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FACTOR AFFECTING THE PURCHASE INTENSION OF
ORGANIC FOOD AMONG EMPLOYEES IN HOSPITAL.
UNIVERSITI SAINS MALAYSIA (HUSM)

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ABSTRACT

This paper presented the factors affecting organic food purchase intention among employees in Hospital Universiti Sains Malaysia. The factor that influence consumer purchase intention towards organic food mostly because of the health consciousness and also environmental awareness. This has been proven essential by previous studies by other researchers. The aim of this study are to identify the determinants that influence customers' purchase intention of organic food such as the knowledge, safety, health consciousness, environment, price and availability of the organic food. Besides that, this study discover the dominant factor which affect the organic food purchase intention. The participants of this study are employees of Hospital Universiti Sains Malaysia. In finding the factor which affecting organic food purchase intention, self- administered close- ended questionnaires are provided to 357 respondents. From the response, the dominant factors affecting organic food purchase intention among employees in Hospital Universiti Sains Malaysia is price and availability of the organic food. The results of this study may help to express an effective marketing strategy to marketers who are developing in the organic food marketing and help marketers to gain ideas regarding consumer's perceptions toward organic food.

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