FACTORS INFLUENCING THE PRACTICES OF GREEN FOOD CONSUMPTION AMONG GENERATION Y OF CHINESE CONSUMERS IN NEGERI SEMBILAN

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ABSTRACT

This study is aims to determine the factors that affect the practices towards green food consumption among Generation Y of Chinese consumers. Data was collected through face-to-face approach. A survey was conducted at Jusco shopping centre Seremban, Negeri Sembilan where 150 respondents were interviewed using structured questionnaires to gather important information like knowledge, attitude, and practice towards green food consumption. Results suggest that demographic characteristic such as gender, age; education level and income level are not significant towards practices on green food consumption. There are 65.24% of the respondents have answered correctly for the section of green food knowledge. The green food knowledge of respondents towards green food was correlated with practices (r=-0.170; p=0.037) whereas attitude of respondents towards green food was correlated with their practice (r=0.192; p=0.018). The result indicated that respondent who have positive attitude tends to have practicing a good behaviour towards green food consumption. This study can help consumers more understanding about "Green Food" and increase the awareness and interested to purchase and consume green food product. Importantly, this study expanded our current understanding of a growing important consumer segment which is Generation Y adults aged from 12 until 30 years old. Lastly, this finding also showed that Generation Y respondents scored moderate level of practices towards the green food consumption. Future research can be done by the researchers through other sampling method, comparison among different Generation and qualitative methodology.

***Keywords**: Green Food, Knowledge, Attitude, Practices*

ABSTRAK

Kajian ini adalah bertujuan untuk menentukan faktor-faktor yang mempengaruhi amalan penggunaan makanan hijau antara generasi Y dalam kalangan pengguna Cina. Data dikumpulkan melalui pendekatan secara bersemuka. Kajian ini telah dijalankan di pusat membeli-belah Jusco Seremban, Negeri Sembilan di mana 150 orang responden telah ditemu bual dengan menggunakan borang soal selidik berstruktur untuk mengumpul maklumat berkaitan dengan pengetahuan, sikap dan amalan terhadap penggunaan makanan hijau. Keputusan menunjukkan bahawa ciri-ciri demografi seperti jantina, umur, tahap pendidikan dan tahap pendapatan

adalah tidak mempunyai perbezaan yang signifikan ke arah amalan terhadap penggunaan makanan hijau. Seramai 65.24% responden telah menjawab dengan betul dalam bahagian pengetahuan makanan hijau. Pengetahuan makanan hijau responden terhadap amalan makanan hijau (r=-0,170; p=0.037) manakala sikap responden terhadap amalan makanan hijau (r=0,192; p=0.018). Hasil kajian menunjukkan bahawa responden yang mempunyai sikap positif cenderung untuk mengamalkan tingkah laku ke arah penggunaan makanan hijau. Kajian ini dapat membantu pengguna lebih memahami tentang "Makanan Hijau" dan meningkatkan kesedaran dan berminat untuk membeli produk makanan hijau. Yang penting, kajian ini berkembang pemahaman semasa kita terhadap segmen pengguna yang semakin penting dalam kalangan Generasi Y yang berumur daripada 12 hingga 30 tahun. Akhir sekali, kajian ini juga menunjukkan bahawa responden Generasi Y mempunyai tahap yang sederhana terhadap amalan pengambilan makanan hijau. Kajian masa depan boleh dilakukan oleh penyelidik melalui kaedah pensampelan yang lain, perbandingan antara Generasi yang berbeza dan kaedah kualitatif.

***Kata Kunci**: Makanan Hijau, Pengetahuan, Sikap, Amalan*

INTRODUCTION

Every day, people consume various types of food. Food is the basis need for all human being to support life and it is nutritional fountain and human health's basis; it can for mankind provide maintain health necessary heat energy and all kinds of nutrient. Therefore, consumers have the right to choose the good quality and safe foods for their own consumption. Consumers need to have the knowledge in order to identify the real food product. In order to reach nutrition and healthy in food, people continually develop nutrition and safe food to reduce the harm from food contamination to body. People nowadays are not only looking for healthier food but also higher quality food, such as green food, due to lose of confidence in the safety of conventional produced food.

To better protect consumers from harmful food, knowing the factors affecting consumers' practices towards green food products is therefore important. Manufacturer and marketers need to examine the consumers' attitude towards the green food product and their relationship with demographics factors such as gender, marital status, age, income level, education level since such information is very important in planning the marketing strategies. Therefore, the purpose of this study aims to explore the factors that affect the practices towards green food consumption between 12 until 30 age groups, specifically the Generation-Y in the state of Seremban, Negeri Sembilan.

