence, H_{a6} of this study was supported.

5.3 Managerial Implications

Several implications can be concluded from the results of this study. Firstly, the government can increase the volume of plant-based food purchases by implementing tax exemptions for businesses in the Malaysian plant-based food sector. Thus, the cost of plant-based food would be affordable for consumers, thus improving the Malaysian plant-based food market in its competitiveness (Saleki, Quoquab & Mohammad, 2019). Furthermore, the Ministry of Agriculture and Food Industries (MAFI) could utilize the findings to assist farmers and stakeholders to surge the supply of crops and enhance plant-based food diversification in Malaysia. Moreover, attitude, environmental concerns and health consciousness have a significant relationship with purchase intention towards plant-based food in Malaysia. Thus, the government could use these findings to organize campaigns to develop more awareness among the public regarding the impacts of sustainable food consumption.

Businesses practitioners could use the findings from this study to deliver a wide range of plant-based foods in Malaysia. Business practitioners could develop strategies to capture the plant-based food market and satisfy consumers' needs. Consumers have an intention to buy plant-based food due to their positive attitude and health consciousness. Thus, the businesses practitioners could utilize their research and development capabilities by producing plant-based foods that vary in taste and benefits. From this study, environmental concerns were the strongest predictor. Consumers have concerns about the environment, and they would resolve this problem by purchasing plant-based food. Thus, marketers can use this finding and promote plant-based food based on its environmental impacts. For instance, marketers can educate the differences between plant-based food and conventional foods in terms of their carbon footprint. Hence, marketers can use this finding to deliver crucial information that would increase consumers' insight regarding plant-based food, which stirs their intention to purchase plant-based foods (Hassan & Mustapha, 2010).

5.4 Limitations of the Study

There were several limitations identified in this study. Firstly, a cross-sectional study was applied for this study to identify the target respondents' behaviour. A cross-sectional study was employed to represent the current situation. Though cross-sectional study is more feasible to conduct, it is incapable of depicting similar outcomes, especially in the future. Hence, the behaviour of the target respondents in this study may be ineffective to be examined over time.

Secondly, the study had a limitation where it only examined plant-based food purchasing intention in a general context. The Malaysian plant-based food market is emerging, and there are various types of plant-based food products available in the market, namely plant-based meat, plant-based yoghurt, and plant-based beverages. Moreover, not all consumers share similarities in terms of the type of plant-based food products they intent to purchase. As a result, the lack of specificity in this study may cause the findings to be less accurate.

5.5 Recommendation for Future Research

There are some recommendations to improve the effectiveness for future research. Firstly, it is recommended to apply a longitudinal study for future research. According to Saunders, Lewis and Thornhill (2009), a longitudinal study helps to examine a phenomenon over time. The longitudinal study is more effective for this study as consumers' purchasing intentions are not static, but highly dynamic. This is due to the changes which would influence consumers' intent to buy plant-based food. Hence, future researchers can use a longitudinal study to obtain effective outcomes when examining consumers' plant-based food purchasing intention.

Secondly, it is recommended to study consumers' plant-based food purchasing intentions in a specific context. Future researchers could improve the quality of this study by examining consumers' intent to buy a variety of plant-based food products. For instance, future researchers could compare consumers' intention to purchase plant-based meat and plant-based dairy products in Malaysia. Hence, conducting

the study in this manner would be effective, and the potential findings would be more accurate.

5.6 Conclusion

In brief, most consumers that participated in this study have heard about plant-based food, and experienced purchasing plant-based food in Malaysia. The results from this study depicted that consumer in Malaysia intent to purchase plant-based food, especially in the future. Thus, this result could be valuable for the government and business practitioners as they can attract consumers in Malaysia to purchase plant-based food. Moreover, the objectives of examining factors influencing consumers' purchase intention towards plant-based food in Malaysia was fulfilled. The results showed that attitude, environmental concerns, and health consciousness have a significant relationship with consumers' plant-based food purchasing intention. Moreover, there were several limitations concluded from this study. Nonetheless, recommendations were provided for future researchers to enhance the quality of examining consumers' intention to purchase plant-based food in Malaysia.

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APPENDICES

Appendix A: Survey Questionnaire – English

1/26/22, 8:47 AM

Purchase Intention towards Plant-based Food in Malaysia

Purchase Intention towards Plant-based Food in Malaysia

Greetings!

My name is Hephzibah Victor Manickam (Student ID: 19UKB01444). I am currently a final year undergraduate student pursuing Bachelor of International Business (Hons) in Universiti Tunku Abdul Rahman (UTAR). I am conducting research on purchase intention towards plant-based food in Malaysia.

