FACTORS INFLUENCING CONSUMERS' INTENTION AND ATTITUDE TOWARDS EATING GREEN

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BY

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DECLARATION

I hereby declare that:

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

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

(3) Sole contribution has been made by me in completing the FYP.

(4) The word count of this research report is 10,343.

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ACKNOWLEDGEMENT

DEDICATION

This research project is devoted to Dr Corrinne Lee Mei Jyin, my supervisor, whose steadfast support and inspiration have propelled my academic endeavours. Her invaluable assistance and encouragement have not only shaped my path but also ignited my passion for this research project.

I extend this dedication to my family, whose influence has made an enduring impact on both my academic and personal development. Your unwavering support has been priceless, and I deeply appreciate the significant role you've played in shaping my life.

May this research serve as a testament of appreciation and recognition for the profound influence that these individuals, including Dr Corrinne Lee Mei Jyin and my family, have had on my academic journey.

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LIST OF ABBREVIATION

F&B	Food and Beverage
TPB	Theory of Planned Behaviour
IV	Independent Variables
DV	Dependent Variable
SPSS	Statistical Package for Social Science
Int	Intention towards Eating Green
HC	Health Consciousness
EC	Environmental Consciousness
FSC	Food Safety Concern
Att	Attitude towards Eating Green
SN	Subjective Norm
PBC	Perceived Behavioural Control
SD	Strongly Disagree
D	Disagree
N	Neutral
A	Agree
SA	Strongly Agree
TRA	Theory of Reasoned Action

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PREFACE

This research paper is submitted as a partial fulfilment of the requirements for the undergraduate degree in Bachelor of International Business (Hons) at Universiti Tunku Abdul Rahman (UTAR). The study was supervised by Dr Corrinne Lee Mei Jyin and titled "Factors Influencing Consumers' Attitude and Intention towards Eating Green". Thus, this study examines two IV-DV relationships. The first IV-DV relationship is between independent variables (Health Consciousness, Environmental Concerns, Food Safety Concern) and the dependent variable (Attitude toward Eating Green); while the second IV-DV relationship is between independent variables (Attitude toward Eating Green, Subjective Norm, Perceived Behavioural Control) and the dependent variable (Intention toward Eating Green). Hence, I hope this research project could provide a clear and concise understanding of consumers' attitude and intention toward eating green in Malaysia.

ABSTRACT

The aim of this research is to study the consumers' attitude and intention toward eating green. A set of 300 questionnaires were distributed to respondents via Google Forms, and the data collected were subjected to analysis using IBM SPSS software. Descriptive analysis, reliability analysis, and inferential analysis were employed to interpret the gathered data. The study outcomes revealed two relationships between independent and dependent variables. The first IV-DV relationship suggested that the attitude towards eating green was influenced by health consciousness and food safety concern. Meanwhile, the second IV-DV relationship indicated that the intention towards eating green was influenced by the attitude towards eating green and subjective norm. However, it is important to note limitations in this research, which include the cross-sectional study, understanding "green food" term, and limited perspective of study. Hence, the recommendations of use of longitudinal study, conduct in-depth interview, and further examined other perspective in future study were discussed further in subsequent chapters for future research.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

The major purpose of this study is to investigate the factors influencing consumers' attitude and intention towards eating green. The study identifies the attitude towards eating green can be affected by health consciousness, environmental consciousness, and food safety concern. At the same time, the attitude towards eating green, subjective norm, and perceived behavioural control may affect the intention towards eating green. The research background and problem, research objectives and questions, and also research significance will be discussed in this chapter.

1.1 Research Background

Eating green is the eating behaviour that changes the entire lifestyle committed on consuming foods that are good for health and environment ("Why eating green", n.d.). The green eater may be interested in green food, organic food or plant-based food, or even being flexitarianism, and these kinds of interests can be considered as the behaviour of eating green.

Over the past decades, the growth of this behaviour is observed across the globe as more people are persuaded to consume green products due to its rising appeal in the marketplace (Rashid and Lone, 2023). The food sector is the most noticeable with many green food choices now readily available, and this green food can be beneficial to people's health and the environment (Hansmann, Baur and Binder, 2020; Ladwein and Romero, 2021). The term "green food," which was first introduced by China's Ministry of Agriculture (MOA) in 1990, which refers to consumable vegetables and processed goods that are produced using sustainable and non-pollution practises (China Green Food, n.d.; Xu et al., 2020). Auza and Mouloudj (2021) also stated that the food that is produced, processed,

and transported to the final consumer in an environmentally sustainable manner with the least possible use of natural resources, is referred to as "green food". Green foods are harmless, and contain ingredients that are nutritious and organic for the consumers' health (Dorce et al., 2021). Besides, green foods are also high-quality food that is sustainably produced, and can be an approach to solving environmental issues by reducing the carbon and water footprint as much as possible (Auza and Mouloudj, 2021).

In the 19th century, consumers were faced with a variety of harmful toxins when food was being produced, and it was subsequently replaced with safer substitutes due to the development of technology (Synodinos, Moraes and Prado, 2023). Since green foods are produced without the use of artificial pesticides, chemical fertilisers, antibiotics, growth hormones, radiation, food additives, or genetic alteration, it has become more and more popular (Lian and Yoong, 2019). Green foods are often defined as those that are produced with consideration for animal welfare, are nutritious, safe to eat, with excellent quality, and are produced in accordance with the principles of sustainable development. Some of the consumers are no longer satisfied with conventional food products that are made by using intensive farming methods since there are a growing population who concerned on green foods. They also place a high priority on food quality, health, and nutritional value. Hence, the concerns about the production of conventional food are among the factors driving up demand for green foods (Wee et al., 2014).

Over the past few decades, the awareness of environmental issues has dramatically grown, and environmental concerns have shifted from a niche issue to a mainstream concern. These shows a rise in ethical consumer behaviour, and their primary concern is consuming items that are not harmful to the environment (Lian and Yoong, 2019). Hence, the eating behaviour of consumers has changed as they are seeking to live longer by being concern about the environment and self-health care. Before the Covid-19 pandemic, consumers had engaged in conscious eating to meet an assortment of sustainability and health goals. This trend has been accelerated by the pandemic, which further encouraged consumers to pay more attention to eating healthier and fresher food (Grimmelt et al., 2022). A lot of people are currently affected by the COVID-19 pandemic, and inadequate

diets habits make people more vulnerable since they aggravate pre-existing problems (Alam et al., 2022). While adopting appropriate eating habits, it can help to lower the risk of having any viral infections during the pandemic of COVID-19 (Castellini et al., 2021; Park et al., 2022; Rabbi et al., 2021). Therefore, green product, especially green food, has recently acquired prevalence due to its linkage to a healthier lifestyle.

1.2 Research Problem

Over the past two decades, the consumption of green foods has increased exponentially, growing at a considerably faster rate each year than the market for conventional foods (Molinilloa, Vidal-Brancob and Japutrac, 2020). The concerns about conventional agricultural procedures, food safety, health concerns, and environmental concerns have all contributed to a global surge in interest in green-produced foods. In Malaysia, the population is growing more aware of health issues and making more thoughtful eating choices, which is driving up demand for green food. Therefore, the improving living standard and increasing safety concerns regarding food have induced people's concern about their health and the nutritional content and quality of the food they consume, and the growth of health concerns presents a chance for the growth of the green food industry (Qi and Ploeger, 2019).

However, there are limited research studies that have measured consumers' attitude and intention on green food products to pursue for green eating in Malaysia (Lian and Yoong, 2019; Tan et al., 2022; Wee et al., 2019). It is due to most of the existing studies were examined on the purchase intention of green foods rather than the green eating behaviour (Alam et al., 2022; Auza and Mouloudj, 2021; Khan, Chamhuri and Farah, 2015; Nguyen, Lobo and Greenland, 2016; Qi and Ploeger, 2018; Synodinos et al., 2023; Wahid, Rahbar and Shyan, 2011; Wongsaichia et al., 2022). Besides, there is also a lack of information about the group of consumers who have interested in green eating in the Malaysia market. Green food is still a relatively niche market in Malaysia, which the

concept of "green" is still somewhat unfamiliar to Malaysian (Khan et al., 2015). However, the green food market is expanding quickly, which the rise in green and organic farming and producers is indicative of the expanding demand (Mohamad et al., 2014). There is diverse factors that drive consumers' green food consumption choices, which makes it challenging for marketers to identify the consumers' perception of green foods eating. The consumers drivers to consume green foods may include concern on environment, food phobic, concern on foods' chemical residues, and others (Khan et al., 2015). With the multicultural and multiracial nature of Malaysian culture, it is essential that green producers have a thorough understanding of their target market. The consumers' perception towards green foods eating has become the attention of industrial practitioners as the results found to predict such behaviour are inconclusive (Tan et al., 2022).

Hence, this demonstrates the critical need for understanding the factors influencing attitude and intention towards eating green of Malaysian consumers. The research will be focus on the psychological perspectives of consumers, which is the consumers' consciousness on health, environment, and food safety. The psychological factors can have significant influence on consumer behaviour, including food choices (Vainikka, 2015). By understanding the psychological underpinnings of green eating can illuminate the reasons behind consumers' decisions, which assist green food producers or marketers develop effective strategies that positively impact green eating behaviour.

1.3 Research Objectives

1.3.1 General Objective

The main objective of this research is to examine the factors influencing consumers' attitude and intention towards eating green.

1.3.2 Specific Objectives

1. To study the relationship between health consciousness and attitude towards eating green.
2. To study the relationship between environmental consciousness and attitude towards eating green.
3. To study the relationship between food safety concern and attitude towards eating green.
4. To study the relationship between attitude towards eating green and intention towards eating green.
5. To study the relationship between subjective norm and intention towards eating green.
6. To study the relationship between perceived behavioural control and intention towards eating green.

