DETERMINANTS OF WORKING ADULTS' ORGANIC FOOD PURCHASE INTENTION

LEE WAN QI

MASTER OF BUSINESS ADMINISTRATION

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

AUGUST 2023

Determinants of Working Adults' Organic Food Purchase Intention

Lee Wan Qi

A research project submitted in partial fulfillment of the requirement for the degree of

Master of Business Administration

Universiti Tunku Abdul Rahman

Faculty of Accountancy and Management

August 2023

Determinants of Working Adults' Organic Food Purchase Intention

By

Lee Wan Qi

This research project is supervised by:

Malathi Nair a/p G Narayana Nair
Senior Lecturer
Department of International Business
Faculty of Accountancy and Management

DECLARATION

I hereby declare that:

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

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

(3) The word count of this research report is_____ 20795_____.

Name of Student : Lee Wan Qi

Student ID : 22UKM06632

Signature : *tracy*

Date : 9 August 2023

ACKNOWLEDGMENTS

I would like to express my deepest appreciation and heartfelt gratitude to everyone who has supported and assisted me throughout my research project. I am truly grateful for their kindness in providing advice, encouragement, assistance, and valuable feedback, which greatly contributed to the completion of this research.

First and foremost, I want to express my sincere gratitude to my research supervisor, Ms. Malathi Nair. Despite her busy schedule during the two semesters, she consistently guided me and patiently taught me the step-by-step research methodology. She also pointed out the mistakes I made, helping me improve the overall quality of my work. It was a privilege and honor to have the opportunity to study and learn under her guidance.

I would also like to extend my heartfelt thanks to all the respondents who generously devoted their precious time to participate in my questionnaire survey. I am incredibly grateful that they were willing to contribute their time and effort to answer the questions and share their perspectives.

I would like to extend my heartfelt appreciation to my family and friends for their unwavering support and motivation throughout my research journey. My family created a conducive study environment, enabling me to concentrate on completing the project, while my friends showed understanding and acceptance of my busy schedule.

Lastly, I want to express my sincere appreciation to Universiti Tunku Abdul Rahman (UTAR) for providing students with ample teaching materials and facilities, such as Microsoft Teams and the online library.

DEDICATION

This dissertation is specially dedicated to:

Ms. Malathi Nair

and

My family, friends, and beloved ones

Thank you for the ongoing guidance, help, and encouragement provided throughout the entire duration of this research project.

TABLE OF CONTENTS

Page

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATION

A	Agree
ANOVA	One-way Analysis of Variance
CVDs	Cardiovascular diseases
D	Disagree
DOSM	Department of Statistics Malaysia
DSM	Department of Standards Malaysia
eWOM	Electronic Word-of-mouth
GMOs	Genetically Modified Organisms
N	Neutral
SA	Strongly Agree
SD	Strongly Disagree
SOM	Malaysia Organic Scheme
SPSS	Statistical Package for Social Science
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
WOM	Word-of-mouth

PREFACE

This thesis titled "Determinants of working adults' organic food purchase intention" is presented to fulfil the course requirement for the Master of Business Administration program at Universiti Tunku Abdul Rahman (UTAR). The research was carried out from January 2023 to August 2023. I am inspired to dive into this research topic due to the growing importance of organic food consumption and the need to understand the factors influencing purchase decisions in this domain. The aim of this study is to examine the role of variables such as personal attitude, subjective norms, perceived behavioural control, electronic word-of-mouth (eWOM), and brand awareness in shaping the organic food purchase intention of working adults. By exploring these determinants, this research seeks to contribute to a deeper understanding of consumer behaviour and inform relevant stakeholders in the organic food industry.

ABSTRACT

This research aims to examine the relationship between the five independent variables which are personal attitude, subjective norms, perceived behavioural control, electronic word-of-mouth (eWOM) and brand awareness towards organic food purchase intention of Malaysian working adults. The target respondents in this research are working adults aged 18 to 64 years old, who are currently working or employed, using snowball sampling method. Besides, an online questionnaire was used as the research instrument and 275 responses were collected while only 264 responses are valid. Data collected from the survey are analysed using Statistical Package for Social Science (SPSS) version 28. The responses were analysed using descriptive analysis, reliability analysis, normality test, Pearson correlation and multiple regression analysis and presented through tables and figures format. The research findings show that personal attitude, perceived behavioural control, electronic word-of-mouth (eWOM) and brand awareness have significant relationship with working adults' purchase intention of organic food, while subjective norms do not. In addition, this research includes managerial implications for marketers or companies of the organic food industry, offering valuable insights to guide their decision-making processes. Lastly, the research identifies and addresses the limitations associated with this research, providing recommendations for future researchers to effectively manage these limitations.

CHAPTER 1

INTRODUCTION

1.0 Introduction

This section consists of background of study, objectives and research questions, the study significance, hypotheses of the research, problem statement and finally chapter layout.

1.1 Research Background

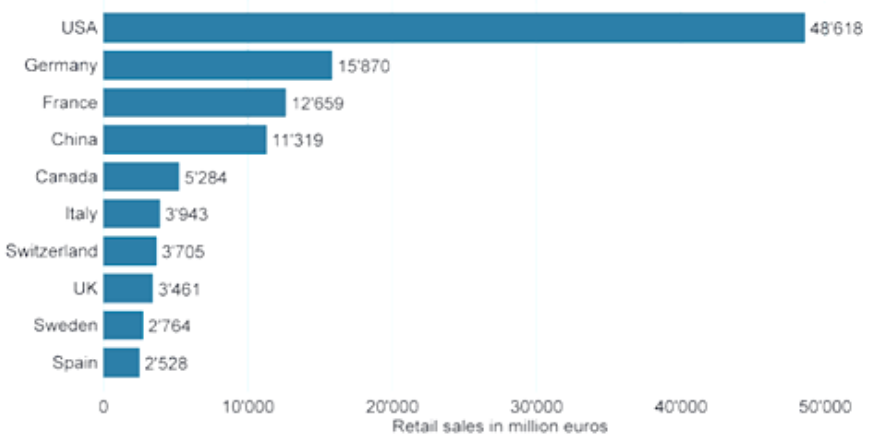
Organic foods are those produced without using artificial chemicals. Foods from animals like eggs, meat, milk, and dairy labelled as organic, no antibiotics or growth hormones are allowed in their feed (Ghimpețeanu, Pogurschi, Popa, Dragomir, Drăgotoiu, Mihai and Petcu, 2022). Organic foods are seen as environmentally safe because they do not involve artificial pesticides or fertilizers, and they are free from genetically modified organisms (GMOs). Additionally, industrial solvents, artificial additives, preservatives, colourings, and irradiation are not part of the processing of organic foods (Dey and Nagababu, 2022). These foods are considered environmentally friendly due to their production practices that prioritize the environment.

Organic food production involves adhering to specific guidelines that ensure the products are organic, offering added health advantages. These guidelines prioritise sustainability, aiming to promote environmental protection, biodiversity preservation, and consumer confidence through rigorous regulation. Hence, organic production involves a sustainable method of growing food that

incorporates environmentally friendly techniques, promotes biodiversity, preserves natural resources, and prioritises well-being (Pawlewicz, Gotkiewicz, Brodzińska, Pawlewicz, Mickiewicz and Kluczek, 2022). Due to these characteristics, organic food is considered a healthier choice for both environment and human health, addressing concerns that consumers are now more conscious of. This consumer perspective serves as a strong incentive for overcoming obstacles and transitioning the market towards greater sustainability and preference for eco-friendly practices.

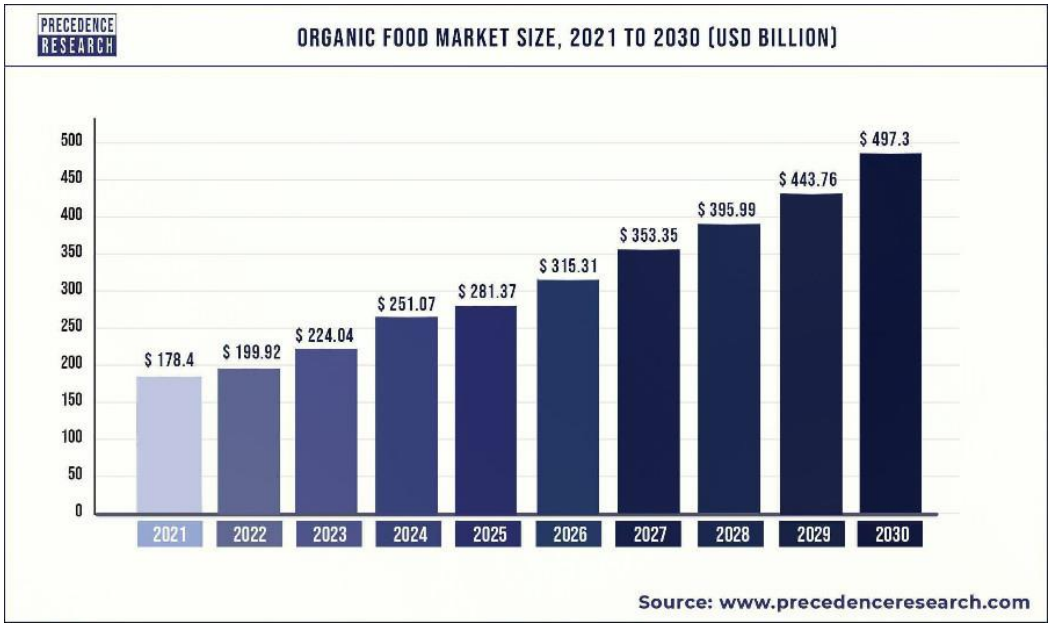
Organic food and beverages have the largest market share in the United States, accounting for 84.1% of the global market in 2020 (Kamarulzaman, 2020). The Research Institute of Organic Agriculture (FiBL) conducted a recent survey indicating that 178 out of the total 195 countries have engaged in organic farming in 2020 (Willer, Trávníček, Meier and Schlatter, 2021). Based on Figure 1.1, the largest market for organic food is found in the United States that valued at 48.6 billion euros, with Germany, France, and China following at 15.9 billion euros, 12.7 billion euros, and 11.3 billion euros, respectively in 2021 (Shahbandeh, 2023). The global organic food market was worth USD 178.4 billion in 2021, and it is projected to expand to around USD 497.3 billion by 2030, with a compound annual growth rate (CAGR) of 12.06% predicted for the forecast period from 2022 to 2030, as shown in Figure 1.2 (Precedence Research, 2022).

Figure 1.1 The Top Countries in Terms of Market Size for Organic Food in the Year 2021



Note. From Shahbandeh (2023).

Figure 1.2 Global Organic Food Market Size Forecast



Note. From Precedence Research (2022).

1.1.1 Organic Food Industry in Malaysia

In recent years, Malaysia has witnessed a significant increase in the demand for organic food products due to various factors. The rise in living standards, yearly income, education level, environmental and health awareness has led many people to become more conscious of their food choices and the daily products they use. According to the Malaysian Investment Development Authority (MIDA), consumers' growing awareness of nutrition and healthcare is driving a higher demand for fresh food with minimal processing, organic food, and flavours sourced naturally from plants and seafood (Malaysian Investment Development Authority [MIDA], 2021). The health food industry in the country primarily emphasises the production of nutrient-enriched food products, and there is significant potential for further growth in organic food and related products.

During the initial phase of the organic industry in Malaysia, non-government organisations (NGOs) and private sectors held a prominent position in the market. An example related to organic farming in Malaysia is Toclan Asia Cyberjaya Selangor which is an organic farm that focuses on growing and selling a variety of organic fruits and vegetables. The farm uses natural and sustainable farming

methods to produce high-quality organic crops. They also offer educational tours for visitors to learn more about organic farming and sustainable agriculture.

The government has also taken initiatives to promote organic food production and consumption in the country. For example, the Organic Agriculture Project in Budget 2021 recognizes the increasing demand for organic produce in the country and aims to support local farmers in transitioning to organic farming practices (Ministry of Finance Malaysia [MOF], 2021). Next, based on the Twelfth Malaysia Plan (12MP) 2021-2025, the agriculture sector's promotion of eco-friendly practices will be strengthened by motivating farmers to implement sound agricultural practices such as Malaysia Good Agricultural Practices (myGAP). (Institute of Corporate Directors Malaysia [ICDM], 2021).

An example of the expanding organic food sector in Malaysia is the rise in the quantity of organic food shops and markets spread across the nation. For instance, BMS Organics, one of the leading organic food retailers in Malaysia, has expanded its business rapidly in recent years, with over 41 outlets and 21 restaurants serving organic vegetarian food in 2020 (BMS Organics, 2020). Other organic food stores and markets such as Country Farm Organic, and Zenxin Organic Food have also gained popularity in Malaysia.

In the coming years, the trend towards consuming organic food in Malaysia is predicted to increase. This growth is expected to be driven by increasing health awareness, rising disposable incomes, and government initiatives to promote organic food production and consumption.

1.1.2 Target Market

As Malaysia continues to grow and develop, there is a rising trend in the country's interest towards organic food products. Consumers in Malaysia are becoming increasingly health and environmentally conscious, leading to a higher demand for organic food. With an annual population growth rate of 0.2%, Malaysia's population is expected to reach 32.7 million in 2022, a little increase from 32.6 million in 2021 (Department of Statistics Malaysia [DOSM], 2022). The

proportion of individuals in the working-age population, indicating those between the ages of 15 and 64, grew from 69.4% in 2021 to 69.5% in 2022 (Azalea, 2022). Based on Figure 1.3, in January 2023, the total number of working adults in Malaysia were forecasted to rise to 16,159,300 compared to 16,130,400 in December 2022 (Trading Economics, 2022).

Thus, the working adults in Malaysia represent a significant target market for the organic food industry due to their unique characteristics and traits. This demographic group has a higher level of disposable income and is more health-conscious, making them more likely to purchase organic food products. This demographic group also tends to have a higher level of disposable income compared to other consumer groups, making them more likely to afford organic products. The rising trend towards organic food consumption in Malaysia is expected to continue in the future, driven by increasing health awareness and government initiatives to promote organic food production and consumption. Therefore, businesses in the organic food industry should tailor their marketing strategies towards working adults in Malaysia to capitalize on this trend and meet the increasing demand for organic products.

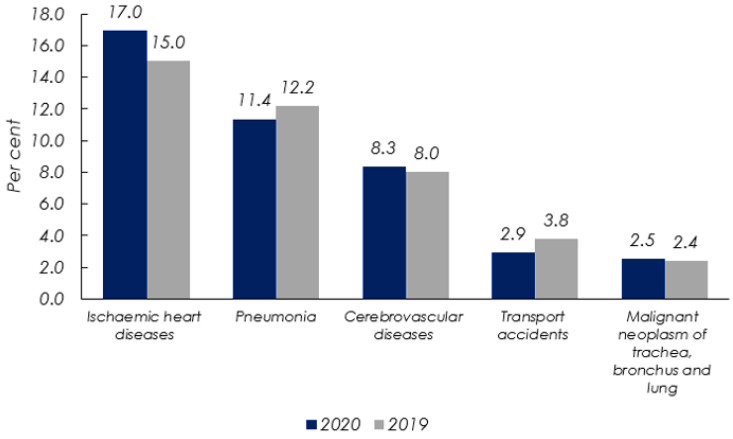
Figure 1.3 Total Number of Working Adults in Malaysia as of January 2023

Note. From Trading Economics. (2022).

1.2 Problem Statement

Cardiovascular diseases (CVDs) pose a significant health threat in Malaysia and globally, being the leading cause of death. In Malaysia, ischemic heart diseases accounted for 17.0% of medically certified deaths in 2020, followed by other CVDs-related conditions such as pneumonia, cerebrovascular diseases, transport accidents, and malignant neoplasms of the trachea, bronchus, and lung (DOSM, 2021). The statistics, as shown in Figure 1.4 highlights the urgent need for preventive measures and interventions to address the rising prevalence of CVDs.

Figure 1.4 Statistic of Malaysia on Death Causes in 2020



Note. From Department of Statistics Malaysia (DOSM). (2021).

One of the key preventive strategies for CVDs is adhering to a balanced diet, engaging in routine physical activity, and managing body weight effectively. However, working adults, who often lead stressful lives and face time constraints, may neglect their health, and fail to prioritize these preventive measures. As a result, they are at increased risk of developing CVDs and related diseases. Therefore, it is crucial to investigate the determinants of working adults' organic food purchase intention, as this can potentially serve as a key strategy to promote a healthier diet and prevent CVDs.

One of the factors discussed in this study is personal attitude that influences individuals' food choices and dietary habits. The personal attitudes of working adults towards organic food vary depending on cultural, religious, and individual factors in a diverse country like Malaysia. Next, with varying values, social

norms, and beliefs, the influence from family, peers, and others may differ significantly (Xiao, Yang, Li and Chen, 2022). Moreover, by exploring subjective norms of Malaysians working adults, it uncovers social dynamics and cultural factors that impact their organic food purchase intentions (Melović, Cirović, Backovic-Vulić, Dudić and Gubiniova, 2020). While for the next factor is the perceived behavioural control, it varies among working adults based on characteristics such as time constraints, accessibility and availability of organic food, and financial considerations. For example, if a working adult feels they can control their food choices and find affordable organic options, it may positively impact their purchase intention. Moving on will be the electronic word-of-mouth (eWOM) that has varying effects on working adults' purchase intention for organic food in Malaysia. Positive reviews from credible sources increase the likelihood of purchase, while negative eWOM can discourage it. The choice of eWOM platform, such as social media, and cultural alignment with Malaysian cultural values also play a role in shaping purchase intention (Leong, Loi and Woon, 2021). Finally, brand awareness which is influenced by brand reputation, and marketing strategies that shapes the purchase intention of working adults. For instance, whether the organic food brand has a strong reputation and effective marketing strategies, such as attractive packaging will influence its purchase intention.

Limited research has been conducted on purchase intentions of organic food in Malaysia, with most studies focusing on a different demographic group and specific regions. For instance, Jusoh and Zailani (2021) conducted research on the intention to consume organic food among working women in Kelantan while Toh, Dominic and Shanmugam (2018) did the study on organic foods purchase intention among working adults in Penang. Furthermore, Hossain and Lim (2016) conducted research on consumers' buying behaviour towards organic food, but only in Penang. Thus, this study was conducted to focus specifically on working adults in Malaysia, regardless of gender and geographic regions.

Therefore, it is crucial to further investigate the specific determinants and consumer segments, especially working adults that influence the purchase

intention for organic food products, to promote a healthier diet and gain a deeper understanding of organic food purchasing behaviour among this group.

1.3 Research Objectives

1.3.1 General Objective

The study aims to uncover the relevant variables impact among Malaysian working adults towards intention to purchase organic food. This study examines personal attitude, subjective norms, perceived behavioural control, electronic word-of-mouth (eWOM) and brand awareness with five independent variables to analyse their relationships on the organic food purchase intention.

1.3.2 Specific Objectives

1. To examine the relationship between personal attitude and working adults' purchase intention of organic food.
2. To examine the relationship between subjective norms and working adults' purchase intention of organic food.
3. To examine the relationship between perceived behavioural control and working adults' purchase intention of organic food.
4. To examine the relationship between electronic word-of-mouth (eWOM) and working adults' purchase intention of organic food.
5. To examine the relationship between brand awareness and working adults' purchase intention of organic food.

1.4 Research Questions

1. Is there any relationship between personal attitude and working adults' purchase intention of organic food?
2. Is there any relationship between subjective norms and working adults' purchase intention of organic food?
3. Is there any relationship between perceived behavioural control and working adults' purchase intention of organic food?

4. Is there any relationship between electronic word-of-mouth (eWOM) and working adults' purchase intention of organic food?
5. Is there any relationship between brand awareness and working adults' purchase intention of organic food?

1.5 Hypothesis of Study

The following five hypotheses are developed for the study:

H_1: There is a significant relationship between personal attitude and working adults' purchase intention of organic food.

H_2: There is a significant relationship between subjective norms and working adults' purchase intention of organic food.

H_3: There is a significant relationship between perceived behavioural control and working adults' purchase intention of organic food.

H_4: There is a significant relationship between electronic word-of-mouth (eWOM) and working adults' purchase intention of organic food.

H_5: There is a significant relationship between brand awareness and working adults' purchase intention of organic food.

1.6 Significance of Study

The significance of this study lies in its potential to support the growth of the organic food industry in Malaysia, by understanding the variables affecting working adults towards purchase of organic food products. The findings of this study will benefit researchers, educators, businesses, marketers, and retailers by providing insights into the factors that impact the intention of working adults to purchase organic food. Educators and researchers can use the findings to expand the existing body of knowledge on the factors that affect organic food purchase intention in Malaysia (Quoquab, Mohammad and Saleki, 2020). Businesses can use them to better target and market their products to this consumer group to improve sales. The factors that drive consumers to choose organic food can help marketers understand their opinions about it. In response, marketers have been making significant efforts to provide a selection of organic food products like fruits, dairy and bakery goods, and also broadening their distribution channels. To

support the decision-making process of consumers when purchasing organic food, retailers of organic food can create and implement more effective marketing practices.

The agriculture and organic industries are expected to contribute to Malaysia's Gross Domestic Product (GDP). Therefore, it is important to regularly conduct consumer studies on organic food purchases to understand consumer intentions and demands. The government has allocated RM50 million for the Organic Agriculture Project in Budget 2021, which aims to promote organic farming and increase the production of safe and quality food (MOF, 2021). The project includes crop planting, livestock breeding, and aquaculture projects, with a focus on developing organic farming methods that are environmentally friendly. The results of the study can also help policymakers and stakeholders in the organic food industry in crafting successful plans to encourage organic food consumption and support the advancement of Malaysia's organic agriculture field.

1.7 Chapter Layout

The issue statement and an outline of the research's background are presented in Chapter 1's introduction, which also presents the core topic and investigation. The factors chosen for investigation are listed in this chapter, together with the goals, issues, importance, and this study hypotheses.

Chapter 2 elaborates literature review, analysing existing literature and relevant concepts to build a conceptual framework to show relationship between the variables.

Chapter 3 discuss about research method, which involves discussing how the study was planned, data gathering techniques, sample selection, definitions of terms, types of measurements used, and ways data was analysed, including summarizing information and drawing conclusions.

Chapter 4 discuss the results findings of the survey data analysis, examining the association among variables and testing research hypotheses.

Chapter 5 gives an overview of the entire research, making conclusions based on what was discussed in the earlier chapters, giving recommendations for further studies, and talking about the study's limitations.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This chapter focuses on reviewing the body of research on factors influencing working adults' intentions to buy organic food. Both variables of dependent and independent will be defined in the review, which will also aid in a better comprehension of the subject matter of the study. The study's conceptual framework will be used and modified to present the hypotheses and how the variables are related. The hypotheses are formulated at the end of the chapter.

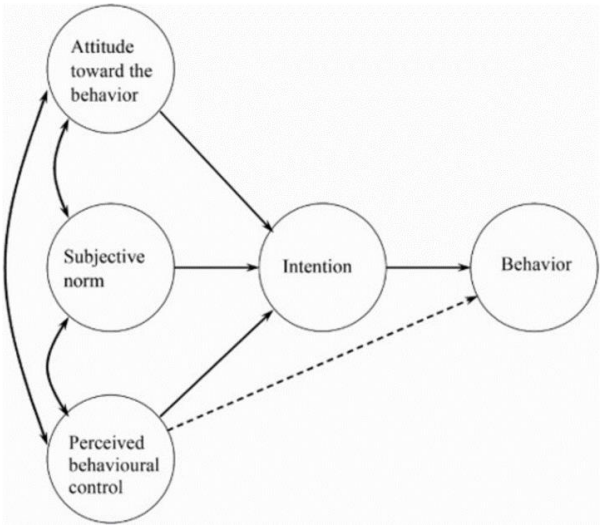
2.1 Underpinning Theories

2.1.1 Theory of Planned Behaviour (TPB)

Icek Ajzen created the Theory of Planned Behaviour (TPB) in 1991 to explain how psychosocial factors can predict human behaviour (Ajzen, 2015). TPB consists of three main parts which are attitude toward the behaviour, subjective norms, and perceived behavioural control, all of which have an influence on an individual's intention to engage in the behaviour, as shown in Figure 2.1. This theory was built upon the earlier Theory of Reasoned Action (TRA), proposed by Fishbein and Ajzen in 1975, suggesting that an individual's attitudes and subjective norms can determine their intention to engage in a specific behaviour (Ajzen, 2015). The TRA also assumes that social behaviours are under volitional control and can therefore be predicted based on intention alone (Skewes and Gonzalez, 2013). However, there may be situations where people do not have the

ability to control their behaviour. For instance, even if someone has done everything in their power to apply for a job, they may not get the position due to factors beyond their control. To address such situations, the perceived behavioural control construct was incorporated into the TPB as an additional predictor of intentions and behaviour (Ajzen, 1991). The TPB is used to predict both volitional and non-volitional behaviours. While TPB and TRA share the goal of predicting behaviour, they do not explain behaviour. TPB focuses on a person's intention to engage in a specific behaviour, which is the key determinant of their actual behaviour. Intention is a person's motivation and willingness to put in effort to carry out the behaviour.