This research is undertaken based on the premise that the food is unsafe to consume because it was polluted, adulterated, and low quality. Unsafe food will causing mild to severe food-illnesses or, even worse, contributing or causing the

development of serious health problems such as hormonal and metabolism problems, or even various types of cancer. Food safety issues are very important factors while purchasing food products. Today's consumers tend to focus on the food processing method, innovative food technologies and chemical substances which are contained in foods such as pesticides, toxins, food addictive's and so on.

In current times, as Malaysia moves towards becoming a developed country where more of the population is educated, the more the country will be concerned with the environment, food safety and animal welfare. Malaysians are therefore becoming more willing to purchase higher quality, healthy and safe foods. The changing trend in food consumption has put a lot of pressure on producers, marketers and manufacturer to follow the rules and regulations and to obtain accreditation certification from respective certification issuing agencies. Green marketing is one of the major trends in modern agribusiness. Besides fulfilling consumers' wants, needs and desires, it also preserves the natural environment and provides benefits to society in a more sustainable way. Therefore, this research attempts to determine the factors that affect the practices towards green food consumption among Generation Y of Chinese consumers. Specifically, this study to determine the differences between demographic characteristics (gender, age, education level and income level) in relation to the practices towards green food consumption among Generation Y of Chinese consumers, to identify the relationship between green food knowledge with regard to the practices towards green food consumption among Generation Y of Chinese consumers and to examine the relationship between attitude towards green food consumption in relation to the practices towards green food consumption among Generation Y of Chinese consumers.

Hypothesis of this study

Ho1: There is no significant difference between gender and practices towards green food consumption.

Ho2: There is no significant difference between age and practices towards green food consumption.

Ho3: There is no significant difference between education level and practices towards green food consumption.

Ho4: There is no significant difference between income level and practices towards green food consumption.

Ho5: There is no significant relationship between green food knowledge and practices towards green food consumption.

Ho6: There is no significant relationship between attitude towards green food consumption and practices towards green food consumption.

Limitation of Study

This research is targeted to Generation Y of Chinese consumers where the sampling group in the questionnaire is answered by this generation only. In addition, the external factors such as ethnic and marital status will be excluded in this research. Therefore, the findings from this exploratory study should not be generalized as whole Malaysian population. The content of the research could only explain the demographic characteristics (gender, age, education level and income level), knowledge and attitude among the Generation Y of Chinese consumers towards green food consumption.

LITERATURE REVIEW

Malaysia, as a multi-cultural society that consists of different races and religions, the food cultural of Malaysia is also very wide and rich. The Malaysia food industry had evolving with the time passed. Therefore, the method of food production, from rearing to processing is very essential. The change of lifestyle, taste and preferences had increased consumer's awareness of the nutritious and health of food, which leads improvement on the demands of natural food, organic food and green food. The three most concerning factors of food consumptions of consumers are food safety, environment friendly and animal welfare. Consumers think that an improvement in animal rearing methods will result in better, healthier and safer food, which reduces the environment impact and also improves the level of animal welfare.

Generation Y

According to Generational Theory, written by Strauss and Howe (1992), generation Y is also called as Millennial, which is refers to a generation born in the between of 1982 to 2000. They further explain that this generation has shown a great difference from its previous generation, the Generation X. In addition, Neuborne and Kerwin (1999) have also mentioned that Generation Y, also known as Echo Boomers or Millennium Generation has exhibited a shift in their purchasing behavior. Thus, the generation has forced the marketers to rethink their marketing strategies in promoting and selling their products. According to Rahman and Azhar (2011), with this generation, the marketers should focus on developing distinct brand personalities to market their brands and it requires emphasizing distinctive personality traits most relevant to their brands and rethinks their price strategy.

Theory of Planned Behavior (TPB)

Theory of Planned Behaviour (TPB) was introduced by Ajzen (1991) as the extension of the Theory of Reasoned Action (Ajzen & Fishbein, 1980). TPB is an important theoretical method for the researcher to examine Malaysian consumers' behaviour to purchase the green food products. According to Ajzen (1991), theory of planned behaviour is the individual's intention to perform a given behavior. Intentions are assumed to capture the motivational factors that influence a behavior; they are

indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behavior. Therefore, the stronger the intention of an individual to perform a particular behavior, the greater the likelihood of a particular behavior being performed.

