

7 APPENDIX 1: Questionnaire

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



**Graduate School of Business
Faculty of Business and Accountancy
University of Malaya
Kuala Lumpur**

Functional Food Products and Malaysian Consumers

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.

FUNCTIONAL FOOD	ACTIVE FOOD COMPONENT	TARGET FUNCTION
Yogurts/ Yoghurt drinks 	<u>Probiotics:</u> 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 <u>Prebiotics:</u> A non-digestible component that has beneficial affects by stimulating the growth of bacteria in the colon. Examples include inulin and oligofructose.	Optimal intestinal function and intestinal microbial balance
Margarines 	Added plant sterols and stanols esters	Decreased LDL-cholesterol (bad cholesterol) Decreased risk of coronary heart disease (CHD)
Omega-3 fatty acids enriched eggs 	Omega-3 fatty acids	Control of hypertension, lipids metabolism

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 3 -I will buy Functional Food for

- Myself
- My family members
- My friends
- My colleagues
- People I know

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 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)
- Advertisement on Internet
- Email
- Social Network Website like Facebook, Twitter
- Doctor, Nutritionist
- Its price
- If it's content in chemical residuals is high



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



		Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
		1	2	3	4	5
1	I consider myself as very health conscious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	I am prepared to eat as healthily as possible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	I think that I take health into account a lot in my life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	I think it is important to know how to eat healthily	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	My health is so valuable to me that I am prepared to sacrifice many things for it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	I continually ask myself whether something is good for me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- | | | | | | | |
|----|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 7 | I think often about whether everything I do is healthy | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | I ask myself all the time whether the things I eat are good for me | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | I am alert on my health | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | I choose food carefully to ensure good health | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | I think of myself as a health conscious consumer | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | I prefer unprocessed, natural foods to ensure I have a healthy life | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

		Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
		1	2	3	4	5
1	Functional Foods help to improve my mood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	My performance improves when I eat Functional Foods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Functional Foods make it easier to follow a healthy lifestyle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	I can prevent disease by eating Functional Foods regularly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	The idea that I can take care of my health by eating Functional Foods gives me pleasure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Functional Foods can repair the damage caused by an unhealthy diet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	I am prepared to compromise on the taste of a food if the product is functional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	I actively seek out information about Functional Foods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	Functional Foods are completely unnecessary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	Functional Foods are a total sham	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	The growing number of Functional Foods on the market is a bad trend for the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	For a healthy person it is worthless to use Functional Foods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	It is great that modern technology allows the development of Functional Foods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	I only want to eat foods that do not have any medicine-like effects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	Health effects are not appropriate in delicacies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	Functional Foods are consumed mostly by people who have no need for them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	It is pointless to add health effects to otherwise unhealthy foods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	Functional Foods promote my well-being	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19	The safety of Functional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Foods has been very thoroughly studied	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	I believe that Functional Foods fulfil their promises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	Functional Foods are science-based top products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22	If used in excess, Functional Foods can be harmful to health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23	In some cases Functional Foods may be harmful for healthy people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24	Using Functional Foods is completely safe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25	The new properties of Functional Foods carry unforeseen risks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26	Exaggerated information is given about health effects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



		Very Unimportant	Unimportant	Neither Important Nor Unimportant	Important	Very Important
		1	2	3	4	5
1	My religious beliefs lie behind my whole approach to life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	I spend time trying to grow in understanding of my faith.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	It is important to me to spend periods of time in private religious thought and reflection.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Religious beliefs influence all my dealings in life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Religion is especially important to me because it answers many questions about the meaning of life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	I often read books and magazines about my faith.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	I enjoy working in the activities of my religious organization.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	I enjoy spending time with others of my religious affiliation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	I keep well informed					

- about my local religious group and have some influence in its decisions.
- 10 I make financial contributions to my religious organization.

1. Gender Female
 Male
2. Age Range Less than 18
 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 2 and below
 3 to 5
 6 to 8
 9 to 10
 11 and above
(number of people at home)
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