1.4 Research Questions

1.4.1 Specific Questions

1. What is the relationship between health consciousness and attitude towards eating green?
2. What is the relationship between environmental consciousness and attitude towards eating green?
3. What is the relationship between food safety concern and attitude towards eating green?
4. What is the relationship between attitude towards eating green and intention towards eating green?
5. What is the relationship between subjective norm and intention towards eating green?
6. What is the relationship between perceived behavioural control and intention towards eating green?

1.5 Research Significance

The major significance of this research is to explore the factors that influence attitude and intention towards eating green of Malaysian consumers. This research study can help practitioners and academics get insights from theoretical and practical perspectives, in order to understand the consumers' intention on green food, and also can determine the most effective strategy for building consumer attitudes towards green food.

From a theoretical perspective, this study can benefit future researchers in understanding Malaysian consumers' attitude and intention towards eating green since this research study is not commonly investigated (Lian and Yoong, 2019; Tan et al., 2022; Wee et al., 2019). The research framework of the study can give researchers a clear picture that helps them recognise the underlying factors, and also understand consumers' attitude and intention towards eating green. Based on the factors that have been examined in this research, the future researchers can also use as a reference when they undertake relevant research. The additional factors of a research on intention of consume green food studies can be investigated for future research (Khan, 2012). This study can also be used for the researchers in the future to refer the research method that adopted in this research as a guide to support, modify, and improve the reliability of the variables and data.

From a practical perspective, the industrial practitioners in the food and beverage industry (F&B) can benefit from this study by generating more information about consumers' attitude and intention to eat more green food. This research study can help the marketers in F&B industry to gain insight into Malaysian consumers' attitude and intention on consuming green food, and also grasp information to understand consumers' perceptions and the drivers behind the attitude and intention to consume green food. The study can also help the marketers to determine and create the appropriate green marketing to entice the Malaysian consumers to consume green food as they intend to eat more green, and the marketing strategy created can attract and retain more Malaysian consumers who interested in green foods (Rana and Paul, 2017).

1.6 Conclusion

To conclude, this chapter is an introductory chapter that provided an overview of the research study for readers by clearly outlining the research background and problem, research objectives and questions, and also the significance of the research. The review of variables and underlying theory of the study will be further explained in next chapter, and also the theoretical framework and hypotheses development.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In this chapter, the relevant variables and theoretical framework will be discussed which are related to the previous study. This chapter consists of the underlying theory, literature review, proposed theoretical framework, and hypothesis development.

2.1 Underlying Theory

2.1.1 Theory of Planned Behaviour

The theory of planned behaviour (TPB) is used for comprehending the consumer behaviour by highlighting the three key factors of behavioural intention (Ajzen, 1991). According to TPB, it consists of three variables, which included attitude, subjective norm, and perceived behavioural control, that are used for determining consumer behaviour by intention (Khan and Hammed, 2022). The consumer behaviour is frequently be predicted by using the theory of planned behaviour (Yadav and Pathak, 2016). TPB has been applied to many studies that examine green behaviours with considerable success due to its reliability in forecasting consumer behaviour. According to Wongsaichia et al. (2022), the TPB had been applied in the study regarding the food preference, and discovered that attitude, subjective norm, and perceived behavioural control had accounted for 62% of the variance in consumers' intention to buy sustainably sourced food. Besides, Qi and Ploeger (2019) adopted TPB to predict consumer intention on purchasing green food in the study. Stranieri, Ricci and Banterle (2017) also used TPB to investigate Asian consumers' intentions toward green food.

However, some of the studies found that the original model of TPB was insufficient to examine the consumer behaviour effectively. Hence, an extended TPB model was created by adding some additional independent variables. According to Khan and Hameed (2022), the study consisted of three additional independent variables on the basis of the original TPB model, which are health consciousness, environmental consciousness, and food safety concern. The extended TPB model contributed to the researchers' ability to better understand consumers' intention on consuming green food. Therefore, an extended TPB model was adopted in this study with the variables, which include health consciousness, environmental consciousness, food safety concern, attitude, subjective norm, and perceived behavioural control, in order to examine consumers' attitude and intention towards eating green.

2.2 Review of Variables

2.2.1 Intention towards Eating Green

According to Ajzen (2002), intention refers the measure of an degree of an individual's readiness to perform a task, and it is important, which is a key construct shown in the TPB model. Intention is also a strong predictor of future individual actual behaviour (Rashid and Lone, 2023). The individual will be more likely to perform the behaviour when having a stronger intention towards the certain behaviour (Lian and Yoong, 2019). The food choice study is a complicated phenomenon that reflects one of the significant parts of human behaviour, since a number of cognitive and behavioural aspects can differ considerably between individuals (de Magistris and Gracia, 2008).

The previous study had shown the tendency of consumers to buy green products, which included green foods, and the extent to which it transfers into actual purchasing behaviour (Yadav and Pathak, 2016). The consumers'

intention to purchase green food had been affected by the variables of attitude, perceived behavioural control, and subjective norm in various studies (Vazifehdoust et al., 2013; Al-Swidi et al., 2014; Ahmed et al., 2021; Auza and Mouloudj, 2021). In addition, some of the studies also mentioned that there are other variables, such as food safety concern, health consciousness, and environmental consciousness, which also affect the consumers' attitude and intention of buying green food (Lian and Yoong, 2019; Nguyen et al., 2019; Acee-Eke and Mac-Kingsley, 2020; Dangi et al., 2020; Tan et al., 2022). Hence, the consumers will be more likely to make actual purchases if they have strong intentions toward green food. In other words, the consumers will be willing to consume green food when they have a strong intention towards eating green.

2.2.2 Health Consciousness

According to Cho, Park and Lee (2014), health consciousness refers to the degree to that an individual is aware of their health status and intention to get healthier. In recent years, more consumers are focusing more on healthy eating and the adoption of appropriate diets due to changing lifestyles and eating habits (Basha and Lal, 2019). This phenomenon is more obvious after the pandemic of COVID-19, which the pandemic had significantly altered the food industry by increasing consumer awareness of sustainability in general and the consumption of green foods (Khayyam et al., 2021). They are motivated to adopt healthier habits and be self-conscious of their health to improve and maintain their health and life quality and prevent illness (Su et al. 2022). Consumers place a high priority on their health when considering food consumption (Yadav and Pathak, 2016). Most of them believe that the level of nutrients in green foods is higher than the conventional foods (Tan et al. 2022). They also believe that green food (which includes organic food) contains greater amounts of vitamin C, magnesium, iron, and phosphorus, and has lesser amounts of nitrates and pesticide residues than conventional food (Su et al. 2022).

Green foods are thought to be healthier and better for one's health than conventional foods as they are made without the use of harmful artificial methods (Yadav and Pathak, 2016). Hence, consumers' awareness of their health is a key aspect in effectively influencing them to consume green foods (Wang et al., 2019; Rao, Mogili and Nagaraj, 2020). Previous studies had shown that consumers who are more responsible for their health are more likely to consume green food (Nguyen et al., 2019; Pangaribuan et al., 2020; Tan et al., 2022). Consumers may also be compelled to consume green food products because they have concerns for their own and their families' health (Tan et al., 2022).

2.2.3 Environmental Consciousness

Environmental consciousness is the extent of people are aware of environmental problem, support efforts to address them, and express an intention to individually contribute to their solution (Dunlap and Jones, 2012). Today's consumers are more concerned with the environment. Environmental issues, such as global warming, pollution, and ozone layer depletion, are getting increasingly worse around the world (Ünal, Deveci & Yildiz, 2019). According to Ünal et al. (2019), environmental quality depends on human knowledge, social practices, values, and attitudes because environmental issues are caused by the activities, consumption, and production patterns of humans. Consumers have become increasingly environmentally conscious and are willing to use any approach possible to help preserve the environment (Acee-Eke and Mac-Kingsley, 2020). They began to prefer natural products with the growth of environmental awareness (Ünal et al., 2019).

Compared with conventional food, consumers believe that green food is more environmentally friendly and does not cause the degradation of the environment (Nguyen et al., 2019). Consumers believe that green food would preserve the environment by reducing pollution as it is produced

using natural farming methods (Ayub, Hayati and Samat, 2018). They also believe that environmental problems could be solved by consuming green products (Su et al., 2022). A few previous studies have found that concern for environmental issues is an important factor in determining consumers purchasing behaviour for green food products (Wang, Pham and Dang, 2020; Makhal et al., 2020; Zaremohzzabieh et al., 2021). According to Nguyen and Nguyen (2016), consumers who have more concern about the environment will more likely to consume green items than consumers who care less about the environment. This is because environmentally conscious consumers will consider the ecological impact when making a green eating decision (Tan et al., 2022).

2.2.4 Food Safety Concern

The food safety concern refers to the extent to which people are worried about pesticides and other unintended residues contained in food (Pham et al., 2018). Various research has shown that the growing consumption of green food is mostly driven by concerns about food safety (Li et al., 2019; Nguyen et al., 2019; Waqas and Hong 2019). Food safety is one of the top concerns for Asian consumers (Latip et al., 2020), and it has a substantial effect on their purchasing decisions in countries where health and food safety are prioritised (Prentice et al., 2019). The scandals, adulteration, and counterfeiting of food in some Asian countries have also increased the demand for healthier and safer foods (Willer and Lernoud, 2019). Information about food quality and production practices is becoming more and more essential for consumers (Hsu, Chang and Lin, 2016).

Consumers are having more interest on the quality, health, and ingredients of the products they consume (Hsu et al., 2016). Food safety had been identified as the top consumer concern due to the ongoing incidences of food safety episodes and food-borne diseases (Acee-Eke and Mac-Kingsley, 2020). Consumers tend to believe that green food carries less danger to

health than conventional (Khan and Hameed, 2022). Consumers select green food because they believe it is safer to eat than food produced using artificial methods, as the use of pesticides is connected with health dangers (Khan and Hameed, 2022). Consumers will also prefer to consume green food when they are dealing with illness, pregnancy, food-related diseases, and other particular circumstances (Alam et al., 2022). Consumers are willing to spend more on green food because they believe it will provide more value for their money (Wee et al., 2014).

