

# THE IMPACT OF PERCEIVED VALUE AND FOOD SAFETY CONCERNS ON MALAYSIAN WORKING ADULT POPULATION

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***Abstract**---Organic food products are widely used entities in the international market nowadays. The stages of letting aware about the products of food and their advantages instigated the Malaysian working adult population. The major concerns of the people in this regard are food safety issues and their level of understanding the organic food products. The study aimed to analyze effects of food safety concerns and perceived value of working population about advantages of the product of organic food. The examination of this study project would assist the consumers as well as suppliers and retailers in long run to make the better food products to fulfill the needs of population. This could be proved as a huge advantage for the betterment of industry of organic food as well as society.*

***Keywords**---Food safety concerns, Perceived value, Consumers, Working Population, Retailers.*

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## I. Introduction

Organic foods are becoming popular in today's modern world. People's awareness towards the importance of healthy foods consumption has increased. Natural meat, poultry, eggs, and dairy items originate from creatures that are given no anti-microbial or development hormones. Natural nourishment is delivered without utilizing most regular pesticides; manures made with manufactured fixings or sewage slop; bio engineering; or ionizing radiation. Natural chicken for example is not quite the same as the customary chicken as the reproducing and development require 'common way' procedure as opposed to the utilization of substance, immunization and concoction to lessen the chicken development age (Sani & Siow, 2014).

The traditional chicken development and reproducing is helpless against the utilization of hazardous and non-halal antibody that is unhygienic and risky to expend. The meats of natural chicken are high in protein instead of non natural chicken which elevates cell reinforcement and anticancer to the individuals who devour it (Golnaz, Zainalabidin, Mad Nasir, & Eddie Chiew, 2010; De Silva et al., 2018a; De Silva et al., 2018b; Nikhashemi et al., 2013). These days, the interest for natural nourishment is developing in Malaysia. The utilization among clients is getting well known and the market is raising colossally, a comparable pattern looking by different nations in different pieces of the world.

The interest stays moved in Europe and North America, nations that are encountering under supply on the grounds that creation isn't satisfying the need. As the individuals are moving towards a cutting edge and modern life, comparable impacts are relied upon to the purchaser nourishment decisions and inclinations. With the expanded in way of life and level of training, purchasers these days are astute enough in picking the privilege solid nourishment particularly natural nourishment

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items. The propensity likewise originates from the adjustments in way of life of the quick confronted world which has been seen some need the customary sanitation (Raynolds, 2000; Dewi et al., 2019; Pambreni et al., 2019; Tarofder et al., 2017).

Standard definition of the selected organic has to be revisited and the study redefined organic food as “a product that has been produced without using pesticides, fertilizers chemicals, or GMOs. Further, as compared to regular products, organic food products are tastier, more nutritious, colorful, look fresh and not uniform, and lastly they are not only produced locally but also not mass-produced. Organic foods are marketed using the shortest channel, hence favoring local products over national/international products (Toh & Birchenough, 2000). This helps sustaining local communities and local farmers The expanded customers' enthusiasm for natural nourishment has been credited among others to the developing interest for nourishment liberated from pesticides and concoction deposits. Natural items are gotten by forms agreeable to the earth, by development systems that consider both the properties of the last item and the creation strategies. Subsequently, the developing interest for natural nourishment is relied upon to proceed later on. The greater part of the past research discoveries demonstrated positive worth recognitions towards natural nourishment items. Shoppers see natural as a more advantageous option in contrast to traditional nourishments in that they contain more supplements which upgrade individual prosperity, natural produce is additionally viewed as more secure and better in taste and more charming than customary items. The excellent qualities were enormously subject to the nourishment itself, distinctive development strategies, method for taking care of that ensures hazard minimization and so forth. The purchasers saw that natural nourishment has the worth and benefits and that is the reason they are eager to follow through on additional for the cost. It is noticed that roughly 50% of the buyers of their example were happy to pay more for natural nourishment, most of them arriving at levels of 10-20 percent. In 1999 asserted that 52 percent of the German shoppers of their example were happy to pay more for natural leafy foods, 34 percent for creature items and 39 percent for grain items (Raynolds, 2000).