Figure 2.1 Theory of Planned Behaviour



Note. From Ajzen (1991).

Attitude toward the behaviour is how an individual evaluates the behaviour's consequences, which can be positive or negative. A positive attitude will result in a more determined intention to engage in the behaviour, and vice versa (Glasman and Albarracín, 2006). Subjective norms are perceived social pressure and expectations from important people, such as family or peers, influencing whether or not to engage in a behaviour (Ham, Jeger and Frajman Ivković, 2015). If a person values their relationship with these individuals, they are more likely to follow their expectations. On the other hand, positive attitude by an individual towards his or her behaviour but is pressured not to engage in it by important people, their attitude may become unfavourable and reduce their intention to

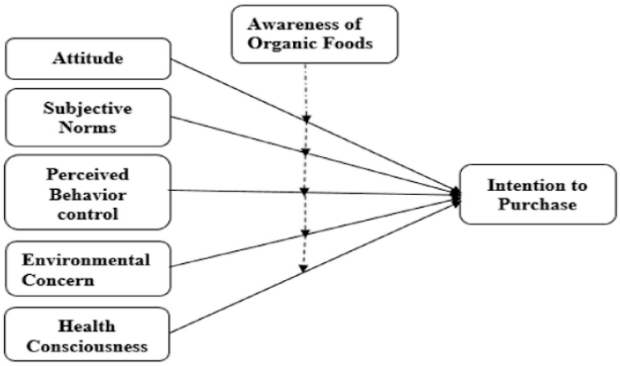
engage in the behaviour. Perceived behaviour control relates to a person's perceived control over the behaviour, including the availability of resources and opportunities to perform it (Hardin-Fanning and Ricks, 2016). If a person perceives the behaviour as easy to perform and has the necessary resources, their intention to perform the behaviour will be stronger. However, if they perceive barriers or limitations to performing the behaviour, their intention may be weakened, even if they have a strong motivation or attitude towards it. In general, TPB proposes that the stronger the intention, the higher the likelihood of the person performing the behaviour. Once the intention is established, it will influence the person's actual behaviour.

The purchase intention of organic food among working adults is explained in this study using the TPB as a framework. TPB is a well-established theory that has been effective in predicting consumer behaviour in various areas, including organic food. Numerous prior studies have effectively utilised this theory to explain and predict consumers' purchase intention towards organic food (Le and Nguyen, 2022; Sun, 2019; Yazdanpanah and Forouzani, 2015). Nonetheless, it is crucial to examine the determinants that impact purchase intention to improve understanding of consumer behaviour towards organic food. An intention is described as a person's plan or decision to do something, and it is a key factor that strongly influences what they will do in the future (Alhamad and Donyai, 2021). In this study, the main variable used is purchase intention, which means how prepared a person is willing to perform a particular behaviour. As such, this intention is considered the direct cause of the actual purchase behaviour itself. The study by Ahmed, Li, Khan, Qalati, Naz and Rana (2020) highlights the importance of understanding the factors that affect purchase intention to predict and explain consumer behaviour of working adults towards organic food.

2.1.2 Extended TPB

Numerous research studies have proposed an extended version of the TPB model due to its limitations in accurately predicting human behaviour. Asif, Xuhui, Nasiri and Ayyub (2018) sought to improve the model's accuracy by introducing two independent variables, namely health consciousness and environmental concern, and a mediator variable, consumers' awareness based on Figure 2.2.

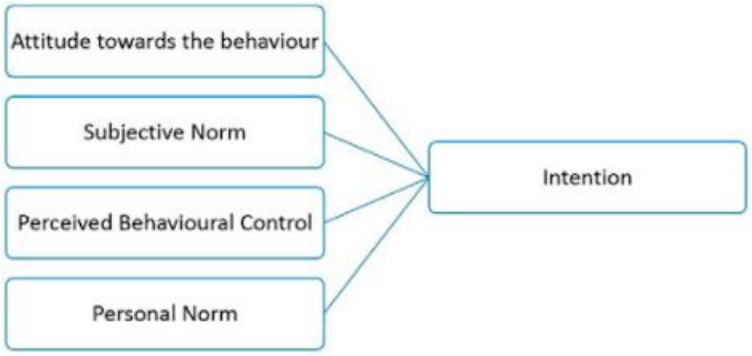
Figure 2.2 Conceptual Framework from Asif et al. (2018)



Note. From Asif, Xuhui, Nasiri and Ayyub (2018).

In the study by Hoeksma, Gerritzen, Lokhorst and Poortvliet (2017), personal norm was added as a construct to the TPB model to predict consumers' willingness to buy mobile slaughter unit meat, based on Figure 2.3. The inclusion of personal norm as a construct in their TPB model can enhance its predictive power and provide a more comprehensive understanding of consumers' behaviour.

Figure 2.3 Conceptual Framework from Hoeksma et al. (2017)



Note. From Hoeksma, Gerritzen, Lokhorst and Poortvliet (2017).

Therefore, the adoption of the extended TPB in this study involves adding two new constructs, electronic word-of-mouth (eWOM) and brand awareness, together with the existing constructs (i.e., attitude, subjective norms, and perceived behavioural control) in the model. The addition of eWOM and brand awareness is important to the body of knowledge for several reasons. Firstly, eWOM has become a prominent factor in consumer decision-making, as people often rely on

recommendations from others before making purchases. Including eWOM in the TPB model can help researchers better understand how social influence affects consumers' organic food purchasing intentions (Li and Jaharuddin, 2020). Secondly, brand awareness is an important factor in shaping consumers' attitudes towards products. Incorporating brand awareness in the TPB model can help researchers understand how familiarity with organic food brands affects consumers' attitudes towards purchasing them (Paydas Turan, 2021). Overall, by adding eWOM and brand awareness to the TPB model, researchers can achieve a deeper understanding of the determinants of working adults' organic food purchase intention.

2.2 Literature Review

2.2.1 Organic Food

Organic foods have become quite popular in recent times because of growing concerns about food safety and the negative impacts of synthetic chemicals on human health and the environment. According to Gad Mohsen and Dacko (2013), organic foods refer to food produced without the synthetic applications compounds such as fertilisers, weed killers, insecticides, antibiotics, and genetically modified organisms (GMOs). Organic food is grown using natural methods that prioritise soil health, crop rotation, and the use of organic fertilisers and pest control measures. This results in healthier and more sustainable food production, which has led to increased interest in organic farming practices.

The term "organic" is often used synonymously with "healthy" and "ethical," there are many terms used to describe organic food (Chan, 2001). These terms, such as "natural," "local," "fresh," and "pure," may not always reflect the same standards and regulations as organic food. Organic food has specific guidelines for how food is produced, processed, and certified, which ensures that it meets certain standards for health and environmental sustainability.

Organic farming practices have been used for centuries but have gained popularity in recent years due to concerns about food safety and the environment. Canavari and Olson (2007) note that organic farming has become a healthy option for many

farmers around the world. Organic farming avoids the use of synthetic chemicals and prioritises sustainable farming practices that protect the environment and preserve soil health. This has been shown to improve soil fertility, reduce erosion, and promote biodiversity (Reganold and Wachter, 2016).

There are many types of organic food, including fruits, vegetables, grains, dairy products, and meat. For example, organic fruits and vegetables are grown without the use of synthetic pesticides and fertilisers, while organic dairy products come from cows that have not been treated with antibiotics or growth hormones. Similarly, organic meat is sourced from animals that have been raised on organic feed and have not been exposed to hormonal substances or antibiotics. Organic food has also gained popularity due to its perceived benefits for human health. For instance, a review of 343 studies found that organic food contains higher levels of antioxidants and lower levels of toxic metals compared to conventionally grown food (Morin, 2014). Organic food has also shown to have lower levels of pesticide residue, which has been linked to negative health outcomes such as neurological and developmental problems (Liu and Schelar, 2012). While there is still some debate about the benefits of organic food, many consumers choose organic food to reduce their exposure to synthetic chemicals and support sustainable farming practices.

Malaysia has established the Malaysia Organic Scheme (SOM) to regulate the production and marketing of organic food products. SOM is a certification system that is recognized by the Department of Standards Malaysia (DSM), which is responsible for the development and maintenance of national standards (Department of Standards Malaysia [DSM], 2023). The DSM has established the Malaysian Standard for Organic Farming, MS 1529:2015, which provides guidelines for the producing, packaging, labelling, and advertising of organic products (Suhaimee, Ibrahim and Abd Wahab, 2016).

To be certified under the SOM, organic food producers must adhere to certain standards and regulations, such as the prohibition of synthetic fertilisers, pesticides, and GMOs in the production process (Somasundram, Razali and Santhirasegaram, 2016). Organic food must also be free from irradiation, sewage sludge, and other contaminants. Producers are required to maintain detailed

records of their farming practices, and periodic inspections are conducted to ensure compliance with the SOM standards. Moreover, the SOM certification is mandatory for any producer or trader who wishes to label their products as organic. This ensures that consumers can trust that the products they purchase are truly organic and have met the required standards. Products that are certified by these organisations are considered equivalent to the SOM certification.

2.2.2 Purchase Intention

Purchase intention involves a consumer's chance or likelihood of purchasing a certain product (Lou and Yuan, 2019). Moreover, Li, Guo, Xu and Yu (2022) define purchase intention as a component of a consumer's cognitive behaviour, which refers to expectation of a person when purchasing a product. In this study, purchase intention is referred to working adults' cognitive behaviour that represents their likelihood to purchase organic food. Ladhari, Brun and Morales (2008) have determined that a customer's purchase intention has a significant impact on the decision-making and measuring processes involved in purchasing behaviour. In the purchasing process, consumer purchase intention is an essential factor that triggers their behaviour, and it is driven by the physiological motivation that fulfils their needs (Hanaysha, 2018).

To predict customers' purchasing behaviour, it is crucial to consider their intention and eagerness to purchase a product in the future (Li et al., 2022). As a result, purchase intention is used to predict the demand for new products and for managing production schedules, advertising, and pricing policies (Morwitz, Steckel and Gupta, 2007). Additionally, when consumers perceive a product to be of higher value, their intention to purchase it also increases. Changes in customers' purchasing behaviour, such as growing concerns about purchasing food products and a decline in purchasing power, have influenced their purchase intentions (Tao, Sun, Liu, Tian and Zhang, 2022). Before making a purchase, a consumer may evaluate their interest in a product's brand (Phua and Kim, 2018). Consumers consider the value they would receive from the product before making their purchase decisions. It is important to be aware of the significance of purchase intention because many factors can affect consumers' purchase intention.

The levels of critical decision-making are linked to individuals' attention and their purchasing power intentions, which encompass the periods before, during, and after the purchase decision. Mowen and Minor (2001) suggest that consumer decision-making involves a sequence of processes that begin with identifying a problem, searching for solutions, evaluating alternatives, and ultimately making a decision. According to Engel, Blackwell and Miniard (1995), purchase intention can be categorised into three types which are unintended purchase, partially intended purchase and fully intended purchase. Unintended purchase involves consumers making quick decisions to purchase a product category and brand while inside a store, often driven by spontaneity. Partially intended purchase refer to consumers first decide on a product category and criteria prior to making the purchase, and then make decisions about brands and types once they are at the store. Fully intended purchase happens when consumers make their product and brand choices before they enter the store.

2.2.3 Personal Attitude

Voon, Ngui and Agrawal (2011) provided a definition of attitude as a psychological concept that reflects a person's inclination to behave or respond in a particular manner. The attitude that a person has towards a particular behaviour can be positive, negative, or neutral, and it can affect their willingness to engage in that behaviour. Attitudes tend to persist over time and formed through experiences, which have the potential to change with the acquisition of new experiences (Verplanken and Orbell, 2022). For instance, if someone hears a loud noise repeatedly, they may end up having an adverse attitude toward that sound. Attitude can also be considered a fixed way of thinking, including assessments of whether certain items should be pursued. In this study, the operational definition for personal attitude will describe a person inclination or fixed way of thinking towards purchasing organic food.

Consumers can have attitudes towards specific product behaviours, such as their preference for a certain type of food, or towards general consumption behaviours, such as how often they should go grocery shopping (Solomon, 2020). Studies

have demonstrated that as an individual's attitude towards a behaviour becomes more positive, their intention to perform that behaviour also strengthens (Tarkiainen and Sundqvist, 2005). Consumer attitudes and preferences toward purchasing a certain product stem from the individual's desire to engage in a behaviour, shaped by their attitude toward that behaviour (Chen, 2007). One's attitude toward a specific behaviour is formed by their expectation and beliefs regarding the outcomes that arise from that behaviour (Ajzen, 1991; Tarkiainen and Sundqvist, 2005; Chen, 2007).

Cheng, Lam and Hsu (2006) suggest that people tend to have a favourable attitude when they anticipate a positive outcome, which makes it more possible that consumers will act based on that positive attitude. The strength and outcome evaluation associated with one or more attitudinal beliefs will determine the overall attitude towards the behaviour (Ajzen, 1991). Ajzen (1991) proposed that attitudes towards a particular behaviour are formed by salient beliefs regarding that behaviour, each of which links the behaviour to a valued outcome or attribute. For instance, an individual may believe that buying products grown in an environmentally friendly way from local farmers' markets or specialised stores is enjoyable and leads to more health and environmental benefits.

According to Jánská, Kollar and Celer (2020), the attitudes of consumers towards organic food were categorised into three groups which are pleasant, regular, and unpleasant attitudes. The traditional attitudes segment, with neutral attitudes towards organic food, also perceives organic food as a healthy option, just like the pleasant attitudes group. On the other hand, the regular attitudes group perceives organic food as being rich in vitamins and minerals, but they find that the appearance of organic food is not attractive, and it is not easy to find. The unpleasant attitudes group, however, does not believe that organic food has fewer chemical residues (Aslihan and Karakaya, 2014). Thus, the concept of personal attitude holds an important role in influencing the purchase intention of organic food among working adults.

2.2.4 Subjective Norms

The definition of subjective norms refers to an individual social pressure from important groups or references, such as family, friends, co-workers, or children, to conform to a certain behaviour. According to Ham et al. (2015), subjective norms represent a person's perceptions or assumptions about what others expect regarding a specific behaviour. Since these perceptions are subjective, they are called subjective norms and can be understood as the "perceived social pressure". They are also referred to as the social norm and are influenced by external factors that can predict consumer behaviour (Wang and Chu, 2021).

The study conducted in 1975 by Fishbein and Ajzen suggest that subjective norms are usually formed by a person's beliefs which influenced by others in their life. Othman and Rahman (2014) suggest that the subjective norm can serve as a useful way to interpret good behaviour when one person's actions result in benefits for another person. This signifies that individuals engage in behaviour not solely due to social pressure but also because subjective norms offer guidance on the acceptability of the behaviour (Hardin-Fanning and Ricks, 2016). Furthermore, subjective norms have the potential to shape intention of an individual to be involved in a particular behaviour, particularly when their actions have an impact on others' behaviour (Ham et al., 2015). In the interest of this research, subjective norms are defined as the perceived social pressures from significant groups to conform to a certain behaviour like purchasing organic food, based on the group's beliefs and expectations about organic food consumption.

To determine subjective norms, it is necessary to consider both injunctive and descriptive values and beliefs (Ajzen, 2015). Social control refers to any negative feedback given to someone who violates a subjective norm (Chaurand and Brauer, 2008). An injunctive norm, as defined by Ajzen (2015), is the expectation or personal probability that a significant individual or group, such as a marital partner, family member, friend, or co-worker, approves or disapproves of a specific behaviour. Descriptive norms, on the other hand, involve beliefs about whether important individuals engage in a certain behaviour themselves. For instance, an injunctive norm could be a spouse or friend expressing disapproval of

purchasing organic food, while a descriptive norm could be observing co-workers bringing organic food for lunch.

2.2.5 Perceived Behavioural Control

Based on Ajzen (1991), the perceived behavioural control is defined as an individual's perception regarding their capability to carry out a specific behaviour. Ajzen (1991) further explained that perceived behavioural control has two components which are the level of control an individual exerts on the behaviour and their confidence in performing the behaviour. Control beliefs, which consider both internal and situational factors, are used to assess perceived behavioural control. Chen (2007) defined perceived behavioural control a person's perceived level of control over consumer behaviour. In this study, perceived behavioural control is the extent to which an individual perceives they have control over the intention to purchase organic food among working adults.

Ajzen (1991) proposed that perceived behavioural control is divided into internal factors of control, including skills, capabilities, willpower, and compulsion, and external factors of control, including time, opportunities, and support from others. For example, people tend to have higher perceptions of control and greater behavioural intentions when they believe they have more opportunities available to them. To ensure a high level of internal consistency in perceived behavioural control measures, it is crucial to carefully choose self-efficacy and controllability items (Ajzen, 2015). As highlighted by the social cognitive theory (Bandura, 2012) and modified learning theory (Wallston, 1992), it is emphasised that individuals are motivated to involve themselves in a behaviour only when having the belief that they could perform it successfully, even if they perceive positive outcomes from the behaviour.

Perceived behavioural control, despite its resemblance to self-assessment of abilities, encompasses more than just questioning one's capabilities. It involves an individual's awareness of the degree of complexity associated with a particular activity (Alzubaidi, Slade and Dwivedi, 2021). This awareness plays a significant role in shaping their intentions and subsequent actions. If individuals perceive a

high level of control over a behaviour and believe it is manageable, they are more likely to develop a positive intention and follow through with the behaviour (Ajzen, 1991).

2.2.6 Electronic Word-of-mouth (eWOM)

Communication has been revolutionised by the Internet, making it simpler for individuals to express their opinions and share their experiences. This has resulted in a new form of word-of-mouth (WOM) communication called "electronic word-of-mouth" or eWOM. eWOM is also known as online WOM, Internet WOM and buzz marketing. eWOM refers to any favourable or unfavourable statement, made about an offering or firm by possible, actual, or former customers, that is shared with multiple individuals and organisations through the internet (Hennig-Thurau, Gwinner, Walsh and Gremler, 2004). eWOM also known as informal discussion that uses online tools to discuss the features and application of specific goods, services, or their providers (Litvin, Goldsmith and Pan, 2008). This communication can take place between producers and consumers or among consumers themselves. In this study, eWOM refers to online sharing of feedback or review by customers to evaluate and gain knowledge about a product through various online platforms. Consumers can create media content such as pictures, videos or texts on online communities to share their views with others. There are various forms of eWOM platforms, including consumer review sites, online forums, and e-commerce platforms.

For working adults, the significance of eWOM lies in its capacity to enable them to collect reliable and relevant information about organic food products before making a purchase decision. Through various online channels, they can access a wide range of opinions and reviews from other users, which can help them evaluate the quality, price, and other features of the product (Chen, Samaranayake, Cen, Qi and Lan, 2022). Some common online channels for eWOM related to organic food include social media platforms, blogs, review websites and discussion forums. Working adults rely on eWOM received through these channels to gather information about organic food products and assess their suitability. For example, they may use mobile apps or read product reviews on

review websites to learn about the ingredients and nutritional value of organic food products. They may also participate in online discussions about organic food on social media platforms to gain insights into the taste and overall quality of the product. They may receive promotional emails from organic food companies that contain customer testimonials and reviews.

Based on the study by Al-Dmour, Al-Qawasmi, Al-Dmour and Basheer Amin (2022), eWOM offers several advantages such as providing easy and convenient access to information, controllable availability duration without the need to be physically present, the ability to spread information rapidly, and user-friendliness. It is crucial for brands to comprehend the factors that drive customers to create eWOM since opinions can spread through the internet to both friends and strangers, which can affect the brand's reputation. In the modern era, digital communication is more prevalent than physical communication, and customers are exposed to a plethora of product and service messages daily from diverse sources, which are either marketer-generated or user-generated (Kapoor, Tamilmani, Rana, Patil, Dwivedi and Nerur, 2017).

2.2.7 Brand Awareness

Brand awareness measures the degree to which a potential consumer can identify or remember that a brand is associated with a certain category of product (Romaniuk, Wight and Faulkner, 2017). Brand awareness is defined as the awareness of a brand's existence among consumers, while at a broader level, it indicates the percentage of consumers who are aware of the brand's existence (Huang and Sarigöllü, 2012). In this study, brand awareness refers to the ability of purchasers or consumers to identify or recall that specific brands belong to product categories.

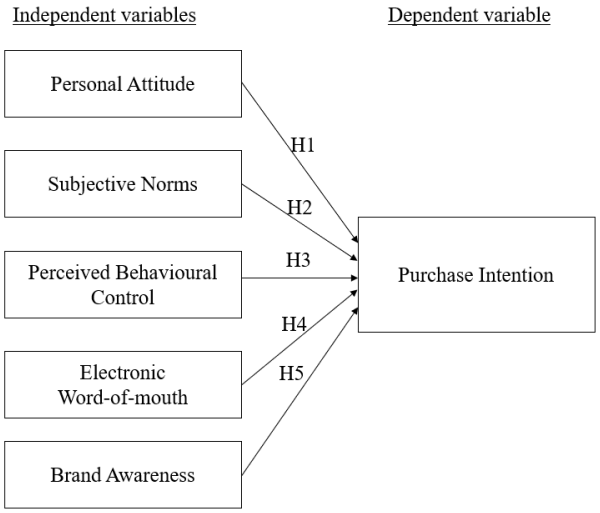
The level of brand awareness for organic food brands among Malaysian consumers varies. Some consumers are familiar with well-known brands like BMS Organics and Radiant Code, while others may not be aware of these brands or the organic food market in general. Brand awareness plays a crucial role for working adults, considering their busy schedules and limited time for research.

Being aware of reputable brands like BMS Organics and Radiant Code can help guide their purchasing decisions. BMS Organics, with its online presence and physical stores, offers convenience for busy individuals. Radiant Code's focus on organic snacks and nut butters appeals to working adults seeking quick and nutritious options. However, there may be lesser-known organic food brands among working adults due to limited marketing or visibility. For some consumers, factors like price and availability may be more influential if they are less familiar with organic food brands (Wang, Pacho, Liu and Kajungiro, 2019). To target working adults effectively, organic food companies should invest in targeted marketing efforts to increase brand awareness.

Zhang (2020) proposes that achieving brand awareness, at both the recognition and recall levels, involves two crucial tasks which are establishing brand identity and linking it with a particular product category. Furthermore, Hoeffler and Keller (2002) distinguish brand awareness into depth and width. Depth refers to how effortlessly consumers can remember a brand, and width refers to how immediately a brand appears in the minds of consumers or buyers when they buy a product. A product's possession of both brand depth and brand width leads to its association with a particular brand in consumers' minds when considering a purchase, thereby increasing its brand awareness (Romaniuk et al., 2017).

2.3 Proposed Conceptual Framework

Figure 2.4 Research Proposed Conceptual Framework



Note. Developed for the research.

The above study's conceptual framework in Figure 2.4 comprises five IVs namely personal attitude, subjective norms, perceived behavioural control from TPB, along with electronic word-of-mouth (eWOM) and brand awareness, all of which exhibit with a significant relationship among working adults' towards purchase intention of organic food. Purchase intention is the dependent variable. Based on the explanations above, the formation of five hypotheses in this study will be tested.

