

SURVEY ON ORGANIC FOOD KNOWLEDGE, ATTITUDE  
AND PRACTICE AMONG ORGANIC FOOD  
CONSUMER IN ORGANIC OUTLET AT  
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## ABSTRACT

Following the increasing of consumer awareness and consciousness to food that promote health, prevent disease, reduce intake of pesticides and chemical fertilizers and protect the environment, consumers now demand for organic foods that fulfilled their requirements to achieve a healthy diet. A cross sectional study utilizing self-administered questionnaire was undertaken to study the knowledge, attitude and practice on organic food and key factors that affect their purchase decision among 130 organic food consumers in organic outlet. Respondents were required to answer a total of 47 questions from the questionnaire, which was divided into 4 sections, namely socio-demographic characteristics, knowledge on organic food, attitude and practice towards organic food. Statistical Package for Social Science (SPSS) version 15.0, was used in analyzing data that were obtained from the survey. Result indicated that respondents do understand the 'organic' terms. Majority of the respondents in this study were age between 20-29. Respondents' ages between 30-49 obtained the highest mean score on organic knowledge. However, there was no significant difference between mean knowledge score with gender and age. ( $p > 0.05$ ). Majority of the organic consumers do have moderate knowledge levels towards organic food, with a mean score  $4.8 \pm 1.2$  points. Consumers indicated that they had higher confidence towards foods that are certified by international organic standards. High price were the main barrier towards buying organic foods. Most of the organic food consumers (34.8%) will purchase organic food daily and they preferred to purchase organic goods at organic retail outlet. Overall, respondents have positive attitudes towards organic foods. However this research is just preliminary study, which provide an interesting result for further study on organic consumers that are vegetarian on their practice and purchasing attitude towards organic foods