The proposed premium cost for natural peaches and apples was acknowledged by 65.8 percent of the Italian respondents of their review. Essentially, inferred that real Spanish natural purchasers were happy to pay a premium of 15-25 percent for natural nourishment In any case, a few investigations likewise show negative worth observations towards natural nourishment items. A significant repercussion in purchasing organics is the more significant expense contrasted with ordinary nourishment item costs. Shoppers are happy with the regular nourishment items they devour; subsequently threaten to the extension of natural food sources in the market. Besides, it was discovered that natural item have constrained accessibility and absence of some unique incentive according to purchasers (Nee & Sani, 2011; Doa et al., 2019; Maghfuriyah et al., 2019; Nguyen et al., 2019).

In 1999 it is referenced on purchaser questions on the item ensure, absence of advancement and misty announcements of the natural status. Analysts propose elective strategies to assess the brand value. A few specialists examine the brand value dependent on purchaser discernment and buyer conduct. The brand value as the purchasers' conduct toward a brand, recommending the buyers' image information, brand mindfulness and brand picture as significant builds of brand value (Abdul-Mutalib et al., 2012). This methodology breaks down the customers' decision for exchange off between the brand and cost to acquire a money related estimation of a brand name. It is additionally proposed utilizing the progressive joining of data. This strategy assesses the impact of brand and its segments on the purchaser inclination all the while. Their structure shows how the customers incorporate the data to specific builds and utilize these develop to frame their impression of various other options. He recommends that the purchaser observation toward these develops converts into the brand value (Fernando, Ng, & Yusoff, 2014; Pathiratne et al., 2018; Rachmawati et al., 2019; Seneviratne et al., 2019; Sudari et al., 2019; Tarofder

et al., 2019). They use statistical surveying methods (study and board) to examine the level of buyers who express an inclination, an ideal mentality, a buy aim, conduct or rehash acquisition of a brand as estimation of the brand dedication and undertaking brand value as the minor estimation of additional deals or income which the brand creates. Past examinations propose that the brand value can be distinguished as a multidimensional build comprising of brand dependability, brand mindfulness, brand information, saw value and other appropriateness resources. Be that as it may, very few investigations have inspected the structure of the brand value explicitly for confidence items (Abdullahi et al., 2016; Nikhashemi et al., 2017; Tarofder et al., 2019; Ulfah et al., 2019; Tarofder et al., 2016; Udriyah et al., 2019).

## II. Literature Review

The theoretical model of this investigation is grown explicitly to address the basic job of the confidence characteristic in the customer buy choice for brand items. A successful brand the executives has all the earmarks of being a significant essential for the production of unrivaled client esteem (for example brand value) and an effective situating of confidence merchandise. Compelling brand the executives requires the development of the methodology and the assurance of brand qualities, just as the establishment of the control component (Zailani, Arrifin, Abd Wahid, Othman, & Fernando, 2010).

The major focus of consumers to make purchase choices is based on their perception of the value that products and services offer. Consumers' positive perception towards organic food consumption plays major roles in determining the purchase decision for organic food products. Creating more extensive points of view on the most proficient method to make brand value for belief items is pivotal in the globalized economy where the universal exchange of these trustworthiness items is rising and the purchaser worry for these items is expanding. Brand value is the additional worth enriched by the brand to the item. It very well may be seen as an immaterial resource having a place with the organization and thusly prone to reflect separated monetary and money related outcomes (Norazmir et al., 2012).

From this point of view, brand is an item that produces benefit. An expansion in the brand value infers increments in the likelihood of the brand decision, ability to follow through on premium costs, showcasing correspondence viability, and the diminishing in powerlessness to the serious promoting activities and a flexible reaction to cost increments. Brand value has become a significant idea for advertisers because of its center component status in the organization procedure and the executives and to its money related importance while evaluating impalpable resources (Shaharudin, Pani, Mansor, Elias, & Sadek, 2010). Impressive research has analyzed the viability of various components of the showcasing blend on the formation of brand value. Be that as it may, in spite of the colossal enthusiasm for promoting of the confidence merchandise, for example, sanitation, minimal theoretical improvement or experimental research has tended to which components make the brand value for trustworthiness products. The motivation behind this examination is to give thorough experiences in regards to the buyer data search conduct in buying marked nourishment items with assurance traits, along these lines, to recommend how the worldwide marking procedures can be created to produce the brand value for trustworthiness products (Habib, Abu Dardak, & Zakaria, 2011).