I would like to invite you to participate in this questionnaire survey. There are ONLY 4 SECTIONS in this questionnaire and it only takes 5-10 minutes of your time to complete this questionnaire. The participation of this questionnaire is on a voluntary basis.

Kindly be informed that all of your answers will be kept PRIVATE and CONFIDENTIAL.

Thank you for your willingness to participate in this survey 😊.

If you have any questions regarding my research, please do not hesitate to contact me at hephzibahvictor3@utar.my.

* Required

1/26/22, 8:47 AM

Purchase Intention towards Plant-based Food in Malaysia

PERSONAL DATA
PROTECTION STATEMENT

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

Notice:

1. The purposes for which your personal data may be used are inclusive but not limited to:-

- For assessment of any application to UTAR
- For processing any benefits and services
- For communication purposes
- For advertorial and news
- For general administration and record purposes
- For enhancing the value of education
- For educational and related purposes consequential to UTAR
- For the purpose of our corporate governance
- For consideration as a guarantor for UTAR staff/ student applying for his/her scholarship/ study loan

2. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

3. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

4. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

1. By submitting this form you hereby authorise and consent to us processing (including disclosing) your personal data and any updates of your information, for the purposes and/or for any other purposes related to the purpose.

2. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

https://docs.google.com/forms/d/1Bu8JpkOtop63C1qOQwUssNRfvbI05KCLEqhFS_0dE8/edit

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1/26/22, 8:47 AM

Purchase Intention towards Plant-based Food in Malaysia

3. You may access and update your personal data by writing to me at hephzibahvictor3@utar.my.

1. Acknowledge of Notice *

Mark only one oval.

- I have been notified and that I hereby understood, consented and agreed to UTAR's notification above.
- I disagree and am not willing to participate in this study.
Skip to section 12 (Thank you for your time 😊)

Section A: Demographic Information

2. Gender *

Mark only one oval.

- Male
- Female

3. Age Group *

Mark only one oval.

- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 and above

1/26/22, 8:47 AM

Purchase Intention towards Plant-based Food in Malaysia

4. Highest Education Attainment *

Mark only one oval.

- Primary
- Secondary
- Pre- University / Diploma
- Bachelor's Degree
- Master's Degree/ PhD Degree
- Professional Certificate (ACCA, PMP, CFA, etc.)
- Other: _____

5. Which state do you currently reside in? *

Mark only one oval.

- Johor
- Kedah
- Kelantan
- Kuala Lumpur
- Labuan
- Malacca
- Negeri Sembilan
- Pahang
- Penang
- Perak
- Perlis
- Putrajaya
- Sabah
- Sarawak
- Selangor
- Terengganu

Section B

https://docs.google.com/forms/d/1Bu8JpkOtop63C1qOQwUssNRfvbtO5KCLEqhFS_0dE8/edit

4/16

1/26/22, 8:47 AM

Purchase Intention towards Plant-based Food in Malaysia

6. How would you describe your diet? You may select MORE THAN ONE option. *

Check all that apply.

- Meat Eater
- Vegetarian (avoids CERTAIN animal-based products)
- Vegan (avoids ALL animal-based products)
- Flexitarian (Semi-Vegetarian)
- Pescatarian (Eats fish but DOES NOT eat meat)
- Coeliac (avoids ALL gluten)
- General Allergies (Eg: eggs, peanuts, fish, shellfish, cow's milk, soy, etc.)

Other: _____

7. Have you heard of plant-based food? *



Mark only one oval.

- Yes Skip to question 8
- No Skip to section 5 (Let me explain what is Plant-based Food 🤔)

Skip to question 8

1/26/22, 8:47 AM

Purchase Intention towards Plant-based Food in Malaysia

Let me explain what is Plant-based Food



Plant-based foods are foods that are MINIMALLY PROCESSED

E.g.

- Fresh veggies
- Herbs
- Fruits
- Whole grains
- Nuts

Plant-based foods contain ZERO animal-based products

E.g.

- Dairy
- Eggs
- Meat
- Fish

*Ostfeld, R. J. (2017). Definition of a Plant-based Diet and Overview of this Special Issue. Journal of Geriatric Cardiology: JGC, 14(5), 315.

Skip to section 12 (Thank you for your time 😊)

Section B

8. Do you have any experience buying plant-based food? *

Mark only one oval.

