

## **Predictors of Purchase Intention for Organic Meat among Consumers in Klang Valley, Malaysia**

LEONG MAN KIN <sup>a</sup>

<sup>a</sup> Asia Pacific University, Malaysia

Author E-mail: adamkin1216@yahoo.com.hk

### **Abstract**

Organic has been a growing trend throughout the world. According to several studies, the rise in popularity of organic products has essentially been a direct result of growing health concerns among consumers and increasing awareness with regard to the health benefits of organic food. The organic meat sector in Malaysia somehow still at its infancy stage whereby more supports are needed in order to create awareness and enhance the acceptance as well as stimulate the development of organic meat sector in the country. The research aims to identify the determinant factors that affect Malaysian consumer purchase intention with regard to organic meat consumption. This study has specifically builds a conceptual research framework by which to delve into the relationship between purchase factors and purchase intention. The results indicate that attitude, economic factors, correlates positively with purchase intention among consumers in Klang Valley, Malaysia. This study was carried out via a structured survey administration.

**Keywords :** Purchase intention, Consumer attitude, Organic meat, Choice motive, Consumers behavior

### **Introduction**

The production of organic food involves practices that promote ecological balance and aim to conserve biodiversity. These food products do not use any food additive or industrial solvent. Willer and Klicher (2009) reported that the global demand for organic foods is in growing trend and sales of organic foods are in surplus of five billion US dollars a year. According to Food Global Market Report 2021, the global organic food market is expected to grow from \$201.77 billion in 2020 to \$221.37 billion in 2021 at a compound growth rate (CAGR) of 9.7%. Increasing health concerns in a response to the growing number of chemical poisoning cases globally is acting as a driver in the organic food market. UN has reported about 200,000 people die every year due to toxic effects of pesticides in food products. However, low shelf life of organic food and beverages when compared to conventional foods and beverage products has become one of the restraining factors in the organic food market (MSNBC).

Organic food is one of the alternative choices chosen by most of the people staying in the urban areas. The changes in lifestyle, tastes and preferences, living standard as well as purchasing and technical advancement in agriculture and marketing have led to increase demand for convenient and health food. Unfortunately, markets for organic food in Malaysia are only in a beginning phase due to limited information about the purchasing of organic products. Center for Research in Biotechnology for Agriculture, University Malaya has reported that the local food organic industry is relatively still small; with more than 60 percent of natural food products are imported. According to Ong (2000), the organic product market growth in Malaysia had drawn the Malaysia government to expand this industry. The government has planned to increase the organic production area by 250 hectares in the period 2001 to 2005. Over the past decades, the government has taken several initiatives to encourage people on healthy lifestyle and it has appeared to have been successful as demand for organically grown foods has improved significantly due to their possible health benefits, including food safety assurance.

Nonetheless, the availability of local organic foods has become one of the concerns since the markets cannot meet the increased demand, hence limiting the selection of local organic foods.

In addition, the government has also revised the policies and regulations aimed at fostering further development and promoting the organic food industry, including the National Agro-Food Policy (NAP), Third National Agriculture Policy (DPN 3), and Tenth Malaysia Plans (10MP). As a result, an increase in the acceptance of organic food concepts is reflected in the rapid growth of the organic food chains in Malaysia especially in the big cities like Kuala Lumpur, Pulau Pinang and Johor Bahru. The high growth of organic food chains in many urban areas of the Malaysia states is due to the rapid increase of the population in the urban areas. Correspondingly, the rapid development of organic food industry has indirectly encouraged the growth of organic meat demand in Malaysia market. However, since the organic meat sector is still at its early stages, in which the demands grow slowly, a lot of supports need to be done to enhance the consumer awareness, particularly to educate the consumer about the organic meat benefits and to stimulate organic meat purchase in the retail sides.

