Attached in this section is Questionnaire used to collect data from respondents.

Dear Sir/Madam,

I am currently conducting a research on the factors that influence Malaysian consumers to purchase Functional Food products. The aim of this research is to identify a profile of consumers who are likely to purchase Functional Food products and to elaborate marketing strategies that arise from an improved understanding of the profile of this segment of consumers.

This research is conducted as part of my fulfilment of the Master of Business Administration degree at University of Malaya. To ensure the success of the research, I would like to invite your participation in this survey by filling up the attached questionnaire.

Please be assured that the information that you give in this survey is for academic purposes and will be kept strictly confidential. The findings from this survey will be reported only on aggregate level and anonymity of individuals that respond to this questionnaire is guaranteed.

I anticipate that the full survey should take approximately 10 minutes to complete. Thank you for your kind cooperation and valuable contribution. Kindly email the survey replies to: lylytan@gmail.com.

Yours sincerely,
Tan Li Li
Researcher (MBA Student)
Functional Foods refer to foods and beverages that have beneficial effects beyond that of basic nutrition. Functional Foods include a wide variety of foods and food components believed to improve overall health and well-being, reduce the risk of specific diseases, or minimize the effects of other health concerns. For example, these can include the inherently healthful components in fruits and vegetables; whole grains and fibre in certain breads and cereals and calcium in milk; fortified foods and beverages, such as vitamin D fortified milk; and, in its broadest definition, Functional Foods can also include dietary supplements (IFIC, 2009).

Table below illustrated examples of Functional Food and its target function.

<table>
<thead>
<tr>
<th>FUNCTIONAL FOOD</th>
<th>ACTIVE FOOD COMPONENT</th>
<th>TARGET FUNCTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yogurts/ Yoghurt drinks</td>
<td>Probiotics: Foods with beneficial live cultures as a result of fermentation or that have been added to improve intestinal microbial balance, such as Lactobacillus sp. Bifidobacteria sp Prebiotics: A non-digestible component that has beneficial affects by stimulating the growth of bacteria in the colon. Examples include inulin and oligofructose.</td>
<td>Optimal intestinal function and intestinal microbial balance</td>
</tr>
<tr>
<td>Margarines</td>
<td>Added plant sterols and stanols esters</td>
<td>Decreased LDL-cholesterol (bad cholesterol) Decreased risk of coronary heart disease (CHD)</td>
</tr>
<tr>
<td>Omega-3 fatty acids enriched eggs</td>
<td>Omega-3 fatty acids</td>
<td>Control of hypertension, lipids metabolism</td>
</tr>
</tbody>
</table>

Please answer the following questions and check (√) in the relevant box for each statement.

Section 1 - I am aware of Functional Food products
- [ ] Strongly disagree
- [ ] Somewhat disagree
- [ ] Neutral
- [ ] Somewhat agree
- [ ] Strongly agree

Section 2 - My source of information on Functional Food is/are from
- [ ] Printed Media (e.g. News paper, Magazine)
- [ ] Electronic Media (e.g TV, Radio )
- [ ] Word of Mouth (Family, Friends,

Section 3 - I will buy Functional Food for
- [ ] Myself
- [ ] My family members
- [ ] My friends
- [ ] My colleagues
- [ ] People I know

Section 4 - I am well informed about food especially concerning
- [ ] Its nutritional value
- [ ] Its calorie content
- [ ] The additives it contains
- [ ] Its production methods
Colleague and others recommendation) □ Its price □ If it’s content in chemical residuals is high
□ Advertisement on Internet □ Email □ Social Network Website like Facebook, Twitter □ Doctor, Nutritionist

