

# Purchase Intention of Organic Food Products among Generation Y in Malaysia: A Quantitative Study

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**Abstract:** Farming of crops, cattle, and fish are all a part of the food industry, which is essential to the expansion of a country's economy. The food business classifies the food manufacturing process as including both conventional or traditional food and organic food. Producing organic food is growing in popularity as consumers all over the world become more aware of the advantages of leading a healthier lifestyle. The organic food industry in the US is currently the biggest and has the highest sales when compared to other food categories. Similarly, the Malaysian government has supported and encouraged the production of organic food since the late 1980s. Malaysia's research into organic food products is still in its early stages when compared to those of other countries. The Malaysian organic food business is actually understudied right now, with concentration narrowed to a few states and segments. The purpose of this study is to determine Generation Y's intentions to buy organic food products throughout all fourteen states in Malaysia. The relationship between financial and non-financial elements and Generation Y's purchase aspirations is also examined in this study. This study is organised based on the Theory of Reasoned Action (TRA). This study is mostly positivist and employs a quantitative research design. 390 participants from Malaysian public and private universities were chosen for the study using judgemental and snowball sampling techniques. The data were analysed using multiple regression. The results of the study shows that both financial and non-financial factors have a significant influence on people's intentions to purchase organic food. The results even more strongly support the TRA. For businesses, marketers, and food producers, the research findings are helpful since they expand the body of knowledge on purchase intention. The stakeholders would then be able to target, draw in, and fulfil the needs of Generation Y consumers by using efficient marketing strategies.

**Keywords:** Purchase intention, organic food products, Generation Y, Malaysia, Theory of Reasoned Action (TRA)

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## INTRODUCTION

The food industry plays an important role in the expansion of a country's economy and encompasses the cultivation of crops, livestock and fishery (Azam & Shafique, 2017; Ahmad & Juhdi, 2010). The food production process in the food industry can be further classified into conventional or traditional and organic food (Asioli, Aschemann-Witzel, Caputo, Vecchio, Annunziata, Næs & Varela, 2017; Boryan, Yang, Mueller & Craig, 2011). Organic food production is gaining popularity due to the awareness and fostering of healthier lifestyles among consumers around the globe (De-Magistirs & Gracia, 2016). United States (US) has the largest organic food industry to date and it has been the best-selling food category as compared to the other categories. The demand for organic food items continues to grow steadily (Naylor, Hardy, Buschmann, Bush, Cao, Klinger, ... & Troell, 2021; Boryan et al., 2011).

Similarly, the Malaysian government has been encouraging and supporting the cultivation of organic food products since the late 1980s (Chekima, Igau, Wafa & Chekima, 2017; Ambali & Bakar, 2013; Ahmad & Juhdi, 2010). Organic food products were first farmed in Sungai Buloh in 1986 under the Center for Environment, Technology and Development, Malaysia (Suhaimie, Ibrahim & Abd-Wahab, 2016). Melaka, Penang and Pahang followed suit and Malaysia is known as the pioneer in the organic food sector in the region in comparison with the neighbouring countries (Sa'ari & Koe, 2014). The Malaysian government has been spearheading many initiatives namely through the Malaysian Department of Agriculture (MAD) and the Malaysian Organic Scheme (MOS). In spite of this, purchasing organic food is not considered a norm in Malaysia as opposed to first-world countries like the US and Japan (Hsu, Chang & Lin, 2016).

However, studies related to organic food products are still in the infancy stage in Malaysia as compared to other countries (Vicentini, Liberatore & Mastrocola, 2016). The fact remains that the organic food industry is still understudied

in Malaysia and the focus has been on a few segments and was concentrated on a few selected states namely Kedah, Johor, Klang Valley, Penang and Perak (Thorsøe & Kjeldsen, 2016). In addition, very few studies actually investigated the inclination among the younger generation to purchase organic food products (Smith & Paladino, 2010). Hence, this study was done to uncover the purchase intention of organic food products specifically among Generation Y in all the fourteen states in Malaysia.

