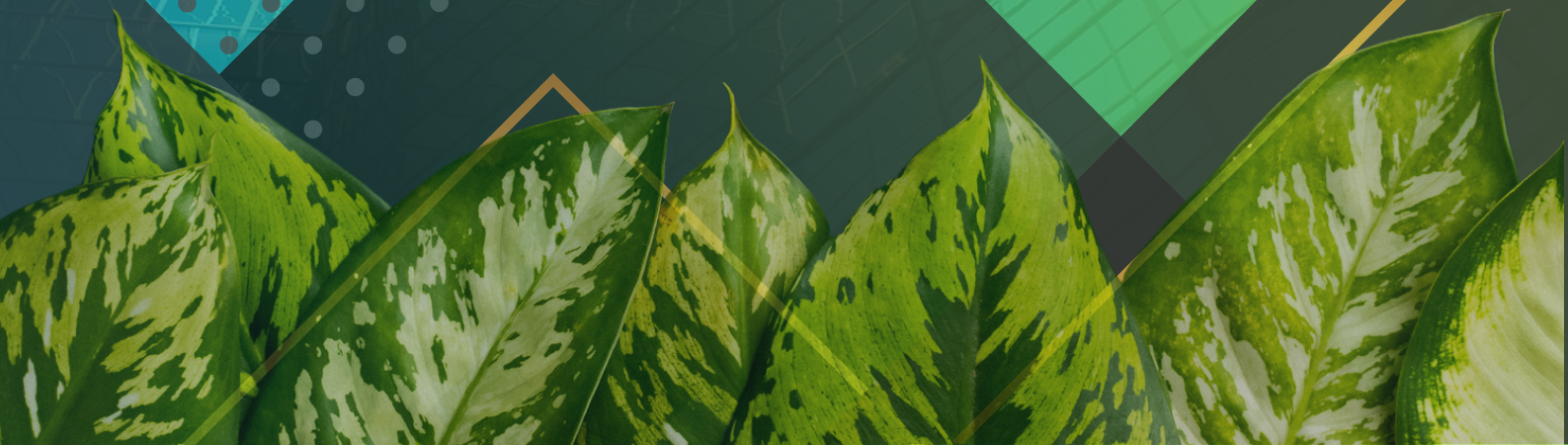




# E-PROCEEDING HOTWEC 7.0

**SUSTAINABLY NURTURING  
TOURISM,  
HOSPITALITY AND WELLNESS INDUSTRY  
FOR A BRIGHTER TOMORROW**





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# MOTIVATIONAL FACTORS TO CONSUME ORGANIC FOOD PRODUCTS AMONG UNIVERSITY STUDENTS' IN KELANTAN

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## ABSTRACT

*Previous research has shown that organic food products has gain attention among consumers. However, studies on youth motivation towards consuming organic food products are still scarce. Therefore the objective of this study is to investigate motivation to consume organic food products by examining the relationship between consumer attitude, price perception, health concern and environmental concern towards motivation to consume organic food products among public university students in Kelantan. Using quantitative method, questionnaire survey were distributed to students from 3 public universities in Kelantan. 235 data were gathered and analyzed for descriptive, reliability and correlation analysis using SPSS version 26. The study found that consumer attitude, price perception, health concern, and environment concern were significantly correlated with the motivation to consume organic food products. This research will contribute to the factors that motivate youth in consuming organic food products, provide information and resources for public universities in the selection of food for students and for the benefits of food industry. Future studies can try qualitative methods to conduct research, try other factors and expand the scope of the population to a larger one.*