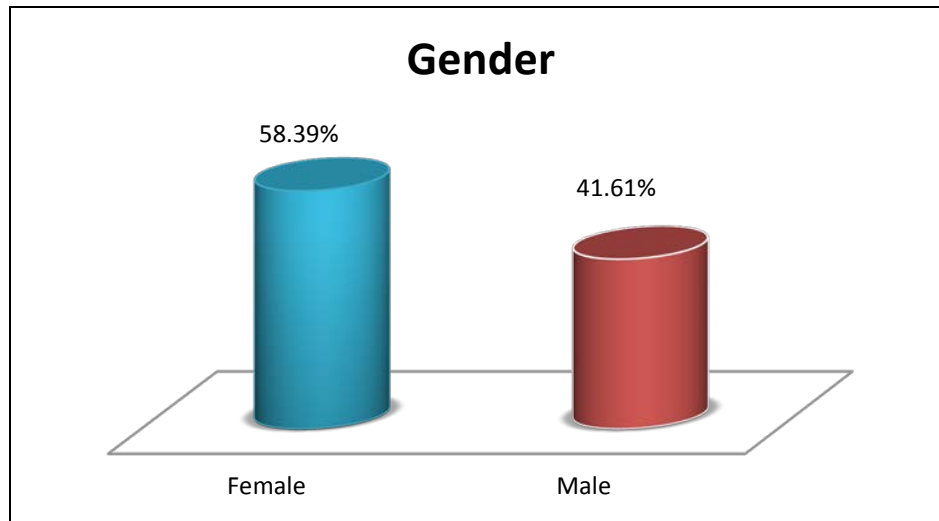


Figure 8.1 Respondents' Gender

2. Bar Chart Of Respondents' Age Range

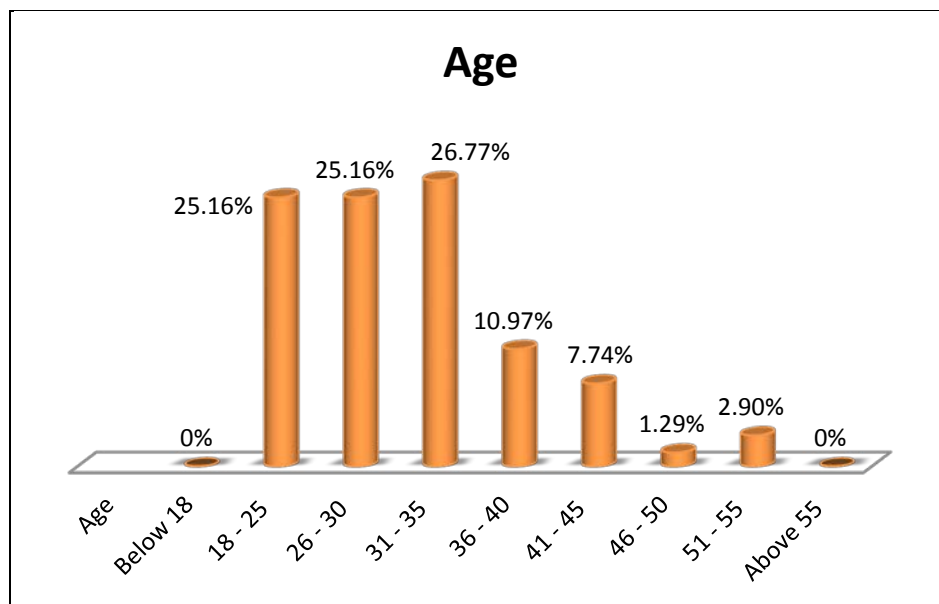


Figure 8.2 Respondents' Age Range

3. Bar Chart of Respondents' Race

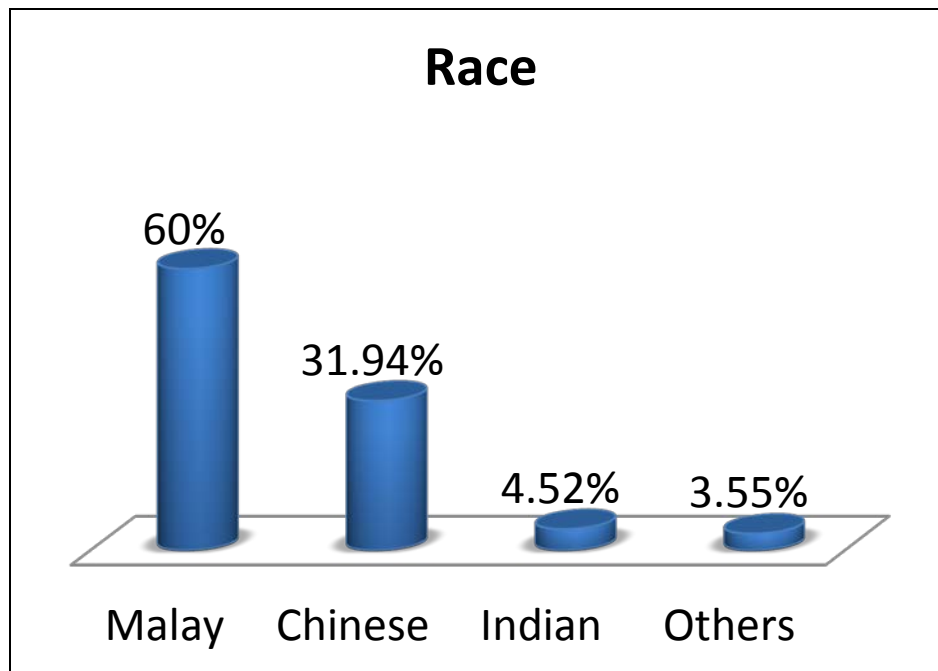


Figure 8.3 Respondents' Race