## LITERATURE REVIEW

### Purchase Intention

Organic food products have been gaining popularity and there is a constant demand for them in Malaysia as the awareness level regarding healthy consumption has increased and consumers are becoming affluent (Nguyen, Nguyen, Nguyen, Lobo & Vu, 2019; Wee, Ariff, Zakuan, Tajudin, Ismail & Ishak, 2014). Hassan, Yee and Ray (2015) stated that purchase intention can be viewed as the consumer's thoughts in planning the process of purchasing a product or service. Moreover, this action would normally require some form of direct or indirect comparison with products and services that are of similar nature and made available in the market (Sharaf & Isa, 2017). Consumers realize that the consumption of organic food products is valuable and beneficial to health (Hassan et al., 2015). They added that the optimistic point of view and attitude of consumers was an important determinant in influencing the consumer's intention to purchase organic food products. Intention to purchase organic food products can also be measured by the increase in consumers' intention to live a healthy lifestyle (Wee et al., 2014). Moreover, consumers pay attention to the side effects of food production activities and their impact on nature. Indirectly, it also affects the trend of food consumption among consumers (Edward-Jones, 2010). Hence, for the purpose of this study, purchase intention will be defined as the consumption of organic food products that is valuable and beneficial to health, the optimistic point of view and attitude of consumers, the consumer's intention to live a healthy lifestyle and side effects of the food production activities to the nature.

### Environmental Concern

Environmental concern has been identified as a major determinant that affects the consumption of organic food products and also the conservation of the environment among consumers of organic food products (Chu, 2018; Hassan, S. H., Yee, L. W. and Ray, K. J., 2015)). Environmental concern is defined as the passionate characteristics shown by the consumer and assessment towards the conservation of nature and the environment (Thambiah, 2015). Leong and Paim (2015) defined environmental concern as the environmental motivation among consumers which leads to the intention to purchase organic food products. Hassan et al., (2015) attribute environmental concern as the standpoint that affects the behaviour displayed through the purchase of organic food products. Furthermore, consumers demonstrate a positive attitude towards organic food products when they are genuinely concerned regarding the regression in the quality of the environment (Saari & Koe, 2014). Moreover, they added that consumers are more inclined to purchase products that were less destructive to the environment. Accordingly, consumers prefer organic food produces because it is healthy, human and environment friendly and it is cultivated without chemicals (Sivathanu, 2015). Hence, for the purpose of this study, environmental concern is defined as genuinely concerned regarding the regression in the quality of the environment, healthy, human and environment-friendly and indirect effect on behaviour.

### Relationship between Environment Concerns and Purchase Intention of Organic Food

In a related study, Hassan, Yee and Ray (2015); Saleki and Seyedsaleki (2012) looked at the relationship between consumers' intentions to purchase organic food products and whether those products were grown using non-chemical fertilisers and were, therefore, less harmful to the environment. The initial study involved 226 participants and was carried out in Malaysia utilising online questionnaires. Additionally, 97 respondents in Penang participated in a study conducted by Hossain and Lim (2016) to determine how their daily lifestyles affected the environment. Additionally, Saleki and Seyedsaleki (2012) carried out a related study on the influence of motivation on being environmentally conscious while purchasing organic food goods. In light of this, Mhlophe (2016) also looked into the association between 305 respondents' intentions to buy organic food goods and their environmental concerns. Johannesburg, South Africa.

Thus, hypothesis 1 is formed.