**Keywords: consumer attitude, price perception, health concern, environment concern, organic food product**

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## INTRODUCTION

Organic food products is one type of food products that supports consumers health because it is produced using natural and organic ingredients. The ingredients of organic food products come from sources that are believed to be safe because the production process start from the cultivation of ingredients using organic farming techniques. David et al., (2020) it was found that using organic farming techniques is a method that farmers will use to produce organic food products. According to Nguyen & Truong, (2020) study, based on statements from the World Health Organization (WHO), organic food is considered to be the result of natural gardening where the fertilizer used is made organically without mixed materials and and the way to prevent insects is to use biological methods. Sulaiman et al., (2020) organic food has become a growing priority among the community. Demand for organic food products increased because of due to consumers' awareness of the importance of their health (Melovic et al.,2020). In 2017, the sale of organic food products reached 97 billion US dollars, with the US, Germany, France, and China having the largest market. Organic food products have advantages such as being free from harmful substances and having content that is believed to be safe, making people reluctant to buy. This study was carried out because it looked at the statistics of deaths in the community in Malaysia caused by suffering from various health problems such as diabetes. This happens due to irregular eating habits and they don't really care about their health. Not only that, conducting research in Kelantan is because it is one of the states that have various foods that contain a large amount of sugar which makes the food sweet and causes them to receive the effects of that. One of the reason for this is due to high sugar which can cause health problems such as diabetes.

Numerous studies on organic food products have been conducted, and have revealed a connection

between consumers' health concerns and their propensity to consume organic foods. An example of a study from Singh & Verma, (2017) makes price health concern and perception as a factor in consumer behavior to buy organic food products. Ditlevsen et al., (2019) have also carried out research related to the topic of organic food products but it is more focused on the health of consumers when using organic products. Previous studies have found that consumption attitude, price perception, health concern and environmental concern influence the motivation to use organic food products as in the study by Yang, Shaaban & Nguyen., (2014); Singh & Verma, (2017); Sulaiman et al., (2020) and Nguyen & Truong, (2020). However, studies that link the above factors with the motivation to use organic food products for university students are still limited. Therefore this study will investigate what factors motivate university students to consume organic products.

This study has four objectives that have been set:

To investigate the relationship between consumer attitude with motivation to consume organic food products.

To determine the relationship between price perception with motivation to consume organic food products.

To examine the relationship between health concerns with motivation to consume organic food products.

To investigate the relationship between environment concerns with motivation to consume organic food products.

## **SIGNIFICANCE OF THE STUDY**

### ***Academic Contributions***

This research will contribute to the motivation to consume organic food products among university students. This is because the awareness among university students to eat organic food or nutritious food is higher than before. In addition, people are encouraged to stick with chemical-free organic food products because they are healthier for them. This is because it is caused by consumers from the youth group, namely university students who are beginning to care and focus on the nutritional value of the food they take. On the box label, consumers can also see the organic purity. the food, giving more assurance to young people to eat organic food.

### ***Practical Contributions***

This study can be used as a resource for the food industry to determine what influences university students' dietary decisions and to increase the size of its market in Malaysia. This healthy diet can help students improve their performance in learning and encourage positive behavior. Improving food quality can provide students with good body health. Improving food to better quality can provide students with good body health (YH Chen, 2017).

## **LITERATURE REVIEW**

### **Organic food product**

The production of organic food started from cultivation methods that do not use chemicals. According to USDA, (2019) organic food will be processed according to the rules that have been set by agencies related to the organic sector. Organic food is produced using biological, mechanical and physical procedures that preserve the essential quality of each component and the final product (IFOAM, 2006).

When consumers have a sense of concern for environmental issues, it will caused them to be motivated to use organic food products (Diekmann & Franzen, 1999). The growth of organic products is partly because of developing marketing trends where consumers were exposed to information of what organic products are and the benefits before they decide to make a purchase (Thogersen, 2016). According to a study by Singh & Verma, (2017) found that the factors of health awareness, knowledge, subjective norms and price are factors that have influenced consumers to use organic food products. Organic foods are increasingly preferred over conventional. The rise in the prevalence of lifestyle conditions like heart disease and depression significantly impacts how modern consumers are changing (Rana & Paul, 2017).