Demographic Characteristics

Gender and consumers' practices toward green food consumption

According to the journal "Sustainable Consumption from the consumer's perspective: a study on the purchase intention of green food in China" written by Wang (2009), it stated that many studies confirmed that the differences in the individual demographic characteristics are the underlying factors which will affect consumers' purchase intention and behavior, such as age, gender, income level, married status, social class, education background (Laroche et al., 2001). For example, research in Canada showed that gender difference is the main factor for the food consumption difference. Women usually pay more attention to the family's food consumption, and prefer organic food more than men do (Lockie, 2004).

Age and consumers' practices toward green food consumption

The journal "A Green Segmentation: Identifying the Green Consumer Demographic Profiles in Sri Lanka" written by Rohini (2012), the results of this research found that there has a significant relationship shows that age influences the consumers' intention to purchase green food products. However, the finding about gender, education and marital status of green food products purchasing intention reflected that there have not significant correlations.

Education level and consumers' practices toward green food consumption

As stated in the journal "Consumers' Intention to Purchase Green Foods in Malaysia" written by Phuah, Rezai, Zainalabidin and Mad Nasir (2011), the research shown that education level and income were the only socio-demographic characteristics which had a positive sign and were significant at the 99 percent level of confidence. The results show that respondents who have a higher education level have 1.847 times more intention to purchase green foods than that of respondents who have a lower education level. Similarly, for the respondents who have a higher income, the likelihood of their level of intention to purchase green foods increases 2.665 times that of respondents with a low income.

Income level and consumers' practices toward green food consumption

Based on the journal "Consumers' awareness and consumption intention towards green foods" written by Golnaz et al., (2011), external factors such as consumer socio demographic profiles and backgrounds like their age, education level, gender, income level, religious status, knowledge, information and exposure to advertisements. All these factors contribute to the consumers' confidence and trust towards consuming green foods which leads to the consumers adopting a positive attitude. This journal

result shown that the chi-square tests indicate consumers who have higher income (above RM 3001) were more aware towards the green concept in Malaysia and their intention to purchase green foods in the near future than the other income groups.

Green food knowledge and consumers' practices toward green food consumption
According to the research "Consumer's attitudes and willingness-to-pay for Green food in Beijing" written by Wei and Zeng (2009), they found that the available of information will affect consumers' knowledge then influence consumers' attitude. The finding of this research support the statement that certification and labelling system will make the credit goods into searching goods by providing consumer's more information (Caswell and Mojduszka 1996). There is a positive relationship between labelling and consumer consumption. Besides, consumers are familiar with green food and have a good knowledge of green food as the concept and connotation of 'Green' is widely publicized in China in these 14 years.

Attitude and consumers' practices toward green food consumption
Based on the research "Consumer's attitudes and willingness-to-pay for Green food in Beijing" written by Wei and Zeng (2009), this study found that the majority of households are quite familiar with green food and most of them take positive attitudes towards them, while with certain anxieties. However this finding also shown that there are 71.7% of consumers agreed that environmental concern is not a strong motivating for consumers to choose green foods, in contrast with findings in other countries.

Consumers' practices toward green food consumption
As stated in the journal "The Case of Green Labels" Emily and Mark (2008) showed that foods that have been produced in an environmentally sensitive manner lead people to purchase products with limited or positive environmental impacts. Studies indicate that consumers view the labels favorably and often use them to base their decisions over purchases, at the same time, improving their personal and family's food consumption and lifestyle.

METHODOLOGY

Research design
This is a quantitative research and correlation study between the selected variables. A self-completion questionnaire was distributed in order to examine the variables regarding to the knowledge, attitude and practices towards green food consumption. Specifically, the study examined the interrelationships between Generation Y of Chinese consumers' demographic characteristic background, green food knowledge, attitudes toward green food consumption (independent variable) and practices towards consumption of green food (dependent variable). All the gathered information was computed to be analyzed by using "Statistical Package for Social Science Version.20.0" (SPSS V.20.0).

Population and sampling procedures

The population of the study was Generation Y who between 12 until 30 years old of Chinese consumers and live at Seremban, Negeri Sembilan. This research employed purposive random sampling in the process of sample selection. It was a non-probability sampling method that was cost-saving to complete. A purposive random sampling is methods that focus on a particular characteristic of a population that are of interest, which will enable to answer this research questions. A total of 150 respondents who were Generation Y of Chinese consumers have been chosen to conduct the study, controlling the gender factor (male and female) with each factor 75 respondents.

