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# **MOTIVATIONAL FACTORS TO CONSUME ORGANIC FOOD PRODUCTS AMONG PUBLIC UNIVERSITY STUDENTS' IN KELANTAN**

By

**AFIF AHZA BIN ZAINUDIN (H20A1048)  
FATIN NOR NAZIRA BINTI CHE SEMAN (H20A1146)  
NOOR ASILAH BINTI HUSSIN (H20A1352)  
NOOR SYAMIMI BINTI ZULKEFLI (H20A1361)**

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**LIST OF SYMBOLS & ABBREVIATION****Symbols**

$\alpha$	Alpha
n	Frequency
<	Less than
r	Pearson Correlation Coefficient
%	Percent
F	Percentage of variance
N	Population

**Abbreviations**

SPSS	Statistical Package for Social Science
UMK	Universiti Malaysia Kelantan
USM	Universiti Sains Malaysia
UITM	Universiti Teknologi Mara

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## ABSTACT

Previous research has shown that organic food products have gained attention among consumers. This research want to investigate the factors that influences motivation to consume organic food products. The objective of this research is to examine the relationship between consumer attitude, price perception , health concern and environmental concern towards motivation to consume organic food products among university students at Kelantan. Using quantitative method, questionnaire survey were distributed to student from 3 public universities in Kelantan. 235 data were gathered and analyzed for descriptive, reliability and correlation using SPSS version 26. The study found that consumer attitude, price perception, health concern and environment concern were significantly correlated with the motivation to consume organic food products. This research will contribute to the increase of the market of organic food products, can be a resource for public universities in the selection of food for their students and the organic food industry will expand widely. Future studies can try qualitative methods to conduct research, try other factors and expand the scope of the population to a larger one.

Keywords : consumer attitude, price perception , health concern and environment concern

## ABSTRAK

Kajian terdahulu telah menunjukkan bahawa produk makanan organik telah mendapat perhatian di kalangan pengguna. Penyelidikan ini ingin menyiasat faktor-faktor yang mempengaruhi motivasi untuk mengambil produk makanan organik. Objektif kajian ini adalah untuk mengkaji hubungan antara sikap pengguna, persepsi harga, kebimbangan kesihatan dan keprihatinan alam sekitar terhadap motivasi mengambil produk makanan organik dalam kalangan pelajar universiti di Kelantan. Menggunakan kaedah kuantitatif, soal selidik telah diedarkan kepada pelajar dari 3 IPTA di Kelantan. 235 data telah dikumpul dan dianalisis untuk deskriptif, kebolehpercayaan dan korelasi menggunakan SPSS versi 26. Kajian mendapati sikap pengguna, persepsi harga, kebimbangan kesihatan dan kebimbangan alam sekitar mempunyai korelasi yang signifikan dengan motivasi untuk mengambil produk makanan organik. Penyelidikan ini akan menyumbang kepada peningkatan pasaran produk makanan organik, boleh menjadi sumber kepada IPTA dalam pemilihan makanan untuk pelajar mereka dan industri makanan organik akan berkembang dengan meluas. Kajian akan datang boleh mencuba kaedah kualitatif untuk menjalankan penyelidikan, mencuba faktor lain dan meluaskan skop populasi kepada yang lebih besar.

Kata kunci : sikap pengguna, persepsi harga, kebimbangan kesihatan dan kebimbangan alam sekitar

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 INTRODUCTION**

In this chapter, explain some important points such as the background of this study and the problem statement which explains the problems related to the study. In addition, there are the objectives of the study, and the questions from the study made, then we will also explain the relationship between dependent variable (IV) and independent variable (IV) in the study made through Academic contributions and practical contributions. Finally, there will be an explanation related to the definition of each IV and DV that we make in the study.

#### **1.2 BACKGROUND OF THE STUDY**

Organic food products is one type of food product that supports the health of a consumer's body and it is produced using organic ingredients. The ingredients come from sources that are believed to be safe because the production process of this organic food product requires starting from the cultivation of ingredients using organic farming techniques. David et al., (2020) it was found that using organic farming techniques is a method that farmers will use to produce organic food products. This is because the use of the technique can provide benefits for nature in addition to maintaining the quality of the plant itself. A combination of several methods such as scientific and traditional methods is the meaning of organic farming. According to Nguyen & Truong, (2020) study, based on statements from the World Health Organization (WHO), this organic

food is considered to be the result of natural gardening or called a manual where the fertilizer used is made organically without mixed materials and methods for insect barriers. Pests also use biological methods. The creation of products must follow the criteria of safe product production. Where it is a priority to product safety from chemicals and so on.

Sulaiman et al., (2020) organic food has become an priority in the community. The same statement is in the study of Brantsaeter et al., (2017) which has a high increase in the world in the demand for organic products. The increase in demand for organic food products is due to their awareness of the importance of their health (Melovic et al.,2020). In 2017 the sale of these organic products reached 97 billion US dollars. According to him, among the countries that have the largest market for organic food products are the US, Germany, France, and China. India is one of the countries that are organic producers. Among the materials that can be produced by India are legumes, oil seeds, aromatic plants, and so on. Although the products that they can produce only have a percentage of 2.59%, the ability to produce materials is as much as 30% (David et al., 2020).

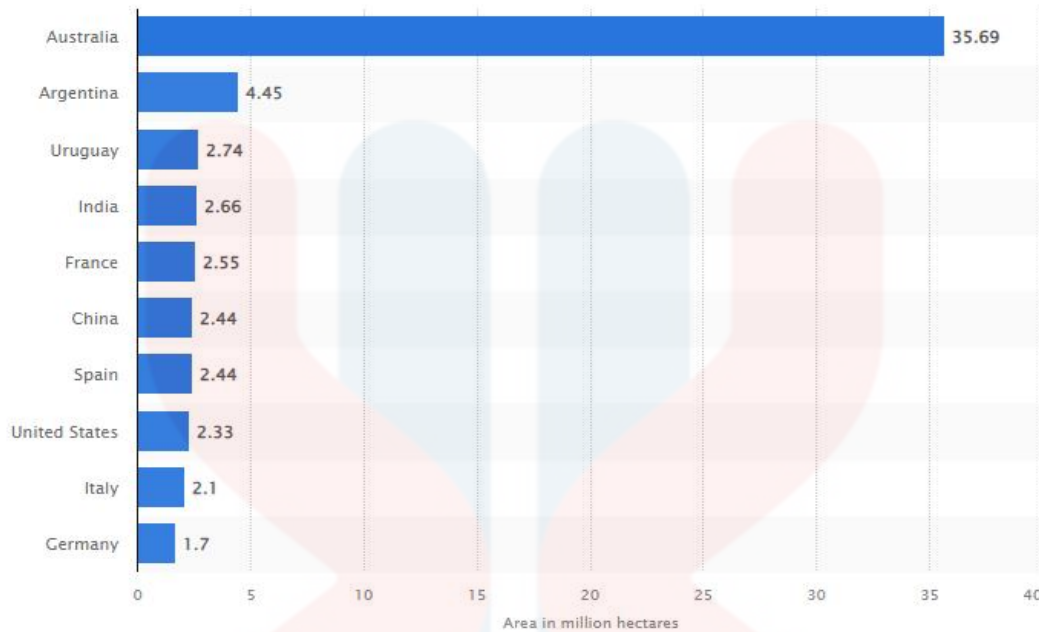


Figure 1.2: Organic agricultural land area worldwide in 2020

The increase in the market of organic food products from year to year is due to the fact that these organic food products have advantages that make people use these products. Among them, the product is free from harmful substances. The advantage of this organic food product is that the product has content that is believed to be safe and there is no mixture of ingredients that can affect their health, making people reluctant to buy (Singh & Verma, 2017). These organic foods can help consumers to maintain their health making it an advantage when using these organic foods. Compared to other foods that are at high risk for us to get various side effects related to diseases (Sulaiman et al, 2020).

Because now there are various diseases that arise causing people to realize that taking care of their body health is essential to ensure that they have a good level of health to avoid suffering from dangerous diseases. Among them are heart disease, diabetes, diabetes and so on. Therefore, to get a healthy body one needs to start with daily nutrition. According to David, (2020) stated that increasing consumer knowledge



of the importance of organic food can help them to maintain health and the existence of various diseases that can lead to death is the reason why consumers buy organic food products.

Because of this, this study was conducted to see the percentage of users of organic food products among you at university. Where they are a population that is free to make food choices because of their position with distant families and nowadays the production of tasty and cheap fast food products. If any of them use this product, what motivates them to use this product is a question for this study. Therefore, in this study, there are several independent variables that will be used to conduct this study among youth at the university.

This study will be conducted in Kelantan, where selected university students who are in Kelantan will be used as respondents. This study was carried out because it looked at the statistics of deaths in the community in Malaysia caused by suffering from various health problems such as diabetes. This happens due to irregular eating habits and they don't really care about their health. Not only that, conducting research in Kelantan is because it is one of the states that have various foods that contain a large amount of sugar which makes the food sweet and causes them to receive the effects of that.

### **1.3 PROBLEM STATEMENT**

According to Gopalan et al., (2017), a theoretical idea is used to explain how people behavior. Humans can react and meet their wants when they are motivated to do so. Another definition of motivation is the path that leads to behaviour, or the stimulus that makes someone want to imitate one behaviour and vice versa. In many countries, there is an ongoing trend toward organic food, which encourages food producers and

marketers to understand the factors that influence its consumption (Janssen, 2018; Katt & Meixner, 2020). Other than that, foods made organically have experienced impressive industry growth. Even with careful attention to production procedures and expanding accessibility, most customers are still unaware of alternatives made from organic materials. Consumption of organic foods is not always correlated with awareness of them. To have an impact on the demand for products cultivated organically, it is essential to raise awareness and comprehend the relationship between awareness and organic product purchases (Briz & Ward, 2009).

The Ministry of Education conducts nationwide health campaigns each year to identify students who may have health issues, enters the test results into a dynamic database, and then relays the information to national educational institutions, colleges, and universities. The data indicators become crucial details that help realize health assessments. College and university physical education programs have historically prioritized the physical well-being of their pupils. Through physical exams, it has been discovered recently that pupils' physical health has been declining. This is because based on the research, most students prefer to eat fast food to make them easier to study. This initiative can help the institution to motivate those students to have a healthy lifestyle and eat more organic food than fast food. When student life improves, they begin to pay more attention to the health of the products they use on a daily basis. Food is one of the most important necessities or goods in our lives today, which is used as a source for us to get enough nutrients to be able to do our daily work well. Therefore, youth is also included in food selection. This means that there is a direct impact on their health from food intake. There are various studies that have been carried out related to organic nutrition, found a correlation between consumers' concerns about health and their willingness to buy organic food products. An example of a study from Singh &

Verma, (2017) makes price health concern and perception as a factor in consumer behavior to buy organic food products. There is study by Kushwah & Shiksha, (2019) where they study more motivations and barriers related to the use of organic food products. Ditlevsen et al., (2019) have also carried out research related to the topic of organic food products but it is more focused on the health of consumers when using organic products.

In the study of Ali et al., (2021) conducted a study on the purchasing behavior of organic food products among university students in China and found that there were positive results for health awareness among students and there were negative results for other factors. such as consumer attitudes and also prices. This study also states that there is still much more research to be done to see the relationship between the purchase and consumption of these organic food products.

Previous studies have found that consumption attitude, price perception, health concern and environmental concern influence the motivation to use organic food products as in the study by Yang, Shaaban & Nguyen, (2014); Singh & Verma, (2017); Sulaiman et al., (2020) and Nguyen & Truong, (2020). However, studies that link the above factors with the motivation to use organic food products for university students are still limited. Therefore this study will investigate what factors motivate universiti students to consume organic products.

#### **1.4 RESEARCH OBJECTIVES (RO)**

- 1.To investigate the relationship between consumer attitude with motivation to consume organic food products.
- 2.To determine the relationship between price perception with motivation to consume organic food products.
3. To examine the relationship between health concerns with motivation to consume organic food products.
4. To investigate the relationship between environment concerns with motivation to consume organic food products.

#### **1.5 RESEARCH QUESTIONS**

1. Is there a relationship between consumer attitude and motivation to consume organic food products?
2. Is there a relationship between price perception with motivation to consume organic food products?
3. Is there a relationship between health concern and motivation to consume organic food products?
4. Is there a relationship between environment concerns and motivation to consume organic food products?

