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Intention to Purchase Organic Food in Penang among Chinese Community

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Abstract

Organic formula food is a combination of natural foods with its supplements. Organic food means natural and non-chemical food stuffs that are free from chemicals or additives starting from the earliest processing. Additionally, Chinese consumers today do not yet fully understand the positive side of green products. The purpose of the research is to identify the relationship between Product Knowledge, Health and Safety Awareness, Subjective Norm, Product Availability and Attitude towards Intention to purchase organic food by Chinese community. The researchers managed to collect a working sample of 212 out of which only 205 is usable. Based on non-probability techniques, sampling of purposive convenience sampling has been applied based on researchers' considerations where the sampling location is in Penang Island Malaysia. The research results show that Chinese community at Penang Island have more awareness of organic products through Product Knowledge and Health and Safety Awareness. But they lack in terms of product availability in the market. The implication of the study has been discussed with limitation of the study and future research suggestion

Key words: Product Knowledge, Health and Safety Awareness, Subjective Norm, Product Availability, Attitudes, Organic Food, Intention to purchase

1. Introduction

Organic food is increasingly getting a place for itself in the community. Using organic farming results into one of the modern lifestyles of today's society that is of great importance to healthcare and environmental sustainability. Organic food not only changes one's lifestyle and health but also saves the earth from being contaminated with chemicals. The contention here is

that all people are crazy about the benefits of this organic meal especially in Malaysia and Penang's rich local food courts. Penang once again topped the world's best dining destination charts, over several other famous places like Bangkok and Paris following the authorization of the world famous writer, James Oseland (Mstar. 2016).

Since Malaysia is making progress towards being a developed nation along with increasing consumer awareness of safer and nutritious food content; has led to increased demand for organic, green, and natural foods. Organic food producers have to comply with prescribed laws and regulations and obtain accreditation certificates from their respective authorities as they can meet the needs of consumers and at the same time build lasting relationships that would be cost-effective with users (Malcolm, 2016). In the meantime, consumer health can be sustained, providing benefits to the community in a more realistic manner while gratifying the user's will, needs and desires (Schaeffer, 2015). According to Stoddart, and Evans, (2017) conventional products are usually unhealthy, have fewer nutritional content and are less secure than organic foods. The demand for organic foods is quite high in the West. Despite growing awareness of green consumerism, it has not been popularized in the market as a number of consumers have misconceptions about green products causing unproductive effects. According to Hempel, and Hamm,(2016) the main reasons consumers are not buying organic food includes the belief that they misunderstand terms such as price hardship, supply and the influence of mass media, quality and so on.

Many companies are trying to engage in organic food business but most of them are still experiencing some problems including diversity of demand, unproductive green product perception and require research and development (R & D) (Rahmann, Ardakani, Bårberi, Boehm, Canali, Chander, and Hamm, (2017)). Consequently, it is extremely important to understand consumer behavior, perceptions, awareness levels and intentions towards organic food. Additionally, Chinese consumers today do not yet fully understand the positive side of green products. Therefore, the focus is on the level of education about organic knowledge, health awareness and more into food safety, subjective norms, product availability and attitudes towards organic foods have been conducted in this study. Agenda of this study is to undergo a deeper understanding and to examine the behavior of consumers to acquire organic food among the Chinese community in Penang area.

2. Literature review

TPB is suitable to explain various behaviors in entrepreneurship. As stated by Ajzen (1991), TPB is suitable for explaining any behavior which requires planning, such as entrepreneurship. Humans usually behave in a reasonable way, they consider their behavior based on available information, and implicitly or explicitly also consider the consequences of their actions (Ajzen, 2006). Ajzen (2005) explains, behavior is based on will factors which involve considerations to

do or not to do a behavior; where in the process, various considerations will form the intention to do a behavior. Main variables for this theory are attitudes towards subjective norms, behavior, and behavioral controls that are seen. Attitudes towards behavior are determined by the beliefs and judgments that the user holds about the consequences of behavior. The subjective norm is determined by the customer's belief in the other reactions of the proposed behavior, and the motivation of users to abide by their standards of conduct. Behavioral controls are determined by the possible control factor and is summed up for some values. In Malaysia, consumers have a fairly high environmental awareness but are moderate towards the environment. This is evident when some consumers prefer to buy conventional products regardless of the negative impact of conventional products on the environment (Rahman, Park, & Chi, (2015). Apart from that, the difficulty faced by consumers when searching for a shop marketing green products and relatively expensive prices influences purchase intent amongst users. In Malaysia, consumers face obstacles in terms of finding green products and the expensive price of such green product prices adds to their worry when buying in some supermarkets (Chekima, Wafa, Igau, Chekima, & Sondoh Jr, 2016). These obstacles also diminish the intent of buying green products among consumers (Maichum,, Parichatnon, & Peng, 2016). This factor was agreed upon by Nuttavuthisit and Thøgersen, (2017) that some consumers find difficult in finding stores that market green products and relatively expensive green product prices cause consumers to ignore the advantages of green products in supermarkets. Therefore, marketers began to develop a green marketing strategy to facilitate green product search and to offer affordable green products (Moser.2015). The marketer's move is expected to increase the intent of buying green products among consumers as consumers are happy and motivated for easy searching and obtaining green products at reasonable prices (Lewis, Gertsakis, Grant, Morelli, & Sweatman, 2017). The scenario has motivated this study to explore purchase intentions of green products in the state of Penang.