Furthermore, a study by Sweeney and Soutar (2001) describes about "market maven", which is defined as "individuals who have information about many kinds of products, places to shop and other facets of market and initiate discussion with consumers and respond to requests from consumers about market information". Faithfulness implies they are fit for making more benefits and great brand picture. Nourishment quality and other quality measurements are forerunner and outcome of picture in connection with experience. Also researched the effect of nourishment quality on consumer loyalty's and different impacts on nourishment quality and client's attitude fulfillment, they found a good pace nourishment quality is indicator of client saw esteems and these qualities depend on nourishment quality.

In conclusion, the perception on organic foods' benefits and values are interrelated. By understanding main factor which influences such consumption which can stimulate the purchase intention, it will provide some meaningful findings to the organic food producers to formulate the best strategy in order to sustain in the competitive market. There is an immediate connection between two factors. Consumer loyalty's can be handily characterized as the outcome of individual correlation of saw generally advantages and cost whiskery by client for getting it (McDougall & Levesque, 2000).

### **Perceived Value towards Organic Food Product across Country**

“Perceive” as defined by Oxford Dictionary is an interpretation or regard about someone or something in a particular way, whereas “value” is defined as the importance, worthiness or usefulness of something. McDonald's made numerous principles through the trademark of QSCV (Quality, administration, neatness and qualities) drove brand achievement. Consumer loyalty's is gotten from results of brand which includes nourishment quality and administration quality sends forward to its clients. It is recommended that there is an immediate relationship in subjective reactions like accepts and fulfillment level (Eggert & Ulaga, 2002).

In the eatery setting, the physical condition is significant however nourishment quality is remarkable part of this subject. Numerous administrators and scholastics are less mindful of value measurements (quality and physical condition) and their consolidated impact on the client's expectations to eat in eateries, consumer loyalty in linkage with client conduct. To make this study meaningful, this subtopic of perceived value will be discussed based on the consumer's countries of origin. The study on organic foods in a few countries are selected and discussed in this subchapter.

In other nourishment items like bread kitchen and readymade items, nourishment quality is likewise basic for the purchasers and bundling is most significant trait of this and characterize either item will pass or disappointment. It assumes a significant job in nourishment quality, germs and other microorganisms can without much of a stretch influence the item if the item has no covering yet a decent and appropriate bundling can keep nourishment from sullying. It has significant capacity on customer's fulfillment level of item quality at the purpose of procurement. Bundling consistently assumes a significant job in security and capacity of item. Shopper security is turning out to be unavoidable objective for nourishment suppliers and nourishment purchasers Gallarza and Saura (2006).

The significance of away-from-home suppers and accommodation nourishments in the American eating regimen may identify with an absence of time to design and get ready dinners at home.1 An ongoing survey additionally embroils an absence of preparing aptitudes and nourishment arrangement information as boundaries to getting ready home-prepared suppers. The level of all out family nourishment dollars spent on nourishment consumed from home is presently higher contrasted and 30 years prior (33% in 1970 to 47% in 2010) (Sánchez-Fernández & Iniesta-Bonillo, 2007). Food products are stated as having high value for their naturalness, due to the fact that no artificial or coloring is used as compared to non-organic foods. Utilization of cheap food and nourishment from away-from-home areas is related with lower diet quality and heftiness among grown-ups. National dietary admission information from 1994–1996 and 2003–2004 show that every supper away from home is identified with an expansion in calories by 130/d and a decrease in diet quality by 2 on the Good dieting List scale. Nourishment arranged at home gives less calories per eating event and, on a for every calorie premise, gives less aggregate and soaked fat, cholesterol, and sodium, and more fiber, calcium, and iron contrasted and nourishment arranged away from home (Kuo, Wu, & Deng, 2009).

Among low-pay ladies, expanded recurrence of devouring nourishments arranged without any preparation over a 3-day time span is related with an expansion in leafy foods, protein, nutrient C, iron, zinc, and magnesium admissions Gallarza and Saura (2006) Moreover, time utilization information show that time spent on nourishment readiness and cleanup is less for the normal family unit contrasted and 30 years prior. In 1995, time spent on nourishment planning and cleanup was about half (41 min/d) that spent in 1965 (85 min/d) by working ladies in the US Kuo et al. (2009) Later time utilization information (2003–2004) likewise show that time spent in nourishment arrangement diminishes as time spent working outside the home increments, with a more prominent number of ladies in the US workforce (an expansion of 44% from 1984 to 2009). This ascent in working ladies, an enhanced view of time shortage, and expanded accessibility of comfort nourishments dependent on mechanical advances and cultural requests add to the decrease in preparing and home nourishment arrangement.

