FACTORS INFLUENCING PURCHASE INTENTION ON PLANT-BASED FOOD IN MALAYSIA

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BY

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

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DECLARATION

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(1) This undergraduate FYP is the result of my own work and that due acknowledgement has been given in reference 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.

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Date : 19 DECEMBER 2025

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LIST OF ABBREVIATIONS

Abbreviation	Full Form
ATT	Attitude
G*Power	(Name of the software for sample size calculation, commonly called “G Power”)
MEM	Ministry of Education Malaysia
PBC	Perceived Behavioral Control
PI	Purchase Intention
SN	Subjective Norms
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
VIF	Variance Inflation Factor

PREFACE

The final year project was undertaken on behalf of the fulfillment for the Bachelor of International Business Degree in Universiti Tunku Abdul Rahaman. The project titled with 'Factors Influencing Purchase Intention on Plant-Based Food in Malaysia' which aims to investigate the consumer's buying intention towards plant-based food across Malaysia. This study is motivated by the growing importance of acquiring healthy foods among Malaysian nowadays due to the increasing rate of overweight, obesity and diabetes in Malaysia. The Theory of Planned Behavior (TPB) frameworks will apply in the study to examine Malaysian consumer's attitude, subjective norms, and perceived behavioral control towards their purchase intention on plant-based food. It is hoped that the findings of the study can provide valuable insights for policymakers, businesses, and educators for better understanding of consumer's likelihood to consume plant-based food in Malaysia.

ABSTRACT

The consumption of plant-based food is growing rapidly on the globe due to its mutual benefits of providing additional food choices for the consumer which are healthier and environmentally friendly. However, the market exposure towards plant-based food in Malaysia remain underexposed. Therefore, it is essential to understand the consumers' behavior towards their acceptability of purchasing plant-based food in Malaysia context. This study is conducted to investigate the factors influencing purchase intention on plant-based food in Malaysia. This study will apply Theory of Planned Behavior (TPB) due to its effectiveness for examining consumer behavior proven from numerous studies. For instance, this study will explore the Malaysian's attitude, subjective norms and perceived behavioral control in shaping their purchase intention towards plant-based food. Quantitative research method will be applied in the study through distributing a structured questionnaire to the respondents in Malaysia for data collection purposes. The data will be analyzed via SPSS software and statistical methods including Cronbach's Alpha reliability analysis, Pearson correlation coefficients analysis, and Multiple regression analysis to measure the relationship between the variables. The findings and results are expected to provide a useful insight for businesses and policymakers to expand the plant-based food industry in Malaysia. This study contributes to both academic literature and practical strategies in fostering consumer adoption of plant-based food in Malaysia.

Keywords: Plant-based food, Theory of Planned Behavior (TPB), Purchase Intention, Consumer Behavior, Malaysia

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

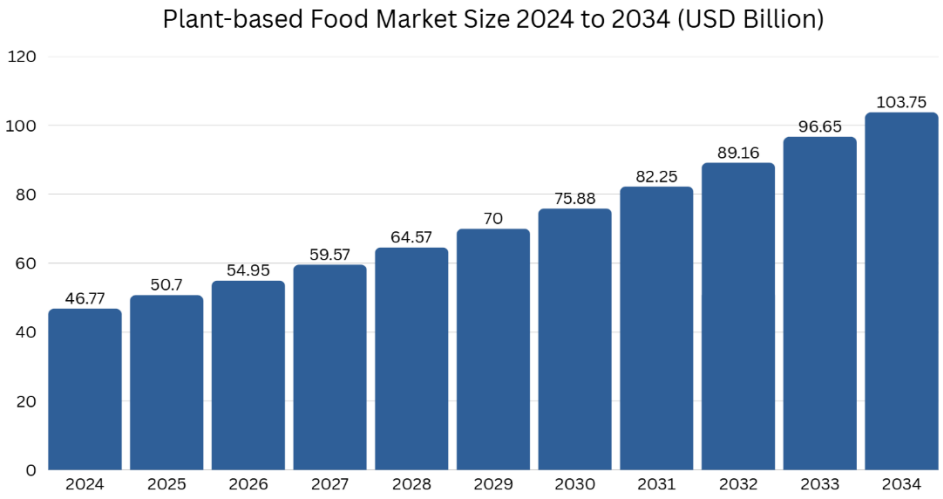
Plant-based food refers to food that is made with plant-based items which contain ingredients under the following groups such as vegetables, fruits, legumes, grains, herbs, spices, nuts and seeds (Creedon et al., 2025). A plant-based diet is not the same as a vegan diet as they have huge differences. Based on research study from Prakash et al (2022), people who choose vegan diets are strictly avoiding animal products, including dairy, meat, fish, poultry, eggs, and honey while people who choose to plant-based diet do not necessarily eliminate animal products but consume mostly plant-derived foods. Plant-based foods have experienced a noticeable expansion where the varieties of plant-based products are expanding tailored with plant-based dairy, plant-based meat and plant-based yogurt in the world market (Chen et al., 2025; Vashisht et al., 2024; Ren et al., 2025). The global demand for plant-based foods is expected to be increased in the next 5 years, particularly in the Asia Pacific market, said by researchers from Arwanto et al (2022).

Plant-based food consumption is experiencing a significant growth nowadays (Xavier et al., 2025) Thus, this project study aims to explore the key determinants that affecting Malaysian consumer's likelihood to acquire plant-based food in Malaysia context. This research will apply Theory of Planned Behavior model to investigate whether Malaysian consumer's attitude, subjective norms, and perceived behavioral control influence their buying intention on plant-based food in the country. This chapter will provide a summary of the study background, identify the existing research problems, outline the research objectives and elaborate the importances of the study.

1.1 Research Background

The world's dietary habits have been evolving towards healthier and more sustainable dietary selections due to environmental factors and health awareness (Abe-Inge et al, 2023). People are starting to decrease meat consumption and beginning to explore other food alternatives such as plant-based food for greater health and animal welfare (Azman et al, 2023). Precedence Research (2025) has discovered that the worldwide market size in the plant-based food industry is expected to rise in the upcoming 10 years from an estimated USD 50.70 billion in 2025 until hitting approximately USD 103.75 billion by 2034. Plant-based food is often promoted as a healthier substitute for meat, especially the existence of plant-based meat alternatives who are designed to duplicate the taste, nutritional profile, and texture of meat products by fully utilizing with plant resources (Lou et al., 2024). However, some research studies have found that the pricing for plant-based food tends to be more expensive compared to conventional meat products which might affect the consumer adoption of plant-based alternatives (Seong et al., 2025). Despite the pricing factors, the availability and variety of plant-based foods also serve as potential barriers to their consumption (Varela et al., 2021).

Figure 1.1: Plant-based Food Market Size from 2024 to 2024 (USD Billion)



Source: Precedence Research (2025)

In the recent years, the Institute of Public Health (IPH) has reported 1.7 million of Malaysian are currently facing three major risk factors for cardiovascular diseases which are diabetes, hypertension, and high cholesterol (Rasid et al., 2023). This is because based on previous research studies from Rajaram et al (2024) have related with the high demand of Malaysian consuming for red meat, ultra-processed food, and added sugar which are injurious to the population health by increasing the risk of cardiovascular diseases. Besides, there is a notable growing trend in dietary behavior among Malaysian who are willing to eat healthy and exercise more after the Covid-19 pandemic. According to Jie (2023), approximately 50 percent of Malaysian have changed their eating habits by consuming more fruits and vegetables and eating lesser meat products while having more plant-based food. Moreover, numerous studies have also shown that the excessive use of fossil fuel in the livestock industry will increase greenhouse emission gas which ultimately led to climate change (Tan & Cheng, 2024, p. 3). Hence, the awareness of consuming plant-based food in Malaysia has gradually increased as people have become more health conscious and environmentally aware (Tan & Cheng, 2024, p. 5).

1.2 Research Problem

The rising trend in consumer dietary behavior from traditional meat-based food products to plant-based food products has become prevalent worldwide (Rizzo et al., 2023). Previous research studies mentioned that 23 percent of consumers worldwide aim to reduce meat intake due to health motivation that plays one of the major contributing factors in the shifting of plant-based food trend (Ang et al., 2023). Following in Malaysia, the Ministry of Health (2023) is actively promoting plant-based

diet to improve public health and prevent chronic disease. Additionally, the overweight population in Malaysia is the highest prevalence when compared with other countries in Southeast Asia (Rahim et al., 2022). According to the Lim (2020), obesity and overweight cases have been increasing yearly while 30 percent of the Malaysian population was reported as overweight, and 17.7 percent was obesity. Many countries have recommended dietary patterns that are rich in plant-based resources as it can bring numerous beneficial health effects and significantly reduce the cardiovascular disease risk, diabetes, and cancer (Feinberg et al., 2025). Consumers who acknowledge the benefit of plant-based food, such as its ability to reduce the risk of cardiovascular disease, are more likely to purchase plant-based products as consumer positive perception often display a positive impact on consumer's purchase intention (Wang et al., 2023). Despite the growing awareness of health consciousness, consumers remain reluctant to adopt such a healthy dietary lifestyle (Abdullah et al., 2022). Therefore, it is necessary to find out whether Malaysia's consumer perceive a positive attitude towards purchase intention of plant-based food in Malaysia.

The climate change is changing rapidly due to the increase of greenhouse gas emissions (GHG) in the atmosphere has been steadily observed recently (Bhatti et al., 2023). Over the past decades, plant-based foods have been introduced into the market due to greenhouse gas emissions has become a severe environmental issue that catches the global intention (Abu Bakar et al., 2023). According to research studies from (Khan & Qureshi., 2025; Zhuang et al., 2021; Lavuri et al., 2022), consumer buying behavior is often influenced by environmental issues such as global warming and reduction of natural resources. For example, a green consumer will avoid buying products that might harm the environment (Khan & Qureshi., 2025, p. 540). However, the widespread adoption of plant-based diets has remained relatively low as consumers often show resistance to reducing their consumption of animal-based foods (Xiong & Yu., 2025). Moreover, food safety incidents also act as another pushing factor that affected consumer's purchasing decisions significantly (Suhaimi et al., 2024). In Malaysia, the fake halal meat scandal have affected the consumer trust and sensitivity in consuming

other meat substitutes (Abu Bakar et al., 2023, p. 2). This is because food safety concerns often hampered the consumer psychological endurance and confidence in food, particularly jeopardizing the consumer willingness to buy (Suhaimi et al., 2024, p. 584). Therefore, subjective norms act as a mediating role as subjective norms can influence consumer food trust through social pressure, ultimately affects their purchase intention.

The price of plant-based food is also important to justify the consumer's purchase intention as price is also considered as one of the significant contributions to consumer's choice (Levrini & Santos, 2021). Some research indicates that plant-based meat alternatives are more expensive compared to conventional meat products, often hinder the consumer adoption of plant-based food (Lou et al., 2024). Despite the affordability pricing, the availability of a wide variety of plant-based food often influences consumer's purchase intention (Szenderák et al., 2022). Especially the multiculturalism in Malaysia society where it consists of different ethnic groups that shares different food consumption patterns (Talib et al., 2022). Moreover, the current field of plant-based food research studies are still limited where follow up studies are needed in Malaysia (Lou et al., 2024). In addition, there is also a limitation in the past study where it focuses solely on university students (Isaacs et al., 2023; Luong et al., 2024), leaving a gap in exploring the barriers to plant-based food adoption in a broader population in Malaysia (Chong et al., 2025). For instance, previous study has resulted that consumers are likely to try plant-based foods if they have become widely available, tasty, and affordable (Szenderák et al., 2022, p. 6). Hence, investigating the perceived behavioral control is essential, as it helps to assess the consumer's perceived ease or difficulty to engage in a specific behavior, particularly purchasing plant-based food in Malaysia (Salleh et al., 2024).

1.3 Research Objectives

1.3.1 General Objective

The target of the study is to explore the key factors influencing purchase intention on plant-based food in Malaysia based on the Theory of Planned Behavior (TPB).

1.3.2 Specific Objectives

1. To examine the relationship between consumer attitude and purchase intention towards plant-based food in Malaysia.

2. To examine the relationship between subjective norms and purchase intention towards plant-based food in Malaysia.

3. To examine the relationship between perceived behavioral control and purchase intention towards plant-based food in Malaysia.

