

5 CHAPTER 5: CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter examines if the study has met the objectives and research questions outlined in Chapter 1. In following section, discussion will be based on major findings of this study. Then the implication and issue on Purchase Intention will be discussed. Lastly, future research on Functional Food will be assessed and discussed.

5.2 Summary of findings

The discussion below attempts to answer the research questions formulated in Chapter 1

Objective 1: To identify the factors that influence the consumers purchase intention.

Several factors such as attitudes, health consciousness (knowledge and familiarity) and religiosity effect are understood to be factors on consumer acceptance of Functional Food. The researcher addressed the identified factors in literature review study supported by studies done from difference researchers. With these, this research has managed to achieve the stated objective successfully.

The research question formulated earlier for this objective is as follows:

- What are the factors that influence the consumers purchase intention?

This study has identified, developed and focused on three factors - Attitude towards Functional Food, Health Consciousness on Functional Food and Religiosity Effect on Functional Food in predicting the Purchase Intention of Functional Food.

Objective 2: To identify the relationship among the factor of consumers' attitude, health consciousness behaviour and religiosity effect towards purchase intention of Functional Food.

From the finding, all data collected from questionnaire supported the research framework developed by researcher. The result shows all hypotheses are supported by using Correlation and Multiple Regression analysis. Result from Multiple Regression with selected factors and Purchase Intention has detected the presence of important statistical relationship between Attitude towards Functional Food, Health Consciousness on Functional Food and Religiosity Effect on Functional Food and Purchase Intention of Functional Food. This shows that all constructs are reliable in Malaysia context.

The research question formulated for this objective is as follow;

- How do attitude, health consciousness and religiosity factors influence the consumers' purchase intention of Functional Food in Malaysia?

Three hypotheses are accepted. The summary of the three hypotheses are shown in Table 5.1. With these, this research has managed to achieve the stated objective successfully.

Hypotheses	Accept / Reject
H1: There is significant positive relationship between consumer's health consciousness behaviour and purchase intention.	H1 Accepted.
H2: There is significant positive relationship between consumer's attitude on Functional Food and purchase intention.	H2 Accepted.
H3: There is significant positive relationship between religiosity influence and purchase intention.	H3 Accepted.

Table 5.1 Summary Of Hypotheses

Objective 3: To examine whether the variables health consciousness mediates between the independent variables (Attitude) and dependent variables (Purchase intention of Functional Food).

The Sobel test is used to test whether the mediator variable (consumers' health consciousness towards Functional Food) carries the influence of independent variables to the dependent variable (purchase intention). The result shows that consumers' attitude towards Functional Food has a significant impact on purchase intention through health consciousness.

The research question formulated for this objective is as follow:

- How is the impact of health consciousness on attitude towards purchase intention?

With the introducing of the mediator effect on Health Consciousness between attitudes and purchase intention, the relationship is stronger with consumer being health conscious. Attitudes that favoured purchase intention on Functional Food were associated with the consumers' health consciousness. More consumers are making a move towards a healthier lifestyle. With a positive attitude together with sense of health consciousness, consumers are willing to spend more money on health food. With these, this research has managed to achieve the stated objective successfully.

Objective 4: To examine whether the variables religiosity mediates between the independent variables (Attitude) and dependent variables (Purchase intention of Functional Food).

The Sobel test is used to test whether the mediator variable (consumers' health consciousness towards Functional Food) carries the influence of independent variables to the dependent variable (purchase intention). The result shows that attitude has a significant impact on purchase intention through religiosity effect.

The research question formulated for this objective is as follow:

- How is the impact of religiosity effect on attitude towards purchase intention?

With the introducing of Religiosity between Attitude and Purchase Intention, the relationship decreases. Favourable attitudes tended not to be held by people who presently purchase Functional Food based on religiosity beliefs. Religious preference influences individuals' concern both with ingredient used in food and practice in preparation and production of the food. For examples, the purchase intention of Muslim consumer may decrease if he is in doubt on the "Halal" ingredient in the foods. With these, this research has managed to achieve the stated objective successfully

5.3 Implication of the study

Functional Food product is considering new relative to other consumable products in Malaysia. The implication of this finding to the marketer and food manufacturer have made in this study. The outcome of this study can be used as reference and knowledge in the educational institution, researchers, manufacturers and marketers. Marketer can use the findings from this thesis to develop a better understanding of consumer response particularly in attitudes, knowledge, behaviour, and awareness with regards to food quality, specifications, standards and safety.