**H1:** There is a relationship between environmental concern and purchase intention of organic food.

### **Health Consciousness**

Consumers today are generally more conscious about their health and pay significant attention to the dietary value of the food consumed (Yang, Suhandoko & Chen, 2020; Hassan H.S, & Yee W.L, Ray J.K, 2015). Organic food consumption is gaining popularity as it is considered less harmful, more wholesome and tastier when compared to traditional food (Shaharudin et al., 2010). The term health consciousness can be defined as the consumption of nutritious food in the form of organic food in comparison to typical food products (Guthrie, Mancino & Lin, 2015). In addition, organic food can be further defined as food that is beneficial for health, and contains extra vitamins and minerals (Hassan et al., 2015). Accordingly, organic food is further defined as food that is cultivated using a small or minimal amount of pesticides (Kerdsriserm, Suwanmaneepong, Mankeb, Basha, Mason, Shamsudin & Bohra, 2015). Health consciousness can be assessed as concerns regarding health (Guthrie et al., 2015; Shaharudin et al., 2010). Furthermore, health consciousness can be measured from the output created in the form of healthy food products (Hassan et al., 2015). Moreover, consumers purchase organic food products when they are really conscious about their well-being (Shaharudin et al., 2010). In addition, consumers who are health conscious would purchase food products that have been cultivated using minimal chemical pesticides (Syarifuddin & Alamsyah, 2017). Hence, for the purpose of this study, health consciousness would be defined as concerns regarding health, healthy food products, consciousness about their well-being and usage of minimal chemical pesticides.

### **Relationship between Health Consciousness and Purchase Intention of Organic Food**

150 respondents in Kedah participated in a study by Shaharudin, R.M., Pani, J.J., Mansor, W.S., and Elias (2010a) to determine the association between the intention to purchase organic food items and the wholesome value attained from eating. Additionally, Wee, S.C., Ariff, S.M., Zakuan, & M., and Tajudin, M.N.M. (2014) looked into the connection between 288 respondents' purchase intentions in Kluang and the quality and safety of their food. Additionally, 400 respondents in Klang participated in a study by Wong, S.S., and Aini, M.S. (2017) to examine the connection between purchase intention and health consciousness. Additionally, Shaharudin, R.M., Pani, J.J., Mansor, W.S., and Elias, J.S. (2010b) carried out a similar survey on 150 respondents in Kedah on their intent to purchase organic food and their level of health consciousness.

Thus, hypothesis 2 is formed.

**H2:** There is a relationship between health consciousness and purchase intention of organic food products.

### **Attitude**

Attitude is known to extensively influence purchase intention among consumers (Mhlophe, 2016). Hence, attitude towards the consumption of products describes the entire buying and utilising experience even for organic food products (Sharaf & Isa, 2017). Attitude is stated as favourable or non-favourable behaviour displayed towards a product or service (Saleki, Seyedeh & Rahimi, 2012). Furthermore, attitude can be defined as consumers' standpoint towards purchasing a product or service and it is normally affected by personal preference which would eventually lead to consumption (Hsu et al., 2016). Attitude refers to the extent of desirable or non-desirable estimation of behaviour (Saleki et al., 2012). Accordingly, a positive disposition displayed towards a product or service would increase the likelihood among consumers to purchase (Wong & Aini, 2017; Saleki et al., 2012). In addition, consumers that demonstrate a positive outlook towards organic food tend to have a higher tendency to purchase them as compared to consumers that demonstrate a negative outlook (Lim, Radzol, Cheah & Wong, 2017). Moreover, attitude can be determined as negative or positive emotions, feelings, tendencies or inclinations towards certain products (Aman, Harun & Hussein, 2012). Hence, for the purpose of this study, attitude would be defined as the desirable or non-desirable estimation of behaviour, positive disposition, negative outlook, negative or positive emotions, feelings, tendencies or inclinations towards certain products.

### **Relationship between Attitude and Purchase Intention of Organic Products**

In order to investigate the relationship between attitude and purchase intention of organic food products, Mhlophe, B. (2016) conducted a similar study in Johannesburg, South Africa, with 305 respondents. In addition, Wong, S.S. (2017) reported that the majority of consumers' attitudes towards buying organic products are typically determined by how they feel about buying organic meat. This research was carried out in Klang Valley, Malaysia, with 400 respondents. A study conducted in Tehran, Isfahan, and Shiraz, Iran among 150 randomly selected respondents found a correlation between the consumer's attitude and their desire to purchase organic food goods (Saleki, Z. S., Seyedsaleki, S. M., & Rahimi, M. R., 2012). As a result, a wide range of scholars has examined the connection between attitude and intention to buy items.

