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THE FACTORS INFLUENCING THE CONSUMER INTENTION IN PURCHASING HEALTHY FOOD

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This thesis is submitted in partial fulfilment of the requirements for the award of Bachelor Degree of Technology Management (High Technology Marketing)

Faculty of Technology Management and Technopreneurship
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DECLARATION OF ORIGINAL WORK

'I hereby declared that this project is the result of my own research except as cited in the references. This research project has not been any degree and is not concurrently submitted in candidature of any other degree.'

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DEDICATION

This research paper is special dedicated to my parents and family members who always give me support, encouragement and concern during the process of conducting this research. This dissertation is also dedicated to my friends for generous information sharing and assists me to complete this research. I would like to express my heartfelt gratitude for my supervisor, Dr. Mohammed Hariri Bin Bakri for his guidance and generously help me to finish this research. Last but not least, thank you for all those who contributed indirectly in this research. Thank you all from the bottom of my heart.

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ABSTRACT

Asian consumers are becoming more conscious of their food choices due to the increase in lifestyle-related diseases. There is an increasing trend in the need of food that rich in high level of health value in food industry and it be predicted that healthy food market will grow continuously in future. However, due to less of researches done regarding the factors that influencing the consumer purchase intention on healthy food, the marketer do not understand the consumers' needs and wants and cause they are fear to enter healthy food market. Therefore, the purpose of this research is to analyse the factors that influencing the consumer purchase intention on healthy food by using Theory of Planned Behaviour (TPB) and contributed with two of psychographic factors which are health consciousness and lifestyle**.** Explanatory research had been choose as the research design to conduct this research which aim to identify the relationship between variables. All the data are collected through distribute the questionnaire among 384 respondents in Malaysia and analyse using SPSS Statistics Version 23.0. The time horizon for this research is around 2 semesters by apply cross-sectional method. The findings of the research could assist the marketer to understand the factors that affect the consumer intention in purchasing healthy food.

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ABSTRAK

Pengguna Asia menjadi lebih sedar tentang pilihan makanan mereka disebabkan oleh peningkatan dalam penyakit berkaitan gaya hidup. Terdapat trend yang semakin meningkat dalam keperluan makanan yang kaya dengan nilai kesihatan yang tinggi dalam industri makanan dan diramalkan bahawa pasaran makanan yang sihat akan terus berkembang pada masa akan datang. Walau bagaimanapun, disebabkan kurang kajian yang dilakukan mengenai faktor-faktor yang mempengaruhi niat pembelian pengguna terhadap makanan yang sihat, pemasar tidak memahami keperluan dan kehendak pengguna dan menyebabkan mereka takut untuk memasuki pasaran makanan yang sihat. Oleh itu, tujuan kajian ini adalah untuk menganalisis faktor-faktor yang mempengaruhi niat pembelian pengguna terhadap makanan sihat dengan menggunakan Teori TPB dan menyumbang dua faktor psikografi iaitu kesedaran terhadap kesihatan dan gaya hidup yang sihat. Penyelidikan penjelasan telah dipilih sebagai reka bentuk penyelidikan untuk menjalankan kajian ini yang bertujuan untuk mengenal pasti hubungan antara factor-faktor yang dikaji. Semua data dikumpul melalui pengedaran boring soal selidik di kalangan 384 responden di Malaysia dan menganalisis menggunakan Statistik SPSS. Tinjauan masa untuk penyelidikan ini adalah sepanjang 2 semester dengan menggunakan kaedah rentas keratan. Penemuan penyelidikan boleh membantu pemasar memahami faktor-faktor yang mempengaruhi niat pengguna dalam membeli makanan yang sihat.