2.1 Hypothesis Development

2.1.1 Product Knowledge

Knowledge is one of the characteristics that influences the decision making process. Knowledge is a relevant factor that influences consumers in collecting and organizing information received (Janssen, van der Voort, & Wahyudi, 2017)), using information received for decision making and using information as product evaluation to be consumed (Di Ciccio, Marrella, & Russo,2015)). Consumer knowledge is all about information that consumers have about various kinds of products, as well as other related knowledge and information on the role of consumers (Thøgersen, Pedersen, Paternoga, Schwendel, & Aschemann-Witzel, 2017). Efforts are taken to build awareness to help conserve the environment and concerns about costumers' health (due to the use of pesticides) are on the rise. Customers receive some benefits due to the efforts undertaken by the agricultural division that strives to execute eco-friendly agricultural

practices and help sustain organic products in the marketplace. Environmental and health concerns (the use of hazardous or chemicals) have strong relationships between attitudes, knowledge and helping to preserve the environment and better health (Hoek, Pearson, James, Lawrence, & Friel, 2017). High concern on environmental and consumer health, the intentions of consumer behavior to buy organic products is somehow prejudiced.

H1: There is a specific link between Product knowledge and attitude to purchase

2.1.2 Health and Safety Awareness

Food security issues are also seen from health and food that are free from pollution of chemical residual hazards and do not have a negative impact on consumers. This awareness raises demand for food safety in the market (Jennings, Stentiford, Leocadio, Jeffery, Metcalfe, Katsiadaki, & Peeler, 2016). Consumer associations also make this issue a key agenda, contributing to raising awareness among consumers. Many food security related incidents have opened the eyes of the public to demand that the government is more serious in ensuring that the sale of food in the local market including the imported is safe. The government took various steps in maintaining the quality and safety of food from the level of industrial entrepreneurs to the food premises (King, Cole, Farber, Eisenbrand, Zabarar, Fox, & Hill, 2017). This is to ensure that food production is safe.

H2: There is a specific link between organic food health awareness and food security towards attitude to purchase

2.1.3 Subjective Norm

Most people have the intention to purchase greeneries, especially when they are frequently expected by parents or friends to do or by those who are organic buyers (Nguyen, Phan, & Le, 2017). The subjective norm of other factors that influence intention in the model is proposed by Fishbein and Ajzen (1975). The main component in the subjective norm is the willingness of the individual to obey the stimulants of the reference group. The higher the motivation of individuals to comply with the reference group in buying organic food, the higher the intention to buy organic food. Social factors in the form of factors around individuals act as social functions for consumers such as reference groups, families, and roles and status (Ajzen, 2015). The reference model has a role for consumers to determine the choice of products and brands. The family is part of the consumer purchasing organization that is closest to consumers, making it the most influential primary reference group in purchasing, especially in Indonesia. Reference factors become part of consumers to make purchases. The personal norm has proven that it will affect one's purchasing behavior (Erkan, & Evans, 2016).

H3: There is a specific link between the subjective norms of customers and attitude to purchase

2.1.4 Product Availability

With the increasing interest of consumers in consuming organic vegetable products the availability of organic products is still tailored to the needs. Based on consumer's perception the availability of organic food has been analyzed by Nuttavuthisit and Thøgersen (2017). They found that the availability of organic food was lacking in the market. This shows that consumers assume that organic products are still experiencing scarcity, even though consumers want to switch to the habit of consuming organic vegetable products, it will be hampered if there is always scarcity of products (Aschemann-Witzel, & Zielke, 2017). The earliest enthusiasts of organic food are looking for fresh food, not chemically treated, or through minimum processing (Bazzani, Caputo, Nayga Jr, & Canavari, 2017). Always they are forced to buy from farmers. Self-explanations about "organic" develop through direct experience, such as connecting with farmers, seeing the state of the fields, and agricultural activities. Farm products are planted or bred in small fields using organic farming practices, without thinking of an investigation, while being watched by individual users (Hwang, 2016). Because the demand for organic food continues to increase, massive sales through channels such as the market increasingly replace direct relations with farmers.