2.4 Hypotheses Development

2.4.1 The Relationship between Personal Attitude and Purchase Intention

Thøgersen, Zhou and Huang (2016) have found that personal attitude is an important predictor of organic foods' purchase intention, such as vegetables and grains. Similarly, Likewise, Tarkiainen and Sundqvist (2005) observed that holding positive attitudes toward purchasing organic food results in a positive influence on the intention to make such purchases. Positive attitude towards organic coffee and its benefits such as quality and usefulness has also been found to increase the likelihood of purchase and recommendation to others. Leong and

Mariadass (2019) conducted research on personal attitudes towards green food consumption, and discovered that trust in green products, which includes environmental credibility, benevolence, and ability, plays a role in purchase intentions. Similarly, Maichum, Parichatnon and Peng (2016) have reported that attitudes are the primary determinants of green product purchase intentions and organic food consumption.

However, Tarkiainen and Sundqvist (2009) suggest that in low-involvement, habitual shopping decisions, personal attitudes towards organic food may not necessarily lead to actual purchases, as these decisions typically involve limited problem-solving behaviour and do not involve strong ideological attitudes towards organic food.

Gundala and Singh (2021) revealed that the primary driver behind consumers' organic food purchases is health concerns, coupled with their personal attitude of organic food as a healthier choice. Positive personal attitudes towards organic food are commonly developed based on perceived differences between organic and conventional food attributes, and a higher inclination towards leading a healthier lifestyle. The Theory of Planned Behavior suggested that attitude has a strong association with purchase intention across various shopping scenarios, either directly or indirectly through factors such as health consciousness, environmental concern, food safety, and taste (Ahmed et al., 2020). An individual's beliefs about a behaviour determine their personal attitude towards it. A positive personal attitude is developed when they have confidence that it will lead to positive consequences. This personal attitude affects their intentions and the likelihood of engaging in the behaviour. Thus, it is expected that the personal attitude can predict working adults' intention to purchase organic food. Proposed is the hypothesis:

H_1: There is a significant relationship between personal attitude and working adults' purchase intention of organic food.

2.4.2 The Relationship between Subjective Norms and Purchase Intention

Latimer and Martin Ginis (2005) have found that subjective norms can be a predictor of consumer behaviour, especially when an individual's actions affect another consumer's behaviour. Bamberg (2003) also observed a strong correlation between subjective norms and purchase intentions for environmentally friendly products. Similarly, Lim and Dubinsky (2005) have linked subjective norms to intention in internet-related areas, while Bansal and Taylor (2002) have explored subjective norms in the banking sector.

Ridha, Burhanuddin and Wahyu (2017) found that subjective norm was a better predictor of normative behavioural intentions. When individuals perceive that important people in their lives approve of their behaviour, they are more inclined to take part in it (Park, 2000). Previous studies have demonstrated that subjective norms play a positive role in influencing the intention to purchase green products (Afroz, Masud, Akhtar, Islam and Duasa, 2015; Al Mamun, Hayat, Malarvizhi and Zainol, 2020). The influence of family, friends, and co-workers on adopting green behaviours (Chen and Deng, 2016), recycling behaviour (Ramayah, Lee and Lim, 2012), and purchasing green products (Mei, Ling and Piew, 2012) can be significant. In addition, Ertz, Huang, Jo, Karakas and Sarigöllü (2017) found that subjective norms had a significant influence on the intention to utilise reusable containers among both Asian and Western populations. Cultural context also affects the purchase intentions of young consumers for eco-friendly packaging products in Indonesia (Auliandri, Armanu, Rohman and Rofiq, 2018).

However, the study of Mohiuddin, Al Mamun, Syed, Mehedi Masud and Su (2018) revealed that subjective norms have no statistically significant effects on purchase intention toward green vehicles in Malaysia. Moorthy, Kamarudin, Xin, Hui, Way, Fang and Carmen (2021) noted that the subjective norms element among Malaysian consumers, does not have a positive influence on purchase intention of environmentally friendly packaging products, and in some cases, there was even a negative association.

The theory of needs proposed by Rybnicek, Bergner and Gutschelhofer (2017) posits that individuals are motivated to engage in behaviours that are deemed

desirable by their referent groups or loved ones, as they have a need for group identification and affiliation. Hence, individuals perceiving social expectations or aspiring to associate with organic food consumers are more inclined to intend consuming such products (Gundala and Singh, 2021). It is expected that the impact of subjective norms on the purchase intention of organic food among working adults can be predicted. Therefore, the following hypothesis is formed:

H_2: There is a significant relationship between subjective norms and working adults' purchase intention of organic food.

2.4.3 The Relationship between Perceived Behavioural Control and Purchase Intention

According to Ajzen (1991), intention and behaviour are jointly determined by perceived behavioural control and motivation. A heightened sense of control fosters a stronger intention to undertake an action, while perceived behavioural control positively influences decisions involving consumption, including those related to green and organic food purchase intention and willingness to pay (Leong and Mariadass, 2019; Eyinade, Mushunje and Yusuf, 2021). When individuals sense a higher degree of personal control, their intentions to participate in a behaviour, such as making a purchase, are more likely to become stronger. The perception of how easy or challenging it is to control behaviour holds a substantial influence over the formation of both behavioural intention and actual behaviour. According to TPB theory, perceived behavioural control must be established prior to forming an intention. When it comes to purchasing organic food products, together with perceived ease and difficulty, are important factors that determine both behavioural intent and behaviour.

However, Choi and Johnson (2019) found that has a limited impact on the green products purchase intention due to the increased availability of such products. Individuals who have previously bought green products are more likely to exhibit strong confidence in their ability to make similar purchases in the future, so perceived behavioural control does not make a significant difference. This is because green products are now more readily available (Hunt and Dorfman,

2009), making it less risky and acceptable to pay higher prices for green products (Suchard and Polonski, 1991).

Studies by Yadav and Pathak (2016) and Auliandri et al. (2018) have shown that perceived behavioural control is a key determinant of the intention to purchase green products and contributes positively to the acceptance of sustainable packaging. The customers' perceived behavioural control towards purchasing a specific product increase when they trust their skills and face fewer obstacles in the buying process, resulting in a higher intention to purchase organic products (Wang, Lin and Li, 2018; Ahmed et al., 2020). Previous research by Chaudhary and Bisai (2018) also found that perceived behavioural control influences green purchase intention. Recent research by Santos, Gomes and Nogueira (2021) and Moorthy et al. (2021) have also demonstrated that perceived behavioural control has a significant connection with the intention to purchase organic food with sustainable packaging, observed among consumers in Portugal and Malaysia, respectively. It is expected that the extent of perceived behavioural control will play a predictive role in determining the intention to purchase organic food among working adults. As such, the following hypothesis is put forth:

H_3: There is a significant relationship between perceived behavioural control and working adults' purchase intention of organic food.

2.4.4 The Relationship between Electronic Word-of-mouth and Purchase Intention

Electronic word-of-mouth (eWOM) has been widely studied in the literature for its influence on consumer behaviour and purchase intentions. Nurittamont (2020) notes that customers often share their experiences and opinions about products through feedback, comments, references, and reviews on electronic services. eWOM has been found to have a significant impact on the search for information and the establishment of trust in both the product and the vendor (Nurittamont, 2020). The influence of eWOM on purchase intention has been studied by researchers across various industries, such as the mobile phone industry (Perkasa, Suhendar, Randyantini and Andrini, 2020), banking industry (Vahdati and Mousavi Nejad, 2016), and fashion industry (Saleem and Ellahi, 2017). Cheung

and Lee (2012) assert that purchase intention is the primary outcome variable of eWOM, with most researchers focusing on exploring the characteristics of eWOM and their influence on purchase intention.

However, a study made by Shahrinaz, Yacob, Kasuma and Dayang (2016) found that electronic word-of-mouth (eWOM) does not exert a direct consumer purchase intention in the mobile industry. This is important information for smartphone manufacturers because even though consumers can read online recommendations, they rely more on the brand's image rather than eWOM to decide whether to make a purchase. The role of eWOM in shaping consumer purchase decisions is insignificant, with the effect being even less significant for fast-depreciating products like smartphones.

Consumers heavily rely on eWOM to mitigate potential risks before making purchasing decisions, as shown by Liu and Park (2015). eWOM is also a reliable and unbiased source of evidence, according to Luo and Zhong (2015), who have explored how eWOM can shape consumers' expectations, preferences, and behaviours. Furthermore, Filieri and McLeay (2013) report that after recommendations from friends, eWOM is the second most influential and dependable source of evidence for consumers when making purchase decisions. The influence of eWOM on purchase intentions is evident across various eWOM platforms, such as social media sites. Wang, Yu and Wei (2012) found that social media-based eWOM communication demonstrated a positive influence on purchase intentions, directly through conformity and indirectly by strengthening product engagement. Thus, it is assumed that the influence of eWOM can predict the organic food purchase intention of working adults. As a result, the proposed hypothesis is:

H_4: There is a significant relationship between electronic word-of-mouth (eWOM) and working adults' purchase intention of organic food.

2.4.5 The Relationship between Brand Awareness and Purchase Intention

Jaiyeoba, Abdullah, and Dzuljastri (2019) concurred that having a high level of brand awareness triggers a strong desire in customers to purchase the product. When customers have a good understanding and familiarity with a product or

brand, they tend to perceive the purchase as less risky and feel more confident in their decision (Shahid, Hussain and Zafar, 2017). Aaker (1991) described brand awareness as a tool that aids in the organisation, evaluation, and processing of information in the consumer's mind, thereby facilitating easier decision-making when making a purchase.

However, in the mobile industry, new brands are now emerging and competing with established brands, and consumers' awareness of a brand's presence in a product category is not always sufficient to influence their purchase intention, which may be attributed to technological advancements and variations in prices and product models that lead consumers to focus on these attributes rather than brand awareness (Pullig, Simmons and Netemeyer, 2006; Burnett and Hutton, 2007; Wu and Ho, 2014).

Keller (2013) stated that building a strong brand awareness has the benefit of encouraging consumers to include the brand in their set of choices when making future purchases. Valentini, Romenti, Murtarelli, and Pizzetti (2018) also noted that brand awareness can prompt customers to conduct more evaluations of products before making a purchase decision. The likelihood of consumers choosing a brand for purchase is increased when the brand is widely recognized. Susilowati and Sari (2020) demonstrated that the purchase intention of consumers at the Richeese Factory restaurant in Indonesia was positively affected by brand awareness, according to their recent study. Similarly, Gunawardane (2015) conducted a study exploring brand awareness relationship with consumers' intention to purchase, which resulted in positive effect in the case of mobile services in Sri Lanka. Additionally, Akhtar, Siddiqi, Ashraf and Latif (2016) supported this finding, illustrating the positive relationship between brand awareness and consumers' purchase intention in L'Oreal skincare products in Pakistan. Thus, it is presumed that brand awareness may have an impact on the organic food purchase intention of working adults. The following hypothesis is posited:

H_5: There is a significant relationship between brand awareness and working adults' purchase intention of organic food.

CHAPTER 3

RESEARCH METHOD

3.0 Introduction

The research methodology section explains techniques used for the research, how data is collected, organised, and analysed to achieve research objectives and answer questions. The section covers various aspects such as design of research, sampling mythologies, data collection, and tools for data analysis. Questionnaires and pilot tests were developed as research instruments for data collection.

3.1 Research Design

The research design brings together all the elements of a research project and guides how data is gathered, measured, and analysed based on the research topic (Bougie and Sekaran, 2020). It includes different methodologies like mixed, qualitative, and quantitative approaches to ensure accurate answers to research questions. In this study, the collected data will measure the five independent variables (personal attitude, subjective norms, perceived behavioural control, electronic word-of-mouth (eWOM) and brand awareness) and analyse their impact on the dependent variable (purchase intention). Research methods can be classified into three types which are qualitative, quantitative, and mixed methods. This study uses quantitative research to test hypotheses and make predictions, as well as descriptive research to explore relationships among variables.

3.1.1 Quantitative Research

Zikmund, Babin, Carr and Griffin (2013) defined quantitative research as an approach that uses numerical measurements and analysis to achieve research objectives. This method is often associated with positivism and structured data collection techniques that use predetermined response categories. According to Sekaran and Bougie (2020), quantitative research entails hypothesis testing through data collection via questionnaires distributed to the targeted respondents. Variables can be quantitatively measured and subjected to statistical analysis to test hypotheses derived from deductive theories.

3.1.2 Descriptive Research

The descriptive research is referred to valuable tool for researchers to obtain a comprehensive understanding of the population they wish to gather data from. It involves collecting information about a phenomenon without any artificial manipulation or attempt to change the environment. Its primary purpose is to present a precise and detailed depiction of individual characteristics, events, or situations within a particular group, organisation, or environment (McCombes, 2022). By using demographic questionnaires such as gender, age, etc. the characteristics of working adults who purchase organic food can be identified. Therefore, the researcher in this study has chosen to use a descriptive research design to explore the factors that influence organic food purchase intention among Malaysian working adults.

3.2 Data Collection Method

In research, the most vital step is data collection, where researchers gather and organize factual and numerical information about the variable of interest (Taherdoost, 2022). Techniques like questionnaires, interviews, surveys, and observations are used to collect data, which helps in addressing research questions and testing hypotheses. Data can be categorised into two groups: primary data, collected firsthand by the researcher, and secondary data, already published in sources like books, journals, and online platforms.

3.2.1 Primary Data

Primary data includes new and original information obtained directly by researchers to address specific research problems (Malhotra, 2020). It comes directly from the research sample without formatting or coding. Despite being more time-consuming and costly, researchers prefer it for its real-time accuracy (Wickham, 2019). Primary data can be collected through methods like interviews, surveys, and questionnaires. This study will use online surveys with questionnaires to gather data from potential consumers about factors influencing their intention to buy organic food. Surveys will be conducted via email and social media platforms like Facebook, WhatsApp, and Twitter, which are faster, cheaper, and more convenient than traditional methods.

3.2.2 Secondary Data

Martins, Cunha and Serra (2018) define secondary data as datasets collected by others, valuable for addressing current research questions. It can be found on websites, discs, databases, and search engines (Panchenko and Samovilova, 2020). Reviewing secondary data provides insights from previous studies. Using it saves time and costs as it is readily available, reducing primary data collection tasks. This study will use academic databases like Google Scholar to find research articles on factors affecting consumers' organic food purchase intention. However, it is essential to consider limitations and potential biases, and complement it with primary data collection (Saunders, Lewis and Thornhill, 2012).

3.3 Sampling Design

Sample selected from a population subset is known as sampling which is used for the purpose of studying its characteristics. Researchers use this technique to draw conclusions about the representative sample from the entire population (Zikmund et al., 2013). Due to constraints in time and resources, examining the entire population is unfeasible, leading to the utilization of a sample (Saunders et al., 2012). By designing a proper sampling plan, researchers can select a subset of the

population that reflects its key traits accurately. Sampling is more practical and often more accurate than studying the entire population.

3.3.1 Target Population

Population of the study includes all entities or occurrences of interest that researchers want to study (Barnsbee, Barnett, Halton and Nghiem, 2018). The target population for this study would be Malaysian working adults who are currently working or employed. Specifically, the study focuses on working adults because they are a significant part of the consumer market in Malaysia, and their purchasing power can have a remarkable impact on the economy. As per findings from the 2020 Labour Force Survey (LFS) conducted by DOSM, the working-age population is described as individuals aged from 15 to 64 years old (Department of Statistics Malaysia Official Portal, 2020). However, individuals under the age of 18 are considered minors and require parent consent for their participation in the research, therefore this study will only conduct surveys on the working population aged 18 to 64 years old. There are no restrictions on working status such as full time, part time or seasonal work of the respondents.

3.3.2 Sampling Frame and Sampling Location

Sampling frame is referred as a list of units utilised for sample selection. This list is the basis for selecting the sample, and it must be comprehensive and accurate to ensure that the chosen sample accurately reflects the population. The sampling frame is critical because it provides the researcher with a complete list of all units within the population (Taherdoost, 2016). In the study, a sampling frame is not applicable due to the large population of working adults in Malaysia and concerns about time constraints.

While a sample location refers to the specific place where researchers collect samples. It can be a physical location or an online platform like social media. The sampling location is crucial because it determines the type of samples and data that can be obtained. In this research, the questionnaire will be distributed through Google Forms, an online survey platform accessible to anyone within the required

age group. It allows researchers to create, collect, and analyse survey responses. The questionnaire will be shared randomly on platforms like Facebook, Instagram, and Microsoft Teams for respondents to fill out. Using online platforms ensures a broader reach and easy distribution throughout Malaysia.

3.3.3 Sampling Element

As stated by Taherdoost (2016), sampling element is the selected unit used in the sampling frame. It can be an individual, household, or organization. Selecting the right sampling element is crucial to achieve precise and dependable outcomes. In this study, the sampling element is Malaysian working adults aged 18 to 64 who are currently employed.

A well-designed sampling frame with appropriate sampling elements can lead to a sample that accurately represents the target population. It assists in guaranteeing the sample's relevance to fit the research questions and objectives. Thus, it ensures validity and reliability of research findings.

3.3.4 Sampling Technique

Sampling is a technique of selecting a particular subset of the population. The selection of a sampling technique is contingent upon research goals, design, and available resources. This study employed a non-probability sampling approach when equal chance selection is not feasible, such as in qualitative research.

The non-probability sampling methods are convenience sampling, snowball sampling, quota sampling, and purposive sampling. Convenience sampling selects easily accessible individuals. Snowball sampling relies on referrals from initial respondents (Heckathorn, 2011). Quota sampling sets predetermined quotas based on criteria like gender or age. Purposive sampling selects respondents based on specific criteria, such as expertise or experience in a particular area.

This study adopted snowball sampling which is the non-probability method that will be used where new units are recruited through existing units to become part of the sample. Snowball sampling helps expand the survey's reach beyond the

researcher's network and saves time (Naderifar, Goli and Ghaljaie, 2017). For instance, if working adults complete the questionnaire, they can share it with their colleagues and peers, widening the respondent pool. Proper sampling techniques are essential to ensure a representative sample and reliable research results.

3.3.5 Sampling Size

The selected individual represent from the general population is known as sample size. It affects the representativeness and generalizability of the results. A larger sample size improves representativeness and precision, but it also increases cost and time. The appropriate sample size depends on population size, variation, desired precision, and available resources (Andrade, 2020).

The 10-times rule method by Hair, Black, Babin and Anderson (2018) suggests using a sample size at least 10 times the number of items in the construct measurement scale for accurate data analysis. In this study with 26 items, the minimum sample size should be 260 respondents. Having this size ensures enough statistical power to detect differences and relationships between variables. By following this rule, the study can improve accuracy and generalizability of findings, and increase statistical power. Therefore, the study aims to recruit at least 260 working adults who are willing to participate in the survey (Saunders et al., 2012).

3.4 Research Instrument

A tool used to collect data is known as a research instrument, such as surveys, questionnaires, or interview guides. One common instrument is the questionnaire, which systematically gathers information from respondents in a standardized way (Taherdoost, 2016). It can collect both quantitative and qualitative data, helping test validity and reliability. Questionnaires are efficient, cost-effective, and allow analysis to identify patterns and relationships in the data.

3.4.1 Questionnaire Design

The research used a questionnaire with three sections (A, B, and C) written in English (refer to Appendix A). It included explanations of organic food with examples and figures to help respondents understand the study better. Closed-ended questions were used for easy analysis using the Statistical Package of Social Science (SPSS) as they contain fixed numbers or values that can be converted into statistics.

The process of creating the questionnaire format and questions is known as questionnaire design, which is used to collect information from the target respondents in order to minimise the overall measurement error in the questionnaire. Section A of the questionnaire, consisting of two screening questions, focuses on gathering general information regarding the dependent variable for the study. The questions in this section aim to examine the respondents' intention to purchase and amount willing to spend on organic food per month. By including screening questions that are linked to the research topic, the researcher can ensure that the responses collected are relevant and meaningful to the study (Busetto, Wick and Gumbinger, 2020). For example, if a respondent lacks an intention to purchase organic food, their answers to the subsequent questions regarding determinants influencing organic food purchase intention would hold no significance or relevance in the context of the study. Therefore, by excluding such respondents, the researcher can improve the accuracy and reliability of the study findings.

Next, in Section B, the demographic information questions of the respondent which includes gender, age, highest qualification of education, working industry and their monthly income. Firstly, for gender there will be two groups which are male and female. Next, the age group will range from 18 to 29, 30 to 41, 42 to 53 and 54 to 64 years old. The highest qualification of education includes primary school, secondary school, diploma/bachelor’s degree and postgraduate. While for the working industry, it includes healthcare, education, information technology (IT), retail, manufacturing, finance and banking, hospitality and tourism, government and public administration and others. Lastly, monthly income ranges

are set which are RM1000 and below, RM1001 to RM2000, RM2001 to RM3000, RM3001 to RM4000 and above RM4000.

In Section C, the questionnaire consists of questions about independent variables (IV) and a dependent variable (DV) aimed at evaluating the determinants of organic food purchase intention among working adults. The constructs and their measurements are included in the survey. There are total of five IVs which are personal attitude, subjective norm, perceived behaviour control, electronic word-of-mouth (eWOM) and brand awareness and questions related to each variable will be asked and some graphics related to the organic food brands will be shown; while the DV is the organic food purchase intention will be asked lastly. The questions in Section C, a five-point Likert scale are provided with a list of scales ranging from 1 to 5, where 1 corresponds to "Strongly Disagree", 2 corresponds to "Disagree", 3 corresponds to "Neutral", 4 corresponds to "Agree", and 5 corresponds to "Strongly Agree" for the respondents to choose from.

Zikmund et al. (2013) highlighted that a questionnaire's effectiveness depends on its layout, format, phrasing, and order. Researchers stressed the importance of creating clear, unbiased, and easy-to-understand questionnaires for accurate online survey results. If the questionnaire is complex or lengthy, it may demotivate respondents and lead to inaccurate responses.

3.4.2 Pilot Test

In research, a trial study before actual data collection is known as pilot test. It helps researchers test the research design, instruments, and procedures, identify and resolve potential issues, and ensure validity and reliability. It includes gathering data from a subset of the target population to improve the research design and assess the feasibility and cost of data collection (In, 2017; Leon, Davis and Kraemer, 2011).

According to Wood and Brink (1998), a pilot test with 10% of the sample size is deemed acceptable. On the other hand, Baker (1998) suggested that a pilot test involving 10% to 20% of the target respondents is adequate. Thus, in this study, a draft of the questionnaire was distributed to 40 individuals for them to read and

answer, allowing any errors in the questionnaire to be corrected. Table 3.1 shows the findings of the reliability test of the pilot test.

Table 3.1 Reliability Analysis (n=40)

No.	Construct	Cronbach's alpha (α)	Number of item
1	Personal Attitude (PA)	0.841	4
2	Subjective Norm (SN)	0.772	5
3	Perceived Behaviour Control (PBC)	0.634	3
4	Electronic Word-of-mouth (EWOM)	0.826	5
5	Brand Awareness (BA)	0.828	5
6	Purchase Intention (PI)	0.686	4

Note. Developed for the research.

Reliability analysis findings use the value from the Cronbach's alpha which exhibits from 0.634 to 0.841 as presented in Table 3.1. Among the constructs, personal attitude displays the value with the highest Cronbach's alpha at 0.841. Next is brand awareness, electronic word-of-mouth (eWOM), subjective norms, and purchase intention, each having the values of 0.828, 0.826, 0.772, and 0.686 in Cronbach's alpha respectively. Notably, perceived behaviour control exhibits the lowest Cronbach's alpha coefficient at 0.634 when compared to the other constructs. All the constructs in this study demonstrated acceptable levels of internal consistency (≥0.60) based on the alpha coefficient values, indicating that the constructs are reliable.

3.4.3 Ethical Consideration

Ethical considerations in research protect the well-being and rights of human subjects (Arifin, 2018). They ensure no harm is caused and respect respondents' rights, welfare, and dignity. Informed consent is crucial, informing respondents about the study's purpose, data collection, and their rights. Confidentiality and

data security are vital, with secure storage and limited access. Researchers must avoid sensitive or offensive questions and uphold principles of integrity, objectivity, and professionalism. Institutional clearance should be obtained before conducting the research (Koo, Kang and Kim, 2020).