2.2.5 Attitude towards Eating Green

According to Fishbein and Ajzen (1975), attitude refers to the extent of an individual evaluates and appraises the behaviour in question favourably or unfavourably in the TPB model. In this study, attitude refers to the person's favourable or unfavourable evaluation toward eating green. The concept of attitude towards buying a specific product relates to the perception of the individual's desire to act in a specific behaviour. The TPB model states that individual will more likely to engage in a behaviour when they have a positive attitude towards performing so (Ajzen, 1991). The consumers' attitude is the main element to influence them to buy sustainable goods (Rashid and Lone, 2023). Positive attitude is substantially correlated with higher green food purchasing intention in the previous study (Tandon et al., 2020).

The earlier studies on the purchasing and consumption of green food have focused largely on attitudes towards green food (Hsu et al., 2016; Alam et al., 2022; Khan and Hameed, 2022; Synodinos et al., 2023). Regarding green food, attitudes are one of the most important predictors of intentions and can have a significant impact on actual consumption or purchasing behaviour (Tandon et al., 2020). People's intentions to consume green food will rise if they have a more favourable opinion of it than conventional food, and feel that green foods are free of pesticide residue, food additives, and

excessive processing (Hsu et al, 2016). Consumers who have favourable attitude on green food consider consuming green food is vital and a wise decision (Nguyen et al., 2019). In order to influence consumers' future intention and behaviour to consume green food, it is crucial to encourage positive attitudes towards eating green among them (Tan et al., 2022).

2.2.6 Subjective Norm

According to Ajzen (1991), the subjective norm is referred to the perceived societal pressure to engage in the behaviour or not. In this study, the subjective norm is a perception or pressure from people who are important to an individual and are taken into consideration before they decide on green eating behaviour. According to Chekima et al. (2018), societal pressure has a greater influence than people's attitude towards a behaviour under certain circumstances. The beliefs of individuals about how their reference groups will react towards them if they engage in a particular behaviour can be determined by subjective norms (Al-Swidi et al., 2014). Chekima et al. (2018) claimed that subjective norms have a favourable influence on the consumption of food and beverage.

Consumers will be more likely to consume green foods if they believe that the people who are important to them think that these foods are healthier than conventional foods, otherwise vice versa. When consumers believe that the influential people in their lives believe that green foods are superior to conventional food, they will be more likely to consume green foods because they consider green foods to be healthier and more environmentally friendly (Chen, 2007). In earlier studies, the subjective norm was discovered to have a significant positive effect on the intention to purchase green foods (Saleki, Quoquab and Mihammad, 2019; Yogananda and Nair, 2019). As consumers are more likely to follow the ideas of their family and friends, the subjective norm is a powerful predictor of consumers' intention (Tan, Pang and Lau, 2022).

2.2.7 Perceived Behavioural Control

According to Ajzen (2002), perceived behavioural control refers to the perception of the ease or difficulty it is to carry out a specific behaviour. In this study, perceived behavioural control refers to the consumers' perception of their own control over their eating habits towards green foods. Ajzen (1991) stated that people who believe they have more control over their behaviours are more likely to engage with that particular behaviour. Perceived behavioural control may also have a direct correlation to actual behaviour since the performance of a behaviour depends on both the motivation for performing it and having enough control over it (Pangaribuan et al., 2020). Perceived behavioural control has been recognised as a crucial element in the sustainable consumption of green food in a number of research on individual behaviour (Wang et al., 2020; Auza and Mouloudj, 2021; Le and Nguyen, 2022; Khan, Hameed and Akram, 2023).

According to Wongsaichia et al. (2022), the likelihood of consuming green food products increases with perceived behavioural control. Furthermore, it was shown by other studies that perceived behavioural control is related to personal characteristics including ability, time, money, and resources (Wongsaichia et al., 2022). Al-Swidi et al. (2014) claimed that perceived behavioural control is impacted by perceived barriers and perceived abilities that can influence green food consuming behaviour, which perceived barriers are the price and availability of the green food, and perceived abilities are the income or financial resources of consumers. The cost of green food is higher than conventional food, hence it takes more time and effort for consumers to look for speciality stores as it may not be readily available everywhere (Khan et al., 2023). Thus, perceived behavioural control is an essential factor for determining the intention to buy green foods in the context of ecologically friendly food consumption (Qi and Ploeger, 2019; Fleseriu, Cosma and Bocnet, 2020; Dorce et al., 2021).

2.3 Research Model
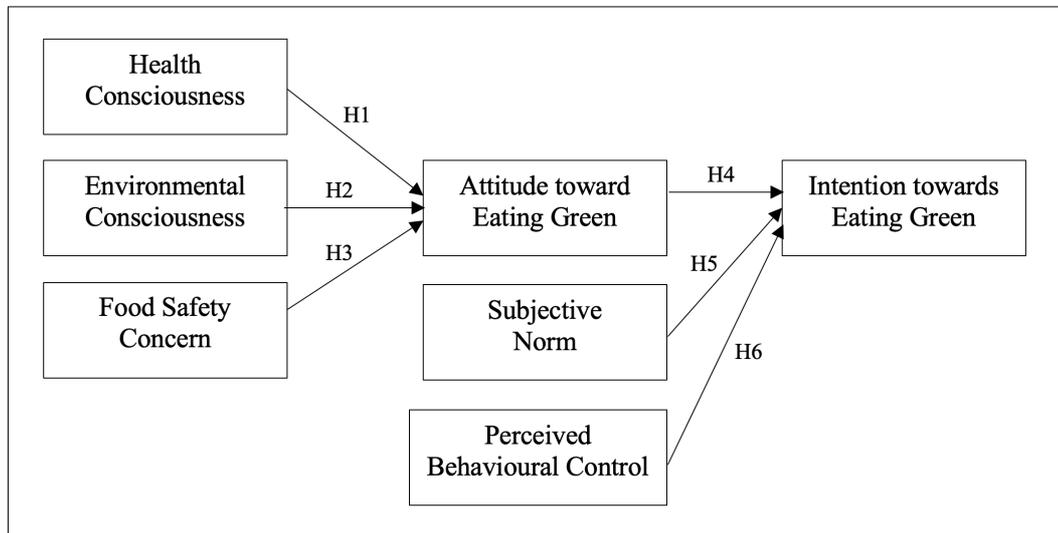
Source: Developed for research

2.4 Hypotheses Development

2.4.1 Health Consciousness

According to Khan and Hameed (2022), health consciousness is an important motivator that establishes a positive attitude toward green food. Based on the previous studies, the researchers claimed that the attitude toward green food can be determined and predicted by health consciousness (Rana and Paul, 2017; Singh and Verma, 2017; Fleseriu et al., 2020; Dorce et al., 2021). The attitude toward green food is substantially strengthened by health consciousness (Tan et al., 2022).

Hence, the hypothesis is proposed:

H1: There is relationship between health consciousness and attitude toward eating green.

2.4.2 Environmental Consciousness

Based on the previous study, Pangaribuan et al. (2020) stated that environmental consciousness has a great influence on attitude. There is strong evidence from earlier studies that environmental consciousness is the primary driver for the development of a favourable consumer attitude towards green food (Petrescu and Petrescu-Mag, 2015; Hasegawa and Witt, 2019). Many studies had shown that concern for environmental issues had a positive impact on attitudes toward green food (Zhu et al. 2013; Irianto, 2015; Singh and Verma, 2017; Dorce et al., 2021; Ahmed et al., 2021; Nguyen et al., 2021; Wojciechowska-Solis and Barska, 2021).

Hence, the hypothesis is formulated:
H2: There is relationship between environmental consciousness and attitude toward eating green.

2.4.3 Food Safety Concern

A few previous research found that customer attitudes toward green food are significantly influenced by food safety (Pham et al., 2018; Lian and Yoong, 2019; Nguyen et al., 2019; Alshammari, 2020; Alam et al., 2022; Tan et al., 2022). Khan and Hameed (2022) claimed that there is a positive impact of food safety concerns on consumer's attitudes toward green food. Besides, a previous study found that the consumers' food safety concerns would positively affect their attitudes (Hsu et al., 2016).

Thus, the hypothesis is drawn:
H3: There is relationship between food safety concern and attitude toward eating green.

2.4.4 Attitude towards Eating Green

A positive attitude towards green food is good for the motivation to consume green food (Matharu et al., 2021). The increase in consumers attitude towards green food will increase their consumption intention towards green food (Hasan and Suciarto, 2020). According to Patel, Sharma and Purohit (2021), Millennials will be more likely to consume green food if they adopt a more favourable attitude towards it. Based on previous studies, the intention of consumers to consume green food is significantly influenced by attitude (Alshammari, 2020; Nosi et al., 2020; Teixeira et al., 2021; Qi et al., 2023).

Hence, the hypothesis is developed:

H4: There is relationship between attitude toward eating green and intention towards eating green.

2.4.5 Subjective Norm

Consumer intention to consume green goods is influenced by the subjective norm (Matharu et al., 2021; Teixeira et al., 2021). The previous study found that subjective norm significantly influences attitude and can enhance the link between attitude and intention (Al-swidi et al., 2014). According to Wang (2014), subjective norms have a strong positive impact on considering green choices. The empirical study also demonstrated that consumers intentions toward green food were significantly positively impacted by subjective norms (Li et al., 2020).

Therefore, the hypothesis is formulated:

H5: There is relationship between subjective norm and intention towards eating green.

2.4.6 Perceived Behavioural Control

The previous study stated that there exists a significant relationship between intention and perceived behavioural control (Pangaribuan et al., 2020). Wongsaichia et al. (2022) found that perceived behavioural control had direct impact on consumers' consumption. According to Cavite et al. (2022), perceived behavioural control had a positive influence on intention when it comes to green food consumption. Hasan and Suciarto (2020) also examined that perceived behaviour control significantly influences consumers' intention to consume green food.

Hence, the hypothesis is developed:
H6: There is relationship between perceived behavioural control and intention towards eating green.