- Yes Skip to question 9
- No Skip to question 10

Section B

9. Why do you BUY plant-based food? You may select MORE THAN ONE option. *

Check all that apply.

- I like the taste better
- I feel better when I eat plant-based food
- I am intolerant/sensitive to certain foods
- It provides me general health benefits
- I feel it is better for the environment

Other: _____

Skip to question 11

Section B

1/26/22, 8:47 AM

Purchase Intention towards Plant-based Food in Malaysia

10. Why do you NOT BUY plant-based food? You may select MORE THAN ONE option. *

Check all that apply.

- I do not like the taste
- I prefer to eat the real thing
- I never thought about buying them
- I feel it is too expensive
- There are too many ingredients I cannot pronounce

Other: _____

Section
C

This section is to study the factors influencing the purchase intention towards plant-based food in Malaysia. Kindly read the questions carefully. Please select the most suitable answer to indicate the extent to which you agree or disagree with each of the statements given below. (1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly Agree)

11. I KNOW quite a lot about plant-based food. *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	Strongly Agree				

12. I FULLY UNDERSTAND about the INGREDIENTS of plant-based food. *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	Strongly Agree				

1/26/22, 8:47 AM

Purchase Intention towards Plant-based Food in Malaysia

13. I FULLY UNDERSTAND about the NUTRITIOUS VALUE of plant-based food. *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	Strongly Agree				

14. I have OFTEN READ articles or news about plant-based food. *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	Strongly Agree				

15. I OFTEN SEE plant-based food in shopping places (eg: grocery stores, supermarkets, online stores, etc.). *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	Strongly Agree				

16. I think that buying plant-based food is IMPORTANT. *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	Strongly Agree				

1/26/22, 8:47 AM

Purchase Intention towards Plant-based Food in Malaysia

17. I think that buying plant-based food is BENEFICIAL. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

18. I think that buying plant-based food is FAVOURABLE. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

19. I feel POSITIVE towards plant-based food. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

20. I like the IDEA of buying plant-based food. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

1/26/22, 8:47 AM

Purchase Intention towards Plant-based Food in Malaysia

21. People, who are IMPORTANT to me, think that I should buy plant-based food. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

22. Most people who are important to me think that I should buy plant-based food INSTEAD OF non-plant-based food. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

23. Most people whose opinion I value would buy plant-based food INSTEAD OF non-plant-based food. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

24. MY FAMILY thinks that I should buy plant-based food rather than non-plant-based food. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

1/26/22, 8:47 AM

Purchase Intention towards Plant-based Food in Malaysia

25. MOST FRIENDS whose opinions regarding diet are important to me, think that I should buy plant-based food. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

Section
C

This section is to study the factors influencing the purchase intention towards plant-based food in Malaysia. Kindly read the questions carefully. Please select the most suitable answer to indicate the extent to which you agree or disagree with each of the statements given below. (1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly Agree)

26. I have RESOURCES, TIME, and OPPORTUNITIES to buy plant-based food. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

27. If plant-based food were available in the shops, NOTHING would prevent me from buying it. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

28. I can buy the plant-based food I need CONVENIENTLY. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

1/26/22, 8:47 AM

Purchase Intention towards Plant-based Food in Malaysia

29. Whether I will eventually buy plant-based food is ENTIRELY up to me. *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	Strongly Agree				

30. It's MOSTLY up to me whether or not to buy plant-based food. *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	Strongly Agree				

31. I am GREATLY CONCERNED about the harm being done to animal life. *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	Strongly Agree				

32. I am WILLING TO REDUCE my meat consumption to help protect the environment. *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	Strongly Agree				

1/26/22, 8:47 AM

Purchase Intention towards Plant-based Food in Malaysia

33. It is IMPORTANT that the food I eat on a typical day has been produced in a way which has NOT SHAKEN the ecosystem. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

34. It is IMPORTANT that the food I eat has been prepared in an ENVIRONMENTALLY FRIENDLY way. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

35. Plant-based food is MORE environmentally friendly. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

36. I consider myself as a HEALTH CONSCIOUS consumer. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

1/26/22, 8:47 AM

Purchase Intention towards Plant-based Food in Malaysia

37. I am concerned about the TYPE and AMOUNT of nutrition in the food that I consume daily. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

38. I think it is IMPORTANT to know well HOW to eat healthy. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

39. I think that I take HEALTH INTO ACCOUNT a lot in my life. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

40. I think plant-based food is GOOD for my health. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

Section
D

This section is to study the purchase intention towards plant-based food in Malaysia. Kindly read the questions carefully. Please select the most suitable answer to indicate the extent to which you agree or disagree with each of the statements given below. (1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly Agree)

