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# MIC3ST

MELAKA INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES, SCIENCE AND TECHNOLOGY

# 2023

**"SUSTAINABLE  
DIGITALIZATION  
AND TECHNOLOGY  
GROWTH"**

**23 & 24 MAY 2023  
MELAKA, MALAYSIA**

*Organized by*  
**Division of Research & Industrial Linkages**  
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# FOREWORD

*In the name of Allah the Most Merciful and Most Gracious.*

Assalamualaikum Warahmatullahi Wabarakatuh and Salam Sejahtera.

Greetings and welcome!

On behalf of Universiti Teknologi MARA (UiTM) Cawangan Melaka, I would like to extend my warmest welcome to everyone to the Virtual Conference of Melaka International Social Sciences, Science, and Technology (MIC3ST) 2023.

As we navigate through the ever-evolving landscape of scientific exploration and advancements, it is imperative that we stay committed to ensuring that research activities remain relevant and aligned with the current research trends.

Research, being one of the primary agendas in the academic world, plays a pivotal role in driving progress and addressing the complex issues of our time. This conference serves as a testament to our commitment to research by providing a platform for academicians from different institutions to share their findings and contribute to the collective knowledge base. Through this exchange of knowledge, we aim to fortify the bonds between researchers across the world and foster a deeper understanding of the current research landscape in this unprecedented era.

I would like to express my heartfelt gratitude to the diligent organizing team for their relentless efforts in making this virtual conference a resounding success. Their dedication and ability to coordinate such an event, even in these challenging circumstances, deserve our utmost appreciation. It is my sincere hope that, through our combined efforts, we can create a remarkable gathering of knowledge and wisdom, enriching the academic community and beyond.

Once again, I welcome all participants to the Virtual Conference of Melaka International Social Sciences, Science, and Technology (MIC3ST) 2023. May this conference be a platform for insightful discussions, fruitful collaborations, and meaningful contributions to the advancement of research and society.

*ASSOC. PROF. TS. DR MOHD RASDI ZAINI*  
RECTOR  
UiTM CAWANGAN MELAKA





# FOREWORD

*In the name of Allah the Most Merciful and Most Gracious.*

Assalamualaikum Warahmatullahi Wabarakatuh.

On behalf of the organizing committee, I would like to extend a warm welcome to all outstanding researchers and presenters to the Virtual Conference of Melaka International Social Sciences, Science, and Technology (MIC3ST) 2023. This conference, which will be held virtually on the 23rd and 24th of May 2023, is organized by the Journal and Publication Unit, Department of Research and Industrial Linkages (PJI), UiTM Cawangan Melaka.

With the theme of "Sustainable Digitalization and Technology Growth," this conference provides a platform for researchers from around the world to explore and leverage the opportunities and challenges presented by sustainable digitalization and the continuous growth of technology.

Alhamdulillah, through the collaborative efforts of our dedicated team, we are able to bring this conference to fruition. We have received 115 papers, which will be published in at least 2 refereed journals with MyCITE index, further enhancing the scholarly contributions of the participants. I would like to express my heartfelt appreciation to each team member for their tireless work, without which this virtual event would not have been possible. The organizing group deserves immense gratitude for their dedication and commitment in making this event successful and memorable. I would also like to extend my sincere thanks to the reviewers from various respected organizations for their valuable input and support.

I wish all participants an engaging and fruitful virtual experience as we delve into the discussions surrounding sustainable digitalization and technology growth. Together, let us explore ways to harness the potential of technology for the betterment of society and a sustainable future.

*DR. NUR HAYATI BINTI ABD RAHMAN*

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## **GREEN FOOD PRODUCTS BUYING BEHAVIOUR AMONG MILLENNIALS IN MALAYSIA**

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The Malaysian millennial community's interest in the perceived green value of products has risen after realising unhealthy eating and lifestyle have directed consumers to choose green consumption. By applying the theory of planned behaviour (TPB), this study examines the buying behaviour of green food products among millennials in Malaysia. A survey tool was used to obtain data from Malaysian millennials aged 26 to 41. Three hundred eighty-five ( 385) responses were gathered, and SPSS was used to analyse them. The findings indicated that several factors influence millennial consumers in Malaysia to initiate the buying behaviour of green products, including environmental concern, green products awareness, government support, perceived ecological value, and community green practice. Finally, this study aims to provide insight into consumers in Malaysia and allow various parties to develop the best strategy for influencing consumers' views toward eating more sustainably green food.



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