4. Bar Chart of Respondents' Religion

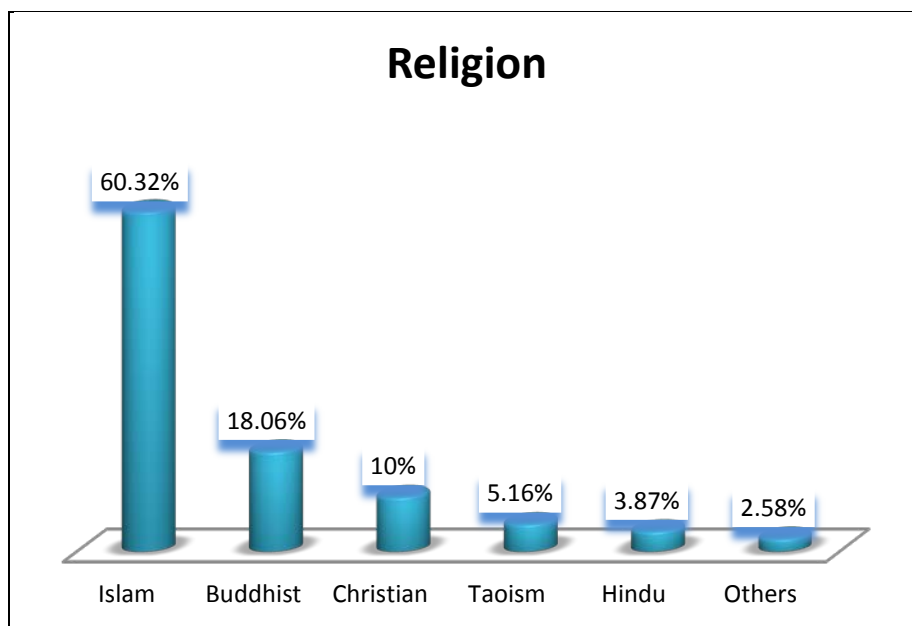


Figure 8.4 Respondents' Religion

5. Bar Chart of Respondents' Employment Status

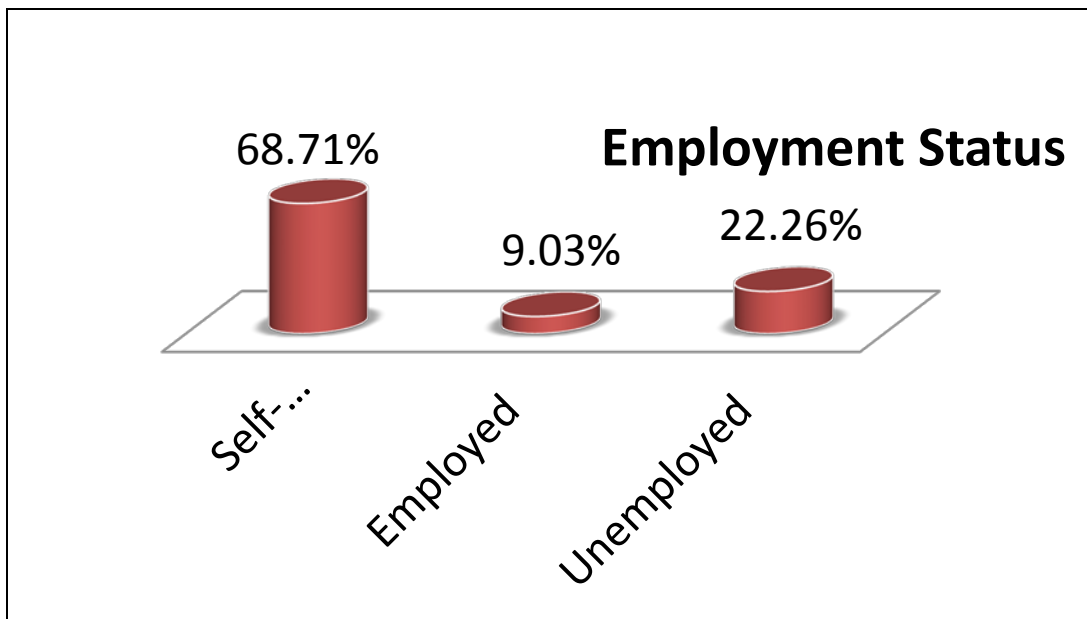


Figure 8.5 Respondents' Employment Status

6. Bar Chart of Respondents' Education Status

