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APPENDIX A



University of Malaya

Faculty of Business and Accountancy

Dear Respected Respondent,

This research is being conducted to fulfill the requirements of Master of Business Administration course from University of Malaya.

The purpose of this survey is to study the attitudes and willingness of Malaysian and Singaporean consumers towards green food consumption.

Please be assured that your responses will be kept confidential. The strict ethic guidelines of University Malaya will ensure anonymity is maintained at all time.

Hence, no names are required. Individual participants will not be identified in the analysis as only aggregated results will be analyzed and presented. Please read each question carefully and answer it to the best of your ability. There are no correct or incorrect responses. We are merely interested in your personal point of view.

Thanks for your time and consideration. It is only with your generous help that this study can be successful.

While answering, please remember the following points

1. Please answer each statement related to the questions by ticking the box or number that best describes your answer.
2. Be sure to answer *all items*.
3. Never tick more than once in a single scale.

Should have any queries about this survey, please feel free to contact:

SUPERVISOR: Dr. NORBANI BINTI CHE HA (Faculty of Business and Accountancy, UM)

MARYAM KASHANI NAZARI

Email: maryam_kashani57@yahoo.com

Respondent profile

Please tick the suitable box

Age:

- | | |
|--------------------------------|---------------------------------------|
| <input type="checkbox"/> 20-24 | <input type="checkbox"/> 40-44 |
| <input type="checkbox"/> 25-29 | <input type="checkbox"/> 45-49 |
| <input type="checkbox"/> 30-34 | <input type="checkbox"/> 50-69 |
| <input type="checkbox"/> 35-39 | <input type="checkbox"/> 70 and above |

Gender:

What is your sex?

- Male
- Female

Marital Status:

- Single
- Married with children
- Married without children
- Divorced/ Widowed

Ethnic Group:

Malaysian: Malay Chinese Indian

Singaporean: Malay Chinese Indian

Others: please indicate-----

Religion:

- Muslim
- Christian
- Hindu
- Buddhist
- Others: please indicate-----

Employment Status

- Government employee
- Private sector employee
- Self-employed
- unemployed
- A homemaker
- Student
- Retired
- Unable to work

Education

What is the highest degree or level of school you have completed? If currently enrolled, mark the previous grade or highest degree received.

- No schooling completed
- Primary School
- Secondary school
- High school graduate - high school diploma or the equivalent
- Some college credit, but less than 1 year
- 1 or more years of college, no degree
- Associate degree
- Bachelor's degree
- Master's degree
- Professional degree
- Doctorate degree

Household Income (monthly)

What is your total household income?

1 SGD= 2.5 MYR

Malaysian Ringgit (MRY)	Singapore Dollar (SGD)
<input type="checkbox"/> Bellow RM1000.00	<input type="checkbox"/> Below S\$ 500 SGD
<input type="checkbox"/> RM 1,000—RM 2,999	<input type="checkbox"/> S\$ 500—1000 SGD
<input type="checkbox"/> RM 3,000—RM 4,999	<input type="checkbox"/> S\$1000 — 2000 SGD
<input type="checkbox"/> RM 5,000—RM 6,999	<input type="checkbox"/> S\$2000 —3000 SGD
<input type="checkbox"/> RM 7,000—RM 8,999	<input type="checkbox"/> S\$4000—5000 SGD
<input type="checkbox"/> RM 9,000—RM 11,999	<input type="checkbox"/> 5000 & above
<input type="checkbox"/> RM 12,000 and above	

Household size

- 1-3
- 4-6
- 7-9
- 10 & above

Section A

Indicate the degree to which you agree/disagree the following statements are important to help the environment?

Strongly Disagree=1 Disagree=2 Neutral=3 Agree=4 Strongly Agree=5

No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Eat less meat (maximum once or twice per week)	1	2	3	4	5
2	Eat only seasonal fruits and vegetables	1	2	3	4	5
3	Avoid food products with excessive packaging	1	2	3	4	5
4	Buy regional (locally produced) food products	1	2	3	4	5
5	Buy organic food products	1	2	3	4	5
6	Supermarkets charge consumers for plastic carrying bags	1	2	3	4	5
7	More international discussion on green food consumption	1	2	3	4	5
8	Green movement makes more awareness on green food concept	1	2	3	4	5

Section B

Indicate the degree to which you agree/disagree with the following behavior patterns?

Strongly Disagree= 1 Disagree=2 Neutral=3 Agree=4 Strongly Agree=5

No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Eating less meat is better for one's health	1	2	3	4	5
2	Eating less meat is better for the environment	1	2	3	4	5
3	By consuming less meat, one saves money	1	2	3	4	5
4	By abstaining from meat, one can prevent animal suffering	1	2	3	4	5
5	Seasonal fruits and vegetables are better for the environment	1	2	3	4	5
6	Seasonal fruits and vegetables have a better taste	1	2	3	4	5
7	By buying seasonal fruits and vegetables one saves money	1	2	3	4	5
8	Seasonal fruits and vegetables are more healthy	1	2	3	4	5

Section C

Indicate the degree to which you agree/disagree to pursue following behavior patterns?

Strongly Disagree=1 Disagree =2 Neutral=3 Agree=4 Strongly Agree=5

No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I am willing to eat less meat (maximum once or twice per week)	1	2	3	4	5
2	I intend to eat only seasonal fruits and vegetables	1	2	3	4	5
3	I am willing to buy regional (locally produced) food products	1	2	3	4	5
4	I plan to buy organic food products	1	2	3	4	5
5	I am willing to avoid food products that are imported by airplane	1	2	3	4	5
6	I intend to use my own carry bag when shopping instead of plastic bags	1	2	3	4	5
7	I am willing to avoid purchasing products in non-environmentally friendly packages (e.g. plastic packaging)	1	2	3	4	5
8	I'm volunteer for an environmental group	1	2	3	4	5

Section D

Indicate the degree to which you agree/disagree with the following statements?

Strongly Disagree=1 Disagree=2 Neutral=3 Agree=4 Strongly Agree=5

No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I am aware of Malaysian/Singaporean best eco-label	1	2	3	4	5
2	Eco-labels are eye catching on green products	1	2	3	4	5
3	Sufficient information is provided on eco-labels	1	2	3	4	5
4	I believe that eco-labels are easy to read	1	2	3	4	5
5	Green products are marketed to me in a way which I really find engaging and relevant to my lifestyle	1	2	3	4	5
6	Information on eco-labels is accurate for green products	1	2	3	4	5
7	It is easy for me to identify green products in markets	1	2	3	4	5
8	I acknowledge that the information on eco-label is an important criterion	1	2	3	4	5
9	I am aware of eco-brands	1	2	3	4	5
10	Eco-brand is symbol of product reliability	1	2	3	4	5

No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
11	I believe eco-brand is truthful	1	2	3	4	5
12	I feel good about buying brands which are less damaging to the environment	1	2	3	4	5
13	I trust well-known green branded products in Malaysia/ Singapore	1	2	3	4	5
14	Environmental advertisement enhance my knowledge about green products	1	2	3	4	5
15	Environmental advertisement guide customers to making an informed purchasing decision	1	2	3	4	5
16	I enjoy watching broadcast environmental advertisement	1	2	3	4	5
17	Green advertisements should promote environmental friendly products in a credible manner	1	2	3	4	5
18	Attractive environmental advertisements will encourage me to purchase green product patterns	1	2	3	4	5
19	Environmental advertisements are not exaggerated for green products in Malaysia/Singapore	1	2	3	4	5