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Agree Nor Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I will consider purchasing Functional Food</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>I will purchase Functional Food</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>I will be glad to recommend others to purchase Functional Food with these product specifications.</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>4</td>
<td>I intend to buy Functional Food in the near future</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>People, who are important to me, think that I should buy Functional Food</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>I would buy a new Functional Food product just out of curiosity</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>It is fun trying Functional Food one is not used to</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>I am likely to choose Functional Food products in future</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Agree Nor Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I consider myself as very health conscious</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>I am prepared to eat as healthily as possible</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>I think that I take health into account a lot in my life</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>I think it is important to know how to eat healthily</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>My health is so valuable to me that I am prepared to sacrifice many things for it</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>I continually ask myself whether something is good for me</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I think often about whether everything I do is healthy</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>---</td>
<td>------------------------------------------------------</td>
<td>---</td>
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<td>---</td>
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</tr>
<tr>
<td>8</td>
<td>I ask myself all the time whether the things I eat are good for me</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>I am alert on my health</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>I choose food carefully to ensure good health</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>I think of myself as a health conscious consumer</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>I prefer unprocessed, natural foods to ensure I have a healthy life</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Strongly Disagree</td>
<td>Disagree</td>
<td>Neither Agree Nor Disagree</td>
<td>Agree</td>
<td>Strongly Agree</td>
</tr>
<tr>
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<td>--------------------------</td>
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<td>---------------</td>
</tr>
<tr>
<td>1</td>
<td>Functional Foods help to improve my mood</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>2</td>
<td>My performance improves when I eat Functional Foods</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>3</td>
<td>Functional Foods make it easier to follow a healthy lifestyle</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>4</td>
<td>I can prevent disease by eating Functional Foods regularly</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>5</td>
<td>The idea that I can take care of my health by eating Functional Foods gives me pleasure</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>6</td>
<td>Functional Foods can repair the damage caused by an unhealthy diet</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>7</td>
<td>I am prepared to compromise on the taste of a food if the product is functional</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>8</td>
<td>I actively seek out information about Functional Foods</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>9</td>
<td>Functional Foods are completely unnecessary</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>10</td>
<td>Functional Foods are a total sham</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>11</td>
<td>The growing number of Functional Foods on the market is a bad trend for the future</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>12</td>
<td>For a healthy person it is worthless to use Functional Foods</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>13</td>
<td>It is great that modern technology allows the development of Functional Foods</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>14</td>
<td>I only want to eat foods that do not have any medicine-like effects</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>15</td>
<td>Health effects are not appropriate in delicacies</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>16</td>
<td>Functional Foods are consumed mostly by people who have no need for them</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>17</td>
<td>It is pointless to add health effects to otherwise unhealthy foods</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>18</td>
<td>Functional Foods promote my well-being</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>19</td>
<td>The safety of Functional</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>
Foods has been very thoroughly studied

I believe that Functional Foods fulfil their promises

Functional Foods are science-based top products

If used in excess, Functional Foods can be harmful to health

In some cases Functional Foods may be harmful for healthy people

Using Functional Foods is completely safe

The new properties of Functional Foods carry unforeseen risks

Exaggerated information is given about health effects
about my local religious group and have some influence in its decisions.