**Hypotheses 1: Consumer perceived values are positively associated with purchase intentions**

An observational investigation of 64 home-prepared supper dinners shows that most dinners contain handled, business nourishments potentially in light of constrained cooking abilities. A few cross-sectional, observational investigations show a connection between nourishment readiness abilities among grown-ups and related results (Yee & San, 2011). Among moms of school-matured youngsters, trust in the capacity to set up a solid dinner is emphatically connected with invigorating effect of the supper. A review of German grown-ups demonstrates that prepared supper utilization (i.e., utilization of complete, fundamental course dinners arranged remotely) is conversely connected with cooking aptitudes Lin, Sher, and Shih (2005) A high seen estimation of nourishment planning is related with more noteworthy admission of products of the soil among ladies in Australia, and when the principle home cook is sure about getting ready vegetables, families purchase a more noteworthy assortment of vegetables. Given the potential positive results identified with cooking abilities, nutritionists and general wellbeing experts are advancing cooking intercessions as an approach to improve wellbeing. In further studies there are also indications that, for different product categories, the importance or motive and barriers may vary.

Despite the fact that the projects are turning out to be increasingly and entrenched, a broad audit of the writing that analyzes the short-and long haul effects of cooking mediations for grown-up populaces isn't accessible Ulaga and Chacour (2001). A survey of this sort can give data to improve the adequacy of current projects and advise the advancement regarding new projects. The motivation behind the ebb and flow study was to audit past research on cooking/home nourishment arrangement intercessions and diet and wellbeing related results among grown-ups. Nourishment quality and sanitation for the most part intermixed by individuals when they got some information about it. They think about both as one (Ulaga & Chacour, 2001).

It is necessary for buyers that they ought to comprehend the idea of nourishment quality and sanitation unmistakably and values. Nourishment quality and sanitation mostly get from appearance and quality mark and so on. As a nation creates, the norms of sanitation and nourishment quality emerge in view of progress in way of life of occupants of a nation (Kuo et al., 2009). Nourishment alarms and emergencies likewise make incitements in nourishment quality and sanitation measures. Step by step increment in inquire about hereditary building additionally put on costs for getting nourishment quality and security Kuo et al. (2009) An enormous number of norms are made exacting to accomplish right item. Quality is presently principle focal point of all advertising techniques to recognize what a client needs from an association and how an association will satisfy right needs of its clients (Ryu, Han, & Kim, 2008). It is accepted that social and social foundations influence the client choice and experience identified with the nourishment. A few people are progressively cognizant about sanitation and other are having less consideration about food handling and nourishment quality.

**Hypotheses 2: Consumer willingness for food payment is positively associated with purchase intentions**

The two ideas are interrelated and consistently have sway on nourishment decision of a client. The fulfilment level of value and security impact by mental and social factors as opposed to simply physiological alone. Social variety influences

nourishment determination. For instance, in Southern Europe societies are considered as progressively sharp about nourishment quality and the joy got from eating. While on the opposite side of this, Northern Europe put more thoughtfulness regarding the sanitation and moral concerns like creature welfare and they assume a significant job (Raynolds, 2000). Open establishments are doing accentuation to the nourishment business to make extensive quality and sanitation the board frameworks, rethink the examination framework and attempt to rises the data level of clients to construct client trust on an association. ISO 9000 is case of this. Sanitation is currently a trait of nourishment quality. In Germany, a quality framework QS have been propelled for meat items, this is propelled uniquely for sanitation of meat from birth to eating of that meat creature (Kuo et al., 2009). Client trust is expanding on nourishment industry since sanitation and quality measures are satisfying the essential need of clients and give them a commendable dinner. A client is prepared to pay extra in the event that he realizes that purchasing item is sheltered and in great quality, right now is key component for better thought of their perspectives, needs, and fulfillment level.