Data collection

The primary data were collected via a survey. Self-completion questionnaire was designed to collect the data as part of a larger study on practices towards green food consumption. The questionnaire was developed using academic and trade literature as a guide and been adapted to suit the objectives of the study. It incorporates the questions pertaining to the parameter used to measured factors influencing the consumers towards the practices towards the green food consumption.

Instrumentation

Section A: Demographic characteristics

The instrument for data collection to evaluate the practices of green food consumption was in the form of questionnaire. The content of questionnaire was prepared in English version. Generally, the questionnaire was divided into four sections. Section A consists of six questions related to respondent's profile such as (1) gender, (2) age, (3) education level and (4) income level.

Section B: Green Food Knowledge

Section B aims to explore knowledge of green food among respondents. A total of seven items were asked to access the consumers' knowledge of green food among the respondents as adopted and adapted from a study by Lau (2009).

Respondents were being asked to answer whether the statements given were "yes" or "no". The questionnaire includes agree and disagree statement. The five number items (Question 1,2,5,6 and 7) are disagreement and should be reverse score while for the question 3 and question 4 is agreements. Respondent who is answer correctly will be given one mark while wrong answer will be given zero mark.

Section C: Attitude towards Green Food Consumption

Section C indicates the attitude towards the green food consumption. A total of ten items were asked to access the respondents' attitude towards green food consumption adopted from a study by Lau (2009).

Section D: Practices towards Green Food Consumption

Section D consists of consumers' practices towards green food consumption. In this section, a total of seven items were asked to access the consumers' practices towards green food consumption.

Each item was being measured with Five-point Likert scale with (1) representing never and (5) indicating always. Score was divided to three categories which were low, medium and high practices towards green food consumption. Possible scores ranged from 7 to 35. Score from 7 to 15 shows the respondents' have low level of practices towards green food consumption, score from 16-25 indicate as medium level of practices and 26 to 35 shows the respondents' have a high level practice towards green food consumption.

DATA ANALYSIS

The data were analyzed using the Statistical Package for Social Science. All the gathered information was computed to be analyzed by using Statistical Package of the Social Science (SPSS) version 20.0. Frequency, mean and percentage of the selected variables are determined by Descriptive analysis. Pearson Correlation used to measure the relationship between the two selected variables such as relationship between green food knowledge and practices towards green food consumption and attitude towards green food consumption and practices towards green food consumption. One-way ANOVA was used to measure the differences between two variables such as age, education level and .income level and the practices towards green food consumption. Independent T-test used to measure the differences between the two selected variable such as gender and practices towards green food consumption.

RESULTS AND DISCUSSION

Demographic Characteristics Profile

Section A of the questionnaire presents the demographic characteristics of the respondents. The aspects covered in this section include gender, age, education level and income level. A total of 150 respondents who were Chinese consumers in Seremban, Negeri Sembilan have been chosen to conduct the study, controlling the gender factor (male and female) with each factor 75 respondents. As shown in Table 1, the data provided the input in terms of the demographics information of the respondents. The respondents' age ranged from 12-30 which the age group 21-25 constitutes the largest proportion of the sample with 64.0%, 27.3% in "26-30" year old category, 8.7% in "16-20" year old category, and 0% in "12-15" year old category.

In terms of education level, most of the respondents had education level up to Bachelor education level, which is 47.3%. 4.7% respondents have Master education

level and 2.7% of the respondents have Ph.D education level. There are 27.3% respondents have diploma level, 18.0% secondary school level and 0% for primary or below. In terms of the income level, majority of the respondents' income level is between RM1501-RM3000, which is 84.7%. The respondents who had the income level up to "RM3001-RM4500" category and "RM4501 and above" category are 6%. There are 3.3% of the respondents' income level is fall into the income group of earning below RM1500.

Green Food Knowledge

Section B of the questionnaire was used to assess respondents' green food knowledge as shown in Table 2. Respondents who has answer correctly will be given one marks while for the respondents who has answer wrongly will be given zero marks. 93.3% of the respondents are answer correctly for Question 4 "Green foods are produced under standard environment, production technology, and healthy standard" whereas just 30.0% of the respondents are answer correctly for Question 1 "Green foods only include green colour food such as peas, string bean and others." Overall, there are 65.24% of the respondents have answered correctly.