1.4 Research Questions

1. Is there any relationship between consumer attitude and purchase intention towards plant-based food in Malaysia?

2. Is there any relationship between subjective norms and purchase intention towards plant-based food in Malaysia?

3. Is there any relationship between perceived behavioral control and purchase intention towards plant-based food in Malaysia?

1.5 Research Significance

The purpose of conducting this research study is to explore the factors affecting Malaysian consumer's buying behavior towards plant-based food in Malaysia. This study is significant important for boosting the country economy by expanding plant-based food industry in Malaysia. According to Newton (2021), the rise in plant-based food production can offer new economic opportunities such as creating new jobs and income across emerging supply chains. Besides, this study is also helpful for the government to mitigate the risk of cardiovascular diseases through encouraging plant-based consumption among the Malaysian. For example, Malaysia government can implement behavioral intervention campaign such as training programs or webinars to influence consumer adopting plant-based diets (Davis et al., 2025). Furthermore, Malaysia government can shape the plant-based food affordability through subsidy program, tariff and price control (Rabi & Mansor, 2025), to encourage consumer to adopt plant-based food in Malaysia.

Moreover, this study will help to provide a strategic insight to the businesses and educators by examining and improving the acceptance of plant-based food in Malaysia context. For instance, this study will apply Theory of Planned Behavior (TPB), one of the most popular models used in health behavior research to explore the behavioral outcome of purchasing plant-based food among Malaysian (Lareyre et al., 2020). Nevertheless, this study also aims to identify the limitations where few research studies focusing on a broader context typically employed individuals in Malaysia. Hence, this

study will explore broader population groups by collecting questionnaire from employed and unemployed individuals across Malaysia.

1.6 Conclusion

This chapter discussed the overview of the research background of the study. This chapter explained the research problem, identified the research objectives and research questions, and outlined the research significance in relation to the study. The literature review will be discussed in the subsequent chapter.

CHAPTER 2: LITERATURE REVIEW

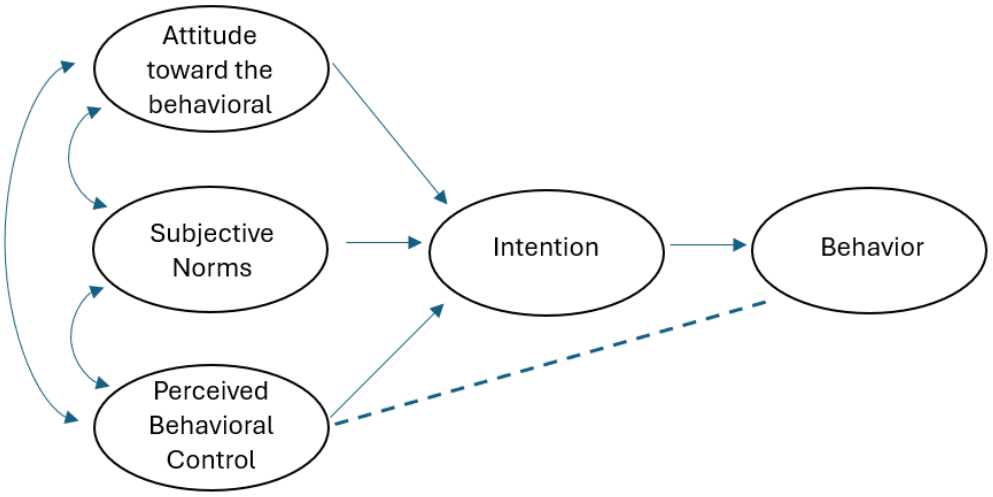
2.0 Introduction

This chapter link with previous studies and theoretical foundations regarding to the indicators that's affecting consumer's willingness to acquire plant-based food in Malaysia. The underlying theory of the study, which namely Theory of Planned Behavior model will be discussed in this chapter as well as its key independent and dependent variables interconnected with previous studies to review the consumer's perception, social pressure, and perceived capabilities while acquiring plant-based food. The research model and hypothesis statements will be developed beyond this chapter. Therefore, this chapter covers the underlying theory of the study, a review of the identified variables, self-develop conceptual framework, and the development of hypothesis.

2.1 Underlying Theory

2.1. 1 Theory of Planned Behavior

Figure 2.1: Theory of Planned Behavior



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

A psychological framework, Theory of Planned Behavior (TPB) was introduced into the consumer behavior research field by a social psychologist named Icek Ajzen whereby he proposed that behavior is influenced by intention (Ajzen, 1991). The theory explains that consumers' intention to engage in different kinds of behavior can be accurately predicted based on consumer's personal attitudes, social influence, and perceived ability (Ajzen, 1991). It is developed as a improvement or modification from the Theory of Reasoned Action (TRA) by including individual's real control condition into the TRA model due to its limitation where behavior is not considered fully entirely under an individual control (La Barbera & Ajzen, 2020). In TPB, attitude reflects an individual positive or negative thought, subjective norms imply with perceived social pressure, and perceived behavioral control link the level of difficulty of a person to perform an action (Jakubowska et al., 2024). Besides, intention reflects the motivation

factors that influence behavior and is an indication that shows how an individual is trying hard to carry out a behavior (Kurniawati et al., 2023).

Many research studies have successfully applied the Theory of Planned Behavior (TPB) framework for predicting consumer intention and behavior (Mustapa et al., 2024, p. 2). For instance, a research study from Luang et al (2024) has applied Theory of Planned Behavior framework to explore consumer's purchasing willingness towards plant-based meat alternatives among Midwest undergraduates through three variables including their attitude towards both plant-based meat and meat-based products, social influence, and perceived capability. In addition, a research study based on Saputra et al (2023) described Theory of Planned Behavior approach has the greatest impacts on purchase and consumption of organic food when measuring its three major predictors together. Thus, three determinants from the Theory of Planned Behavior model including the consumer's attitude, the subjective norms, and also the perceived behavioral control will be applied to explore the market factors impacting the buying environment of plant-based food in Malaysia.

2.2 Review of Variables

2.2.1 Purchase Intention towards Plant-based Food in Malaysia

Purchase intention can be defined as the subjective probability of an individual who is likely to make a specific purchasing decision (Zong et al., 2023). Besides, purchase intention can be explained as the term used to describe an individual's tendency to make purchase of items or services in the future (Mai & Binh, 2023; Halim & Hameed, 2005). According to Salamah et al. (2024), purchase intention influences an individual

willingness to buy a product. Previous study from Bahari et al. (2024) note that purchase behavior can be linked with consumer desire to purchase a specific product or services within a particular time frame. In addition, purchase intention also refers to a situation where consumers prefer to purchase a certain product (Bakti et al., 2020; Morinez et al., 2015). Additionally, another research from Zhang et al. (2022) further indicates that purchase intention refers to a consumer's prerequisite for the occurrence of buying behavior.

In the setting of purchase intentions, consumers with stronger intentions will lead to a higher probability of purchasing behavior (Bakti et al., 2020). Moreover, Spears et al characterized that purchase intention shows consumers' conscious effort to choose products or services, and purchasing behavior will be generated when impression given to the consumers meet their expectations (Li et al., 2022). On the other hand, consumers' purchase intention often reflects the outcome of their subjective assessment of a goods or services (Salamah et al., 2024; Wagner, 2017). According to (Nazri & Othman, 2023; Fishbein & Ajzen, 1975), the actual behavior which predicts an individual's behavioral intention is known as purchase intention with the sense that attitude represents belief, intention meditate attitude, and behavior reflects intention. In this study, the dependent variable can be represented as purchase intention concerning on plant-based food in Malaysia.

2.2.2 Attitude

According to research conducted by Ajzen (1991), attitude refers to the individual's positive or negative mindset or the judgement made on certain behavior. Besides, another research similarly notes that attitude refers to a psychological tendency where

consumers express their feelings whether they are preferred or discomfort through evaluating a particular entity (Kashyap & Kumar, 2024). Consumer's attitude is relied to the overall evaluation outcomes of performing the behaviors are either positive or negative (Kufaine, 2024). For instance, a customer is less likely to carry on the behavior if he or she has a bad perception of it (Nickell & Hinsz, 2023). Moreover, attitude is established from an individual belief who believes that specific actions are most likely to produce a positive outcome, he or she will be motivated to perform the behavior (Aun & Chee, 2020).

According to research conducted by La Barbera and Ajzen (2022), attitude can be divided into two dimensions: the instrument attitude, which derives from beneficial or detrimental consequences while participating in the action; and the experiential attitude, which is shaped by individual beliefs about the affective states either positive or negative what they expect while performing the behavior. For instance, attitude refers to a mathematical function for measuring cognitive beliefs implies with consumer's positive and negative feelings while exhibiting a particular behavior (Leong et al., 2022). Therefore, attitude represents as a determinant for identifying a person's common assessment of a specific behavior (Bangkara et al., 2021).

2.2.3 Subjective Norms

Subjective norms can be explained by the perceived social pressure of an individual, which causes changes of perception on deciding whether to undertake or not undertake on a certain behavior (Ajzen, 1991). According to research conducted by Nickell and Hinsz (2023), subjective norms refer to the reality where consumer behavior can be influenced by social forces. Besides, it is also an individual's thoughts or normative beliefs about approving or disapproving the behavior, and feel motivated to conform with the behavior by others' expectations (Kufaine, 2024). For example, a person has

more motivation to comply with a specific behavior when pressured by important others who wish them to perform the behavior (Madon & Chin, 2021). In addition, another research indicates the subjective norms highlight that perceived social expectations lead to a person changing his or her purchase decisions in order to align with their social groups' preferences (Ling et al., 2024).

Moreover, the perceived social pressure relates to whether a person's targeted behavior can be accepted by important others for gaining social approval and avoiding social rejection (Chen et al., 2025). For instance, social pressure comes from family, friends, colleagues, and managers tend to affect a person's behavior and beliefs by engaging in the same behavior with others (Hidalgo-Crespo & Amaya-Rivas, 2024). Furthermore, subjective norms demonstrate how social pressure causes an individual to follow the view of others and behave in certain behavior (Kinanti et al., 2025, p. 919). Thus, subjective norms are accounted as a strong predictor for behavioral intention (Saflor et al., 2024).

2.2.4 Perceived Behavioral Control

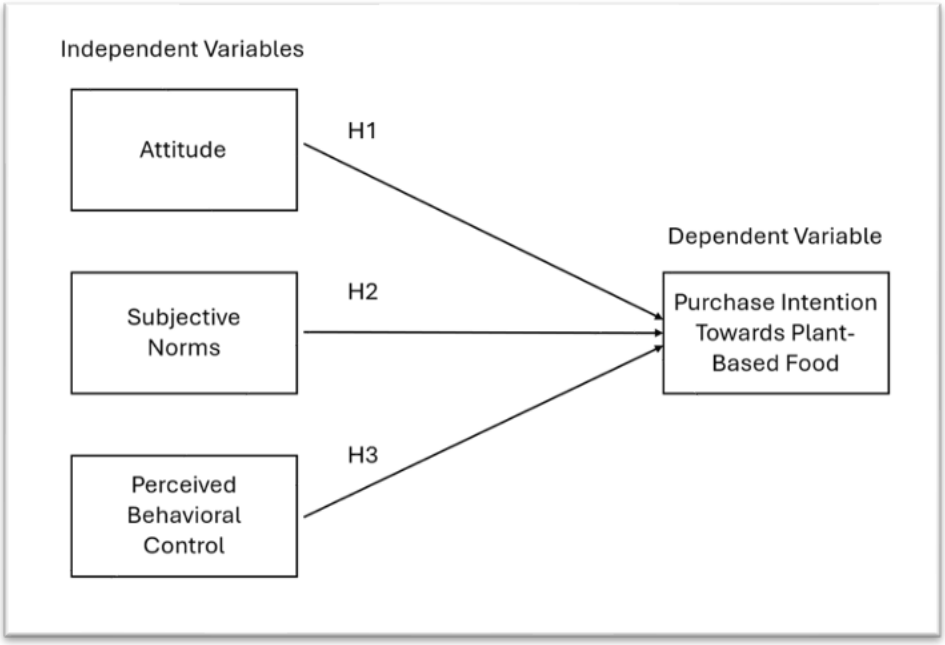
Research study from Ajzen (1991) explains that perceived behavioral control represents a people's belief regarding how hard or easy it is for them to carry out the behavior (Ajzen, 1991). Besides, previous research studies describe perceived capability as an individual's motivation which is influenced by his or her perception of the level of difficulty or ease for performing a specific behavior (Rumangkit et al., 2025, p. 3; Hagger et al., 2022). Moreover, Nickell and Hinsz (2023, p. 90) also supported that perceived behavioral control points to the view of capabilities for a person to undertake the behavior. Other than that, it also relates to an individual's experience by considering the necessary resources or capabilities to achieve the behavior (Li et al., 2023). For instance, past study conducted by Hagger et al. (2022) indicates similar definition

where a person has full capabilities over the behavior depending on whether the person has the ability to overcome barriers with prior experiences or support from others.