H4: There is a specific link between Product availability and Attitude to purchase

2.1.5 Attitudes to Organic Food

The results of consumer behavior research confirm the positive influence of consumer attitudes towards organic food intentions (Teng, & Wang, 2015). Some concepts such as the theory of reasoned action and planned behavior explain that attitude is an accurate predictor of behavior through the intention variable. The formation of intention to behave can be explained by the theory of planned behavior which assumes that humans always have goals in behaving (Fishbein & Ajzen, 1975). Attitude is the main component for the formation of intention. Attitudes are formed from two main components, namely belief and evaluation. The more positive the belief of an individual, the more positive his attitude and vice versa (Fishbein & Ajzen, 1975). Individual evaluation or assessment can be positive or negative when displaying or not displaying certain behaviors. The more positive attitude towards organic food, the higher the intention to buy organic food. A healthy way of life will also show a higher likelihood of buying organic food compared with others who have a negative point of view. The causal theory of theories (TRA) provides an understanding of how consumers feel about acquiring, buying and utilizing organic products that are proven to be effective rather than just knowing the user's assessment of the object itself. This is often true because the consumer's attitude towards a product or brand has a direct relationship with the attitude towards buying it (Ajzen and Fishbein, 1980; Husin, & Rahman, 2016). Additionally, consumer mentality on green products is naturally recognized to have an optimistic relationship with the purchase of organic foods. In addition, the Behavioral Theory designed by Fishbein, Jaccard, Davidson, Ajzen, and Loken,

(1980) state that customers are in favor of buying organic foods when they have a positive attitude into objects followed by a optimistic attitude in buying behavior.

H5: There is a specific link between attitude towards organic food and Intention to purchase

3. Methodology

With increased skilled workforce remaining in the major business hub in Penang, the main research respondents were primarily working adults that comprise men and women in the ages of 21 to 55. . Working adults who often buy organic goods are more stable in their financial background. Additionally, the targeted age group is 21-55 years old. The residents in Penang are chosen as well because they are vulnerable to media advertisements and have more knowledge about organic products. They also have a greater understanding of the advantages of greens as there are many organic shops in the island and it also facilitates the researchers to get answers from the questionnaires distributed in the final stages of the study.

3.1 Sample Size

Smaller number of elements is expected to be selected from a large group of things that will show more precise judgments about a larger defined group (Hox, Moerbeek, & Van de Schoot, 2017). Based on the research study, the sample of the respondents has been chosen based on the non-probability method provided there are sampling considerations. Consideration sampling is basically based on "experts" to select targeted respondents (Krippendorff, 2018). The research study needs a sample of resident island workers who work and comprise the age range of 21 years to 55 years. In this study, a sample size of 500 respondents for further analysis is collected. The reason for choosing 500 respondents is that it is an ideal requirement in most studies as it is more than the maximum sample of 384 for a population of more than one million. Secondly, due to limited time constraints and resources, the researchers could not run more than 500 questionnaires and hence only 500 respondents were chosen. But still, the response rate was lower and they were able to collect only about 212 out of which only 205 is usable.

3.2 Sampling Techniques

The sampling method used is not probability; it is because the targeted group does not have a fixed chance of probability to choose. Based on non-probability techniques, sampling of considerations has been applied based on researchers' considerations. However, to reduce potential bias or weight in the selection, sampling frameworks that include gender, age and level of education have been used. Although there is no alternative to knowing the target whether the respondent is actually representative of the population as a whole, the study is still expected to meet the goals and give a direct picture of the research and enable a more in-depth understanding of the perceptions of organic food consumptions in Malaysia (O'Leary, 2017).

3.3 Sampling and Element Locations

Location Sampling is selected to explore the three shopping centers in Pulau Pinang state. Three main shopping areas were selected for distribution of questionnaires (Queens Bay, Gurney Plaza and around Komtar). The three areas were specifically chosen because adults are more likely to work in those locations and have good idea about organic food. The sampling elements for this research project are blue and white-collar workers consisting of adults (men and women) working in Penang

3.4 Questionnaire

Questionnaires were adapted from other researchers with the main purpose of obtaining descriptive data on consumer perceptions on organic foods (Chen, 2007). A questionnaire survey was selected to conduct research, as this was the most frequently used method of research after researching some other journals. Additionally, through questionnaires to conduct surveys, it will help to save costs. The questionnaire consists of Section A- demographic profile, section B - independent variables and section C - dependent variable. The questionnaire has also been translated to Chinese by back-to-back translation.

4. Analysis and results

First, the measurement models of all constructs have been examined for reliability, validity of convergence and discrimination validity, before testing hypothetical models. Table 3 shows the scores obtained from the measurement model. Based on Table 2, it can be seen that all loads are higher than 0.70 which is the threshold proposed by Hair, Hult, Ringle & Sarstedt 2013). The average variance extracted (AVE) of all contracts exceeds 0.5 (Bagozzi & Yi, 1988) while the composite reliability score (CR) is higher than 0.7 (Hair et al., 2013). Thus we can conclude that Convergent conclusions are achieved.

The VIF has also been examined to test for possible issues of multicollinearity (Table 2). A range of below 5 of the VIF values for all the constructs confirms sufficient construct validity by a lack of multicollinearity. This is also because the values fall significantly below the minimum threshold of 9 (Yong & Pearce, 2013).