### **III. Research Methodology**

An exploration configuration is the plan used to control an examination study towards its goals. It is a rule for the information assortment and the investigation period of the exploration venture. It is likewise a structure that indicates the kind of data to be gathered, the wellsprings of information and the information assortment procedures. An exploratory examination is attempted to more readily understand the idea of the issue since not many investigations may have been led around there (Sekaran & Bougie, 2016). So as to limit mistakes and to expand the unwavering quality, the exploration requires an organized survey and a suitably enormous number of respondents. Along these lines, right now, spellbinding examination, which is deciphered as the organized polls so as to decide the recurrence of events of marvel, has been directed. Examining is the way toward choosing an adequate number of components from the populace (Sekaran & Bougie, 2016). They chose components are called test. Contemplating and understanding the example can assist scientists with generalizing its qualities to the populace components. The means taken in the examination inspecting methodology incorporate recognizing the objective populace, deciding the example size and choosing the example procedure. This examination is to comprehend the Malaysian working grown-up purchasers' discernment towards natural nourishment utilization; subsequently all Malaysian working grown-ups are distinguished as the entire populace. It is for all intents and purposes difficult to gather and look at information from each component, or regardless of whether it is conceivable, scientist needs to utilize a ton of time, cost, and other HR to accumulate and examine the information. Considering this to be wasteful and unreasonable, analysts has the tendency to depend on inspecting. Examining an example is simpler, and the outcome is likewise increasingly dependable, this is for the most part since weariness is decreased and thusly less blunders will happen when gathering information (Sekaran & Bougie, 2016).

From the total of 300 targeted respondents, only 215 responded on the questionnaires, thus the response rate is approximately 71.6 percent. The identified target sample population for the study is the Malaysian working adults and this will be monitored by two questions in the demographic section which are question no 4 and question no 6, where the respondent needs to specify her/his race and main occupation. During data screening, out of 215 responses, five responses have been removed as there are not in the valid group of population identified for the study. They are four full-time students and a Bangladeshi who had replied to the questionnaires.

For this investigation, the vast majority of the inquiries are close-finished and just two open-finished inquiries were developed to assemble the respondents' data. Shut inquiries will permit the respondents to settle on decisions among a lot of options given. Not at all like the open-finished inquiries which permit respondents to address the inquiries in any capacity they pick, shut inquiries help respondents to settle on fast choices to pick among the other options and answer the inquiries. The survey was developed into five areas. In the initial segment of the polls, Segment A, respondents were approached to give segment and financial information which included age, sexual orientation, race, instruction level, primary occupation and so on. Area B and C expect to examine the respondents' recognition towards natural nourishment utilizations. Area D, is to research the significance of traits which had affected respondents during their nourishment shopping. This segment expects to comprehend the buy goal towards natural nourishments, in view of the four primary variables examined right now. The last area, Segment E is to research the contributing elements affecting the respondents in settling on the choice whether to buy the natural nourishment items. The poll is finished with an open-finished inquiry posing to the respondents to remark on the general survey. Respondents' recognitions towards natural nourishments are estimated, where 1 show solid contradiction while 5 demonstrates solid understanding. For simplicity of understanding, the 5-unit Likert scale is changed over to 2 units of Discernment utilizing the accompanying interim classes, where the estimation of 1 speaks to low recognition, and the estimation of 2 speaks to high observation.

**Theoretical Framework**

A hypothetical structure was created to test the wonders of enthusiasm for this examination. A hypothetical structure is a calculated model of how one hypothetical clarification understands the connections among the few factors that have been distinguished as essential to the problem (Sekaran & Bougie, 2016). In accordance with the examination goals, to recognize and audit the customers' recognition towards natural nourishments among the Malaysian working grown-ups, this prompts the improvement of this hypothetical structure. A few speculations applicable to every factor were likewise evolved. The hypothetical system for this exploration is exhibited in Figure 2.