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TABLE OF CONTENTS

CHAPTER	CONTENT	PAGES
	DECLARATION OF ORIGINAL WORK	**ii**
	DEDICATION	**iii**
	ACKNOWLEDGEMENT	**iv**
	ABSTRACT	**v**
	ABSTRAK	**vi**
	TABLE OF CONTENT	**vii**
	LIST OF TABLE	**xii**
	LIST OF FIGURES	**xv**
	LIST OF ABBREVIATION	**xvi**
	LIST OF APPENDICES	**xvii**
CHAPTER 1	**INTRODUCTION**	1
	1.1 Background of Study	2
	1.2 Problem Statement	4
	1.3 Research Questions	5
	1.4 Research Objectives	6
	1.5 Scope and Limitation of Study	6
	1.5.1 Scope	6
	1.5.2 Limitation	7
	1.6 Significant of Study	7
	1.7 Contribution of Study	8
	1.8 Summary	9

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CHAPTER	CONTENT	PAGES
CHAPTER 2	**LITERATURE REVIEW**	
	2.1 Introduction	10
	2.2 Definition of Key Concept	10
	2.2.1 Consumer Intention	11
	2.2.2 Healthy Food	12
	2.3 Theory of Planned Behaviour (TPB)	14
	2.3.1 Attitude toward Behavior	16
	2.3.2 Subjective Norm	17
	2.3.3 Perceived Behavioral Control	18
	2.4 Factors Influence Consumer Purchase Intention	18
	2.4.1 Attitude toward Behavior	18
	2.4.2 Perceived Behavioral Control	19
	2.4.3 Subjective Norms	20
	2.4.4 Health Consciousness	21
	2.4.5 Lifestyle	21
	2.5 Research Framework	23
	2.6 Hypothesis Research	23
	2.7 Summary	24
CHAPTER 3	**RESEARCH METHODOLOGY**	
	3.1 Introduction	25
	3.2 Research Design	25
	3.2.1 Explanatory Research	26
	3.3 Methodological Choice	27
	3.3.1 Quantitative Research	28
	3.4 Data Collection Methods	28
	3.4.1 Primary Data	28
	3.4.2 Secondary Data	29
	3.5 Research Strategy	30
	3.5.1 Survey Research	30
	3.5.2 Population and sampling	30

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CHAPTER	CONTENT	PAGES
	3.5.3 Location of Research	31
	3.5.4 Questionnaire Design	32
	3.6 Data Analysis	33
	3.6.1 Validity	33
	3.6.2 Reliability	34
	3.6.3 Pilot Test	34
	3.6.4 Descriptive Statistics	35
	3.6.5 Pearson Correlation Coefficient	35
	3.6.6 Factor Analysis	36
	3.6.7 Multiple Linear Regression	36
	3.7 Time Horizon	37
	3.8 Summary	38
CHAPTER 4	**RESEARCH METHODOLOGY**	
	4.1 Introduction	39
	4.2 Pilot Test	40
	4.2.1 Reliability Test	41
	4.3 Descriptive Analysis	42
	4.3.1 Gender	43
	4.3.2 Age	44
	4.3.3 Race	45
	4.3.4 Employment Status	46
	4.3.5 Income Level	47
	4.3.6 How often do you have healthy food as your meals in a week?	48
	4.3.7 What Kinds of Healthy Food You Prefer to Purchase? (You may choose more than one answer.)	49
	4.4 Cross Tabulation	50
	4.4.1 Cross Tabulation of Gender and Times of Having Healthy Food in a Week	50

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CHAPTER	CONTENT	PAGES
	4.4.2 Cross Tabulation of Demographic Profile and Organic Food	52
	4.4.3 Cross Tabulation of Demographic Profile and Fresh and Less Processed Food	56
	4.4.4 Cross Tabulation of Demographic Profile and Fewer Artificial Ingredients Food	60
	4.5 Descriptive Statistics of Independent Variables	65
	4.5.1 Independent Variable I: Attitude Toward Behavior	66
	4.5.2 Independent Variable II: Perceived Behavioral Control	67
	4.5.3 Independent Variable III: Subjective Norms	68
	4.5.4 Independent Variable IV: Health Consciousness	69
	4.5.5 Independent Variable V: Lifestyle	70
	4.6 Factor Analysis	71
	4.6.1 Reliability Test	81
	4.7 Pearson's Correlation Coefficient	82
	4.8 Multiple Linear Regression Analysis	84
	4.9 Hypothesis Testing	88
	4.10 Summary	92
CHAPTER 5	**CONCLUSION AND RECOMMENDATION**	
	5.1 Introduction	93
	5.2 Summary of Findings	93
	5.3 Implication of Study	96
	5.4 Limitation of Study	97