2.5 Conclusion

This chapter included literature review related to factors influencing consumers' attitude and intention towards eating green. Besides, a framework is developed to examine variables' relationship. The methodology for this research study will be discussed in the next chapter.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter explains the research methods and techniques used in this study, which consisted of the research and sampling design, and also research and construct instrument in this study.

3.1 Research Design

3.1.1 Quantitative Research

Quantitative research is one of the research methods used in academia. Muijs (2011) described it as the acquisition of quantifiable research data and the analysis of it using mathematical methods. Additionally, numerical data collection and mathematical data analysis are used in quantitative research to better understand a phenomenon (Aliaga and Gunderson, 2002). In this study, quantitative research is used to increase the effectiveness of knowing which independent variables significantly affect customers' attitude and intention towards eating green.

3.1.2 Causal Research

Causal research seeks to understand causal relationships between dependent variables (DV) and independent variables (IV) (Oppewal, 2010). The purpose of using causal research in this research is to examine the factors influencing consumer's attitude and intention towards eating green. In this study, two sets of IV-DV relationships will be examined. The first set is the relationship between attitude towards eating green (DV) and health

consciousness, environmental consciousness, and food safety concern (IV). The second set is the relationship between intention towards eating green (DV) and attitude towards eating green, subjective norm, and perceived behavioural control (IV).

3.2 Data Collection Method

3.2.1 Primary Data

According to Zikmund et al. (2013), primary data are the data that were often created and obtained particular to the research study. A survey questionnaire is the primary data-gathering tool employed in this study. Although this method is more time-consuming, it nevertheless enables the research project to quickly reach a wider variety of respondents and obtain the most recent information or data from the respondents (Sansoni, 2011). A questionnaire is a set of questions that a respondent must answer by selecting one of numerous answers (Surbhi, 2020).

3.3 Sampling Design

3.3.1 Target Respondents

Ogiemwonyi et al. (2020) states that 18 years of age and older is a suitable consumer age for green-related research because their demographic size and demand for greenness are seen as pioneers in the modern-day green movement, and also it will be difficult to grasp among children and teenagers due to the complications with decision-making. Hence, the target respondents of this research study were 18 years old and above consumers.

3.3.2 Sampling Location

The sampling location of this study is in Malaysia. The green food stores, such as The Hive, MINIMIZE Zero Waste Store, and Green Ideal Cottage, and also green food restaurants, such as Green Talk Healthy Organic & Café and Simple Life, are the primary data collection location, due to the consumers at these locations have higher possibility of eating green behaviour. In addition, universities and colleges are also the data collection location for this study due to the convenience, and also can find respondents of different ethnic groups through these locations.

3.3.3 Sampling Element

The sample element is a representation of the unit analysis that is evaluated in the population for research purposes. The sampling units for this study are the Malaysians who are above 18 years old. Demographic information such as gender, age, race, education level, occupation, geographic location, personal and household monthly income were among the sampling elements for the study.

3.3.4 Sampling Technique

According to Saunders, Lewis and Thornhill (2020), a sampling technique is applied to choose a sample from a population. Convenience sampling from non-probability sampling is used in this study. Convenience sampling allows the researchers to collect and gather information from respondents using the sample components that are the most easily accessible (Etikan, Musa, Alkassim, 2016). Zikmund et al. (2013) claimed that convenience sampling is cost-effective and efficient for survey data collection.

3.3.5 Sample Size

According to Roscoe (1975), the research suggested that a sample size of between 30 and 500 would be adequate for most studies. According to the G Power analysis for this study, it shown that the minimum number of the sample size is 119 respondents as maximum number of predictors to a variables is 3. MacCallum et al. (1999) stated that the desirable minimum sample size should be 250 respondents for the research study that consists of three to six independent variables. The sample size for this study is 300 respondents as it includes six independent variables.

3.4 Research Instruments

3.4.1 Questionnaire Design

The questionnaire of this study was constructed by using Google Form to distribute to the respondents. Google Form makes it easier to organised the collected. Section A of the questionnaire is the demographic information, such as gender, age, race, education level, and others. Section B is the general information about the status of eating green for the respondents. Section C is questions to evaluate the attitude and intention toward eating green, which the respondents can choose between strongly disagree to strongly agree.

3.4.2 Pre-Test

A pre-test is an initial stage in determining the questionnaire's possible efficacy (Reynolds, Diamantopoulos and Schlegelmilch, 1993). A pre-test was performed on the questionnaire to check for any potential mistakes before distributing it to a greater sample. The pre-test was performed with 1 academic, 1 English teacher, and 2 potential participants. The questionnaire

was revised for some grammatical mistakes based on the feedbacks, and was then used to conduct pilot test.

3.4.3 Pilot Test

The pilot test is carried out as a trial run of the questionnaire. Johanson and Brooks (2010) claimed that 30 potential respondents are the feasible lower limit for a pilot test. The pilot study for this research will focus on 37 respondents to test the grammatical mistakes or vague question statements in the questionnaire. Taherdoost (2018) stated that the pilot test's reliability should be 0.60 or higher. Table 3.1 shows the pilot test's result, which all of the variables are considered reliable since they had the reliability value above 0.60.

Table 3.1: Pilot Test Result

Variable	Cronbach's Alpha	Number of Items
Intention towards Eating Green	0.834	4
Health Consciousness	0.779	3
Environmental Consciousness	0.748	4
Food Safety Concern	0.672	3
Attitude towards Eating Green	0.863	6
Subjective Norm	0.662	3
Perceived Behavioural Control	0.843	6

Source: Developed for the research

3.5 Construct Measurement

3.5.1 Scale Measurement

A scale measurement is an approach to evaluate the validity and reliability of a statistical analysis. The scale measurement use in this research are interval scale, nominal scale, and ordinal scale.

3.5.1.1 Nominal Scale

Nominal scales, which assign values to items for identification or classification reasons, are the most basic level of measurement (Zikmund et al., 2013). A nominal scale is utilised to categorise the respondents into several categories. The questionnaire's Section A of this study has adopted nominal scale.

3.5.1.2 Ordinal Scale

Ordinal scale is a non-numerical scale that arranges items into to a raking order (Zikmund et al., 2013). In this study, ordinal scales are employed in Section A, which respondents were divided into various age, education, and income categories by using ordinal numbers.

3.5.1.3 Interval Scale

Interval scale is a numeric scale that divides the ordered group into units of equal intervals and arranges the items based on their scales (Zikmund et al., 2013). The interval scale is employed in the questionnaire's Section C in this study by using 5-point Likert scale with a value from "Strongly Disagree" to "Strongly Agree".

3.5.2 Origin of Construct

Table 3.2: Origin of Construct

Variables	Items	Source
Intention towards Eating Green	I would look for speciality shops to consume green food.	Al-Swidi et al., 2014
	I am willing to consume green food in future.	
	I am willing to consume green food on regular basis.	
	I would also recommend others to consume green food.	
Health Consciousness	I care about the type and amount of nutrition in the food that I consume daily.	Qi et al., 2023
	Green food is beneficial for an individual's health.	
	I think it is important to be knowledgeable about how to eat healthy.	
Environmental Consciousness	Green food is produced using environmental friendly methods.	Lian & Yoong, 2019
	Green food consumption will help to protect the environment.	
	I consume green food because I am concerned about animal welfare.	
	I consume green food because I support environmental sustainability.	
Food Safety Concern	Nowadays most foods contain residues from chemical sprays and fertilisers.	Nguyen et al., 2019
	I am very concerned about the number of antibiotics, veterinary residues and preservatives in food.	
	The quality and safety of food nowadays	

	concern me.	
Attitude towards Eating Green	I think that eating green is interesting.	Yazdanpanah & Forouzani, 2015
	I think that eating green is a good idea.	
	I think that eating green is important.	
	I think that eating green is beneficial.	
	I think that eating green is wise.	
	I think that eating green is favourable.	
Subjective Norm	Most people who are important to me would want me to consume green food.	Tan et al., 2022
	People whose opinions I value would prefer that I consume green food.	
	My friend's opinion influences me to consume green food.	
Perceived Behavioural Control	I can make the decision independently to consume green food.	Al-Swidi et. al., 2014
	I have the financial capability to consume green food.	
	I have the time to go for consuming green food.	
	I have complete information and awareness regarding where to consume green food.	
	I think it is convenient for me to consume green food.	
	I can handle any (money, time, information related) difficulties associated with my consuming decision.	

3.6 Data Processing

3.6.1 Data Checking

Data checking, according to Malhotra (2012), is the process of ensuring that the questionnaires are complete and of high quality in order to ensure that the data are highly accurate. To ensure that the date collected from 300 respondents are valid and reliable, the data will be examined the straight lining responses before the step of data editing.

3.6.2 Data Editing

According to Zikmund et al. (2013), editing involves examining the data for consistency, omissions, and clarity. Data editing is used to prevent responses that are inconsistent and incomplete, such as the missing data. This is because the responses with missing values are viewed as incomplete. However, there is no missing data occur in this research.

3.6.3 Data Coding

Data coding is the process by which researchers convert the data they have gathered into a numerical value or other symbols (Zikmund et al., 2013). Data coding must be done for subsequent uses after data editing because the current data is not organised properly. All category scales used in questionnaires will have number codes assigned.

3.6.4 Data Cleaning

Data cleaning, according to Malhorta (2012), is the last stage of data processing which entails consistency tests. Researcher use SPSS to discover errors in each response in order to conduct an extensive and thorough

assessment of the data obtained. After the data cleaning process, it found that there is no ambiguous or vague data in this study.

3.7 Data Analysis

3.7.1 Descriptive Analysis

Descriptive analysis, according to Zikmund et al. (2013), is the procedure of converting raw data into an order that assists the researcher in better comprehending and interpreting the raw data. Researchers will be able to classify the data they have gathered for clearer explanation through to this analysis. By utilising charts, graphs, tables, graphs, and other illustrations, it is the easiest method to evaluate data that is graphic and numerical in form. Frequency analysis, measurements of central tendencies, and graphs like bar charts are a few examples of descriptive analysis (Sekaran and Bougie, 2010). The data from Section A in this study are presented as tables and pie charts with percentages and frequency of occurrences. The cross-tabulation have also analyse in this study.