1/26/22, 8:47 AM

Purchase Intention towards Plant-based Food in Malaysia

41. I am WILLING to buy plant-based food INSTEAD of non-plant-based food while shopping. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

42. I INTEND to buy plant-based food IF they are available. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

43. I INTEND to buy plant-based food in the NEAR future. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

44. I will MAKE AN EFFORT to buy plant-based food in the NEAR future. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

1/26/22, 8:47 AM

Purchase Intention towards Plant-based Food in Malaysia

45. I DEFINITELY want to buy plant-based food in near future. *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	Strongly Agree				

Skip to section 13 (Thank you for taking the time to complete this survey 😊)

Thank you for your time 😊

Thank you for taking the time to complete this survey 😊

This content is neither created nor endorsed by Google.

Google Forms

Appendix B: Survey Questionnaire – Bahasa Malaysia

1/26/22, 8:47 AM

Niat Pembelian terhadap Makanan Berasaskan Tumbuhan (Plant-Based Food) di Malaysia

Niat Pembelian terhadap Makanan Berasaskan Tumbuhan (Plant-Based Food) di Malaysia

Salam Sejahtera!

Nama saya Hephzibah Victor Manickam (ID Pelajar: 19UKB01444). Saya pelajar tahun akhir yang mengikuti Ijazah Sarjana Muda Perniagaan Antarabangsa (Kepujian) di Universiti Tunku Abdul Rahman (UTAR). Saya sedang menjalankan penyelidikan mengenai niat pembelian terhadap makanan berasaskan tumbuhan (Plant-based food) di Malaysia.

Saya ingin menjemput anda untuk mengambil bahagian dalam soal selidik ini. Terdapat 4 BAHAGIAN dalam soal selidik ini dan ia hanya mengambil masa 5-10 minit untuk melengkapkan soal selidik ini. Penyertaan soal selidik ini adalah secara sukarela.

Sukacita dimaklumkan bahawa semua maklumat anda akan dirahsiakan dan disimpan secara SULIT.

Terima kasih kerana sudi menyertai soal selidik ini 😊.

Jika anda mempunyai sebarang soalan mengenai penyelidikan saya, sila hubungi saya di hephzibahvictor3@utar.my.

* Required

1/26/22, 8:47 AM

Niat Pembelian terhadap Makanan Berasaskan Tumbuhan (Plant-Based Food) di Malaysia

AKTA
PERLINDUNGAN
DATA PERIBADI

Harap maklum bahawa menurut Akta Perlindungan Data Peribadi 2010 ("PDPA") yang berkuat kuasa pada 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") dengan ini terikat untuk membuat notis dan memerlukan persetujuan berhubung dengan pengumpulan, rakaman, penyimpanan, penggunaan dan pengedaran maklumat peribadi.

Notis:

1. Tujuan data peribadi anda boleh digunakan bagi tujuan-tujuan yang tidak terhad seperti berikut:-

- Untuk penilaian mana-mana permohonan ke UTAR
- Untuk memproses apa-apa faedah dan perkhidmatan
- Untuk tujuan komunikasi
- Untuk pengiklanan dan berita
- Untuk tujuan pentadbiran am dan rekod
- Untuk meningkatkan nilai pendidikan
- Untuk tujuan pendidikan dan tujuan yang berkaitan dengan UTAR
- Untuk tujuan tadbir urus korporat
- Untuk dipertimbangkan sebagai penjamin bagi kakitangan/ pelajar UTAR yang memohon pinjaman pelajaran / biasiswa

2. Maklumat peribadi anda mungkin dipindahkan dan/atau disampaikan kepada pihak ketiga dan/atau rakan kerjasama UTAR termasuk tetapi tidak terhad kepada ejen luar yang dilantik bagi tujuan memenuhi tanggungjawab kami kepada anda berkenaan dengan tujuan-tujuan di atas dan tujuan-tujuan lain yang berkaitan dengan tujuan di atas dan termasuk menyediakan perkhidmatan bersepadu, mengekalkan dan menyimpan rekod. Data anda boleh dikongsi apabila diperlukan oleh undang-undang dan apabila penyampaian adalah perlu bagi mematuhi undang-undang berkaitan.

3. Apa-apa maklumat peribadi akan disimpan oleh UTAR bagi tujuan-tujuan di atas dan seperti yang dikehendaki oleh undang-undang dan akan dibinasakan dan/atau dihapuskan mengikut polisi UTAR apabila maklumat tersebut tidak lagi diperlukan.