## 1.6 SIGNIFICANCE OF THE STUDY

### 1.6.1 ACADEMIC CONTRIBUTIONS

This study will contribute to the motivation to consume organic food products among university students. This is because the awareness among university students to eat organic food or nutritious food is higher than before. Nowadays, consumers prefer organic food in their daily lives, particularly young people such as university students, because food in Kelantan is known for its sweetness. Confectionery and other sweet foods are examples of this. Kelantan's eaters have raised their awareness to focus more on organic food as their main source of nutrition. In addition, people are encouraged to stick with chemical-free organic food products because they are healthier for them. This is because it is caused by consumers from the youth group, namely university students who are beginning to care and focus on the nutritional value of the food they take. On the box label, consumers can also see the organic purity. the food, giving more assurance to young people to eat organic food. On the other hand, Tarkiainen & Sundqvist, (2005) stated that health cannot influence the attitude of customers towards the purchase of organic food, which also prompts a strong conviction to understand the impact of consumer health on their decision to buy. Additionally, the research by Testa, Sarti, & Frey, (2019) demonstrates that health consciousness is not the only factor that influences consumers' positive attitudes about purchasing organic food.

## 1.6.2 PRACTICAL CONTRIBUTIONS

This study investigate relationship between consumer attitude, price perception, health concern and environmental concern toward organic food products among university students. Organic food is a plant that is obtained from cultivation techniques that only use natural ingredients such as fertilizers made from safe materials. Meaning it will not use materials that have harmful substances such as pesticides. Which has ingredients in it that can have a bad effect on the health of the user (Miles McEvoy, 2019). Because the awareness to eat nutritious food is getting an extraordinary response, especially among university students, it may be will further increase the market - the market for nutritious or organic food products grows more because of the high response in terms of product demand. This study can be used as a resource for the food industry to determine what influences university students' dietary decisions. Additionally, the food sector can increase the size of its market because Malaysia has a large number of educational institutions that can entice students to make the best investment by picking meals that are good for their health now and in the future. Therefore, this healthy diet is able to help students in improving their performance in learning. It can also ensure that students have more positive behavior and will encourage them to always be enthusiastic about learning. Improving food to better and better quality can provide students with good body health (YH Chen, 2017).

## **1.7 DEFINITION OF TERMS**

### **1.7.1 MOTIVATION**

Motivation define as desire or drive for someone to do something with a specific goal. Motivation can also be defined as a way for us to avoid doing something that will put us in failure for something. This statement can be supported by the statement issued by Gopalan et al.,(2017) in their study that motivation is considered the driving force behind behavior. Motivation, according to Brophy, is a theory used to explain the initiation, direction, force, and persistence of goal-oriented behavior.

### **1.7.2 ORGANIC FOOD PRODUCT**

Sulaiman et al., (2020) said that organic food is food that does not have any use for poisons that have chemicals. According to scientists, they say organic food is a good food to take because it does not contain harmful substances and they will not receive negative effects from consuming organic food. Green products are the term given to organic food which is grown using green technology (Pang et al., 2021).

### **1.7.3 CONSUMER ATTITUDE**

Eagly & Chaiken, (2007) found that attitude is a psychological path that aims to estimate an object. Consumer attitudes are driven by the knowledge they have of a subject. Which also involves a person's feelings, emotions, and behavior. It is easier to understand that it involves three important components which are cognitive, affective, and behavioral components (Pang et al.,2021).

#### **1.7.4 PRICE PERCEPTION**

Perception is the process by which a person will make a choice, an arrangement to describe a stimulus to an object or thing. It was explained in a study made by (Ekasari et al., 2021). In the study of Sulaiman et al., (2020) said price is the value obtained from the sale of products or services provided to consumers. In addition, it is with the price that someone will see their ability to buy the product.

#### **1.7.5 HEALTH CONCERN**

Awang,2020; Alan Clarke, (2010) states that health means being free from several elements, i.e. having normal behavior and no physical and mental problems. In the journal, WHO also said that health is those who are healthy spiritually and physically.

#### **1.7.6 ENVIRONMENT CONCERN**

Environmental concern (EC) was defined as the level of worry that people have about environmental issues and threats to the sustainability of the natural world and its ecosystems. Similarly to this, (Singh & Bansal, 2020) defined EC as people's awareness of environmental and ecological concerns as well as their perceptions of the importance of taking action to address these issues.



## 1.8 SUMMARY

To conclude, in this chapter 1, the researcher has explained related to the background of the study where there is an explanation related to organic food products and the demand in the market for these products. In addition, there are several problem statements that were explained in previous studies, the relationship with the motivation to use organic food products is still limited among university students. Not only that, but the researcher has also explained the benefits that can result from this study to the organic food production industry and the knowledge found in this study. Next, the research questions and research objectives have also been listed in this chapter.



## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

This chapter examines past studies related to organic food products. This chapter reviews the study in a brief description of the use of organic food products in Malaysia from the past to the present. The theories related to the topic will also be explained in more detail. The explanation related to the dependent variable (DV). Where DV in this study is the motivation to consume organic food products and the independent variable (IV) is also one of the important points for chapter 2. There are four independent variables in this study, namely, consumer attitude, price perception, health concern and environment concern. After explaining the variables we will see the relationship between the two variables whether they are related or not through past studies. A diagram of the conceptual framework will be given in this chapter and ends with a summary.

#### 2.2 CONTEXT OF ORGANIC FOOD PRODUCTS

Organic is a term that refers to materials from plants and animals that have long since decayed. This organic food has been produced from cultivation methods that do not use chemicals as explained. It is also not from genetically modified (GMO) sources. If you want to establish that food is organic then it must not contain artificial substances or chemicals. According to USDA, (2019) says that organic food will be processed according to the rules that have been set by the agency related to the organic sector. Organic food is produced using biological, mechanical, and physical procedures that preserve the essential quality of each

component and the end product" (IFOAM, 2006). The IFOAM standards define the goal of organic farming as optimizing people's health and productivity (IFOAM, 2006).

The motivation to choose organic products begins when the number of consumers is high around the world when they have a sense of concern for environmental issues (Diekmann & Franzen, 1999). When there are consumers who care about the environment, it is likely that they will be more concerned about the surrounding information not only regarding the environment but also about the product and also the process & brand where it may have an effect on it (Minton & Rose, 1997). The growth of organic products is considered one part of developing marketing trends where consumers want to know what organic products can provide or what their benefits are before they decide to make a purchase (Thogersen, 2016). According to a study by Singh & Verma, (2017) found that the factors of health awareness, knowledge, subjective norms and price are factors that have influenced consumers to use organic food products. Organic foods are increasingly preferred over conventional. The rise in the prevalence of lifestyle conditions like heart disease and depression significantly impacts how modern consumers are changing (Rana & Paul, 2017).

### **2.3 UNDERPINNING THEORY**

The Theory of Planned Behavior (TPB) and the Protection Motivation Theory (PMT) will be used as the basic theory for this study which will help in knowing how and also the tools to explain the authentic facts for what is being studied. Researchers can better determine the causes of individual behavior related to the consumption of these organic food products. According to the theory, a person's behavior is indirectly influenced by their attitudes, subjective norms, and behavioral control, which leads to their decision-making purpose (Pang et al., 2021).

### **2.3.1 PROTECTION MOTIVATION THEORY (PMT)**

Pang et al., (2021) in his study stated that the PMT is one of the theories that is also used to study the protective behavior of individuals. Where this theory is said to be a continuation of the health belief model (HBM). This theory is closely related to motivating individuals to make changes in what they decide. Where individuals will think and make sure that the decisions they will take benefit them. Therefore they will look at all aspects such as costs and benefits for something. The existence of PMT aims to explain the changes that occur in individual behavior in response to health, the environment, and also badness in food (Liao et al., 2020).

A study by Oakley et al., (2020) places PMT into two levels where they are interrelated. In the first stage, there will be an assessment of the risks that will be faced. Which through weaknesses and disadvantages will be faced. This means that we can see the effects that individuals will receive when they do not use organic products and their knowledge about those products. All the actions that will be taken depend on what they know and their awareness of the consequences that they will receive. Next in the second stage is the assessment of coping. What is important in making a decision is that there is an overriding assessment. Where there are individuals who feel uncertain about the situation will make decisions to overcome the situation according to what they feel.

### **2.3.2 THEORY OF PLANNED BEHAVIOR (TPB)**

The TPB is a theory that is called a theory of action because it is a way to anticipate a person's behavior and it is very often used for that matter (Huang, 2020; Fishbein, 2001; Zoellner et al., 2017). In addition, previous studies by (Gerend & Shepherd, 2012; Hagger & Chatzisarantis, 2011; Jones et al., 2015) stated that the TPB theory was used for studies

related to health. According to Ajzen, (1991) Says that for us to determine behavior is determined by attitude, subjective norms, and control of the behavior. In order to determine a person's motivation to use organic food products, it is necessary to start by looking at their attitude toward the food. Therefore this theory is very useful for this study. TPB is one of the theories that will look at the actions taken by consumers of organic food products through the attitudes shown by them.

## **2.4 DETERMINANT FACTORS OF MOTIVATION TO CONSUME ORGANIC FOOD PRODUCTS**

### **2.4.1 CONSUMER ATTITUDE**

Previous studies by (Pang et al., 2021) said that the attitude of consumers will depend on their knowledge about something which is known as (the cognitive component) while after that it will involve the feelings and emotions of consumers about something (effective component). Then the way they act will be involved and it is called (the behavioural component). According to them, this study, which is related to the attitude of consumers, calculates the views of consumers on the topic of organic food. When it comes to feelings about organic food and then what they do to act is (behaviour). According to a study by (Sulaiman et al., 2020) said that the attitude of consumers has encouraged them to buy. The behaviour and attitude that is required to carry out that behaviour is to make a purchase of organic food products.

According to Nguyen et al., (2019), there is an explanation in their study regarding consumer attitudes toward organic food products. Where the positive attitude that consumers have to buy organic food products will encourage them to make an evaluation of the product and determine whether it is good or bad for them if they buy it. In this study, it was also

found that there is a positive relationship between consumer attitudes and the use of organic food products. When a student has a positive attitude toward organic food, they will be more motivated to consume organic food on campus, at home, etc. (Dahm et al., 2009). This gives an explanation that students are not strangers to using organic food products, but they need to be given the right exposure and explanation regarding these organic food products so that a positive attitude towards these organic products can be instilled in them automatically to influence them to buy this product.

Ekasari et al., (2021) said the more consumers believe in the effects of something, the more positive their attitude toward the object. Which will encourage them to use it. Therefore it can be concluded that consumer attitudes toward organic food products have a positive relationship. (Rana & Paul, 2017; Adamtey et al., 2016) have stated that the change in the attitude of each consumer toward organic food products is due to the products meeting the tastes of modern consumers. Organic farming has used organic fertilizers and scientific methods of care.

A more favourable attitude is related to behaviour. If you have a good attitude toward something then there will be an intention to behave towards that matter (Ajzen, 2015). The findings of the study (Rana & Paul, 2017) found that attitude is an important element that needs to be present in consumers to influence them to buy this organic food. In addition, this study also found that the presence of labels on food, which is a source for consumers to see the level of goodness of the food to them, greatly influences their attitude to buy. This is because consumers who care about the health of their bodies are very careful about what is contained in their food.

## 2.4.2 PRICE PERCEPTION

The terms "perception" have meanings that are acknowledged in the literature on marketing. The act of choosing, compiling, and interpreting sensations into a coherent whole is called perception. The frame of reference of the individual affects this process, which is very subjective (Hanna et al., 2009). Marketers are keenly aware of consumer impressions since they are crucial to businesses. In actuality, the only reality that counts in the market is the one that is created in the minds of the consumers, who are the (fair or unfair) judges of the goods and the masters of their own decisions.

Here, this study investigated how individuals view the qualities of organic food. The majority of research studies in the area of organic consumer behaviour focus on customers' buying motivations, values that guide their decisions to buy organic food, and an analysis of factors such as health, nutritional value, flavour, or environmental concerns. According to an Italian study, customers identify organic products with health and the pursuit of good, delectable, and nourishing goods (Zanoli & Naspetti, 2002). According to Tobler et al., (2011), the primary reasons people choose to eat sustainably are health and flavour. Based on thorough literature study, Hughner et al., (2007); Bourn & Prescott, (2002) reported on the factors that influence customer decisions to buy organic food or not.

## 2.4.3 HEALTH CONCERN

Previous studies by Nguyen et al., (2019) said that Individuals' health consciousness reflects their attitudes toward health issues and their willingness to take action to protect their health. Consumers are becoming increasingly concerned about food safety and nutrition. Organic foods are thought to be healthier to eat because they are high in nutrition and free of chemicals. According to Brya the most important feature of organic food for Polish

consumers is its healthiness. Research findings from Tsakiridou et al., (2019) found that as many as 87.6% of his respondents believed that this organic product was healthier for them than other products. Therefore it can be said that concern for health has led or encouraged a consumer to use organic food because of the authenticity of the product that can be trusted. Here we can see the relationship between health concerns and the use of organic food products.

