

Narrowing the Green Gap: Understanding Factors Underlying Actual Consumption of Organic Food in Malaysia

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BACKGROUND

There is inconsistency between what people claim and their actual behaviour –so-called “green gap” (e.g. Yamoah et al. 2019; Kushwah et al. 2019; Jacobs et al. 2018; Chekima et al. 2017; Paul et al. 2016; Moser, 2015; Carrington et al. 2014).



SPECIFIC/POTENTIAL APPLICATIONS

- * Aid local and international companies drafting a more effective strategy to better market their products.
- * Adds new momentum to the growing literature and prior findings on consumer behavior to bridge the green gap.
- * Valuable for future research to replicate this study in order to substantiate organic food consumption behavior and business managerial practice.

IMPACTS ON SOCIETY, ECONOMICS & NATION



To help producers and marketers to craft a targeted strategy

To identify factors that foster organic food consumption leading towards sustainable development



Help the Malaysian government to materialize its National Agriculture Policy (NAP)

RESEARCH OBJECTIVE

The objective of this study is to propose a new approach to bridge the gap by investigating factors that influence the use of organic foods by focusing on those who consume and not those who consider buying organic foods. Consumption reflects high involvement with the product; and the barriers and motivations are as real as the product itself, which makes it an ideal moment to examine the motivation.

METHODOLOGY

Research strategy & source:



Questionnaire

Sample size:



250 organic food eaters across Malaysia

Sampling design:



Purposive sampling

Statistical software:



Assessment of measurement model
Assessment of structural model

FUTURE RESEARCH

Applying Big-Data Analytics as it now seems that the nature of the feedback loop between theory and results may shift under the weight of Big Data / Data-driven decision making.



RELATED PUBLICATIONS

Brahim Chekima, Chekima, K., Chekima, K. 2019. Understanding Factors Underlying Actual Consumption of Organic Food: The Moderating Effect of Future Orientation. *Food Quality and Preference*. (Indexed in SCOPUS, ISI Web of Science, Impact Factor: 3.652 - Q1)

Brahim Chekima. 2018. The Dilemma of Purchase Intention: A Conceptual Framework for Understanding Actual Consumption of Organic Food. *International Journal of Sustainable Economics Management*, 7(2), 1-13. (SCOPUS Indexed)

Brahim Chekima, Igau, O.A., Syed Khalid Wafa, S.A.W., Chekima, K. 2017. Narrowing the gap: Factors driving organic food consumption. *Journal of Cleaner Production*, 166, 1438-1447. (Indexed in SCOPUS, ISI Web of Science, Impact Factor: 5.715 - Q1)

Brahim Chekima, Syed Khalid Wafa S.A.W, Igau O.A, Chekima S, Sondoh Jr S.L. 2016. Examining Green Consumerism Motivational Drivers: Does Premium Price and Demographics Matter to Green Purchasing?. *Journal of Cleaner Production*, 112(4), 3436 - 3450. (Indexed in SCOPUS, ISI Web of Science, Impact Factor: 5.715 - Q1)

Brahim Chekima, Chekima S, Syed Khalid Wafa S.A.W, Igau O.A, Sondoh Jr S.L. 2016. Sustainable consumption: the effects of knowledge, cultural values, environmental advertising, and demographics. *International Journal of Sustainable Development & World Ecology*, 23(2), 210–220. (Indexed in SCOPUS, ISI Web of Science, Impact Factor: 2.373 - Q1)

Awards
Gold Award - Research and Innovation Competitions (PEREKA 2019)

The article titled “Sustainable consumption: the effects of knowledge, cultural values, environmental advertising, and demographics. *International Journal of Sustainable Development & World Ecology*, 23(2), 210–220” has been included and featured in the 12th Sustainable Development Goal Campaign (SDG) by Taylor & Francis Environmental Science in conjunction with the United Nation Sustainable Development

RESULT/FINDING

	Hypotheses	Findings
H1	Environmental attitude is positively related to organic food consumption.	Not Supported
H2	Product-specific attitude is positively related to organic food consumption.	Supported
H3	Subjective norm is positively related to organic food consumption.	Not Supported
H4	The availability of organic food is positively related to organic food consumption.	Supported
H5	Willingness to pay is positively related to organic food consumption.	Supported
H6	Health orientation is positively related to organic food consumption.	Supported
H7	The sensory appeal is positively related to organic food consumption.	Supported
H8	The organic label is positively related to organic food consumption.	Supported
H9a	The positive relationship between environmental attitude and organic food consumption will be stronger when future orientation is high.	Not Supported
H9b	The positive relationship between product-specific attitude and organic food consumption will be stronger when future orientation is high.	Supported
H9c	The positive relationship between willingness to pay and organic food consumption will be stronger when future orientation is high.	Supported
H9d	The positive relationship between health orientation and organic food consumption will be stronger when future orientation is high.	Not Supported