In a more specific context, perceived behavioral control reflects control beliefs such as the existence of opportunities and resources in the environment which assist or hinder a person's behavioral performance (Ajzen, 1991). For example, an individual will show greater tendency to exhibit the behavior if they believe in having the opportunities and resources (Dong & Chang, 2024). On the other hand, perceived behavioral control allows predicting an individual's behaviors which are not fully included in the volitional control (Hasanbarog et al., 2022). Therefore, perceived behavioral control is a reliable indicator for examining a person's propensity to involve in consumption activities, particularly plant-based food in this study (Amanda & Marsasi, 2024).

2.3 Proposed Conceptual Framework

Figure 2.2: Proposed Conceptual Framework



2.4 Hypothesis Development

2.4.1 Attitude

Attitude is formed by customers' behavioral beliefs toward a product which influences their purchase intention (Ajzen, 1991). According to Khan et al. (2022), consumer's attitude regarding organic products has a notable effect in shaping purchase intention. Besides, this statement is also proven by Putri and Akbari (2021) and Pusparini et al. (2024), showing that consumer's attitude toward behavior has a strong relationship on consumer's intention to buy. Consumer's attitudes towards purchasing certain products strongly determined their intention to purchase on those products (Wilson & Edelyn, 2022). The connection between individual's attitude and their intention to buy were validated by numerous cited articles (Ki et al., 2024; Maulana and Marsasi., 2024). Therefore, the hypothesis for this study is proposed:

H01: There is no significant relationship between consumer's attitude and purchase intention on plant-based food in Malaysia.

Ha1: There is a significant relationship between consumer's attitude and purchase intention on plant-based food in Malaysia.

2.4.2 Subjective Norms

Farid et al (2023) explains the perceived societal influence that shapes the customers' purchase intention to engage or avoid a particular buying practice is called subjective norms. According to Cheng et al. (2023), the social pressure experienced by consumers is positively related to their purchase intention. Another research based on Photcharoen et al. (2020) and Imani et al. (2021) clarified that subjective norms play as an important

predictor for purchase intention toward organic products. Many journals and articles have proposed confirmatory findings between individual's social pressure and their buying decision (Bevan-Dye & Synodinos, 2025; Salamah et al., 2024). Hence, the hypothesis for this study is proposed:

H02: There is no significant relationship between subjective norms and purchase intention on plant-based food in Malaysia.

Ha2: There is a significant relationship between subjective norms and purchase intention on plant-based food in Malaysia.

2.4.3 Perceived Behavioral Control

Perceived Behavioral Control can be measured across the changes in different situations and actions, which affect buying behavior (Ajzen, 1991). Besides, Alam et al. (2024) proven that perceived behavioral control signals a positive relationship towards consumer's actual purchase behavior on eco-label products. Besides, Pinasthika et al. (2021) and Amanda and Marsasi (2024) suggested that perceived behavioral control and consumer's intention to purchase is significantly corelated. It can determine that perceived behavioral control has been consistently used to measure behavioral intention in different research fields (Nguyen et al., 2023; Ariffin, 2025). Thus, the hypothesis for this study is formulated:

H03: There is no significant relationship between perceived behavioral control and purchase intention on plant-based food in Malaysia.

Ha3: There is a significant relationship between perceived behavioral control and purchase intention on plant-based food in Malaysia.

2.5 Conclusion

This chapter explained the determinants of Malaysian's buying intention of plant-based foods supported with past research studies in the same field. This chapter also explained the underlying theory such as Theory of Planned Behavior (TPB) and the relevant key variables of the study. A self-developed conceptual framework was formed according to the research objectives and the hypothesis statements. The study's methodology will be proposed in the following chapter.

CHAPTER 3: METHODOLOGY

3.0 Introduction

The discussion of methodology includes the research framework, sampling approach, data collection techniques, and tools for data analysis. The purpose of constructing methodology is essential to examine the purchasing behavior of Malaysian consumer and the determinants towards plant-based food across Malaysia.

3.1 Research Design

Research design represents the combination of various components by the researcher in the study through synthesizing frameworks of methods and techniques effectively in order to address the research problems (Khanday & Khanam, 2023). Besides that, it is often used for data collection and analysis of research questions (Nwabuko, 2024). For instance, this study will apply with quantitative research method to explore relevant key variables impacting consumer's intention to purchase plant-based food in Malaysia.

3.1.1 Quantitative Research

Based on the recent research study from Ghanad (2023), quantitative research aims to emphasize numerical measurement and generalization of results from different

perspectives in a sample of study by seeking answers from questions such as how long, how many, or the degree to which. For example, quantitative research collects numerical data by utilizing standardized and structured instruments such as experiments and survey (Lim, 2024). Besides, quantitative research often applies statistical software, computational algorithms, and mathematical models to analyze data; helping researchers to identify trends by reviewing relevant variables (Lim, 2024, para. 12). This study will adopt quantitative research approach, and the results will be presented through a tabulated manner for determining which variables significantly impact consumer's plant-based food buying decisions.

3.1.2 Descriptive Research

Descriptive research refers to a research method used for describing an existing phenomenon accurately under a study (Atmowardoyo, 2018). Besides, descriptive research aims to describe individuals' conditions or events by studying them as in nature; looking at their characteristics and identifying the problems exist within the population (Siedlecki, 2019). Thus, descriptive research is applied to summarize the Malaysian demographic groups with their familiarity and purchasing frequency on plant-based food in Malaysia.

3.2 Sampling Design

Based on past study from Makwana et al. (2023), sampling involves choosing a representative sample from a population or an individual to achieve the objectives of the research. Besides, the intention of sampling is to pick study subjects who represent the whole target population, and each unit in the population has an equal chance of

being chosen (Stratton, 2023). On the other hand, sampling methods are categorized into two types which are probability sampling, which employ random selection by selecting individuals or items from a group; and non-probability sampling, where researchers choose the sample depends on their discretion (Hossan et al., 2023). In this study, the sampling design will define the target populations, identify the necessary sampling techniques, and determine the minimum sample size.

3.2.1 Target Respondents

The target respondents for this study are aged 18 years old and above, as these groups often have sufficient financial ability to make purchasing decisions. According to Rusli et al. (2022), the target respondents should start from 18 years old as these groups only possess purchasing power to ensure a more accurate evaluation for consumers' buying behavior towards green products. Besides that, consumers above 18 years old have the right ability to make personal choices during the selection on purchasing products, particularly plant-based food in this study (Ogiemwonyi et al., 2023). According to Shebl et al. (2021), consumers' purchasing power might differ based on their employment and income level. Therefore, this study focuses on individuals that are aged 18 years old and above, primarily employed individuals and small proportion of unemployed individuals to ensure reliable information regarding their intention to obtain plant-based food in Malaysia.

3.2.2 Sampling Technique

Sampling Technique is crucial for selecting and calculating the sample as it helps to generalize the result of the research study (Arrogante, 2022). This study employs non-probability sampling, specifically quota sampling to meet the quotas for both employed

and unemployed groups. Non-probability sampling is effective for data collection, and it is often carried out due to its cost efficiency and greater accessibility to reach potential respondents (Kim, 2022). According to Iliyasu and Etikan (2021), quota sampling refers to the process of starting with defining the overall population, then setting the specific quotas for the unit structure, and selecting the individuals that fit with those quotas. Moreover, quota sampling is useful for comparing subgroups through identifying their characteristics and interrelated traits (Giri, 2024). For example, quota sampling helps to analyze both employed and unemployed groups' buying behavior towards plant-based food in this study. Thus, respondents will be required to fill out the online questionnaire via Google Form to provide their insights into purchasing plant-based food in Malaysia.

3.2.3 Sample Size

According to Memon et al. (2020), sample size can be described as the subset of a population that is needed to acquire adequate information for drawing conclusions. G* Power software is recommended to determine the minimum sample size and statistical power through multiple statistical methods such as F, t, χ^2, Z, and exact test (Kang, 2021). As a result, F test is applied to require a minimum of 77 individuals to participate in the study. Besides, it is generally recommended to obtain a larger sample size around 100 to 200 respondents for sufficient representativeness and statistical power (Sathyanarayana et al., 2024). Thus, this study will collect a larger sample size of 200 respondents.

3.3 Data Collection Method

In research, data refers to the information gathered during a study by using approaches such as an experiment, an observation, or a survey (Mazhar, 2021). Ajayi (2025) indicated that data collection plays a vital role in statistical analysis. Besides, the ways for collecting data can be classified into both primary and secondary data. In this study, primary data will be gathered from the target respondents for data entry and data analysis.

3.3.1 Primary Data

Primary data refers to the information that is gathered for the first time by the researcher (Ajayi, 2025, para. 2). According to Taherdoost (2021), primary data provides high qualities information characterized with validity, objectivity, reliability, and authenticity. In order to collect firsthand data from the respondents, the utilization of online-based questionnaires through Google Form will be utilized in the study. The questionnaire will be disseminated out to the respondents through online networking platforms such as Instagram, Discord, Facebook, and Threads or distributed out manually in the public. By doing so, the questionnaire is able to reach for wider audiences and contribute important information for examining the determinants that's affecting Malaysian consumer's likelihood to acquire plant-based food.

3.4 Research Instruments

According to Oben (2021), research instruments are scientific designed tools used by researchers to gather, measure and analyze data that is relevant to the objectives of the study. For instance, questionnaires are the most widely used instrument in many studies to obtain research data from the participants (Oben, 2021, p. 114). Therefore, this study will develop an online-based questionnaire and distribute out to the target populations to obtain firsthand data related to the drivers shaping Malaysian consumer's tendency for obtaining plant-based food.

3.4.1 Questionnaire Design

A well-designed questionnaire can provide accurate and adequate information while a poor-designed questionnaire might lead to bias or errors (Taherdoost, 2022). Besides, a research questionnaire can be categorized into self-administered and researcher administered (Caduff & Ranganathan, 2023). The ways where participants filling up the surveys themselves without the assistance from the researcher are called as self-administered questionnaire while a researcher administered questionnaire is reported through face-to-face interview or remote techniques (Caduff & Ranganathan, 2023, p. 153). In this study, a self-administered questionnaire is employed. The questionnaire can be divided into five sections – Section A (consumer's attitude towards plant-based food), Section B (subjective norms of plant-based food intention), Section C (perceived behavioral control of plant-based food intention), Section D (purchase intention towards plant-based food), and Section E (demographic and descriptive information). A 6-point Likert Scale is applied from Section A to Section D whereby the value is ranging from 1 for strongly disagree to 6 for strongly agree for better discrimination and reliability value (Chomeya, 2010).

The questionnaire begins with a brief introduction regarding the research study. The following page consists of data privacy consent form whereby respondents will need to acknowledge the terms and conditions before proceeding to the questionnaire. Section A to Section C examine the independent variables of this study including consumer's attitudes, subjective norms and perceived behavioral control affecting the purchase intention on plant-based food in Malaysia. Section D explore the dependent variable of this study, specifically consumer's purchase intention towards plant-based food in Malaysia. Section E comprises 5 demographic questions and 2 descriptive questions. The demographic questions include gender, age, employment status, highest educational level, and monthly income. The descriptive questions include the awareness of plant-based food and its purchase frequency. Section E helps to analyze how purchase intention can vary across gender, age, employment status, highest educational level, monthly income, awareness of plant-based food and its purchase frequency. In result, the questionnaire is designed to examine the elements guiding Malaysian consumer in adopting plant-based food in the country.

