



**FACTORS INFLUENCE CUSTOMER ACCEPTANCE
TOWARDS FOOD BIOTECHNOLOGY PRODUCT**

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**BACHELOR OF BUSINESS ADMINISTRATION
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UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

NOVEMBER 2009

THE FACTORS INFLUENCE CUSTOMER ACCEPTANCE
TOWARDS FOOD BIOTECHNOLOGY PRODUCT

HAFIZAH BT MOHD NOR
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Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA

NOVEMBER 2009

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH (HONS) MARKETING
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BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Hafizah Bt Mohd Nor (850902-10-5030)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: 5 November 2009

LETTER OF SUBMISSION

5th November 2009

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi Mara (UiTM)
Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah,
75300 Melaka.

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “FACTORS INFLUENCE CUSTOMER ACCEPTANCE TOWARDS FOOD BIOTECHNOLOGY PRODUCT” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

HAFIZAH BT MOHD NOR

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Bachelor of Business Administration with (Hons) Marketing

Factors Influence Customer Acceptance towards Food Biotechnology Product

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November 2009

Abstract

The purpose of study this study is to define the factors that influence customer acceptance among Malaysian towards food biotechnology product. The collection of information gathered from the secondary data through the journals local and internationally. From the study, researcher identified three factors arise such Benefits, Trust, and Social Norms. Then, researcher interprets by doing data analysis to achieve the objective of this study. Conclusion, researcher give some suggestion on improve the benefits of food, and implement labeling as important factor in producing food biotechnology.

Keyword: Customer Acceptance, Food Biotechnology Product, Genetically Modified.