Table 3 shows that results for the validity test of discrimination. As proposed by Fornell Larcker and Cha (1994) and Fornell and Larcker (1981), AVE for each development should be higher correlation between them and anything else construction model. As shown in Table 5, all constructions meet this criterion indicating construction has the validity of discrimination Hair et al. (2013) shows that the measured variable load of items should be higher than cross-load by all at least 0.1 to indicate the legality of discrimination sufficient. As shown in Table 5 contains all constructions meeting this criterion. Therefore, we can conclude that the validity of discrimination is achieved.

Henseler, Ringle, and Sarstedt, (2015) also went on to demonstrate the superior performance of this method by means of a Monte Carlo simulation study. As such, we have also tested the discriminant validity using this new suggested method and the results shown in Table 6. There are two ways of using the HTMT to assess discriminant validity: (1) as a criterion or (2) as a statistical test. For the first one, if the HTMT value is greater than HTMT.85 value of 0.85 (Kline 2015), or HTMT.90 value of 0.90 (Gold & Arvind Malhotra, 2001) then there is a problem of discriminant validity.

To assess for measurement model fitness, this study follows the guide of Henseler, Hubona, and Ray (2016) to highlight the fitness of the measurement model. The authors recommend that researchers ought to examine the saturated model and Standardized Root Mean Square Residual (SRMR) at a 95% bootstrap quantile. They further advocate that the SRMR is the only approximate model fit criterion applied for PLS path modelling. Additionally, the dG and the dULS (Dijkstra & Henseler, 2015) which are distance measures that relate more than one way to quantify the discrepancy between two matrices have also been accentuated to contribute to model fitness index in PLS (Henseler et al., 2016). Table 6 shows that the dG and the dULS are 0.805 and 1.546 respectively. This reflects an indication of a well-fitting measurement model (Dijkstra & Henseler, 2015). Additionally, the SRMR is 0.056. This is below the cut-off of 0.08 (Hu & Bentler, 1999) implying that the measurement model fit this study.

Table 1 Demographic profiles

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	122	59.5	59.5	59.5
	Female	83	40.5	40.5	100.0
	Total	205	100.0	100.0	
Marital Status	Single	53	25.9	25.9	25.9
	Married	152	74.1	74.1	100.0
	Total	205	100.0	100.0	
Job Design	Blue color	79		38.5	38.5
	White color	64		31.2	69.8
	students	35		17.1	86.8
	Business	27		13.2	100.0
	Total	205		100.0	
Education	Bachelor Degree	33		16.1	16.1
	Secondary School/SPM	118		57.6	73.7
	Higher school/ Diploma	54		26.3	100.0

	Total	205	100.0	100.0	
Income	Less-RM1000	9	4.4	4.4	4.4
	RM2501-RM4000	76	37.1	37.1	41.5
	RM4001-RM5500	43	21.0	21.0	62.4
	RM5501-RM7000	18	8.8	8.8	71.2
	RM7000-above	59	28.8	28.8	100.0
	Total	205	100.0	100.0	

In this research, there are 205 respondents have filled in the questionnaire (refer to Table 1). Most of the respondents are from the age range of 21 to 55 years old, Nationality Status is Malaysian with Chinese race. The pilot study test, the reliability test result is 0.843, which means it shows the questionnaire is reliable and ideal before the hypothesis have been done.

Table 2 Convergent validity

Items	Loadings	Cronbach's Alpha	rho_A	CR	AVE	VIF
AT1	0.828	0.862	0.86	0.9	0.64	2.19
AT2	0.836					2.19
AT3	0.792					1.83
AT4	0.759					1.67
AT5	0.796					1.85
AW1	0.802	0.885	0.89	0.91	0.64	2.06
AW2	0.843					2.38
AW3	0.781					1.92
AW4	0.827					2.18
AW5	0.769					1.87
AW6	0.758					1.8
IN1	0.763	0.853	0.86	0.89	0.58	1.85
IN2	0.765					1.84
IN3	0.765					1.8
IN4	0.788					1.87
IN5	0.758					1.86
IN6	0.714					1.6
K1	0.83	0.852	0.86	0.89	0.63	2.17
K2	0.837					2.23
K3	0.804					1.81
K4	0.729					1.63
K5	0.762					1.74
PA1	0.879	0.922	1.06	0.93	0.72	4.06
PA2	0.715					2.76
PA4	0.833					3.44

PA5	0.842					2.43	
PA6	0.944					2.88	
SN1	0.834	0.828		0.83	0.89	0.66	1.89
SN2	0.847						1.95
SN3	0.791						1.73
SN4	0.773						1.57