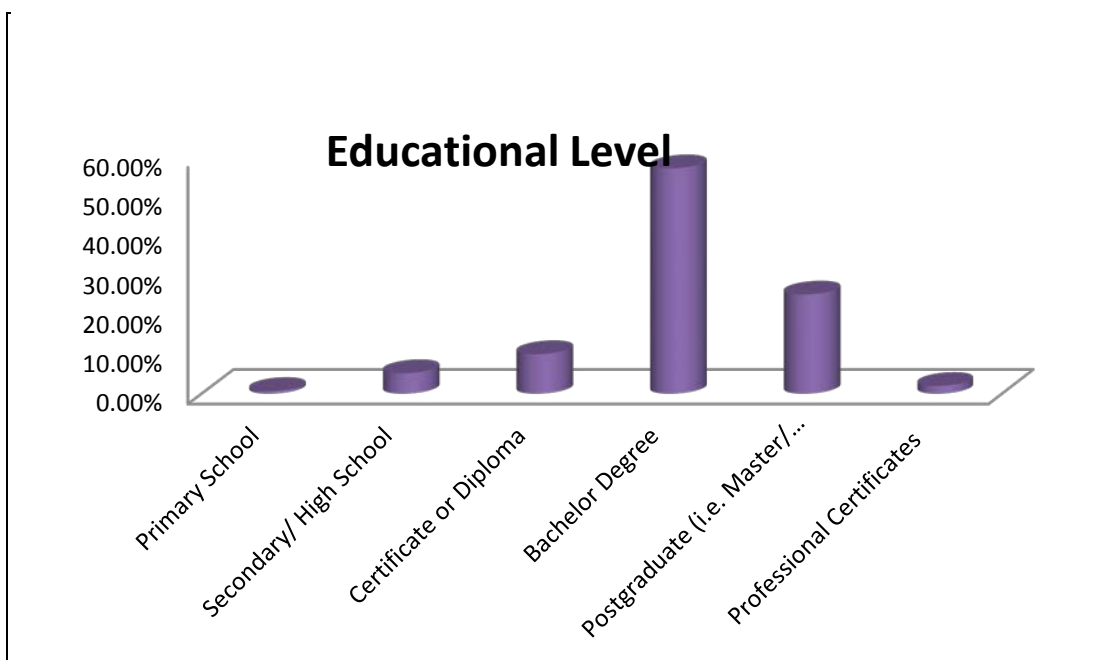


Figure 8.6 Respondents' Education Status

7. Bar Chart of Respondents' Family Household Size

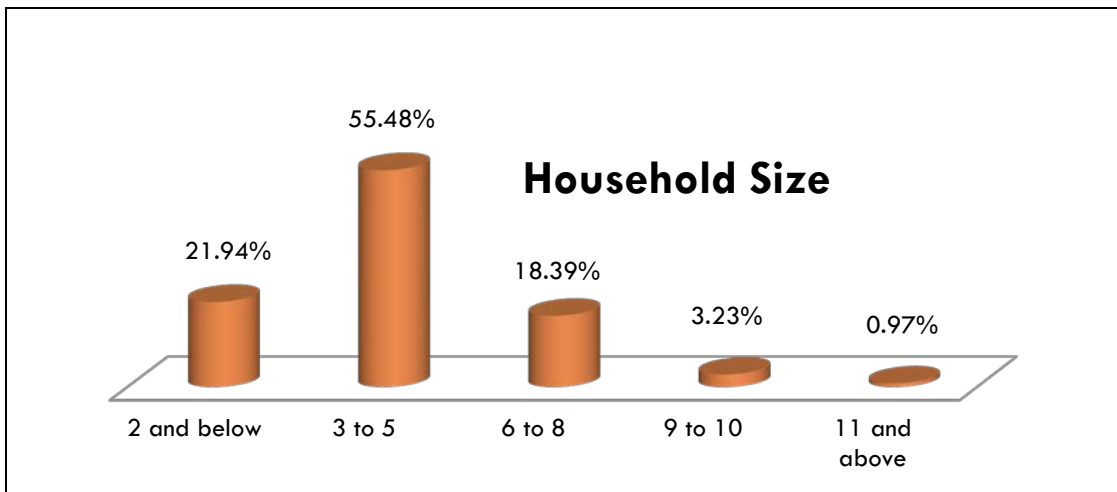


Figure 8.7 Respondents' Family Household Size

8. Bar Chart of Respondents' Marital Status