### **Consumer Attitude**

Pang et al., (2021) study found that the attitude of consumers will depend on their knowledge of something known as cognitive component while after that will involve the feelings and emotions of consumers about something that refers to effective component. Then the way they act will be involved and it is called behavioral component. According to a study by Sulaiman et al., (2020), consumer attitudes have encouraged them to buy.

Consumers' positive attitude towards buying organic food products will encourage them to evaluate the product and determine whether it is good or bad for them if they buy it. When a student has a positive attitude towards organic food, they will be more motivated to consume organic food on campus, at home and so on (Dahm et al., 2009). (Rana & Paul, 2017; Adamtey et al., 2016) have stated that the change in the attitude of each consumer towards organic food products is due to products that meet the tastes of modern consumers. A better attitude is related to behavior. If you have a good attitude towards something then there will be an intention to behave towards that matter (Ajzen, 2015).

### **Price Perception**

The terms "perception" have meanings that are acknowledged in the literature on marketing. The act of choosing, compiling, and interpreting sensations into a coherent whole is called perception. The frame of reference of the individual affects this process, which is very subjective (Hanna et al., 2009). Marketers are keenly aware of consumer impressions since they are crucial to businesses. In actuality, the only reality that counts in the market is the one that is created in the minds of the consumers, who are the (fair or unfair) judges of the goods and the masters of their own decisions.

Here, this study investigated how individuals view the qualities of organic food. The majority of research studies in the area of organic consumer behaviour focus on customers' buying motivations, values that guide their decisions to buy organic food, and an analysis of factors such as health, nutritional value, flavour, or environmental concerns. According to an Italian study, customers identify organic products with health and the pursuit of good, delectable, and nourishing goods (Zanoli & Naspetti, 2002). According to Tobler et al. (2011), the primary reasons people choose to eat sustainably are health and flavour. Based on thorough literature study, Hughner et al., (2007); Bourn & Prescott, (2002) say about the elements that influence the consumer's decision to buy and consume organic food or not.

### **Health Concern**

Previous studies by Nguyen et al., (2019) said that Individuals' health consciousness reflects their attitudes toward health issues and their willingness to take action to protect their health. Consumers are becoming increasingly concerned about food safety and nutrition. Organic foods are thought to be healthier to eat because they are high in nutrition and free of chemicals. According to Brya the most important feature of organic food for Polish consumers is its healthiness. Research findings from Tsakiridou et al., (2019) found that as many as 87.6% of his respondents believed that this organic product was healthier for them than other products. Therefore it can be said that concern for health has led or encouraged a consumer to use organic food because of the authenticity of the product that can be trusted. Here researcher can see the relationship between health concerns and the use of organic food.

### **Environmental Concern**

Consumer awareness and perception of ecosystem damage and the depletion of natural resources are considered environmental concern (Kalafatis et al., 1999). Additionally, environmental care is described as one's individual opinions, attitudes, and degrees of environmental concern (Ahmadun, 2003). As people's concern for the natural environment has grown, consumers are looking for products that have a "green element," as well as those that have a positive impact on the environment. On the other side, people are increasingly concerned about their health while purchasing things, particularly food. This element has emerged as the primary motivator for people to purchase organic food (Yin, 2010). Organic foods assist to protect the environment because the manufacturing and selling processes do not employ polluting chemicals and technology. As a result, environmental concern is regarded as one of the factors influencing whether or not consumers use organic products (Winter & Davis, 2006).

### **Research Hypothesis**

There are four hypotheses that have been developed for this study which were developed to find out whether there is a relationship or correlation between two variables, namely the dependent variable and the independent variable:

In most previous studies, it has been shown that the relationship between consumer attitudes and motivation to use organic food products is positive. This is because the two things are very closely related. According to what is in the study of Ekasari., (2021) concluded that consumer attitudes have had a positive effect on the consumer's decision to use organic food products and the same statement is found in the study by Pang et al., (2021). Therefore this proves that consumer attitudes have a great impact on encouraging the use of organic food products.

