



**FACTORS INFLUENCING PURCHASE INTENTION
TOWARDS ORGANIC FOODS AMONG MALAYSIAN**

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ABSTRACT

Today, it is challenging to achieve an environmental sustainability even though it is essential for the next generation. Organic food processing uses a method that incorporates best practices in the environment, protects natural resources and applies high animal welfare standards. A study to identify the awareness among Malaysian in choosing an organic foods as a healthy lifestyle. Lack of awareness towards the importance of organic foods may affect the level of purchasing. This study also want to examine the knowledge level over the importance of organic food. This study also aims to recognize whether price and availability may affect the purchasing of organic foods. Despite the alleged benefits for organic food, higher price premiums for such products have been identified as a major obstacle to facilitating positive consumer purchases of organic food compared to 'cheaper' alternatives for conventional food (Effendi, Ginting, Lubis & Fachruddin, 2015; Gan, Wee, Ozanne & Kao, 2008). By using convenience sampling, a survey questionnaires were conducted among Malaysian. The study findings revealed associations between these factors influencing the rates of millennial buying of organic food items.

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