

**THE FACTORS THAT INFLUENCE CONSUMER DETERMINATIONS TO PURCHASE  
ORGANIC VEGETABLES: CASE STUDY AT TESCO KOTA BHARU**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT OF  
BBA (HONS) BUSINESS ECONOMICS**

**FACULTY OF BUSINESS MANAGEMENT**

**UiTM, KELANTAN**

**MOHD HAFIZ BIN ISMAIL**

**DECEMBER 2012**

## ACKNOWLEDGEMENT

بِسْمِ هَلَا الرَّحْمَنِ الرَّحِيمِ

***“With the name of Allah, the Most Merciful and Most Compassionate”***

Alhamdulillah to Allah SWT, the most gracious, the most merciful and peace is upon his messenger Holy Prophet Muhammad S.A.W praise to Allah S.W.T for giving me courage, time and acknowledge in completing this research.

I would like to take this opportunity to express my appreciation and heartiest gratitude to my kindly, patience and helpful advisor, PM Mohd Zaki bin Zakaria for her guidance and advise as well as suggestion given throughout the preparation and undertaking of this study.

I am also greatly indebted to UiTM lecturers, especially to Madam Syazwani binti Abdul Malek as my second advisor for her supervising and support for me to complete this research. My gratitude is also extended to all staffs and lecturers in UiTM Kota Bharu who had contributed their effort, knowledge and support to me.

My appreciations also are conveyed to all the individuals who are willing to be the respondents and answering the questionnaire.

Lastly, a special acknowledgement goes to UiTM, for giving the opportunity for me to pursue the study for this BBA (Hons) Economic program. To those individual or people who might involve in the making of this project paper, directly or indirectly, I would like to say “Thank you very much”.



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) ECONOMIC**

**FACULTY OF BUSINESS AND MANAGEMENT**

**DECLARATION OF ORIGINAL WORK**

I, Mohd Hafiz bin Ismail, (I/C Number: 890928-03-5831)

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 TRANSMITTAL

Mohd Hafiz bin Ismail  
Bachelor of Business Administration (Hons) Economic  
Faculty of Business Management, Universiti Teknologi MARA  
Kampus Kota Bharu, Bangunan KUB  
15050 Kota Bharu, Kelantan  
24th December 2012

The Head of Program  
Bachelor of Business Administration (Hons) Economic  
Faculty of Business Management  
Faculty of Business Management, Universiti Teknologi MARA  
Kampus Kota Bharu, Bangunan KUB  
15050 Kota Bharu, Kelantan

Dear Sir,

SUBMISSION OF ECONOMIC PROJECT PAPER (ECO 660)

Attached is the copy of Economic Project Paper (ECO 660) entitled "The factors that influence consumers determination to purchase organic vegetables: Case study at Tesco Kota Bharu" to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank You.

Yours sincerely,

---

(MOHD HAFIZ BIN ISMAIL)

2009114013

Bachelor of Business Administration (Hons) Economic

## TABLE OF CONTENTS

---

	PAG
<b>E</b>	
<b>Acknowledgement</b>	<b>ii</b>
<b>Declaration of Original Work</b>	<b>iii</b>
<b>Letter of Transmittal</b>	<b>iv</b>
<b>Table of Contents</b>	<b>v-viii</b>
<b>List of Tables</b>	<b>ix</b>
<b>List of Figure</b>	<b>ix</b>
<b>Abstract</b>	<b>x</b>

## CHAPTER 1

### INTRODUCTI

---

#### ON

<b>1.0 Introduction</b>	<b>1-2</b>
<b>1.1. Background Of Study</b>	<b>3-5</b>
<b>1.2. Problem Statement</b>	<b>5-6</b>
<b>1.3. Objective Of Study</b>	<b>6</b>
<b>1.4. Significant of study</b>	<b>7-8</b>
<b>1.4.1 To consumer</b>	<b>7</b>
<b>1.4.2 To student and Lecturer</b>	<b>7</b>
<b>1.4.3 Contribution to Manufacturer and marketer</b>	<b>8</b>
<b>1.5 Research question s</b>	<b>8</b>
<b>1.6 Hypothesis testing</b>	<b>9-10</b>
<b>1.6.1 Attitude</b>	<b>9</b>
<b>1.6.2 Perception</b>	<b>9</b>
<b>1.6.3 Health</b>	<b>9</b>