3.4.2 Pre-Test

Pretesting occurs during the stage of questionnaire development to ensure the effectiveness of the questionnaire (Reynolds et al., 1993). According to Hashim et al. (2022), pretesting the survey is to make sure the target populations can clearly understand the questions without any wording issue exists in the questionnaire. Hence, the questionnaire was pretested on 5 respondents before distributing out to a larger sample of target respondents. Feedback was received and slight adjustments were made such as rephrasing unclear introduction, including necessary descriptions, revising key questions, and enhancing the overall layout of the questionnaire. Pilot testing will be conducted once the researcher finishes revising the survey.

3.4.3 Pilot Test

Halimoon et al (2021) pointed out the importance of pilot testing is to examine the questionnaire's internal consistency and reliability level before distributed in order to produce valid and reliable findings (Halimoon et al., 2021). Besides, Cronbach's Alpha (α) test will be carried on for determining the survey's trustworthiness before heading into data collection stage. In this study, pilot testing was conducted based on the responses collected from 32 individuals in the public. As a result, 32 sets of questionnaires were valid; hence, the reliability score can be referred to Table 3.1.

Table 3.1: Reliability Test Results

Variables	Cronbach's Alpha (α)	Number of Items
Purchase Intention	0.961	5
Attitude	0.928	5
Subjective Norms	0.925	5
Perceived Behavioral Control	0.898	5

3.4.3.1 Pilot Test Discussion and Conclusion

The result recorded in Table 3.1 presented a reliable and consistent test result for the measurements of the questionnaire. According to Edelsbrunner et al. (2025), an alpha value that exceeds 0.70 is considered as moderate, greater than 0.80 is regarded good for research purposes, and above 0.90 is appraised as sufficient for diagnosis purposes.

As summarized in the table, purchase intention achieved the highest Cronbach's Alpha value with the score of 0.961. Besides that, attitude recorded a Cronbach's Alpha value of 0.928 while subjective norms acquired a Cronbach's Alpha value of 0.925. Purchase intention, attitude, and subjective norms proved excellent reliability and are sufficient for diagnosis purposes. Furthermore, perceived behavioral control scored a Cronbach's Alpha value of 0.898, which is considered good reliability for research purposes. It is concluded that pilot testing has demonstrated a highly reliable outcome and will proceed with further research in the study.

3.5 Scale Measurement

Measurement can be defined as the discipline of allocating symbols or numbers for observing and documenting the observations made in a research project (Samad, 2022). According to Allanson and Notar (2020), all variables are measured within the four standard levels of measurement which include nominal scale, ordinal scale, interval scale, and ratio scale. The questionnaire has five sections which are Section A, Section B, Section C, Section D, and Section E. Hence, these sections have applied with nominal scale, ordinal scale, and interval scale to measure their preferences and attitudes in making purchasing decision of plant-based food products.

3.5.1 Nominal Scale

The uses of numbering qualitatively for interpretating observations into common attribute can be referred as nominal scale (Idika et al., 2023). Besides that, data on a nominal scale represents qualities which are identified by name and cannot be arranged or compared with one another (Shukla, 2023). The questionnaire's Section E apply questions with nominal scale such as the respondent gender and the familiarity toward

plant-based food. For instance, the questions used are namely "*What is your gender?*", and "*Have you heard of or are you familiar with plant-based food products?*".

3.5.2 Ordinal Scale

Ordinal scale refers to the variable measurement scale used to categorize data in the term of rank-ordered and does not depict the difference between the variables (Allanson & Notar, 2020, p. 380). The questionnaire's Section E apply questions with ordinal scale for examining the participants' age groups, highest education qualification, monthly income, and purchase frequency towards plant-based food. For example, the questions used are namely "*What is your age?*", "*What is your highest education level?*", "*What is your employment status?*", "*What is your range of monthly income?*", and "*If yes, how often do you purchase plant-based food in a month?*".

3.5.3 Interval Scale

Interval scale refers to a quantitative measurement scale where measurements are recorded at intervals, and the values are not necessarily equal alongside with any endpoints and real numbers (Binotto & Delgado, 2025). For instance, four sections specifically Section A, B, C and D have employed with six-point Likert scale with the scope from 1 to 6. According to Chomeya (2010), the six-point Likert scale tends to perform better discrimination and reliability value. Thus, the six-point Likert scale helps to compute the items included in each section, focusing on the Malaysian consumer's attitude, perceived expectation of others, control beliefs and their buying decision on plant-based products across the country.

3.5.4 Origin of Construct

The study's scale development was measured in Table 3.2. Each item is adapted from previous studies to ensure validity and reliability.

Table 3.2: Origin of Construct

Variables	Items	Authors
Purchase Intention	5	Gifford et al., 2024 Nakhonchaigul & Siriyota, 2024 Mustapa et al., 2024 Chen, 2022 Chopra et al., 2024
Consumer's Attitude	5	Gifford et al., 2024 Nakhonchaigul & Siriyota, 2024 Chen, 2022 Baş et al., 2024 Shin et al., 2024
Subjective Norms	5	Gifford et al., 2024 Nakhonchaigul & Siriyota, 2024 Mustapa et al., 2024 Contini et al., 2020 Baş et al., 2024
Perceived Behavioral Control	5	Gifford et al., 2024 Nakhonchaigul & Siriyota, 2024 Mustapa et al., 2024 Baş et al., 2024

3.6 Data Analysis

Data analysis refers to the process of evaluating and measuring the components of data provided through analytical and logical reasoning (Islam, 2020). This study analyzes the respondent data via descriptive analysis, reliability assessment, and inferential statistical techniques.

3.6.1 Descriptive Analysis

Descriptive analysis is defined as a type of data analysis that's utilizing diverse statistical analysis methods by transforming raw data into structure to help researchers to detect anomalies, patterns, and make comparisons (Wolniak, 2023). For instance, continuous variables are analyzed in descriptive analysis using mean and deviation while categorical variables are inspected using frequency count and percentage (Islam, 2020, p. 11). Hence, this study applies descriptive assessment to examine the pattern or direction of the respondents' demographic profile.

3.6.2 Reliability Analysis

Repeated measurements with a consistent result using the same measuring instruments can be explained as reliability (Saputra, 2025). For example, Cronbach's alpha reliability test is applied in the study as it plays important solutions to determine the strength of consistency of the data (Nawi et al., 2020). Based on the most cited journal article of rule of thumb principle from Nunnaly (1978), the variable scale with α value of 0.70 and above is considered as reliable. Besides, Izah et al. (2023) indicates that the coefficient value falls within 0 to 1 with higher value specifically above 0.75, is deemed as a strong internal consistency. Hence, the rule of thumb coefficient alpha range is presented in table 3.3.

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

Alpha Coefficient Range	Internal Consistency
< 0.60	Poor
0.60 – 0.70	Questionable
0.70 – 0.80	Acceptable
0.80 – 0.90	Good
0.90 >	Excellent

3.6.3 Inferential Analysis

According to Wisniewski et al. (2019), inferential analysis refers to the interpretations of data for determining a conclusion that is drawn from a sample is true. Besides, the purpose of conducting an inferential analysis is to test or answer the hypothesis (Salas-

Parra et al., 2023). Therefore, this project utilizes inferential assessments which include Pearson Correlation Coefficients and Multiple Regression Analysis.

3.6.3.1 Pearson Correlation Coefficients

Karl Pearson had published Pearson Correlation Coefficients to estimate the robustness of linear associations between two variables (Janse et al., 2021). It is also elaborated by Okwonu et al. (2020) on the correlation coefficients (r) value ranges from plus one to minus one. Besides, Ikhwan et al. (2024) explains that the ranges of correlation coefficients value reflect the connection between the variables whereby +1 shows that the variables are positively correlated while –1 illustrate the variables are negatively correlated. The coefficients range is described in Table 3.4.

Table 3.4: Ranges of Pearson Correlation Coefficients Value

Pearson Correlation Coefficient Range	Strength of Association
±0.80 to ±1.00	Very Strong
±0.60 to ±0.79	Strong
±0.40 to ±0.59	Moderate
±0.20 to ±0.39	Weak
±0.00 to ±0.19	Very Weak

3.6.3.2 Multiple Regression Analysis

Multiple linear regression models are often used by researchers when one variable can be affected by multiple variables (Sun et al., 2023). This project investigates the

strength of the relationship using Multiple Linear Regression Assessments through connecting the buying intention of plant-based food in Malaysia, the dependent variable with Malaysian consumer's attitude, subjective norms, and perceived behavioral control, the independent variables of the study. Besides, Jankovic (2022) highlights the usefulness of multiple linear regression for explaining the impact of numerous independent variables on the dependent variable simulteaneously.

3.7 Conclusion

It can be concluded that the study's methodology has covered research approach, sampling strategy, procedures for data collection, and analytical techniques. Upcoming chapter 4 will cover the analyses of data as well as the interpretation of the outcomes of the study.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

According to Dibekulu (2020), data analysis refers to the transformation of collected data into useful ideas and facts which can be recognized either quantitatively or qualitatively. The progress of breaking down the raw data into simpler parts and organizing the summarized data into new arrangements and finally recognizing their relationships can be described as data analysis (Dibekulu, 2020, p. 4). Hence, the findings of the study will be analyzed through descriptive, reliability, and inferential analysis.

4.1 Descriptive Analysis

4.1.1 Respondent Demographic

There are total of 203 samples collected in this study. However, 201 samples (99.01%) were considered valid as the remaining two respondents declined the privacy consent forms so that their responses were excluded from analysis. The summarized demographic data is constructed and presented in Table 4.1. The pie chart for descriptive analysis can be referred to Appendix E.

Table 4.1: Respondent Demographic Profile

Demographic Profile	Items	Frequency	Percentage (%)
Gender	Male	120	59.70
	Female	81	40.30
Age Group (years old)	18-24	94	46.77
	25-34	63	31.34
	35-44	24	11.94
	45-54	4	1.99
	55 and above	16	7.96
Employment Status	Employed	112	55.72
	Unemployed	89	44.28
Highest Education Level	Secondary	18	8.96
	Pre-University/Diploma	31	15.42
	Bachelor's Degree	138	68.66
	Master's Degree	11	5.47
	Doctoral Degree/PhD	3	1.49
Monthly Income	RM5,249 or lower	133	66.17
	RM5,250 to RM11,819	54	26.87
	RM11,820 or above	14	6.96

The Table 4.1 above describes the summary of the Malaysian consumer's demographic characteristics from this research study. It has successfully collected the demographic data of the Malaysians' gender, age category, working status, highest education qualifications, and monthly salary. First and foremost, 40.30% of the respondents were male while 59.70% were female. Out of 201 samples, the greater part of respondents were aged between 18 years old until 24 years old (46.77%). The second largest group was aged between 25 years old until 34 years old (31.34%). The remaining groups were aged followed by 35 years old until 44 years old (11.94%), 55 years old and above

(7.96%), and 44 years old until 54 years old (1.99%). Besides that, 55.72% of respondents were employed whereby 44.28% were unemployed. The majority of respondents acquired a bachelor's degree with 68.66%. The second highest group were respondents who obtained a pre-university or diploma (15.42%). The third largest group were respondents who had finished secondary education (8.96%), followed by master's degree (5.47%) and doctoral degree (1.49%). Moreover, most of the respondents were categorized under B40 group with a monthly income range of RM5,249 or lower (66.17%), followed by M40 group of RM5,250 to RM11,819 (26.87%) and T20 group of RM11,820 or above (6.96%).

4.1.2 Awareness towards Plant-Based Food in Malaysia

An analysis was conducted to explore the Malaysian consumer's familiarity with plant-based food. A questionnaire item asking about "*Have you heard of or are you familiar with plant-based food?*' was constructed. The outcomes were interpreted in Table 4.2.