Generally, the meat industry is a very dynamic market where different religions influence the meat consumption in Malaysia. In a study done by Tey (2010), the meat demand in Malaysia has shown a positive growth from 1965-2005 despite the fact that it is growing at a slow pace. Tey (2009) indicated that there are strong demand for organic meat such as beef, mutton and poultry as reflected by the increasing consumption of those meats. However, decreasing of pork consumption was also observed due to the food safety concerns. Thus, extra efforts need to be done to ensure the production of meat supply is environmentally sustainable and socially responsible for the growth of meat consumption in Malaysia (Tey, 2009).

According to Briz & Ward (2009), organically produced food require careful inspection in the production practices and yet that alone is not sufficient for the market to grow, the demand side is equally important. In fact, organic meat can cost more than conventional meat at the market place. As explained by Julie (2008), this is mainly because of the labor-intensive attention, care and management of the farms. Moreover, the organic farms are inspected yearly to ensure that the animals are kept according to the organic status guidelines. As elaborated by Tey et al., (2010), before the middle of 1970s, less than 20 percent of the total beef consumed in Malaysia was imported. However, this number increased to more than 70 percent in 2007. The absence of domestic farming to meet the local demands for beef and mutton is a good business opportunity for domestic and foreign meat producers. On top on that, the imported meat is relatively considered high quality when compared to the local meat. Thus, it is the right opportunity to gain insight of the meat consumption patterns particularly organic meat consumption. As the organic meat market is increasingly becoming market-led, information on current organic meat consumption patterns is required to assess the consumers' behavior change, needs, purchases and choices.

In several previous studies, concerns for one's health and the environment are the most common motives for purchasing organic foods (Wandel & Bugge, 1997). Not to forget too, knowledge, government support and policy as well as perceived beliefs and attitude also could not be denied in influencing the consumers to buy organic foods. From the Malaysia researchers' context, the environmental awareness and consciousness has become very important to every people. This can be seen with the growth of organic product market at a positive rate (Siti Nor Bayaah & Nurita, 2010). One distinct change in Malaysia's food consumption has been the preference towards meat products especially organic meat. Economists have identified that the main factor associated with the change is the increased per capita income that makes meats more affordable. Other extrinsic factors attributed to the change of the function of meats are due to its ability in satisfying calories and protein intakes, culinary preferences, and larger availability of good quality livestock such as organic chicken.

Briz & Ward (2009) mentioned in their study that the purchasing decision process is difficult to define due to the fact that awareness of organic foods does not translate into the actual consumption of organic food products. Several previous studies have stated that there are differences between behaviors regarding organic foods as some consumers may have positive views on organic foods but may not have an intention to purchase the items (Shepherd, Magnusson & Per-Olow, 2005). Malaysia is a multi-racial country, hence there are different religions and beliefs. The social norms and food consumptions also significantly differ among each race and

religion. Findings by Hoek et al, 2010 showed that one's religion influence consumer attitude and behavior in general food choice or food purchasing decisions and eating habits in particular. Similarly, Muslim consumers are like any other consumer segments: they demand for healthy and quality products, which must also conform to Shariah requirements (Al-Harran and Low, 2008). Some religions forbid certain foods, for example pork and not ritually slaughtered meat in Judaism and Islam; Hinduism prohibits the Hindu devotee to consume beef; Mahayana Buddhism does not encourage the devotee to consume meat, except for Christianity that has no food forbidden. It is estimated that approximately 90% of Buddhist and Hindus, 75% of Muslims versus only 16% of Jews in the US strictly follow their religious dietary laws (Mohd Rizaimy et al., 2010).