David et al., (2020) said related environmental concerns have been said to be one of the important factors in the purchase of organic food and regular consumption patterns. However, according to the majority of studies, health awareness and food taste are also among the reasons for consuming organic food (Kriwy, 2012). Where consumers will be willing to make the purchase of organic products based on concerns about the safety and quality of the products produced, as well as concerns about the environment and health. The decision to purchase is also influenced by pricing, safety regulations, nutritional content, and certifications. Purchase intention will be influenced by the consumer's experience and level of happiness with organic food (Yeon Kim & Chung, 2011). According to the findings of Messina & Saba's, (2003) study, consumer behaviour. According to the findings of a study conducted by Messina & Saba, (2003), consumer behaviour is heavily influenced by environmental, health, fresh, tasty, nutritional, and other aspects. Furthermore, personal and subjective norms are thought to be an important influence in purchasing organic food products (Rivel et al., 2018a).

According to Nguyen et al., (2020), there is an explanation in their study regarding health concerns toward organic food products. Consumers who are concerned about their health are those who are aware of their medical conditions and who are interested in the advantages that come with good health. They are eager to engage in activities that will maintain and enhance their quality of life and health (Kraft & Goodell, 1993). By engaging in



healthful activities, these folks frequently avoid illness. Consumers are typically less interested in marketing mix elements than they are in service quality and health knowledge (Tran et al., 2020). As the economy grows and people's living standards rise, buyers have become more concerned about health issues when making purchasing decisions. As the economy grows and people's living standards rise, consumers are paying more attention to health issues in their product selection in general, and food goods in particular. Organic foods are considered healthy, thus they will influence consumers' purchasing decisions while purchasing foods for their regular meals. A few of the author's earlier studies, including those by Dickieson et al., (2009); Nguyen, (2011); Lê, (2014), also demonstrated how customer behaviour has been influenced by health concerns while deciding whether to purchase organic food.

#### **2.4.4 ENVIRONMENT CONCERN**

Consumer awareness and perception of ecosystem damage and the depletion of natural resources are considered environmental concern (Kalafatis et al., 1999). Additionally, environmental care is described as one's individual opinions, attitudes, and degrees of environmental concern (Ahmadun, 2003).

Concern for the environment refers to the responsibility to maintain the environment clean and free of contamination in order to preserve and improve environmental quality. Concern for the environment is one of the primary motivators for customers to purchase organic food. According to several studies, organic farming can help to lessen environmental risks. Consumers are becoming more conscious of the need of safeguarding the environment in whatever way they can. As people's concern for the natural environment has grown, consumers are looking for products that have a "green element," as well as those that have a positive impact on the environment. On the other side, people are increasingly concerned

about their health while purchasing things, particularly food. This element has emerged as the primary motivator for people to purchase organic food (Yin, 2010). Organic foods assist to protect the environment because the manufacturing and selling processes do not employ polluting chemicals and technology. As a result, environmental concern is regarded as one of the factors influencing whether or not consumers use organic products (Winter & Davis, 2006).

## **2.5 MOTIVATION TO CONSUME ORGANIC FOOD PRODUCTS**

Tran et al., (2020) says that when deciding to buy food products, they prioritize the quality of the food to ensure they are safe to use instead of looking at the marketing mix in business. They do not need to know what will benefit the market because they are only involved in buying and using. Furthermore, of course, they will prioritize themselves over existing businesses. With the rapid development of the country's economy, the standard of living of consumers is increasing. Therefore, they can spend for daily life better. They will not worry about the price of the product and even look positively at organic products even though there are products that are so expensive to own (Nguyen, 2020).

Individual awareness of the importance for them to take care of their body's health by practicing a healthy lifestyle leads to encouraging them to use organic food products (Melovic, 2020). Not only that, in the same study the researcher stated that due to the production of products that use safe methods to use, it gives them the confidence to use the product. According to (Yin et al., 2010; Yang et al., 2014) also found that the factor that motivates consumers to buy organic products is due to their concern for health. Environmental aspects can influence consumers to continue using organic products.

When consumers have an attitude of concern for the environment, it will create a sensitive feeling in them related to all aspects including in the selection of products they want to buy in the market. Therefore, they will choose to use products based on organic ingredients because they are believed to be safe (Minton & Rose, 1997; Singh & Verma, 2017). There are various products produced that are not safe for health more and more are produced opening the eyes of consumers to switch to organic products that comply with safety in production and use (Laroche et al., 2001). The emergence of positive behavior towards organic products leads to an increase in the percentage of purchases of these products among consumers. This leads to positive things for manufacturing companies to continue to improve safety and consistency in the production of products that they want to sell to their customers (Pang et al., 2021).

## **2.6 DEVELOPMENT OF CONCEPTUAL FRAMEWORK**

### **2.6.1 THE RELATIONSHIP BETWEEN CONSUMER ATTITUDE AND MOTIVATION TO CONSUME ORGANIC FOOD PRODUCTS**

In most previous studies, it has been shown that the relationship between consumer attitudes and motivation to use organic food products is positive. This is because the two things are very closely related. According to Ekasari et al., (2021), concluded that consumer attitudes have had a positive effect on the consumer's decision to use organic food products and the same statement is found in the study by Pang et al., (2021). Therefore this proves that consumer attitudes have a great impact on encouraging the use of organic food products.

*H1: There is a significant relationship between consumer attitude with motivation to consume organic food products.*

## **2.6.2 THE RELATIONSHIP BETWEEN PRICE PERCEPTION AND MOTIVATION TO CONSUME ORGANIC FOOD PRODUCTS**

In most previous studies, it has been shown that the relationship between price perception and motivation to use organic food products is positive. This is because the two things are very closely related. The findings of the study by Ekasari et al., (2021) stated that price perception can be the reason for customer purchases of certain foods. Where this can be explained by the statement given by Suprpto & Wijaya, (2012) which states that consumers will decide to buy depending on the price of organic food items. This can be deduced that there is a positive relationship between price perception and the motivation that influences them to use organic food products.

*H2: There is a significant relationship between price perception with motivation to consume organic food products.*

## **2.6.3 THE RELATIONSHIP BETWEEN HEALTH CONCERNS AND MOTIVATION TO CONSUME ORGANIC FOOD PRODUCTS**

It has been demonstrated in the majority of earlier studies that there is a strong correlation between motivation to consume organic food products and concerns about one's health. This is due to how tightly related the two items are. The study by Nguyen, (2019) indicates that health concerns are a key driver of the use of organic foods. Although Tarkiainen and Sundqvist find that attitudes about buying organic food are unaffected by health consciousness, the vast majority of prior research supports a strong and favourable link between these variables.

*H3: There is a significant relationship between health concern with motivation to consume organic food products.*

#### **2.6.4 THE RELATIONSHIP BETWEEN ENVIRONMENT CONCERNS AND MOTIVATION TO CONSUME ORGANIC FOOD PRODUCTS**

Most prior studies have found a favourable association between environmental concerns and inclination to purchase organic food items. Up to 89% of respondents admitted, it was found, that they paid close attention to how using food products affected the environment (Magnusson, 2001). Customers of organic food exhibit a willingness to safeguard the natural manufacturing process and the environment. Empirical research shows that views about purchasing organic food are positively influenced by environmental concern in both industrialised and emerging nations like Australia, Taiwan, and India (Squires, 2001). Concern for the environment is one of the primary drivers of organic food purchases. Since they are produced and distributed without the use of harmful chemicals or technologies, organic foods contribute to environmental protection. More consumers are realising how important it is to safeguard the environment in every way they can.

*H4: There is a significant relationship between environment concern with motivation to consume organic food products.*

#### **2.6.5 THE CONCEPTUAL FRAMEWORK**

In Jabareen, (2009) he gave meaning to the framework. Where he says that the conceptual framework is a network or plane. Where it has a relationship with each other that is interconnected to give understanding to the whole related to the phenomenon. In the meantime, he said within the framework of this concept there are several assumptions such as ontology, epistemology, and methodology.

An analysis framework for the tangible, responsive, and empathetic elements was provided with reference to the literature evaluation. Figure 2.1 depicts the proposed

conceptual framework. The incentive to use organic food items is the dependent variable in this study, while the four independent factors are customer attitude, price perception, environmental concern, and health concern. The conceptual framework is made up of published research articles that are relevant to the study question. It is based on a requirement paper for the literature.

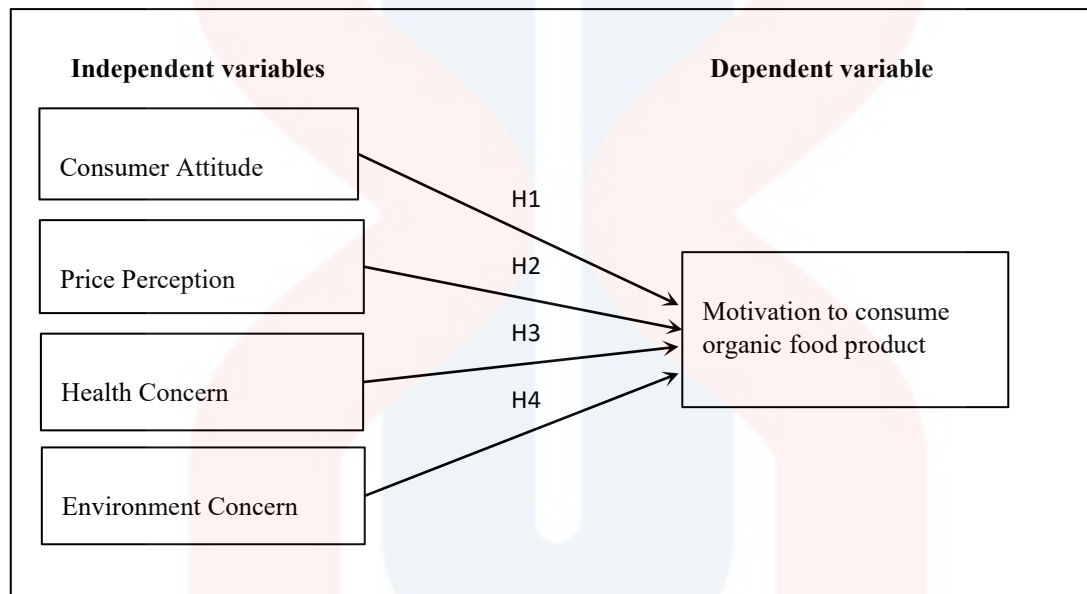


Figure 2.1 : Conceptual Framework

## 2.7 SUMMARY

Summarizing this chapter, the researcher found that there are previous studies that study the motivation to use organic food products but it has not yet been widespread. Where actually many researchers have done research on this organic food product. The theory that can be linked to the title of the study is also a topic in this chapter 2, where PMT and TPM theories have been chosen by the researcher. In addition, the researcher has listed the independent variable (IV) and the dependent variable (DV) in the conceptual framework diagram in order to see the relationship between them. IV and DV are very important in this study. The IVs in this study are consumer attitudes, price perception, health concerns, and environment concerns.

## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 INTRODUCTION

The study's methodology is presented in this chapter. It details the steps that were followed to finish this study step by step. This chapter introduces a research design that is appropriate for the study's goals and methodological approach. It also covers the sampling from which the data for this study were drawn from the local kids. This chapter will provide an additional explanation of the methods utilized to carry out the study, which will be followed by a description of how the data was analyzed. It will also be further explained why ethical considerations are important when conducting research.

#### 3.2 RESEARCH DESIGN

The researcher's ability to gather data and interpret that data for the study they are doing is stated to depend on their research design. Additionally, it can assist in obtaining answers to all of the research queries posed in chapter one. They ensure that the researcher finds enough information to answer the research question, give a correct explanation and also test the theory used which is said by (Smith,. 2008). According to Yin, (2009), the research design is used as the main basis when conducting research. Where with the existence of this research design has guidance in collecting and analyzing data (Bryman & Bell, 2007).

In this study, examine the motivation to consume organic food products among university students in Kelantan. So we chose to use quantitative methods. In research that uses quantitative methods, it is a study that is a more formal, strictly objective, deductive, and systematic strategy to find solutions to the problems in the study (Burns & Grove, 2005). According to White & Millar, (2014) give a statement related to quantitative where the word means the amount or quantity of information that can be collected during the study using the help of statistics which often involves software. Creswell, (2011) also said that quantitative research will be statistical to answer questions related to who, what, when, where, how much, how much, and how to explain events through the collection of numerical, static, and detailed data. The facts will be used, and the reasoning and the perspective used must also be unbiased. It is original research where the researcher chooses to make a choice for what they want to investigate, conclude the research question, and collect data from the respondents, statistics will be used as a way to analyze the data and the researcher needs to conduct the research in the right way. This method is suitable to be used in this study because to know the data on the use of organic food products among many university students necessarily requires the right way or method and the use of software such as SPSS to measure the rate of use of the product.