*H1: There is a significant relationship between consumer attitude with motivation to consume organic food products.*

In most previous studies, it has been shown that the relationship between price perception and motivation to use organic food products is positive. This is because the two things are very closely related. The findings of the study by Ekasari et al., (2021) stated that price perception can be the reason for customer purchases of certain foods. Where this can be explained by the statement given by Suprpto & Wijaya, (2012) which states that consumers will decide to buy depending on the price of organic food items. This can be deduced that there is a positive relationship between price perception and the motivation that influences them to use organic food products.

*H2: There is a significant relationship between price perception with motivation to consume organic food products*

It has been demonstrated in the majority of earlier studies that there is a strong correlation between motivation to consume organic food products and concerns about one's health. This is due to how tightly related the two items are. The study by Nguyen, (2019) indicates that health concerns are a key driver of the use of organic foods. Although Tarkiainen and Sundqvist find that attitudes about buying organic food are unaffected by health consciousness, the vast majority of prior research supports a strong and favourable link between these variables.

*H3: There is a significant relationship between health concern with motivation to consume organic food products.*

Most prior studies have found a favourable association between environmental concerns and inclination to purchase organic food items. Up to 89% of respondents admitted, it was found, that they paid close attention to how using food products affected the environment (Magnusson, 2001). Customers of organic food exhibit a willingness to safeguard the natural manufacturing process and the environment. Empirical research shows that views about purchasing organic food are positively influenced by environmental concern in both industrialised and emerging nations like Australia, Taiwan, and India (Squires, 2001). Concern for the environment is one of the primary drivers of organic food purchases. Since they are produced and distributed without the use of harmful chemicals or technologies, organic foods contribute to environmental protection. More consumers are realising how important it is to safeguard the environment in every way they can.

*H4: There is a significant relationship between environment concern with motivation to consume organic food products.*