Table 4.2: Awareness towards Plant-Based Food in Malaysia

	Frequency	**Percentage (%)**
Yes	165	82.09
No	36	17.91

The outcome of the Malaysian consumer regarding their familiarity on plant-based food is summarized in Table 4.2. In result, a large share of respondents was heard of or familiar with plant-based food in Malaysia which captured 82.09% of the total

respondents. 17.91% of remaining respondents declared that they were not familiar with plant-based food in Malaysia.

4.1.3 Purchase Frequency towards Plant-Based Food in Malaysia

A behavioral frequency analysis was included in the questionnaire to investigate the respondents' purchasing frequency towards plant-based food in Malaysia in a month. A questionnaire asking about '*If yes, how often do you purchase plant-based food in a month?*' was constructed and the result is referred to Table 4.3.

Table 4.3: Monthly Purchase Frequency towards Plant-Based Food in Malaysia

	Frequency	**Percentage (%)**
Never	60	29.85
1 – 2 times	78	38.81
3 – 5 times	42	20.89
More than 5 times	21	10.45

The monthly purchase frequency of Malaysian consumer towards plant-based food was interpreted in Table 4.3. The table showed that a large proportion of respondents rarely like to procure plant-based food 1 to 2 times a month in Malaysia (38.81%). The following largest segments of respondents would not like to acquire plant-based food in their usual purchase with a portion of 29.85%. Besides, a total of 20.89% of respondents would sometimes purchase plant-based food 3 to 5 times a month in Malaysia. Moreover, the remaining 10.45% respondents often like to purchase plant-based food more than 5 times a month in Malaysia.

4.2 Reliability Analysis

4.2.1 Cronbach's Alpha Reliability Analysis

Table 4.4: Cronbach's Alpha Reliability Analysis

Variables	Cronbach's Alpha (α)	Number of Items
Purchase Intention	0.930	5
Attitude	0.922	5
Subjective Norms	0.879	5
Perceived Behavioral Control	0.896	5

Reliability analysis was carried out via Cronbach's Alpha analysis to discover the measurement consistency of the variables in the study. The results of the analysis were highlighted in Table 4.4. Each of the variables demonstrated a strong and sufficient internal coefficients consistency. For example, the Cronbach's Alpha (α) presented that the variables were reliably associated with 0.930 value for purchase intention, coming after by attitude (α = 0.922), subjective norms (α = 0.879), and perceived behavioral control (α = 0.896).

4.3 Inferential Analysis

4.3.1 Pearson Correlation Coefficient

Table 4.5: Pearson Correlation Coefficient between Variables

Variables	ATT	SN	PBC	PI
ATT	1			
SN	0.780	1		
PBC	0.856	0.817	1	
PI	0.816	0.794	0.853	1

To analyze the intensity of the correlation between the variables of the study, Pearson Correlation Coefficient was implemented. The variables correlation results were presented in Table 4.5. In summary, it was notable that all independent variables were positively associated with the dependent variable at the two tailed and 0.01 significant level. Findings in Table 4.5 further determined the strongest strength of association (±0.80 to ±1.00) with purchase intention was perceived behavioral control (PBC) which was r = 0.853. Furthermore, subjective norms with r = 0.794 have the weakest strength of association with purchase intention among the independent variables.

4.3.2 Multiple Regression Analysis

Table 4.6: Multiple Regression Analysis

Items	Multiple Regression Analysis
Multiple R	0.878
R Square	0.771
Adjusted R Square	0.768
Standard Error	0.681
Observation	201

To assess the robustness of the association among the relevant variables of the study, a multiple regression analysis was evaluated. According to Karch (2020), the adjusted R square helps to determine how many proportions of the items in dependent variables can be explained throughout the study. The regression analysis results were shown in Table 4.6 whereas the results pointed out that the adjusted R square had a value of 0.768. Therefore, this indicates that the independent variable of the study explains 76.8% of the variation in purchasing intention of plant-based food in Malaysia.

Table 4.7: Coefficient

Items	Unstandardized Coefficients (β)	Standardized Coefficients (β)	Standard Error	P-value
Intercept	-0.561		0.179	0.002
Attitude	0.277	0.250	0.076	<0.001
Subjective Norms	0.269	0.229	0.072	<0.001
Perceived Behavioral Control	0.509	0.451	0.084	<0.001

The coefficient result of the multiple regression analysis was demonstrated in Table 4.7. According to Roustaei (2024), the significance of the variables can be measured by the p-value when it is less than 0.05. First and foremost, "attitude" was statistically significant (P-value < 0.05) towards the dependent variable by acquiring a P-value of <0.001. Hence, the hypothesis (Ha1) was supported. Besides that, "subjective norms" obtained a P-value of <0.001 which was statistically significant (P-value < 0.05) towards the dependent variable in the study. Therefore, the hypothesis (Ha2) was supported. Moreover, "perceived behavioral control" was also statistically significant (P-value < 0.05) towards the dependent variable, whereby the P-value was <0.001. So that, the hypothesis (Ha3) was also supported. Furthermore, the highest coefficient (β) value was "perceived behavioral control" with a standardized coefficient value of 0.451, followed by "attitude" (β = 0.250), and "subjective norms" (β = 0.229). This determines that "perceived behavioral control" was the strongest predictor for the dependent variable (β = 0.451) in this study. Last but not least, the multiple regression equation for this study is proposed based on the unstandardized coefficients value where "attitude" (β = 0.277), "subjective norms" (β = 0.269) and "perceived behavioral control" (β = 0.509). The multiple regression equation for this study is proposed as below:

$$PI = (-0.561) + 0.277ATT + 0.269SN + 0.509PBC$$

where:

PI = Purchase Intention towards Plant-Based Food in Malaysia

ATT = Attitude

SN = Subjective Norms

PBC = Perceived Behavioral Control

4.3.2.1 Multicollinearity Test

Table 4.8: Summary of the Multicollinearity Test

	Tolerance	**Variance Inflation Factor (VIF)**
Attitude	0.247	4.044
Subjective Norms	0.308	3.249
Perceived Behavioral Control	0.210	4.759

A multicollinearity test was conducted through determining the independent variables' tolerance and variance inflation factor (VIF). Variance inflation factor (VIF) is often used to justify the multicollinearity among independent variables. It measures the extent to the variance of the estimated regression coefficients is enlarged due to the correlation between independent variables. Study from Kim (2019) explains that

multicollinearity is present when VIF value is higher than 5 to 10 and tolerance is below 0.1 until 0.2. Table 4.8 represents the result of multicollinearity test. Based on the results, no multicollinearity exists on “attitude” by acquiring tolerance value of 0.247 (tolerance > 0.2) and variance inflation factor value of 4.044 (1 < VIF < 5). Besides, there is no multicollinearity exist on “subjective norms” where its tolerance value was 0.308 (tolerance > 0.2) and variance inflation factor value was 3.249 (1 < VIF < 5). Finally, “perceived behavioral control” did not perform multicollinearity where it obtained tolerance value of 0.210 (tolerance > 0.2) and variance inflation factor value of 4.759 (1 < VIF < 5).

4.4 Conclusion

This chapter was concluded with the discussion of data analysis from 201 respondents through online questionnaire. The descriptive analysis, reliability analysis, and inferential analysis were successfully applied. Besides, the significance of relationship between variables and hypothesis was also developed. The upcoming chapter will converse about the conclusions, implications, and limitations of the study.

CHAPTER 5: DISCUSSION, CONCLUSIONS AND IMPLICATIONS

5.0 Introduction

The major outcomes, implications, limitations and recommendations will be discussed in this chapter. A summary of the statistical analysis will be addressed to finalize the key findings from previous chapter. This final chapter will explain how independent variables of the study affected the dependent variables, particularly Malaysian consumer's buying decision on plant-based food across the country. A conclusion regarding the overall research study will be reviewed in this chapter.

5.1 Summary of Statistical Analysis

5.1.1 Descriptive Analysis

The questionnaire has effectively gathered 203 responses from the public. However, two respondents were excluded whereby 201 valid respondents remaining from the study. Two analysis questions were conducted to examine the awareness and purchase frequency of plant-based food in Malaysia. In result, 82.09 percent or group of 165 respondents were aware the presence of plant-based food in Malaysia. Besides, most of the respondents were rarely (1–2 times) like to purchase plant-based food in

Malaysia in a month, resulted from the largest group of 78 individuals or 38.81 percent of total respondents.

Moreover, a substantial number of the respondents participated in this study were male, which accounting for 120 individuals or 59.70 percent of total respondents. Furthermore, most of the respondents were aged between 18-24 years old, which consisted of 94 individuals or 46.77 percent of total respondents. In addition, 122 individuals or 55.72 percent of total respondents were employed. Other than that, the majority of respondents were bachelor's degree holders, which consisted of 138 individuals or 68.66 percent of total respondents. Finally, most of the respondents' monthly income was categorized under B40 group (RM5,249 or lower), which was 133 individuals or 66.17 percent of total respondents.

5.1.2 Reliability Analysis

All independent and dependent variables of the study possessed a strong and reliable internal coefficients consistency. The maximum Cronbach's Alpha (α) value was observed by purchase intention, which obtained a value of 0.931.

5.1.3 Inferential Analysis

5.1.3.1 Pearson Correlation Coefficient

Pearson Correlation Coefficient analysis was conducted in the study, and all independent variables were significantly correlated with the dependent variable at two

tailed and 0.01 significant level. In result, perceived behavioral control had the strongest strength of association with purchase intention by acquiring a correlation (r) value of 0.853. Therefore, this finding explained that respondents' purchase intention towards plant-based food would increase if they perceived greater capabilities and opportunities.

5.1.3.2 Multiple Regression Analysis

In this study, multiple regression analysis was performed resulting in an adjusted r square of 0.768. In summary, the independent variable of the study explains 76.8% of the variation in purchasing intention of plant-based food in Malaysia.

Moreover, the strongest standardized coefficient (β) value was perceived behavioral control which was 0.451. This described that perceived behavioral control was the strongest predictor for purchase intention towards plant-based food in the study. Furthermore, the multiple regression equation of the study was proposed based on the unstandardized coefficients value refers as below:

Purchase Intention towards Plant-Based Food in Malaysia = (-0.561) + 0.277(Attitude) + 0.269(Subjective Norms) + 0.509(Perceived Behavioral Control)

According to the multiple regression equation of the study, the regression coefficient for consumer attitude was 0.277. Thus, when consumer's attitude increased by 1 unit, consumer intention to procure plant-based food was expected to increase by 0.277 units. Besides, subjective norms acquired a regression coefficient of 0.269. Therefore, when consumer's subjective norms increased by 1 unit, the plant-based food purchase intention was expected to increase by 0.269 units. Other than that, the regression

coefficient for perceived behavioral control was 0.509. Hence, the likelihood of consumers to acquire plant-based food would rise by 1 unit when consumer's perceived behavioral control increased by 0.509 units.

Last but not least, multicollinearity test was also conducted to examine whether multicollinearity exists in the study. According to the results, all three determinants (attitude, subjective norms, perceived behavioral control) met the criteria of tolerance above 0.2 and variance inflation factors less than 5 ($1 < VIF < 5$). Thus, the independent variables are moderately correlated to each other and no multicollinearity existed in the study.

5.2 Discussion of Major Findings

Table 5.1: Summary of the Result of Hypothesis Testing

Hypothesis	Significant Level	Findings
Ha1: There is a significant relationship between consumer's attitude and purchase intention on plant-based food in Malaysia.	Sig = <0.001 P < 0.05	Supported
Ha2: There is a significant relationship between subjective norms and purchase intention on plant-based food in Malaysia.	Sig = <0.001 P < 0.05	Supported

Ha3: There is a significant relationship between perceived behavioral control and purchase intention on plant-based food in Malaysia.	Sig = <0.001 P < 0.05	Supported

Ha1: There is a significant relationship between consumer's attitude and purchase intention on plant-based food in Malaysia.

The findings proved that a significant relationship exists between consumer's attitude and their intention to acquire plant-based food in Malaysia. The hypothesis was supported by examining the p-value of consumer's attitude, which its significant level was less than 0.05. Based on the results, the p-value for consumer's attitude was <0.001. In result, this explains that consumer's attitude plays important factors that affects consumer's purchase intention towards plant-based food in Malaysia. This result can be supported by Khan, Hameed, and Akram (2023), which indicates that consumer's purchase intention towards organic food is significantly affected by consumer's attitude. Besides, Maulana and Marsasi (2024) also shows significant relationship between consumer's attitude and purchase intention towards expenditure services in the island of Java, Indonesia. Moreover, this result also aligns with Herrando & José (2022), where consumers are likely to purchase the products through advertisement if they perceive a positive attitude towards the advertisement. Thus, the hypothesis (Ha1) of the study was supported.