4. UTAR adalah komited dan menjadi keutamaan kami dalam memastikan kerahsiaan, perlindungan, keselamatan dan ketepatan maklumat peribadi anda yang telah diberikan kepada kami dan ia telah menjadi dasar berterusan kami yang tegas untuk memastikan bahawa maklumat peribadi anda adalah tepat, lengkap, tidak mengelirukan dan dikemaskini. UTAR juga akan memastikan bahawa data peribadi anda tidak akan digunakan untuk tujuan politik dan komersial.

Persetujuan:

1. Dengan menghantar atau memberikan data peribadi anda kepada UTAR, anda telah mengizinkan dan bersetuju untuk data peribadi anda untuk digunakan selaras dengan terma dan syarat-syarat dalam Notis ini dan polisi kami yang berkaitan.

2. Jika anda tidak bersetuju atau kemudiannya menarik balik persetujuan anda kepada pemrosesan dan penyampaian data peribadi anda, UTAR tidak akan dapat memenuhi tanggungjawab UTAR atau menghubungi anda atau membantu anda berkaitan dengan tujuan-tujuan diatas dan/atau tujuan lain yang berkaitan dengan tujuan-tujuan diatas.

3. Anda boleh mengakses dan mengemas kini data peribadi anda dengan menulis kepada saya di hphzibahvictor3@utar.my.

https://docs.google.com/forms/d/1fyem3StArGVQMwFfOJIS8Re2AVkvLVpGY_pi8vsnP8/edit

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Niat Pembelian terhadap Makanan Berasaskan Tumbuhan (Plant-Based Food) di Malaysia

1. Pengakuan Notis *

Mark only one oval.

- Saya telah dimaklumkan dan dengan ini memahami dan bersetuju dengan pemberitahuan UTAR di atas.
- Saya tidak bersetuju dan tidak bersedia untuk mengambil bahagian dalam kajian ini.
Skip to section 12 (Terima kasih atas masa anda 😊)

Bahagian A: Maklumat Demografi

2. Jantina *

Mark only one oval.

- Lelaki
- Perempuan

3. Kumpulan Umur *

Mark only one oval.

- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 dan ke atas

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Niat Pembelian terhadap Makanan Berasaskan Tumbuhan (Plant-Based Food) di Malaysia

4. Pencapaian Pendidikan Tertinggi *

Mark only one oval.

- Sekolah Rendah
- Sekolah Menengah
- Pra Universiti / Diploma
- Ijazah Sarjana Muda
- Ijazah Sarjana/ Ijazah PhD
- Sijil Profesional (ACCA, PMP, CFA, dll.)
- Other: _____

5. Negeri Penempatan Sekarang? *

Mark only one oval.

- Johor
- Kedah
- Kelantan
- Kuala Lumpur
- Labuan
- Melaka
- Negeri Sembilan
- Pahang
- Penang
- Perak
- Perlis
- Putrajaya
- Sabah
- Sarawak
- Selangor
- Terengganu

Bahagian B

https://docs.google.com/forms/d/1fyem3StArGVQMwAFfOJIS8Re2AVkvLVpGY_pi8vsnP8/edit

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Niat Pembelian terhadap Makanan Berasaskan Tumbuhan (Plant-Based Food) di Malaysia

6. Bagaimanakah diet anda? Anda boleh memilih LEBIH DARIPADA SATU pilihan. *

Check all that apply.

- Pemakan Daging
- Vegetarian (elak produk berasaskan haiwan TERTENTU)
- Vegan (elak SEMUA produk berasaskan haiwan)
- Flexitarian (Separuh Vegetarian)
- Pescatarian (Makan ikan tetapi TIDAK makan daging)
- Celiac (mengelakkan SEMUA gluten)
- Alahan Umum (Cth: telur, kacang tanah, ikan, kerang, susu lembu, soya, dll.)

Other: _____

7. Pernahkah anda mendengar tentang makanan berasaskan tumbuhan (Plant-based food)? *



Mark only one oval.