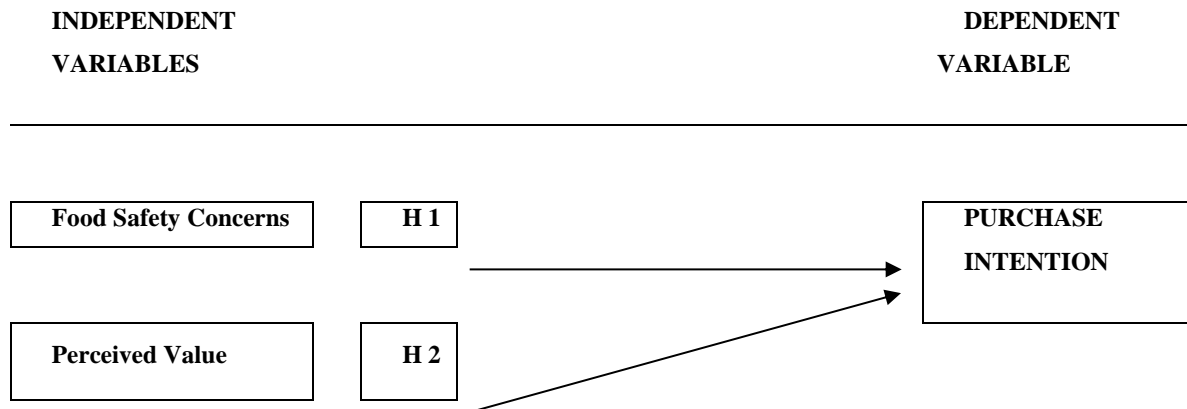


Figure 2. Shows the theoretical framework of the whole research

**Measures**

Four items are used to evaluate the perceived value factors as shown in Table 12 below. There are only 53% of respondents who agreed that organic foods have an exclusive value, as they taste better than non-organic foods with mean of agreement 3.58 and standard deviation of 0.916. There are 64% of respondents who agreed that organic foods are worth purchasing with 3.67 mean of agreement and standard deviation of 1.073. 87% respondents agreed that organic foods boast off better quality with 4.11 mean of agreement and 0.867 as its standard deviation. Lastly, the table also indicates that 72% of respondents perceived the value better than the price of organic foods with mean of 3.85 and standard deviation of 0.908. The mode for the three items is 4 which indicate the high level of agreement on this factor.

The average mean score at 3.80/5.00 is also at the high side with 74% of respondents agree that perceived value is one of their main reasons for resorting to organic food products. Thus, the perceived value factor also contributes to the high-level perception towards organic food consumption.

Table 1: Reliability Statistic for Perceived Value Items

Items	Scale Mean	Scale Variance	Total Correlation	Multiple Correlation	Cronbach's Alpha
Care_value_than_price	11.3571	4.891	.553	.393	.659
Better_Quality	11.0952	4.862	.607	.416	.631
Worth_Pay	11.5429	4.393	.532	.287	.675
Taste_better	11.6333	5.296	.428	.213	.727

'Food safety concern' as another factor is evaluated using three items. 70% respondents agreed that organic foods are safe as they are not genetically modified, with the mean of 3.90 and standard deviation of 0.894. Food safety concern is reflected when we care about what we consume into our bodies and this was agreed by 83% respondent of the survey. Organic foods are also safe as they are pesticide-free and 76% of the respondents agree on this with 0.841 the mean agreement and standard deviation of 3.98. The mode is between 4 and 5 for these items which highlights the significance of this factor. 74% respondents agree that the food safety reason is the factor for their interest in purchasing organic food products. The mean score of 4.03/5.00 is also at the high side on the level of perception. This result indicates that the food safety factor also leads to organic food consumption.

Table 2: Reliability Statistic for Food Safety Items

Items	Mean	Variance	Correlation	Multiple Correlation	Cronbach's Alpha
Food_pesticide_free	8.1048	2.171	.608	.386	.611
Care_what_to_eat	7.8810	2.192	.595	.375	.625
Not_Genetically_Modified	8.1857	2.238	.504	.255	.734

It was revealed that all of the four factors that have been discussed in this study have contributed to the increasing level of organic food consumption among Malaysian working adults. From the table above, health consciousness is the main factor, followed by environmental concern. Concern on the environment is found to be a very interesting aspect in this study, while the perceived value factor is at the lowest rank. Concern for food safety factor is found at the third ranking of the



perception level towards organic food consumption. This finding will be further examined using the Multiple Linear Regression as to provide better clarification on the overall result.

Table 3: Summary of Purchase Intention Distribution

Items	Distribution Average	Mean Average	Rating
Purchase Intention due to Perceived Value	85%	4.26	2
Purchase Intention due to Food Safety Concern	74.5%	4.06	3

### Pearson Correlation Test

The Pearson connection test is utilized to measure the connection among needy and autonomous factors, regardless of whether it is sure or negative. These tests are completed to inspect the individual connections between the free factors (saw worth and sanitation concern) and the variable (aim to buy natural items).