Thus, hypothesis 3 is formed,

**H3:** There is a relationship between attitude and purchase intention of organic products.

### **Price**

Price is a common factor that is used by consumers to predict their purchase intention of organic food (Lee & Yun, 2015). Usually, consumers are sensitive to price and would be able to detect that organic food products are priced more than conventional food products (Saleki et al., 2012). Hence, organic food products cost more as compared to non-organic food products (Ward, Mamerow, Henderson, Taylor, Meyer & Coveney, 2012). Price is commonly stated as the value that would be obtained by a consumer (Mhlophe, 2016). Furthermore, the price can be defined from the viewpoint of a consumer as not reflecting the cost alone but also taking into account the quality of the products as well (Reganold & Wachter, 2016). Price is generally used as a gauge to indicate quality. Accordingly, the general public conception is, a higher price indicates better product quality and the opposite applies (Mhlophe, 2016). Consumers generally prefer to purchase organic food products when it is priced lesser or similar to conventional food products (Saleki & Seyedsaleki, 2012; Sa'ari & Koe, 2014). However, Reganold and Wachter (2016) ascertained that consumers are prepared to pay an extra 10 per cent for organic food products. Accordingly, Ward et al., (2012) emphasized that consumers are keen to pay additional for the extra value that they perceive they would receive from the consumption of organic food products. Hence, for the purpose of this study, the price would be defined as a higher price indicating better product quality, priced lesser or similar to conventional food products, willing to pay an extra ten per cent and pay additional for the extra value.

### **Relationship between price and purchase intention of organic food**

In a 2016 study, Hossain, M. T. B. and Lim, P. X. looked at consumers who were willing to pay 10% more for organic food than for conventional food. In Penang, Malaysia, 97 people participated in this survey. Additionally, Rana, J., and Paul, J. (2017) used 146 research papers to examine the connection between price and purchase intention of organic food goods (willingness to pay extra) in China, Japan, the United States, and India. Additionally, a study by Sa'ari, J. R., and Koe, W. L. (2014) among 235 undergraduate students at a regional university in Malaysia examined customers who were willing to buy organic food even though it was more expensive than conventional food. Among 194 students at Universiti Utara Malaysia (UUM), Sharaf, M. A. and Isa, F. M. (2017) conducted research on the relationship between consumers' desire to buy organic food goods that are more expensive than traditional ones.

Hence, hypothesis 4 is formed.

**H4:** There is a relationship between the price and purchase intention of organic food.

### **Perceived Value**

Lee and Hwang (2016) ascertained that perceived value is one of the important determinants that the intention to purchase organic food products among consumers. Moreover, Syarifuddin and Alamsyah (2017), emphasized that products that are made available in the marketplace has its own benefit and disadvantage in the eye of the consumer. Perceived value can be defined as the value derived and the amount of organic food products that are taken into consideration before the payment process (Tseng & Chang, 2015). Furthermore, perceived value can be expressed as the consumer's impression of the potential benefits that would be derived from the consumption of organic food products when compared to expectations (Syarifuddin & Alamsyah, 2017). Consumers would only purchase organic food products when they have a positive perception of it (Hassan et al., 2015). In addition, consumers would pay more for organic food products because they believe

it has higher value and is more beneficial (Shaharudin et al., 2010). However, from time-to-time consumers need to be reminded that organic food products are perceived to be more valuable than conventional food products to encourage them to purchase (Tseng & Chang, 2015). Hence, for the purpose of this research, the perceived value would be defined as a positive perception of organic food products, higher value and more beneficial and valuable than conventional food products.