- Ya Skip to question 8
- Tidak Skip to section 5 (Biarlah saya terangkan apa itu Makanan Berasaskan Tumbuhan (Plant-based Food) 😊)

Skip to question 8

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Niat Pembelian terhadap Makanan Berasaskan Tumbuhan (Plant-Based Food) di Malaysia

Biarlah saya terangkan apa itu Makanan Berasaskan Tumbuhan (Plant-based Food) 😊

Makanan berasaskan tumbuhan ialah makanan yang DIPROSES secara MINIMUM

Contohnya:

- 🥕 Sayur-sayuran segar
- 🌿 Herba
- 🍎 Buah-buahan
- 🌾 Bijian penuh
- 🥜 kacang

Makanan berasaskan tumbuhan TIDAK mengandungi produk berasaskan haiwan

Contohnya:

- ❌ 🥛 Tenusu
- ❌ 🥚 Telur
- ❌ 🍖 Daging
- ❌ 🐟 Ikan

*Ostfeld, R. J. (2017). Definition of a Plant-based Diet and Overview of this Special Issue. *Journal of Geriatric Cardiology: JGC*, 14(5), 315.

Skip to section 12 (Terima kasih atas masa anda 😊)

Bahagian B

8. Adakah anda mempunyai sebarang pengalaman membeli makanan berasaskan tumbuhan? *

Mark only one oval.

Ya Skip to question 9

Tidak Skip to question 10

Bahagian B

9. Mengapakah anda MEMBELI makanan berasaskan tumbuhan? Anda boleh memilih LEBIH DARIPADA SATU pilihan. *

Check all that apply.

- Saya lebih suka rasanya
- Saya berasa diri saya lebih baik apabila makan makanan berasaskan tumbuhan
- Saya tidak bertoleransi/sensitif terhadap makanan yang tertentu
- Ia memberi saya manfaat kesihatan secara umum
- Saya rasa ia lebih baik untuk alam sekitar

Other: _____

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Niat Pembelian terhadap Makanan Berasaskan Tumbuhan (Plant-Based Food) di Malaysia

Skip to question 11

Bahagian B

10. Mengapakah anda TIDAK MEMBELI makanan berasaskan tumbuhan? Anda boleh memilih LEBIH DARIPADA SATU pilihan. *

Check all that apply.

- Saya tidak suka rasanya
- Saya lebih suka makan makanan yang mengandungi daging
- Saya tidak pernah terfikir untuk membelinya
- Saya rasa ia terlalu mahal
- Terdapat terlalu banyak bahan yang tidak dapat saya sebutkan

Other: _____

Bahagian C

Bahagian ini adalah untuk mengkaji faktor-faktor yang mempengaruhi niat membeli terhadap makanan berasaskan tumbuhan (Plant-based food) di Malaysia. Sila baca soalan dengan teliti. Sila pilih jawapan yang paling sesuai untuk menunjukkan sejauh mana anda bersetuju atau tidak bersetuju dengan setiap pernyataan yang diberikan di bawah. (1-Sangat Tidak Setuju, 2-Tidak Setuju, 3-Neutral, 4-Setuju, 5-Sangat Setuju)

11. Saya CUKUP TAHU tentang makanan berasaskan tumbuhan. *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	Sangat Setuju				

12. Saya FAHAM SEPENUHNYA tentang BAHAN-BAHAN dalam makanan berasaskan tumbuhan. *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	Sangat Setuju				

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Niat Pembelian terhadap Makanan Berasaskan Tumbuhan (Plant-Based Food) di Malaysia

13. Saya FAHAM SEPENUHNYA tentang NILAI PEMAKANAN makanan berasaskan tumbuhan. *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	Sangat Setuju				

14. Saya SERING MEMBACA artikel atau berita tentang makanan berasaskan tumbuhan. *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	Sangat Setuju				

15. Saya KERAP MELIHAT makanan berasaskan tumbuhan di tempat membeli-belah (cth: kedai runcit, pasar raya, kedai dalam talian, dll.). *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	Sangat Setuju				

16. Saya berpendapat bahawa membeli makanan berasaskan tumbuhan adalah PENTING. *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	Sangat Setuju				

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Niat Pembelian terhadap Makanan Berasaskan Tumbuhan (Plant-Based Food) di Malaysia

17. Saya berpendapat bahawa membeli makanan berasaskan tumbuhan adalah BERMANFAAT. *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	Sangat Setuju				

18. Saya berpendapat bahawa membeli makanan berasaskan tumbuhan adalah MENGGALAKAN. *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	Sangat Setuju				

19. Saya berasa POSITIF terhadap makanan berasaskan tumbuhan. *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	Sangat Setuju				

20. Saya suka CADANGAN untuk membeli makanan berasaskan tumbuhan. *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	Sangat Setuju				

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Niat Pembelian terhadap Makanan Berasaskan Tumbuhan (Plant-Based Food) di Malaysia