Because we have chosen to use a quantitative method, to gather information from the respondents related to the topic under study, we chose to use a survey. A survey is a method that uses scientific sampling and question design to determine population characteristics by using statistics. To conduct a survey, you need to involve a statistician to create a survey instrument, and research objectives and to create a statistically sound sample plan and a recognized field service with the ability to carry out large-scale interview projects. Collaborating with professionals is



important. This is because the research instrument may have an effect on the quality of the survey.

This is because it is more suitable to use the survey method due to the large number of respondents and also it saves more time for us to get information.

### **3.3 POPULATION AND SAMPLE SIZE**

Shukla, (2020) in his study stated that a population is a group of individuals found in research. In addition, the population is also defined as a group of all units that have variables that will be the subject of the study and conclusions will be made. The population is the group that the researchers target to be the respondents of their study and it is also the group from which the results of the study can be made more widely (Puspita, C, 2019). In this study, university students from public universities in Kelantan will be selected.

Universities in Kelantan were chosen to be the population for this study because of several reasons that are the focus of the researcher. Among them, we already know that Kelantan is a state that is so rich in sweet food which can have a negative effect on the people who often buy it. Not only that but looking at the diabetes statistics in Kelantan are high, making us more inclined to choose a university in Kelantan for us to conduct research.

Because of that, it is very suitable for them to be the population for this study because in a situation where there is a lot of variety of food in Kelantan how the students are motivated to use organic food products in their daily life. Malaysia were selected to be the respondents, namely Universiti Malaysia Kelantan, Universiti Teknologi Mara, and Universiti Sains Malaysia. Our population number is 40773

people which is from the combination of the 3 universities. These three universities are due to some specific reasons.

A sample is said to be a part of the population that perfectly represents it. This means that the unit selected from the population as a sample must accurately reflect all the characteristics of the various types of population units (Shukla, 2020). Sekaran & Bougie, (2010) mentioned that the subset of the population needed to ensure that the researcher has enough data to draw conclusions at the end of the study is known as the sample size. According to Kumar et al., (2013), sample size means the total number found in the population. The conclusion made by Memon et al., (2020) the number of respondents that will take part in the study is referred to as the sample size.

According to Kline, (2011) said in his study that sample size is a crucial aspect of ensuring that researchers get statistical accuracy. According to him, even though sample size is important for statistical accuracy, there is still no specific line to determine sample size. For Jackson, (2003) there is a way to select the sample size by using the  $N:q$  rule when the researcher wants to use the maximum likelihood estimation method in the study (Kline, 2011).  $N$  is the minimum sample size for this study while  $q$  is the number of parameters that require statistical estimation. The ratio of a sample size to good parameters is 20:1 while the bad is  $N:q$  which is equal to 10:1. Therefore, looking at the rules given, then for this research the minimum number of samples required is according to the  $q$  ratio, of 25 parameters that will be used with the value of  $N$  is 250. 200 to 400 is the correct sample size for statistical analysis according to the structural equation model ( SEM) (Hair, Black, Babin, and Anderson, (2010)). SEM also says that if the sample size exceeds 400 it is less appropriate. From the previous research study, the researcher decided to set the sample size for this study between 200 to 400 respondents.

### 3.4 SAMPLING METHOD

According to Periodicals, (2019), Sampling is the process of choosing a portion of the target population for a research project. A smaller group is used for data collecting in the great majority of research projects because it is impossible to recruit the involvement of the full population of interest. Instead of attempting to contact every person in the community, sampling from the population is frequently more realistic and enables data to be obtained faster and at a lesser cost. There are two types of sampling method that can be employed in a research study. Probability sampling dan non probability sampling. When using probability sampling, a researcher defines a range of criteria and chooses a respondent at random. It is simple to acquire the sampling frame. The idea behind probability sampling is to choose responders at random while employing this kind of sample, where everyone has the chance to participate as a respondent Taherdoost, (2016). While the likelihood of receiving an unfavourable sample is thought to be higher for non-probability sampling (Skhukla, 2020). The benefit of utilising this kind of sampling is that the population will have a fair chance of being utilised as a sample in the study and the researcher can choose respondents in a subjective manner.

For this study, convenience sampling will be used. It is one of the types of samples included in the non-probability sampling method. This method will assist in time and resource savings. Convenience sampling is a sampling that takes into account the elements' accessibility and simplicity of acquisition. Because the sample is present at the appropriate location and time, it is taken or chosen. Although this strategy is unreliable, it is the quickest and least expensive to carry out because researchers are free to choose who they interact with. The removal of this sample is

advantageous since it can be used in a preliminary exploratory study to identify early cues of an attention-grabbing circumstance. Results acquired in this manner frequently offer sufficient support.

### **3.5 RESEARCH INSTRUMENT**

The questionnaire was used as a way for the researcher to collect data. It is used as one of the tools to collect data because the questions from the questionnaire are not difficult and easy for respondents to answer. This questionnaire has been said to be a research instrument where it functions to collect data for the research being carried out. Where the data that will be obtained can be trusted and authentic (Taherdoost., 2016). When using a questionnaire as an instrument for research will help in getting information faster and it also saves time and even saves costs. In achieving the desired goal of the study, this questionnaire is very helpful to the researcher.

#### **3.5.1 QUESTIONNAIRE**

Research instruments, which include measurement tools like questionnaires, tests, and scales, are used to help researchers gather information from research participants on a significant issue. Information on a research tool, including the variables measured, the target demographic, and its intended use. Depending on the type of research being conducted, researchers might use a range of measurement methodologies, including questionnaires, case studies, and surveys (Umoh, 2019). Due to the likelihood that it would be completed by a variety of respondents, the

questionnaire will be available in both English and Malay to make it easy for the respondent.

For the questionnaire given, there are 3 different sections and contain 5 questions for each section. Where in part A the question will be asked related to the demographics of the respondent, after that in part B the question asked will be about the independent variable and lastly in part C the question will be about the dependent variable. Where in section A there are 10 questions. While in section B there are 5 questions for each IV which for the items of consumer attitude, health concerns, and environment concern are taken from a study made by Nguyen et al., (2019) while the price perception item is taken from (Singh & Verma, 2017). For section C there are also 5 questions for DV and every question found in this section is found in the study of Mohamad et al., (2014).

Table 3.1: Questionnaire

SECTION	FACTOR	CONTENT	QUESTION
Section A		Gender	-Male -Female
		Age	-18 - 20 years old -21 - 23 years old -24 - 26 years old -27 and above
		Marital Status	-Single -Married -Others
		Ethnicity	-Malay -Chinese -Indian -Others
		Education Level	-Pre-Diploma -Diploma -Degree -Others

		Institution	-University Malaysia Kelantan (UMK) -University of Science Malaysia (USM) -University Technology Mara (UITM)
		Years of Study	-Year 1 -Year 2 -Year 3 -Year 4 -Others
		Do you know about organic food products?	-Maybe -Yes -No
		Have you ever used a organic food products?	-Yes -No

### Section B

NO	INDEPENDENT VARIABLE	ITEMS	SOURCE (YEAR)	NO OF ITEMS
1	Consumer Attitude	1. I think buying organic food products is beneficial 2. I think buying organic food products is a wise choice 3. Buying organic food products make me feel good 4. I believe organic food products is very useful to meet the nutritional needs 5. Buying organic food products make me feel pleased	Nguyen et al., (2019)	5

<p>2</p>	<p>Price Perception</p>	<ol style="list-style-type: none"> <li>1. I always choose the healthiest option although it is more expensive</li> <li>2. I think the price of organic food products is a barrier to purchasing it</li> <li>3. I think everyone should buy organic food products, even though they are more expensive</li> <li>4. I think the price of the organic food products is in accordance with the benefits</li> <li>5. I think the price of organic food products is high</li> </ol>	<p>Singh and Verma (2017)</p>	<p>5</p>
<p>3</p>	<p>Health Concern</p>	<ol style="list-style-type: none"> <li>1. I think often about health issues</li> <li>2. I choose organic food products carefully to ensure good health</li> <li>3. I think some organic food products have a beneficial effect on my health</li> <li>4. I think of myself as a health-conscious consumer</li> <li>5. I am concerned about the type and amount of nutrition in the food that I consume daily</li> </ol>	<p>Nguyen et al., (2019)</p>	<p>5</p>



4	Environment Concern	<ol style="list-style-type: none"> <li>1. The balance of nature is very delicate and can be easily upset</li> <li>2. I pay a lot of attention to the environment</li> <li>3. I think environmental aspect is very important in my food choice</li> <li>4. I believe that organic food products is more environmental friendly than conventional food</li> <li>5. I think humans must maintain a balance with nature in order to live a healthy life</li> </ol>	Nguyen et al., (2019)	5
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**Section C**

NO	DEPENDENT VARIABLE	ITEMS	SOURCE (YEAR)	NO OF ITEMS
1	Motivation to consume organic food products	<ol style="list-style-type: none"> <li>1. Organic food products is good for the health</li> <li>2. Organic food products does not contain any chemicals</li> <li>3. Organic food products have more nutritional value than conventional food</li> <li>4. Organic food products consumption will help to protect the environment</li> <li>5. I would buy organic food products because of their quality</li> </ol>	Muhammad et al., (2014)	

In this study, the researcher has chosen to scale as a tool to measure. According to Taherdoost, (2019), scaling is one that is classified as a measurement where it will be included in developing an instrument. It is divided into two, namely open and closed questions (Taherdost, 2017). The Likert scale has become one of the types of scaling used for researchers to obtain data. According to Schrum et al.,



(2020), the Likert scale used by researchers in their studies was created by Rensis Likert in 1932, where the purpose is to be used in measuring scientifically. In the level of measuring using the Likert scale, there are 3 levels which are likert 5, 7, and 10. In this study, the researcher used the Likert scale of 5 as shown in the table below.

Table 3.2: The five points likert scale

Strongly Disagree	Strong Agree
1	5

### 3.5.2 PILOT TEST

A statistical tool used in the distribution of small-scale questionnaires is the pilot test. This will guarantee the consistency, correctness, and reliability of the survey. The questionnaire will be reviewed by our supervisor prior to implementing the questionnaire delivery process. The questionnaire must be changed and adjusted if there is an error. After this procedure is complete, the respondents will receive the questionnaire.

The purpose of the pilot test is to test all the questionnaire questions that will be used as items to collect data. Fraser et al., (2018) said that the results of this pilot test could help researchers see the problems that arose so that they could solve or avoid them before doing the actual study. There are two steps that need to be done, in the first step select 10 people around us to read the research question to see if they understand the requirements of the question and if they can answer the question if it is given to them. In this way, we can identify if the respondent is able to understand the questions that have been constructed. While the second step, the research question

was given to 30 people to answer the question using SPSS to measure. Here we can measure the reliability of the question and whether our question reaches a good or weak level. If our question is at the weakest level then the question needs to be discarded while if our question reaches a high point then it can be retained and can be used as a question for study. This small group can also contribute their opinions to improve the questionnaire. Pilot test will usually reveal implementation issues rather than survey design issues, assuming the survey has been pre-tested. Before doing the survey itself, this can be fixed.

### **3.6 DATA COLLECTION PROCEDURE**

Data collection is classified as a way to obtain and enable the researcher to analyze information related to the study carried out using all the methods that have been determined to gather information. It is also to make it easier for the researcher to make an assessment of the results that will be obtained. This data collection is a way to get a level of reliability. Because of this, it is important for the researcher to choose and determine the best method of data collection so that the researcher can get good results from the collected data.

Social media such as Telegram, WhatsApp, and Instagram were used as platforms to distribute questionnaires to university students. The way that can be used to ensure that the question reaches the respondents is through student representatives for each university to ensure that we get responses from different respondents. Another method that can be used is with the method of the researcher giving the questionnaire to those known as friends and asking them to spread the question to others. Online data collection will be done through a five-point Likert scale

questionnaire with scored items. Information and data for this study were collected using both primary and secondary data.

### **3.6.1 PRIMARY DATA**

It is a type of data collection where it is obtained through primary sources. Where in this study the youth group from the university will be used as the researcher's main source to obtain information. This primary data is said to be reliable because we get information directly through the respondents. It is not often used because most of the time it requires cost in implementing it. The major data source, according to Ajayi, (2017) is a questionnaire that asks respondents a series of questions. When they check the box next to the question they feel is suitable, a cover letter is then added to each set of surveys. The goal of the research for the responders will be detailed in the cover letter. Respondents will thus be aware of the motivation behind and goal of the study.

### **3.6.2 SECONDARY DATA**

Is information that has been collected and made available for use by others. When employed by third parties, they usually start as primary data but eventually become secondary. Because secondary data is usually shared openly, researchers and users can usually access it quickly. However, this implies that it is not precisely designed to meet the researcher's goals, such as primary data. In this study, sources from the internet, namely articles and journals, are the secondary data for the researcher to find information related to the research being carried out.