### ***Factors Affecting the Consumers' Purchase Intentions towards Organic Meat***

There are number of factors that influence the consumers to purchase organic meat based on early literature. The authors determined seven factors that influence purchase intention:-

#### **Food Safety**

According to Liu & Zheng (2019), frequent food safety incidents and environmental problems have undermined people's trust in the conventional food system. There was an international survey showed that the majority of people in 19 out of 35 countries feel their food is less safe than it was 10 years ago (Ipsos-Reid, 2000). Issues of agricultural pollution are becoming prominent due to the overdevelopment and utilization of agricultural resources, the overuse of pesticides in the production (Xu and Xue, 2015; Ye and Hui, 2016). Borzelleca (1996) stated that organic meat can face challenges with respect to food safety, due to the use of not yet approved compounds, higher product prices, due to increased processing, or require major changes in food choice behaviour of consumers. Nowadays, consumers demand more reliable information about the food they purchase. In particular, Verbeke & Viaene (1999) indicated concerning the validity of meats is believed primary to the assurance of food safety, quality and animal welfare.

#### **Health Consciousness**

In several studies quoted that health-related benefit as one of the main factors for the consumption of organic food (Loebnitz & Aschemann-Witzel (2016); Thogersen, Barcellos, Perin, & Zhou (2015).The labeling information could ensure the products safety and generate health consciousness (Roitner-Schobesberger, Darnhofer, Somsook & Christian, 2008). Besides, Lacaze (2009)stated that pesticides and hormones residue found in the fresh meat is also the health concerns of consumers. Meanwhile, Christine (2002)) stated that there are views that organic foods are 'healthier' than conventional foods appear to be based on the perception that organic foods have better sensory attributes, contain lower levels of pesticides or synthetic fertilizers and have higher levels of nutrients and protective phytochemicals. Nonetheless, according to Hwang (2005), the majority of consumers are probably unaware from the health perspective that growth hormones, one of the top perceived food risks in the United States are prohibited in meat and poultry production.

According to Schifferstein & Oude Ophius (1998), the presence of food additives, preservatives, and price also influence an individual's decision making in their daily food choice. The increasingly importance of health and the impact the food production has on the environment in food consumption trends indicate that consumers today require not only healthy but also environmentally sustainable food products. It is believed that consumers that are concern about their health and environmental protection will be more likely to have a positive attitude towards organic food.

#### **Economic Factors**

Generally, economic factors mainly will relate with the price and value of a product which depends on the purchase expenditure. According to Sven (2008), price and expenditure influence the decision on organic meat choice (Sven et al, 2008). In a review by Volckner & Hofmann (2010), price is not just assumed as a cost in consumers' perspective to buy a product, but also as a indication to product quality. This is contributing to their overall evaluation of the product, thus their purchasing behavior.

### **Attitude towards organic meat**

Ajzen (1991) has stated that belief can influence attitude, which in turn can influence the purchase intention. Organic meats are perceived as much more healthy, natural, nutritious, and sustainable than conventional meat. Thus, the consumer's attitude towards organic meat purchase is naturally believed to be positively related to the attitude towards organic meat. Several previous studies have related organic food consumption with behavioral attitudes such as health consciousness, environmental consciousness, trust of organic food claims and desirability of organic food attributes, for instance, taste, texture, freshness (Hughner et al. 2007; Gil and Soder 2006; Thøgersen 2006; Aryal et al. 2009). These were quite applicable to refer the above studies to analyze the attitude towards organic meat.

Osterhuis (1997) have considered the importance of personal and social norms, personal costs and benefits of environmentally friendly behavior as the other factors in the attitude context. According to Verhoef (2005), most of consumers might consistently behave in an environmentally concerned manner in different types of situations. Similarly, in a study by Shaharudin, Pani, Mansor and Elias, (2010) among Malaysian respondents showed that perceived beliefs can influence the consumers to purchase organic foods the most.