3.5 Construct Measurement

This study consists of measurement of IVs which include personal attitude, subjective norm, perceived behaviour control, electronic word-of-mouth (eWOM) and brand awareness towards the DV which is the purchase intention toward organic food among Malaysian working adults. The following variables are measured through questionnaires using multiple choices of close-ended questions.

3.5.1 Scales of Measurement

Scales of measurement, also known as levels of measurement, refer to the different ways in which numerical values can be assigned to research data (Ali and Bhaskar, 2016). Measurement scales can be categorised into nominal, ordinal, interval and ratio, these classifications influence the statistical analysis and conclusions drawn from the research. Nominal and ordinal data use descriptive and inferential statistics like percentages and chi-square tests. Interval and ratio data allow more tests like t-tests and correlation. In this study, the scales to measure the constructs will utilise nominal, ordinal, and interval.

3.5.1.1 Nominal Scale

Nominal scale is the basic measurement scale, which is used to categorise data into distinct groups or categories (Mishra, Pandey, Singh and Gupta, 2018). The categories have no inherent order or numerical value assigned to them. Section B of the questionnaire employs nominal scale to assess the demographic profile of the respondents, where they are required to choose only one response. The Figure 3.1 below shows one of the examples in using nominal scale in this research.

Figure 3.1: Example of Nominal Scale

1. Gender
    - Male
    - Female

Note. Developed for the research.

3.5.1.2 Ordinal Scale

The ordinal scale is used to rank data in order of importance, preference, or priority. The categories are assigned a numerical value to reflect their order, but the distance between the values is not standardised (Mishra et al., 2018). Age and monthly income of the respondents are some of examples in the demographic profile will be evaluated using the ordinal scale. Figure 3.2 shows one of the examples in using ordinal scale in this study.

Figure 3.2: Example of Ordinal Scale

2. Age group
    - 18 - 29 years old
    - 30 - 41 years old
    - 42 - 53 years old
    - 54 - 64 years old

Note. Developed for the research.

3.5.1.3 Interval scale

The interval scale has equal intervals between values, but no true zero point. It measures distance between categories but not absolute values (Kruschke, 2015). For example, the Likert five-point scale utilised to measure levels of agreement or disagreement, offering response options from "strongly disagree" to "strongly agree." The responses are assigned numerical values to show the degree of agreement. Figure 3.3 shows an example of using the Likert scale in the study.

Figure 3.3: Example of Likert Scale

No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
C6	Purchase Intention (PI)					
PI1	I am willing to purchase organic foods if they are available.	1	2	3	4	5
PI2	I intend to purchase organic foods if they are available.	1	2	3	4	5
PI3	If organic foods are available for purchase, I plan to consume them.	1	2	3	4	5
PI4	I am willing to try to consume organic foods if they are available for purchase.	1	2	3	4	5

Note. Developed for the research.

3.5.2 Origin of Construct

Sections A and B questions created by the researcher whilst the measurement items of constructs in Section C were taken and adjusted from previous literature research (refer to Appendix B). Tables 3.2 to 3.7 show each construct and measurement items:

Table 3.2: Personal Attitude Construct and Measurement Items

Construct	Code	Sample Measurement Item	Sources Adapted
Personal Attitude (PA)	PA1	Purchasing organic food is a good idea.	Teixeira, Barbosa, Cunha and Oliveira (2021)
	PA2	Purchasing organic food is a smart decision.	
	PA3	I am in favour of purchasing organic food.	
	PA4	Purchasing organic food will satisfy me.	

Note. Developed for the research.

Table 3.3: Subjective Norm Construct and Measurement Items

Construct	Code	Sample Measurement Item	Sources Adapted
Subjective Norm (SN)	SN1	People who are important to me believe that I should purchase organic food.	Shahril, Tamby Chik and Amer (2022)
	SN2	I value the opinions of certain people who think I should purchase organic food.	
	SN3	It would be good for me to think about purchasing organic food.	
	SN4	Most of the important people in my life want me to purchase organic food.	
	SN5	My friend motivated me to purchase organic food.	

Note. Developed for the research.

Table 3.4: Perceived Behaviour Control Construct and Measurement Items

Construct	Code	Sample Measurement Item	Sources Adapted
Perceived Behaviour Control (PBC)	PBC1	I have the choice to purchase organic food instead of normal food.	Zayed, Gaber and El Essawi (2022)
	PBC2	I think it is easy for me to purchase organic food.	
	PBC3	The decision to purchase organic food is up to me.	

Note. Developed for the research.

Table 3.5: Electronic Word-of-mouth Construct and Measurement Items

Construct	Code	Sample Measurement Item	Sources Adapted
Electronic Word-of-mouth (EWOM)	EWOM1	I prefer to read or watch reviews before purchasing organic food.	Mahmud, Islam, Ali and Mehjabin (2020)
	EWOM2	I consider the experiences of other users who have previously purchased organic food.	
	EWOM3	I often gather information about different organic food online to expand my knowledge.	
	EWOM4	I chat with a reviewer to discuss about the organic food before making a purchase decision.	
	EWOM5	I feel very comfortable after reading or watching other users' online reviews before purchasing organic food.	

Note. Developed for the research.

Table 3.6: Brand Awareness Construct and Measurement Items

Construct	Code	Sample Measurement Item	Sources Adapted
Brand Awareness (BA)	BA1	I am familiar with the organic food brands in the marketplace.	Azzari and Pelissari (2020)
	BA2	I am knowledgeable about the organic food brands.	
	BA3	I think the organic food brands are well-known among most people.	
	BA4	I understand the meaning of the organic food brands.	
	BA5	I can identify the organic food brands from different categories (e.g., fruits, chocolates, etc.).	

Note. Developed for the research.

Table 3.7: Purchase Intention Construct and Measurement Items

Construct	Code	Sample Measurement Item	Sources Adapted
Purchase Intention (PI)	PI1	I am willing to purchase organic foods if they are available.	Zayed, Gaber and El Essawi (2022)
	PI2	I intend to purchase organic foods if they are available.	
	PI3	If organic foods are available for purchase, I plan to consume them.	
	PI4	I am willing to try to consume organic foods if they are available for purchase.	

Note. Developed for the research.

3.6 Data Processing

The data processing involves a sequence of actions that transforming and analysing raw data to fit into relevant format for interpretation. By processing data, researchers can identify and correct errors, inconsistencies, and missing data, which can lead to more accurate and reliable findings. Additionally, data processing enables researchers to analyse the data using statistical techniques, which helps to ensure the validity and reliability of the results and make sound recommendations based on their findings. In this study, the data processing procedures include reviewing and editing the questionnaire, coding, transcribing, and cleaning the research data.

3.6.1 Questionnaire Checking

The checking procedure of questionnaire involves carefully reviewing completed questionnaires to ensure accuracy, completeness and consistency. This step helps identify errors, inconsistencies, or missing data that may affect the reliability of results (Kwak and Kim, 2017). Researchers can take corrective actions based on the findings, including making edits to rectify issues and ensuring accurate data entry into SPSS for analysis.

3.6.2 Data Editing

The completed questionnaires' accuracy and completeness are carefully examined in data editing (Kwak and Kim, 2017). During the data editing phase, researchers review the questionnaires to identify missing responses or inconsistencies in the data. They ensure that the responses to each question are accurate and that there are no incorrect or irrelevant responses. They also check the questionnaires for any other errors such as unclear or ambiguous questions and correct them accordingly.

3.6.3 Data Coding

According to Nair (2013), numerical or alphanumeric codes to the collected research data is done in data coding. In research projects, data coding can be done manually or using computer software. The roles of data coding include providing structure and organisation to the collected data, enabling researchers to compare and analyse data sets, and simplifying the process of data analysis. Data coding is also important because it helps in reducing the subjectivity of the researcher when interpreting and analysing data. In this study, Section C questions will be coded using the 5-point Likert scale (1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree). Therefore, it is important to code correctly and do the verification of the coded data to avoid errors and ensure the accuracy of research findings.

3.6.4 Data Transcribing

Data transcription converts information from one format to another for analysis. In this study, it transfers responses from the online questionnaire to a digital format, suitable for analysis using statistical software like SPSS. Transcription helps identify patterns and themes, enabling meaningful conclusions and recommendations. Without transcription, important data details may be missed, compromising the study's results. Comparing data from different sources aids in a deeper understanding of the research topic (McMullin, 2021; Knott, Rao, Summers and Teeger, 2022).

3.6.5 Data Cleaning

The cleaning of the data is a process important to identify and fixing errors, inconsistencies, and missing values in collected data. It ensures data accuracy and consistency, enabling more precise analysis. Correcting outliers and illogical values prevent them from affecting research results. Addressing missing data is crucial for minimising bias and enhancing the study's overall efficacy.

SPSS software version 28 is used for data analysis and error detection in this study. Researchers can easily spot and correct any wrong or inaccurate information in respondents' answers by carefully checking the edited and coded questionnaires for errors. Missing values happen when respondents give unclear or unknown answers, and researchers replace them with neutral values to address omissions (Phiwhorm, Saikaew, Leung and Polpinit, 2022).

3.7 Data Analysis

Data analysis involves using various methods to examine data and derive meaningful insights from it. It helps to convert the data into a more manageable form and to use it to answer research questions or support a hypothesis. The researchers employed different methods to analyse the data from the questionnaire.

3.7.1 Descriptive Analysis

A statistical method known as descriptive analysis illustrates and identifies the major attributes of a dataset. To find patterns and trends in the data, it calculates measures of dispersion and measures of central tendency (Cooksey, 2020). This analysis helps researchers communicate their findings clearly and facilitates data interpretation. It is useful for comparing datasets, detecting outliers, and preparing for more advanced statistical techniques.

3.7.1.2 Frequency Analysis

Frequency analysis is a statistical method that presents data from a questionnaire using visual representations like tables, bar charts, and pie charts to make it easy to understand (Zikmund et al., 2013). It shows the distribution of values across the scale and helps identify outliers that may affect the data's accuracy (Saunders et al., 2012). The researcher can summarise the highest or lowest distribution of general information and demographic profile of each respondent in a table and present them as percentages. Frequency analysis will be employed in this study to organise and summarise data obtained from both section A on general information and section B on demographic profile.

3.7.2 Reliability Analysis

A statistical method to assess data consistency and stability over time and among different observers is known as reliability analysis (Bolarinwa, 2015). It helps researchers identify sources of error or inconsistency in a questionnaire, allowing them to make improvements for more accurate and reliable measurements.

In this study, internal consistency reliability will be used to check if questions in the questionnaire that measure the same construct produce similar results. It helps assess the quality and validity of the collected data, increasing researchers' confidence in the obtained results.

Cronbach's alpha coefficient is employed for the evaluation of the reliability of internal consistency. Based on Table 3.8, Cronbach's alpha varies between 0 and 1, with higher values indicating stronger internal consistency (Taber, 2017). If the items in a construct are closely related, the α coefficient will be higher, reflecting better internal consistency. However, a very high α coefficient may indicate redundant questions about the same construct (Morgan, Barrett, Leech and Gloeckner, 2019).

Table 3.8 Rule of Thumb of Cronbach's Alpha Coefficient Value

Range of Alpha Coefficient, α	**Interpretation**
0.91-1.00	Excellent
0.81-0.90	Good
0.71-0.80	Good and Acceptable
0.61-0.70	Acceptable
0.01-0.60	Non-acceptable

Note. Adapted from Taber (2017).

3.7.3 Normality Test

A normality test is employed to check if a dataset follows a normal distribution. This is important because many statistical techniques rely on this assumption, like multiple regression analysis or Pearson correlation coefficient (Mishra et al., 2018). In cases where the data lacks a normal distribution, it could potentially impact the validity of the analysis. Normality tests help researchers decide if data transformation or non-parametric tests are necessary. In this research, data normality will be assessed through the examination of skewness and kurtosis.

Skewness measures how much a dataset is asymmetrical. A distribution that is completely symmetrical has a skewness of 0. Kurtosis quantifies the level of peakedness or flatness exhibited by comparison distribution to normal one (McIntosh and Pontius, 2017). A kurtosis of 3 is normal, while values above 3 indicate a more peaked distribution, and values below 3 show a flatter distribution. In general, skewness values falling within the range of -3 to +3, as well as kurtosis values ranging from -10 to +10, are considered acceptable (Kline, 2016).

3.7.4 Inferential Analysis

Based on sample data, researcher uses inferential analysis to make conclusions about a population. It involves testing a hypothesis or making predictions about a

population parameter using sample data. It determines the level of confidence that can be put on the inferences about the population that can be made from the sample data (Kalish and Thevenow-Harrison, 2014). Inferential analysis can determine the relationship difference between two significant variables. The methods that will be utilised in the research are Pearson correlation and multiple regression analysis.

3.7.4.1 Pearson Correlation

The strength and direction of the linear association between two continuous variables is known as Pearson correlation coefficient. It is denoted by the symbol '*r*' and ranges from -1 to 1. Based on Table 3.9, a strong negative correlation is indicated by a value of -1, a strong positive correlation by a value of 1, and no correlation by a value of 0 (Aziati, Tasmin, Lee and Abdullah, 2014). A higher value of the coefficient indicates a stronger association between the variables being studied.

Moreover, the statistical significance in a hypothesis test can be determined using the p-value. In general, a p-value lower than 0.05 is regarded as statistically significant, implying strong evidence for rejecting the null hypothesis (H_0) and accepting the alternative hypothesis (H_A); conversely a p-value above 0.05 suggests insufficient evidence for such actions.

Table 3.9 Criteria for Interpreting *r* Based on Guildford's Rule of Thumb

Range of Correlation Coefficient, *r*	**Interpretation**
± 0.91 to ± 1.00	Very high positive (negative) correlation
± 0.71 to ± 0.90	High positive (negative) correlation
± 0.51 to ± 0.70	Moderate positive (negative) correlation
± 0.31 to ± 0.50	Low positive (negative) correlation
± 0.00 to ± 0.30	Slight, almost negligible correlation

Note. Adapted from Aziati, Tasmin, Lee and Abdullah (2014).

3.7.4.2 Multiple Regressions Analysis

A dependent variable's relationship with two or more independent variables is examined using multiple regression analysis. It assesses the degree of correlation between the independent variables (X) and the dependent variable (Y), as well as predicts the value of the dependent variable using the independent variables (Uyanık and Güler, 2013).

To interpret the results of multiple regression analysis, the coefficients of determination (R-squared) and regression coefficients are analysed. The proportion of the dependent variable's variations that can be explained by the independent variables can be determined by the R-squared value (Figueiredo, Silva and Rocha, 2011). The regression coefficients demonstrate the strength and direction of the relationship between individual independent variables and the dependent variable.

The multiple regression equation employed to assess the relative influence of the five independent variables (personal attitude, subjective norm, perceived behaviour control, electronic word-of-mouth (eWOM), and brand awareness) on the dependent variable (organic food purchase intention) is as follows:

$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + ... + \beta_n X_n$

Organic food purchase intention $= \beta_0 + \beta_1 PA + \beta_2 SN + \beta_3 PBC + \beta_4 EWOM + \beta_5 BA$

Where,

Y is the dependent variable

$X_1, X_2, ..., X_n$ are the independent variables

PA = personal attitude; SN = subjective norm; PBC = perceived behaviour control; EWOM = electronic word-of-mouth (eWOM) and BA = brand awareness

β_0 = y-intercept (regression constants value)

$\beta_1, \beta_2, ..., \beta_n$ are the beta regression coefficient value (slope)

CHAPTER 4

RESEARCH RESULTS

4.0 Introduction

This chapter elaborates the data obtained from an online questionnaire created using Google Forms. The collected data from respondents will be employed to address various research questions in this study. The data was analysed using SPSS software, with the aid of tables and charts for data presentation.

4.1 Descriptive Analysis

Out of the 275 participants in the survey, 264 have expressed their purchase intention towards organic food. For the subsequent analysis, the total considered respondents will be 264. This section entails the presentation of various profiles of the targeted respondents who possess the intention to purchase organic food. The profiles consist of gender, age, qualification, working industry and monthly income about the target respondents' demographic profile.

4.1.1 General Information

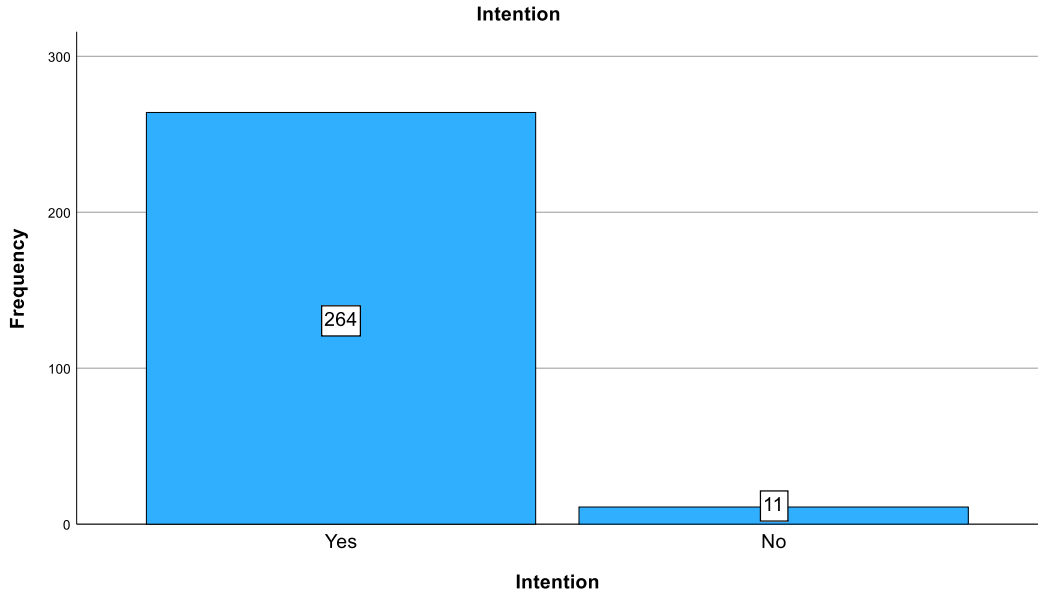
4.1.1.1 Respondents' Intention to Purchase Organic Food

Table 4.1 Intention to Purchase Organic Food (n=275)

Intention					
		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Valid	Yes	264	96.0	96.0	96.0
	No	11	4.0	4.0	100.0
	Total	275	100.0	100.0	

Note. Developed for the research.

Figure 4.1 Intention to Purchase Organic Food (n=275)



Note. Developed for the research.

Table 4.1 and the bar chart in Figure 4.1 show 264 respondents (96.0%) have an intention to purchase organic food while 11 respondents (4.0%) do not and thus will be excluded for further analysis.

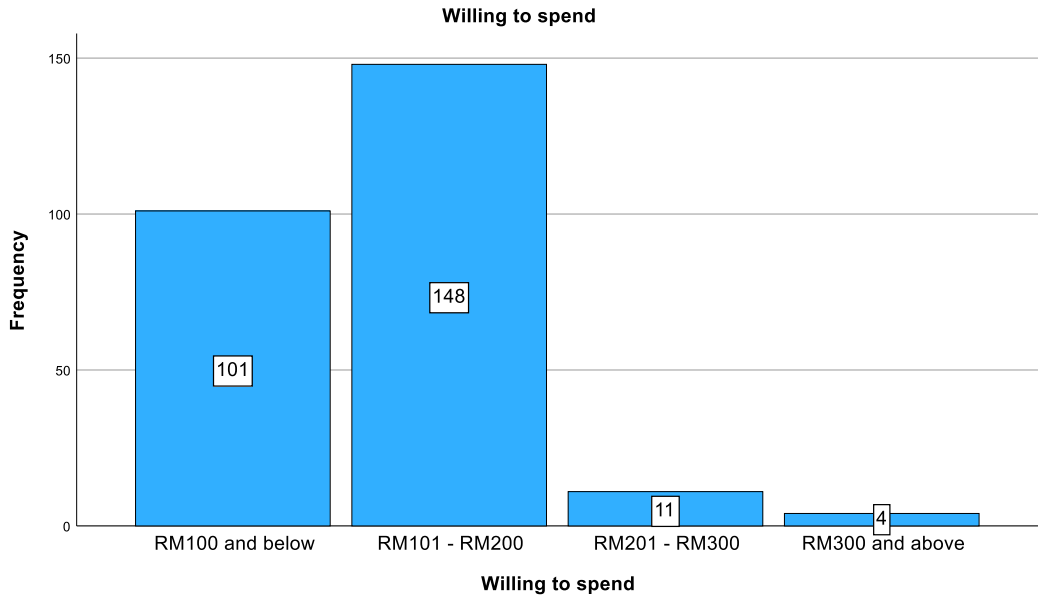
4.1.1.2 Respondents' Amount Willing to Spend on Organic Food Per Month

Table 4.2 Amount Willing to Spend on Organic Food Per Month (n=264)

Willing to spend					
		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Valid	RM100 and below	101	38.3	38.3	38.3
	RM101 - RM200	148	56.1	56.1	94.3
	RM201 - RM300	11	4.2	4.2	98.5
	RM300 and above	4	1.5	1.5	100.0
	Total	264	100.0	100.0	

Note. Developed for the research.

Figure 4.2 Amount Willing to Spend on Organic Food Per Month (n=264)



Note. Developed for the research.

This question was directed only to those who responded "Yes" in the previous question, resulting in a total of 264 participants providing their response. Referring to the results in Table 4.2 and the bar chart illustrated in Figure 4.2, 148 respondents (56.1%) were willing to spend RM101 - RM200 on organic food per month. Then, followed by 101 respondents (38.3%), 11 respondents (4.2%) and 4 respondents (1.5%) were willing to spend RM100 and below, RM201 - RM300 and RM300 and above respectively.

4.1.2 Respondents' Demographic Profile

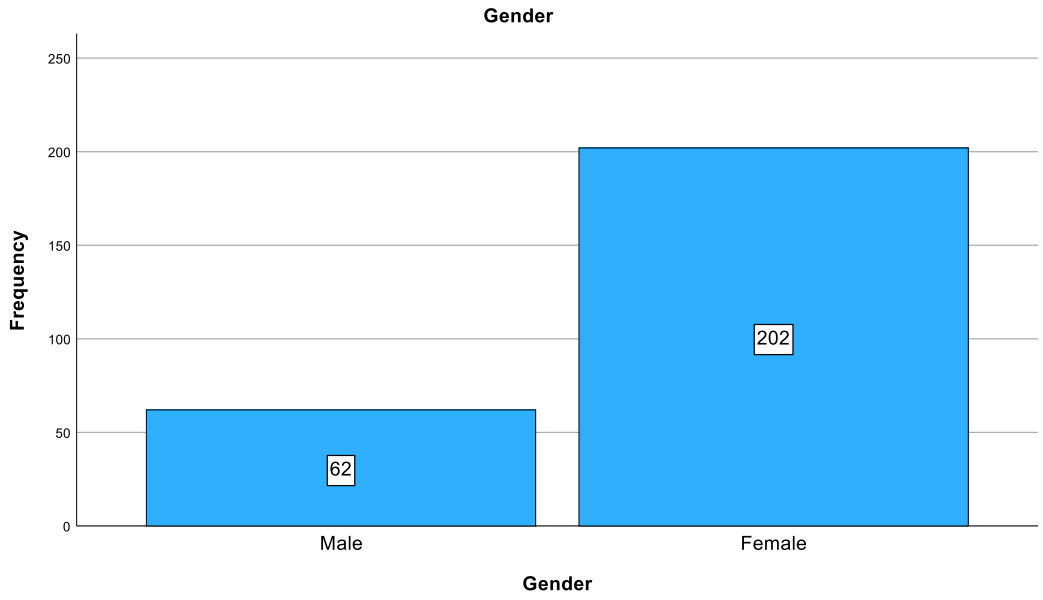
4.1.2.1 Gender

Table 4.3 Gender (n=264)

Gender					
		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Valid	Male	62	23.5	23.5	23.5
	Female	202	76.5	76.5	100.0
	Total	264	100.0	100.0	

Note. Developed for the research.