21. Orang yang PENTING bagi saya, berpendapat bahawa saya harus membeli makanan berasaskan tumbuhan. *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

22. Kebanyakan orang yang penting bagi saya berpendapat bahawa saya harus membeli makanan berasaskan tumbuhan dan BUKANNYA makanan bukan berasaskan tumbuhan. *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

23. Kebanyakan orang yang pendapatnya saya hargai akan membeli makanan berasaskan tumbuhan dan BUKANNYA makanan bukan berasaskan tumbuhan. *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

24. KELUARGA SAYA beranggapan bahawa saya harus membeli makanan berasaskan tumbuhan daripada makanan bukan berasaskan tumbuhan. *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

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Niat Pembelian terhadap Makanan Berasaskan Tumbuhan (Plant-Based Food) di Malaysia

25. KEBANYAKAN RAKAN-RAKAN yang pendapat mereka mengenai diet penting bagi saya, berpendapat bahawa saya harus membeli makanan berasaskan tumbuhan. *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Bahagian
C

Bahagian ini adalah untuk mengkaji faktor-faktor yang mempengaruhi niat membeli terhadap makanan berasaskan tumbuhan (Plant-based food) di Malaysia. Sila baca soalan dengan teliti. Sila pilih jawapan yang paling sesuai untuk menunjukkan sejauh mana anda bersetuju atau tidak bersetuju dengan setiap pernyataan yang diberikan di bawah. (1-Sangat Tidak Setuju, 2-Tidak Setuju, 3-Neutral, 4-Setuju, 5-Sangat Setuju)

26. Saya mempunyai SUMBER, MASA dan PELUANG untuk membeli makanan berasaskan tumbuhan. *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

27. Jika makanan berasaskan tumbuhan boleh didapati di kedai-kedai, TIADA apa yang akan menghalang saya daripada membelinya. *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

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Niat Pembelian terhadap Makanan Berasaskan Tumbuhan (Plant-Based Food) di Malaysia

28. Saya boleh membeli makanan berasaskan tumbuhan yang saya perlukan dengan MUDAH. *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	Sangat Setuju				

29. Sama ada saya akan membeli makanan berasaskan tumbuhan pada akhirnya TERPULANG kepada saya. *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	Sangat Setuju				

30. KEBANYAKANNYA terpulang kepada saya sama ada hendak membeli makanan berasaskan tumbuhan atau tidak. *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	Sangat Setuju				

31. Saya SANGAT RISAU tentang kemudaratan yang dilakukan kepada hidupan haiwan. *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	Sangat Setuju				

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Niat Pembelian terhadap Makanan Berasaskan Tumbuhan (Plant-Based Food) di Malaysia

32. Saya SANGGUP MENGURANGKAN pengambilan daging untuk membantu melindungi alam sekitar. *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	Sangat Setuju				

33. Adalah PENTING bahawa makanan yang saya makan pada hari-hari biasa telah dihasilkan dengan cara yang TIDAK MENJEJASKAN ekosistem. *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	Sangat Setuju				

34. Adalah PENTING bahawa makanan yang saya makan telah disediakan dengan cara yang MESRA ALAM. *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	Sangat Setuju				

35. Makanan berasaskan tumbuhan adalah LEBIH mesra alam. *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	Sangat Setuju				

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Niat Pembelian terhadap Makanan Berasaskan Tumbuhan (Plant-Based Food) di Malaysia

36. Saya menganggap diri saya sebagai pengguna yang MEMENTINGKAN KESIHATAN. *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	Sangat Setuju				

37. Saya mengambil berat tentang JENIS dan JUMLAH nilai pemakanan/khasiat dalam makanan yang saya ambil setiap hari. *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	Sangat Setuju				

38. Saya fikir ia adalah PENTING untuk mengetahui dengan baik CARA pemakanan yang sihat. *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	Sangat Setuju				

39. Saya fikir saya banyak mengambil kira KESIHATAN dalam hidup saya. *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	Sangat Setuju				

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Niat Pembelian terhadap Makanan Berasaskan Tumbuhan (Plant-Based Food) di Malaysia

40. Saya rasa makanan berasaskan tumbuhan adalah BAGUS untuk kesihatan saya. *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Bahagian
D

Bahagian ini adalah untuk mengkaji niat pembelian terhadap makanan berasaskan tumbuhan (Plant-based food) di Malaysia. Sila baca soalan dengan teliti. Sila pilih jawapan yang paling sesuai untuk menunjukkan sejauh mana anda bersetuju atau tidak bersetuju dengan setiap pernyataan yang diberikan di bawah. (1-Sangat Tidak Setuju, 2-Tidak Setuju, 3-Neutral, 4-Setuju, 5-Sangat Setuju)