### **Subjective Norm**

According to Childers and Rao (1992), individuals who comply with norms can expect to create a good impression or receive praise for their actions, whereas those who do not can expect negative verbal or visual expressions of disappointment. Several studies have indicated that for a certain extent, subjective norms concern the perceived social pressures to undertake or not undertake a behavior (Ajzen 1991; O'Neal 2007). Normally, individuals' subjective norms reflect their beliefs about how others, who are important to them, what are important to them, would view them engaging in a particular behavior. Therefore, strong norms regarding the consumption of organic meat in one's reference group would affect the consumers' purchase intention (Verhoef, 2005). Chen (2007) explained that individuals' intention to consume organic food are likely to be enhanced if they believe that their loved ones expect them to do so, or they wish to be identified with other individuals who are consuming organic food. On the contrary, if consumers believe that those people important to them think organic meats are not so good, then they will have lower intention of purchasing organic meat. However, in a study by Hasan & Suciarto (2020) they proved that subjective norms or pressure from other people to consume organic food does not have a significant effect in influencing the purchase intention.

### **Perceived behavioral control**

There are many studies has indicated that perceived behavioral control has significantly influence people's purchase intention on organic food (Hasan & Suciarto, 2020). Apparently, a consumer may have a positive attitude towards performing behavior, but may not intend to perform it when faced with a perceived impediment. In keeping with Ajzen (1991), it is expected that those who perceive more behavior control have more intention of performing that behavior. Therefore, it is hypothesized that if a consumer perceives more behavior control of purchasing organic meat, then the intention to purchase organic meat is higher. In contrast, if a consumer perceives more difficulty in identifying organic meat labels, then the intention to purchase organic meat is lower (Chen, 2007).

### **Intention to purchase organic meat**

According to Ajzen and Fishbein (1973), purchase intention refers to the probability that a user makes a purchase from a retail shop, similar to its usage by many consumers as an alternative for actual behavior, because purchase intention relates closely to actual behavior. According to Liang et al. (2011), the study mentioned that consumers have positive attitude towards purchasing specialty food experienced a higher intention to purchase a specialty food. Additionally, the study by Hansen et al. (2004) found that perceived behavioral control, subjective norm and purchase attitude have a positive influence on individual buying intention. In the same way, Lam's study also proved that there was a positive relationship between attitudes, subjective norms and behavioral intention (Lam et al, 2007).

### **Significance of Study**

While micro level demand analyses of organic food products, food safety and green purchasing behavior have been widely investigated using cross-sectional data in Western cultures, there exists a paucity of such studies in Malaysia. Also, since the organic food industry in Malaysia is still relatively young and emergent sector, thus, information on consumer behavior and factors affecting the demand for organic food especially organic meat, are limited. As such, this study aims to bridge the research gap by conducting an exploratory study to investigate the predictors that influence purchase intention of organic meat among Malaysian.

There were several studies' results show that consumers' purchase of organic meat is based on both 'rational' economic motives and emotional motives (ERAE, 2005). Generally, the Malaysia's consumer purchase intentions in many aspects have been taking places in the amount of the food expenditure. This is the result of the economic growth and the increase of consumer purchasing power. These changes have a deep impact towards every forms of retail industry such as hypermarkets, supermarkets, minimarkets, convenient stores, restaurants and so on. Therefore, it is significant now to identify the present relationships between such expenditure and selected socio-economic variables that might help in organic meat consumption among Malaysian. The result of the study will be useful to identify consumer's perceptions towards organic meat organic meat availability and organic meat retail store availability, organic meat consumption behavior, opinions regarding organic meat, purchase intention and the importance of the explanatory variables in consumer purchase intention towards organic meat.

### **Study methodology**

The study adopted a descriptive design utilizing cross sectional survey approach to understand consumer's behavior and perception of organic meat consumption. The researcher had carried the research process through questionnaire administration.

#### ***Population & sampling procedure***

The location selected for this study was Klang Valley which is located in the hub of the Kuala Lumpur city whereby it is adjoining with few cities and towns in Selangor state. Data collected were based on cluster sampling since the respondents were selected mainly from Kuala Lumpur, Petaling, Klang, Gombak and Hulu Langat. Klang Valley was been chosen because it is an urban agglomeration area with a high population density and meat consumption (Kuala Lumpur Population 2021). In order to get accurate and reliable results from the respondents, 400 sets of questionnaires had been distributed to the consumers in Klang Valley, specifically in the areas of Kuala Lumpur, Cheras, Kajang, Klang and Subang. Besides, pre-testing of the questionnaire also was made during the pilot study. The scale was piloted amongst a sample of seven retail organic shops and their customers whom consume organic meat for quite some times.