## Research Framework

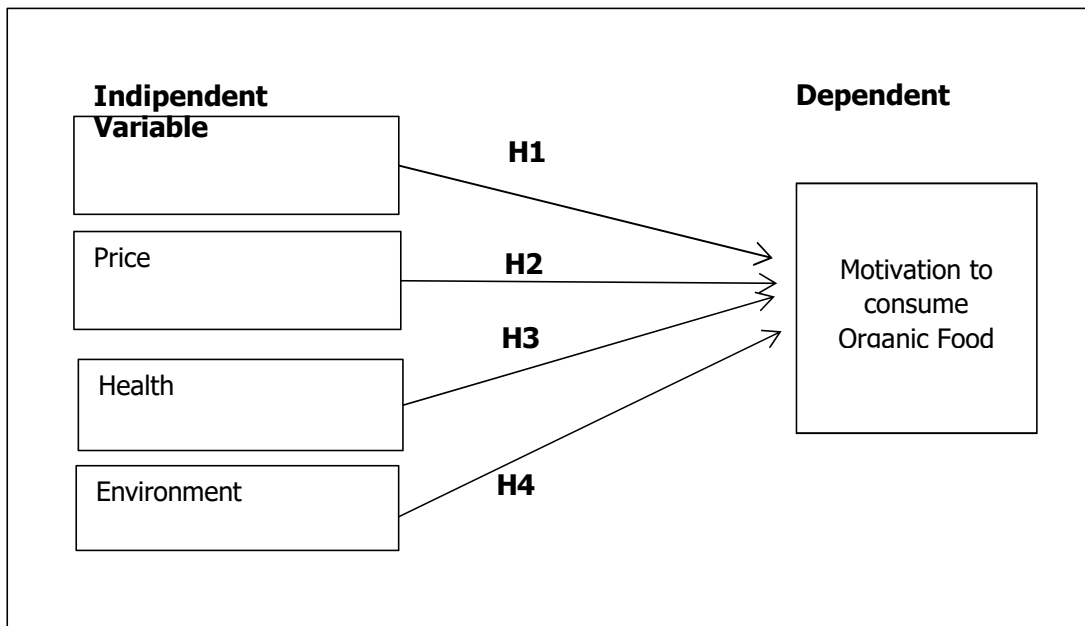


Figure 1 : Conceptual Framework

## METHODOLOGY

### Research Design

The researcher's ability to gather data and interpret it depends on their research design. Quantitative methods were used to examine the motivation to consume organic food products among university students in Kelantan. White & Millar, (2014) and Creswell, (2011) both agree that quantitative research is statistical to answer questions related to who, what, when, where, how much, and how to explain events. In order to collect data from respondents regarding the study, the researcher opted to employ a quantitative method called a survey.

### Data Collection

In this study, researchers have used several methods to collect data. For this study primary data has been used which is the data obtained directly from the respondents. This primary data is said to be reliable because we get information directly through the respondents. Therefore, the primary data in this study is from university students in Kelantan namely Universiti Malaysia Kelantan (UMK), Universiti Sains Malaysia (USM) and Universiti Teknologi Mara (UITM). A questionnaire through google form was used as a tool for this study. This questionnaire aims to collect as much information as possible regarding the factors that motivate youth to consume organic food products. The questionnaire was distributed using existing social media sites such as WhatsApp, Facebook and so on. This is because it makes it easier for us to get respondents faster and save time and we also went to each university to collect data.

## **Sampling**

According to Periodicals, (2019), Sampling is the process of choosing a portion of the target population for a research project. A smaller group is used for data collecting in the great majority of research projects because it is impossible to recruit the involvement of the full population of interest. Instead of attempting to contact every person in the community, sampling from the population is frequently more realistic and enables data to be obtained faster and at a lesser cost. In a research study, the researcher can choose to use one of the available sampling methods, namely probability sampling and non probability sampling. When using probability sampling, a researcher defines a range of criteria and chooses a respondent at random. It is simple to acquire the sampling frame. The idea behind probability sampling is to choose responders at random while employing this kind of sample, where everyone has the chance to participate as a respondent Taherdoost, (2016). While the likelihood of receiving an unfavourable sample is thought to be higher for non-probability sampling (Skhukla, 2020). The benefit of utilising this kind of sampling is that the population will have a fair chance of being utilised as a sample in the study and the researcher can choose respondents in a subjective manner.

For this study, convenience sampling will be used. It is one of the types of samples included in the non-probability sampling method. This method will assist in time and resource savings. Convenience sampling is a sampling that takes into account the elements' accessibility and simplicity of acquisition. Because the sample is present at the appropriate location and time, it is taken or chosen. Although this strategy is unreliable, it is the quickest and least expensive to carry out because researchers are free to choose who they interact with. The removal of this sample is advantageous since it can be used in a preliminary exploratory study to identify early cues of an attention-grabbing circumstance. Results acquired in this manner frequently offer sufficient support.

## **Data Analysis**

Data analysis is done to better understand the relationship between the independent variable (IV), which is separated into four dimensions, consumer attitude, price perception, health concern and environment concern the dependent variable (DV), which is motivation to consume organic food products. There are numerous ways that information on all of the motivation to consume organic food product among university students in Kelantan can be utilized. Data analysis is a technique for assessing the gathered data. In most cases, it includes an examination of the data created by applying analytical abilities in order to spot trends, correlations, or patterns. Following the completion of the information-gathering process with the respondents, data will be generated using SPSS software. The steps in this study's data analysis are listed below. The process begins with a descriptive study of the data, is followed by a reliability analysis, and is completed with a Pearson correlation test of the hypothesis



