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.
ACKNOWLEDGEMENT

First of all, I wish to record my deepest gratitude to my supervisor, Pn. Farinda Abdul Ghani for her valuable guidance, patience and care in providing me invaluable advice, comments and suggestion. This study becomes more complete and comprehensive under her supervision. It is truly a privilege to work with her. I have gained invaluable knowledge and experience working along with her.

I wish to express my sincere appreciation to all respondents who have participated in the survey; rendered their invaluable assistance, feedback, comments and moral support towards the completion of this study.

Special thanks to all my friends and course mates for their understanding, cooperation, encouragement and support during the entire period of the MBA program.

Last but not least, my greatest love to my family members, especially my parents, husband, my young son and siblings for their love and support throughout my MBA program. I could not have done this alone without their contribution and support.