Table 3 Fornell & Lackers

Constructs	Attitude	Awareness	Intention to Purchase	Knowledge	Product Availability	Subject Norm
Attitude	0.803					
Awareness	0.656	0.797				
Intention to Purchase	0.677	0.569	0.759			
Knowledge	0.771	0.665	0.659	0.794		
Product Availability	-0.073	-0.063	0.001	-0.035	0.846	
Subject Norm	0.61	0.554	0.753	0.624	-0.129	0.812

Table 4 Cross Loadings

	Attitude	Awareness	Intention to Purchase	Knowledge	Product Availability	Subject Norm
AT1	0.828	0.6	0.529	0.62	-0.084	0.492
AT2	0.836	0.497	0.577	0.656	-0.045	0.497
AT3	0.792	0.488	0.527	0.599	-0.053	0.482
AT4	0.759	0.524	0.557	0.575	-0.059	0.495
AT5	0.796	0.524	0.525	0.643	-0.05	0.484
AW 1	0.557	0.802	0.465	0.568	-0.039	0.442
AW 2	0.586	0.843	0.508	0.605	0.002	0.496
AW 3	0.467	0.781	0.376	0.484	-0.044	0.441
AW 4	0.557	0.827	0.491	0.528	-0.121	0.46
AW 5	0.473	0.769	0.391	0.479	-0.055	0.362
AW 6	0.483	0.758	0.477	0.501	-0.047	0.443

IN1	0.544	0.424	0.763	0.512	-0.125	0.624
IN2	0.538	0.401	0.765	0.462	0.015	0.574
IN3	0.481	0.423	0.765	0.498	0.02	0.595
IN4	0.567	0.485	0.788	0.546	-0.033	0.599
IN5	0.462	0.457	0.758	0.518	0.045	0.522
IN6	0.477	0.401	0.714	0.463	0.107	0.507
K1	0.643	0.564	0.516	0.83	-0.06	0.49
K2	0.619	0.535	0.558	0.837	0.013	0.546
K3	0.656	0.533	0.543	0.804	-0.018	0.53
K4	0.561	0.492	0.478	0.729	0.006	0.423
K5	0.573	0.51	0.516	0.762	-0.082	0.479
PA1	-0.045	-0.016	0.029	-0.003	0.879	-0.077
PA2	0.005	-0.02	0.049	0.008	0.715	-0.036
PA4	-0.01	-0.001	0.08	0.032	0.833	-0.03
PA5	-0.048	-0.078	-0.002	-0.106	0.842	-0.112
PA6	-0.088	-0.07	-0.018	-0.011	0.944	-0.144
SN1	0.527	0.487	0.607	0.534	-0.138	0.834
SN2	0.536	0.39	0.672	0.495	-0.088	0.847
SN3	0.431	0.425	0.579	0.517	-0.082	0.791
SN4	0.479	0.502	0.583	0.481	-0.107	0.773

Table 5 HTMT

	Intention						
	Attitud e	Awaren ess	to Purchase	Knowledg e	Product Availability	Subject Norm	Saturated Model
Attitude						SR	
Awarenes s	0.748					MR	0.056
Intention to Purchase	0.785	0.651				d_U	1.546
Knowledg e	0.899	0.762	0.772			d_G	0.805
Product Availabili ty	0.058	0.069	0.101	0.066			
Subject Norm	0.719	0.647	0.892	0.743	0.114		

