

**FACTORS INFLUENCING CUSTOMER ACCEPTANCE TOWARDS FOOD  
BIOTECHNOLOGY PRODUCTS: A CASE STUDY AT MARDI**



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**SEPTEMBER 2012**

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## ACKNOWLEDGEMENTS

We would like to express special thanks and sincere appreciation to all the parties that have been involved directly or indirectly and give support to us in completing this project paper successfully.

The great persons are:

Prof. Madya Sabariah Binti Mahat  
*(Deputy Director Academic Affair UiTM Melaka)*

Prof. Madya Dr. Roaimah Omar  
*(Deputy Director PJI&A UiTM Melaka)*

Prof. Madya Shahariah binti Osman  
*Head of Study Center*

Malaysian Agriculture Research and Development Institute (MARDI)

and

everyone who gave the best cooperation and feedback during the completion of this project.

## **ABSTRACT**

Biotechnology has been identified as the new mechanism of growth for Malaysian economics. Malaysia is one of the country rich with the natural resources for health care applications, food production, and solutions for a clean environment, then livestock farming, the herbal industry, and traditional and modern medicine. Biotechnology is an important tool practice to improve the quality of our life and has started to get acceptance among consumers in the food market. Food biotechnology already provided many benefits towards life-saving medicines, improving the nutrition of food, the taste, quality and also the freshness of various foods exist today. This study is carried out to identify the factors that influence the consumer's acceptance towards food biotechnology products practiced by Mardi. It is expected that the result will demonstrate influencing factors are significantly related with customer acceptance of food biotechnology product.