### **3.7 DATA ANALYSIS**

Data analysis is done to better understand the relationship between the independent variable (IV), which is separated into four dimensions, consumer attitude, price perception, health concern and environmental concern the dependent variable (DV), which is motivation to consume organic food products. There are numerous ways that information on all of the buying intentions of university students in Kelantan can be utilized. Data analysis is a technique for assessing the gathered data. In most cases, it includes an examination of the data created by applying analytical abilities in order to spot trends, correlations, or patterns. Following the completion of the information-gathering process with the respondents, data will be generated using SPSS software. The steps in this study's data analysis are listed below. The process begins with a descriptive study of the data, is followed by a reliability analysis, and is completed with a Pearson correlation test of the hypothesis.

#### **3.7.1 DESCRIPTIVE ANALYSIS**

According to the findings of the study N. Sloman, (2010) said that this descriptive analysis is a way to find out everything related to the behavior of the respondents. It will involve direct research which is done on the respondent's behavior with the aim of obtaining information about what is being studied. It makes use of clearly communicating quantitative explanations. For instance, making the information easier to understand for people by using diagrams, charts, and tables. Descriptive analysis is also used to offer quantitative descriptions in a format that is easy to understand. Numerous descriptive analysis studies simply aim to describe how behavior and environmental events take place in the natural world as their main

objective (Atwater & Morris, 1988). One of the main benefits of descriptive analysis is its degree of objectivity and lack of bias.

### **3.7.2 RELIABILITY AND VALIDITY TEST**

How consistently or dependably a test evaluates a trait is referred to as reliability. A test is said to evaluate a characteristic accurately when a repeat test result shows similar results. In making the selection for a test the researcher must ensure that they take into account the validity. The selection of a test must take into account validity. The ability of a test to accurately measure a particular attribute is referred to as its validity. There are various types of internal consistency reliability estimates. The split-half adjusted and Cronbach alpha are the most widely used. Although Cronbach's alpha reliability sample values are now provided, it is still necessary to indicate the population reliability value's confidence interval. The same confidence interval for Cronbach's alpha's population value unnecessarily tightens the assumption that the variances and covariances of the numerous measurements are the same (John Willey, 2014). Cronbach's alpha will be used in this study to evaluate the precision of the data provided by respondents based on the provided questionnaire.

Table 3.3: Rule of Thumb Cronbach's Alpha

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

Sources: Hair et al (2003); Essential of Business Research Method.

### 3.7.3 PEARSON CORRELATION

The direction, severity, and significance of the link between the dependent variable and the independent variable are all shown by the Pearson correlation coefficient. Planning for adequate sample size is one of the crucial factors to take into account before doing any correlation analysis. It ranges in value from -1 to +1. The correlation coefficient of 1 indicates a positive correlation. A descriptive statistic, such as the Pearson correlation coefficient, summarises the features of a dataset. The degree and direction of the linear relationship between two quantitative variables are specifically described.

Table 3.4: Rule Of Correlation Coefficient Size

Size of Correlation	Interpretation
0.9 to 1.0 / -0.9 to -1.0	Very High
0.7 to 0.9 / -0.7 to -0.9	High
0.5 to 0.7 / -0.5 to -0.7	Moderate
0.3 to 0.5 / -0.3 to -0.5	Low
0.0 to 0.3 / -0.0 to -0.3	Little, if any

Source: Hinkle, Wiersma and Jurs (2003)

### 3.8 SUMMARY

What can be explained in this chapter, for this study, the research design used is a quantitative method. In the sampling method, convenience sampling is used to determine the sample because it is the most appropriate way because we do not know who our respondents are closely, and in this way, the respondents are easy to get. The researcher has also explained the data collection process in the ongoing study where the researcher chose to use online survey techniques as a way to obtain data. Finally, this chapter also explains in detail how the researcher will analyze the data.

## **CHAPTER 4**

### **FINDINGS**

#### **4.1 INTRODUCTION**

235 people participated in the survey that was used to gather the data for this chapter's results and research findings. The researchers analysed the recorded results using the statistical package for the social sciences (SPSS) version 26 software, which is utilised by many different types of academics for sophisticated statistical data analysis. The motivation of university students in Kelantan to consume organic foods was investigated and identified through data analysis. This chapter is divided into five sections the demographic profile of the respondents, the descriptive analysis used to gauge their responses to the additional questions, the reliability and validity analysis and the pearson correlation analysis to gauge the relationship between the independent and dependent variables

#### **4.2 RESPONDENT DEMOGRAPHIC PROFILE**

After completing the questionnaire, there were 235 respondents who answered the questions that were asked in the distributed googleform. In the data of part A, which is demographic, there are several questions related to gender, age, marital status, ethnicity, education level, institution, year of study, state of origin, and some questions related to organic food products. All results and responses from respondents have been displayed in the form of tables and charts.



#### 4.2.1 Gender

Table 4.1 : Gender Respondent

Gender	Frequency	Percentage (%)
Female	181	77.0
Male	54	23.0

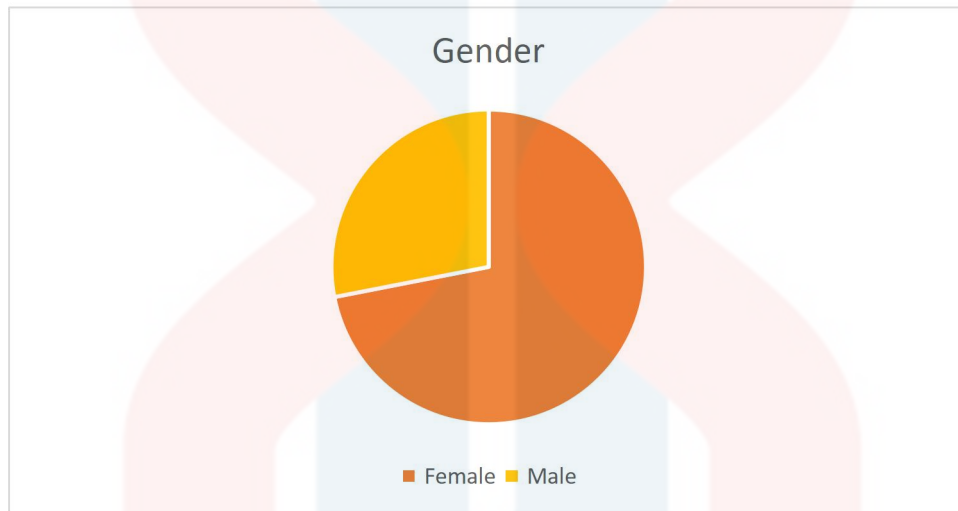


Figure 4.1: Pie chart of gender.

In table and pie chart 4.2 there is a frequency and percentage for the percentage and frequency of male and female respondents involved in this survey. Which for the respondents consisting of males numbered 54 (23.0%), while for the respondents consisting of females as many as 181 (77.0%) respondents.

#### 4.2.2 Age

Table 4.2 : The age of respondent

AGE	FREQUENCY (n)	PERCENTAGE (%)
18 - 20 Years	41	17.4
21 - 23Years	184	78.3
24 - 26 Years	9	3.8
27 Years and above	1	0.4
	235	100.0

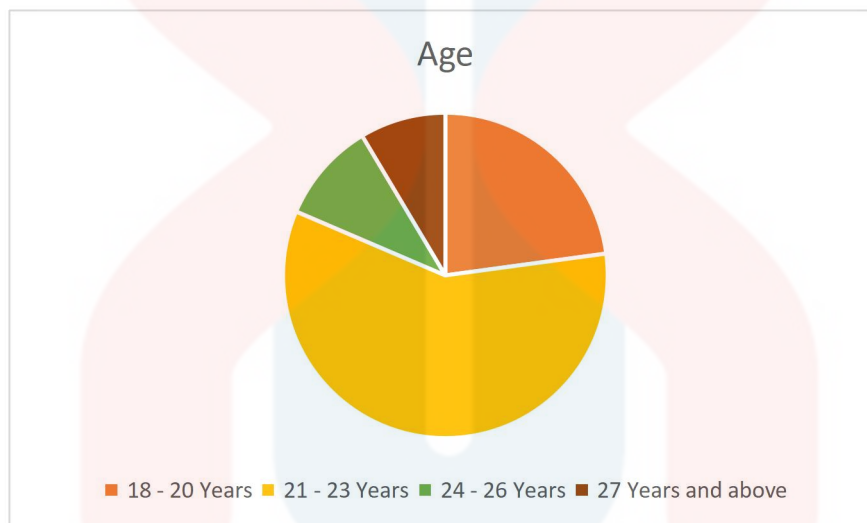


Figure 4.2: Pie chart of age.

In table and pie chart 4.2 there is a frequency and percentage for the age of the respondents which they are divided into four age levels starting at the age of 18 and above. For the number of respondents the most lagging behind is from the age of 21 to 23 years which shows 78.3% with a total of 184 respondents. Followed by the age group of 18 to 20 years which collected 17.4% with 41 respondents. Next for 24 to 26 years there are 3.8% equivalent to 9 respondents involved. For the last one is from the age group of 27 and above which is the lowest at 0.4% with a total of 1 respondent. According to the results of this questionnaire which looked at the age group of 21 to 23 received respondents who were lagging behind due to their existence with more researchers compared to other age groups. Which they are easier to find.

### 4.2.3 Status

Table 4.3 : The Marital Status of respondent

AGE	FREQUENCY (n)	PERCENTAGE (%)
Married	8	3.4
Single	227	96.6
Total	235	100.0

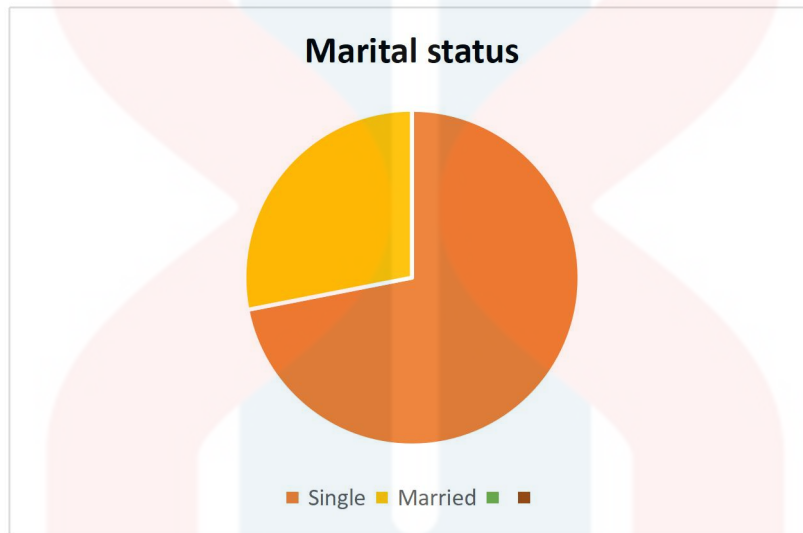


Figure 4.3: Pie chart of gender.

In table for 4.3, the researcher shows the number of respondents according to status class, which is between single and married. There is a number that is clear that there are more respondents from the single group which are 227 with 96.6% compared to the married group with 8 people with 3.4%. This is because the respondent from this research focused on those who are still studying and are at the university level. In addition, they also have more time to answer the questionnaire than married people.

#### 4.2.4 Race

Table 4.4 : The Race of respondent

RACE	FREQUENCY (n)	PERCENTAGE (%)
Malay	216	2.1
Indian	8	3.4
Chineses	5	91.9
Others	6	2.6
Total	235	100.0

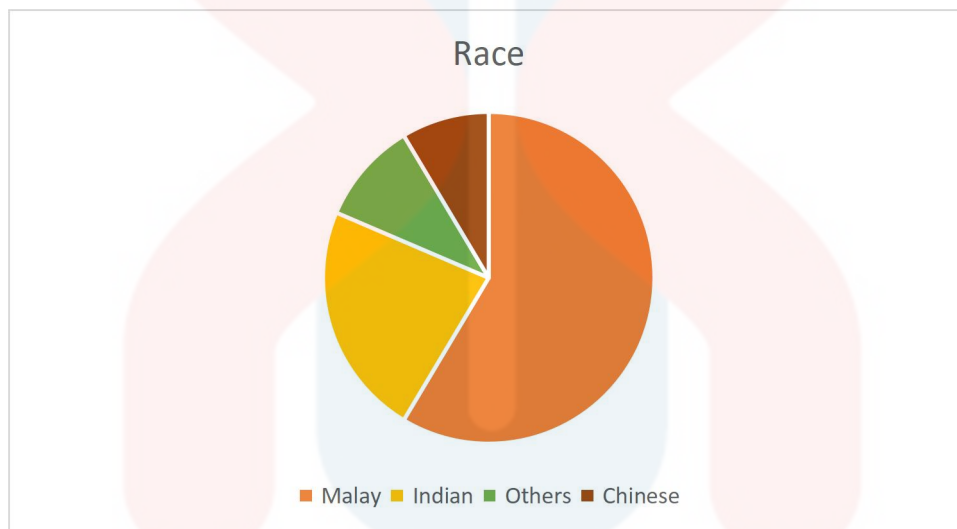


Figure 4.4: Pie chart of race.