Figure 4.3 Gender (n=264)



Note. Developed for the research.

The frequency and the respondents' percentages of both genders are presented in Table 4.3 and the bar chart in Figure 4.3. The findings show that females made up most of the respondents, constituting 202 respondents (76.5%) from overall sample. The remaining are male respondents, accounting for 62 respondents (23.5%) of the total sample.

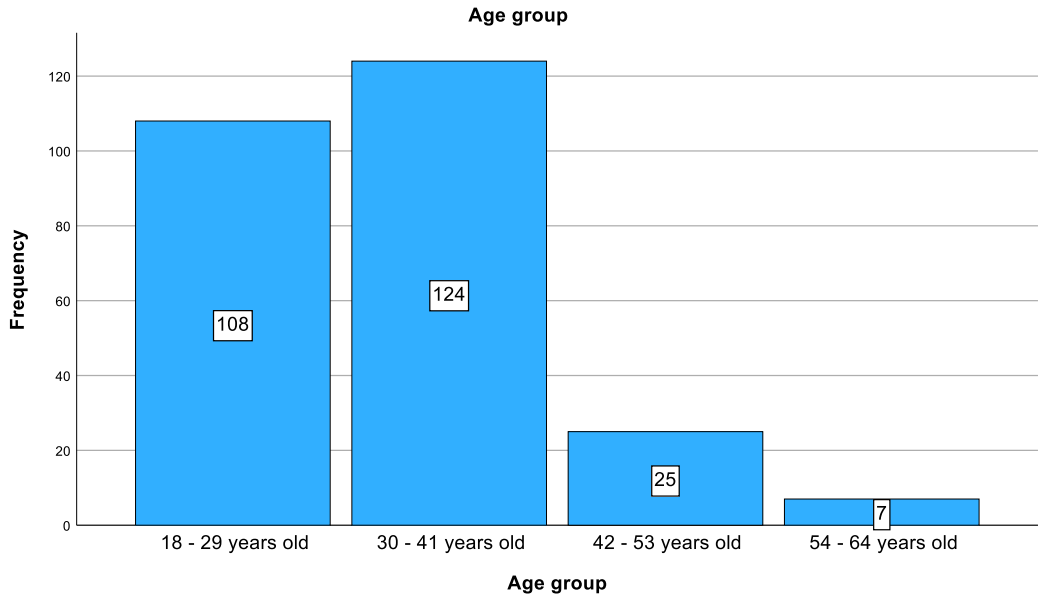
4.1.2.2 Age Group

Table 4.4 Age Group (n=264)

Age group (years old)					
		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Valid	18 - 29	108	40.9	40.9	40.9
	30 - 41	124	47.0	47.0	87.9
	42 - 53	25	9.5	9.5	97.3
	54 - 64	7	2.7	2.7	100.0
	Total	264	100.0	100.0	

Note. Developed for the research.

Figure 4.4 Age Group (n=264)



Note. Developed for the research.

Information as shown in Table 4.4, and the bar chart in Figure 4.4 present the results for the four age groups of working adults. With 124 respondents, individuals between 30 to 41 years old has the biggest proportion (47.0%) of the total 264 respondents. The age group of 18 to 29 years old accounts for the second-largest proportion, comprising 108 respondents (40.9%). There are 25 respondents (9.5%) in the third age group, which includes those between 42 to 53 years old. 7 respondents (2.7%) between 54 to 64 years old had the smallest representation.

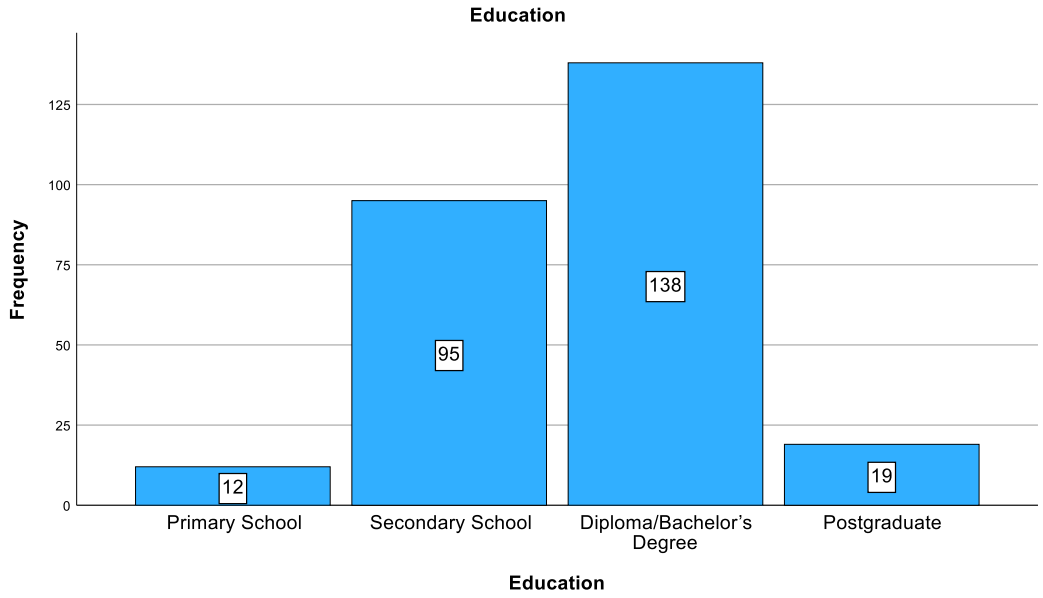
4.1.2.3 Highest Qualification of Education

Table 4.5 Highest Qualification of Education (n=264)

Education					
		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Valid	Primary School	12	4.5	4.5	4.5
	Secondary School	95	36.0	36.0	40.5
	Diploma/Bachelor's Degree	138	52.3	52.3	92.8
	Postgraduate	19	7.2	7.2	100.0
	Total	264	100.0	100.0	

Note. Developed for the research.

Figure 4.5 Highest Qualification of Education (n=264)



Note. Developed for the research.

Table 4.5 and bar chart in Figure 4.5 illustrate that every respondent has achieved a specific educational level. Among the 264 respondents, there are 138 respondents (52.3%) who have successfully finished their diploma or bachelor's degree. On the other hand, 95 respondents (36.0%) of them have completed secondary school education. Subsequently, 19 respondents (7.2%) and 12 respondents (4.5%) of them obtained postgraduate degree and primary school education respectively.

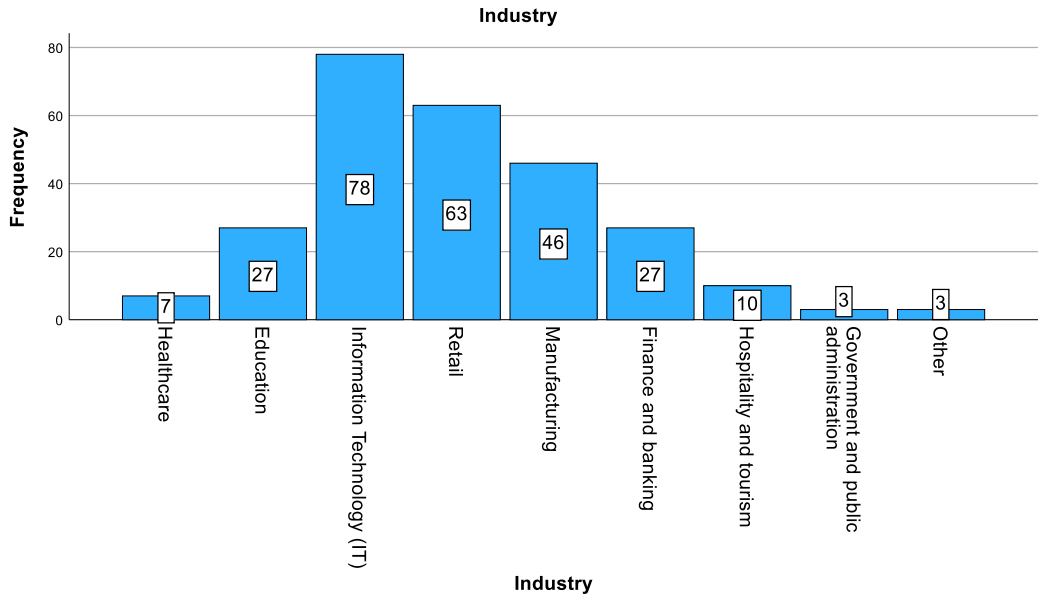
4.1.2.4 Working Industry

Table 4.6 Working Industry (n=264)

Industry					
		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Valid	Healthcare	7	2.7	2.7	2.7
	Education	27	10.2	10.2	12.9
	Information Technology (IT)	78	29.5	29.5	42.4
	Retail	63	23.9	23.9	66.3
	Manufacturing	46	17.4	17.4	83.7
	Finance and banking	27	10.2	10.2	93.9
	Hospitality and tourism	10	3.8	3.8	97.7
	Government and public administration	3	1.1	1.1	98.9
	Other	3	1.1	1.1	100.0
	Total	264	100.0	100.0	

Note. Developed for the research.

Figure 4.6 Working Industry (n=264)



Note. Developed for the research.

The findings of the study as shown in Table 4.6, followed by the bar chart illustrated in Figure 4.6 indicate that 78 respondents (29.5%) of the total sample are working in the Information Technology (IT) industry which represents the highest percentage among all respondents. Then, 63 respondents (23.9%) of the

total sample work in the retail industry while 46 respondents (17.4%) work in the manufacturing industry. Education as well as finance and banking industries each made up 27 respondents (10.2%) of the total sample respectively. In the meantime, respondents who are working in hospitality and tourism as well as healthcare industries constitute 10 respondents (3.8%) and 7 respondents (2.7%) of the total sample respectively. Finally, both 3 respondents (1.1%) of the total sample work in government and public administration as well as other industries respectively.

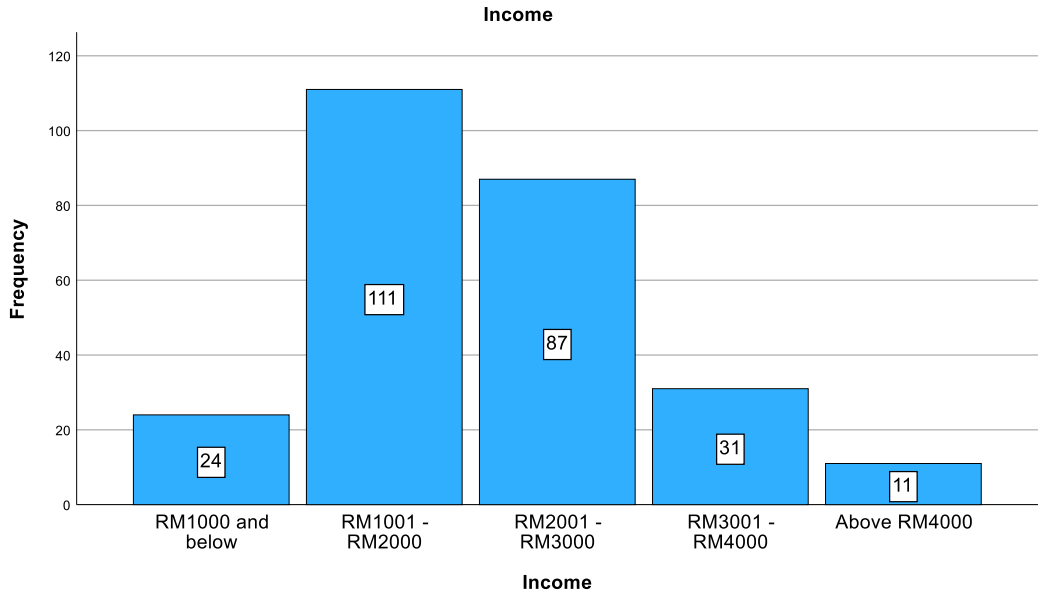
4.1.2.5 Monthly Income

Table 4.7 Monthly Income (n=264)

Monthly income					
		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Valid	RM1000 and below	24	9.1	9.1	9.1
	RM1001 - RM2000	111	42.0	42.0	51.1
	RM2001 - RM3000	87	33.0	33.0	84.1
	RM3001 - RM4000	31	11.7	11.7	95.8
	Above RM4000	11	4.2	4.2	100.0
	Total	264	100.0	100.0	

Note. Developed for the research.

Figure 4.7 Monthly Income (n=264)



Note. Developed for the research.

Table 4.7 and the presentation of the bar chart shown in Figure 4.7 that the respondents' monthly income level of RM1001 – RM2000 was 111 respondents (42.0%), followed by income level of RM2001 – RM3000 that consisted of 87 respondents (33.0%). Subsequently, the income level of RM3001 – RM4000 represents 31 respondents (11.7%), RM1000 and below representing 24 respondents (9.1%) and monthly income of above RM4000 consists of 11 respondents (4.2%).

4.2 Reliability Analysis

The internal reliability of both the IVs and DV was tested, and the findings are presented in Table 4.8 below.

Table 4.8 Reliability Analysis (n=264)

No.	Construct	Cronbach's alpha (α)	Number of item
1	Personal Attitude (PA)	0.827	4
2	Subjective Norm (SN)	0.841	5
3	Perceived Behaviour Control (PBC)	0.723	3
4	Electronic Word-of-mouth (EWOM)	0.858	5
5	Brand Awareness (BA)	0.887	5
6	Purchase Intention (PI)	0.839	4

Note. Developed for the research.

Cronbach's alpha coefficient values as pointed in Table 4.8 varies from 0.723 to 0.887. The highest value of Cronbach's alpha is 0.887 for brand awareness. Electronic word-of-mouth (eWOM), subjective norms, purchase intention, and personal attitude are then listed in order of decreasing Cronbach's alpha coefficient, with values of 0.858, 0.841, 0.839, and 0.827, respectively. Although the perceived behaviour control Cronbach's alpha coefficient is the lowest of the group, at 0.723, all alpha coefficient values show good internal consistency (≥0.60). As a result, all the constructs included in this study are reliable.

4.3 Normality Test

In this section, a normality test (specifically assessing skewness and kurtosis) will be performed to determine if the collected data follows a normal distribution. This is an assumption that needs to be met for the subsequent analyses discussed in the next section.

Table 4.9 Normality Test (n=264)

Descriptive Statistics							
	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Personal Attitude	264	3.9375	.74627	-.941	.150	1.107	.299
Subjective Norm	264	3.8114	.72271	-.816	.150	.931	.299
Perceived Behaviour Control	264	3.6414	.75142	-.489	.150	.114	.299
Electronic Word-of-mouth	264	3.6712	.70442	-.492	.150	.615	.299
Brand Awareness	264	3.6030	.74568	-.283	.150	-.281	.299
Purchase Intention	264	3.7453	.70355	-.612	.150	.388	.299
Valid N (listwise)	264						

Note. Developed for the research.

Table 4.9 provides the study's finding results, indicates all variables including personal attitude of (-0.941), subjective norms of (-0.816), perceived behavioural control of (-0.489), electronic word-of-mouth (eWOM) (-0.492), brand awareness (-0.283), and purchase intention (-0.612) which all exhibit negative (left) skewness. Left skewness indicates that the mean is smaller than the mode. In contrast, right skewness suggests that the mean is greater than the mode.

For kurtosis, the negative value observed in brand awareness (-0.281) signifies a platykurtic distribution, which has lighter tails and a peak that is flatter compared to the normal distribution, whereas positive values are found in personal attitude (1.107), subjective norms (0.931), perceived behavioural control (0.114), electronic word-of-mouth (eWOM) (0.615) and purchase intention (0.388) indicate a leptokurtic distribution, this suggests heavier tails and a sharper peak than the normal distribution. Skewness values between ±3 and a range of kurtosis values between ±10 showed that all variables had a normal distribution.

The mean of personal attitude at 3.9375, the subjective norm at 3.8114, perceived behaviour control at 3.6414, electronic word-of-mouth at 3.6712, brand awareness at 3.6030, and purchase intention at 3.7453. The purchase intention exhibits the highest mean value, whereas brand awareness demonstrates the lowest mean value.

4.4 Inferential Analysis

The first analysis will be conducted is Pearson correlation analysis, followed by analysis of the multiple regression will be proceeded after confirming that the gathered data aligns with the normality assumption. These analyses are employed to assess the degree of correlation between two variables and analyse the relationship between predictor variables and the dependent variable, respectively. The analysis results will be presented in a table and discussed in the following sections.

4.4.1 Pearson Correlation

Table 4.10 Pearson Correlation (n=264)

Correlations							
		Personal Attitude	Subjective Norm	Perceived Behaviour Control	Electronic Word-of-mouth	Brand Awareness	Purchase Intention
Personal Attitude	Pearson Correlation	1	.738**	.616**	.633**	.558**	.701**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	264	264	264	264	264	264
Subjective Norm	Pearson Correlation	.738**	1	.774**	.747**	.747**	.703**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	264	264	264	264	264	264
Perceived Behaviour Control	Pearson Correlation	.616**	.774**	1	.778**	.725**	.681**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	264	264	264	264	264	264
Electronic Word-of-mouth	Pearson Correlation	.633**	.747**	.778**	1	.765**	.699**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	264	264	264	264	264	264
Brand Awareness	Pearson Correlation	.558**	.747**	.725**	.765**	1	.692**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	264	264	264	264	264	264
Purchase Intention	Pearson Correlation	.701**	.703**	.681**	.699**	.692**	1
	Sig. (2-	<.001	<.001	<.001	<.001	<.001	
	tailed)	264	264	264	264	264	264
**. Correlation is significant at the 0.01 level (2-tailed).							

Note. Developed for the research.

The significant correlations as presented in Table 4.10 indicate that all the independent variables denoted at 0.01 level (2-tailed) with purchase intention.

Among these, subjective norms exhibit the highest correlation with purchase intention, with an *r* value of 0.703. Following closely, personal attitude holds an *r* value of 0.701, eWOM has an *r* value of 0.699, brand awareness follows with an *r* value of 0.692, and finally, perceived behavioural control displays the lowest *r* value of 0.681. This outcome shows that subjective norms possess the strongest positive correlation with purchase intention, while purchase intention is least positively correlated with perceived behavioural control among the variables.

4.4.2 Multiple Regression Analysis

Table 4.11 Model Summary (n=264)

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.804[a]	.647	.640	.42225	1.709
a. Predictors: (Constant), Brand Awareness, Personal Attitude, Perceived Behaviour Control, Electronic Word-of-mouth, Subjective Norm					
b. Dependent Variable: Purchase Intention					

Note. Developed for the research.

Table 4.11 shows the strength and direction of each predictor variable as well as how well the regression model accounts for the total variance of a dependent variable. The adjusted R^2 value for this linear regression model is 0.640, indicating that based on the five predictor variables of personal attitude, subjective norms, perceived behavioural control, electronic word-of-mouth (eWOM), and brand awareness, 64.0% of the variations explained in purchase intention. However, other variables beyond the scope of this model may be able to account for the remaining 36.0% of the variations in purchase intention. The multiple linear regression model's correlation among errors is evaluated using the Durbin-Watson test. The Durbin-Watson value of 1.709 falls within the accepted range of 0 to 4, signifying a positive correlation among the residuals. (Chen, 2016).

Table 4.12 One-way Analysis of Variance (ANOVA) (n=264)

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	84.181	5	16.836	94.426	<.001[b]
	Residual	46.001	258	.178		
	Total	130.182	263			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Brand Awareness, Personal Attitude, Perceived Behaviour Control, Electronic Word-of-mouth, Subjective Norm						

Note. Developed for the research.

The ANOVA results reveal an *F* value of 94.426, with a p-value of <0.001, indicating significance value is below 0.05 in Table 4.12. This demonstrates significant meaning for all five independent variables, namely personal attitude, subjective norms, perceived behavioural control, electronic word-of-mouth (eWOM), and brand awareness towards dependent variable which is purchase intention.

Table 4.13 Coefficients (n=264)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.423	.156		2.710	.007
	Personal Attitude	.337	.053	.358	6.392	<.001
	Subjective Norm	.032	.073	.033	.438	.662
	Perceived Behaviour Control	.125	.063	.134	1.982	.048
	Electronic Word-of-mouth	.146	.069	.146	2.121	.035
	Brand Awareness	.245	.060	.259	4.046	<.001
a. Dependent Variable: purchase intention						

Note. Developed for the research.

Table 4.13 results offer details to the construct of the multiple regression equation that explains purchase intention in relation to personal attitude, subjective norms, perceived behavioural control, electronic word-of-mouth (eWOM) and brand awareness.

The equation is presented as follows:

Purchase intention = 0.423 + 0.337 (Personal Attitude) + 0.032 (Subjective Norms) + 0.125 (Perceived Behavioural Control) + 0.146 (Electronic Word-of-mouth) + 0.245 (Brand Awareness)

According to Table 4.13, the regression equation reveals how factors influence purchase intention. The intercept is 0.423, the baseline for purchase intention. Among these, personal attitude holds the most impact, with an unstandardized coefficient of 0.337. A one-unit increase in personal attitude leads to a 0.337-unit increase in purchase intention on average, while other factors are unchanged. Subjective norms contribute with a coefficient of 0.032, indicating a 0.032-unit

increase in purchase intention for a one-unit rise in subjective norms, with other variables constant. For every one-unit increase in perceived behavioural control, there is a 0.125-unit increase in purchase intention, while the other variables remain unchanged. Electronic word-of-mouth (eWOM) has a coefficient of 0.146, implying a 0.146-unit increase in purchase intention for a one-unit increase in eWOM, assuming other factors remain steady. Lastly, brand awareness is tied to a coefficient of 0.245, signifying a 0.245-unit increase in purchase intention for a one-unit rise in brand awareness, while other factors are constant.

Among the predictors, personal attitude exhibits the most influential effect on purchase intention, with standardized beta (β) value of 0.358 and t value of 6.392 that indicate the highest and largest category. Following this, brand awareness holds a β value of 0.259 and a t value of 4.046, while eWOM shows a β value of 0.146 and a t value of 2.121. Perceived behaviour control displays a β value of 0.134 and a t value of 1.982, and subjective norm has a β value of 0.033 and a t value of 0.438.

In brief, subjective norms (p-value = 0.662) demonstrate a lack of significance in relation to purchase intention, as indicated by the significance value exceeding 0.05. In contrast, personal attitude (p-value = <0.001), perceived behavioural control (p-value = 0.048), electronic word-of-mouth (eWOM) (p-value = 0.035), and brand awareness (p-value = <0.001) exhibit a significant relationship with purchase intention, supported by the significance value below 0.05.

4.4.3 Hypothesis testing

Hypothesis 1

H_0: There is no significant relationship between personal attitude and working adults' purchase intention of organic food.

H_1: There is a significant relationship between personal attitude and working adults' purchase intention of organic food.

Reject H_0 if p-value >0.05

The p-value for personal attitude is <0.001, as shown in Table 4.13, indicating its significance value is below 0.05. Thus, the results reject H_0 and accept H_1. This relationship indicates significant between personal attitude and working adults' purchase intention of organic food.

Hypothesis 2

H_0: There is no significant relationship between subjective norms and working adults' purchase intention of organic food.

H_2: There is a significant relationship between subjective norms and working adults' purchase intention of organic food.

Reject H_0 if p-value >0.05

Based on Table 4.13, the p-value for subjective norms is 0.662, indicating its significance value is above 0.05. Thus, the H_0 is accepted, and the H_2 is rejected. This means there is no significant relationship between subjective norms and working adults' purchase intention of organic food.

Hypothesis 3

H_0: There is no significant relationship between perceived behavioural control and working adults' purchase intention of organic food.

H_3: There is a significant relationship between perceived behavioural control and working adults' purchase intention of organic food.

Reject H_0 if p-value >0.05

Perceived behavioural control has the p-value of 0.048, which is presented in Table 4.13, indicating its significance value is below 0.05. Thus, the H_0 is rejected, and the H_3 is accepted. This means there is a significant relationship between perceived behavioural control and working adults' purchase intention of organic food.

Hypothesis 4

H_0: There is a significant relationship between electronic word-of-mouth (eWOM) and working adults' purchase intention of organic food.
H_4: There is a significant relationship between electronic word-of-mouth (eWOM) and working adults' purchase intention of organic food.