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CHAPTER	CONTENT	PAGES
	5.5 Recommendation for Future Research	97
	REFERENCE	99
	APPENDICES	103

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LIST OF TABLES

TABLES	CONTENT	PAGES
3.1	Krejcie and Morgan Sampling Size	31
3.2	Likert Scale	32
3.3	Rule of Thumb for Interpreting the Size of a Correlation Coefficient	36
4.1	Rule of Thumb for Results	40
4.2	Reliability Statistics	41
4.3	Demographic Profile of 384 Respondents	42
4.4	What Kinds of Healthy Food You Prefer to Purchase?	50
4.5	Cross tabulation of Gender of Respondents * How often do you having healthy food for your meals in a week?	51
4.6	Cross Tabulation of Gender of Respondents * Organic Food	52
4.7	Cross Tabulation of Age of Respondents * Organic Food	53
4.8	Cross Tabulation of Race of Respondents * Organic Food	54
4.9	Cross Tabulation of Employment Status of Respondents * Organic Food	54
4.10	Cross Tabulation of Income Level of Respondents * Organic Food	55
4.11	Cross Tabulation of Gender of Respondents * Fresh and Less Processed Food	56

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TABLES	CONTENT	PAGES
4.12	Cross Tabulation of Age of Respondents * Fresh and Less Processed Food	57
4.13	Cross Tabulation of Race of Respondents * Fresh and Less Processed Food	58
4.14	Cross Tabulation of Employment Status of Respondents * Fresh and Less Processed Food	58
4.15	Cross Tabulation of Income Level of Respondents * Fresh and Less Processed Food	59
4.16	: Cross Tabulation of Gender of Respondents * Fewer Artificial Ingredients Food	60
4.17	Cross Tabulation of Age of Respondents * Fewer Artificial Ingredients Food	61
4.18	Cross Tabulation of Race of Respondents * Fewer Artificial Ingredients Food	62
4.19	Cross Tabulation of Employment Status of Respondents * Fewer Artificial Ingredients Food	63
4.20	Cross Tabulation of Income Level of Respondents * Fewer Artificial Ingredients Food	64
4.21	Descriptive Statistics of Independent Variables	65
4.22	KMO and Bartlett's Test	71
4.23	The Communalities	72
4.24	Total Variance Explained	74
4.25	Pattern Matrix	76
4.26	New item listed that extracted from pattern matrix	78
4.27	Structure Matrix	79
4.28	Reliability Test of Independent Variables	81
4.29	Pearson's Correlation Coefficient	82
4.30	Strength of Correlation Coefficient	83

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TABLES	CONTENT	PAGES
4.31	Model Summary of Multiple Regression Analysis	83
4.32	ANOVA of Multiple Regression Analysis	85
4.33	Coefficients of Multiple Regression Analysis	86

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LIST OF FIGURES

FIGURES	CONTENT	PAGES
1.1	What "Healthy" Means to Different Groups of Consumers	3
2.1	Theory of Planned Behavior (TPB)	14
2.2	Research Framework	22
4.1	Gender of Respondents	43
4.2	Age of Respondents	44
4.3	Race of Respondents	45
4.4	Employment Status of Respondents	46
4.5	Income Level of Respondents	47
4.6	How often do you have healthy food as your meals in a week?	48
4.7	What Kinds of Healthy Food You Prefer to Purchase?	49
4.8	Attitude Toward Behavior	66
4.9	Perceived Behavioral Control	67
4.10	Subjective Norms	68
4.11	Health Consciousness	69
4.12	Lifestyle	70
4.13	Scree Plot	75

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LIST OF ABBREVIATION

A	=	Attitude Toward Behavior
ANOVA	=	Analysis Of Variance
df	=	Degree Of Freedom
H	=	Health Consciousness
H_0	=	Null Hypothesis
H_1	=	Alternative Hypothesis
KMO	=	Kaiser-Meyer-Olkin
L	=	Lifestyle
p	=	Significant Level
P	=	Perceived Behavioral Control
r	=	Value Of Pearson Correlation Coefficient
S	=	Subjective Norm
SPSS	=	Statistical Package For The Social Science
TPB	=	Theory Of Planned Behavior

