



AWAWARENESS AND WILLINGNESS TO PURCHASE
FOR ORGANIC FOOD

NORFATIN AMIRA BINTI JASNI
2016349494

BACHELOR OF SCIENCE (HONS) FOODSERVICE
MANAGEMENT
FACULTY OF HOTEL. & TOURISM MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (TERENGGANU)

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ABSTRACT

The consumption of organic food has increased over the decades. In the U.S. sales of organic food has more than doubled over the past twenty (20) years. The Organic food industry has grown to a level where it can now be found in almost every supermarket outlet in the United States. This has been made possible through technological advances and efficiency in the industry. How food is grown or raised can have a major impact on mental and emotional health as well as the environment. Organic foods often have more beneficial to us. However, with all the benefits organic food still can't fight with conventional food. There are big gap between organic and consumption food especially in market, the variety of product, consumer behavior, price and also willingness to purchase. This study aims to will determine whether consumer awareness about organic food is related to their willingness to purchase or not buy it. Descriptive research design using quantitative method through online questionnaire was employed for the purpose of this investigation. There is 403 questionnaires has been successfully distributed to the respondents. All data were keyed in into SPSS Version 23 and analyzed using suitable statistical analyses to respond this study's research objectives; i) to explore the consumer awareness on organic food (RO1), ii) to explore consumer willingness to purchase organic food (RO2), and iii) to investigate the influence of consumer awareness and their willingness to purchase organic food. (RO3).

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