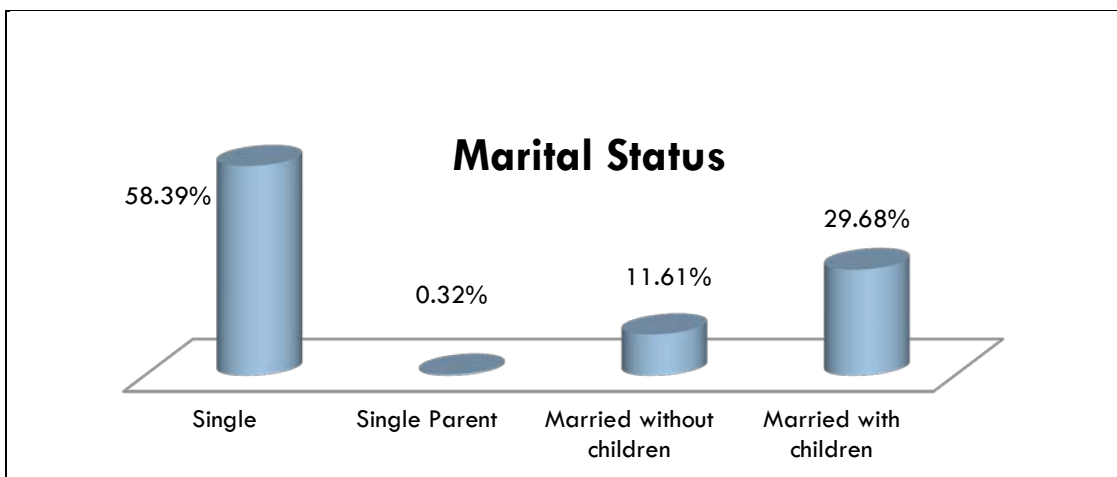


Figure 8.8 Respondents' Marital Status

9. Bar Chart of Respondents' Monthly Income

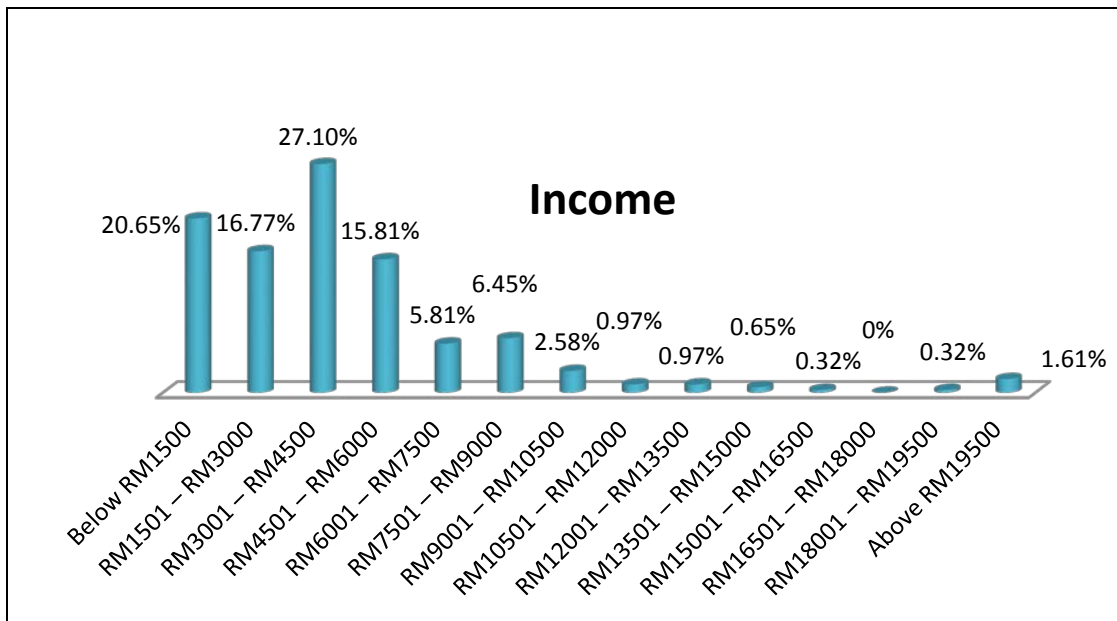


Figure 8.9 Respondents' Monthly Income

10. Pie Chart of Respondents' Response On Awareness of Functional Food