## FINDINGS

### Result of Demographic Analysis

Characteristics		Frequency	%	
<b>Gender</b>	Male	181	77.0	
	Female	54	23.0	
<b>Age</b>	18-20 years old	41	17.4	
	21-23 years old	184	78.3	
	24-26 years old	9	3.8	
	27 years and above	1	0.4	
<b>Marital Status</b>	Married	8	3.4	
	Single	227	96.6	
<b>Race</b>	Malaysia	216	2.1	
	Indian	8	3.4	
	Chinese	5	91.9	
	Other	6	2.6	
<b>Education Level</b>	Bachelor of Degree	216	91.9	
	Diploma	18	7.7	
	Master Degree	1	0.4	
<b>Institution</b>	University Malaysia Kelantan (UMK)	123	52.3	
	University Teknologi Mara (UITM)	61	26.0	
	University Sains Malaysia (USM)	41	17.4	
	Others	10	4.3	
	Year 1	33	14.0	
	Year 2	34	14.5	
<b>Years of study</b>	Year 3	145	61.7	
	Year 4	23	9.8	
	<b>States</b>	Johor	16	6.8
		Kedah	22	9.4
Kelantan		115	48.9	
Kuala Lumpur		1	0.4	
Melaka		1	0.4	
Negeri Sembilan		3	1.3	
Pahang		18	7.7	
Perak		3	1.3	
Perlis		5	2.1	
Pulau Pinang		9	3.8	
Sabah		3	1.3	
Sarawak		4	1.7	
Selangor		11	4.7	
Terangganu		24	10.2	
		17	4.4	

The respondent profile is summarized in Table 2. For male respondents totaling 54 people makes male respondents get 23.0% while for female respondents totaling 181 people who get 77.0%. The most lagging behind age group is 21 to 23 with 78.3%, followed by 18 to 20 with 17.4%, 24 to 26 with 3.8%, and 27 and above with 0.4%. These age groups are easier to find due to their presence with more researchers. The single group had more respondents than the married group, single group have respondent 227 with 96.6% and married group

have respondent 8 with 3.4% as they were still studying and had more time to answer the questionnaire.

Next, the racial distribution of 384 respondents. ‘Malay’ respondents have the highest percentage where 91.95% with 216 number of respondents, followed by ‘Indians’ with 8 respondent at 3.4%. Then there are other races with 6 people at 2.6% and the least is ‘Chinese’ with 2.1% a total of 5 respondents. The number and percentage for the level of education for the respondents who answered this questionnaire are displayed. Which number from the degree level is the one that gets the highest number, which is (216 respondents) with 91.9%. While the second position is from the diploma level as many as (18 respondents) with 7.7% and the last one is from the master's which is only (1 respondent) with 0.4%. In this study there are four levels of study years involved where according to students who are in year 3 are the most dominant who answered the questionnaire that was distributed with 61.7% of 145 respondents. Next there is 14.5% with 34 respondents from year two. While 14.0% with 33 respondents and the least is from year 4 which is 9.8% with 23 respondents.

For each respondent's home state. The state of Kelantan is ranked highest at 48.9% with 115 respondents while the second highest is Terengganu at 10.2% with 24 respondents while Kedah gets 9.4% with 22 respondents, 2 less than Terengganu respondents. For the state of Pahang, it got 7.7% with 18 respondents. After that, for the state of Johor there is 6.8% for that state with 16 respondents. Selangor has 4.7% with 11 respondents followed by Penang 3.8% which means the total number of respondents is 9 people. Perlis is equivalent to 2.1% with a total of 5 respondents. While for the state of Sembilan, Perak and Sabah share 1.3% with 3 respondents. Likewise, Kuala Lumpur and Melaka have the same percentage of 0.4% with 1 respondent.

### Result of Descriptive Analysis

This study has analysed the mean and standard deviation for section of the questionnaires.