Reject H_0 if p-value >0.05

Electronic word-of-mouth (eWOM) p-value is 0.035, indicate significant as the value is below 0.05, as presented in Table 4.13. Thus, the H_0 is rejected, and the H_4 is accepted. This means there is a significant relationship between electronic word-of-mouth (eWOM) and working adults' purchase intention of organic food.

Hypothesis 5

H_0: There is a significant relationship between brand awareness and working adults' purchase intention of organic food.
H_5: There is a significant relationship between brand awareness and working adults' purchase intention of organic food.

Reject H_0 if p-value >0.05

This study findings reveal that the p-value is <0.001 for brand awareness, as indicated by Table 4.13, its significance value is below 0.05. Thus, the H_0 is rejected, and the H_5 is accepted. This means there is a significant relationship between brand awareness and working adults' purchase intention of organic food.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.0 Introduction

This chapter offers an overview and conclusion of the study, comprising the summarised statistical analysis, discussion on the major findings, exploration of practical implications for management, acknowledgment of limitations, and formulation of recommendations.

5.1 Summary of Statistical Analysis

5.1.1 Descriptive analysis

These descriptive findings provide an overview of the respondents' characteristics in terms of their intention and amount willing to spend on purchasing organic food, gender, age groups, educational qualifications, working industries, and monthly income levels.

Out of the 275 respondents, 264 (96.0%) expressed their intention to purchase organic food, while 11 respondents (4.0%) did not. Most respondents (56.1%) were willing to spend RM101 - RM200 on organic food per month, followed by RM100 and below (38.3%), RM201 - RM300 (4.2%), and RM300 and above (1.5%).

Most of the respondents were female (76.5%), while 23.5% were male. The highest proportion of respondents (47.0%)

belonged to the age group of 30 to 41 years old, followed closely by 18 to 29 years old (40.9%). The age groups of 42 to 53 years old and 54 to 64 years old had smaller proportions (9.5% and 2.7% respectively). Regarding educational qualifications, a significant proportion (52.3%) of the participants had fulfilled the requirements for a diploma or bachelor's degree, while 36.0% had completed secondary school education. Smaller proportions had postgraduate degrees (7.2%) or primary school education (4.5%).

The Information Technology (IT) industry had the highest representation (29.5%) among the respondents, followed by the retail industry (23.9%) and the manufacturing industry (17.4%). Other industries had smaller proportions. Most of the respondents (42.0%) had a monthly income level of RM1001 – RM2000, followed by RM2001 – RM3000 (33.0%), RM3001 – RM4000 (11.7%), RM1000 and below (9.1%), and above RM4000 (4.2%).

5.1.2 Scale Measurement

Within this section, the reliability analysis encompasses the measurement of all 26 items corresponding to both the dependent and independent variables. Among these, brand awareness exhibits the Cronbach's alpha value of 0.887 as the highest value which comprising 5 items. Following closely, electronic word-of-mouth (eWOM) with its 5 items attains the second highest alpha value of 0.858. In the third position, subjective norms, consisting of 5 items, achieves an alpha value of 0.841. Subsequently, purchase intention and personal attitude, each comprising 4 items, obtain alpha values of 0.839 and 0.827 respectively. Lastly, perceived behaviour control, composed of 3 items, demonstrates the lowest value of Cronbach's alpha at 0.723. Therefore, all variables demonstrate reliability as their Cronbach's alpha values surpass 0.6.

5.1.3 Normality Test

In the normality test, all variables, including personal attitude (-0.941), subjective norms of (-0.816), perceived behavioural control of (-0.489), electronic word-of-mouth (eWOM) (-0.492), brand awareness (-0.283), and purchase intention (-

0.612), showed negative skewness, indicating a left-skewed distribution. Brand awareness had a negative kurtosis (-0.281), indicating a platykurtic distribution, while the other variables had positive kurtosis values, indicating leptokurtic distributions. Overall, all variables were found to be normally distributed according to acceptable ranges for skewness and kurtosis values.

5.1.4 Inferential Analysis

5.1.4.1 Pearson Correlation

The strength of association between independent and dependent variables are analysed by Pearson correlation. Subjective norms had the highest level of association with purchase intention, as indicated by an *r* value of 0.703. Personal attitude followed closely with *r* value of 0.701, eWOM with *r* value of 0.699, while brand awareness had *r* value of 0.692. On the other hand, with the lowest *r* value of 0.681, perceived behavioural control demonstrated the weakest positive association with purchase intention.

5.1.4.2 Multiple Regression Analysis

The variance in the dependent variable will be explained by the regression model shown in Table 4.11. The adjusted R^2 of 0.640 indicates that 64.0% of the variation in purchase intention can be predicted by the five predictor variables. The remaining 36.0% of the variance which not included in the model may be explained by other variables. The Durbin-Watson value of 1.709 suggests positive correlation in the residuals.

Based on Table 4.12, the ANOVA results indicate that all five independent variables have a significant impact on the dependent variable (purchase intention), as the *F* value is 94.426 with the p-value of <0.001.

Table 4.13 shows the results that the personal attitude (p-value = <0.001), perceived behavioural control (p-value = 0.048), electronic word-of-mouth (eWOM) (p-value = 0.035) and brand awareness (p-value = <0.001) indicate that purchase intention has significant relationship with values below 0.05. Among

these variables, personal attitude holds the most significant influence on purchase intention, with the largest unstandardized coefficient (0.337) and highest standardized beta (0.358) and *t* value (6.392). Brand awareness, eWOM, and perceived behavioural control also show correlation with purchase intention, with standardized betas of 0.259, 0.146, and 0.134, respectively. However, subjective norms exhibit an insignificant relationship (p-value = 0.662) with purchase intention, as its significance value is above 0.05.

5.2 Discussion on Major Findings

Table 5.1: Summary of Hypothesis and Results

No.	Hypothesis	Results	Supported
H_1	There is a significant relationship between personal attitude and working adults' purchase intention of organic food.	r = 0.701 p-value = <0.001	Yes
H_2	There is a significant relationship between subjective norms and working adults' purchase intention of organic food.	r = 0.703 p-value = 0.662	No
H_3	There is a significant relationship between perceived behavioural control and working adults' purchase intention of organic food.	r = 0.681 p-value = 0.048	Yes
H_4	There is a significant relationship between electronic word-of-mouth (eWOM) and working adults' purchase intention of organic food.	r = 0.699 p-value = 0.035	Yes
H_5	There is a significant relationship between brand awareness and working adults' purchase intention of organic food.	r = 0.692 p-value = <0.001	Yes

Note. Developed for the research.

5.2.1 Personal Attitude

The study's findings reveal that the p-value of personal attitude is <0.001, indicating below 0.05 significance value. This proves significant relationship between personal attitude and the purchase intention of organic food among working adults, thereby substantiating the acceptance of H_1.

Previous research has consistently shown the significance of personal attitude in influencing purchase intention towards organic products. Thøgersen, Zhou and Huang (2016) conducted a study that demonstrated the predictive nature of personal attitude in determining the purchase intention of organic food. The conclusions drawn from their research indicate that individuals exhibiting more positive attitudes towards organic food are inclined to demonstrate an intention to purchase it. In addition to organic food, Maichum, Parichatnon and Peng (2016) investigated the role of personal attitudes in determining purchase intentions for green products in general. Their study highlighted the importance of attitudes in shaping consumers' intentions to purchase environmentally friendly products, including organic food. Their findings highlight the importance of attitudes in the context of organic food as well as in the wider area of sustainable and environmentally friendly consumption.

Consumers choose organic food primarily due to health concerns, considering it a healthier alternative (Gundala and Singh, 2021). They perceive organic food as a healthier alternative due to factors such as reduced pesticide residues, absence of genetically modified organisms (GMOs), and higher nutritional content. These health concerns act as a key motivator, leading individuals to consider organic food to improve their overall well-being. Working adults may be more conscious of their health due to the demands and stresses of their professional lives. Therefore, they are more likely to have a favourable personal attitude about purchasing organic food, recognizing its potential benefits for their overall well-being.

In short, the objective of “To examine the relationship between personal attitude and working adults’ purchase intention of organic food” of this research was achieved.

5.2.2 Subjective Norms

Based on the results derived from the analysis, it is evident that the p-value of subjective norms is 0.662, exceeded the significance value of 0.05. This indicates the absence of a significant relationship between subjective norms and the purchase intention of organic food among working adults, leading to the rejection of H_2.

According to the research done by Mohiuddin et al. (2018), there is no statistically significant relationship between subjective norms and purchase intentions for green vehicles. This could be because many students are already very concerned about the impact on the environment and are willing to adopt eco-friendly products, regardless of what their peers, families, or society think.

Moorthy et al. (2021) conducted a study among Malaysian consumers and found that subjective norms did not significantly affect customers' intentions to purchase items with green packaging. This suggests that subjective norms may not have a strong impact on Malaysian consumers when it comes to green packaging products. Once they have made up their minds to purchase green packaging products, comments or recommendations from other people may not significantly sway their process of making decisions.

One of the reasons for the limited influence of subjective norms on working adults' purchase intention of organic food would be their strong emphasis on individual values and beliefs. They prioritise their own attitudes and rely on their own research and preferences when making decisions about organic food. Additionally, there may be a lack of social pressure or endorsement within their social circles, limited diffusion of information about organic food, and a preference for autonomy in decision-making.

Therefore, due to the insignificant relationship obtained from the results, the objective examined for the research of “To examine the relationship between subjective norms and working adults’ purchase intention of organic food.” was not achieved.

5.2.3 Perceived Behaviour Control

Based on the outcomes of the analyses, the p-value of perceived behavioural control is 0.048, that is below the significance value of 0.05. The presence of a significant relationship between perceived behavioural control and the purchase intention of organic food among working adults is proved, leading to the acceptance of H_3.

Chaudhary and Bisai (2018) have previously conducted research that showcased the influence of perceived behavioural control on the purchase intention of green products. Given that organic food is closely linked to sustainability and environmentally friendly practices, the implications of perceived behavioural control on organic food purchase intention become evident. When people perceive that they have influence over their choices and can make sustainable decisions, they are more likely to express a higher intention to purchase organic food products.

Moreover, other studies, such as those by Yadav and Pathak (2016) and Auliandri et al. (2018), have shown that perceived behavioural control is a significant predictor of green purchase intention and positively impacts sustainable packaging choices. This heightened perceived behavioural control empowers them to act on their environmental consciousness and values. As working adults lead busy lives, their ability to make informed and sustainable choices becomes essential, and perceived behavioural control plays a significant role in facilitating such decisions. When they feel capable of making environmentally responsible choices and believe that their actions can contribute to sustainability efforts, they are more motivated to prioritize organic food over conventional alternatives.

Therefore, the objective "To examine the relationship between perceived behavioural control and working adults' purchase intention of organic food." of this research was achieved.

5.2.4 Electronic Word-of-mouth

The findings indicate that the p-value of electronic word-of-mouth (eWOM) is 0.035, lower than the significance value of 0.05. Consequently, it is concluded

that a significant relationship exists between eWOM and the purchase intention of organic food among working adults, supporting the acceptance of H_4.

Consumers rely on eWOM as a valuable resource when making purchasing decisions due to several reasons. Firstly, eWOM helps consumers mitigate potential risks associated with their purchases, as highlighted by Liu and Park (2015). By accessing reviews and opinions shared by other consumers, individuals can gather valuable insights and make more informed decisions. Secondly, eWOM is considered a reliable and unbiased source of evidence. Luo and Zhong (2015) found that eWOM plays a significant role in shaping consumers' expectations, preferences, and behaviours. Unlike traditional advertising or promotional messages, eWOM is often perceived as more authentic and trustworthy since it stems from the experiences and opinions of actual consumers. This credibility enhances its impact on consumer decision-making.

The role of eWOM in shaping purchase intentions has been consistently demonstrated across various eWOM platforms, including social media sites. Wang, Yu, and Wei (2012) found that eWOM communication on social media platforms positively affected purchase intentions. This influence can occur directly through conformity, where individuals are influenced by the opinions and experiences of others, as well as indirectly by enhancing product involvement, which leads to a greater interest and intention to purchase.

Considering the significance of eWOM in influencing consumer decision-making and purchase intentions, it is reasonable to assume that the influence of eWOM extends to the intention of working adults to purchase organic food. The influence of eWOM can stem from the access to knowledge about the advantages of organic food, personal experiences shared by other consumers, and the validation of organic food as a healthier and more sustainable choice.

Thus, the objective of “To examine the relationship between eWOM and working adults’ purchase intention of organic food” of this research was achieved.

5.2.5 Brand Awareness

From the outcomes, it becomes apparent that the p-value of brand awareness is <0.001, positioning it below the significance value of 0.05. This proves that there is a significant relationship between brand awareness and the purchase intention of organic food among working adults, leading the acceptance of H_5.

The positive influence of brand awareness on purchase intention has been consistently observed in studies conducted across various industries and contexts. Keller (2013) highlights that strong brand awareness encourages consumers to consider a brand among their choices when making future purchases. By being aware of a particular brand, consumers are more likely to include it in their consideration set during their decision-making process. Valentini, Romenti, Murtarelli, and Pizzetti (2018) further emphasise that brand awareness prompts customers to evaluate products more extensively before making a purchase decision. When consumers are aware of a brand, they tend to engage in a more thorough evaluation of its offerings, including organic food products, which can contribute to an increased purchase intention.

Susilowati and Sari (2020) studied at how brand awareness affected customers' purchase intentions at the Indonesian Richeese Factory restaurant. Their research revealed a positive effect, indicating that higher brand awareness led to a greater intention to purchase from the restaurant. In Sri Lanka's mobile services industry, Gunawardane (2015) proved that brand awareness had a favourable impact on consumers' purchase intention. Consumers who were more aware of particular mobile service brands exhibited a higher intention to choose and purchase those brands' services.

In the context of organic food, brand awareness can influence working adults' purchase intention by creating familiarity and recognition. This familiarity breeds trust and a sense of security, as they perceive the brand to be established and reputable. This, in turn, positively affects their purchase intention, as they are more likely to choose a brand they recognize and trust.

Thus, the objective of "To examine the relationship between brand awareness and working adults' purchase intention of organic food" for this research was achieved.

5.3 Managerial Implications

The study found that personal attitude influences the purchase intention. Managers should focus on promoting the positive aspects and benefits of organic food, such as its health benefits and environmental sustainability, to align with the personal values and beliefs of the target audience. Marketing campaigns and educational initiatives can be designed to enhance awareness and highlight the advantages of organic food consumption, catering to the health-conscious preferences of working adults.

The study showed that subjective norms do not have an impact on the purchase intention. Managers should recognize that working adults prioritise their own values and beliefs when making organic food purchase decisions and may not be easily swayed by the opinions or norms of others. Therefore, marketing efforts should focus on individualised messaging and targeted communication strategies, rather than relying solely on social influence. Providing objective information and emphasising the personal benefits and relevance of organic food to the individual consumer may be more effective in influencing their purchase intention.

This study found that perceived behavioural control affects the purchase intention. This suggests that working adults' confidence in their ability to purchase organic food may strongly impact their intention to do so. Managers should consider the increased availability and accessibility of organic food options, as well as the changing consumer perception of sustainable consumption. Marketing efforts should focus on addressing any remaining barriers, such as price concerns or limited awareness, and highlighting the ease and convenience of purchasing organic food.

This study demonstrates that eWOM has an impact on purchase intention. Managers should leverage the power of eWOM in their marketing strategies by

encouraging and facilitating positive online conversations and reviews about organic food. Engaging with influencers or advocates in the organic food space can also amplify the impact of eWOM. Building a strong online presence and reputation, and actively responding to consumer feedback and inquiries, can further enhance the influence of eWOM on working adults' purchase intention.

Brand awareness has an influence on the purchase intention, which is shown in this study. Managers should invest in building strong brand awareness for their organic food products, focusing on strategies that increase visibility, recognition, and familiarity among the target audience. Effective branding, packaging, and labelling can contribute to a positive perception of the brand and increase trust and confidence in the organic food offerings. Collaborations with influencers or partnerships with trusted organisations can also help enhance brand awareness and influence working adults' purchase intention.

In short, managers should tailor their marketing efforts to address the specific determinants of working adults' purchase intention of organic food. By focusing on personal attitudes, reinforcing perceived behavioural control, leveraging eWOM and brand awareness, and understanding the limited influence of subjective norms, managers can develop targeted strategies that resonate with working adults and drive their intention to purchase organic food.

5.4 Limitation of the Study

Like numerous other studies, this study possesses specific limitations that could be addressed in future studies. Firstly, the sample size can be a potential limitation in this study. With only 264 Malaysian working adults participating in the survey, the sample size may not be representative enough to accurately reflect the purchase intention of the working adult population, and the interpretation of the findings may be affected due to increased margin of error and sampling bias.

Secondly, the study was conducted within a limited timeframe, which can be considered another limitation. Time is a crucial factor in conducting quality research, and the need to obtain accurate and unbiased results within a brief

duration led to certain compromises, including a reduced sample size. However, a longer timeframe would be preferable to achieve a sample size that better reflects the working adult population, resulting in more significant and precise findings.

The third limitation is the use of a single-language questionnaire. Malaysia is home to three distinct ethnic populations which are the Malays, Chinese, and Indians, each with their own native languages. Using only one language in a questionnaire might present difficulties for respondents who have limited exposure to English, hindering their complete comprehension. This restriction may have an impact on both the response rate and the correctness of the answers, particularly among working adults who may prefer to respond in their native languages.

Finally, the exclusion of demographic information such as gender and age, from the prediction of organic food purchase intention is another limitation of this study. The purchase intention is significantly affected by the respondents' demographic characteristics. To give an example, different gender or age groups among working adults might exhibit varying purchase intentions. Incorporating demographic variables in future studies would give a greater understanding of the determinants of organic food purchase intention among the target audience.

5.5 Recommendation for Future Research

Taking into account the limitations mentioned before, there are some recommendations that can guide future studies to improve the findings. Firstly, future research in this area should allocate more time to collect a larger sample size. This would involve extending the time frame to gather sufficient respondents, which would enhance the representativeness and accuracy of the findings.

To address the language barrier among respondents, future researchers can create a questionnaire that covers multiple languages, like English, Malay, Tamil and Mandarin. By incorporating multiple languages, respondents' understanding of the questions can be enhanced, leading to more accurate and precise results.

Furthermore, it is recommended that future studies include demographic information, such as gender and age, as moderator or independent variables to determine the purchase intention of organic food among working adults. Demographic characteristics reflect the diverse attributes of Malaysian working adults and can provide alternative and more reliable results based on their different perceptions, needs, and purchase decisions. This would enable the retailers and marketing managers to gain better insights for effectively targeting Malaysian working adults.

5.6 Conclusion

To conclude, this study examined the determinants of working adults' purchase intention of organic food, focusing on personal attitude, subjective norms, perceived behavioural control, electronic word-of-mouth (eWOM), and brand awareness. The results illustrate the significant positive relationship between personal attitude and purchase intentions, indicating that working adults exhibiting more favourable personal attitudes toward organic food are more inclined to express an intention to purchase it. The significant positive relationship between perceived behavioural control and purchase intention suggests that among working adults, experiencing a sense of control and encountering fewer hindrances contributes to a stronger intention to purchase organic food. eWOM emerged as a significant determinant, with positive eWOM influencing working adults' purchase intention of organic food. Consumers rely on eWOM as a valuable resource for gathering information and making informed decisions. Brand awareness also showed a significant positive relationship with purchase intention, as strong brand awareness creates familiarity, trust, and recognition, influencing the decision-making process. However, subjective norms demonstrate an insignificant relationship with purchase intention.

Future research can explore the effectiveness of marketing strategies and interventions aimed at promoting positive attitudes, strengthening perceived behavioural control, leveraging eWOM, and enhancing brand awareness among working adults. Additionally, investigating the role of other potential

determinants, such as environmental awareness and product labelling, can provide a deeper understanding of the topic and its implications for sustainable consumption. Overall, understanding the determinants of purchase intention among working adults is crucial for promoting the adoption of organic food and supporting sustainable and eco-friendly consumption practices.

REFERENCES

Aaker, D. A. (1991). *Managing Brand Equity*. NY: Free Press.

Afroz, R., Masud, M. M., Akhtar, R., Islam, Md. A., & Duasa, J. B. (2015). Consumer purchase intention towards Environmentally Friendly Vehicles: An empirical investigation in Kuala Lumpur, Malaysia. *Environmental Science and Pollution Research*, *22*(20), 16153–16163.

Ahmed, N., Li, C., Khan, A., Qalati, S. A., Naz, S., & Rana, F. (2020). Purchase intention toward organic food among young consumers using theory of planned behavior: Role of environmental concerns and environmental awareness. *Journal of Environmental Planning and Management*, *64*(5), 796–822.

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179–211.

Ajzen, I. (2015). Consumer attitudes and behavior: the theory of planned behavior applied to food consumption decisions. *Italian Review of Agricultural Economics*, *70*(2), 121-138.

Akhtar, N., Siddiqi, U. I., Ashraf, A., & Latif, M. (2016). Impact of a brand equity on consumer purchase decision in L'Oreal skincare products. *International Review of Management and Business Research*, *5*(3), 808.

Al Mamun, A., Hayat, N., Malarvizhi, C. A., & Zainol, N. R. (2020). Economic and environmental sustainability through Green Composting: A study among low-income households. *Sustainability*, *12*(16), 6488.

Al-Dmour, H., Al-Qawasmi, S., Al-Dmour, R., & Basheer Amin, E. (2022). The role of electronic word of mouth (ewom) and the marketing mix on women's purchasing intention of children's dietary supplements. *International Journal of Pharmaceutical and Healthcare Marketing*, *16*(3), 376–391.

Alhamad, H., & Donyai, P. (2021). The validity of the theory of planned behaviour for understanding people's beliefs and intentions toward reusing medicines. *Pharmacy*, *9*(1), 58.

Ali, Z., & Bhaskar, S. B. (2016). Basic statistical tools in research and data analysis. *Indian Journal of Anaesthesia*, *60*(9), 662.

Alzubaidi, H., Slade, E. L., & Dwivedi, Y. K. (2021). Examining antecedents of consumers' pro-environmental behaviours: Tpb extended with materialism and Innovativeness. *Journal of Business Research*, *122*, 685–699.

Andrade, C. (2020). Sample size and its importance in research. *Indian Journal of Psychological Medicine*, *42*(1), 102–103.

Arifin, S. R. M. (2018). Ethical considerations in Qualitative Study. *International Journal of Care Scholars*, *1*(2), 30–33.

Asif, M., Xuhui, W., Nasiri, A., & Ayyub, S. (2018). Determinant factors influencing organic food purchase intention and the moderating role of awareness: A comparative analysis. *Food Quality and Preference*, *63*, 144–150.

Aslihan Nasir, V., & Karakaya, F. (2014). Consumer segments in Organic Foods Market. *Journal of Consumer Marketing*, *31*(4), 263–277.

Auliandri, A. T., Armanu, T., Rohman, F., & Rofiq, A. (2018). Does green packaging matter as a business strategy? exploring young consumers' consumption in an emerging market. *Problems and Perspectives in Management*, *16*(2), 376–384.

Azalea, A. (2022). Malaysia's total population reaches 32.7m - The Malaysian Reserve. Retrieved March 26, 2023, from https://themalaysianreserve.com/2022/07/29/malaysias-total-population-reaches-32-7m/

Aziati, A. H., Tasmin, R. Hj., Lee, B. J., & Abdullah, N. H. (2014). The relationship of technological innovation capabilities and business innovation capabilities on organization performance: Preliminary findings of Malaysian food processing SMEs. *2014 International Conference on Engineering, Technology and Innovation (ICE)*, 1–7.

Azzari, V., & Pelissari, A. (2020). Does brand awareness influences purchase intention? the mediation role of Brand Equity Dimensions. *Brazilian Business Review*, *17*(6), 669–685.

Baker, T. L. (1998). *Doing Social Research* (3rd ed.). New York: McGraw-Hill.