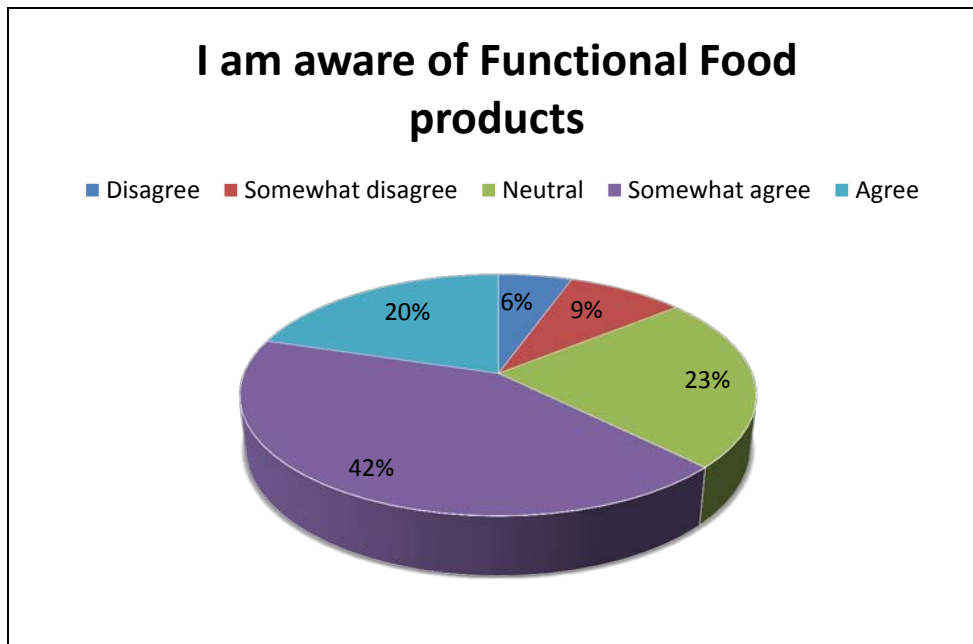


Figure 8.10 Respondents' Response On Awareness of Functional Food

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

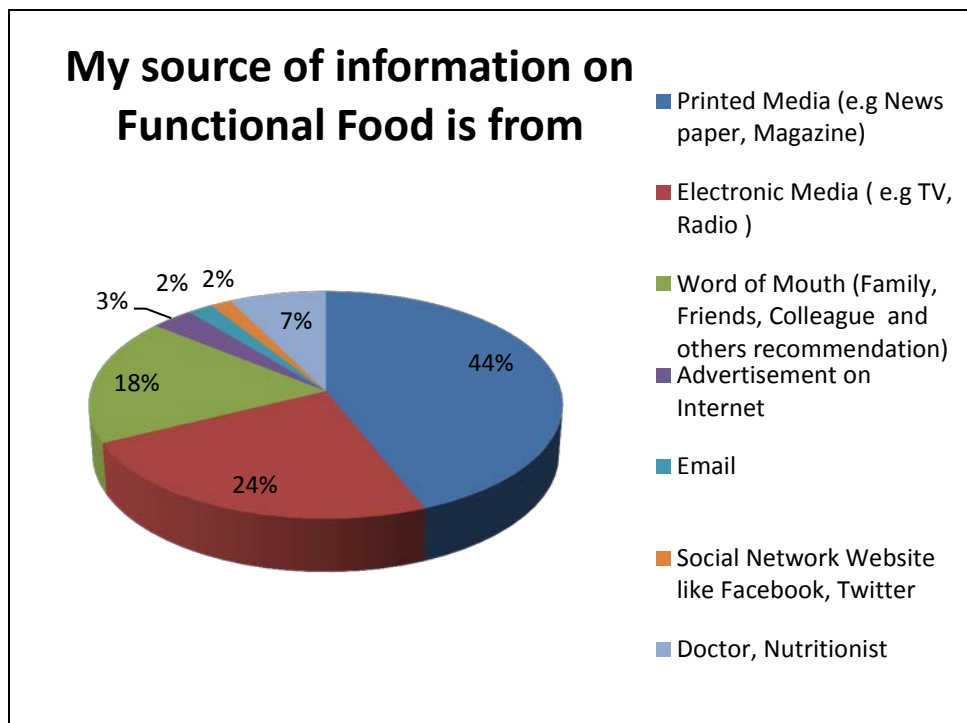


Figure 8.11 Respondents' Response On Source of Information Regarding Functional Food