Table 3: Descriptive Statistics

Variable	Items	Mean Score	Standard Deviation
<b>Consumer Attitude</b>	I think buying organic food product is beneficial?	4.02	.889
	I think buying organic food product is a wise choice?	4.23	.814
	Buying organic food product make me feel good?	3.95	.818
	I believe organic food products is very useful to meet the nutritional needs	4.27	.844
	Buying organic food product make me feel pleased.	3.92	.836
<b>Price Perception</b>	I always choose the healthiest option although it is more expensive.	3.79	.968
	I think the price of organic food products is not a barrier to purchasing it.	3.71	1.005
	I think everyone should buy organic food	3.51	1.023

	products, even though they are more expensive.		
	I think the price of the organic food products is in accordance with the benefits.	4.01	.822
	I think the price of organic food product is high.	3.94	.868
<b>Health Concern</b>	I think often about my health.	4.31	.823
	I choose organic food product carefully to ensure good health.	4.18	.830
	I think organic food products have a beneficial effect on my health.	4.19	.746
	I think of myself as a health-conscious consumer.	4.19	.826
	I am concerned about the type and amount of nutrition in the food that I consume daily.	3.86	.936
<b>Environment Concern</b>	The balance of nature is very delicate and can be easily upset.	3.92	.834
	I pay a lot of intention to the environment.	4.20	.801
	I think environmental aspect is very important in my food choice.	4.25	.744
	I believe that organic food is more environmental friendly than conventional food.	4.07	.834
	I think humans must maintain a balance with nature in order to live a healthy life.	4.23	.767
<b>Motivation to Consume Organic Food Product</b>	Organic food products is good for the health.	4.22	.764
	Organic food products does not contain any chemicals.	4.10	.849
	Organic food products have more nutritional value than conventional food.	4.09	.796
	Organic food products consumption will help to protect the environment.	4.13	.814
	I would buy organic food products because of their quality.	4.20	.748

The mean and standard deviation analyses on the independent variable, consumer attitude. The maximum mean value was 4.27, where respondent strongly agreed is they believe organic food product is a very useful to meet the nutritional needs.

The mean and standard deviation analyses on the independent variable, price perception the highest mean score of 4.01, with the statement respondent think the price of the organic food products is in accordance with the benefits.

The mean and standard deviation analyses on the independent variable, health concern, item with the highest mean is 4.31, that strongly agreed by respondent think often about my health.

The mean and standard deviation analyses on the independent variable, environment concern, the highest mean value was 4.25, with statement " I think environmental aspect is very important in my food choice".

The mean and standard deviation analysis of respondent on the dependent variable, is motivation to consume organic food product where the item 1 shows the highest mean value score was 4.22, that respondent strongly agreed Organic food products is good for the health.

### Result of Reliability Test

Table 4: Results of Reliability Test

Variable	Number of items	Cronbach's Alpha coefficient	Strength of Association
Consumer attitude	5	.909	Excellent
Price perception	5	.799	Acceptable
Health concern	5	.858	Good
Environment concern	5	.822	Good
Motivation to consume organic food product	5	.896	Good

Table 4 show the reliability Cronbach's Alpha Coefficient values for the independent variables in this study. The data whole demonstrates the validity of Cronbach's Alpha.

Consumer attitude has the highest Cronbach's Alpha value, which is 0.909. Followed by motivation to consume organic food product among university in Kelantan. The second highest value at 0.896. The third highest was health concern with value score is 0.858. Followed by environment concern (0.822). Price perception had the lowest Cronbach's Alpha score which is 0.813. As a result all item for variables is trustworthy.

### Pearson Correlation

In this study, pearson correlation is intended to be used as a measure of the strength of the relationship between dependent variables (Motivation to Consume Organic Food Product) and independent variables (consumer attitude, price perception, health concern and environment concern). The table below show the interpretation of the correlation coefficient.

