

**CONSUMERS' PURCHASE INTENTION TOWARDS ORGANIC  
FOODS: A STUDY AMONG UiTM LECTURERS IN NORTHERN  
REGION, MALAYSIA**



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Tuan/Puan,

**TAJUK PROJEK PENYELIDIKAN DANA KECEMERLANGAN: PURCHASING  
BEHAVIOR AND PROFILE OF ORGANIC FOODS CONSUMER: A STUDY  
AMONG UITM LECTURERS IN NORTHERN REGION**

Dengan hormatnya perkara di atas adalah dirujuk.

Sukacita dimaklumkan bahawa Jawatankuasa Bengkel Penyelidikan Dana Kecemerlangan Fasa 02/2008 telah meluluskan cadangan penyelidikan yang telah dikemukakan oleh tuan/puan bertajuk di atas dengan syarat-syarat seperti berikut:

- i. Tempoh projek penyelidikan ini ialah 2 tahun, iaitu bermula 15 Ogos 2008 hingga 15 Ogos 2010.

- ii. Kos yang diluluskan ialah sebanyak **RM7,818.80** sahaja dalam (*Kategori A*). Tuan/Puan diminta mengemukakan proposal beserta bajet yang baru mengikut kos yang diluluskan sebelum tuan/puan memulakan projek penyelidikan tuan/puan.
- iii. Pembelian peralatan komputer adalah tidak diluluskan.
- iv. Semua pembelian bahan/peralatan adalah diminta agar tuan/puan mematuhi prosedur perbendaharaan di mana pembelian melebihi RM 500.00 hendaklah mengemukakan sebutharga dan borang analisa harga.
- v. Pihak tuan/puan dikehendaki mengemukakan laporan prestasi secara ringkas pada bulan Disember 2008 sepanjang penyelidikan tuan/puan berjalan.
- v. Tuan/Puan perlu menandatangani Borang Perjanjian Penyelidikan dengan kadar segera kerana penggunaan geran hanya dibenarkan setelah perjanjian ditandatangani
- vi. Laporan Akhir perlu dihantar sebaik projek penyelidikan disiapkan dan format menu is laporan akhir boleh diperolehi di laman web RMI.


Sekian, harap maklum. Terima kasih.

'SELAMAT MENJALANKAN PENYELIDIKAN'

Yang ber ar,

  
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### **5.3. Introduction**

According to Wier and Calverley (2002), consumer interest in organic food has grown tremendously in many industrialized countries during the past ten years. It is observed that the organic food is also one of the fastest growing areas of the food market in Europe, Northern America, Australia and Japan with sales being in excess of \$114.5 billion in 1999 (Makatouni, 2002). Growth has been especially high in Denmark, which also the highest per capita consumption of organic food in the world as reported in Produce Studies, 1998: USDA, 2000 (as cited in Wier and Calverly, 2002, p.4). The highest level of development of the Danish organic food sector is attributed to the strong support and directive from the government and institutional arrangements between farmers and centralized food trade (Squires, Juric and Cornwell, 2001).

Organic food consumption has become mainstreamed in the food industry in develop countries especially United States and Europe (Lockie, 2006). Demand for organic food is growing in international markets and attracts more and more large-scale businesses to enter the organic industry. The Global Strategic Business Report (2006) reveals that countries such as the USA, Germany, Great Britain, Denmark, Italy and Austria are world leaders in the trends towards organic food. The report also predicts that global spending on organic food will exceed USD86 billion by 2009 and perceived health benefits will dominate consumers preferences for organic food. The report further notes that most of the world regions are gaining high growth rates in organic consumption; amongst them, the USA, Germany and Great Britain enjoy the largest growth in dollar terms. Today, organic consumption is closely associated not only with health concerns, but also with social, economic and ecological sustainability. Agricultural and food industry experts agree that the peak of the organic food trend has not yet been reached and there is still plenty of international growth potential in the organic market (Ebrahimi, 2007).