

Title of Thesis	A Study on Factors Affecting the Intention to Purchase Organic Food among Young Adults in Miri
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### **ABSTRACT**

This study is to study the factors affecting the intention to purchase organic food among young adults in Miri. These days, organic food are getting a lot more attention. Due to the health crisis the world is facing recently, people are becoming more aware of what they are consuming as well as their hygiene. However, there are not many organic consumers in Miri and there are a few factors affecting this. Therefore, it is vital for researchers to investigate more about the factors affecting the intention to purchase organic food. Besides, the researcher proposed four research questions in the questionnaire that consists of acceptability, accessibility, affordability, and awareness of the intention to purchase organic food. These will be used for collecting data for this research. For this research, the researcher adopted quantitative method and the collection was through self-designed questionnaire to get the research data. There are 200 copies of questionnaires that were distributed and all will be utilized for this study. The samples are selected randomly by using convenience sampling because of the convenient accessibility, fast and proximity to collect data or opinions. Lastly, the population will include the young adults in Miri and with the estimated number of 200 people. For further exploration or to make improvements for this study, different target of sampling, sample size and location might increase the accuracy and expectation results of the data analysis.