#### ***Instrumentation***

A questionnaire which included measure of key variables was designed. All instruments were translated, back translated and pre-tested to 30 respondents prior to use to identify any problem areas. Back-translation of the instruments preserved the content validity of the items. The questionnaire was translated into Bahasa Malaysia for the convenience of the respondents.

For the purpose of this study, there are two parts in the questionnaire. In the first part of the questionnaire the study has also included questions in relation to respondents' demographic and social background. This part entail questions in regards to respondents age, sex, marital status, educational background i.e primary, secondary, diploma/certificate, degree; employment status i.e part-time, fulltime, retired, housewife, student; personal monthly income i.e range of salary; household monthly income, household size and lastly number of children in the household. The second part of the questionnaire is questions in relations to the seven independent variables and one dependent variable in this study. The independent variables are attitude towards organic meat, economic factors, food safety, health conscious, intention to purchase, perceived behavior control and meat characteristics. The dependent variable is intention to purchase organic meat. The scales used to measure them are discussed.

**Results and Discussion**

We reached several results throughout the study. The descriptive analysis on socio-economic background show that 45.5% of the consumers will buy organic meat in their daily organic food purchase. More females participated in this study (51.8%) compared to males (48.2%). The mean age of the respondents was 35.4 years old. Their ages range from 17 to 72 years old with standard deviation of 9.57. Majority of the respondents were Chinese (49.8%), followed by Malays (42.2%) and Indians (8%). In term of marital status, single (31.5%), married (51.5%), married with kids (16.5%) and divorced (0.5%). The distribution of educational level showed that most of the respondents were minimum degree holder (44%). The result had showed that 28% of the respondents' personal income was between Ringgit Malaysia 2001 and 3000 per month. Meanwhile, 25.1% of the respondents' household income was between Ringgit Malaysia 4001 and 6000 per month.

The categorical analysis of purchase of organic food reveals that as high as 78% of the respondents were more interested to purchase organic fruits and vegetables as compared to other categories. The other categories that show a high level of purchase as compared to non-purchase are organic meat product (45.5%), organic supplements, vitamins and medicinal herbs (40%), organic drinks or beverage (34%); followed by 31% of respondents who would purchase organic bread and baking products as compared to otherwise. The category that shows a significantly low level of purchase is organic milk with a percentage of 25.5 only. In terms of respondents' purchasing behaviour of organic meat, majority of the respondents (40.4%) buy organic chicken less than once a month and buy other organic meat (36.9%) less than once a month. Among the place to purchase organic meat, supermarket or hypermarket (41.6%) is the preferred place. A total of 19.2% of the respondents mentioned that they get the information about the organic meat from their friends. Moreover, most of the respondents will spend less than RM100 in a month for organic meat (58.2%). Majority of the respondents (29.1%) mentioned that they had started consuming organic meat from 2 years ago.

The descriptive statistics for the dependent and independent variables are shown in Table 1. For the purpose of the study, the researcher has used 8 variables to measure the objective of the study. Each variable is then categorized into lower and higher level based on the cut-points of the median scores.

