

## **ABSTRACT**

Functional Food refers to foods and beverages that have beneficial effects beyond that of basic nutrition, purposeful to improve health and reduce the risk of diseases (IFIC, 2009). Different ethnic, cultures and religions perceive products differently in Malaysia. Therefore, marketers may have difficulties to reach out to their target market. The purpose of this research paper is to investigate the factors affecting the purchase intention of Functional Food in Malaysia. It is imperative to note that attitude, health consciousness, religion and beliefs are important factors which influence consumers purchase intention of Functional Food in Malaysia. The researcher has developed 56 items in questionnaire and a total of 310 samples are collected from consumer in Malaysia. Findings from the study are reported based on the descriptive analysis, Pearson Correlation Analysis, Multiple Regression and Mediation Test (by using Sobel Test). The result of the study shows the characteristic of the respondents demographic, the level of respondents purchase intention towards Functional Food, correlation and regression between factors (attitude, health consciousness and religiosity effect) towards the purchase intention of Functional Food are correlated. The outcome of this study can be used as reference and knowledge in the educational institution, researchers, manufacturers and marketers. Marketers can use the findings from this thesis to develop better understanding of consumers' response towards the marketing communications channels; particularly on attitudes, knowledge, behaviour, and awareness; with regards to food quality, specifications, standards and safety.

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