Table 4: Correlations Output for Purchase Intention

		Purchased_ Intention_ Organic Food
Perceived_ Value	Pearson Correlation	.470(**)
	Sig. (2-tailed)	.000
	N	210
Food_Safety Concern	Pearson Correlation	.476(**)
	Sig. (2-tailed)	.000
	N	210

\*\* Correlation is significant at the 0.01 level (2-tailed).

### Hypothesis 1

There is a significant relationship between the purchased intention towards organic foods and the consumer's perceived value.

The Pearson correlation is 0.470. The results demonstrate that there is a positive relationship between the perceived value and purchase intention with a moderate correlation and a substantial relationship. The Sig (2-Tailed) value is 0.00 which is less than 0.05, thus there are statistically significant correlations between the perceived value and purchase intention. The increase in the perceived value does significantly relate to the increase in the purchase intention. Thus, H2 is accepted.

### Hypothesis 2

There is a significant relationship between the purchase intention towards organic foods and the consumers' concern for food safety.

The Pearson correlation is 0.76. The results demonstrate that food safety is positively associated with the purchase intention, with the correlation deemed moderate and relationship substantial, also the statistical significance noted at 0.00

levels. There is a statistically significant correlation between the concern for food safety and purchase intention, thus H3 is accepted.

### Multiple Linear Regression Test

The connection coefficient (R) is a proportion of the extent of the connection between a standard variable and a mix of indicator factors. Coefficient of assurance (R<sup>2</sup>) is the measure of fluctuation in the rule variable that is clarified in a numerous relapse examination by an indicator variable or a blend of indicator factors.

Table 5: Regression Output for Intention to Purchase Organic Food Products

<b>R-Square</b>		<b>0.312</b>	
<b>Adjusted R-Square</b>		<b>0.299</b>	
<b>Std. Error of the Estimate</b>		<b>0.52272</b>	
<b>ANOVA Output</b>			
<b>Model</b>	<b>Df</b>	<b>F</b>	<b>P Value</b>
Regression	4	23.292	.000(a)
Residual	205		
Total	209		

Table 6: Regression Coefficients

<b>Regression Coefficients</b>					
<b>Components</b>	<b>Unstandardised Coefficients</b>		<b>Standardised Coefficients</b>	<b>t</b>	<b>Sig.</b>
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
(Constant)	1.714	.255			
Perceived_Value	.233	.063	.263	3.726	.000
Food_Safety	.066	.092	.074	.720	.472

### Result of Hypotheses Testing

Table 7: Hypotheses Results Obtained from Several Testing

<b>Hypothesis</b>	<b>Accept / Reject</b>
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<b>H1</b>	There is a significant relationship between the purchase intention towards organic foods and the consumers' perceived value.	<b>Accepted</b>
<b>H2</b>	There is a significant relationship between the purchase intention towards organic foods and the consumers' concern for food safety.	<b>Rejected</b>

#### IV. Recommendation, Limitations and Future Prospects

The findings of the survey related to Malaysian working adults, the respondents manage to reveal tremendous information to help the researcher better understand and evaluate the opinions and suggestions concerning organic foods' consumption.

There are three consumer types; regular consumers, non-regular consumers and non- organic consumers. Targeting and understanding the characteristics of the group is very important for the retailers. The retailers should also try to improve the communication between them and public in general because it would help to maintain a positive relationship with people.

This examination isn't without confinements. In reference to the examining, information assortment and speculation of the discoveries, the examples drawn for the investigation may not be sufficient to sum up the examination results. The examining technique utilized by this examination study is comfort testing, which is a non-likelihood inspecting. This inspecting technique was picked because of its time and cost adequacy. Polls were appropriated dependent on accommodations henceforth; the example may not completely speak to the populace.

This investigation has made a noteworthy disclosure that the natural concern and saw esteem do have critical connections towards the buy aim, consequently for future examination it is maybe best to respond to the inquiry regarding what degree the present elevated level of interest is essentially supported by ecological concerns or by saw an incentive for natural nourishment. This is a pivotal issue to the extent that any appraisal of market advancement settles upon the ID of hidden buying thought processes. On the off chance that the expanding request is because of the expanding issues of the earth or the repeat of ecological issues in the customary cultivating technique, at that point the natural nourishment creation might be a determinant of future development.

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