

Title of Thesis	A Study of Consumers' Purchase Intention toward Green Food in Miri
Name	Azfirinie binti Samsaini
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### **ABSTRACT**

This study is to study the consumer consumers' purchase intention toward green food in Miri. The concern of this study would be the five independent variables that influencing consumers' purchase intention which are self-identity, long term orientation, deontology, collectivism and income level. As Malaysia is moving toward developing country, it leads to the change in consumers' preferences, standard of living and technical advancement in agriculture. Consumers are shifting to a greener consumption today. This creates an attention for the marketers to develop green marketing strategy in order to promote green food consumption. 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 utilized for this study. Lastly, the populations targeted in this study are consumers from 18 to 55 years old who have purchasing power to buy green food and have or not have intention to purchase green food. The population will focus on Miri and with estimated number of 200 people. Therefore, this study aims to determine the significance of contributing factors toward consumers' purchase intention toward green food.