Table 1: Demographic Characteristics Profile

Variable	Frequency	Percentage (%)
Gender		
Male	75	50.0
Female	75	50.0
Age		
12-15	0	0
16-20	13	8.7
21-25	96	64.0
26-30	41	27.3
Education Level		
Primary or below	0	0
Secondary school	27	18.0
Diploma	41	27.3
Bachelor	71	47.3
Master	7	4.7
Ph.D	4	2.7
Income Level		
Below RM1500	5	3.3
RM1501-RM3000	127	84.7
RM3001-RM4500	9	6.0
RM4501 and above	9	6.0

Table 2: Green Food Knowledge

Variable	Frequency (%)
1. Green foods only include green colour food such as peas, string bean and others.	45 (30.0)
2. Green foods are food that is free from all chemicals such as pesticides.	126 (84.0)
3. Green food is also called as organic food.	132 (88.0)
4. Green foods are produced under standard environment, production technology, and healthy standard.	140 (93.3)
5. Green food involves genetic modification.	73 (48.7)
6. We can judge if a product is organic or not by its outlook appearance.	37 (24.7)
7. Green food has higher nutrition content than conventional food.	132 (88.0)
Total percentage	**65.24**

Consumer Attitude towards Green Food Consumption

In Part C of the questionnaire, there are ten items have been measured and the reliability coefficient of the index was 0.714. Table 3 shows the mean scores and percentages of the respondents' attitude towards green food by using Five-point Likert scale. The highest mean of 3.97 is scored by the statement "Green products are very expensive". While, the lowest means of 2.91 is scored by the statement "Consumption of green products represents higher social status. The result shown that respondents agreed green foods are better quality, higher nutrition value, safer and more reliable. The majority of respondents stated that they feel interesting in consuming green food products and green food consumption helps protecting the environment. In addition, the results also shown that most of the respondents feel neutral towards the packaging of green products looks pleasing to the eye, small variety of green products in Malaysia and difficult to identify real green products. However, most of the respondents feel that consumption of green products represents higher social status and green products are very expensive.

An index of attitudes was computed for the ten items measuring respondents' attitude toward green food consumption and respondents with less than 26 marks were considered had a negative attitude towards green food consumption. Overall, respondents' mean score was 3.60. The scores were as follow: 10-25= negative attitude towards green food consumption, 26-50= positive attitude towards green food consumption. Respondents' mean score was 36.0. Overall, the responses indicated that there are 98.7% of the respondents had a positive attitude towards green

food consumption on a scale ranging from 1=strongly disagree to 5=strongly agree, whereas 1.3% of the respondents were in the negative attitude towards green food consumption category.

Consumer Practices towards Green Food Consumption

In Part D of the questionnaire, there are seven items have been measured and the reliability coefficient of the index was 0.809. Table 4 shows the mean scores and percentages of the respondents' practices towards green food by using Five-point Likert scale. The highest mean of 3.62 is scored by the statement "I will consider buying green food product when it was sold at a lower price". This means that price is an important factor which could affect respondents' practices towards green food consumption. While, the lowest means of 2.22 is scored by the statement "I attend seminar or activity related to green food product". The results show that 3.3% of the respondents are not always consume the green food in their day life and never consumed the green food in their day life. There are 2.7% of the respondents will buy green food product in any store or market and 5.3% of the respondents will recommend green food product to my family and friends. In addition, the results also show that 34.7% of the respondents read the information and label about green food product their packaging before they buy. However, 39.3% of the respondents are rarely update information of green food from time to time.

Table 3: Consumer Attitude towards Green Food Consumption

Statement	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	Mean	Std Deviation
1. I am interested in green food.	0	0.7	47.3	46.7	5.3	3.57	0.6066
2. Green products are of better quality.	0.7	4.0	24.0	60.7	10.7	3.77	0.7181
3. Green products are of higher nutrition value.	0.7	4.7	21.3	56.0	17.3	3.85	0.7835
4. Green products are safer and more reliable.	0	4.7	22.7	59.3	13.3	3.81	0.7178
5. Green products are very expensive.	0	4.7	18.0	52.7	24.7	3.97	0.7853
6. The packaging of green products looks pleasing to the eye.	0	10.7	50.7	34.7	4.0	3.32	0.7172
7. There is a small variety of green products.	1.3	13.3	44.7	38.0	2.7	3.27	0.7763
8. Consumption of green products represents higher social status.	9.3	26.0	24.0	26.0	4.7	2.91	1.0385
9. It is difficult to identify real green products.	1.3	3.3	36.0	45.3	14.0	3.67	0.8068
10. Green food consumption helps protecting the environment.	0	2.7	25.3	55.3	16.7	3.86	0.7145
Overall Mean						**3.60**	