Ha2: There is a significant relationship between subjective norms and purchase intention on plant-based food in Malaysia.

The results showed that a significant relationship exists between subjective norms and plant-based food purchase intention in Malaysia. The hypothesis was tested by evaluating the p-value of subjective norms, which its significant level was less than

0.05. According to the results, the p-value for subjective norms was <0.001. In summary, this demonstrates that subjective norms play crucial role in examining the consumer's purchase intention towards plant-based food in Malaysia. This finding can be supported by Ngo-Thi-Ngoc et al. (2024), where subjective norms illustrate a strong influence on consumer's purchase intention towards vegan cosmetics. Besides, subjective norms acquire a positive and significant relationship with consumer's online buying behavior (Othman & Sudarmin, 2022). Moreover, Xu et al. (2022) proven that subjective norms have a strong predictive power in forming consumer's intention on green purchase behavior. In addition, previous research studies have supported the findings from the study (Atiyah & Kusumawati, 2023; Ji et al., 2024; Salamah et al., 2024). Therefore, the hypothesis (Ha2) of the study was supported.

Ha3: There is a significant relationship between perceived behavioral control and purchase intention on plant-based food in Malaysia.

The findings indicates that consumer's perceived behavioral control is significant associated with purchase intention for plant-based food in Malaysia. The hypothesis was evaluated by determining the p-value of perceived behavioral control, which its significant level was less than 0.05. Depending on the results, perceived behavioral control obtained a p-value of <0.001. In concise, this describes that perceived behavioral control resulted as the key factor that influence consumer's buying behavior towards plant-based food in Malaysia. This result can be supported by a study from Amanda and Marsasi (2024), which indicates that perceived behavioral control possesses a positive effect towards purchasing behavior. Besides, Guo and Gilitwala (2025) describes that consumer's perceive ease, and capabilities significantly affect the purchase intention towards fresh durians in China. Moreover, the findings of this study can also be supported by Shanbhag et al. (2023), which determines that there is a significant relationship between perceived behavioral control and consumer's purchase intention towards products associated with marketing related campaigns. Numerous

studies have also supported the results of this study (Ariffin, 2025; De Aragão et al., 2024; Shufiana et al., 2021). Hence, the hypothesis (Ha3) of the study was supported.

5.3 Managerial Implications

There are several implications that can be linked to the outcomes of this study whereas three factors of interest such as attitude, subjective norms, and perceived behavioral control significantly affecting buying intention towards plant-based food. First and foremost, Malaysia government should strengthen the public awareness about the importances of consuming plant-based food through large scale of campaigns in schools, universities and public institution. For instance, the Ministry of Education Malaysia (MEM) should incorporate nutrition and sustainability topics into textbooks, or even develop a dedicated subject prioritize on plant-based dietary knowledge in primary and secondary schools. The Ministry of Education should also encourage plant-based dietary through collaborating with cafeteria operators by introducing healthy plant-based meals in school canteen. This helps Malaysian to develop a positive attitude towards plant-based food from younger age. Besides, Malaysia government should utilize the findings to implement strict policy and halal certification enforcement (Halal Monitoring Authority, 2024) for plant-based food products to avoid fake halal incidents in Malaysia. For example, government can strengthen the enforcement by conducting audits frequently on retailers and manufacturers. In addition, the government can introduce supportive policy and tax incentive for plant-based food producers to improve the accessibility of plant-based restaurants in Malaysia. Friendly policy and tax incentives can reduce the production costs which increases consumer's affordability towards plant-based food in Malaysia (Chen et al., 2025).

From a business perspective, marketers could use the findings to develop strategies that enhance consumers' attitude, subjective norms, and perceived behavioral control towards plant-based food. Firstly, marketers can launch more plant-based products that highlight the health and environmental benefits via taste-testing booth or event marketing activities. Besides, marketers can collaborate with local social influencers to create engaging cooking videos and share persuasive reviews about plant-based food on social media to drive consumers' buying intention on plant-based food. Moreover, marketers should launch wide variety of plant-based food choices across supermarkets, convenience stores and online platforms to improve consumer's accessibility towards plant-based food products. For instance, marketers could also offer affordable options or promotions to enhance the consumers' affordability toward purchases of plant-based products in Malaysia.

5.4 Limitations of the Study

The study acquired some limitations. Firstly, this study applied cross sectional study to identify the target respondents' buying behavior towards plant-based food in Malaysia. A cross-sectional study is beneficial for its quick and cost-effective data collection at a single point of time. However, it does not capture the changes over time where consumer's preferences are evolving rapidly nowadays. Therefore, a longitudinal study is needed to track consumers' buying behavior over longer periods in the future.

Besides, this study did not include other key independent variables such as price sensitivity, environmental concern, and employment level which also influence consumer's purchase intention (Hojjati et al., 2025; Pan et al., 2025). Moreover, self-reported bias might exist where the respondents of the study may provide socially desirable answer by avoiding answering their actual behavior which influences the

accuracy and reliability of the findings. As a result, these limitations may cause the outcome of the study to be less reliable.

5.5 Recommendation for Future Research

There are several recommendations for researchers to be advised for future research Firstly, researchers should apply longitudinal study in future research. According to Dobrow and Weisman (2021), longitudinal research refers to research design that involves repeating observations over time. A longitudinal study allows researchers to explore the change over time in certain groups or individuals within the cohort. This also allows researchers to gain stronger evidence to establish causality and more reliable insights into consumer's trend and behavioral patterns.

Besides, future researchers are recommended to include more key independent variables such as price sensitivity, environmental concern, employment level, and perceived taste and texture into their research studies (Hojjati et al., 2025; Pan et al., 2025). These variables allow researchers to develop a more comprehensive understanding of the factors influencing consumer's purchase intention. Finally, researchers are advised to create scenario-based questions or projective questions to reduce self-reported bias in the responses. This will increase generalizability, reduce bias and provide findings which are more reliable and accurate.

5.6 Conclusion

In conclusion, the results of the study confirm that Malaysian consumer's likelihood to purchase plant-based food is positively influenced by their attitude, subjective norms, and perceived behavioral control. Majority of the Malaysian consumers are familiar with plant-based food and would rarely like to purchase plant-based food within a month. Government and marketers can utilize the findings to focus on improving consumer's perception, social pressure and perceived control level across Malaysia. The objectives of examining the factors that drive consumer's inclination to acquire plant-based foods in Malaysia context have been fulfilled. Besides, there were limitations and recommendations which need to be considered for researchers in future study.

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APPENDICES

APPENDIX A: Questionnaire Cover Page

Dear Valued Respondents,

This study aims to explore the factors influencing purchase intention on plant-based food in Malaysia. The research seeks to understand how consumer's attitude, subjective norms, and perceived behavioral control affect their buying behavior on plant-based food in Malaysia.

The survey will take approximately 10 minutes to complete. This study contributes to food companies and marketers for understanding the key drivers behind Malaysian consumers' willingness to purchase plant-based food. Please respond based on your honest opinions and personal experiences. Participation is entirely voluntary, and all the responses will be kept **strictly confidential.** .

Your time and support are sincerely appreciated. Thank you for contributing to this research.

Should you have any questions, please do not hesitate to contact me or my supervisor.

Yours sincerely,

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APPENDIX B: Questionnaire

Section A: Attitudes toward plant-based food

Construct	Items	Sources
Attitudes toward plant-based food	AT1) I believe that changing to a plant-based dietary would be beneficial. AT2) I like the idea of consuming plant-based food products to reduce the consumption of animal-based foods. AT3) It is a wise choice to consume plant-based food products. AT4) I believe plant-based food is useful to meet nutritional needs. AT5) Consuming plant-based food is beneficial and enjoyable.	AT1) Gifford, R., Lacroix, K., Asgarizadeh, Z., Anderson, E. A., Milne-Ives, M., & Sugrue, P. (2024). Applying the theory of behavioral choice to plant-based dietary intentions. *Appetite*, *197*, 107271. AT2) Nakhonchaigul, K., & Siriyota, K. (2024). Factors Influencing the purchase behaviour of Plant-Based food products in Thailand: An extension of the theory of planned behaviour. *International Journal of Analysis and Applications*, *22*, 128. AT3) Chen, H. (2022). Towards environmentally sustainable diets: Consumer attitudes and purchase intentions for Plant-Based meat Alternatives in Taiwan. *Nutrients*, *14*(18), 3853. AT4) Baş, M., Kahriman, M., Ayakdas, G., Hajhamidiasl, L., & Koseoglu, S. K. (2024). Driving Factors Influencing the Decision to Purchase Plant-Based Beverages: A Sample from Türkiye. *Foods*, *13*(11), 1760. AT5) Shin, Y. H., Im, J., Jung, S. E., Kim, H., & Shin, H. W. (2024). Factors influencing baby boomers' intention to choose a dish featuring plant-based meat alternatives (PBMA) at a restaurant: Findings from an online panel study. *Appetite*, *196*, 107283.

Section B: Subjective norms of plant-based food intention

Construct	Items	Sources
Subjective norms of plant-based food intention	SN1) Most people who are important to me think that I should eat a more plant-based diet. SN2) My family members have a positive attitude towards consuming plant-based food products. SN3) I want to consume plant-based food products based on individuals I admire or respect, such as teachers, professors, or public figures. SN4) My family and friends support me to purchase plant-based food products. SN5) Many people who are important to me consider plant-based foods to be healthy and environmentally friendly.	SN1) Gifford, R., Lacroix, K., Asgarizadeh, Z., Anderson, E. A., Milne-Ives, M., & Sugrue, P. (2024). Applying the theory of behavioral choice to plant-based dietary intentions. *Appetite*, *197*, 107271. SN2) Nakhonchaigul, K., & Sirivota, K. (2024). Factors Influencing the purchase behaviour of Plant-Based food products in Thailand: An extension of the theory of planned behaviour. *International Journal of Analysis and Applications*, *22*, 128. SN3) Mustapa, M. a. C., Kallas, Z., Silande, C., Gagnaire, V., Jan, G., López-Mas, L., & Aguiló-Aguayo, I. (2024). From taste to purchase: Understanding the influence of sensory perceptions and informed tasting on plant-based product purchases - An extension of the theory of planned behavior. *Journal of Agriculture and Food Research*, *16*, 101188. SN4) Contini, C., Boncinelli, F., Marone, E., Scozzafava, G., & Casini, L. (2020b). Drivers of plant-based convenience foods consumption: Results of a multicomponent extension of the theory of planned behaviour. *Food Quality and Preference*, *84*, 103931. SN5) Baş, M., Kahriman, M., Ayakdas, G., Hajhamidiasl, L., & Koseoglu, S. K. (2024). Driving Factors Influencing the Decision to Purchase Plant-Based Beverages: A Sample from Türkiye. *Foods*, *13*(11), 1760.

Section C: Perceived behavioral control of plant-based food intention

Construct	Items	Sources
Perceived behavioral control of plant-based food intention	PBC1) I am confident that I will be able to eat fewer animal products. PBC2) Consuming plant-based food products is not difficult for me. PBC3) If plant-based food products are available, I have the financial resources to purchase them immediately. PBC4) I have easy access to plant-based products. PBC5) I am confident that I can consume plant-based food products.	PBC1) Gifford, R., Lacroix, K., Asgarizadeh, Z., Anderson, E. A., Milne-Ives, M., & Sugrue, P. (2024). Applying the theory of behavioral choice to plant-based dietary intentions. Appetite, 197, 107271. PBC2) Nakhonchaigul, K., & Siriyota, K. (2024). Factors Influencing the purchase behaviour of Plant-Based food products in Thailand: An extension of the theory of planned behaviour. International Journal of Analysis and Applications, 22, 128. PBC3) Mustapa, M. a. C., Kallas, Z., Silande, C., Gagnaire, V., Jan, G., López-Mas, L., & Aguiló-Aguayo, I. (2024). From taste to purchase: Understanding the influence of sensory perceptions and informed tasting on plant-based product purchases - An extension of the theory of planned behavior. Journal of Agriculture and Food Research, 16, 101188. PBC4) Baş, M., Kahriman, M., Ayakdas, G., Hajhamidiasl, L., & Koseoglu, S. K. (2024). Driving Factors Influencing the Decision to Purchase Plant-Based Beverages: A Sample from Türkiye. Foods, 13(11), 1760. PBC5) Shin, Y. H., Im, J., Jung, S. E., Kim, H., & Shin, H. W. (2024).
		PI5) Chopra, A., Jagose, J., & Pandey, A. (2024). Health is wealth-eating for tomorrow: factors influencing purchase intention of plant-based diets in India. *Cogent Business & Management*, *12*(1).