### **Relationship between perceived value and purchase intention of organic food**

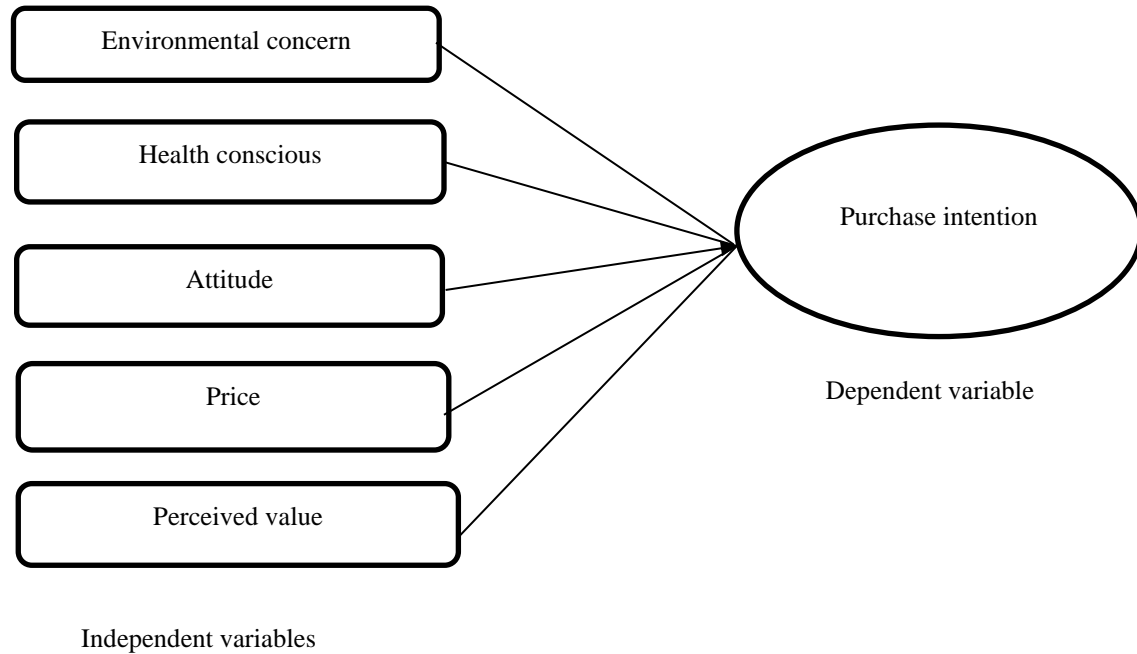
According to a 2015 study by Hassan H. S., Yee. W.L., and Ray J. K., a person's sensory perception is the most important factor when buying organic food. In other words, if people have a negative perception of organic food, they won't buy it. This illustrates how important perceived value is when considering buying organic food. (Ray J.K., Hassan H. S., and Yee W.L. (2015). According to research by Shaharudin R.M. (2010), perceived value has a significant role in influencing consumers' intentions to buy organic food. Additionally, previous research findings suggested that perceived value is a key factor influencing customer decisions to buy organic food. Hassan H. S., Yee. W. L., and Ray J. K. (2015), as well as Tseng C. W. & Chang H. C. Perceived value was shown to have one of the highest significant values in research by Hassan H. S., Yee. W.L & Ray J.K. (2015). The research showed that consumers believe organic food to be more wholesome, natural, fresh, tasty, and high in nutrients. (Ray J.K., Hassan H. S., and Yee W.L. (2015). Similar findings were made by Shaharudin R.M. (2010) and Hassan H. S., Yee. W.L. & Ray J.K. (2015), generally say that consumers believe organic food to be more cost-effective and nourishing than conventional goods. The organic food itself and the manner of cultivation have a significant impact on the premium prices. (2010) Shaharudin R.M.

Hence, hypothesis is formed,

**H5:** There is a relationship between perceived values and the purchase intention of organic food.

### **Theoretical Framework**

Theory of Reasoned Action (TRA) has been chosen because the model focuses on addressing the relationship between attitudes, norms, trust and behaviours within a person's action (Fishbein & Ajzen, 1975). TRA also ascertains that whether or not a person actually performs a behaviour depends mainly on the person's purpose to behave in a said manner (Shaharudin, Pani, Mansor & Elias, 2010). In addition, TRA emphasises that a person's attitude affects the intention to behave in a certain way (Ajzen & Fishbein, 1980). Accordingly, TRA is found to be one of the most appropriate theories to predict and comprehend a consumer's behaviour by considering their attitudes and social norms (Leong & Paim, 2015). Hence, for the purpose of this study, TRA will be utilised to assist the researchers to better comprehend the underlying reason consumers act or do not act in a certain manner and the factors that influence their purchase intention.