Based on Table 4.4 and pie chart above, shows the percentage and frequency obtained from the results of the study. Malay respondents have the highest percentage where 91.95% with the number of respondents is 216 people followed by Indians with 8 people at 3.4%. Then there are other races with 6 people at 2.6% and the least is Chinese with 2.1% a total of 5 respondents.

#### 4.2.5 Education Level

Table 4.5 : The Education Level of respondent

EDUCATION LEVEL	FREQUENCY (n)	PERCENTAGE (%)
Degree	216	91.9
Diploma	18	7.7
Masters	1	0.4
Total	235	100.0

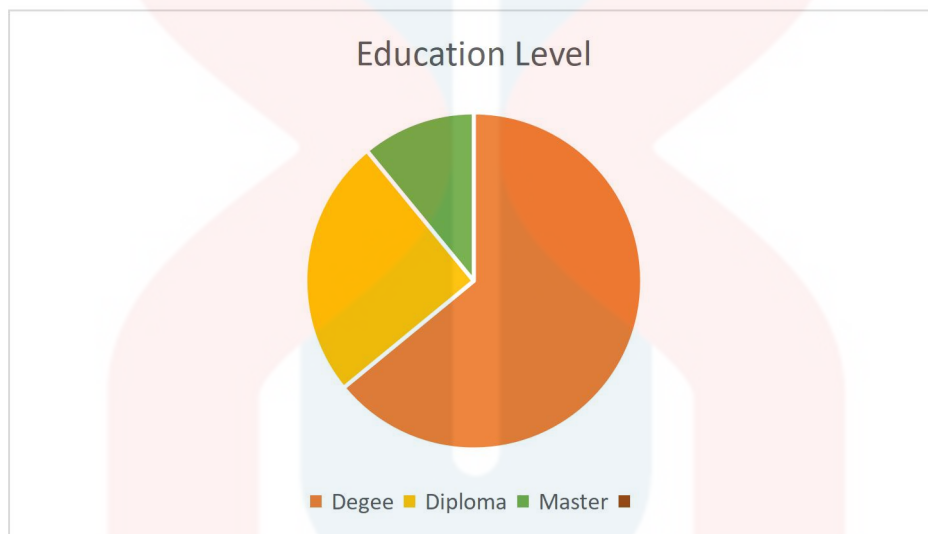


Figure 4.5: Pie chart of education level.

For table 4.6, the number and percentage for the level of education for the respondents who answered this questionnaire are displayed. Which number from the degree level is the one that gets the highest number, which is 216 people with 91.9%. While the second position is from the diploma level as many as 18 with 7.7% and the last one is from the master's which is only 1 person with 0.4%.

#### 4.2.6 Institution

Table 4.6 : The Institution of respondent

INSTITUTION	FREQUENCY	PERCENTAGE
Universiti Malaysia Kelantan (UMK)	123	52.3
Universiti Teknologi Mara (UITM)	61	26.0
Universiti Sains Malaysia (USM)	41	17.4
Others	10	4.3
Total	235	100.0

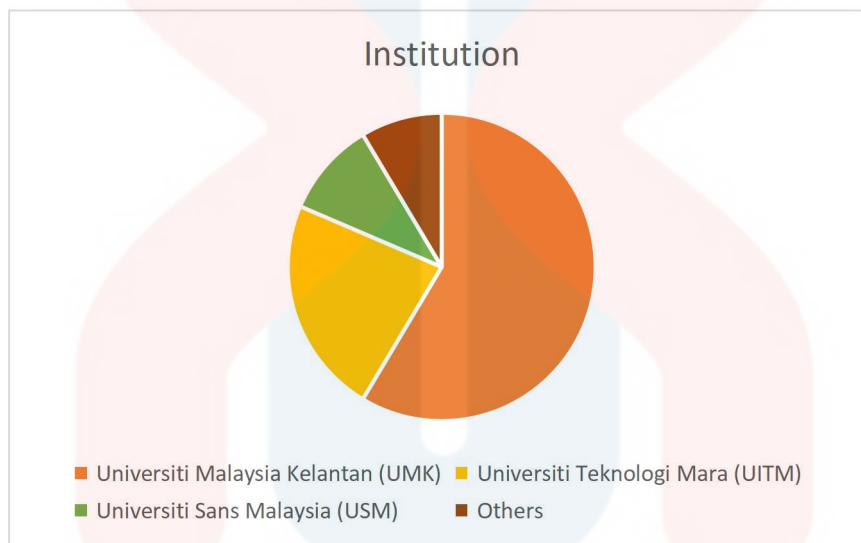


Figure 4.6: Pie chart of institution.

For respondents, the researcher selected respondents from universities located in Kelantan. According to the chart and table above, the percentage of respondents by state has been found. Which can be said that the majority of respondents came from the University of Malaysia Kelantan (UMK) where there are 52.3% with 123 respondents. Followed by Universiti Teknologi Mara (UITM) as many as 26.0% with 61 respondents and from Universiti Sains Malaysia (USM) has a percentage of 17.4% with 41 respondents. In addition, there are some respondents who are also at other university in Kelantan but their university is not specified which is 4.3% with 10 respondents.

#### 4.2.7 Years of Study

Table 4.7 : The Years of Study of respondent

YEARS OF STUDY	FREQUENCY	PERCENTAGE
Year 1 / Tahun 1	33	14.0
Year 2 / Tahun 2	34	14.5
Year 3 / Tahun 3	145	61.7
Year 4 / Tahun 4	23	9.8
Total	235	100.0

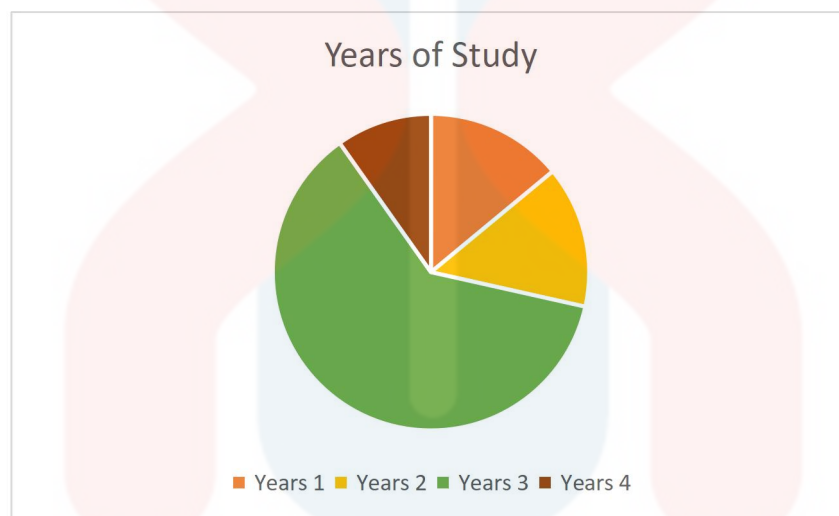


Figure 4.7: Pie chart of Years Study.

In this study there are four levels of study years involved where according to the pie chart above students who are in year 3 are the most dominant who answered the questionnaire that was distributed with 61.7% of 145 respondents. Next there is 14.5% with 34 respondents from year two. While 14.0% with 33 respondents and the least is from year 4 which is 9.8% with 23 respondents.

### 4.2.8 State of Origin

Table 4.8 : The state of origin

STATE OF ORIGIN	FREQUENCY	PERCENT
Johor	16	6.8
Kedah	22	9.4
Kelantan	115	48.9
Kuala Lumpur	1	.4
Melaka	1	.4
Negeri Sembilan	3	1.3
Pahang	18	7.7
Perak	3	1.3
Perlis	5	2.1
Pulau Pinang	9	3.8
Sabah	3	1.3
Sarawak	4	1.7
Selangor	11	4.7
Terengganu	24	10.2
Total	235	100.0

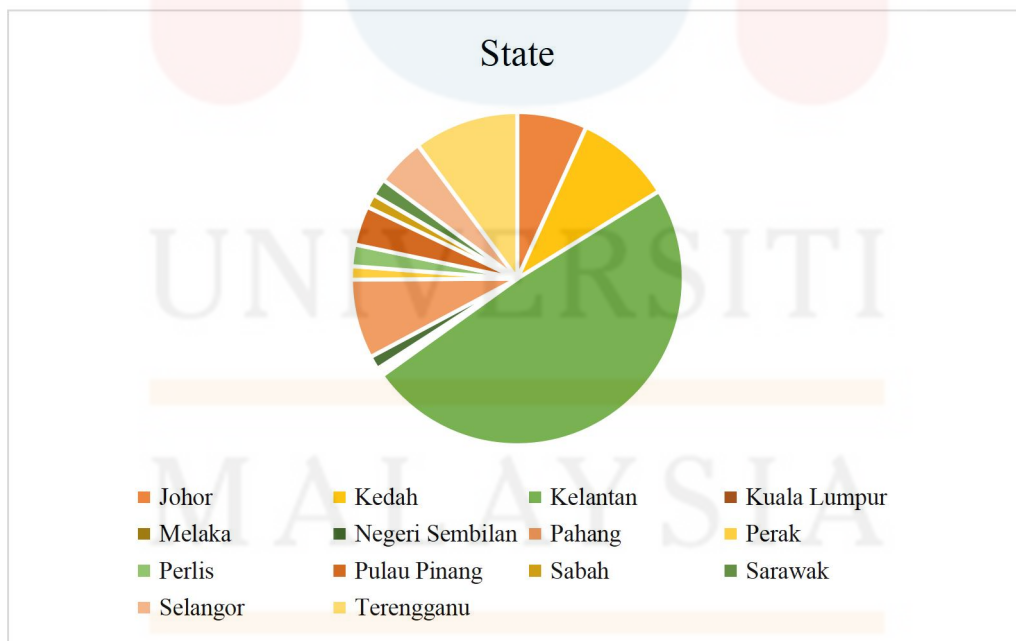


Figure 4.7: Pie chart state of origin

Tables and pie charts show the distribution for each respondent's home state.

The state of Kelantan is ranked highest at 48.9% with 115 respondents while the



second highest is Terengganu at 10.2% with 24 respondents while Kedah gets 9.4% with 22 respondents. For the state of Pahang, it got 7.7% with 18 respondents. After that, for the state of Johor there is 6.8% for that state with 16 respondents. Selangor has 4.7% with 11 respondents followed by Penang 3.8% which means the total number of respondents is 9 people. Perlis is equivalent to 2.1% with a total of 5 respondents. While for the state of Sembilan, Perak and Sabah share 1.3% with 3 respondents. Likewise, Kuala Lumpur and Melaka have the same percentage of 0.4% with 1 respondent.

**4.2.9 Do you know about organic food products?**

Table 4.9 : Do you know about organic food products?

DO YOU KNOW ABOUT ORGANIC FOOD PRODUCT?	FREQUENCY	PERCENT
Yes	204	86.8
No	31	13.2
Total	235	100.0

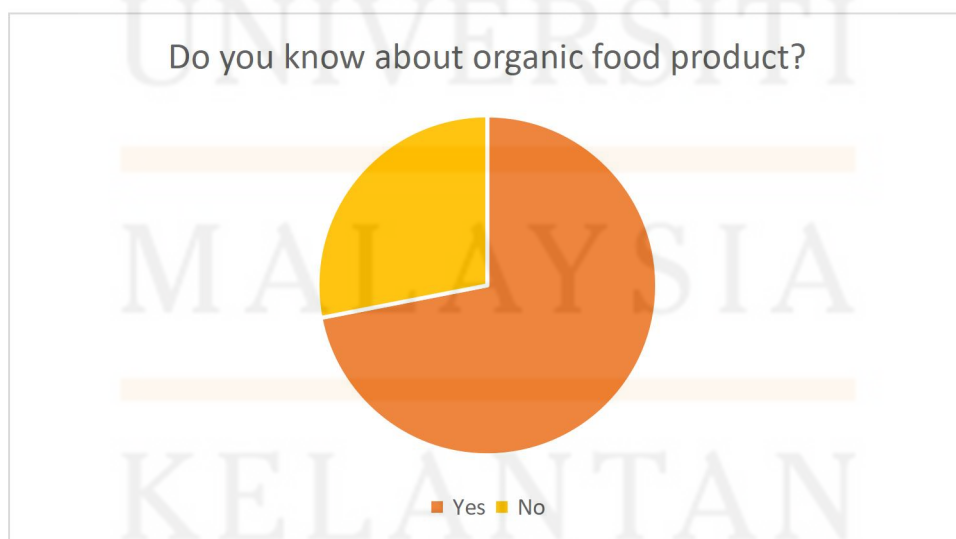


Figure 4.9: Pie chart of do you know about organic food products?