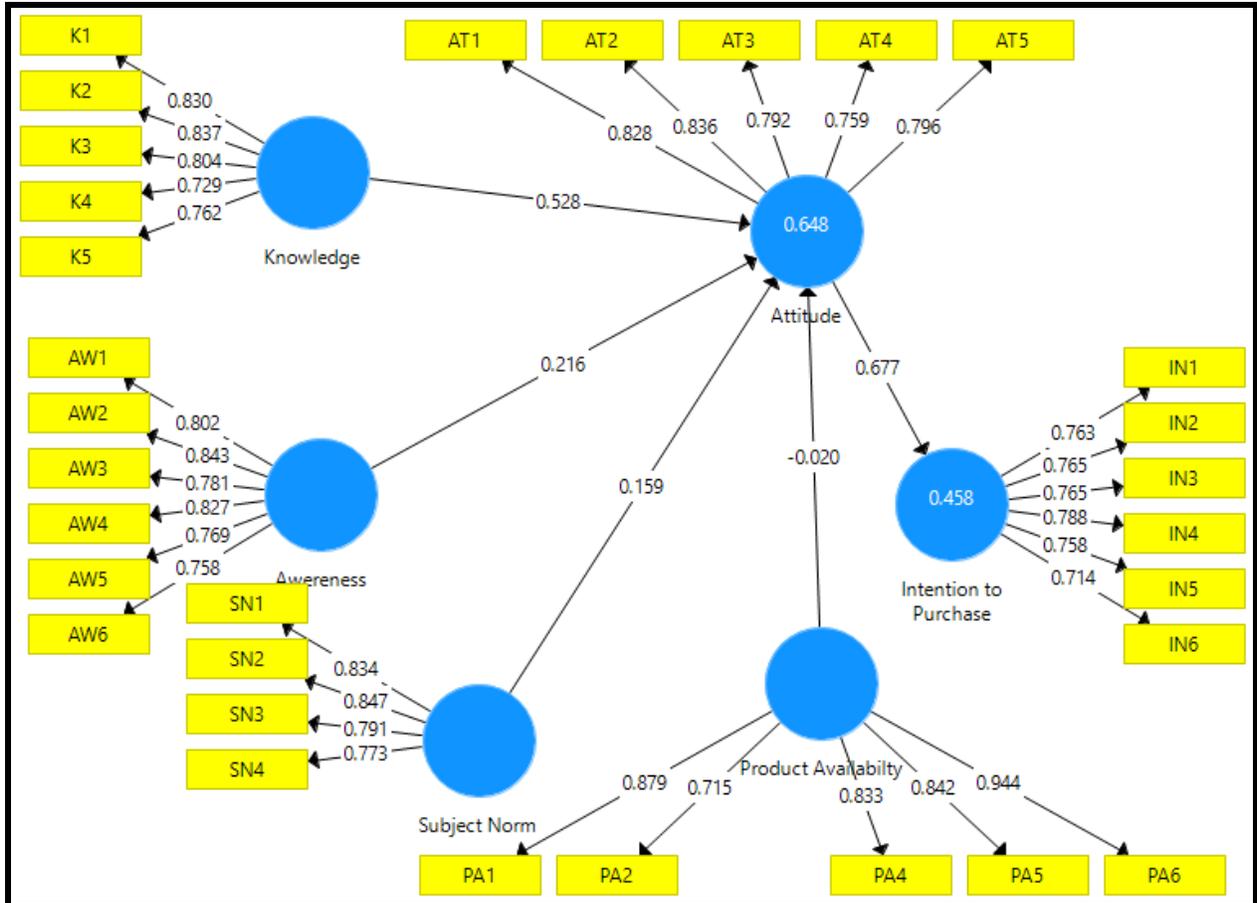


Figure 1 Measurement Model

Structural Model

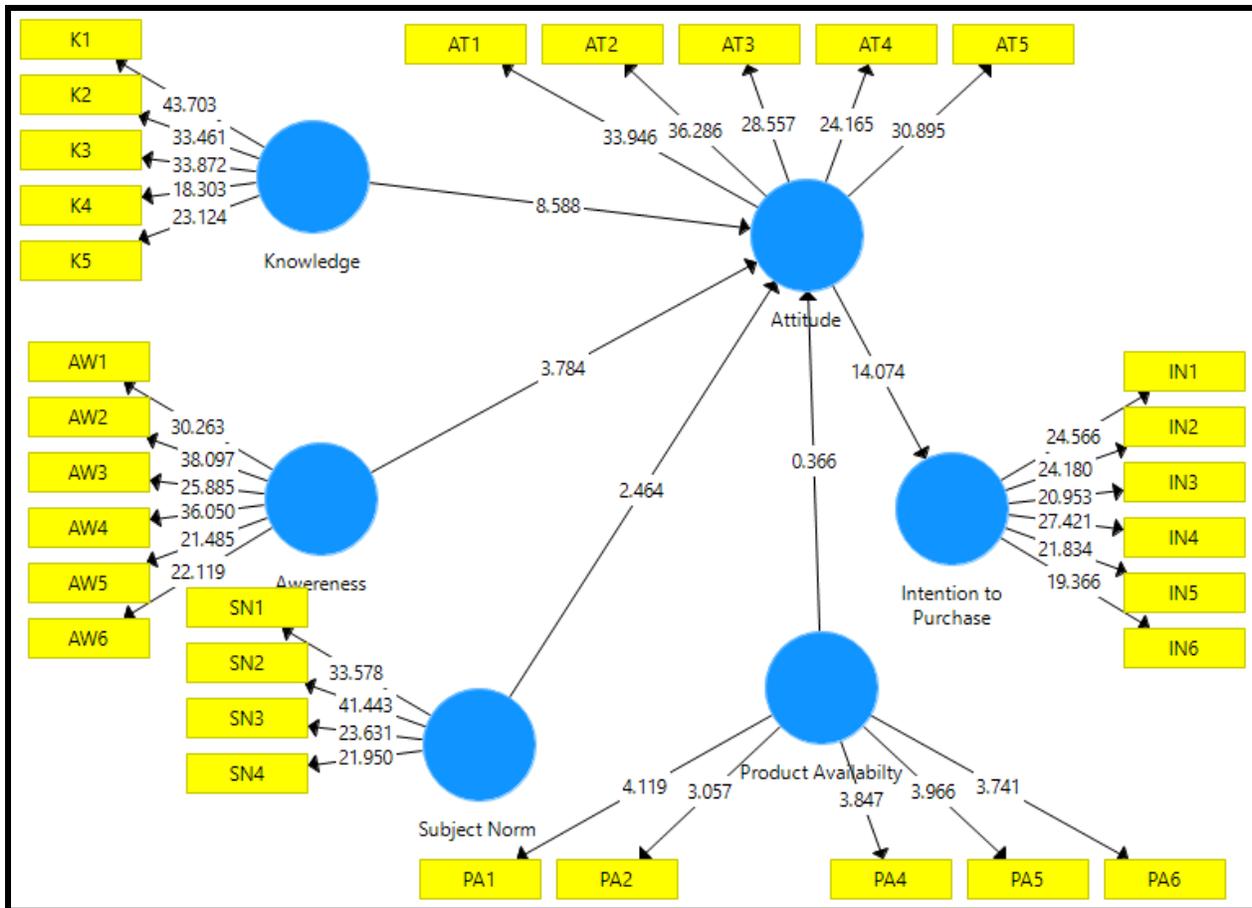


Figure 2 Structural Model

Table 6 Hypothesis results

Hypothesis	Beta Value	St Dev	T Value	P Values	LL	UL	R2	F2	Q2	Decision
Knowledge -> Attitude	0.52	0.06	8.588	0	0.41	0.62	0.64	0.3	0.3	Supported
Awareness -> Attitude	0.21	0.05	3.784	0	0.12	0.31	0.0	0.0	0.0	Supported
Subject Norm -> Attitude	0.15	0.06	2.464	0.007	0.05	0.26	0.0	0.0	0.0	Supported
Product Availability -> Attitude	-	0.05	0.366	0.357	-	0.09	0.08	0.0	0.0	Supported
Attitude -> Intention to Purchase	0.67	0.04	14.07	0	0.58	0.74	0.45	0.8	0.2	Supported

5.1 Result of the Smart PLS 3.2.7 Bootstrapping results

These results are coming from 205 respondents and analyzed by *Smart PLS 3.2.8*. To examine the statistical significance of path coefficients, Hair, Ringle, and Sarstedt (2011) recommended a minimum threshold of 1.65 t-statistics values at $p \leq 0.1$ confidence interval. Likewise, Lowry and Gaskin (2014) espouse that effect sizes of 0.35, 0.15, and 0.02 indicate a large, medium, and small effect, respectively. Sarstedt Ringle, Smith, Reams and Hair (2014) highlighted that R² values of 0.75, 0.50, and 0.25 reflect substantial, moderate, and weak values respectively.

R Square used to identify the coefficient for determination in the dependent constructs. According to Chin (1998), he state that for a strong R square need 0.67, while for moderate need 0.33 and for a weak R square need 0.19. Besides, according to Hair et al. (2016), the R square of 0.75 is strong, 0.5 is moderate, and 0.25 is weak. Next, Falk and Miller (1992) recommended that R square should be equal to or bigger than 0.10 in order, for the variance explained of a particular endogenous construct to be deemed adequate. To attain the significance levels, the consistent PLS bootstrapping option was initiated using 5000 subsamples (Hair et al., 2014). Hence, based on these study, the R square for researcher's study is good enough (0.648) as per table 6.

Next , researchers have to know on the F Square in order to know about the power of this model. The purpose to have the Effect Size (f square) was to help researchers to determine a good model. By referring to the table 6, it has a nearly large effect size, In conclusion, researchers had known that researchers' model had meet the requirement of the Inner Model by referred to the measurement requirement for the Inner Model.