12. Pie Chart of Respondents' Response On Purchase Intention For People Around Them

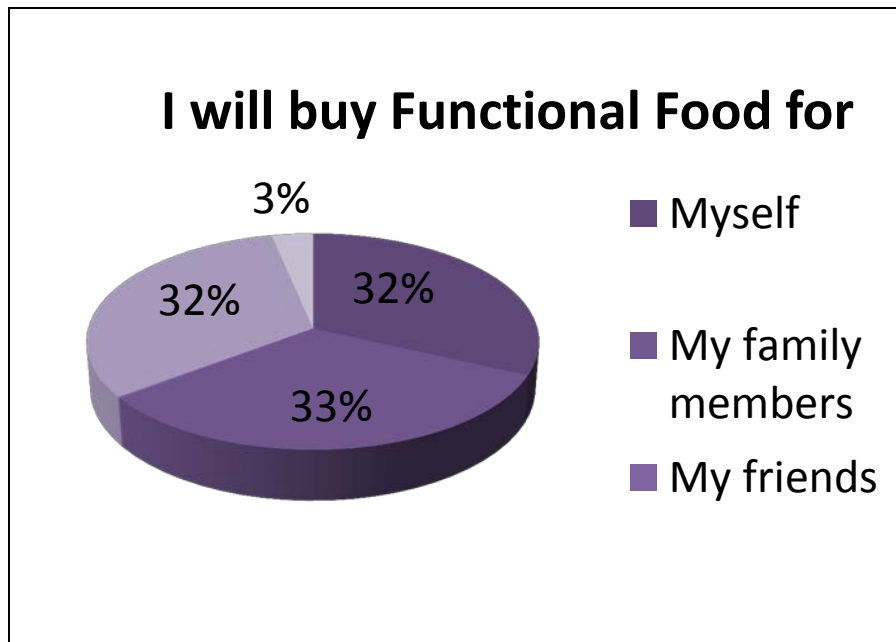


Figure 8.12 Respondents' Response On Purchase Intention For People Around Them

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

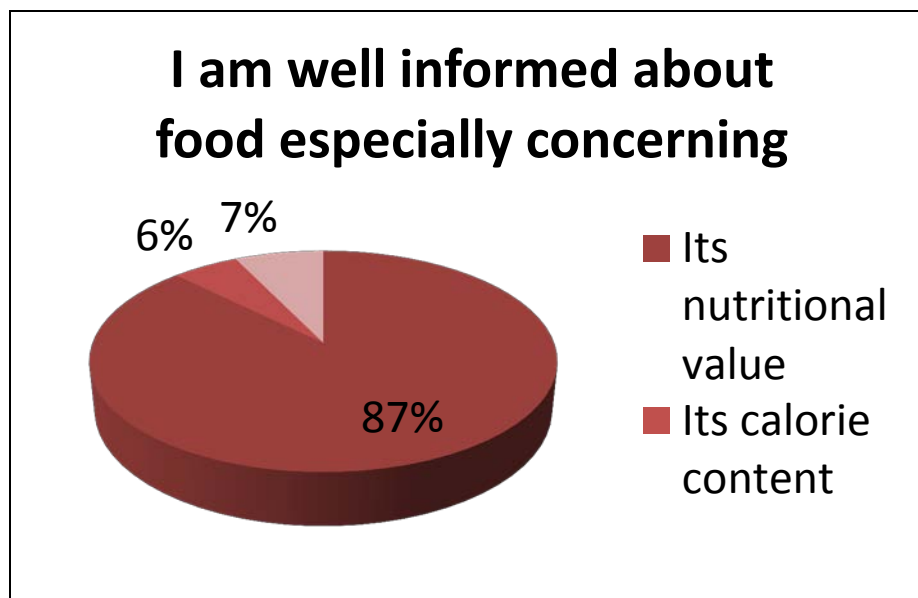


Figure 8.13 Respondents' Response On Functional Food's Value

14. Histogram of Independent Variable : Attitude Towards Functional Food

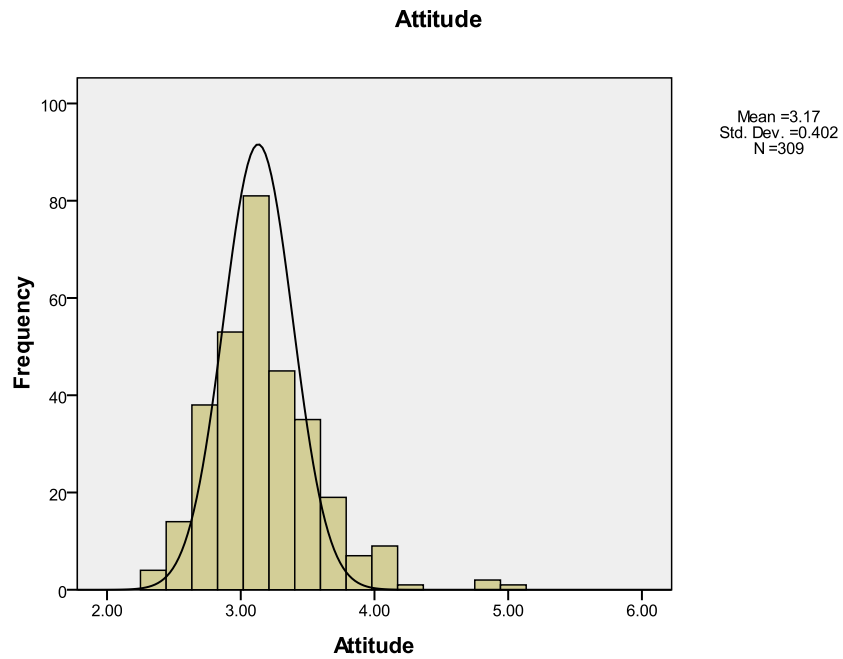