From this demographic question, 86.8% of respondents answered yes with 204 respondents and only 13.2% answered no with 31 total respondents. Here we can see that many people have realized and know the existence of organic food products.

**4.2.10 Have you ever consume an organic food products before this?**

Table 4.10 : Have you ever consume an organic food products before this?

HAVE YOU EVER CONSUME AN ORGANIC FOOD PRODUCTS BEFORE THIS?	FREQUENCY	PERCENT
Maybe	80	34.0
No	13	5.5
Yes	142	60.4
Total	235	100.0

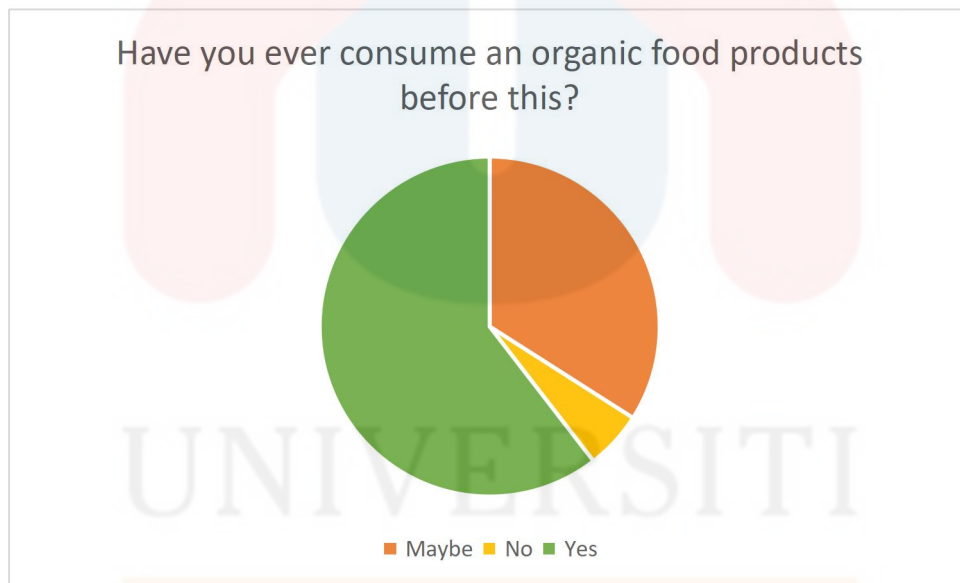


Figure 4.10: Pie chart of have you ever consume an organic food products before this?

According to the pie chart and the table above. We can see that the percentage of the question have you ever eaten organic food products before? Shows three levels of results that can be collected from respondents. There are 34.0% with the number of 80 respondents who answered maybe while 60.4% answered yes with 142 people and the last who answered no was as much as 5.5% with 13 respondents. This shows that many university students have used organic food products and this shows that organic food products have long been known among students or youth.

### 4.3 RESULTS OF DESCRIPTIVE ANALYSIS

Descriptive analysis is a statistic that will describe the tendency in the centralization of a 'middle' value variable or an expectation or even dispersion that has a distribution in the response of the variable. It will calculate even if the values of the measures of central tendency and dispersion are not appropriate.

The researches have analyzed the mean as well as the standard deviation for section B as well as section C section to find out the consumer attitude, price perception, health concern and environment concern for independent variable and motivation to consume organic food product for dependent variable. The researcher compared the mean of the independent variable and the dependent variable for each questionnaire item. The response for respondents in the questionnaire uses the 5-point Likert scale which is 1 for "Strongly Disagree" to 5 is "Strongly Agree". The table below displays the analysis's findings.

### 4.3.1 DESCRIPTIVE ANALYSIS FOR INDEPENDENT VARIABLE

Table 4.11: Descriptive Analysis for Independent Variable - Consumer Attitude

No	Consumer Attitude	N	Mean	Standard Deviation
1	I think buying organic food product is beneficial?	235	4.02	.889
2	I think buying organic food product is a wise choice?	235	4.23	.814
3	Buying organic food product make me feel good?	235	3.95	.818
4	I believe organic food products is very useful to meet the nutritional needs	235	4.27	.844
5	Buying organic food product make me feel pleased.	235	3.92	.836

Source: Develops from SPSS

Table 4.11 showed the descriptive analysis of independent variables for Consume attitude which include mean and standard deviation. Based on Table 4.9, the highest of consumer attitude that respondent strongly agreed is they believe organic food product is a very useful to meet the nutritional needs with the value 4.27 and follow up by the statement " I think buying organic food product is a wise choice" with the value 4.23. The third highest value that respondent agreed is " I think buying organic food product is beneficial and the value is 4.02. The next statement for value 3.95 is respondent think buying organic food product make me feel good. And the value 3.92 is the lowest for the statement " buying organic food products make me feel pleased.

Table 4.12: Descriptive Analysis for Independent Variable – Price Perception

No	Consumer Attitude	N	Mean	Standard Deviation
1	I always choose the healthiest option although it is more expensive.	235	3.79	.968
2	I think the price of organic food products is not a barrier to purchasing it.	235	3.71	1.005
3	I think everyone should buy organic food products, even though they are more expensive.	235	3.51	1.023
4	I think the price of the organic food products is in accordance with the benefits.	235	4.01	.822
5	I think the price of organic food product is high.	235	3.94	.868

Source: Develops from SPSS.

In Table 4.12, price perception is the second independent variable for descriptive analysis data. The mean, standard deviation and the ranking have been set up by follow the mean value. The highest value for price perception that strongly agreed by respondent is 4.01 with the statement respondent think the price of the organic food products is in accordance with the benefits. The second highest of independent variable for price perception with value 3.94 is " I think the price of organic food product is high". The third highest value that respondent agreed is " I always choose the healthiest option although it more expensive" and the value is 3.79. The next statement for value 3.71 is respondent think the price of organic food product is not a barrier to purchasing it. The lowest value for price perception is 3.51 with the statement I think everyone should buy organic food products, even though they are more expensive.

Table 4.13: Descriptive Analysis for Independent Variable – Health Concern

No	Consumer Attitude	N	Mean	Standard Deviation
1	I think often about my health.	235	4.31	.823
2	I choose organic food product carefully to ensure good health.	235	4.18	.830
3	I think organic food products have a beneficial effect on my health.	235	4.19	.746
4	I think of myself as a health-conscious consumer.	235	4.19	.826
5	I am concerned about the type and amount of nutrition in the food that I consume daily.	235	3.86	.936

Source: Develops from SPSS.

The table 4.13 displayed the mean, standard deviation, and ranking determined by the mean level. In the table, the highest value for health concern is 4.31 that strongly agreed by respondent think often about my health. The next statement is " I think organic food product have a beneficial effect on my health" and " I think of myself as a health - conscious consumer" have the same value 4.19. Other than that, the respondent also agreed with the statement " I choose organic food product carefully to ensure good health" with the value is 4.18. The lowest value with 3.86 which respondent agreed is the i am concerned about the type and amount of nutrition in the food that i consume daily.

Table 4.14: Descriptive Analysis for Independent Variable – Environment Concern.

No	Consumer Attitude	N	Mean	Standard Deviation
1	The balance of nature is very delicate and can be easily upset.	235	3.92	.834
2	I pay a lot of intention to the environment.	235	4.20	.801
3	.I think environmental aspect is very important in my food choice.	235	4.25	.744
4	I believe that organic food is more environmental friendly than conventional food.	235	4.07	.834
5	I think humans must maintain a balance with nature in order to live a healthy life.	235	4.23	.767

Source: Develops from SPSS.

Based on table 4.14, the indicates mean, standard deviation for last independent variable namely environment concern. With the value of mean is 4.25, the statement in questionnaire is " I think environmental aspect is very important in my food choice". That show the respondent would like to give more intention with the aspect environment. The next statement with the highest value of mean is " I think humans must maintain a balance with nature in order to live a healthy life" (4.23) agreed by the respondent. The third highest of mean value is 4.20 for the statement in questionnaire " I pay a lot attention to the environment. The next statement is " I believe that organic food is more environmental friendly than conventional food" with the mean value is 4.07 and the last mean value for environment concern is 3.92 for the statement, the balance of the nature is very delicate and can be easily upset.

### 4.3.2: Descriptive Analysis for Dependent Variable

Table 4.15: Descriptive Analysis for motivation to consume organic food product

No	Consumer Attitude	N	Mean	Standard Deviation
1	Organic food products is good for the health.	235	4.22	.764
2	Organic food products does not contain any chemicals.	235	4.10	.849
3	Organic food products have more nutritional value than conventional food.	235	4.09	.796
4	Organic food products consumption will help to protect the environment.	235	4.13	.814
5	I would buy organic food products because of their quality.	235	4.20	.748

Source: Develops from SPSS.

Referring to table 4.15, the table show the mean, standard deviation and the level of respondent motivation to consume organic food product which is the dependent variables for this research. Respondent is strongly agreed organic food product is good for the health with the highest value 4.22. Other than that, the respondent also agreed with the they would buy organic food product because of their quality with the value 4.20 and the value just different 0.02 from organic food product is good for the health. The third statement with the highest value is respondent is organic food product consumption will help to protect the environment with the value 4.13. The next statement with the value 4.10 is the respondent organic food product does not contain any chemical and the lowest value is 4.09 for the statement " Organic food product have more nutritional value than conventional food.



#### 4.4 RESULTS OF RELIABILITY TEST

The amount to which measurements can be duplicated is defined as reliability. It is showing not only the degree of correlation but also the degree of agreement among measures. Reliability is represented mathematically as a ratio of true variance to true variance plus error variance (Koo & Li, 2016). The internal consistency, or degree of interdependence, of a set of variables is measured by Cronbach's alpha. As a scale reliability metric, it is regarded as such. According to Peterson (1994), for fundamental research types, a scale's Cronbach's alpha coefficient needs to be 0.8 or above to be deemed appropriate. The study's variables have Cronbach's Alpha coefficients that are more than 0.8. Since all of the variables in this study are dependable and consistent, it may be assumed that the connections are quite strong. The overall result of Cronbach's alpha coefficient for the reliability test was shown in Table 4.14. Table

4.16: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

<b>Variables</b>	<b>Number of Items</b>	<b>Cronbach's Alpha Coefficient</b>	<b>Strength of Associations</b>
<b>Consumer Attitude</b>	5	.909	Excellent
<b>Price Perception</b>	5	.799	Acceptable
<b>Health Concern</b>	5	.858	Good
<b>Environment Concern</b>	5	.822	Good
<b>Motivation to Consume Organic Food Products Among University Student in Kelantan</b>	5	.896	Good

Source: Developed from SPSS

Table 4.16 displays the reliability coefficient alpha results for the independent variables and dependent variable. The data as a whole demonstrate the validity of

Cronbach's Alpha. The consumer attitude variable in this study had the highest Cronbach's Alpha value, which is 0.909. Motivation to consume organic food products among university student in Kelantan is the dependent variable with the second-highest value at 0.896, ahead of health concern (0.858) and environment concern (0.822). In this study, price perception had the lowest Cronbach's Alpha score, which is 0.813. As a result, we may say that every item for every variable is trustworthy.

#### 4.5 RESULT OF INFERENTIAL ANALYSIS- PEARSON CORRELATION ANALYSIS

The study used Pearson correlation test to perform inferential analysis. This correlation analysis provides information which involves related to strength. In addition, it can also be used for the direction of relationships and even it can be used to address research objectives quantitatively (Schober, Boer, & Schwarte, 2018). In this study, pearson correlation is intended to be used as a measure of the strength of the relationship between dependent variables( Motivation to consume organic food products) and independent variables (consumer attitude, price perception, health concern and environment concern). The table below shows the guideline for the interpretation of the correlation coefficient.

Table 4.17: Pearson's Correlation Table

Correlation Coefficient	Interpretation
0.00 – 0.10	Negligible correlation
0.10 – 0.39	Weak correlation
0.40 – 0.69	Moderate correlation
0.70 – 0.89	Strong correlation
0.90 – 1.00	Very strong correlation

Source: Schober, Boer, & Schwarte (2018)

#### 4.5.1 The Relationship Between Independent Variable with Dependent Variable

H1: There is a significant relationship between consumer attitude with motivation to consume organic food products.

Table 4.18 Result of Pearson Correlation between Consumer Attitude with Motivation to consume organic food products.

		Consumer Attitude	Motivation to consume Organic Food Product
Consumer Attitude	Pearson Correlation	1	.620**
	Sig. (2-tailed)		.000
Motivation to consume organic food product	N	235	235
	Pearson Correlation	.620**	1
	Sig. (2-tailed)	.000	
	N	235	235

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

Source: Develops from SPSS

Table 4.18 displays the results of the relationship between consumer attitudes and motivation to consume organic food products. Where it can be seen that the results **moderate correlation with a correlation coefficient value of 0.620\*\*** have been obtained from the results of the study. The p value of consumer attitude with motivation to consume organic food products is  $.000 < 0.01$ . Therefore, it shows that the relationship between the effect on consumer attitudes and the motivation to consume organic food products is significant. **Therefore, the hypothesis is accepted.**

H2: There is significant relationship between price perception with motivation to consume organic food products.