Table 6 shows the entire hypothesis stated down from H1 to H5. It also contain the T-statistics value for each hypothesis. When the hypothesis is significant, the t-value is more than 1.645 ($p < 0.05$), t-value more than 2:33 ($p < 0.01$) for 1-tail test, t-value more than 1.96 ($p < 0.05$) or t-value more than 2:58 ($p < 0.01$). From Table 6 indicates that there are three hypothesis, which are H1, H2,H3 and H5 are significant because the lower limit the upper limit for the hypothesis is in a positive value, so the hypothesis had become significant which is zero. At the same time, the remaining hypothesis 4 is not supported.

5 Discussion

5.1 First Hypothesis:

H1: There is a significant relationship between the user's organic food knowledge and Intention to purchase.

The significant relationships are shown between organic food and the customer's knowledge to purchase. The significant value is $p < 0.05$. Based on Janssen, Van Der Voort, and Wahyudi, (2017), a consumer's intention to purchase will be influenced by two properties such as awareness and knowledge. Moreover, education and knowledge on organic foods should be based on educated people who will influence a Chinese customer's purchase intentions in Penang. Organic eaters should try to promote as much as possible about the knowledge of organic foods to customers.

5.2 Second Hypothesis:

H2: There is a significant relationship between consumer health awareness and food safety and Intention to purchase

Based on the results exposed by this hypothesis, consumer health and food safety that have significant relationship with customer buying behavior are $p < 0.05$. Moreover, it reveals that people eat organic food because they are worried about their health and safety. Compared to the results, health awareness and food safety are the most important and vital factors for respondents between all the variables. The decision is made that eating health and safety awareness can be as important elements to inspire individuals to buy organic foods and have a better future. . This means that many Penang and Chinese residents are aware of the importance of Organic foods.