Note: 1=Strongly disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly agree
Cronbach's Alpha=.714, Var=.696, No. of item=10

Table 4: Consumer Practices towards Green Food Consumption

Statement	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	Mean	Std Deviation
1. I consume green food in my day life.	3.3	30.0	44.7	18.7	3.3	2.89	0.8634
2. I buy green food product in any store or market.	6.7	29.3	44.0	17.3	2.7	2.80	0.8974
3. I recommend green food product to my family and friends.	6.7	26.0	40.0	22.0	5.3	2.93	0.9808
4. I attend seminar or activity related to green food product.	27.3	38.7	20.7	11.3	2.0	2.22	1.0354
5. I will update information of green food from time to time.	20.0	39.3	26.6	12.7	1.3	2.36	0.9850
6. I read the information and label about green food product their packaging before I buy.	7.3	18.7	34.7	34.7	4.7	3.11	1.0043
7. I will consider buying green food product when it was sold at a lower price.	0.7	8.0	38.7	34.0	18.7	3.62	0.9024
Overall Mean						**2.85**	

Note: 1=Never; 2=Rarely; 3=Sometimes; 4=Often; 5=Always
Cronbach's Alpha=.809, Var=.818, No. of item=7

A summation score was tabulated to produce the respondents' practices scores to be used in analyses. The scores were as follow: 7-15= low level practice towards green food consumption, 16-25= medium level practices towards green food consumption and 26-35= high level practices towards green food consumption. Overall, respondents' mean score was 2.85. The responses indicated that there are 19.3% respondents had a low level of practice category on a scale ranging from 1=never to 5=always, 70.5% of the respondents had medium level practices towards green food consumption and 10.2% respondents were in the high level of practice category.

Hypothesis Testing

Ho1: There is no significant difference between gender and practices towards green food consumption.

In order to examine the significant differences between genders and practices towards green food consumption, Independent Sample T-test is applied to investigate the differences between the independent variable which is gender and dependent variable which is practice towards green food consumption as listed in Table 5. Based on the table above, the number of the male and female respondents is equally. However, the result shown that the mean and the standard deviation for female respondents are higher than male respondents, where the female is 21.17 and 8.972 while for the male respondents are 20.15 and 6.084. The T-test result shows the value in the

Sig. (2-tailed) column is more than 0.05 (t=-0.820, p=0.413), therefore there is no significant difference between genders and practices on green food consumption. Thus fail to reject the hypothesis Ho1.

Table 5: Independent Sample T-test for significant different between Genders and Practices towards Green Food Consumption

	n	Mean	Std. Deviation	t	Sig.(2-tailed)
Gender				-.820	.413
Male	75	20.15	6.084		
Female	75	21.17	8.972		

Ho2: There is no significant difference between age and practices towards green food consumption.

In order to examine the significant between age and practices towards green food consumption, one-way ANOVA is employed to investigate on significant differences between the independent variable which is age and dependent variable which is practice towards green food consumption as listed in Table 6. Based on the result that shown on the table above, the one-way ANOVA result shown that the value in the Sig. (2-tailed) column is more than 0.05 (t=0.281, p=0.755), therefore there is no significant difference between age and practices towards green food consumption. Thus fail to reject the hypothesis Ho2.

Table 6: Result of One-Way ANOVA for significant differences between Age and Practices towards Green Food Consumption

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.800	2	6.400	.281	.755
Within Groups	3347.393	147	22.771		
Total	3360.193	149			

Ho3: There is no significant difference between education level and practices towards green food consumption

In order to examine the significant between education level and practices towards green food consumption, one-way ANOVA is applied to investigate on significant differences between the independent variable which is education level and dependent variable which is practice towards green food consumption as listed in Table 7. Based on the result that shown on the table above, the one-way ANOVA result shown that the value in the Sig. (2-tailed) column is more than 0.05 (t=0.436, p=0.782), therefore there is no significant difference between education level and practices towards green food consumption. Thus fail to reject the hypothesis Ho3.

