

Title of Thesis	A Study on College Students Consumer Behaviour towards Organic Food in Miri
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### **ABSTRACT**

The purpose of this study is to analyse the college student consumer behaviour towards the organic food in Miri. Based on extensive literature review, the authors identified several factors that influence student consumer behaviour towards organic food which included (i) level of awareness, (ii) perception, (iii) factor that affecting on selecting and (iv) price. The research is focus on the student behaviour in Miri. The research is using questionnaire method and gathers information from 50 respondents on college students for the age of 18 to 30 years old. randomly in Miri.

The research result indicated 4 major finding. The first finding is the respondents is aware on the available of the organic product in the market by using the social media. Second finding shows respondents perception are more positive toward the organic food. Next, the third finding the strong factor to selecting the organic food is quality of the products. Last, it defined that with government helps it can increasing the level of consumption on the organic products. From the result, the researcher suggests several recommendations for implemented. One of the recommendations is the seller need to use the social media such as Facebook, Instagram, and twitter. Furthermore, the farmer can organize a organic food fair in the Miri. However, the seller needs to promote more on the organic product in their generic supermarket. Finally, this research created several areas that could be carrying out for future in-depth research which is the research can be further analysed in different location, topic and different respondents.