10 I make financial contributions to my religious organization.

| 1. Gender       | □ Female | 2. Age Range | □ Less than 18
|                 | □ Male   |            | 18 – 25
|                 |          |            | 26 – 30
|                 |          |            | 31 – 35
|                 |          |            | 36 – 40
|                 |          |            | 41 – 45
|                 |          |            | 46 – 50
|                 |          |            | 51 – 55
|                 |          |            | 56 – 60
|                 |          |            | 61 – 65
|                 |          |            | 66 – 70
|                 |          |            | 71 – 75
|                 |          |            | 75 – 80
|                 |          |            | 80 and above
|                 |          | 3. Ethnic Group | □ Malay
|                 |          |              | □ Chinese
|                 |          |              | □ Indian
|                 |          |              | □ Others, please specify:
|                 |          | 4. Religion | □ Islam
|                 |          |              | □ Buddhist
|                 |          |              | □ Christian
|                 |          |              | □ Taoism
|                 |          |              | □ Hindu
|                 |          |              | □ Others, please specify:
|                 |          | 5. Employment status | □ Self-employed
|                 |          |              | □ Employed
|                 |          |              | □ Unemployed
|                 |          | 6. Education Level | □ Primary School
|                 |          |              | □ Secondary/ High School
|                 |          |              | □ Certificate or Diploma
|                 |          |              | □ Bachelor Degree
|                 |          |              | □ Postgraduate (i.e. Master/ Doctorate)
|                 |          |              | □ Professional Certificates
|                 |          | 7. Household Size (number of people at home) | □ 2 and below
|                 |          |              | □ 3 to 5
|                 |          |              | □ 6 to 8
|                 |          |              | □ 9 to 10
|                 |          |              | □ 11 and above
|                 |          | 8. Marital Status | □ Single
|                 |          |              | □ Single parent
|                 |          |              | □ Married without children
|                 |          |              | □ Married with children
|                 |          | 9. Monthly Income | □ Below RM1,500
|                 |          |              | □ RM1,501 – RM3,000
|                 |          |              | □ RM3,001 – RM4,500
|                 |          |              | □ RM4,501 – RM6,000
|                 |          |              | □ RM6,001 – RM7,500
|                 |          |              | □ RM7,501 – RM9,000
|                 |          |              | □ RM9,001 – RM10,500
|                 |          |              | □ RM10,501 – RM12,000
|                 |          |              | □ RM12,001 – RM13,500
|                 |          |              | □ RM13,501 – RM15,000
|                 |          |              | □ RM15,001 – RM16,500
|                 |          |              | □ RM16,501 – RM18,000
|                 |          |              | □ RM18,001 – RM19,500
|                 |          |              | □ RM19,501 – RM21,000
|                 |          |              | □ RM21,001 – RM22,500
|                 |          |              | □ RM22,501 – RM24,000
|                 |          |              | □ RM24,001 – RM25,500
|                 |          |              | □ Above RM25,500

THANK YOU
8 Appendix 2: Charts

1. Bar Chart Of Respondents’ Gender

![Gender Bar Chart]

Figure 8.1 Respondents’ Gender

2. Bar Chart Of Respondents’ Age Range

![Age Bar Chart]

Figure 8.2 Respondents’ Age Range
3. Bar Chart of Respondents’ Race

![Bar Chart of Respondents’ Race](image)

Figure 8.3 Respondents’ Race

4. Bar Chart of Respondents’ Religion

![Bar Chart of Respondents’ Religion](image)

Figure 8.4 Respondents’ Religion
5. Bar Chart of Respondents’ Employment Status

Figure 8.5 Respondents’ Employment Status

6. Bar Chart of Respondents’ Education Status

Figure 8.6 Respondents’ Education Status
7. Bar Chart of Respondents’ Family Household Size

![Figure 8.7 Respondents' Family Household Size](image)

8. Bar Chart of Respondents’ Marital Status

![Figure 8.8 Respondents' Marital Status](image)
9. Bar Chart of Respondents' Monthly Income

Figure 8.9 Respondents’ Monthly Income
10. Pie Chart of Respondents’ Response On Awareness of Functional Food

Figure 8.10 Respondents’ Response On Awareness of Functional Food

11. Pie Chart of Respondents’ Response On Source of Information Regarding Functional Food

Figure 8.11 Respondents’ Response On Source of Information Regarding Functional Food
12. Pie Chart of Respondents’ Response On Purchase Intention For People Around Them

![Pie Chart](image1)

**I will buy Functional Food for**

- Myself: 3%
- My family members: 32%
- My friends: 33%
- Myself and family members: 32%

Figure 8.12 Respondents’ Response On Purchase Intention For People Around Them

13. Pie Chart of Respondents’ Response On Functional Food’s Value

![Pie Chart](image2)

**I am well informed about food especially concerning**

- Its nutritional value: 87%
- Its calorie content: 6%
- Its nutritional and calorie content: 7%

Figure 8.13 Respondents’ Response On Functional Food’s Value
14. Histogram of Independent Variable: Attitude Towards Functional Food

Figure 8.14 Attitude Towards Functional Food

15. Histogram of Independent Variable: Health Consciousness On Functional Food

Figure 8.15 Health Consciousness On Functional Food
16. Histogram of Independent Variable: Religiosity Effect on Functional Food

![Figure 8.16 Religiosity Effect on Functional Food](image)

17. Histogram of Dependent Variable: Purchase Intention of Functional Food

![Figure 8.17 Purchase Intention of Functional Food](image)