Bamberg, S. (2003). How does environmental concern influence specific environmentally related behaviors? A new answer to an old question. *Journal of Environmental Psychology*, *23*(1), 21–32.

Bandura, A. (2012). *Self-efficacy the exercise of Control*. London: Freeman Publications.

Bansal, H. S., & Taylor, S. F. (2002). Investigating interactive effects in the theory of planned behavior in a service-provider switching context. *Psychology and Marketing*, *19*(5), 407–425.

Barnsbee, L., Barnett, A. G., Halton, K., & Nghiem, S. (2018). Cost-effectiveness. *Mechanical Circulatory and Respiratory Support*, 749–772.

BMS Organics. (2020). *Our History: Big Organic Dream in Little Wheatgrass.* Retrieved March 26, 2023, from https://www.bmsorganics.com/pages/our-history

Bolarinwa, O. A. (2015). Principles and methods of validity and reliability testing of questionnaires used in social and Health Science Researches. *Nigerian Postgraduate Medical Journal*, *22*(4), 195.

Bougie, R., & Sekaran, U. (2020). *Research methods for business: A skill-building approach* (8th ed.). New York: John Wiley & Sons, Inc.

Burnett, J., & Hutton, R. B. (2007). New Consumers Need New Brands. *Journal of Product & Brand Management*, *16*(5), 342–347.

Busetto, L., Wick, W., & Gumbinger, C. (2020). How to use and assess qualitative research methods. *Neurological Research and Practice*, *2*(1).

Canavari, M., & Olson, K. D. (2007). *Organic Food*. Springer Science+ Business Media, LLC.

Chan, R. Y. (2001). Determinants of Chinese consumers' green purchase behavior. *Psychology and Marketing*, *18*(4), 389–413.

Chaudhary, R., & Bisai, S. (2018). Factors influencing green purchase behavior of millennials in India. *Management of Environmental Quality: An International Journal*, *29*(5), 798–812.

Chaurand, N., & Brauer, M. (2008). What determines social control? people's reactions to counternormative behaviors in urban environments. *Journal of Applied Social Psychology*, *38*(7), 1689–1715.

Chen, K., & Deng, T. (2016). Research on the Green purchase intentions from the perspective of product knowledge. *Sustainability*, *8*(9), 943.

Chen, M.-F. (2007). Consumer attitudes and purchase intentions in relation to organic foods in Taiwan: Moderating effects of food-related personality traits. *Food Quality and Preference*, *18*(7), 1008–1021.

Chen, T., Samaranayake, P., Cen, X., Qi, M., & Lan, Y.-C. (2022). The impact of online reviews on consumers' purchasing decisions: Evidence from an eye-tracking study. *Frontiers in Psychology*, *13*.

Cheng, S., Lam, T., & Hsu, C. H. (2006). Negative word-of-mouth communication intention: An application of the theory of planned behavior. *Journal of Hospitality & Tourism Research*, *30*(1), 95–116.

Cheung, C. M. K., & Lee, M. K. O. (2012). What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision Support Systems*, *53*(1), 218–225.

Choi, D., & Johnson, K. K. P. (2019). Influences of environmental and hedonic motivations on intention to purchase Green Products: An extension of the theory of planned behavior. *Sustainable Production and Consumption*, *18*, 145–155.

Cooksey, R. W. (2020). Descriptive statistics for summarising data. *Illustrating Statistical Procedures: Finding Meaning in Quantitative Data*, 61–139.

Department of Standards Malaysia (DSM). (2023). *Department of Standards Malaysia - FAQs*. Retrieved March 26, 2023, from https://www.jsm.gov.my/faqs

Department of Statistics Malaysia (DOSM). (2021). *Statistics on Causes of Death, Malaysia, 2021*. Retrieved June 26, 2023, from https://www.dosm.gov.my/site/downloadrelease?id=statistics-on-causes-of-death-malaysia-2021&lang=English

Department of Statistics Malaysia (DOSM). (2022). *Current Population Estimates, Malaysia, 2022*. Retrieved March 26, 2023, from https://dosm.gov.my/site/downloadrelease?id=current-population-estimates-malaysia-2022&lang=English

Department of Statistics Malaysia Official Portal. (2020). *Labour force and social statistics .favourite*. Retrieved March 6, 2023, from https://www.dosm.gov.my/v1/index.php?r=column%2Fcone&menu_id=bVNhYUZZbmd3VDMrcGNxUlNKSWNwUT09

Dey, S., & Nagababu, B. H. (2022). Applications of food color and bio-preservatives in the food and its effect on the human health. *Food Chemistry Advances*, *1*, 100019.

Elangovan, N., & Sundaravel, E. (2021). Method of preparing a document for survey instrument validation by experts. *MethodsX*, *8*, 101326.

Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer behavior* (8th ed.). New York: Dryden Press Publisher.

Ertz, M., Huang, R., Jo, M.-S., Karakas, F., & Sarigöllü, E. (2017). From single-use to multi-use: Study of consumers' behavior toward consumption of reusable containers. *Journal of Environmental Management*, *193*, 334–344.

Eyinade, G. A., Mushunje, A., & Yusuf, S. F. (2021). The willingness to consume organic food: A Review. *Food and Agricultural Immunology*, *32*(1), 78–104.

Figueiredo, D. B., Silva, J. J., & Rocha, E. C. (2011). What is R2 all about? *Leviathan (São Paulo)*, *3*(3), 60.

Filieri, R., & McLeay, F. (2013). E-wom and accommodation. *Journal of Travel Research*, *53*(1), 44–57.

Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.

Food and Agriculture Organization (FAO). (2003). *4. Overview of existing standards and certification programmes*. Retrieved March 26, 2023, from https://www.fao.org/3/y5136e/y5136e08.htm

Gad Mohsen, M., & Dacko, S. (2013). An extension of the benefit segmentation base for the consumption of organic foods: A time perspective. *Journal of Marketing Management, 29*(15–16), 1701–1728.

Ghimpețeanu, O. M., Pogurschi, E. N., Popa, D. C., Dragomir, N., Drăgotoiu, T., Mihai, O. D., & Petcu, C. D. (2022). Antibiotic use in livestock and residues in food—a public health threat: A Review. *Foods*, *11*(10), 1430.

Glasman, L. R., & Albarracín, D. (2006). Forming attitudes that predict future behavior: A meta-analysis of the attitude-behavior relation. *Psychological Bulletin, 132*(5), 778–822.

Gunawardane, N. R. (2015). Impact of brand equity towards purchasing Desition: A situation on mobile telecommunication services of Sri Lanka. *Journal of Marketing Management (JMM), 3*(1).

Gundala, R. R., & Singh, A. (2021). What motivates consumers to buy organic foods? results of an empirical study in the United States. *PLOS ONE*, *16*(9).

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). *Multivariate Data Analysis* (8th ed.). United Kingdom: Cengage Learning.

Ham, M., Jeger, M., & Frajman Ivković, A. (2015). The role of subjective norms in forming the intention to purchase Green Food. *Economic Research-Ekonomska Istraživanja, 28*(1), 738–748.

Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian Retail Market. *PSU Research Review*, *2*(1), 7–23.

Hardin-Fanning, F., & Ricks, J. M. (2016). Attitudes, social norms and perceived behavioral control factors influencing participation in a cooking skills program in rural Central Appalachia. *Global Health Promotion*, *24*(4), 43–52.

Heckathorn, D. D. (2011). Comment: Snowball versus respondent-driven sampling. *Sociological Methodology*, *41*(1), 355–366.

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the internet? *Journal of Interactive Marketing, 18*(1), 38–52.

Hoeffler, S., & Keller, K. L. (2002). Building brand equity through Corporate Societal Marketing. *Journal of Public Policy & Marketing*, *21*(1), 78–89.

Hoeksma, D. L., Gerritzen, M. A., Lokhorst, A. M., & Poortvliet, P. M. (2017). An extended theory of planned behavior to predict consumers' willingness to buy Mobile Slaughter Unit Meat. *Meat Science*, *128*, 15–23.

Hossain, M. T. B., & Lim, P. X. (2016). Consumers' buying behavior towards organic foods: evidence from the emerging market. *Malaysian Management Review*, *51*(2), 7-25.

Huang, R., & Sarigöllü, E. (2012). How brand awareness relates to market outcome, Brand Equity, and the marketing mix. *Journal of Business Research*, *65*(1), 92–99.

Hunt, N., & Dorfman, B. (2009). *How green is my wallet? Organic Food Growth slows*. Retrieved March 14, 2023, from https://www.reuters.com/article/us-financial-food-organic-idUSTRE50R01C20090128

In, J. (2017). Introduction of a pilot study. *Korean Journal of Anesthesiology*, *70*(6), 601.

Institute of Corporate Directors Malaysia (ICDM). (2021). *Twelfth Malaysia Plan 2021-2025: A Prosperous, Inclusive, Sustainable Malaysia.* Retrieved March 26, 2023, from https://pulse.icdm.com.my/wp-content/uploads/2021/09/Twelfth-Plan-Document_compressed-1.pdf

Jaiyeoba, H. B., Abdullah, M. A., & Dzuljastri, A. R. (2019). Halal certification mark, Brand Quality, and Awareness. *Journal of Islamic Marketing*, *11*(6), 1657–1670.

Jánská, M., Kollar, P., & Celer, Č. (2020). Factors influencing purchases of organic food. *Zagreb International Review of Economics and Business*, *23*(1), 81–94.

Jusoh, Z. M., & Zailani, S. F. M. (2021). The Relationship Between Willingness to Pay, Attitude and Health Knowledge With Intention of Consuming Organic Food Among Working Women in Kelantan. *The Malaysian Journal of Consumer and Family Economics*, *36*(1), 42-54.

Kalish, C. W., & Thevenow-Harrison, J. T. (2014). Descriptive and inferential problems of induction. *Psychology of Learning and Motivation*, 1–39.

Kamarulzaman, F. (2020). *Organic food industry an engine of agricultural growth*. Retrieved March 26, 2023, from https://www.nst.com.my/opinion/columnists/2020/07/607752/organic-food-industry-engine-agricultural-growth

Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2017). Advances in social media research: Past, present and future. *Information Systems Frontiers*, *20*(3), 531–558.

Keller, K. L. (2013). *Strategic Brand Management* (4th ed.). Harlow: Pearson Education.

Kline, R. B. (2016). *Principles and practice of structural equation modeling* (4th ed.). New York: The Guilford Press.

Knott, E., Rao, A. H., Summers, K., & Teeger, C. (2022). Interviews in the Social Sciences. *Nature Reviews Methods Primers*, *2*(1), 73.

Koo, J., Kang, G., & Kim, Y.-G. (2020). Security and privacy in Big Data Life Cycle: A survey and open challenges. *Sustainability*, *12*(24), 10571.

Kruschke, J. K. (2015). Overview of the generalized linear model. *Doing Bayesian Data Analysis*, 419–447.

Kwak, S. K., & Kim, J. H. (2017). Statistical Data Preparation: Management of missing values and outliers. *Korean Journal of Anesthesiology*, *70*(4), 407.

Ladhari, R., Brun, I., & Morales, M. (2008). Determinants of dining satisfaction and post-dining behavioral intentions. *International Journal of Hospitality Management*, *27*(4), 563–573.

Latimer, A. E., & Martin Ginis, K. A. (2005). The importance of subjective norms for people who care what others think of them. *Psychology & Health*, *20*(1), 53–62.

Le, M. H., & Nguyen, P. M. (2022). Integrating the theory of planned behavior and the norm activation model to investigate organic food purchase intention: Evidence from Vietnam. *Sustainability*, *14*(2), 816.

Leon, A. C., Davis, L. L., & Kraemer, H. C. (2011). The role and interpretation of pilot studies in clinical research. *Journal of Psychiatric Research*, *45*(5), 626–629.

Leong, C.-M., Loi, A. M.-W., & Woon, S. (2021). The influence of social media EWOM information on purchase intention. *Journal of Marketing Analytics*, *10*(2), 145–157.

Leong, T. P., & Mariadass, A. M. (2019). Factors affecting young adults' purchase intention of green food products in Malaysia. *Journal of Tourism, Hospitality and Culinary Arts*, *11*(2), 20-45.

Li, J., Guo, F., Xu, J., & Yu, Z. (2022). What influences consumers' intention to purchase innovative products: Evidence from China. *Frontiers in Psychology*, *13*.

Li, S., & Jaharuddin, N. S. (2020). Identifying the key purchase factors for organic food among Chinese consumers. *Frontiers of Business Research in China*, *14*(1).

Lim, H., & Dubinsky, A. J. (2005). The theory of planned behavior in e-commerce: Making a case for interdependencies between salient beliefs. *Psychology and Marketing*, *22*(10), 833–855.

Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, *29*(3), 458–468.

Liu, J., & Schelar, E. (2012). Pesticide exposure and Child neurodevelopment: Summary and implications. *Workplace Health & Safety*, *60*(5), 235–242.

Liu, Z., & Park, S. (2015). What makes a useful online review? implication for travel product websites. *Tourism Management*, *47*, 140–151.

Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, *19*(1), 58–73.

Luo, Q., & Zhong, D. (2015). Using social network analysis to explain communication characteristics of travel-related electronic word-of-mouth on social networking sites. *Tourism Management*, *46*, 274–282.

Mahmud, M. S., Islam, M. N., Ali, M. R., & Mehjabin, N. (2020). Impact of electronic word of mouth on customers' buying intention considering trust as a mediator: A sem approach. *Global Business Review*, 1–5.

Maichum, K., Parichatnon, S., & Peng, K.-C. (2016). Application of the extended theory of planned behavior model to investigate purchase intention of green products among Thai consumers. *Sustainability*, *8*(10), 1077.

Malaysian Investment Development Authority (MIDA). (2021). *Malaysia's Food Industry: A Melting Pot With the Right Ingredients.* Retrieved March 26, 2023, from https://www.mida.gov.my/wp-content/uploads/2020/07/Food-SIB-1.pdf

Malhotra, N. K. (2020). *Marketing research: An applied orientation* (7th ed.). New York: Prentice Hall, Inc.

Martins, F. S., Cunha, J. A., & Serra, F. A. (2018). Secondary data in research – uses and opportunities. *Revista Ibero-Americana De Estratégia*, *17*(04), 01–04.

McCombes, S. (2022). *Descriptive research: Definition, types, methods & examples*. Scribbr. Retrieved March 5, 2023, from https://www.scribbr.com/methodology/descriptive-research/

McIntosh, A., & Pontius, J. (2017). Tools and skills. *Case Studies for Integrating Science and the Global Environment*, 1–112.

McMullin, C. (2021). Transcription and qualitative methods: Implications for third sector research. *Voluntas: International Journal of Voluntary and Nonprofit Organizations*, *34*(1), 140–153.

Mei, O. J., Ling, K. C., & Piew, T. H. (2012). The antecedents of Green Purchase intention among Malaysian consumers. *Asian Social Science*, *8*(13), 248.

Melović, B., Cirović, D., Backovic-Vulić, T., Dudić, B., & Gubiniova, K. (2020). Attracting green consumers as a basis for creating sustainable marketing strategy on the organic market—relevance for Sustainable Agriculture Business Development. *Foods*, *9*(11), 1552.

Memon, M. A., Ting, H., Cheah, J.-H., Thurasamy, R., Chuah, F., & Cham, T. H. (2020). Sample Size For Survey Research: Review and recommendations. *Journal of Applied Structural Equation Modeling*, *4*(2), i-xx.

Ministry of Finance Malaysia (MOF). (2021). *Organic Agriculture Project.* Retrieved March 26, 2023, from https://belanjawan2021.treasury.gov.my/manfaat/index.php/en/organicfarm-en

Mishra, P., Pandey, C. M., Singh, U., & Gupta, A. (2018). Scales of measurement and presentation of Statistical Data. *Annals of Cardiac Anaesthesia*, *21*(4), 419.

Mohiuddin, M., Al Mamun, A., Syed, F., Mehedi Masud, M., & Su, Z. (2018). Environmental knowledge, awareness, and business school students' intentions to purchase Green Vehicles in emerging countries. *Sustainability*, *10*(5), 1534.

Moorthy, K., Kamarudin, A. A., Xin, L., Hui, L. M., Way, L. T., Fang, P. S., & Carmen, W. (2021). Green Packaging Purchase Behaviour: A Study on Malaysian consumers. *Environment, Development and Sustainability*, *23*(10), 15391–15412.

Morgan, G. A., Barrett, K. C., Leech, N. L., & Gloeckner, G. W. (2019). *Ibm Spss for introductory statistics: Use and interpretation* (9th ed.). New York: Taylor & Francis Group.

Morin, M. (2014). *Organic foods are more nutritious, according to review of 343 studies*. Retrieved March 26, 2023, from https://www.latimes.com/science/la-sci-organic-foods-20140715-story.html

Morwitz, V. G., Steckel, J. H., & Gupta, A. (2007). When do purchase intentions predict sales? *International Journal of Forecasting*, *23*(3), 347–364.

Mowen, J. C., & Minor, M. S. (2001). *Consumer behavior: a framework*. Prentice Hall.

Naderifar, M., Goli, H., & Ghaljaie, F. (2017). Snowball sampling: A purposeful method of sampling in qualitative research. *Strides in Development of Medical Education*, *14*(3).

Nair, G. J. (2013). Ensuring Quality in the Coding Process: A Key Differentiator for the Accurate Interpretation of Safety Data. *Perspectives in Clinical Research*, *4*(3), 181.

Nurittamont, W. (2020). Enhancing Electronic Word of Mouth through Customer Satisfaction for Young Customers' Mobile Phone Banking Applications. *International Journal of Innovation, Creativity and Change*, *13*(12), 661-673.

Othman, C., & Rahman, M. S. (2014). Investigation of the relationship of brand personality, subjective norm and perceived control on consumers' purchase intention of Organic Fast Food. *Modern Applied Science*, *8*(3).

Panchenko, L., & Samovilova, N. (2020). Secondary Data Analysis in educational research: Opportunities for Phd students. *SHS Web of Conferences*, *75*, 04005.

Park, H. S. (2000). Relationships among attitudes and subjective norms: Testing the theory of reasoned action across cultures. *Communication Studies*, *51*(2), 162–175.

Pawlewicz, A., Gotkiewicz, W., Brodzińska, K., Pawlewicz, K., Mickiewicz, B., & Kluczek, P. (2022). Organic farming as an alternative maintenance strategy in the opinion of farmers from Natura 2000 areas. *International Journal of Environmental Research and Public Health*, *19*(7), 3793.

Paydas Turan, C. (2021). What's inside matters: The impact of ingredient branding on consumers' purchasing behaviours in services. *Journal of Retailing and Consumer Services*, *63*, 102690.

Perkasa, D. H., Suhendar, I. A., Randyantini, V., & Andrini, E. (2020). The effect of electronic word of mouth (ewom), product quality and price on purchase decisions. *Dinasti International Journal of Education Management And Social Science*, *1*(5), 695-706.

Phiwhorm, K., Saikaew, C., Leung, C. K., & Polpinit, P. (2022). Adaptive multiple imputations of missing values using the class center. *Journal of Big Data*, *9*(1).

Phua, J., & Kim, J. (Jay). (2018). Starring in your own Snapchat advertisement: Influence of self-brand congruity, self-referencing and perceived humor on brand attitude and purchase intention of advertised brands. *Telematics and Informatics*, *35*(5), 1524–1533.

Precedence Research (2022). *Organic Food Market (By Product: Fruits and vegetables, Dairy products, Meat, fish and poultry, Frozen foods, Others; By Distribution Channel: Online, Offline) - Global Industry Analysis, Size, Share, Growth, Trends, Regional Outlook, and Forecast 2022-2030.* Retrieved March 26, 2023, from https://www.precedenceresearch.com/organic-food-market#:~:text=The%20global%20organic%20food%20market%20size%20was%20accounted%20at%20USD,forecast%20period%202022%20to%202030.

Pullig, C., Simmons, C. J., & Netemeyer, R. G. (2006). Brand dilution: When do new brands hurt existing brands? *Journal of Marketing*, *70*(2), 52–66.

Quoquab, F., Mohammad, J., & Saleki, R. (2020). Factor affecting consumer's intention to purchase organic food: Empirical study from Malaysian context. *International Journal of Business Innovation and Research*, *1*(1), 1.

Ramayah, T., Lee, J. W., & Lim, S. (2012). Sustaining the environment through recycling: An empirical study. *Journal of Environmental Management*, *102*, 141–147.

Reganold, J. P., & Wachter, J. M. (2016). Organic Agriculture in the twenty-first century. *Nature Plants*, *2*(2).

Ridha, R. N., Burhanuddin, B., & Wahyu, B. P. (2017). Entrepreneurship intention in agricultural sector of young generation in Indonesia. *Asia Pacific Journal of Innovation and Entrepreneurship*, *11*(1), 76–89.

Romaniuk, J., Wight, S., & Faulkner, M. (2017). Brand awareness: Revisiting an old metric for a new world. *Journal of Product & Brand Management*, *26*(5), 469–476.

Rybnicek, R., Bergner, S., & Gutschelhofer, A. (2017). How individual needs influence motivation effects: A neuroscientific study on McClelland's Need Theory. *Review of Managerial Science*, *13*(2), 443–482.

Saleem, A., & Ellahi, A. (2017). Influence of electronic word of mouth on purchase intention of fashion products in social networking websites. *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, *11*(2), 597-622.

Santos, V., Gomes, S., & Nogueira, M. (2021). Sustainable packaging: Does eating organic really make a difference on product-packaging interaction? *Journal of Cleaner Production*, *304*, 127066.

Saunders, M., Lewis, P., & Thornhill, A. (2012). *Research methods for business students* (6th ed.). United Kingdom, England: Pearson Education Limited.

Shahbandeh, M. (2023). *Organic Food Market: Leading countries based on sales 2021*. Retrieved March 26, 2023, from https://www.statista.com/statistics/244375/revenue-of-organic-food-in-europe-and-the-united-states/

Shahid, Z., Hussain, T., & Zafar, F. (2017). The impact of Brand Awareness on the consumers' purchase intention. *Journal of Accounting & Marketing*, *06*(01).

Shahril, A. M., Tamby Chik, C., & Amer, N. H. (2022) Consumer purchase intention towards organic food in Selangor, Malaysia. *Journal of Tourism, Hospitality and Culinary Arts*, *14* (1). 96-112.

Shahrinaz, I., Yacob, Y., Hummida, D., & Abdul, A. (2016). Relationship and impact of e-WOM and brand image towards purchase intention of smartphone. *Journal of Scientific Research and Development*, *3*(5), 117-124.

Skewes, M. C., & Gonzalez, V. M. (2013). The Biopsychosocial Model of Addiction. *Principles of Addiction*, 61–70.

Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being* (13th ed.). London: Pearson PLC.

Somasundram, C., Razali, Z., & Santhirasegaram, V. (2016). A review on organic food production in Malaysia. *Horticulturae*, *2*(3), 12.

Suchard, H.T., & Polonski, M. (1991). A Theory of Environmental Buyer Behaviour and Its Validity: The Environmental Action-Behaviour Model. *AMA Summer Educators' Conference Proceedings, 2*, 187–202

Suhaimee, S., Ibrahim, I. Z., & Abd Wahab, M. A. M. (2016). Organic agriculture in Malaysia. *FFTC Agricultural Policy*.

Sun, W. (2019). Toward a theory of ethical consumer intention formation: Re-extending the theory of planned behavior. *AMS Review*, *10*(3–4), 260–278.

Susilowati, E., & Novita Sari, A. (2020). The influence of Brand Awareness, Brand Association, and perceived quality toward consumers' purchase intention: A case of richeese factory, Jakarta. *Independent Journal of Management & Production*, *11*(1), 039.

Taber, K. S. (2017). The use of Cronbach's alpha when developing and Reporting Research Instruments in science education. *Research in Science Education*, *48*(6), 1273–1296.

Taherdoost, H. (2016). Sampling methods in research methodology; how to choose a sampling technique for research. *SSRN Electronic Journal*.

Taherdoost, H. (2022). What are different research approaches? Comprehensive Review of Qualitative, quantitative, and mixed method research, their applications, types, and limitations. *Journal of Management Science & Engineering Research*, *5*(1), 53–63.