3.7.2 Reliability Analysis

According to Zikmund et al. (2013), the degree of reliability is determined by the degree of errors a measure is and how internally consistent the results are. In order to ensure for that two distinct versions of an instrument are comparable and dependable, a reliability test will be conducted on both of them (Shuttleworth, 2009). The researchers apply the reliability test to assess the accuracy and dependability of the data (Bougie, 2016). Cronbach's alpha is evaluated in this study to evaluate the accuracy of the data. Gliem and Gliem (2003) state that the normal range for Cronbach's alpha is 0 to 1. The reliability of the test will increase when Cronbach's alpha increases, and vice versa. Furthermore, according to Hair et al. (2003)

Cronbach's Alpha rule of thumb, an association is only regarded strong when the Cronbach Alpha value is greater than 0.60.

3.7.3 Inferential Analysis

3.7.3.1 Pearson Correlation Coefficient

According to Sekaran and Bougie (2010), Pearson's coefficient correlation analysis can shows the strength, significance, and direction between all variables. In this study, the two-tailed significant level is used to test the null hypothesis. The coefficient value is based on a scale from -1 to +1, which +1 indicates a perfect positive linear relationship between two variables, -1 indicates a perfect negative linear relationship between two variables, and the 0 indicates a non-linear relationship. This approach is used in this research to examine the relationship between the independent and dependent variables.

3.7.3.2 Multiple Regression Analysis

A statistical method termed multiple regressions is used to determine whether there is a meaningful correlation between the independent and dependent variables (Zikmund et al., 2013). Researchers can predict the dependent variable's value (Y) based on the independent variable's value (X), and verify the relationship between the variables by using multiple regression analysis. Researchers can clearly comprehend the factors influencing the dependent variable as the majority of the dependent variable are able to explain by the coefficient value of each independent variable.

The multiple regression equations in this research is shown as below:

$$Y1 = \beta 0 + \beta 1 X1 + \beta 2 X2 + \beta 3 X3 + e$$

Y1: Attitude towards eating green

X1: Health consciousness

X2: Environmental consciousness

X3: Food safety concern

$$Y2 = \beta 0 + \beta 4 X4 + \beta 5 X5 + \beta 6 X6 + e$$

Y2: Intention towards eating green

X4: Attitude towards eating green

X5: Subjective norm

X6: Perceived behavioural control

$\beta 0 =$ intercept

$\beta 1, \beta 2, \beta 3, \beta 4, \beta 5, \beta 6 =$ slope of coefficient

$e =$ error term

* $\beta 0$ is a constant value, and $\beta 1, \beta 2, \beta 3, \beta 4, \beta 5, \beta 6$ are the coefficients of related independent variables related to the dependent variable.

3.8 Conclusion

The chapter outlines the methodology of this research. It includes details of the research and sampling design, construct measurement, and data analysis. The result of the statistical analysis will discuss in following chapter.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

In this chapter, the data collected from the questionnaire will be analysed by the Statistical Package for Social Science (SPSS) programme. The data will be described by using tables or charts, which will include the analysis of respondents demographic information, reliability analysis, and inferential analysis.

4.1 Descriptive Analysis

4.1.1 Respondent's Demographic Information

Table 4.1: Demographic Information of Respondents

Categories	Frequency	Percentage (%)
Gender		
Male	144	48.0
Female	156	52.0
Age		
18-25 years old	68	22.7
26-35 years old	61	20.3
36-45 years old	56	18.7
46-55 years old	58	19.3
Above 55 years old	57	19.0
Race		
Malay	153	51.0
Chinese	126	42.0

Indian	21	7.0
Occupation		
Student	96	32.0
Employed	97	32.3
Self-employed	41	13.7
Unemployed	18	6.0
Retired	48	16.0
Education Level		
Secondary School	46	15.3
Foundation	57	19.0
Diploma	55	18.3
Bachelor Degree	76	25.3
Master Degree	51	17.0
Doctorate	15	5.0
Geographic Location		
Wilayah Kuala Lumpur	122	40.7
Wilayah Putrajaya	1	0.3
Johor	2	0.7
Kedah	1	0.3
Kelantan	2	0.7
Perlis	0	0.0
Pahang	0	0.0
Perak	3	1.0
Selangor	163	54.3
Terengganu	0	0.0
Negeri Sembilan	0	0.0
Melaka	1	0.3
Penang	3	1.0
Sabah	0	0.0

Sarawak	2	0.7
Personal Monthly Income		
Less than RM1000	39	13.0
RM1001-RM2000	43	14.3
RM2001-RM3000	51	17.0
RM3001-RM4000	64	21.3
RM4001-RM5000	56	18.7
More than RM5000	47	15.7
Household Monthly Income		
Less than RM1000	0	0.0
RM1001-RM2000	0	0.0
RM2001-RM3000	1	0.3
RM3001-RM4000	2	0.7
RM4001-RM5000	12	4.0
More than RM5000	285	95.0

Source: Developed for the research

Figure 4.1: Demographic Information of Respondents
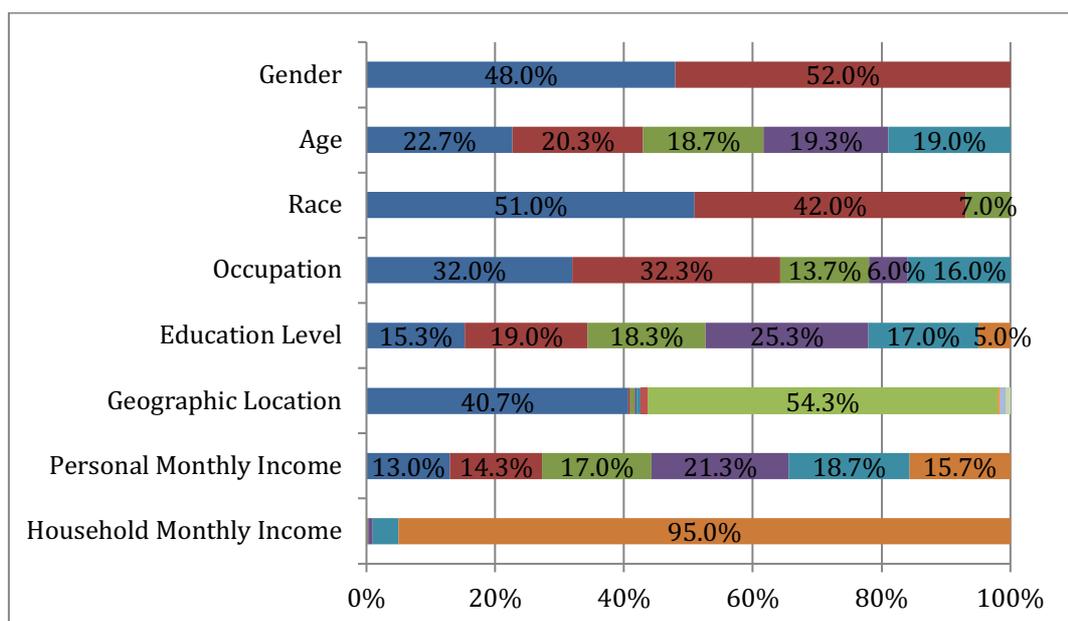
Source: Developed for the research

In this study, 300 sets of responses were collected, and all of the responses were valid in this study. Table 4.1 shows the demographic information of respondents, and the Figure 4.1 has developed for an easier visualisation for the Table 4.1. There were 156 female respondents (52%) and 144 male respondents (48%) in this study. Most of the respondents were between 18 to 25 years old, which consisted of 68 (22.7%) of them. The Malay and Chinese accounted for most of the respondents in this study, which were 153 (51%) and 126 (42%) of them. Besides, the student and employed respondents represented the largest group, which were 96 (32%) and 97 (32.3%) of them. The majority of the respondents had an education level of Bachelor Degree that was 76 of them (25.3%). Moreover, most of the respondents' geographic locations in this research were Selangor and Wilayah Kuala Lumpur, which were 163 (54.3%) and 122 (40.7%) of them. For the personal monthly income, the respondents were evenly distributed across the income level of less than RM1000, between RM1001 to RM2000, between RM2001 to RM3000, between 3001 to RM4000, between RM4001 to RM5000, and more than RM5000, which each income level had 39 to 64 of respondents (13% - 21.3%). For the household monthly income, the majority of the respondents had more than RM5000 income with 285 of them (95%).

Table 4.2: Gender*Race Crosstabulation

		Race			
		Malay	Chinese	Indian	Total
Gender	Male	76	54	14	144
	Female	77	72	7	156
	Total	153	126	21	300

Source: Developed for the research

Table 4.2 shows the cross-tabulation of gender and race. There were 76 Malay male respondents and 77 Malay female respondents, while the Chinese male respondents and female respondents were 54 and 72 respectively. For the Indian respondents, there were 14 male respondents and 7 female respondents.

Table 4.3: Age*Personal Monthly Income Crosstabulation

		Personal Monthly Income						
		Less than RM1000	RM1001-RM2000	RM2001-RM3000	RM3001-RM4000	RM4001-RM5000	More than RM5000	Total
Age	18-25 years old	31	23	10	4	0	0	68
	26-35 years old	3	5	18	18	10	7	61
	36-45 years old	1	3	4	16	15	17	56
	46-55 years old	0	1	0	16	22	19	58
	Above 55 years old	4	11	19	10	9	4	57
	Total	39	43	51	64	56	47	300

Source: Developed for the research

Table 4.3 shows the cross-tabulation of age and personal monthly income. The majority of respondents were between 18 to 25 years old had the personal monthly income of less than RM1000. For the respondents between 26 to 35 years old, most of them had the income between RM2001 to RM3000 and RM3001 to RM4000. Besides, most of the respondents who between 36 to 45 years old and between 46 to 55 years old had the income of more than RM5000. In addition, for those respondents who above 55 years old, most of them had personal monthly income between RM2001 to RM3000. Based on the data shown, as the age group gets older, the personal monthly income increases, and this is observed until the age group of 46-55 years old.

