



**DETERMINANTS INFLUENCE IN INTENTION TO PURCHASE HEALTHY FOOD
AMONG CONSUMER IN MELAKA**

**VANEITTA AGIU
2016538179**

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOUR
(INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
CAWANGAN MELAKA, KAMPUS BANDARAYA MELAKA**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA
"DECLARATION OF ORIGINAL WORK"**

I, _____, (I/C Number: _____)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____ Date: _____

LETTER OF SUBMISSION

Head of Programme
Lecturer of UiTM Melaka, City Campus
Faculty of Business Management
Universiti Teknologi MARA
110, Off Jalan Hang Tuah
75300 Melaka,

Dear Madam,

SUBMISSION OF PROJECT PAPER (IBM 672)

Enclosed here is the project paper entitled “values that influencing the green product purchase intention” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara (UiTM)

Thank You,

Yours Sincerely,

Vaneitta Agiu
2016538179

TABLE OF CONTENTS

DECLARATION OF ORIGINAL WORK.....	ii
LETTER OF SUBMISSION.....	iii
ACKNOWLEDGEMENT.....	iv
TABLE OF CONTENT.....	v - vii
LIST OF FIGURES.....	viii
LIST OF TABLES.....	ix
LIST OF ABBREVIATION.....	x
ABSTRACT.....	xi
CHAPTER 1: INTRODUCTION	1
1.1 Background of the study	1
1.2 Problem Statement	3
1.3 Research Objectives	5
1.4 Research Questions	5
1.5 Scope of study	6
1.6 Significance of Study	6
1.6.1 Significance to the healthy agency	6
1.6.2 Significance to the consumer	6
1.6.3 Significance to body of knowledge	7
1.6.4 Significance to researcher	7
1.7 Limitation of Study	8
1.7.1 Cross sectional	8
1.7.2 Questionnaire	8
1.8 Definition of Terms	9
1.8.1 Theory of planned behavior (TPB)	9
1.8.2 Nutrition	9
1.8.3 Cost savings	9
1.8.4 Safety	9
1.8.5 Convenience	10
1.8.6 Knowledge	10
1.8.7 Healthy food	10

ABSTRACT

This study is aim to identify the determinants that influence the intention to purchase healthy food among consumer in Melaka. This study is important to know what other determinants that can influence the consumer intention to purchase healthy food besides when the consumer are already aware the important of nutrition in their daily food intake. Thus, this study will elaborate more about the determinants that can influence the intention to purchase healthy food and can help consumer gained new information from this study. The information for this study will gathered using the primary which is collect data through the questionnaire and secondary data which is from the online journals, methodology textbook or articles. Meanwhile the convenient sampling was used to collect data from 384 respondents. The objective for this study is to determine the relationship between nutrition, cost-saving, safety, convenience, knowledge and intention to purchase healthy food, to study the most dominant determinants influencing healthy food purchase and to suggest for health agency or body on healthy food intake campaign. The findings of this study will be measures using the Statistical Package for Social Science (SPSS) with the frequency analysis, descriptive analysis, reliability analysis, Pearson correlation analysis and multiple regression analysis.