**Proposed Conceptual Framework****Figure 1: Independent and Dependent Variable**

The overarching idea of this study's issue is represented by this conceptual framework. Here, the dependent variable is the desire to buy organic food, while the independent factors are environmental concern, health consciousness, attitude, price, and perceived value. These variables were the most widely used ones, according to the meta-analysis of 30 articles. Discussions were held regarding the dependent variable and each independent variable. Specific research hypotheses will be developed in the section that follows.

**METHODS**

Data will be gathered from a sample of Malaysian Generation Y consumers using a quantitative research design. As it intends to characterise the current status of purchase intention of organic food items among Generation Y in Malaysia at a certain point in time, the study design would be causal and cross-sectional (Sekaran and Bougie, 2013). The survey questionnaire will be used to collect information on respondents' intentions to buy organic food. Students continuing their education at higher education institutions in Malaysia, namely 400 – 500 students in the following states, will get questionnaires as part of this study. The total number of undergraduate students enrolled in the Malaysian universities chosen at random for 2018 is summarised in Table 1.0. While information for QIUP and ALAM relies on estimation, it is obtained from reliable sources for University Malaysia Perlis, University Tunku Abdul Rahman, University Tenaga Nasional, HELP University, University Technology Malaysia, University Malaysia Pahang, University Malaysia Kelantan, University Sultan Zainal Abidin, University Malaysia Sabah, and University Malaysia Sarawak.

**Table 1.0: Total Enrolment of Undergraduate Students (2018)**

STATE	INSTITUTION NAME	SAMPLE	TOTAL ENROLMENT OF UNDERGRADUATE STUDENTS (2018)
Perlis	University Malaysia Perlis	100	13,932
Kedah	AIMST University	100	-
Pulau Pinang	INTI International University & College	100	-
Perak	Quest International University	100	1500
	University Tunku Abdul Rahman	100	12,090
Selangor	University Tenaga Nasional	100	8,000
	Sunway University	100	-
W.P. Kuala Lumpur	Masha University	100	-
	HELP University	100	11,000
Melaka	Multimedia University	100	-
Negeri Sembilan	Nilai University	100	-
Johor	University Technology Malaysia	100	21,471
Pahang	University Malaysia Pahang	100	15,000
Kelantan	University Malaysia Kelantan	100	9,983
Terenganu	Akademi Laut Malaysia	100	653
	University Sultan Zainal Abidin	100	10,963
Sabah	University Malaysia Sabah	100	18,932
Sarawak	Universiti Malaysia Sarawak (UNIMAS)	100	16,757
	Curtin University	100	4,000

Non-probability sampling will be used for this study's purposes. For this study, judgmental sampling will be used. Judgmental sampling, often referred to as selective sampling, subjective sampling, or purposive sampling, is the selection of samples based on the targeted population's requirements and the study's goals (Crossman, 2017). According to Sekaran and Hougie (2013), the ideal sample size should be greater than 30 and less than 500. To ascertain what has been discovered, the researcher must carefully examine the size. 2014 (Cooper and Schindler). A formula will be used to determine the sample size for this study.