Section D: Purchase intention towards plant-based food

Purchase intention towards plant-based food	PI1) Moving toward a plant-based diet is something that I intend to do. PI2) You plan to consume plant-based food products to replace the consumption of animal-based food products. PI3) I am willing to buy plant-based food in my usual purchase. PI4) Even though the price of plant-based food is higher, I would still buy it. PI5) I will recommend friends and family to buy plant-based food products.	PI1) Gifford, R., Lacroix, K., Asgarizadeh, Z., Anderson, E. A., Milne-Ives, M., & Sugrue, P. (2024). Applying the theory of behavioral choice to plant-based dietary intentions. *Appetite*, *197*, 107271. PI2) Nakhonchaigul, K., & Siriyota, K. (2024). Factors Influencing the purchase behaviour of Plant-Based food products in Thailand: An extension of the theory of planned behaviour. *International Journal of Analysis and Applications*, *22*, 128. PI3) Mustapa, M. a. C., Kallas, Z., Silande, C., Gagnaire, V., Jan, G., López-Mas, L., & Aguiló-Aguayo, I. (2024). From taste to purchase: Understanding the influence of sensory perceptions and informed tasting on plant-based product purchases - An extension of the theory of planned behavior. *Journal of Agriculture and Food Research*, *16*, 101188. PI4) Chen, H. (2022). Towards environmentally sustainable diets: Consumer attitudes and purchase intentions for Plant-Based meat Alternatives in Taiwan. *Nutrients*, *14*(18), 3853. PI5) Chopra, A., Jagose, J., & Pandey, A. (2024). Health is wealth-eating for tomorrow: factors influencing purchase intention of plant-based diets in India. *Cogent Business & Management*, *12*(1).

Section E: Demographic Information

Instructions: Please choose the option that best represents you for each of the following questions.

DI1. What is your gender?

[ ] Male

[ ] Female

DI2. What is your age?

[ ] 18 years old – 24 years old

[ ] 25 years old – 34 years old

[ ] 35 years old – 44 years old

[ ] 45 years old – 54 years old

[ ] 55 years old and above

DI3. What is your employment status? - (Malaza et al., 2025)

[ ] Employed

[ ] Unemployed

DI4. What is your highest education level?

[ ] SPM/SVM/IGCSE/UEC/O-level/any equivalent qualifications

[ ] STPM/A-level/Diploma/Foundation/Matrikulasi/any equivalent qualifications

[ ] Bachelor's degree/ACCA/any equivalent qualifications

[ ] Master's degree

[ ] Doctoral degree/PhD

DI5. What is your range of monthly income?

[ ] RM5,249 or lower

[ ] RM5,250 to RM11,819

[ ] RM11,820 or above

DI6. Have you heard of or are you familiar with plant-based food products?

[ ] Yes

[ ] No

DI7. If yes, how often do you purchase plant-based food in a month?

[ ] Never

[ ] 1 – 2 times

[ ] 3 – 5 times

[ ] More than 5 times

APPENDIX C: Origin of Construct

Table 3.2: Origin of Construct

Variables	Items	Authors
Purchase Intention	5	Gifford et al., 2024 Nakhonchaigul & Siriyota, 2024 Mustapa et al., 2024 Chen, 2022 Chopra et al., 2024
Consumer's Attitude	5	Gifford et al., 2024 Nakhonchaigul & Siriyota, 2024 Chen, 2022 Baş et al., 2024 Shin et al., 2024
Subjective Norms	5	Gifford et al., 2024 Nakhonchaigul & Siriyota, 2024 Mustapa et al., 2024 Contini et al., 2020 Baş et al., 2024
Perceived Behavioral Control	5	Gifford et al., 2024 Nakhonchaigul & Siriyota, 2024 Mustapa et al., 2024 Baş et al., 2024 Shin et al., 2024

APPENDIX D: Ethical Clearance Approval

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
12.	Workforce Motivator Amongst Millennials and Centennials	Lim Wei Ming	Dr Komathi a/p Munusamy	16 October 2025 – 15 October 2026
13.	Exploring Job Seekers' Experiences and Intention to Use AI Technologies in Recruitment in Malaysia	Nyew Shuen Yee	Dr Mahendra Kumar a/l Chelliah	
14.	The Role of Emotional Marketing on Instagram in Shaping Generation Z's Purchase Intention toward Pop Culture Collectibles	Chu Hor Yin	Dr Malathi Nair a/p G Narayana Nair	
15.	The Impact of Cross-Cultural Human Resource Management Practices on Employee Performance in Multinational Corporation (MNCs)	Pang Yun Ling	Dr Cheah Lee Fong	
16.	Factors that Influence Consumers' Purchase Intention Based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia	Chaw Khun Thin	Dr Sia Bee Chuan	
17.	The Impact of Marketing on Customer Behaviour: Fashion and Daily Clothing	Reyes Loh Chang Le	Dr Law Kian Aun	
18.	Factors Influencing Purchase Intention on Plant-Based Food in Malaysia	Tan Guan Ming	Pn Faridah Hanum Binti Amran	
19.	Factors Influencing Consumers' Intention to Participate in Racquet Sports	Pang Poh Yee	Dr Cheah Lee Fong	
20.	Factors of Hybrid Workplace that Affect Employees' Work Performance	Tan Ling Zi	Ms Hooi Pik Hua @ Rae Hooi	
21.	The Influence of TikTok on Consumer Purchase Decisions for Beauty and Personal Care (BPC) Products Among Generation Z in Malaysia	Lim Zhi Qing	Dr Sia Bee Chuan	
22.	False Feedback, Real Consequences: The Effect of Fake Reviews on E-commerce Trust and Credibility	Lee Kar Man	Ms Low Suet Cheng	
23.	The Impact of Delivery Service, Time, Security and Privacy, and Price on Consumer Satisfaction Towards Online Food Delivery Services in Malaysia	Loy Hew Lam		
24.	To Assess the Digital Literacy of Great Eastern Life Assurance Policyholders to use E-Connect	Jank Eng Jian Yee	Pn Ezatul Emilia Binti Muhammad Arif	
25.	Factors Influencing the Consumer Purchasing Intention on Instagram	Tan Shi Wei	Dr Foo Meow Yee	
26.	The Impact of Social Media Influencers on Gen Z's Purchase Decisions	Ling Keng Hong	Dr Law Kian Aun	
27.	Exploring the Influence of Loyalty Program on Customer Loyalty Among University Students in the Food and Beverage Industry	Liew Lok Xuan	Mr Low Choon Wei	
28.	A Comparative Study on the Impact of Social Media Marketing on Anti-Corruption Awareness Between Millennials and Generation Z in Malaysia	Heng Kian Hoou	Dr Abdullah Sallehhuddin bin Abdullah Salim	
29.	The Influence of Cultural Sensitivity on Purchase Intention in Malaysia	Leong Sin Yee	Dr Yeong Wai Mun	
30.	Factors Influencing Academic Dishonesty Through AI Tools Among Business Undergraduates Students	Pang Wan Qing	Dr Lim Wan Leng	
31.	Exploring the Drivers of Willingess to Pay for Sustainable Fashion Brand Among Young Adults	Ng Kai Er	Dr Malathi Nair a/p G Narayana Nair	
32.	The Impact of Social Media Influencers on Brand Trust and Consumer Purchase Intentions of Skincare Product Among Generation Z	Chu Kah Fei	Dr Cheah Lee Fong	
33.	Social Media as a Tool for Creating Environmental Awareness to the Public	Yap Hong Jin	Dr Abdullah Sallehhuddin bin Abdullah Salim	
34.	Examining the Influence of Government Incentives and Perceived Value on Green Purchase Intentions for Electric Vehicles Among Consumers in Klang Valley	Heng Yan Xiang		
35.	Building Brand Equity in the Global Food and Beverage (F&B) Industry: A Study of the Influence of Selected Marketing and Branding Activities on University Students' Perception	Chua Seow Wern	Ms Goh Poh Jin	

The conduct of this research is subject to the following:

(1) The participants' informed consent be obtained prior to the commencement of the research;

(2) Confidentiality of participants' personal data must be maintained; and

(3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.

(4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.

Should the students collect personal data of participants in their studies, please have the participants sign the attached Personal Data Protection Statement for records.

Thank you.

Yours sincerely,

Professor Dr Zuraidah Abd Manaf
Chairman
UTAR Scientific and Ethical Review Committee