Table 4.19 Result of Pearson Correlation between Price Perception with Motivation to Consume Organic Food Products.

		Price Perception	Motivation to consume Organic Food Product
price perception	Pearson Correlation	1	.453**
	Sig. (2-tailed)		.000
Motivation to consume	N	235	235
organic food product	Pearson Correlation	.435**	1
	Sig. (2-tailed)	.000	
	N	235	235

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

Source: Develops from SPSS

Table 4.18 displays the results of the relationship between consumer attitudes and motivation to consume organic food products. Where it can be seen that the results **moderate correlation with a correlation coefficient value of 0.620\*\*** have been obtained from the results of the study. The p value of consumer attitude with motivation to consume organic food products is  $.000 < 0.01$ . Therefore, it shows that the relationship between the effect on consumer attitudes and the motivation to consume organic food products is significant. **Therefore, the hypothesis is accepted.**

H3: There is signification relationship between health concern with motivation to consume organic food products.

Table 4.20: Result of Pearson Correlation between Health Concern with Motivation to Consume Organic Food Products.

		Health Concern	Motivation to consume Organic Food Product
price perception	Pearson Correlation	1	.678**
	Sig. (2-tailed)		.000
Motivation to comsume	N	235	235
organic food product	Pearson Correlation	.678**	1
	Sig. (2-tailed)	.000	
	N	235	235

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

Source: Develops from SPSS

Table 4.20 displays the results of the relationship between consumer attitudes and motivation to consume organic food products. Where it can be seen that the results **moderate correlation with a correlation coefficient value of 0.678\*\*** have been obtained from the results of the study. The p value of consumer attitude with motivation to consume organic food products is  $.000 < 0.01$ . Therefore, it shows that the relationship between the effect on consumer attitudes and the motivation to consume organic food products is significant. **Therefore, the hypothesis is accepted.**

H4: There is signification relationship between environment concern with motivation to consume organic food products.

Table 4.21: Result of Pearson Correlation between Environment Concern with Motivation to Consume Organic Food Product.

		Environment Concern	Motivation to consume Organic Food Product
price perception	Pearson Correlation	1	.639**
	Sig. (2-tailed)		.000
Motivation to consume organic food product	N	235	235
	Pearson Correlation	.639**	1
	Sig. (2-tailed)	.000	
	N	235	235

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

Source: Develops from SPSS

Table 4.18 displays the results of the relationship between consumer attitudes and motivation to consume organic food products. Where it can be seen that the results **moderate correlation with a correlation coefficient value of 0.639\*\*** have been obtained from the results of the study. The p value of consumer attitude with motivation to consume organic food products is  $.000 < 0.01$ . Therefore, it shows that the relationship between the effect on consumer attitudes and the motivation to consume organic food products is significant. **Therefore, the hypothesis is accepted.**

## 4.6 DISCUSSION

The objective of the discussion is to evaluate and build analytical data from the findings of other chapters to gain a better understanding of the research problem. As a result, the discussion is linked to the research questions that have been presented in the first part of this research. The results of the correlation test between the four independent factors and the dependent variable of the study will also be briefly discussed. According to the results of the correlation analysis, there is a significant relationship.

According to the results of the presented correlation analysis, there is a significant relationship between the two variables. The relationship between consumer attitude and motivation to consume organic food products showed moderate correlation results with a correlation coefficient value of 0.620. Both variables are 0.000 indicating highly significant, H1 is supported, and the objectives of the study also supported. All facets of a consumer's buying choice are addressed by consumer psychology. Every action entails a choice, even if the alternative is doing nothing and maintaining the status quo, which is not often readily apparent (Ajzen, 1996; Ajzen & Fishbein, 1980).

Next, a moderate correlation between price perception and motivation to consume organic food products is still visible, with a correlation coefficient of 0.453. H2 has been supported when both variables have a significance level of 0.000, which indicates very significant. For relatively expensive things, people are more inclined to regard price as a gauge of quality (Olson, 1977).

In addition, there is a positive correlation between health concerns and the motivation to consume organic food products, with a moderate coefficient value of 0.678. H3 was established and approved, and the research objectives were supported, because the significance level of both variables was 0.000, which indicated a high significance. Health concerns influence the impact of organic claims on purchase intention as well as perceptions

of food health. Additionally, consumers of organic food products have been seen to be more concerned with their health and practise protective behaviour.(Schifferstein & Ophuis, 1998).

Lastly, the relationship between environment concern and motivation to consume organic food products was positive with the results showing a moderate correlation with a correlation coefficient value of 0.639. Since the significance level of both variables is 0.000 indicates highly significant, H4 is proven and accepted, and objective research is supported. These results are supported from previous studies that older shoppers expect green items to be of exceptional quality, and their green consumption habits may help to improve environmental quality (Say, 2009).

Table 4.22: Summary for Hypothesis Testing

Hyphotesis	Pearson's correlation result
H1- There is a positive relationship between consumer attitude and motivation to consume organic food product	$r = 0.620, p < 0.01$ (supported)
H2- There is a positive relationship between price perception and motivation to consume organic food product .	$r = 0.453, p < 0.01$ (supported)
H3- There is a positive relationship between health concern and motivation to consume organic food product .	$r = 0.678, p < 0.01$ (supported)
H4- There is a positive relationship between environment concern and motivation to consume organic food product .	$r = 0.639, p < 0.01$ (supported)

Source: Developed from SPSS



#### 4.7 SUMMARY

At last, this chapter described the data analysis performed by the researchers using Pearson's Correlation Coefficient analysis. The data collected from respondents has been provided so that the goal of this study can be understood. Furthermore, the following chapter explored the study's discourse and conclusion.



**CHAPTER 5**  
**CONCLUSION**

**5.1 INTRODUCTION**

This chapter covers the previous investigation's recapitulated findings. This chapter also addresses and explains the study's limitations, contributions, and recommendations for additional investigation.

**5.2 RECAPITULATION OF THE FINDINGS**

**5.2.1 Relationship between consumer attitude with motivation to consume organic food products.**

Table 5.1: Research Objective 1, Research Question 1 and Hypothesis 1

Research Objective 1	To investigate the relationship between consumer attitude with motivation to consume organic food products
Research Question 1	Is there a relationship between consumer attitude and motivation to consume organic food products?
Hypothesis 1	There is a significant relationship between consumer attitude with motivation to consume organic food products.

To investigate the relationship between consumer attitude and motivation to consume organic food products the aim research objective 1. For H1 it is stated that there is a significant relationship between consumer attitudes and the motivation to consume organic food products. Where the result is a simple correlation with a correlation coefficient value

of .620\*\*. The p value of the consumer attitude with motivation to consume organic food products is  $.000 < 0.01$ . Thus, there is a significant relationship between the impact on the consumer attitude with motivation to consume organic food product . Therefore, the hypothesis H1 is accepted.

Therefore, this study proves that there is a positive relationship between consumer attitudes and motivation to consume organic food products. According Choi & Zhao's study, (2014) found that consumer attitudes and motivation to consume organic food products have a positive relationship.

### 5.2.2 Relationship Between Price Perception with Organic Food Product

Table 5.2: Research Objective 2, Research Question 2 and Hypothesis 2

Research Objective 2	To investigate the relationship between price perception with motivation to consume organic food products
Research Question 2	Is there a relationship between price perception and motivation to consume organic food products?
Hypothesis 2	There is a significant relationship between price perception with motivation to consume organic food products.

For RO2 is to investigate the relationship between price perception and motivation to consume organic food products and RQ2 is to see the relationship between price perception and motivation to consume organic food products. According to the Pearson correlation results in chapter 4, there is a relationship between price perception and the motivation to consume organic food products. For the hypothesis, H2 shows a significant relationship between price perception and motivation to consume organic food products. A moderate correlation with a correlation coefficient value of 0.620\*\* was found from the results. The p

value for consumer attitude with motivation to consume organic food products is  $.000 < 0.01$ . Therefore, the hypothesis is accepted. According to the results obtained from chapter 4, it is concluded that there is a positive relationship between price perception and motivation to consume organic food products. According to Sulaiman, (2020) states that price can be a reason to buy organic food products.

### 5.2.3 Relationship Between Health Concern with Organic Food Product

Table 5.2: Research Objective 3, Research Question 3 and Hypothesis 3

Research Objective 3	To investigate the relationship between health concern with motivation to consume organic food products
Research Question 3	Is there a relationship between health concern and motivation to consume organic food products?
Hypothesis 3	There is a significant relationship between health concern with motivation to consume organic food products.

For RO3 is to investigate the relationship between health concern and motivation to consume organic food products and RQ3 is to see the relationship between health concern and motivation to consume organic food products. According to the Pearson correlation results in chapter 4, there is a relationship between health concern and the motivation to consume organic food products. For the hypothesis, H3 shows a significant relationship between environment concern and motivation to use organic food products. The result shows moderate correlation with a correlation coefficient of  $0.678^{**}$ . The p value for consumer attitude with motivation to consume organic food products is  $.000 < 0.01$ . Therefore, therefore hypothesis is accepted.

The results show that the variable health concern to motivation to use organic food products has a positive relationship. Indicates that consumers who use organic food products look at health concerns. Findings from Sulaiman's study, (2020) indicated that the main factor influencing customers to purchase and consume organic food products is health concerns..

#### 5.2.4 Relationship Between Environmental Concern with Organic Food Products

Table 5.4: Research Objective 4, Research Question 4 and Hypothesis 4

Research Objective 4	To investigate the relationship between environmental concern with motivation to consume organic food products
Research Question 4	Is there a relationship between environmental concern and motivation to consume organic food products?
Hypothesis 4	There is a significant relationship between environmental concern with motivation to consume organic food products.

For RO4 is to investigate the relationship between environmental concern and motivation to consume organic food products and RQ4 is to see the relationship between health concern and motivation to consume organic food products. According to the pearson correlation results in chapter 4, there is a relationship between environmental concern and the motivation to consume organic food products. For the hypothesis, H4 shows a significant relationship between environmental concern and motivation to use organic food products. The result shows moderate correlation with a correlation coefficient value of 0.639\*\*. The p value for consumer attitude with motivation to consume organic food products is  $.000 < 0.01$ . Therefore, therefore hypothesis is accepted.

### 5.3 LIMITATION

This study has discussed the motivation to consume organic food products among university students in Kelantan. Throughout conducting this study, researchers have identified several obstacles that they face. One of the limitations faced by researchers is to get respondents. This is because the respondents for this study are students from universities in Kelantan. This happens because the researcher and respondent do not know each other, making it difficult to get respondents. Researchers had to find various ways to get enough respondents including using social media, spreading from friend to friend, and so on. In addition, it takes a long time to wait for respondents to answer the distributed questionnaire. Fast internet speed is essential for respondents to answer the questionnaire. Therefore, they need to make sure they have enough internet. This makes the time to collect data longer.

Among other obstacles that need to be overcome is the difficulty in analyzing the data that has been collected. To analyze the data in various ways and the correct rules need to be done accurately. SPSS is one of the tools in analyzing data, researchers need to learn how to use SPSS to get results from the questionnaires that have been made. Limitations in information technology knowledge make researchers take a long time to get results from the collected data. The next thing is to have a problem in making a choice to determine the sample size. It is challenging because of the confusion faced by the researcher to ensure that the method taken is appropriate or not with the study that uses this quantitative method.

## 5.4 RECOMMENDATION

After conducting this study, the researcher gave some recommendations for future research related to the topic covered in this study. Among the suggestions that future researchers can make is to further expand the population for this study. Which is trying to research the consume of organic food products among university students throughout Malaysia. Not only that, change to other populations such as among schools to see if school children already know about this organic food product. Next, try to do this research using the qualitative method is it easier to get more authentic information compared to the quantitative method? because in this study the quantitative method has already been used, therefore it is not wrong to try to use another available method which is qualitative to do research related to this organic food product.

Another suggestion is to change the other variables. What he needs to see is that there are still more variables that are more significant in this study. It is to ensure more research on these organic food products. In addition, new researchers can also try to make a pilot test first for the selected variable in order to see the results of the selected variable whether it is significant or not. The pilot test also aims to see whether the developed questionnaire is understood by the respondents or not. This is to ensure that the real respondents are not confused by the questions that will be distributed later.

## 5.5 SUMMARY

In conclusion, this research has been carried out to investigate the factors that motivate consuming organic food products. This study focused on the relationship between four independent variables (consumer attitude, price perception, health concern and environment concern) and one dependent variable (motivation to consume organic food product). This study can be concluded that all the research questions have been answered which all independent variables are significantly influenced.



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