**Table 1: Descriptive Statistics of Variables**

	Minimum	Maximum	Mean	Std. Deviation
Food safety	10	25	20.3	2.7
Meat characteristic	15	35	26.0	4.2
Health consciousness	15	35	28.3	3.3
Economic factors	7	20	13.4	2.6
Attitudetowards organic meat	15	30	22.8	3.2
Subjective norm	7	25	16.6	3.3
Perceived behavioral control	10	25	18.3	3.1
Intention to purchase	6	30	20.2	4.6

As reflected by the percentage level of scoring for variables, the respondents seemed to be more conscious about food safety (m=20.3) when buying organic meat. More than half of the respondents are in higher level category (m=26.0) in regards to meat characteristic. As for health consciousness, the mean score is 28.3 with a standard deviation of 3.3. Most of the respondents had higher level of scoring with 88.7% as compared to 11.3% of them having a lower level of scoring. A high score indicates that the respondents are conscious about the meat characteristic and health consciousness when choosing to purchasing organic meat. On the other hand, slightly more than half of the respondents are in lower-level category (55.5%) when it comes to economic

factors. This indicates that more than half of the respondents were less particular about economic factors when considering to purchasing organic meat.

The other independent variables which are attitude towards organic meat, subjective norm and perceived behavioral control. The attitude ( $m=22.8$ ) and subjective norms ( $m=16.6$ ) towards organic meat is fairly positive as about more than half of the respondents are in higher level with percentage of 56.4% and 58% respectively. As for perceived behavioral control, the mean score is 18.3 with a standard deviation of 3.1. Most of the respondents had higher level of scoring with 62% as compared to 38% of them having a lower level of scoring, this indicates a positive relation between these variables towards organic meat. Lastly, as for the intention to purchase, the mean score is 20.2 and the standard deviation is 4.6. The majority of the respondents also scored higher (75%) for this variable as compared to lower scoring with a score of 25%. This shows the intention to purchase organic meat is high among the respondents.

*Relationship between independent and dependent variables*

**Table 2: Correlation Coefficients between Selected Variables and Intention to Purchase**

<b>Variables</b>	<b><i>r</i></b>	<b><i>p</i></b>
Food safety	.417*	.0001
Meat characteristic	.577*	.0001
Health consciousness	.488*	.0001
Economic factors	.681*	.0001
Attitude towards organic meat	.602*	.0001
Subjective norm	.653*	.0001
Perceived behavioral control	.751*	.0001

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

Additionally, a Pearson correlation analysis was conducted to test the relationship among the independent and dependent variables. As shown in the table 2, data indicates that all the seven independent variables had significant positive relationship (at 0.0001 significant levels) with the dependent variables. The strength of relationship varies from 0.751 to 0.417. Based on the findings, food safety and health consciousness are moderately correlated with the intention to purchase of organic meat. Meanwhile, meat characteristics, attitude towards organic meat, subjective norm and economic factors have strong relationship with the dependent variables. In addition, the strongest relationship is between perceived behavioral control and intention to purchase.

*Predictors That Influence Intention to Purchase Organic Meat*

In order to determine the predictors that influence intention to purchase organic meat among respondents, the methodology employed is the multiple regression analysis as shown in Table 3.

**Table 3: Predictors of the Intention to Purchase Organic Meat Using Multiple Linear Regression (Stepwise Method)**

Variables	b	Beta	p
Intercept	-5.791	-	.0001
X <sub>7</sub> Perceived behavioral	.539	.347	.0001
X <sub>5</sub> Attitude towards organic meat	.503	.279	.0001
X <sub>4</sub> Economic factors	.345	.245	.0001
X <sub>2</sub> Meat characteristic	.136	.121	.006

F = 152.609                      R = .822

Sig-F = .0001                      R<sup>2</sup> = .676                      Adj. R<sup>2</sup> = .671

The F value (116.452) and p value (0.000) show that this model is significant at alpha value of 0.001. The R-squared of 0.663 implies that the four (4) predictors explain about 63.3% of the variation in intention to purchase. All variables are significant at alpha = 0.001 level of significant except for variable meat characteristics which is significant at alpha = 0.06. As the regression analysis was carried out using the stepwise method, the variables that were not significant such as food safety, health consciousness and subjective norm; to intention to purchase were dropped.

