



**EATING GREEN: CUSTOMERS' WILLINGNESS
FOR ADOPTION OF ECOLOGICAL FOOD
CONSUMPTION BEHAVIORS: A COMPARATIVE
STUDY BETWEEN MALAYSIAN AND
SINGAPOREAN CONSUMERS**

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**SUBMITTED TO THE GRADUATE SCHOOL OF BUSINESS
FACULTY OF BUSINESS AND ACCOUNTANCY
UNIVERSITY OF MALAYA, IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF MASTER
OF BUSINESS ADMINISTRATION**

FEBRUARY 2013

ABSTRACT

Purpose-This study attempted to examine Malaysian and Singaporean consumers' willingness for adoption of ecological food consumption behaviors through inspecting the effect of consumers' attitudes and perception on environmentally friendly activities, motives for meat reduction and increasing consumption of seasonal and regional fruits and vegetables and green marketing strategies on encouraging consumers towards consuming green food.

Design/methodology/approach-The survey was done in Malaysia and Singapore to identify about consumers' willingness for adoption of ecological food consumption behaviors and to investigate the effect of factors such as consumers' environmental perception, motives and green marketing strategies on consumers' willingness towards green food consumption. It reports the empirical results of a survey through the use of questionnaire method. The questionnaires were administered to 450 respondents through visiting University of Malaya, and shopping malls in Klang Valley in Malaysia and through visiting various shopping centers, restaurants and other public places in Singapore. The analysis of the questionnaire was done with the statistical program SPSS version 20, and descriptive statistics, reliability analysis, factor analysis, regression analysis, t-test and ANOVA were employed for hypotheses testing.

Findings- The findings show interesting clues about consumers' environmental attitudes and perception and their willingness to consume ecological food. Most of Malaysian and Singaporean consumers have expressed a great interest in protection of the environment. Thus, these attitudes will influence their willingness to change their conventional purchasing and consumption behaviors towards green food consumption. Motives for meat reduction and increasing use of seasonal and regional vegetables and fruits also influence consumers' willingness. The green marketing strategies, including eco-label and eco-brand has greater influence than advertisement, therefore; companies need to promote eco-labeling and eco-branding to encourage green food consumption among Malaysian and Singaporean consumers. The study also revealed some interesting facts about demographic differences in Malaysia and Singapore. Accordingly, gender significantly influenced Malaysian consumers as female consumers were more willing to adopt ecological food consumption behaviors comparing to male consumers, while no gender difference was observed in Singapore. On the other hand, no significant difference could be found between different age groups and their willingness in Malaysia, although results showed a significant difference between Gen Y and Gen X in Singapore where older consumers were more interested to consume green food. However, education level did not play a significant role on consumer choice of green food in Malaysia and Singapore. Finally religion was significantly influenced consumers' willingness as differences could be observed between Christians and Hindus, as well as between freethinkers and atheists and Muslims, Hindus and Buddhists.

Practical implications- The findings offer valuable knowledge on Malaysian and Singaporean consumers' perception on environmental issues as well as on the effectiveness of motives and green marketing strategies. This is beneficial for both environmental and non-environmental organizations and companies to develop green policies and strategies to encourage ecological food consumption behaviors which accordingly contribute to protection of the environment and improvement of people lives in these countries.

Originality/Value- This is the first comparative study that examines consumers' willingness to adopt ecological and green food consumption behaviors by considering the effectiveness of consumers' perception, motives, green marketing strategies and demographics in Malaysia and Singapore.

Paper type- Research paper

ACKNOWLEDGEMENTS

First I would like to express my special gratitude and thanks to my supervisor Dr. Norbani Binti Che Ha for her invaluable assistance and guidance in the successful completion of my thesis. Her expert suggestions and advice are very much appreciated.

I would like to give my almost love and appreciation to my beloved parents who provide me with encouragement and support during my entire Master's program outside of my home country.

I would also like to extend my deep appreciation to my friends who have given me their support and help, thus contributing in making my study a success.

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