Based on above findings, in order to encourage more purchase intention and subsequently to purchase decision, the consumer's awareness and behaviour on health related issue should be evoked to assist public develop a more positive attitude toward Functional Food. Religiosity influence in food

consumption shall be taken consideration in Malaysian market. Some of food element might be sensitive and prohibited to certain religions which might reduce the purchase intention. Advertising plays important roles to let producers and marketers to deliver messages to consumer. Messages in advertising must be clear to influence consumers to believe that Functional Food is healthy and safety. The taste of the Functional Food shall be tasty and superior to suit to Malaysian market. The selection of advertising messages, characters, communication channels, social interaction and so forth should revolve around the issues of positive attitudes, health consciousness and suitable to all of religion and culture in Malaysia context.

5.4 Contribution of the study

This study has established that the intention to purchase Functional Food products is dependent on consumers' attitude toward Functional Food. These attitudes were strongly influenced by health consciousness and religiosity toward purchase intention.

Apparently, health consciousness is the main determinant in enhancing the purchase intention toward Functional Food. Summary gathered from the survey and analysis shows that health consciousness of a person will lead to purchase intention of Functional Foods; a person that have awareness of his/her own body conditions will make sure that himself/herself take in enough nutrition in maintaining the tip-top state. One of the methods is by taking

Functional Food, whereby most perceive that Functional Food containing elements that needed for body healthiness.

From the research findings, it provides support for the influence of consumers' attitudes on purchase intentions, peoples that has positive attitude toward Functional Food will lead to more willingness in buying the products. As stated by Tudoran et al. (2009), gaining insight into consumers' attitudes towards Functional Food is helping to establish the attitude valence. Most importantly, study on attitude related behaviour also helping to estimate whether the factor influence individuals' subsequent attitude towards the evaluation on functional product.

Religiosity plays an important role in buying decisions. There is some food which could bring certain impact to body but forbidden to consume by certain religion's follower. Take an example, Malaysia consist more than 60% Muslim, although some of Functional Food available in Malaysia do not consist of forbidden elements, but due to the originate manufacturers that might not follow "Halal" way of processing, it might be an obstacle in opening the Islamic market.

The research has been able to measure few discussions above by using hypothesis matter on feedback by respondent; however, there are more study which could be expanded and go more in-depth, especially on the research as other factor could have effect the buying decision.

5.5 Recommendation

The study shows that consumers are willing to consume Functional Food and have the intention to purchase but few factors need to be considered by the manufacturers and marketers when manufacture and market the Functional Food product to Malaysian consumers.

Marketers can consider providing more information to consumer through awareness programs on Functional Food. The purpose of awareness program is to encourage, educate, explore and influence the attitude of consumers to purchase more Functional Food. Food producers and marketers can cooperate with Ministry of Health, non-profit organizations which are related to health or food (e.g Muslim Consumer Group For Food Products, Malaysian Medical Association) or university research centre to promote Functional Food.

Cost and quality of Functional Food shall not be disregarded to attract consumer to continue to purchase the Functional Food. Consumers will associate the price, quality and value with functionality of Functional Food. Overprice products will not accept the attention of consumers even though consumers know the benefit of consume Functional Food. There is more than 60% of Malaysia consumers are Muslim. Product certified with "HALAL" logo from authorised ministry is able to gain a bigger market share compare to others. Besides these, food producers shall comply with government food safety regulations to ensure the product is safe to consume.

The current study is only conducted at Klang Valley in Malaysia. For further study, the researcher suggests to extend the study to other area of the country. Malaysia is a multi-racial and multi-religion country and the income and lifestyle of city area and rural area are different. Geographically and demographically diverse sample could contribute to clearer generalize results.

For the extended study, it is suggested to test the variables such as demographic, lifestyle, price, quality of product and psychographic to find out their relationship on the influence towards purchase intention of Functional Food. This longitudinal study could enhance the understanding of the impact of consumers' response and purchase intention as well as initiate purchase decision.

5.6 Conclusion

This chapter discussed on the finding of the data collection from samples and relationship of identified variables. To conclude, the results show that all identified factor by researcher is satisfied and proven true in influence and giving impact to consumer purchase behaviour. The researcher believe that this research paper provides a review on current state of Functional Foods in Malaysia environment, there should be similar research to be carried out pertaining the same theme to further discuss on consumer behaviour over time in developing more effective marketing strategy in serving Malaysia market. As identified by Bhaskaran and Hardley (2002), changes on consumer beliefs, attitudes and responses over time would force food industry to change to suit to consumers demands. In order to capture the market in

competitive environment, food manufacturers and organization should change the product development and marketing strategies accordingly.