UNIVERSITI TEKNOLOGI MARA

THE EFFECT OF HEALTH BELIEF MODEL TOWARDS INTENTION TO CONSUME FUNCTIONAL FOODS AMONG OLDER CONSUMERS IN MALAYSIA:
THE MODERATING EFFECT OF PERCEIVED FAMILIARITY

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MSc

May 2021

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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Thesis Title : The Effect of Health Belief Model Towards Intention to Consume Functional Foods Among Older Consumers in Malaysia: The Moderating Effect of Perceived Familiarity

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ABSTRACT

The growth of new eating habits and consumption in functional foods is due to the health problem. The whole world is facing chronic diseases problems such as obesity, heart disease, diabetes, and hypertension problems. Nutrition and exercise play main roles in its prevention and treatment due to the frequency of chronic diseases. Moreover, inadequate knowledge of consumers and awareness on functional ingredients could affect on one health. In this thesis, perceived susceptibility, perceived barriers, perceived benefits and cue to action will be investigated to identify the relationships with intention to consume towards functional foods in Malaysia. This thesis also investigates the moderating effect of perceived familiarity between with Health Belief Model (HBM) variables relationship and the intention to consume towards functional foods. Data were collected from older consumers. A total of 250 offline questionnaires were obtained for the final data analysis. In this thesis, purposive sampling and convenience sampling were employed. SPSS 24 and PLS 3.0 were performed to test the collected data. This thesis aimed at gaining a better understanding of the factors that influence consumption of functional foods are needed and contribute to the functional foods consumption literature by recognizing the factors that influencing functional foods consumption.

ACKNOWLEDGEMENT

First of all, I would like to thank God for the strengths and His blessing as finally I am able to complete this thesis. I would like to express my gratitude to my supervisor, Dr Sharifah Nurafizah Syed Annuar and my Co-supervisor, Ms Jenny @ Janey Mosikon for their valuable advice, suggestions, constant support and cooperation that I am able to overcome the struggles in completing of this thesis and at the same time, contributed to the success of this thesis.

My deepest gratitude goes to both my beloved parents and family for their endless prayers, love and encouragement for this thesis, from the beginning till today. I am especially grateful to my parents, who supported me emotionally and financially. I always knew that they believed in me and wanted the best for me. Thank you for teaching me that my job in life was to learn, to be happy, and to know and understand myself. Only then could I know and understand others.

Finally, sincere thanks to all my friends for their moral support, brilliant ideas, and kindness during my studies as well as throughout producing a good thesis. Thus, for offering their valuable assistance in writing this thesis, thank you for everything. Also thanks to everyone that has been contributing their time and energy by supporting myself in the progress finishing this thesis.

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