Tao, H., Sun, X., Liu, X., Tian, J., & Zhang, D. (2022). The impact of consumer purchase behavior changes on the business model design of Consumer Services companies over the course of COVID-19. *Frontiers in Psychology*, *13*.

Tarkiainen, A., & Sundqvist, S. (2005). Subjective norms, attitudes and intentions of Finnish consumers in buying organic food. *British Food Journal*, *107*(11), 808–822.

Tarkiainen, A., & Sundqvist, S. (2009). Product involvement in organic food consumption: Does ideology meet practice? *Psychology & Marketing*, *26*(9), 844–863.

Teixeira, S. F., Barbosa, B., Cunha, H., & Oliveira, Z. (2021). Exploring the antecedents of Organic Food Purchase Intention: An extension of the theory of planned behavior. *Sustainability*, *14*(1), 242.

Thøgersen, J., Zhou, Y., & Huang, G. (2016). How stable is the value basis for organic food consumption in China? *Journal of Cleaner Production*, *134*, 214–224.

Toh, P. L., Dominic, F. L., & Shanmugam, A. (2018). The purchase intention of organic foods among working adults in Penang, Malaysia. *IOSR Journal of Business and Management*, *20*(3), 48-59.

Trading Economics. (2022). *Malaysia Employed Persons - December 2022 Data - 1985-2022 Historical - January 2023 Forecast.* Retrieved March 26, 2023, from https://tradingeconomics.com/malaysia/employed-persons

Uyanık, G. K., & Güler, N. (2013). A study on multiple linear regression analysis. *Procedia - Social and Behavioral Sciences*, *106*, 234–240.

Vahdati, H., & Mousavi Nejad, S. H. (2016). Brand personality toward customer purchase intention: The intermediate role of electronic word-of-mouth and brand equity. *Asian Academy of Management Journal*, *21*(2), 1–26.

Valentini, C., Romenti, S., Murtarelli, G., & Pizzetti, M. (2018). Digital Visual engagement: Influencing purchase intentions on Instagram. *Journal of Communication Management*, *22*(4), 362–381.

Verplanken, B., & Orbell, S. (2022). Attitudes, habits, and behavior change. *Annual Review of Psychology*, *73*(1), 327–352.

Voon, J. P., Ngui, K. S., & Agrawal, A. (2011). Determinants of willingness to purchase organic food: An exploratory study using structural equation modeling. *International Food and Agribusiness Management Review*, *14*(2), 103-120.

Wallston, K. A. (1992). Hocus-pocus, the focus isn't strictly on locus: Rotter's social learning theory modified for Health. *Cognitive Therapy and Research*, *16*(2), 183–199.

Wang, E. S.-T., & Chu, Y.-H. (2021). How social norms affect consumer intention to purchase Certified Functional Foods: The mediating role of perceived effectiveness and attitude. *Foods*, *10*(6), 1151.

Wang, S., Lin, S., & Li, J. (2018). Exploring the effects of non-cognitive and emotional factors on household electricity saving behavior. *Energy Policy*, *115*, 171–180.

Wang, X., Pacho, F., Liu, J., & Kajungiro, R. (2019). Factors influencing organic food purchase intention in developing countries and the moderating role of knowledge. *Sustainability*, *11*(1), 209.

Wang, X., Yu, C., & Wei, Y. (2012). Social Media Peer Communication and impacts on purchase intentions: A consumer socialization framework. *Journal of Interactive Marketing*, *26*(4), 198–208.

Wickham, R. J. (2019). Secondary Analysis Research. *Journal of the Advanced Practitioner in Oncology*, *10*(4).

Willer, H., Trávníček, J., Meier, C., & Schlatter, B. (2021). *The World of Organic Agriculture Statistics and Emerging Trends 2021*. Research Institute of Organic Agriculture FiBL and IFOAM - Organics International, Frick and Bonn.

Wood, M. J., & Brink, P. J. (1998). *Advanced Design in nursing research* (2nd ed.). Thousand Oaks, CA: Sage Publications.

Wu, S.-I., & Ho, L.-P. (2014). The influence of perceived innovation and brand awareness on purchase intention of innovation product — an example of iPhone. *International Journal of Innovation and Technology Management*, *11*(04), 1450026.

Xiao, J., Yang, Z., Li, Z., & Chen, Z. (2022). A review of social roles in Green Consumer Behaviour. *International Journal of Consumer Studies*.

Yadav, R., & Pathak, G. S. (2016). Intention to purchase organic food among young consumers: Evidences from a developing nation. *Appetite*, *96*, 122–128.

Yazdanpanah, M., & Forouzani, M. (2015). Application of the theory of planned behaviour to predict Iranian students' intention to purchase Organic Food. *Journal of Cleaner Production*, *107*, 342–352.

Zayed, M. F., Gaber, H. R., & El Essawi, N. (2022). Examining the factors that affect consumers' purchase intention of organic food products in a developing country. *Sustainability*, *14*(10), 5868.

Zhang, X. (2020). The influences of brand awareness on consumers' cognitive process: An event-related potentials study. *Frontiers in Neuroscience*, *14*.

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business Research Methods* (9th ed.). USA, Ohio: South Western, Cengage Learning.

APPENDICES

Appendix A Questionnaire

UNIVERSITI TUNKU ABDUL RAHMAN (UTAR)
FACULTY OF ACCOUNTANCY AND MANAGEMENT (FAM)

Survey Questionnaire

Dear respondents,

I am Lee Wan Qi, a postgraduate student in the Master of Business Administration (MBA) programme at Universiti Tunku Abdul Rahman (UTAR). Currently, I am conducting a research project entitled "**Determinants of working adults' organic food purchase intention**". The main objective of this research study is to determine the factors such as personal attitude, subjective norms, perceived behavioural control, electronic word-of-mouth (eWOM), and brand awareness that influence Malaysian working adults' organic food purchase intentions.

You have been invited to participate in the research project by completing this brief questionnaire. Please be informed that all responses will be anonymous and the information collected will be kept confidential. For any further inquiries or clarifications, feel free to contact me at 22ukm06632@1utar.my or my supervisor, Ms. Malathi at malathinair@utar.edu.my. I appreciate your willingness to participate in this survey.

Thank you for your valuable time and participation.

Yours faithfully,

Lee Wan Qi

Instructions:

1. This questionnaire consists of **THREE** (3) sections. Please answer **ALL** questions in **ALL** sections.

2. It will only need approximately 10-15 minutes to complete the entire questionnaire.

3. The contents of this questionnaire will be kept **strictly confidential**.

Consent form:

By filling up this questionnaire, you are agreeing to the following terms.

- I understand that my participation in this research is voluntary, and I am free to withdraw at any time without any consequences of any kind.
- I am aware that any information I provide for this study will be kept private.

Section A: General Information

Please choose the answer that best represents you about organic food.
Organic food refers to organic fruits and vegetables, organic dairy products (e.g., milk, cheese, yogurt), organic meat and poultry and organic grains and cereals (e.g., rice, pasta, bread).

1. Do you have an intention to purchase organic food?
    - Yes
    - No (Thank you for your participation)

2. How much do you willing to spend on organic food per month?
    - RM100 and below
    - RM101 - RM200
    - RM201 - RM300
    - RM300 and above

Section B: Demographic Profile

Please choose the answer that best represents you.

1. Gender
    - Male
    - Female

2. Age group
    - 18 - 29 years old
    - 30 - 41 years old
    - 42 - 53 years old
    - 54 - 64 years old

3. Highest qualification of education
    - Primary School
    - Secondary School
    - Diploma/Bachelor's Degree
    - Postgraduate
    - Others (please specify)

4. Working industry
    - Healthcare
    - Education
    - Information Technology (IT)
    - Retail
    - Manufacturing
    - Finance and banking
    - Hospitality and tourism
    - Government and public administration

- Others (please specify)

5. Monthly income
    - RM1000 and below
    - RM1001 – RM2000
    - RM2001 – RM3000
    - RM3001 – RM4000
    - Above RM4000

Section C: Construct Measurements

Please read each statement carefully and choose the most appropriate answer that indicates how strongly you agree or disagree with the following statements, where:

[1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree]

Organic food refers to organic fruits and vegetables, organic dairy products (e.g., milk, cheese, yogurt), organic meat and poultry and organic grains and cereals (e.g., rice, pasta, bread).

No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
C1	Personal Attitude (PA)					
PA1	Purchasing organic food is a good idea.	1	2	3	4	5
PA2	Purchasing organic food is a smart decision.	1	2	3	4	5
PA3	I am in favour of purchasing organic food.	1	2	3	4	5
PA4	Purchasing organic food will satisfy me.	1	2	3	4	5

No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
C2	Subjective Norm (SN)					
SN1	People who are important to me believe that I should purchase organic food.	1	2	3	4	5

SN2	I value the opinions of certain people who think I should purchase organic food.	1	2	3	4	5
SN3	It would be good for me to think about purchasing organic food.	1	2	3	4	5
SN4	Most of the important people in my life want me to purchase organic food.	1	2	3	4	5
SN5	My friend motivated me to purchase organic food.	1	2	3	4	5

No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
C3	Perceived Behaviour Control (PBC)					
PBC1	I have the choice to purchase organic food instead of normal food.	1	2	3	4	5
PBC2	I think it is easy for me to purchase organic food.	1	2	3	4	5
PBC3	The decision to purchase organic food is up to me.	1	2	3	4	5

No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
C4	Electronic Word-of-mouth (EWOM)					

EWOM 1	I prefer to read or watch reviews before purchasing organic food.	1	2	3	4	5
EWOM 2	I consider the experiences of other users who have previously purchased organic food.	1	2	3	4	5
EWOM 3	I often gather information about different organic food online to expand my knowledge.	1	2	3	4	5
EWOM 4	I chat with a reviewer to discuss about the organic food before making a purchase decision.	1	2	3	4	5
EWOM 5	I feel very comfortable after reading or watching other users' online reviews before purchasing organic food.	1	2	3	4	5

Examples of organic food brand names in the market.

No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
C5	Brand Awareness (BA)					
BA1	I am familiar with the organic food brands in the marketplace.	1	2	3	4	5
BA2	I am knowledgeable about the organic food brands.	1	2	3	4	5
BA3	I think the organic food brands are well-known among most people.	1	2	3	4	5
BA4	I understand the meaning of the organic food brands.	1	2	3	4	5
BA5	I can identify the organic food brands from different categories (e.g., fruits, chocolates, etc.).	1	2	3	4	5

No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
C6	Purchase Intention (PI)					
PI1	I am willing to purchase organic foods if they are available.	1	2	3	4	5
PI2	I intend to purchase organic foods if they are available.	1	2	3	4	5
PI3	If organic foods are available for purchase, I plan to consume them.	1	2	3	4	5
PI4	I am willing to try to consume organic foods if they are available for purchase.	1	2	3	4	5

Thank You for Your Participation!

Appendix B: Original and Modified Measurement Item from Literature

Table 3.2: Personal Attitude Construct and Measurement Items

Construct	Code	Original Measurement Item	Modified Measurement Item	Sources Adapted
Personal Attitude (PA)	PA1	Buying organic food is a good idea.	Purchasing organic food is a good idea.	Teixeira, Barbosa, Cunha and Oliveira (2021)
	PA2	Buying organic food is a wise choice.	Purchasing organic food is a smart decision.	
	PA3	I like the idea of buying organic food.	I am in favour of purchasing organic food.	
	PA4	Buying organic food would be pleasant.	Purchasing organic food will satisfy me.	

Note. Developed for the research.

Table 3.3: Subjective Norm Construct and Measurement Items

Construct	Code	Original Measurement Item	Modified Measurement Item	Sources Adapted
Subjective Norm (SN)	SN1	People who care about me think I should buy organic food.	People who are important to me believe that I should purchase organic food.	Shahril, Tamby Chik and Amer (2022)
	SN2	People with whom I value their opinions prefer that I should buy organic food.	I value the opinions of certain people who think I should purchase organic food.	
	SN3	It is good for me to consider buying organic food.	It would be good for me to think about purchasing organic food.	
	SN4	Most people who are essential to me want me to buy organic food.	Most of the important people in my life want me to purchase organic food.	
	SN5	My friend encouraged me to buy organic food.	My friend motivated me to purchase organic food.	

Note. Developed for the research.

Table 3.4: Perceived Behaviour Control Construct and Measurement Items

Construct	Code	Original Measurement Item	Modified Measurement Item	Sources Adapted
Perceived Behaviour Control (PBC)	PBC1	If I wanted to, I could buy organic food instead of normal food.	I have the choice to purchase organic food instead of normal food.	Zayed, Gaber and El Essawi (2022)
	PBC2	I think it is easy for me to buy organic food.	I think it is easy for me to purchase organic food.	
	PBC3	It is mostly up to me whether or not to buy organic food.	The decision to purchase organic food is up to me.	

Note. Developed for the research.

Table 3.5: Electronic Word-of-mouth Construct and Measurement Items

Construct	Code	Original Measurement Item	Modified Measurement Item	Sources Adapted
Electronic Word-of-mouth (EWOM)	EWOM1	I read/watch review before purchasing any product.	I prefer to read or watch reviews before purchasing organic food.	Mahmud, Islam, Ali and Mehjabin (2020)
	EWOM2	I always care about the experience of other users who have used the product beforehand.	I consider the experiences of other users who have previously purchased organic food.	
	EWOM3	I frequently gather information about different products online to enrich my knowledge.	I often gather information about different organic food online to expand my knowledge.	
	EWOM4	Before making a purchasing decision of any product, I even have a chat or make conversation with a reviewer regarding the product.	I chat with a reviewer to discuss about the organic food before making a purchase decision.	
	EWOM5	I feel indecisive or in discomfort if I do not read/watch other users' online reviews.	I feel very comfortable after reading or watching other users' online reviews before purchasing organic food.	

Note. Developed for the research.

Table 3.6: Brand Awareness Construct and Measurement Items

Construct	Code	Original Measurement Item	Modified Measurement Item	Sources Adapted
Brand Awareness (BA)	BA1	I am quite familiar with this brand.	I am familiar with the organic food brands in the marketplace.	Azzari and Pelissari (2020)
	BA2	I have knowledge about this brand.	I am knowledgeable about the organic food brands.	
	BA3	I believe most people know this brand.	I think the organic food brands are well-known among most people.	
	BA4	I understand the meaning of this brand.	I understand the meaning of the organic food brands.	
	BA5	I can identify this brand among competitors.	I can identify the organic food brands from different categories (e.g., fruits, chocolates, etc.).	

Note. Developed for the research.

Table 3.7: Purchase Intention Construct and Measurement Items

Construct	Code	Original Measurement Item	Modified Measurement Item	Sources Adapted
Purchase Intention (PI)	PI1	I am willing to purchase organic foods if they are available.	I am willing to purchase organic foods if they are available.	Zayed, Gaber and El Essawi (2022)
	PI2	I intend to buy organic foods if they are available.	I intend to purchase organic foods if they are available.	
	PI3	I plan to consume organic foods if they are available for purchase.	If organic foods are available for purchase, I plan to consume them.	
	PI4	I will try to consume organic foods if they are available for purchase.	I am willing to try to consume organic foods if they are available for purchase.	

Note. Developed for the research.

Appendix C: SPSS Output – Pilot Test

Reliability Scale: Personal Attitude

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded[a]	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.841	.850	4

Reliability Scale: Subjective Norms

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded[a]	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.772	.772	5

Reliability Scale: Perceived Behaviour Control

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded[a]	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.634	.641	3

Reliability Scale: Electronic Word-of-mouth

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded[a]	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.826	.826	5

Reliability Scale: Brand Awareness

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded[a]	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.828	.836	5

Reliability Scale: Purchase Intention

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded[a]	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.686	.698	4

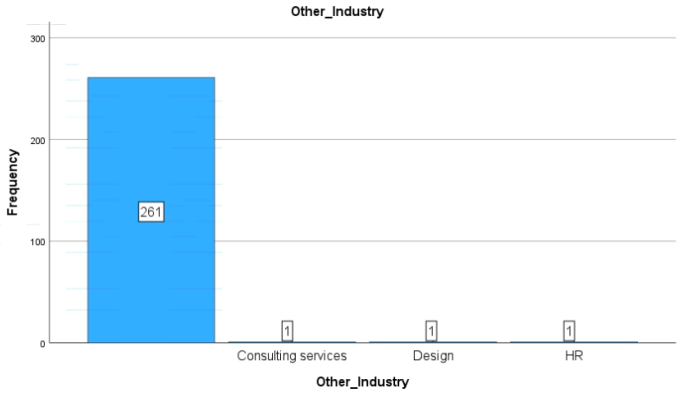
Appendix D SPSS Output – Actual Test

Frequency Table of Other Industry

Other_Industry

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		261	98.9	98.9	98.9
	Consulting services	1	.4	.4	99.2
	Design	1	.4	.4	99.6
	HR	1	.4	.4	100.0
	Total	264	100.0	100.0	

Bar Chart of Other Industry



Reliability Scale: Personal Attitude

Case Processing Summary

		N	%
Cases	Valid	264	100.0
	Excluded[a]	0	.0
	Total	264	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.827	.827	4

Reliability Scale: Subjective Norms

Case Processing Summary

		N	%
Cases	Valid	264	100.0
	Excluded[a]	0	.0
	Total	264	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.841	.843	5

Reliability Scale: Perceived Behaviour Control

Case Processing Summary

		N	%
Cases	Valid	264	100.0
	Excluded[a]	0	.0
	Total	264	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.723	.727	3

Reliability Scale: Electronic Word-of-mouth

Case Processing Summary

		N	%
Cases	Valid	264	100.0
	Excluded[a]	0	.0
	Total	264	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.858	.858	5

Reliability Scale: Brand Awareness

Case Processing Summary

		N	%
Cases	Valid	264	100.0
	Excluded[a]	0	.0
	Total	264	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.887	.887	5

Reliability Scale: Purchase Intention

Case Processing Summary

		N	%
Cases	Valid	264	100.0
	Excluded[a]	0	.0
	Total	264	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.839	.840	4

Descriptive

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Personal Attitude	264	1.00	5.00	3.9375	.74627	-.941	.150	1.107	.299
Subjective Norm	264	1.00	5.00	3.8114	.72271	-.816	.150	.931	.299
Perceived Behaviour Control	264	1.00	5.00	3.6414	.75142	-.489	.150	.114	.299
Electronic Word-of-mouth	264	1.00	5.00	3.6712	.70442	-.492	.150	.615	.299
Brand Awareness	264	1.00	5.00	3.6030	.74568	-.283	.150	-.281	.299
Purchase Intention	264	1.00	5.00	3.7453	.70355	-.612	.150	.388	.299
Valid N (listwise)	264								

Correlations

Correlations

		Personal Attitude	Subjective Norm	Perceived Behaviour Control	Electronic Word-of-mouth	Brand Awareness	Purchase Intention
Personal Attitude	Pearson Correlation	1	.738**	.616**	.633**	.558**	.701**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	264	264	264	264	264	264
Subjective Norm	Pearson Correlation	.738**	1	.774**	.747**	.747**	.703**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	264	264	264	264	264	264
Perceived Behaviour Control	Pearson Correlation	.616**	.774**	1	.778**	.725**	.681**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	264	264	264	264	264	264
Electronic Word-of-mouth	Pearson Correlation	.633**	.747**	.778**	1	.765**	.699**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	264	264	264	264	264	264
Brand Awareness	Pearson Correlation	.558**	.747**	.725**	.765**	1	.692**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	264	264	264	264	264	264
Purchase Intention	Pearson Correlation	.701**	.703**	.681**	.699**	.692**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	264	264	264	264	264	264

**. Correlation is significant at the 0.01 level (2-tailed).

Regression

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.804[a]	.647	.640	.42225	1.709

a. Predictors: (Constant), Brand Awareness, Personal Attitude, Perceived Behaviour Control, Electronic Word-of-mouth, Subjective Norm

b. Dependent Variable: Purchase Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	84.181	5	16.836	94.426	<.001[b]
	Residual	46.001	258	.178		
	Total	130.182	263			

a. Dependent Variable: Purchase Intention

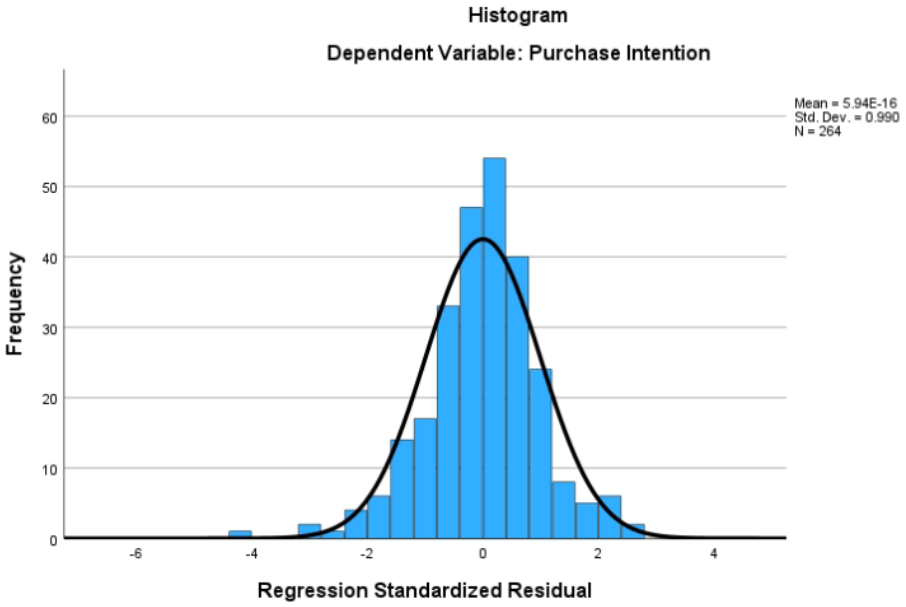
b. Predictors: (Constant), Brand Awareness, Personal Attitude, Perceived Behaviour Control, Electronic Word-of-mouth, Subjective Norm

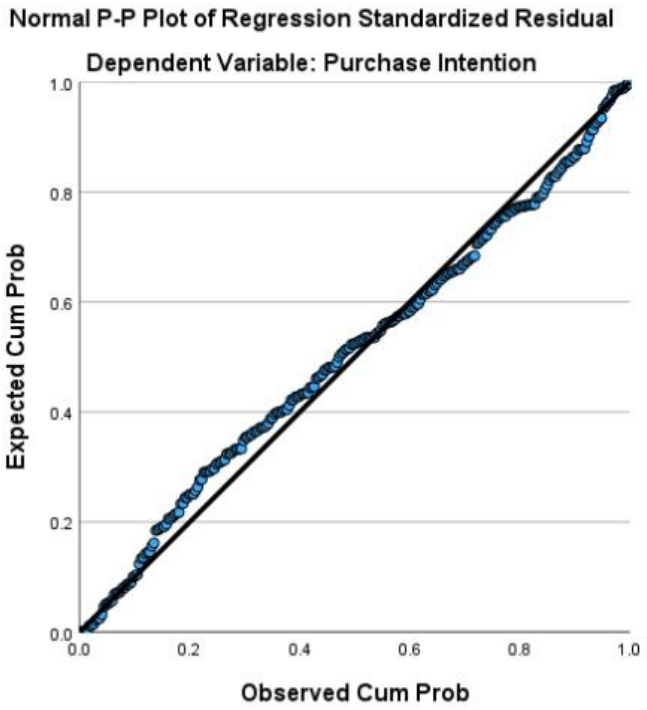
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.423	.156		2.710	.007		
	Personal Attitude	.337	.053	.358	6.392	<.001	.437	2.286
	Subjective Norm	.032	.073	.033	.438	.662	.246	4.067
	Perceived Behaviour Control	.125	.063	.134	1.982	.048	.302	3.314
	Electronic Word-of-mouth	.146	.069	.146	2.121	.035	.288	3.472
	Brand Awareness	.245	.060	.259	4.046	<.001	.333	3.000

a. Dependent Variable: Purchase Intention

Charts




Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Purchase Intention
Expected Cum Prob
Observed Cum Prob
0.0
0.2
0.4
0.6
0.8
1.0