4.1.2 Central Tendencies Measurement of Construct

Table 4.4: Descriptive Statistics of Variables

Statement	Mean	Standard Deviation	Rank
Intention towards Eating Green			
I would look for restaurants that serve green foods.	3.76	0.94	4
I am willing to consume green foods on a regular basis.	3.95	0.81	3
I am willing to consume green foods in future.	4.15	0.74	1
I would also recommend others to consume green foods.	4.07	0.71	2
Health Consciousness			
I care about the types and amount of nutrition in the food that I consume daily.	3.95	0.93	3
Green foods are beneficial for an individual's health.	4.29	0.74	2
I think it is important to be knowledgeable about how to eat healthily.	4.32	0.59	1
Environmental Consciousness			
Green foods are produced by using environmental friendly methods.	4.22	0.68	1
Green food consumption will help to protect the environment.	4.20	0.66	2
I consume green foods because I am concerned about the animal welfare.	3.73	0.92	4
I consume green foods because I support the environmental sustainability.	3.89	0.88	3

Food Safety Concern			
Nowadays most food contain residues from the chemical sprays and fertilisers.	4.40	0.64	1
I am very concerned about the number of antibiotics, veterinary residues and preservatives in food.	3.83	0.93	3
The quality and safety of food nowadays concern me.	4.11	0.80	2
Attitude towards Eating Green			
I think eating greens is interesting.	4.01	0.85	5
I think eating greens is a good idea.	4.00	0.66	6
I think eating greens is important.	4.22	0.75	3
I think eating greens is beneficial.	4.41	0.61	1
I think eating greens is wise.	4.13	0.82	4
I think eating greens is favourable.	4.24	0.71	2
Subjective Norm			
Most people who are important to me would want me to consume green foods.	4.18	0.80	1
People whose opinions I value would prefer that I consume green foods.	3.79	0.87	3
My friends' opinions influence me in consuming green foods.	4.09	0.79	2
Perceived Behavioural Control			
I can make the decision independently to consume green foods.	4.40	0.60	1
I have the financial capability to consume green foods.	3.92	0.79	3
I have the time to consume green foods.	3.74	0.94	4
I have complete information and awareness regarding where to consume green foods.	3.56	0.92	5

I think it is convenient for me to consume green foods.	3.48	0.91	6
I can handle any (money, time, and information related) difficulties associated with my consuming decision.	4.01	0.73	2

<u>Source</u>: Developed for the research

Table 4.4 shows central tendencies of all the variables. Under the intention towards eating green, the statement "I am willing to consume green foods in future" had the highest mean score (mean=4.15). For the health consciousness, the highest mean score statement fall to "I think it is important to be knowledgeable about how to eat healthily" (mean=4.32). Besides, the statement "Green foods are produced by using environmental friendly methods" was the highest mean score statement of environment consciousness (mean=4.22), while the statement "Nowadays most food contain residues from the chemical sprays and fertilisers" was the highest mean score statement of the food safety concern (mean=4.40). For the attitude towards eating green, the statement "I think eating greens is beneficial" had the highest mean score (mean=4.41), while the statement "Most people who are important to me would want me to consume green foods" were the highest mean score statements of the subjective norm (mean=4.18). Lastly, for the perceived behavioural control, the statement "I can make the decision independently to consume green foods" had the highest mean score (mean=4.40).

4.2 Reliability Analysis

Table 4.5: Summary of Reliability Test

Variable	No. of Items	Cronbach's Alpha	Strength of Association
Intention towards Eating Green	4	0.814	Very Good
Health Consciousness	3	0.727	Good
Environmental Consciousness	4	0.769	Good
Food Safety Concern	3	0.700	Good
Attitude towards Eating Green	6	0.818	Very Good
Subjective Norm	3	0.654	Moderate
Perceived Behavioural Control	6	0.817	Very Good

Source: Developed for the research

Table 4.5 shows the reliability test results. Cronbach's Alpha shows the strength of the association of the variables, as the variables will be considered satisfactory reliability when the alpha coefficient is above 0.60 (Taherdoost, 2018). In this study, the intention towards eating green, attitude towards eating green, and perceived behavioural control had the highest alpha coefficient of 0.814, 0.818, and 0.817 with a very good strength of association, while the health consciousness, environmental consciousness, and food safety concern had the alpha coefficient of 0.727, 0.769, and 0.700 with a good strength of association. Other than that, the subjective norm had a moderate strength of association, and its alpha coefficient is 0.654. There was no variable's strength of association that was below 0.6, hence, all of the variables in this study were considered to a satisfactory consistency internal reliability.

4.3 Inferential Analysis

4.3.1 Pearson Correlation Coefficient

Table 4.6: Correlation between Variables

	HC	EC	FSC	Att	SN	PBC	Int
HC	1						
EC	0.618**	1					
FSC	0.822**	0.617**	1				
Att	0.786**	0.571**	0.833**	1			
SN	0.635**	0.661**	0.676**	0.635**	1		
PBC	0.614**	0.705**	0.662**	0.692**	0.702**	1	
Int	0.764**	0.626**	0.772**	0.745**	0.666**	0.632**	1

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

Source: Developed for the research

Table 4.6 shows the Pearson correlation coefficient with the variables were significant at the level of 0.01 (two-tailed). The table shows that all of the variables had a positive correlation. The highest correlation value is 0.833, which is between the food safety concern and attitude towards eating green, while the lowest correlation value is 0.571, which is between the environmental consciousness and attitude towards eating green.

4.3.2 Multiple Regression Analysis

Table 4.7: Model Summary for 1st IV-DV Relationship

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.852	0.726	0.723	0.28124

a. Predictor: (Constant), Health Consciousness, Environmental Consciousness, Food Safety Concern

Source: Developed for the research

Table 4.7 shows the Adjusted R Square for the multiple regression of attitude towards eating green (dependent variable of 1st IV-DV relationship) was 0.723, which means that the health consciousness, environmental consciousness, and food safety concern (IV) can explain 72.3% of the attitude towards eating green (DV).

Table 4.8: Model Summary for 2nd IV-DV Relationship

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.787	0.620	0.616	0.39989

a. Predictor: (Constant), Attitude towards Eating Green, Subjective Norm, Perceived Behavioural Control

Source: Developed for the research

The Adjusted R Square for the multiple regression of intention towards eating green (dependent variable of 2nd IV-DV relationship) was 0.616, which indicates that 61.6% of the variance in intention towards eating green (DV) can be explained by the attitude towards eating green, subjective norm, and perceived behavioural control (IV).

	Sum of Squares	df	Mean Square	F	Sig.
Regression	62.085	3	20.695	261.638	< 0.001
Residual	23.413	296	0.079		
Total	85.499	299			

a. Dependent Variable: Attitude towards Eating Green

b. Predictor: (Constant), Health Consciousness, Environmental Consciousness, Food Safety Concern

Source: Developed for the research

Table 4.9 shows the F-value was 261.638 and the significant value was less than 0.001. It indicated that the health consciousness, environmental consciousness, and food safety concern (IV) in this study were effective to predict the attitude towards eating green (DV).

Table 4.10: ANOVA for 2nd IV-DV Relationship

	Sum of Squares	df	Mean Square	F	Sig.
Regression	77.262	3	25.754	161.052	< 0.001
Residual	47.334	296	0.160		
Total	124.596	299			

a. Dependent Variable: Intention towards Eating Green

b. Predictor: (Constant), Attitude towards Eating Green, Subjective Norm, Perceived Behavioural Control

Source: Developed for the research

Table 4.10 shows the F-value was 161.052 and the significant value was less than 0.001. This shows that all of the independent variables, which include attitude towards eating green, perceived behavioural control, and subjective norm, had a significant effect on the attitude towards eating green (DV).

Table 4.11: Coefficient for 1st IV-DV Relationship

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.987	0.123		8.030	< 0.001
HC	0.260	0.048	0.300	5.448	< 0.001
EC	0.034	0.035	0.039	0.977	0.329
FSC	0.475	0.047	0.562	10.202	< 0.001

a. Dependent Variable: Attitude towards Eating Green

Source: Developed for the research

Table 4.11 shows the linear equation regression of the 1st IV-DV relationship can be formed as below:

$$Y1 \text{ (Att)} = 0.987 + 0.260HC + 0.034EC + 0.475FSC$$

The slope of the line between the independent and dependent variable was displayed by the unstandardized coefficients. The coefficient will increase with the impact's degree on the dependent variable. Attitude towards eating green increased by 0.260 units for every unit rise in health consciousness, while one unit increase in environmental consciousness will increase 0.034 units in attitude towards eating green. Also, with the one-unit increase in food safety concern, the attitude towards eating green will increase by 0.475 units. Besides, the factors that affect the dependent variable more or less will be determined by using the standardized coefficients. Based on Table 4.11, it is shown that food safety concern had the highest beta value of 0.562 which

indicates it affects the attitude towards eating green the most. Health consciousness ranked second with the beta value of 0.300, and environmental consciousness ranked third with the beta value of 0.039. Thus, the food safety concern was viewed as the most significant predictor of the attitude toward eating green.

For the first IV-DV relationship, it showed that health consciousness and food safety concern had a positive relationship with the attitude towards eating green, which a P-value lower than 0.05, while the environmental consciousness had no relationship with the attitude towards eating green with its P-value higher than 0.05.

