The effect of demographic factors on consumer intention to purchase organic products in the Klang Valley: An empirical study

Nor Asiah Omar¹, Muhamad Azrin Nazri², Lokhman Hakim Osman¹, Mhd Suhaimi Ahmad¹

¹School of Management, National University of Malaysia, 43600 Bangi, Selangor Malaysia, ²School of Business, Asia Pacific University of Technology and Innovation, 57000 Kuala Lumpur, Malaysia

Correspondence: Nor Asiah Omar (e-mail: norasiah@ukm.edu.my)

Abstract

The global market for organic food has developed significantly in the past decade. The organic food industry in Malaysia is getting wider, even though the domestic market remains relatively small. The main purpose of this study is to investigate the effect of demographic factors towards purchase intention of organic food. A total of 150 completed questionnaires was collected via convenience sampling from customers of a shopping-mall in Malaysia’s Klang Valley. Five demographic variables were used in this study, including gender, age, level of income, level of education and presence of children in the household. The findings revealed that, gender, age, level of education did have significant impacts on the consumer intention to buy organic food. These findings will appeal to those interested in consumer behaviour regarding organic food consumption and the continued development of Malaysia’s organic food industry.

Keywords: demographic factors, organic food consumption, organic food industry, organic products, purchase intention, urban consumers