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LIST OF APPENDICES

APPEN.	CONTENT	PAGES
A	Questionnaire	103
B	Gantt Chart PSM I	109
C	Gantt Chart PSM II	110

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CHAPTER ONE

INTRODUCTION

As the health-related issues get worse and worse in Malaysia, the government had pay more attention in finding the solutions to overcome health-related issues. As a result of many diseases that threaten human health, there is a wide coverage from mass media and start to invite much attention from the society. In order to ensure a healthy life without suffering by any deadly illnesses, the Malaysia government has allocated substantial funds to implement many different kinds of health promotion and interventions measures (Health Facts in Malaysia, 2016). Those countermeasures have not only increase the health consciousness within urbanite and the whole society but also make the people realised that there is a dire needs to stay strong and fit by having a healthy lifestyle such as exercise regularly, sleep well, good personal hygiene and balanced diet. According to Othman et al. (2011), a raise of demand in offering different types of health-related products appear due to the awakening of society toward the important to have a healthy lifestyle. This new trends in consumerism subsequently stimulated fewer specific industries exists and growth in the market place. For example, the health value of food in term of low level of fat and cholesterol and preservative free foods are greatly promoted in food and beverage industry. Other than that, there is a tendency shows that expenditures of consumers on health-related products and services increase gradually in Malaysia due to the rising health awareness of society.

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1.1 Background of the Study

Malaysia is a country which consists of multi-ethnic, multicultural and multilingual. The citizens in Malaysia consist of three main group which are Malays, Chinese and Indians who having different backgrounds, culture, types of food and cuisine and lifestyles. Malaysians always surrounded by various delicious food. They may forget to concern about the importance of health value that provided by each types of food just because they want to taste the delicious food. This bring to a result that majority of the killer illnesses are caused by the eating behavior of the patients.

As a result, food that rich in high level of health value has risen suddenly and sharply in food industry and it be predicted that healthy food market will grow continuously in future. Many restaurants have improve their menu by offering the meals with higher health value due to the increase of demand. According to Jaafar et al. (2017), healthy food is those food that having a good effect to human well-being and it is a healthy diet required for human nutrition such as natural foods, organic foods, whole foods, and sometimes vegetarian or dietary supplements. Therefore, the healthy food can be consider as those food that promoted as highly conducive to health.

Nevertheless, there are a growing population on consumers which are tend toward a healthy lifestyle but the sales of healthy food are still considered less in Malaysia. Why would this happen? This clearly shows that there is a wide discrepancy between purchase intention and behavior in consuming healthy food. There are few factors that may lead to this discrepancy. According to Rahmawati (2013), value consciousness make consumers perceive the products based on their memory and experiences toward the products they buy. The primary motivation for consumers to eat healthy food is because of consumers' perception that health value in food intake will immediate impact on their body health. Health awareness and consciousness appears as the main reason for purchasing and consuming healthy food.

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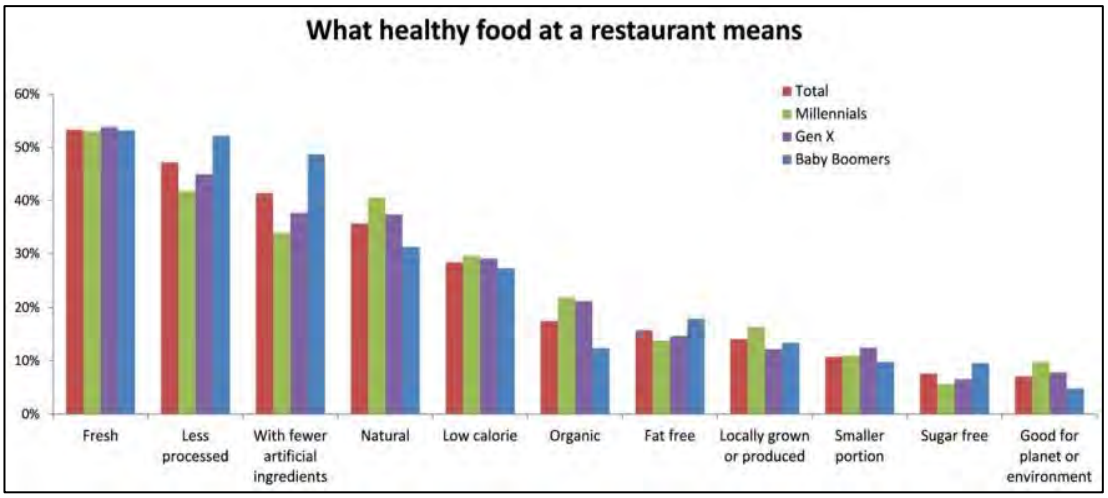