5.3 The Third Hypothesis:

H3: There is a significant relationship between the subjective norms of this user and Intention to purchase. Based on the results tested from this hypothesis, social norms and behaviors when buying have negative relationships. In the study, there was significant value $p < 0.05$. According to this case, social norms play a part in influencing customers to buy organic foods. Social norms will easily influence consumer buying behavior as it is the closest and most important thing in the user's life (Erkan, & Evans, 2016). However, the impact was not significant among the people of Penang as it only affected 15.9% of the customers' intention to buy.

5.4 The Fourth Hypothesis

H4: There is a definite link between product availability and Intention to purchase. According to the information composed, the definitive connection between the product and the user behavior is identified as having an insignificant value of $p > 0.05$. Even though it is the fourth important element among the five variables, it still influences the customer's buying intention as it affects by 1%. Customers' intentions will be made when a product is accessible for customers to purchase. Additionally, the accessibility of this product info is equally important as it will increase consumer's confidence in certain products (Aschemann-Witzel, , & Zielke, 2017). This means that Penang state's Chinese consumers do not care about the availability of products because they tend to know where to find organic products when needed.

5.5 Fifth Hypothesis

H5: There is a definite relationship between the customer attitude and Intention to purchase

According to the results of the study, there are other variables that might have a negative relationship i.e. consumer attitude and consumer behavior. As it is proven, attitude is the lowest rated variable that shows it has the weakest relationship in purchase intentions (Malcolm, 2016) Actually, a belief occurs that it might affect buying behavior because individual attitudes towards something will indicate whether or not to buy a particular product. But in the case of Penang Island, the user does not play an important role because Pulau Pinang is rich in many types of food. They prefer to try all kinds of foods because Malaysia is Rich with a variety of foods.

6. Implications of the Study

In today's era, conservative food faces increased competition worldwide. The expansion of the organic food sector has altered the entire food chain, ranging from production agents to retailers. Thus, organic foods are considered to be different from conventional foods, with its product added value, being healthier as basic and general needs and aimed at premium prices and serving as the best marketing strategy. Companies can also work with the government. They may propose to the government to reduce the confusion of mass by reducing the use of the label "safe food" that appears in the market in the government policy level. The "safe food" label will escort the user's confusion and misunderstandings about organic food. Consumers will ultimately think that safe food is the same as organic food, while these foods are completely different from another. Labels can be obviously labeled as they are based on standard and acceptable controls, strict standards, and assessment methods. Promoting possible prospects for using organic products and increasing buying frequency from organic buyers is another best way for manufacturers and retailers to reach high market share of the organic food. Organic food derivatives play an important role for consumers in purchasing foods because if organic food is scarcely available, it makes them suffer from organic food. Such situations will result in negative attitude towards the purchase of organic food and will ultimately cause consumers to avoid organic food. Marketers in the supply chain need to agree to conduct sales promotions and widen the distribution channels and the government also needs to play a role in this growth to manage and reduce consumer hassles for organic food. Companies that collaborate with educational institutions need to send important messages in increasing green knowledge and awareness. In addition, to address the health concerns of consumers, companies can increase consumer awareness and their knowledge of organic farming. By doing so, food neophobia users will reduce as they suspect them of the natural substance of organic foods and at the same time, can cultivate a positive attitude towards organic foods. It can reduce suspicion and boost the level of confidence, habits and correct misconceptions on organic foods. This results in an increased desire effect from the consumer's point of view about the safety and quality of organic foods

7. Limitation and Future study

Due to the lack of time, the researchers were unable to get precise information due to changing trends overtime and also that they had limited time to observe the flows that occur in the study areas. The main complication in this study is the steps for independent variables based on self-reporting methods. Too many variables will cause confusions for respondents. Consequently, R (r^2) causes a 45.8 percent increase, which means that there are still 54.2 percent of the factors that will strongly influence the consumer's intent to buy organic food. Even though the size of the sample 205 is set according to Hox, Moerbeek, & Van de Schoot, (2017), the sample size should be more than 250 to get better results. Due to the fact that the Chinese community is generally introvert in nature, the researchers were unable to collect more samples. Prospective studies are recommended for researchers on consumer behavioral intentions in buying organic food among the Chinese community in the other states. From time to time the statistics obtained will be more helpful for research and would provide more in-depth knowledge of how each of the factors will affect the desires to buy organic food. Additionally, prospective studies are also advisable to lean on because the factors upsetting the desire to buy organic food will change over time. Prospective researchers are also advised to choose independent variables that have high impact on the intents to influence consumers to buy organic food; for example, IV as per price, socio-demographic variables, habits, ecological concerns, excellence and so on.

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