Table 7: Result of One-Way ANOVA for significant differences between Education Level and Practices towards Green Food Consumption

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39.956	4	9.989	.436	.782
Within Groups	3320.238	145	22.898		
Total	3360.193	149			

Ho4: There is no significant difference between income level and practices towards green food consumption

In order to examine the significant differences between income level and practices towards green food consumption, One-way ANOVA is employed to investigate on significant difference between the independent variable which is income level and dependent variable which is practice towards green food consumption as listed in Table 8. Based on the result that shown on the table above, the one-way ANOVA result shown that the value in the Sig. (2-tailed) column is above than 0.05 (t=0.411, p=0.745), therefore there is no significant difference between income level and practices towards green food consumption. Thus fail to reject the hypothesis Ho4.

Table 8: Result of One-Way ANOVA for significant differences between Income Level and Practices towards Green Food Consumption

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	28.125	3	9.375	.411	.745
Within Groups	3332.069	146	22.822		
Total	3360.193	149			

Ho5: There is no significant relationship between green food knowledge and practices towards green food consumption

In order to examine the relationship between green food knowledge and practices towards green food consumption among Chinese consumers in Seremban, Negeri Sembilan. Pearson Correlation Test was administered to investigate the relationship between independent variable which is green food knowledge and dependent variable which is practice towards green food consumption. Based on the Table 9, the Pearson Correlation Test result shows the value in the Sig. (2-tailed) column is below than 0.05 (t=-0.170, p=0.037), therefore there is a significant relationship between green food knowledge and practice towards green food consumption. Therefore, the result of the research rejects the Ho5 hypotheses. The negative relationship (t=-0.170) indicate that if the level of knowledge is high, the level of practices towards green food consumption will be low whereas if the level of knowledge is low, the level of practices towards green food consumption will be high.

Table 9: Relationship between Green Food Knowledge and Practices towards Green Food Consumptions

Variables	Correlation coefficient (r)	p-value
Knowledge-Practice	-.170	.037

*Significant at the 0.05 level (2 tailed)

Ho6: There is no significant relationship between attitude towards green food consumption and practices towards green food consumption.

In order to examine the relationship between attitude towards green food consumption and practices towards green food consumption among Chinese consumers in Seremban, Negeri Sembilan. Pearson Correlation Test was administered to investigate the relationship between independent variable which is attitude towards green food consumption and dependent variable which is practice towards green food consumption. Based on the Table 10, the Pearson Correlation Test result shows the value in the Sig. (2-tailed) column is below than 0.05 (t=0.192, p=0.018), therefore there is a significant relationship between attitude towards green food consumption and practice towards green food consumption. Therefore, the result of the research rejects the Ho6 hypotheses.

Table 10: Relationship between Attitude towards Green Food Consumption and Practices towards Green Food Consumptions

Variables	Correlation coefficient (r)	p-value
Knowledge-Practice	.192	.018

*Significant at the 0.05 level (2 tailed)

CONCLUSION

The concept of green food has long been explored in western countries but less so in Malaysia. The study expands the current understanding of consumer behaviour towards green food consumption with its focus on Malaysia. This will help consumers more understanding about "Green Food" and increase the awareness and interested to purchase and consume green food product.

For the perspective of retailers, there will be better understanding, focus and produce more safety, healthy, environmentally friendly and animal welfare aspect of green food products. In addition, this will be the potential market for the new manufacturer and marketers where it can help to them to increase retailer's market share and gain profit by producing the green food products which is needed by consumers. Moreover, for the perspective of government, Malaysian government can

cooperate with the mass media in order to publicize various strategies to implement sustainable consumption and development and encourage the consumers to purchase and consume the green food products.

Importantly, this study expanded our current understanding of a growing important consumer segment which is Generation Y adults aged from 12 until 30 years old. The finding showed that Generation Y respondents scored moderate level of practices towards the green food consumption.

Future research can be done by the researchers through other sampling method such as simple random sampling or convenience sampling as the sampling for this research is using non-probability sampling method: purposive random sampling to choose the respondents. In addition, the sample size of respondents can be larger and the research location in order just focuses on Generation Y of Chinese consumers and specific area (Jusco shopping centre at Seremban, Negeri Sembilan).

Comparison among different Generation also can be done, such as comparison between Generation X and Generation Y in order provide the information for marketing purposes and better understanding of consumer behaviour. Moreover, this study is quantitative research methodology; therefore future research also can be done through the qualitative methodology.

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