The following regression equation was estimated between intention to purchase and predictors that influence intention to purchase:

$$\text{Intention to purchase} = .368 \text{ Perceived behavioral control} + .251 \text{ Attitude towards organic meat} + .253 \text{ Economic Factors} + .115 \text{ Meat characteristic}$$

The highest beta coefficient is 0.347 which is for perceived behavioral control. This means that this variable makes the strongest contribution in one's intention to purchase, when the variance explains by all other predictor variables in the model is controlled for. It suggests that one standard deviation increase in perceived behavioral control is followed by 0.347 standard deviation increase in intention to purchase. This finding is stable as it further substantiates past studies which mentioned that perceived behavior control had strong influences on meat purchase (Karijn et al., 2008). The Beta value for attitude towards organic meat is the second highest (0.279). Although finding from this study do not show that sex role perception is the strongest factor to consumers' intention to purchase organic meat but it indicates that the attitude towards organic meat has a significant impact on the organic meat purchase (Michaelidou et al, 2010). Similarly, the finding is equivalent with findings from Tarkiainen and Sundqvist (2005) that indicated the more positive the attitude is in regard to a behavior, the stronger is the individual's intention to perform the behavior.

The result then followed by economic factors with  $\beta = 0.245$  in the third place. This is an important finding for the study as the results reflects that when respondents are willing to pay for organic meat provided the price is reasonable and value for money (Quah, 2009). Lastly, meat characteristics has the least contribution in consumers' intention to purchase with  $\beta = 0.121$ . This finding support past studies that stated that meat characteristics has the least influences in consumers' intention to purchase (Gaston et al., 2007). Although organic meat promotes quality meat which put emphasis on the environment, health, safety, and the freshness of meat, the consumers may perceive that the existing organic meat's characteristics in Malaysia are not perfectly matched with imported organic meat and have less confidence that organic meat in Malaysia is prepared in a safe way.

As a conclusion, the consumer is putting less importance on meat characteristic factor as compared to attitude towards organic meat, economic factors and perceived behavioral control in their intention to purchase organic meat. Since consumers are required to only consume certified organic meat product, it would not be a matter whether to purchase conventional or organic meat as long as both are certified by the authorized

government or reliable organizations in the country. The study also reveals that these findings will be a good indicator in understanding the perception of intention to purchase organic meat amongst consumers.

#### *Limitation & Recommendation for Future Study*

Results of this study could be considered as a foundation for further research about organic meat supply and demand, especially for Malaysia context in the future as the organic food market is in the high time for its development. Alternatively, the relationship between consumer attitude and purchase intention could be in depth investigated by using qualitative method such as face-to-face interviews or focus group discussion. The findings particularly indicate which factors are determined to be able of influencing the consumer's intention to purchase organic meat and which factors do not.

However, the study also has several limitations. Firstly, since the survey was conducted among a group of organic food consumers in Klang Valley, the result should be interpreted with caution, particularly with respect to the generalization of the research findings to that of Malaysians consumers as a whole. It is proposed that the researchers apply this instrument to variant consumers group or non-organic consumers in the future research.

This research has mainly concentrating on predictors of the purchase intention among consumers in organic retail shops, rather than public responses towards organic meat. It is important to take into consideration that organic shop has different level of education with huge segment of people. Moreover, due to the time and resources constraints, the study has only concentrated on organic consumers. It would be best if the study can consider on a public retail in Malaysia. This study is also limited in the extent to which the results can be generalized to other states as well in Malaysia as a whole. Since the data gathered is from Klang Valley, other states are unrepresented. A more complete picture of Malaysia would have been given if other states had been included in the data, if not all, a few states from different region is already good enough. Nevertheless, as Klang Valley includes quite a diverse group of people and such implications of knowledge and purchase behaviour are assumed to be sufficiently same to those of other states in Malaysia. Thus, a large sample of consumers should be allowed for more accurate result and increase the confidence and generalization. However, it is necessary to increase the sample size of the respondents from different background and environment in any future study to generalize the result to the general population of organic consumers.

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