Table 4.12: Coefficient for 2nd IV-DV Relationship

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0.088	0.187		-0.470	0.638
Att	0.613	0.063	0.508	9.794	< 0.001
SN	0.298	0.054	0.291	5.531	<0.001
PBC	0.083	0.061	0.076	1.353	0.177

a. Dependent Variable: Intention towards Eating Green

Source: Developed for the research

Table 4.12 shows the linear equation regression of the 1st IV-DV relationship can be formulated as below:

$$Y2 \text{ (Int)} = -0.088 + 0.613Att + 0.298SN + 0.083PBC$$

Table 4.12 shows the unstandardized coefficients and standardized coefficients of the second IV-DV relationship. When one unit of attitude towards eating green increases, the intention towards eating green will be

increased by 0.613 units. Other than that, the intention towards eating green will by 0.298 units for every unit increased in the subjective norm, while an unit increase in perceived behavioural control will also increase an 0.083 units in intention towards eating green. For the standardized coefficients of the second IV-DV relationship, the attitude towards eating green with the highest beta value of 0.508 indicated that it had the strongest impact on intention towards eating green, while the subjective norm and perceived behavioural control had the beta values of 0.291 and 0.076. Hence, the most significant indicator of intention towards eating green is thought to be the attitude towards eating green.

For the second IV-DV relationship, it showed that the attitude towards eating green and subjective norm had a P-value that was lower than 0.05, which indicated that they had a positive relationship with the intention towards eating green. On the other hand, perceived behavioural control with a P-value of higher than 0.05 had no relationship with the intention towards eating green.

4.4 Conclusion

In conclusion, the demographic information of respondents was analysis by using descriptive analysis. Besides, the reliability of the data was carried out by the Cronbach's alpha coefficient. The inferential analysis was also conducted to test the relationship between variables.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

In this chapter, the findings of this research is discussed. Besides, the practical and theoretical implications are also included. Moreover, the limitations and recommendations of this study is also deliver.

5.1 Discussion of Major Findings

Table 5.1: Summary of Hypothesis Testing

Hypothesis	Multiple Regression Analysis (Significant Value)	Determination
H1: There is relationship between health consciousness and attitude toward eating green.	Sig = < 0.001 (p < 0.05)	Supported
H2: There is relationship between environmental consciousness and attitude toward eating green.	Sig = 0.329 (p > 0.05)	Not Supported
H3: There is relationship between food safety concern and attitude toward eating green.	Sig = < 0.001 (p < 0.05)	Supported
H4: There is relationship between attitude toward eating green and intention	Sig = < 0.001 (p < 0.05)	Supported

towards eating green.		
H5: There is relationship between subjective norm and intention towards eating green.	Sig = < 0.001 (p < 0.05)	Supported
H6: There is relationship between perceived behavioural control and intention towards eating green.	Sig = 0.177 (p > 0.05)	Not Supported

Source: Developed for the research

Table 5.1 shows the summary of the major findings from the hypotheses testing in this study, and the subsequent subsection will discuss each of the findings in details.

H1: There is relationship between health consciousness and attitude toward eating green.

The health consciousness had a significant relationship with attitude toward eating green. The hypothesis was examined through 0.05 p-value, and the health consciousness had less than 0.001 p-value. This was stand by a study of Khan and Hameed (2022), which shows that the consumers' health consciousness had a positive impact on their attitude toward eating green. Besides, according to Alam et al. (2022), the study also shows that between attitude toward eating green positively influence by health consciousness. This suggests consumers show a more positive attitude when they develop more health-conscious about eating green foods (Alam et al., 2022). The egoistic factors, such as health concerns, are a stronger indicator of the desire to consume green food than altruistic factors, such as environmental concerns (Asif et al., 2018). Hence, H1 was supported as there is a significant relationship between health consciousness and attitude toward eating green.

H2: There is relationship between environmental consciousness and attitude toward eating green.

There is no significant relationship between environmental consciousness and attitude toward eating green. The hypothesis was examined by utilising 0.05 p-value, and the environmental consciousness had 0.329 p-value. This unexpected finding was counter to numerous previous studies that examined factor of environment in an attempt to explain the attitude towards eating green. However, there were also some studies had resulted in findings that are similar. According to Teixeira et al. (2022), the study shows that the environmental consciousness of consumers does not have a positive impact on attitude toward eating green. Other than that, the study conducted by Tan et al. (2021) shows that there is no relationship between consumers' environmental consciousness and attitude toward eating green. The findings of this studies had supported the results of Yadav and Pathak (2016), who found that when making the decision of eating green, the egoistic factors, such as health consciousness, are more important that altruistic factors, such as environmental consciousness. This also indicated that consumers behave less altruistic when compared to those in developed countries (Yadav and Pathak, 2016). Therefore, H2 of this study was not supported since there is no significant relationship between environmental consciousness and attitude toward eating green.

H3: There is relationship between food safety concern and attitude toward eating green.

There exists a relationship between food safety concern and attitude toward eating green. This hypothesis was examined by utilising 0.05 p-value, and the food safety concern had a p-value of less than 0.001. The study of Nguyen et al. (2019) shows that there exists a positive relationship between consumers' food safety concern and attitude toward eating green. In addition, the study of Tan et al. (2022) also shows that consumers' food safety concern had a positive impact on their attitude toward eating green. This suggests that respondents' positive attitude towards green foods are heavily influenced by their concerns about food safety,

particularly regarding the presence of fertiliser, artificial additive, preservative, and chemical spray residues in food. This also demonstrated that consumers' attitudes towards eating green have been greatly influenced by their increased value of food safety and the health danger associated with food safety in the food market (Tan et al., 2022). Thus, H3 of this study was supported since food safety concern had significantly influence by attitude toward eating green.

H4: There is relationship between attitude toward eating green and intention towards eating green.

There is a significant relationship between attitude toward eating green and intention towards eating green. The hypothesis was tested through 0.05 p-value, and the attitude toward eating green had less than 0.001 p-value. This was stand by the study of Khan et al. (2023), which shows that the consumers' attitude toward eating green and intention towards eating green had a positive relationship. The study of Auza and Mouloudj (2021) also demonstrates that a positive attitude toward eating green positively affects consumers' intention towards eating green. When it comes to forecasting consumers' intentions towards green foods, attitude is the most significant aspect (He et al., 2019). This implies that consumers are more likely to consume green foods when they have positive attitude towards its (Lian, 2017). Henceforth, H4 was supported because there is a significant relationship between attitude toward eating green and intention towards eating green.

H5: There is relationship between subjective norm and intention towards eating green.

There exists a relationship between subjective norm and intention towards eating green. The hypothesis was examined by applying 0.05 p-value, and the subjective norm had less than 0.001 p-value. Based on the study of Khan and Hameed (2022), it demonstrates that the consumers' subjective norm had a positive effect on their intention towards eating green. According to Auza and Mouloudj (2021),

the study also shows that subjective norm had positive relationship with intention towards eating green of consumers. This could be because consumers in Malaysia, a collectivist society, largely rely on social norms when making decisions about food consumption. This also illustrates how peer pressure on green food consumption was applied to the consumers. Customers' need for social acceptance shapes their decisions when it comes to food consumption (Wongsaichia et al., 2022). Therefore, H5 was supported as the subjective norm significant effect intention towards eating green.

H6: There is relationship between perceived behavioural control and intention towards eating green.

The perceived behavioural control had no significant relationship with intention towards eating green. The hypothesis was tested by utilizing 0.05 p-value, and the perceived behavioural control had 0.177 p-value. This results runs in opposition with other researches that found intention towards eating green is greatly impacted by perceived behavioural control. However, it should be mentioned that some previous researches had come to similar findings. This is stand by the study of Teixeira et al. (2022), which shows that the consumers' perceived behavioural control had no positive impact on intention towards eating green. According to Wongsaichia et al. (2022), the study also shows that the is no relationship between perceived behavioural control and consumers' intention towards eating green. It may due to the exists conflicting motivations during the decision-making process (Johe and Bhullar, 2016). Furthermore, consumers may be less independent and self-assured while making decisions in a collectivist culture, such as in Malaysia, which would counteract the expected influence of perceived behavioural control on intentions towards eating green (Teixeira et al., 2022). Thus, H6 of this study was not supported due to perceived behavioural control had not significantly influence by intention towards eating green.

5.2 Implications of the Study

This study examines the variables from a consumer's point of view that affect attitude and intention towards eating green. It can offer suggestions to the agriculture department and green food producers that can serve as a guide for expanding the green food sector. With this guiding, the Ministry of Agriculture and Agro-based Industries of Malaysia can provide assistance to the farmers and marketers who produce green foods, which can help to reduce production costs and boost output by facilitating production on a large scale. Besides, since consumers' attitudes towards eating green are influenced by concerns about the health, environment, and food safety, this provides useful information for government regulatory agencies, legislators, and producers of green foods. The policies can be established with the aforementioned constructs in thoughts, and consumers can be made aware of the health advantages of eating green food as opposed to non-green food (Khan and Hameed, 2022). Other than that, the study also shows that the Malaysian consumers are concern about the sustainability of the environment, their health, and the safety of the food. Therefore, the government and producers of green food are able take steps to launch campaigns, roadshows, or events that raise public awareness of the green foods' benefits, which could lead to the increase demand of green food. In addition, the food safety is identified as the significant predictor for consumers' attitude and intention towards eating green in this study. Consumers are willing to consume green foods if they believe it had safe ingredients. As a result, the managers and producers ought to implement an awareness campaign emphasising the advantages of consuming green foods, which the green foods are free from artificial pesticides, chemical fertilisers, and other unintended residue. The government should also assist people in becoming aware of the safety of green foods by offering training or educational programmes to the public. This may encourage consumers to consume green foods, and also change their purchasing behaviour from conventional foods to green foods.

For the theoretical implications, this study has utilised the model of Theory of Planned Behaviour to examine the attitude and intention towards eating green of consumers, which the TPB model is an established concept in social psychology expanded from Theory of Reasoned Action (TRA). The theory has been shown as a useful framework to forecast human behaviour, and is also widely used in a variety of areas, such as the conservation of health and the environment. This research had further discussed on the consumers' attitude and intention towards eating green foods, which is distinguished from most of the existing studies that merely investigate the purchase intention of green foods. The behaviour of eating is often perceived as stronger than the behaviour of purchasing due to several psychological and physiological factors. The behaviour of purchasing is an intermediary step that serves the ultimate goal of eating. Also, the eating can satisfies a basic physiological need and gives instant sensory delight, which the behaviour of purchase could not. Hence, this study provide an in-depth understanding for researchers on which variables being concerned by consumers that lead to the behaviour of eating green. Besides, this study also demonstrated the effectiveness of an expanded TPB model as a research model that can be utilised for an investigation into the consumers' attitude and intention towards green food. The study modifies an extended TPB model by adding on the factors like health consciousness, environmental consciousness, and food safety concerns from its original constructs. The extended TPB model had contributed to this study to better understand consumers' attitude and intention towards eating green food.