Figure 1.1: What "Healthy" Means to Different Groups of Consumers (Source: Alpha Wise, Morgan Stanley Research)

From the above figure, according to Lutz (2015), define that different groups of consumers have their own preferences in choosing healthy food at a restaurant. The result of the research shows that there are different definition of health among the different groups of consumers due to their different dining habits such as fresh, less processed, with fewer artificial ingredients, natural, low calorie, organic, fat free, locally grown or produced, smaller portion, sugar free and good for planet or environment.

Therefore, we can clearly see that the attitude of behavior of consumers is different. The positive or negative attitude of consumers will influence the consumer intention in purchasing healthy foods. The different in perceived behavioral control of consumers will also cause different intention in purchase healthy food as the behavior of consumers are strongly affected by their confidence in their ability to perform that behavior which is purchasing and consuming healthy foods in their life. Lastly, the motivation from the society has a direct or indirect influence on consumer purchase intention to purchase and consume the healthy food. Those determinants are supported by the research done based on theory of planned behavior (TPB) by Ajzen in 1991.

To meet the needs of consumers on healthy food, it is necessary for a marketer to understand consumers' preference in making purchase decision on healthy food. Therefore, it was important to determine the factors that will influence the consumers

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purchase intention on healthy food since those factors would assist the marketers in planning the marketing programs and implement a suitable marketing strategy to promote and market their healthy food products. To understand more details about this topic, this research will focus on the factors that influence the consumer purchase intention on healthy food.

1.2 Problem Statement

There is an increasing trend in having a healthy eating behavior in Malaysia due to the increase in lifestyle-related diseases. To prevent from suffering the diseases, people should get into a habit of having healthy behavior in their daily lifestyle. As the growth of health awareness in Malaysia, consumers are becoming more concern on their food intake and the health value provided. This leads to consumers are looking for more visibility of product ingredients and attribute awareness and want to list more information about product labels to help them make healthier food choices. Many consumers expressed their willingness to pay more for the products which are not consists of additional additives or chemical materials.

As consumers become more aware of health and attuned to the consequences of the food intake in their daily life, there is an increasing in demand of healthy food in market place. Local food manufacturers have been producing food claiming to be healthy and nutritional to meet the increasing demand of consumers focusing on health and wellness. However, there are still less of consumers will make decision in purchase healthy food in the market. Why would this happen?

In recent year, there are many researches that have been done by other researchers on analysing consumer intention in purchase other products such as organic products, luxury products, electronic products and even the health care products. In their studies, they have identified various determinants which affecting consumer behavior toward those products. However, there is no researcher analyse the factors that influence consumers intention in purchase healthy food and the results of the researches are not consistent due to different in time and location of researches.

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Therefore, this research aims to identify the answer for the question and determine the factors that influence consumers to purchase healthy food.

As the consumer preferences are changing and in the wake of this recent wave of new marketing approaches, there is limited knowledge and information about what criteria will affect the consumers in choosing to purchase healthy food. The entrepreneur need to know that what are the factors that influence the consumer purchase intention on healthy food before enter the market. Therefore, from this research, we can understanding towards the factors that influence the consumer purchase intention in purchasing healthy food which help the business man in planning their marketing strategies to compete in healthy food market.

1.3 Research Questions

Developing research questions is one of the important step in the research process. A research question is an answerable inquiry that summarizes the problems that the researcher will study. It is the fundamental core of a research which guides all stages of research process from identify problem to reporting the results. The research questions of this research were:

1. What are the factors that influence the consumer purchase intention on healthy food?
2. What is the relationship between the factors that influences consumers buying healthy food and their purchase intention on healthy food?
3. What are the most significant factor that influence the consumer purchase intention on healthy food?

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