**Table 2.0: The origin of construct in the research**

Dependent Variable	Purchase Intention of Organic Food	Wee, S.C & Tajudin, M, 2014 Hassan, H.S, Yee, L.W & Ray, J.K., 2015 Sharaf, A.M & Isa, M.F, 2017 Wong, S.S & Aini, M.S, 2015 Shaharudin, R.M & Elias, J.S, 2010	5
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Independent Variable 1	Health Consciousness	Wong, S.S & Aini, M.S, 2015 Shaharudin., R.M, Pani, J.J., Mansor, W.S. & Elias, J.S, 2010 Hassan, H.S, Yee, L.W & Ray, J.K., 2015 Syarifuddin, D. & Alamsyah, P.D., 2017 Uaesangkomsate, P & Santiteerakul, S., 2016	5
Independent Variable 2	Environmental Concern	Hassan, S. H., Yee, L. W. & Ray, K. J., 2015 Leong, T. P & Paim, L., 2016 Thambiah, S., Khin, A. A. & Muthaiyah, S., 2015 Saari, J. R. & Koe, W. L., 2014 Sivathanu, B., 2015	5
Independent Variable 3	Attitude	Mhlope, B., 2016 Wong, S.S & Aini, M.S, 2017 Saleki, Z.S., Seyedsaleki, S.M. & Rahimi, M.R., 2012 Aman, H, 2012	5
Independent Variable 4	Perceived Value	Kongsman, C & Kongsom, W, 2016 Syarifuddin, D & Alamsyah, P.D, 2017 Tseng, C.W & Chang, H.C, 2015 Hassan, S. H., Yee, L. W. & Ray, K. J., 2015 Shaharudin, R.M et al., 2010	5
Independent Variable 5	Price	Mhlope, B., 2016 Saleki, Z. S & Seyedsaleki, S. M., 2012; Hossain, M. T. B and Lim, P. X., 2016 Sa'ari, J. R & Koe, W. L., 2014	5

Table 2 details out the origin of the construct for this study. The questionnaire comprises 30 questions separated into two sections: Section A (4 questions) for demographic data, and Section B (30 questions) to assess factors influencing Malaysian undergraduate students' intentions to purchase organic food items. Each variable in Section B comprises five questions, and responders will be asked to rate each topic on a Likert scale (1–5). Strongly disagree to strongly agree make up the scale. The researchers will use the Statistical Package for Social Science (SPSS) to conduct validity and reliability tests after the questionnaires have been gathered from the respondents. Additionally, Cronbach's Coefficient Alpha will be used to assess the data's dependability.

## FINDINGS

### Reliability test

**Table 3.0 Cronbach's Alpha (390 Questionnaires)**

Variable	No. of item	Cronbach's alpha
Purchase intention (PI)	5	0.860
Health consciousness (HC)	5	0.864
Environmental Concern (EC)	5	0.876
Attitude (A)	5	0.557
Perceived value (PV)	5	0.868
Price (P)	5	0.874

Environmental Concern, with a Cronbach's Alpha score of (0.876), is the variable with the highest correlation. Price is ranked second (0.874), perceived value is third (0.868), health consciousness is fourth (0.864), purchase intention is fifth (0.860), and attitude is sixth (0.557), having the lowest Cronbach Alpha score. Because the Cronbach Alpha value ranges from 0.7 to 0.9, the variables Environmental Concern, Price, Perceived Value, Health Consciousness, and Purchase Intention have excellent reliability. The Cronbach Alpha value for the variable Attitude is in the range of 0.5 to 0.7, making it moderately/acceptable. As a result, all of the study's factors are reliable. The fact that the respondents have a strong commitment to protecting the environment is probably why the variable Environmental concern had the highest Cronbach's Alpha. This demonstrates that college students are aware of the damage pesticides do to the ecosystem. Additionally, attitude has a frail Value of Cronbach's Alpha It may be because there may be additional undiscovered variables besides these six in this study that can affect consumers' intention to purchase because undergraduates may not have a desirable or undesirable behaviour towards purchasing a product as related to the other variables.

**Table 4.0 Model Summary**

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849 <sup>a</sup>	.721	.718	.363

a. Predictors: (Constant), P, A, HC, EC, PV

A variance of (0.718, or 71.8%) of the dependent variable, purchase intention. The independent variables—health awareness, environmental concern, attitude, perceived value, and price—can be illustrated by the dependent variable's variation in relation to these other factors. In addition, this model analysis skipped over 28.2% of the dependent variance.

### CONCLUSION

In a nutshell, this study uncovers that Generation Y throughout Malaysia have indicated their intention to purchase organic food products. Their intention to purchase organic food products are influenced by concerns for the environment, health consciousness, perceived value, price and attitude. Accordingly, this study can be enhanced further by future researchers by incorporating mixed mode research and including other categories of respondents as well. The government should also set up a regulatory agency to govern matters regarding organic food production and certification.

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