5.3 Limitations of the Study

Firstly, the data was only collected at a single time point for this study as this is a cross-sectional study. The consumers' behaviours are subject to frequent changes due to a multitude of variable factors over time. Hence, the present study is limited to capturing the consumers' behaviour during a specific period.

Secondly, the concept of "green food" is still new in the Malaysia market. Although there is an explanation of the term in the questionnaire, it is difficult to make sure that all respondents are able fully understand the meaning, even though there is an explanation on green food in the questionnaire. This can impact the accuracy of the data being collected due to the misunderstanding of the term by respondents.

Thirdly, the study only examined on a limited perspective of consumers, which is the psychological perspective. However, there might be other factors, such as financial constraints, that can be influence the consumers' decision-making on green eating. Through focusing only on the psychological perspective, the research may offer a restricted comprehension of the complex dynamics that influence the green eating behaviour.

5.4 Recommendations for Future Research

Firstly, the current study results may prove to be invalid in the future due to the continually changing consumer behaviour. Hence, the usage of the longitudinal study may record changes in consumer behaviour across multiple time points.

Second, it is recommended that in-depth interviews be conducted with respondents in future research to prevent questionnaire misunderstanding by explaining any ambiguous sections during the interview process. As a result, it can ensure that accurate data are collected for the research study.

Thirdly, future research can explore other factors that may be more important to maintain the continuity of consumption and future demands of green food, such as the price and taste of green foods. Thus, it is recommended the future researcher to examined in extra factors, or add on any moderator or mediator variables in the future research. A more in-depth investigation with a range of perspective would provide a more complete and deeper understanding of the decisions made by consumers.

5.5 Conclusion

In conclusion, most of the consumers who participated in this study have experienced consuming green foods. The purpose of investigating the factors influencing attitude and intention towards eating green in Malaysian consumers was fulfilled, which showed that there had a relationship between some of the variables. The major findings of the variables in this research study also had been discussed. Moreover, some practical and theoretical implications have been included in this chapter. Nonetheless, there were several limitations have been identified, and some recommendations had been made to improve the future research.

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APPENDICES

Appendix A: Survey Questionnaire

Factors Influencing Consumers' Attitude and Intention towards Eating Green

I am Tham Shu Wen, currently a final year undergraduate student pursuing degree of Bachelor of International Business (Hons) from Faculty of Accountancy & Management (FAM) at Universiti Tunku Abdul Rahman (UTAR). I am conducting my final year project (FYP) on "Factors Influencing Consumers' Attitude and Intention towards Eating Green".

I would like to invite you to participate in this questionnaire survey. This questionnaire consists of three sections including Section A, Section B and Section C. Kindly answer ALL questions in ALL sections. It only takes **5-10 minutes** of your time to complete this questionnaire. The participation of this questionnaire is on a voluntary basis. Your acceptance to participate in this survey is sincerely appreciated. Thank you for your time and effort.

Your responses are important for me to complete the research. Kindly be informed that all of your answers and information will be kept **private and confidential**, and used solely for academic purpose. If you have any question about the survey questionnaire, please contact me through email at thamshuwen@1utar.my. Thank you for your participation and cooperation in this survey.

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

If you have any enquiries, please do not hesitate to contact me at **thamshuwen@1utar.my**.

thamshuwen@1utar.my Switch account

Not shared

* Indicates required question

PERSONAL DATA PROTECTION NOTICE

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

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:

   a) Name
   b) Identity card
   c) Place of Birth
   d) Address
   e) Education History
   f) Employment History
   g) Medical History
   h) Blood type
   i) Race
   j) Religion
   k) Photo
   l) Personal Information and Associated Research Data

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

   a) For assessment of any application to UTAR
   b) For processing any benefits and services
   c) For communication purposes
   d) For advertorial and news
   e) For general administration and record purposes
   f) For enhancing the value of education
   g) For educational and related purposes consequential to UTAR
   h) For replying any responds to complaints and enquiries
   i) For the purpose of our corporate governance
   j) For the purposes of conducting research/ collaboration

3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in

policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

6. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.

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

8. You may access and update your personal data by writing to us at thamshuwen@1utar.my

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Acknowledgment of Notice *

○ I have been notified and that I hereby understood, consented and agreed per UTAR above notice.

○ I disagree, my personal data will not be processed.

Next   Clear form

Section A: Demographic Information

Please fill in some of your personal information on all the questions below.

1. Gender *

○ Male

○ Female

2. Age *

○ 18-25 years old

○ 26-35 years old

○ 36-45 years old

○ 46-55 years old

○ Above 55 years old

3. Race *

○ Malay

3. Race *

○ Malay

○ Chinese

○ Indian

○ Other: _____

4. Occupation *

○ Student

○ Employed

○ Self-employed

○ Unemployed

○ Retired

○ Other: _____

5. Education Level *

○ Secondary School

5. Education Level *

○ Secondary School

○ Foundation

○ Diploma

○ Bachelor Degree

○ Master Degree

○ Doctorate

○ Other: _____

6. Geographic Location *

○ Wilayah Kuala Lumpur

○ Wilayah Putrajaya

○ Johor

○ Kedah

○ Kelantan

○ Perlis

○ Pahang

○ Perak

○ Selangor

○ Terengganu

○ Negeri Sembilan

○ Melaka

○ Penang

○ Sabah

○ Sarawak

7. Personal Monthly Income *

○ Less than RM1000

○ RM1001-RM2000

○ RM2001-RM3000

○ RM3001-RM4000

○ RM4001-RM5000

○ More than RM5000

8. Household Monthly Income *

○ Less than RM1000

○ RM1001-RM2000

○ RM2001-RM3000

○ RM3001-RM4000

○ RM4001-RM5000

○ More than RM5000

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Section B: General Information

Please answer the questions below.

Green foods are food that are sustainably produced and do not cause harm to one's health and the environment.

Eating green is the eating behaviour that changes the entire lifestyle, committed on consuming foods that is good for health and the environment.

A green eater may be interested in green, organic or plant-based foods, or even being a flexitarian, and these kinds of interest can be considered as the behaviour of eating greens.

---

1. Have you ever consumed green foods before? *

○ Yes

○ No

---

2. How frequent do you consume green foods? *

○ Daily

○ Once a week

○ Once every two week

○ Once every month

○ More than a month

---

3. How do you usually consume green foods? *

☐ Cook by own self

☐ Organic restaurants

☐ Health food restaurants

☐ Vegetarian restaurants

☐ Other: _____

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Listed below are statements regarding factors influencing an individual's attitude and intention towards eating green. Kindly select your level of agreement with each of the following statements.

Intention towards Eating Green *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I would look for restaurants that serve green foods.	○	○	○	○	○
I am willing to consume green foods on a regular basis.	○	○	○	○	○
I am willing to consume green foods in future.	○	○	○	○	○
I would also recommend others to consume	○	○	○	○	○

Intention towards Eating Green *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I would look for restaurants that serve green foods.	○	○	○	○	○
I am willing to consume green foods on a regular basis.	○	○	○	○	○
I am willing to consume green foods in future.	○	○	○	○	○
I would also recommend others to consume green foods.	○	○	○	○	○

Health Consciousness *

	Strongly				Strongly

Health Consciousness *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I care about the types and amount of nutrition in the food that I consume daily.	○	○	○	○	○
Green foods are beneficial for an individual's health.	○	○	○	○	○
I think it is important to be knowledgeable about how to eat healthily.	○	○	○	○	○

Environmental Consciousness *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Environmental Consciousness *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Green foods are produced by using environmental friendly methods.	○	○	○	○	○
Green food consumption will help to protect the environment.	○	○	○	○	○
I consume green foods because I am concerned about the animal welfare.	○	○	○	○	○
I consume green foods because I support the environmental sustainability.	○	○	○	○	○

Food Safety Concern *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Nowadays most food contain residues from the chemical sprays and fertilisers.	○	○	○	○	○
I am very concerned about the number of antibiotics, veterinary residues and preservatives in food.	○	○	○	○	○
The quality and safety of food nowadays concern me.	○	○	○	○	○

Attitude towards Eating Green *

Attitude towards Eating Green *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I think eating greens is interesting.	○	○	○	○	○
I think eating greens is a good idea.	○	○	○	○	○
I think eating greens is important.	○	○	○	○	○
I think eating greens is beneficial.	○	○	○	○	○
I think eating greens is wise.	○	○	○	○	○
I think eating greens is favourable.	○	○	○	○	○

Subjective Norm *

Subjective Norm *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Most people who are important to me would want me to consume green foods.	○	○	○	○	○
People whose opinions I value would prefer that I consume green foods.	○	○	○	○	○
My friends' opinions influence me in consuming green foods.	○	○	○	○	○

Perceived Behavioral Control *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Perceived Behavioral Control *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I can make the decision independently to consume green foods.	○	○	○	○	○
I have the financial capability to consume green foods.	○	○	○	○	○
I have the time to consume green foods.	○	○	○	○	○
I have complete information and awareness regarding where to consume green foods.	○	○	○	○	○
I think it is convenient for me to consume green foods.	○	○	○	○	○
I can handle					

information and awareness regarding where to consume green foods.	○	○	○	○	○
I think it is convenient for me to consume green foods.	○	○	○	○	○
I can handle any (money, time, and information related) difficulties associated with my consuming decision.	○	○	○	○	○

Thank you for your participation.
All the responses will be kept private and confidential.

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