Figure 8.14 Attitude Towards Functional Food

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

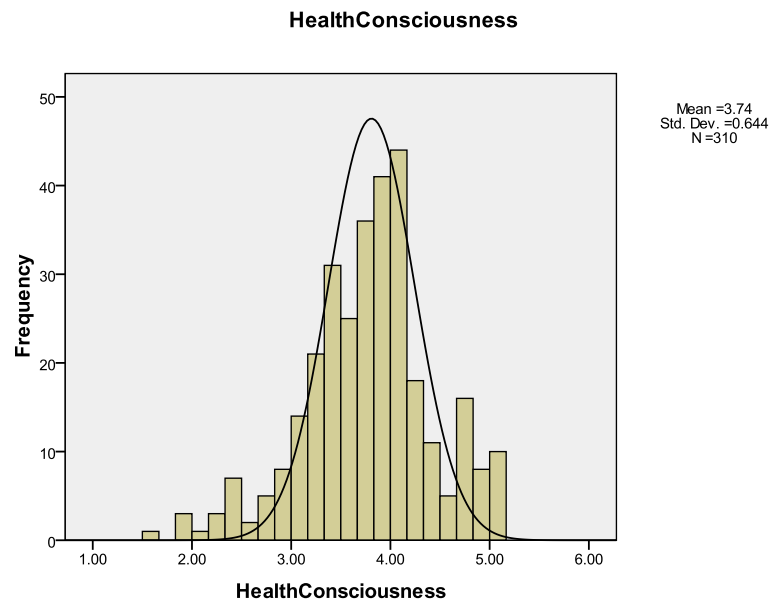


Figure 8.15 Health Consciousness On Functional Food

16. Histogram of Independent Variable : Religiosity Effect on Functional Food

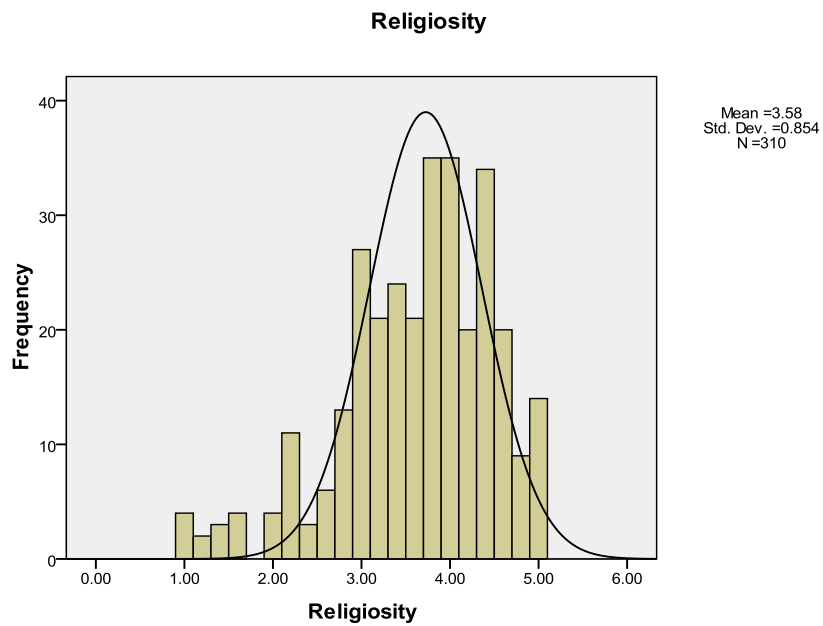


Figure 8.16 Religiosity Effect on Functional Food

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

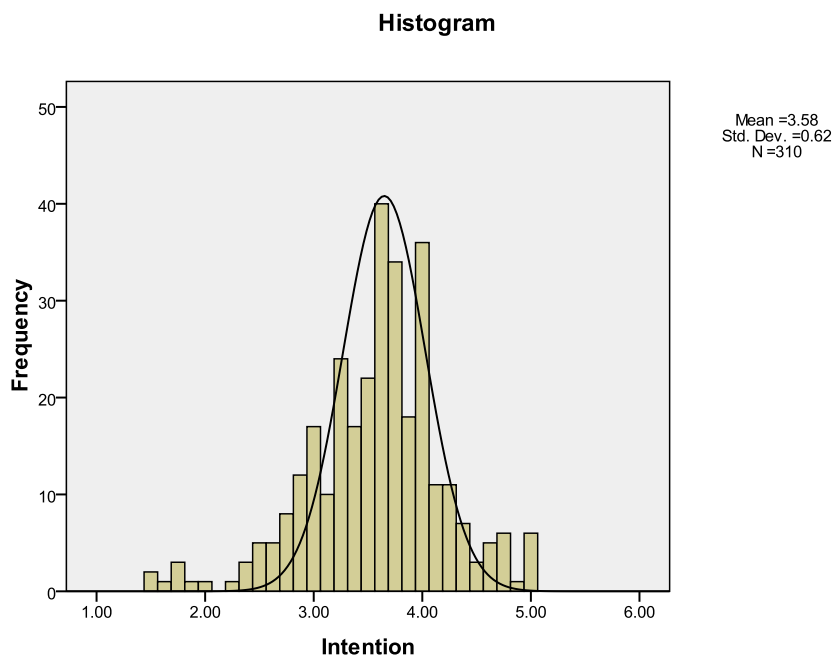


Figure 8.17 Purchase Intention of Functional Food