41. Saya SANGGUP membeli makanan berasaskan tumbuhan dan BUKANNYA makanan yang tidak berasaskan tumbuhan semasa membeli-belah. *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

42. Saya BERNIAT untuk membeli makanan berasaskan tumbuhan JIKA ada. *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

43. Saya BERNIAT untuk membeli makanan berasaskan tumbuhan dalam MASA TERDEKAT. *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

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Niat Pembelian terhadap Makanan Berasaskan Tumbuhan (Plant-Based Food) di Malaysia

44. Saya akan BERUSAHA untuk membeli makanan berasaskan tumbuhan dalam MASA TERDEKAT. *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

45. Saya PASTI ingin membeli makanan berasaskan tumbuhan dalam masa terdekat. *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Skip to section 13 (Terima kasih kerana meluangkan masa anda untuk melengkapkan soal-selidik ini 🙏)

Terima kasih atas masa anda 😊

Terima kasih kerana meluangkan masa anda untuk melengkapkan soal-selidik ini 🙏

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Appendix C: Origin of Construct

Variables	Items	Authors	CA (α)
	I intend to buy organic bread in the near future	Tarkiainen & Sundqvist, 2005	0.812
	I intend to buy organic foods if they are available.	Asif et al., 2018	0.811
Purchase Intention	I am willing to buy organic vegetables instead of conventional vegetables while shopping	Pham et al., 2019	0.813
	I will make an effort to buy organic vegetables in the near future		
	I definitely want to purchase green products in near future	Paul et al., 2016	0.908
	I know quite a lot about organic cotton apparel.		
	I have often read articles or news about or have learned about organic cotton apparel	Kang, Liu & Kim, 2013	0.91
	I often see organic cotton apparel in shopping places (e.g., department stores, specialty stores, online shopping malls, etc.).		
Consumers' Knowledge	I understand fully about the ingredients of this product	Tuu & Olsen, 2012	0.85
	I understand fully about		

	the nutritious value of this product		
Attitude	I think that purchasing organic food is important.		
	I think that purchasing organic food is beneficial.	Asif et al., 2018	0.873
	I think that purchasing organic food is favourable.		
	I feel positive towards green products	Matthes & Wonneberger, 2014	0.84
	I (1=dislike; 5=like) the idea of purchasing green	Mostafa, 2007	0.932
Subjective Norms	People, who are important to me, think that I should buy plant-based food.	Tarkiainen & Sundqvist, 2005	0.925
	Most people who are important to me think that I should/should not buy plant-based food instead of non-plant-based food.	Arvola et al., 2008	0.77
	Most people whose opinion I value would buy plant-based food instead of animal-based food		
	My family thinks that I should buy plant-based food rather than non-plant-based food.		
	Most friends whose opinions regarding diet are important to me, think that I should buy plant-based food.	Asif et al., 2018	0.823

	I have resources, time, and opportunities to purchase plant-based food.	Chen & Peng, 2012	0.782
	Whether I will eventually buy plant-based food is entirely up to me.		
Perceived Behavioural Control	If plant-based food were available in the shops, nothing would prevent me from buying it.	Chen, 2007	0.79
	I can buy the plant-based food I need conveniently	Wang et al., 2013	0.946
	It's mostly up to me whether or not to buy plant-based food.	Asif et al., 2018	0.713
	Plant-based food is more environmentally friendly		
	I am greatly concerned about the harm being done to animal life	Voon, Ngui & Agrawal, 2011	0.964
	I am willing to reduce my meat consumption to help protect the environment	Maichum, Parichatnon & Peng, 2016	0.892
Environmental Concerns	It is important that the food I eat on a typical day has been prepared in an environmentally friendly way		
	It is important that the food I eat on a typical day has been produced in a way which has not shaken the balance of nature	Lindeman & Väänänen, 2000	0.91

	I consider myself as a health-conscious consumer.	Tarkiainen & Sundqvist, 2005	0.811
	I am concerned about the type and amount of nutrition in the food that I consume daily.		
Health Consciousness	I think plant-based food is good for my health.	Voon, Ngui & Agrawal, 2011	0.964
	I think that I take health into account a lot in my life.	Schifferstein & Ophuis, 1998	0.97
	I think it is important to know well how to eat healthy.		

Appendix D: Calculation of Sample Size using G-Power