Table 5: Pearson Correlation Analysis

Hypothesis	Pearson's correlation	Result (Supported/Not Supported)
H <sub>1</sub> : There is a significant relationship between consumer attitude with motivation to consume organic food product.	r = 0.620, p < 0.01	H <sub>1</sub> is supported.
H <sub>2</sub> : There is significant relationship between price perception with motivation to consume organic food product	r = 0.453, p < 0.01	H <sub>2</sub> is supported.
H <sub>3</sub> : There is signification relationship between health concern with motivation to consume organic food product	r = 0.678, p < 0.01	H <sub>3</sub> is supported
H <sub>4</sub> : There is signification relationship between environment concern with motivation to consume organic food product.	r = 0.639, p < 0.01	H <sub>4</sub> is supported

Table 5 show the result of Pearson Correlation Analysis, for consumer attitude, the significant value, and the total number of respondent (235). The p-value was  $0.000 < 0.01$  level of significant. The consumer attitude and motivation to consume organic food product a positive with a correlation value of 0.620.

Next, for the price perception the significant value, and the total number of respondent (235). The p-value was  $0.000 < 0.01$  level of significant. The correlation value of 0.453 revealed positive relationship between price perception and motivation to consume organic food product.

Beside that, for the health concern, the significant value and total of respondent (235). The p-value was  $0.000 < 0.01$  level of significant. The correlation value of 0.678, there was positive between health concern and motivation to consume organic food product.

After that, for the environment concern, the significant value and total number of respondent (235). The p-value was  $0.000 < 0.01$  level of significant. Price perception and motivation to consume organic food have moderate correlation value of 0.639, it shows the positive relationship between environment concern and motivation to consume organic food product.

## **DISCUSSION AND RECOMMENDATION**

This study discovered that there are significant positive correlations between customer attitude, price perception, health concern, and environmental concern when it comes to purchasing organic food products. As a result, all of the research objectives have been met. This study inline with previous studies on motivation to consume organic food products (Rana & Paul, 2017); (Nguyen et al., 2019) & Ekasari et al., (2021).

After conducting this study, the researcher gave some recommendations for future research related to the topic covered in this study. Among the suggestions that future researchers can make is to further expand the target respondents for this study. Which is trying to research the use of organic food products among university students throughout Malaysia. Not only that, change to other populations such as among schools to see if school children already know about this organic food product. Using qualitative method for future research may enhanced the body of knowledge in organic food products by exploring other factors contributing to purchase intention. This is because in this study the quantitative method has already been used, therefore it is not wrong to try to use another available method which is qualitative to do research related to this organic food product.

Another suggestion is to change the other variables. What he needs to see is that there are still more variables that are more significant in this study. It is to ensure more research on these organic food products. In addition, new researchers can also try to make a pilot test first for the selected variable in order to see the results of the selected variable whether it is significant or not. The pilot test also aims to see whether the developed questionnaire is understood by the respondents or not. This is to ensure that the real respondents are not confused by the questions that will be distributed later.

## **CONCLUSION**

The objective of this research is to investigate the factors that contribute towards motivation to consume organic food products among university students. Findings from this quantitative study showed that all independent variables were significantly influencing students' motivation to consume organic food products. Thus this study provides novelty by providing academic and practical contributions in the area of healthy food consumption.

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# **The Exploring Study Of Postpartum Depression Prevalence Among Women In Kelantan**

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## **ABSTRACT**

*Postpartum depression is a very serious and well-known type of depression, especially among women around the world. This study shows the symptoms that contribute to postpartum depression, the risk of postpartum depression and the impact of postpartum depression. Therefore, this study aims to examine the symptoms that contribute to postpartum depression, the risk of postpartum depression and the impact of postpartum depression. This study has used a quantitative method by using "google form" to examine the questionnaire which is a variable that has been created where all the variables have a significant relationship with postpartum depression. All the data provided in this study will provide assistance to the parties concerned to help reduce this health problem. If the results obtained are positive then Malaysian women agree with the statement.*

**Keywords: Postpartum Depression, Symptoms, Risk, Impact**

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