



**A STUDY ON CONSUMER'S AWARENESS, ATTITUDES
AND PERCEPTIONS
TOWARDS GENETICALLY MODIFIED FOODS**

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ABSTRACT

The development of Genetically Modified Foods (GMFs) has been a matter of considerable interest and worldwide public controversy. Genetically Modified Foods are a considerable proportion of innovation in the marketplace. This is due to the world's fastest growing recognition that addresses food safety issues and other uncertainties. This study was conducted to create awareness towards consumers because they had little knowledge on genetically modified foods and they also cannot assess genetically modified foods by themselves. Furthermore, this study will provide the firm's top management to be more concerned about genetically modified and also provide knowledge for further research. The results show that the level of awareness about genetically modified food in Samarahan is very low. Consumers failed to indicate or identify its appearance due to a lack of labelling in packaging. The study showed that consumers were not aware of which products contain genetically modified ingredients. Consumers want to know if genetically modified food should be forbidden because it is unnatural and can bring unexpected side effects.

TABLE OF CONTENTS

Contents	Pages No.
Original Literature Review Work Declaration.....	iii
Abstract.....	iv
Acknowledgement.....	vi
Table of Contents.....	vii
List of Figures.....	ix
List of Tables.....	ix
List of Appendices.....	ix
1 : Introduction	
1.1. Introduction.....	1
1.2. Background Study.....	1
1.2. Research Problem.....	2
1.3. Research Questions.....	2
1.4. Research Objectives.....	2
1.5. Scope of Study.....	3
1.6. Significance of Study.....	3
1.7. Limitations of Study.....	5
1.8. Theoretical Framework.....	6
2: Literature Review	
2.1. Genetically Modified Foods (GMFs).....	7
2.2. Consumer's Awareness towards GMFs.....	8
2.3. Consumer's Attitudes towards GMFs.....	9
2.4. Consumer's Perceptions towards GMFs.....	10
3: Research Methodology	
3.1. Introduction.....	12
3.2. Research Design.....	12
3.2.1. Descriptive design.....	13
3.3. Scales and Measurement of Construct.....	13
3.3.1. Scale.....	13
3.3.2. Scaling Techniques.....	14
3.4. The instrument for the research.....	15
3.5. Operational Definition Table (ODT).....	15
3.6. Pilot Test.....	18

CHAPTER 1

INTRODUCTION

1.1 Introduction

The objective of this research study is to determine the levels of consumer's awareness, attitudes and perceptions among bachelor's student in Kota Samarahan. This chapter consists of background of study, research problem, research questions, and significance of study and definitions of terms.

1.2 Background of Study

Nowadays, the production of genetically modified foods has been a matter considerable interest and worldwide public controversy. The development of genetically modified foods has involved scientists and regulator much more than economists. Recently, genetically modified foods has been growing recognition which that to address food safety issues and other uncertainties, expertise from other disciplines will need to take action and considered. (Appell, 2001).

According to the Jaeger S.R and Hanker F.R (2005), the development of new products is important for the fresh fruit sector as it is for manufactured foods. Development of new products considerable proposition of product innovation occurs through the breeding of new varieties which often have a long lag phase before becoming established in the marketplace.

However, many genetically modified foods are typically products that are consumed daily such as milk and tomato which increase its complexity. Firstly, the valuation of a new good implies the provision of information from several sources public and private, formal and informal while conditioning on the credibility and trust worthies of each relevant information source.

CHAPTER 2

LITERATURE REVIEW

2.1 Genetically Modified Foods (GMFs)

Genetically Modified Foods (GMFs) is a set gene technology that makes changes the machinery of such living organisms are well known as recombinant DNA technology and the resulting organism is said to be “Genetically Modified (GM)”, “Genetically engineered” or “Transgenic”. (Anilakumar A.S, 2013)

GMFs also are the plant and animals that have already gene manipulated and it is more productive (Tanius E. and Seng S.W, 2015). GMFs typically products that are consumed in daily life such as milk and tomato increase its complexity (Costa, 2008)

According to the Kamariah I. (2012), GMFs consists of the producing plants and animals which have undergone gene manipulation. GMFs are alteration of the traits of the plants or animals in some way to make it more productive.

Apart from that, GMFs are also known as Biotechnology which can elaborate in two (2) different views. The first definition within new biological tools which is techniques used to alter or to make modification to living in order to improve and increase productivity or to develop microorganisms for specific usage. Meanwhile, the second definition refers to new high end biotechnology which is involves recombination of deoxyribonucle acid (DNA), fusion of cell and new bio process engineering techniques such as transfer to of gene and manipulation of embryo. (BIOTECH, 2008).

Recently, there is some number of categories in which a GMFs version exists. Some of the foods that are available in the market such as cotton, soybean, canola, potatoes, eggplants, strawberries corn, lettuce and others currently in pipeline include medicines and vaccines, foods and food's ingredients, feeds and fibres. (Bawa A.S and Anilakumar K.R, 2012)