

WILLINGNESS TO PAY FOR ORGANIC FOOD IN THE COMMUNITY IN KOTA KINABALU

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ABSTRACT

The objectives of this research are to assess the willingness to pay the price of the organic food sources among the community in Kota Kinabalu and to identify the factors which affecting the willingness to pay for the source of organic food prices in the part of the community in Kota Kinabalu. The questionnaire forms were distributed in six different locations which are Alamesra, Kingfisher, Inanam, Sepangar and two regional shopping complex in Kota Kinabalu (Suria Sabah and Imago). This research focused towards the respondents which were located in the centre of attraction in each of those locations. The total of the respondents who were participated in this research study of all research's locations are a total of 204 people. The questionnaire forms consist of five parts, which are socio demographic of respondents, the respondents' awareness of organic food, acceptance of respondents towards organic food sources, willingness of the respondents to pay for organic food sources and the recommendations. The results of a descriptive analysis found that 79.4% of respondents are willing to spend their money in getting organic food sources and only 20.6% of respondents are not willing to pay to get organic food sources. While to achieve the second objective, the factors which influence the respondents' willingness to pay for the products of the organic food prices are the education ($r=0.131$, $k=0.061$), incomes ($r=0.340$, $k=0.000$) and employments ($r=-0.022$, $k=-0.022$). In conclusion, the majority of the respondents in Kota Kinabalu are willing to spend their money in getting organic food sources for themselves.