c.c Dean, Faculty of Accountancy and Management
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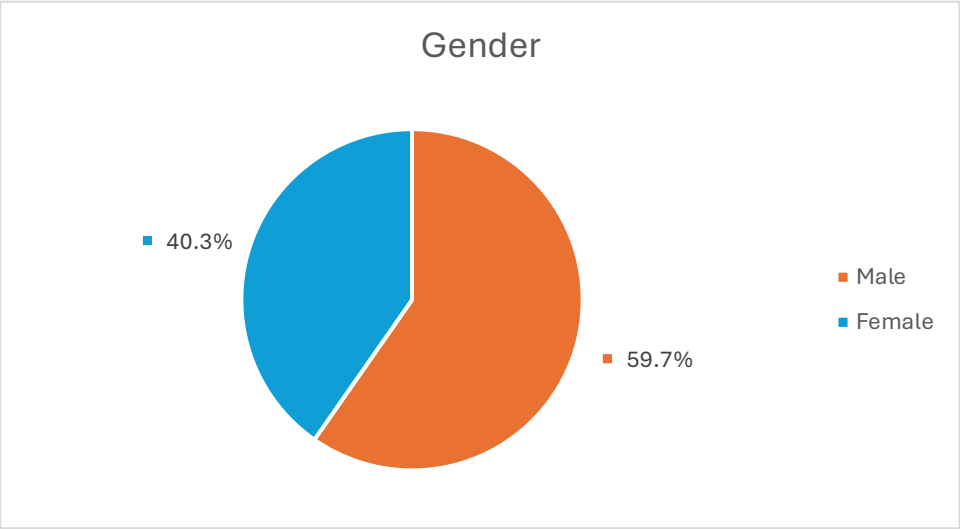
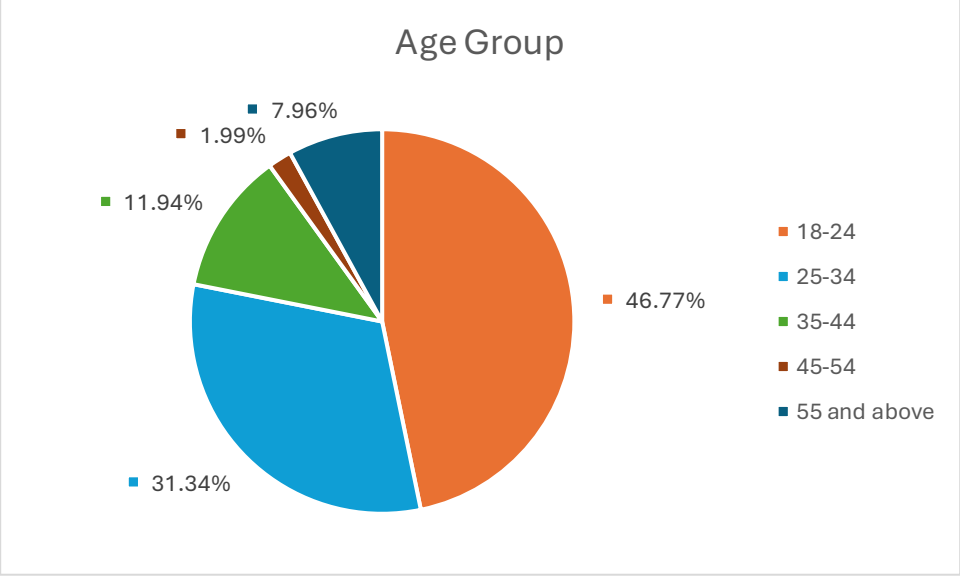
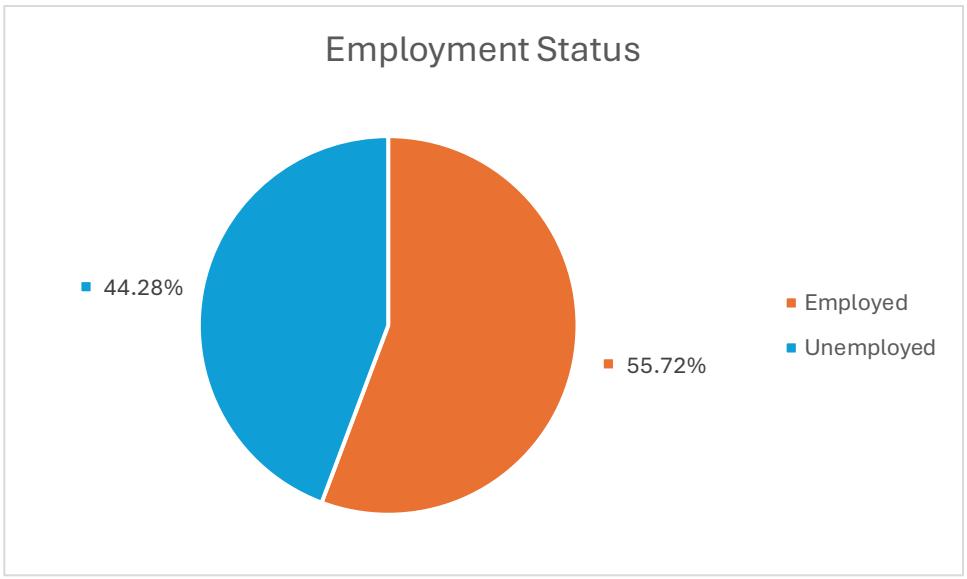
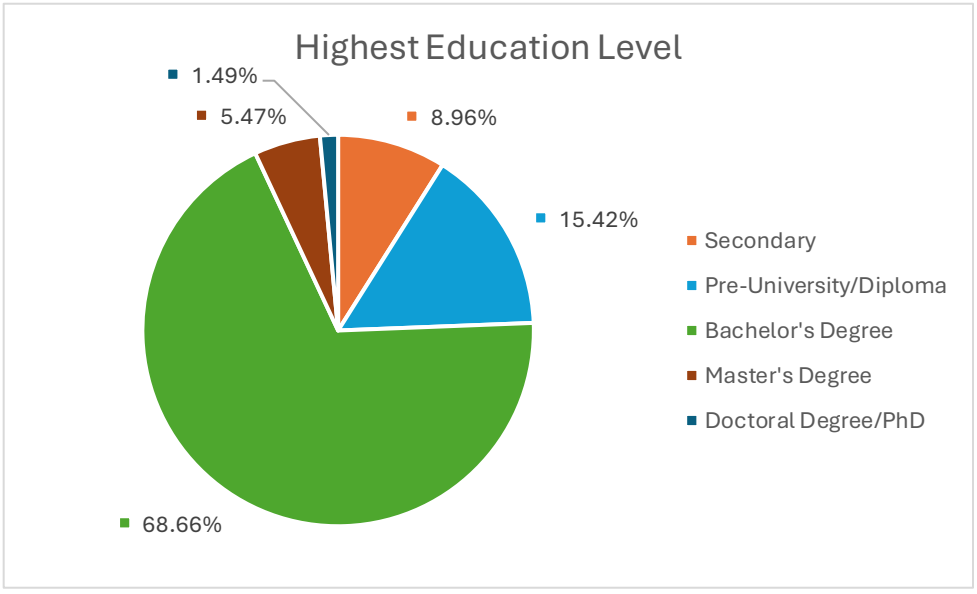
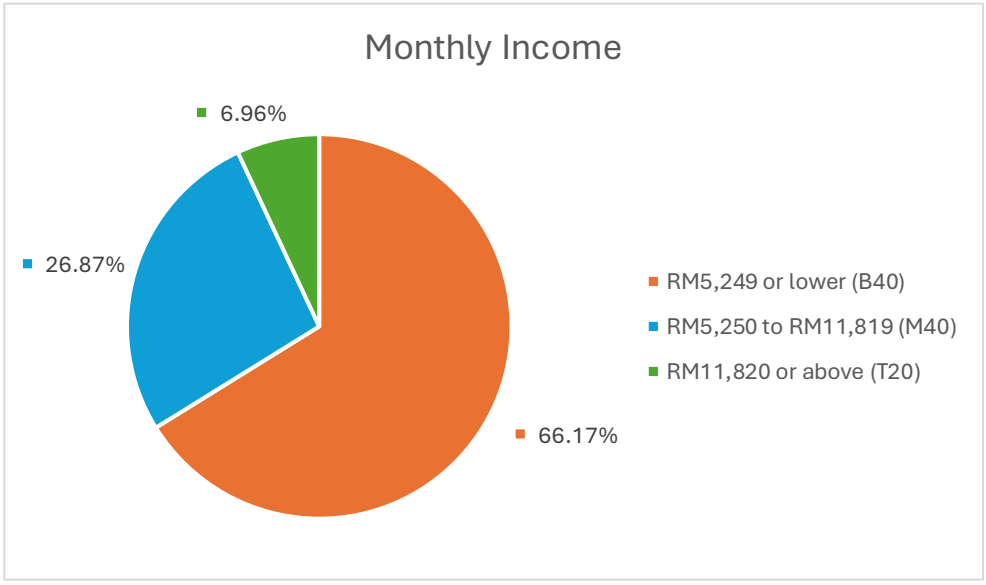
APPENDIX E: Questionnaire Result

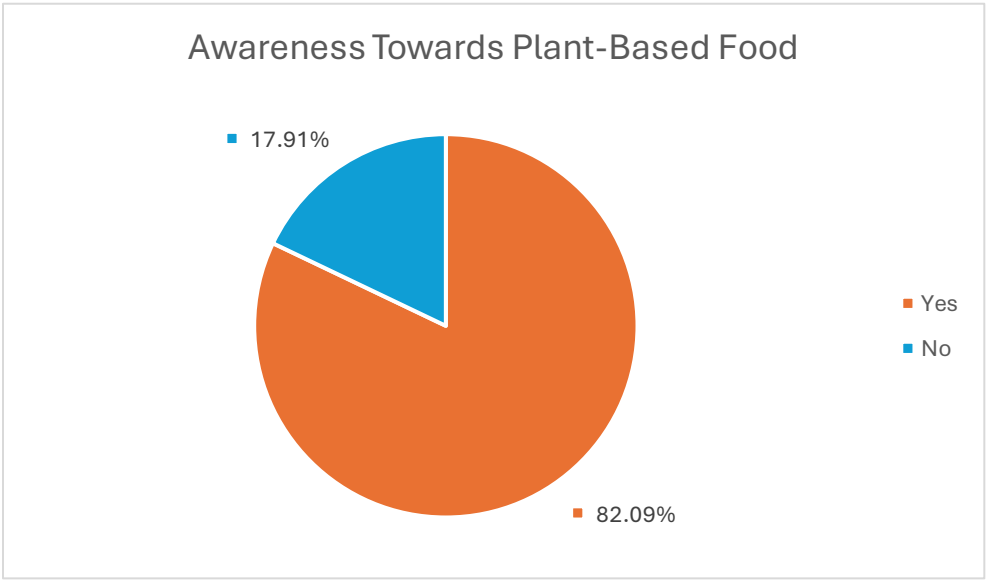


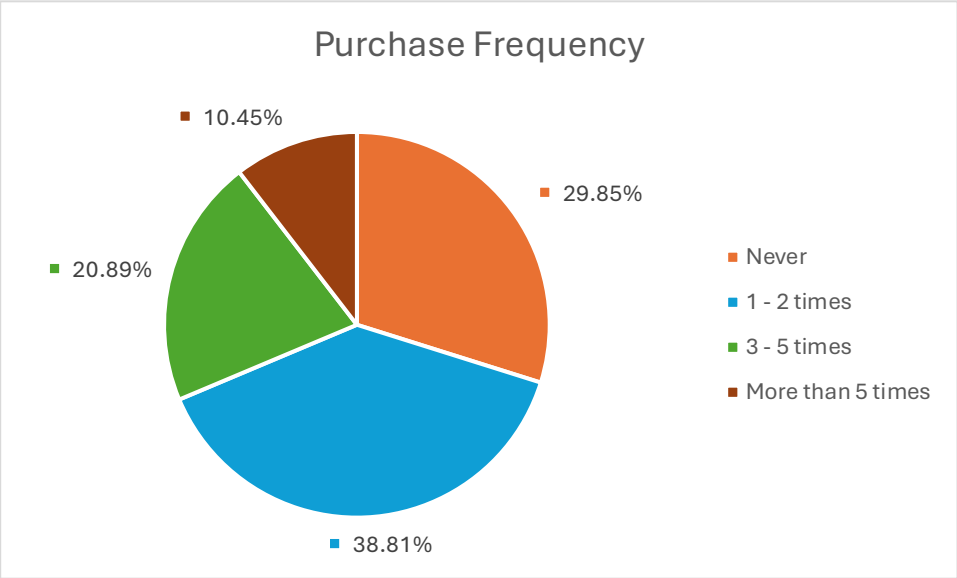



Employment Status
44.28%
55.72%
Employed
Unemployed


Highest Education Level
1.49%
5.47%
8.96%
15.42%
68.66%
Secondary
Pre-University/Diploma
Bachelor's Degree
Master's Degree
Doctoral Degree/PhD


Monthly Income
6.96%
26.87%
66.17%
RM5,249 or lower (B40)
RM5,250 to RM11,819 (M40)
RM11,820 or above (T20)


Awareness Towards Plant-Based Food
17.91%
82.09%
Yes
No


Purchase Frequency
10.45%
29.85%
20.89%
38.81%
Never
1 - 2 times
3 - 5 times
More than 5 times

APPENDIX F: SPSS Output

Scale: ATT

Case Processing Summary

		N	%
Cases	Valid	201	100.0
	Excluded[a]	0	.0
	Total	201	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.922	.923	5

Scale: SN

Case Processing Summary

		N	%
Cases	Valid	201	100.0
	Excluded[a]	0	.0
	Total	201	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.879	.881	5

Scale: PBC

Case Processing Summary

		N	%
Cases	Valid	201	100.0
	Excluded[a]	0	.0
	Total	201	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.896	.896	5

Scale: PI

Case Processing Summary

		N	%
Cases	Valid	201	100.0
	Excluded[a]	0	.0
	Total	201	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.930	.931	5

Correlations

		ATT_Mean	SN_Mean	PBC_Mean	PI_Mean
ATT_Mean	Pearson Correlation	1	.780**	.856**	.816**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	201	201	201	201
SN_Mean	Pearson Correlation	.780**	1	.817**	.794**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	201	201	201	201
PBC_Mean	Pearson Correlation	.856**	.817**	1	.853**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	201	201	201	201
PI_Mean	Pearson Correlation	.816**	.794**	.853**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	201	201	201	201

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

Model Summary

					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.878[a]	.771	.768	.68054	.771	221.453	3	197	<.001

a. Predictors: (Constant), PBC_Mean, SN_Mean, ATT_Mean

Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.561	.179		-3.130	.002		
	ATT_Mean	.277	.076	.250	3.655	<.001	.247	4.044
	SN_Mean	.269	.072	.229	3.735	<.001	.308	3.249
	PBC_Mean	.509	.084	.451	6.071	<.001	.210	4.759

a. Dependent Variable: PI_Mean

APPENDIX G: Calculation of Sample Size Using G-Power