

Consumer preference for genetically modified halal yogurt drinks

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20496874&lokasi=lokal>

Abstrak

ABSTRACT

Consumers worldwide have reacted negatively to food products made from genetically modified (GM) ingredients. This study strives to understand the importance placed by consumers on the features of a product when purchasing halal yogurt drinks with GM or non GM ingredient along with the level of antioxidants, price, flavor and Halal certification from JAKIM. In addition, their attitudes towards genetically modified foods, in general, and their purchase intention towards genetically modified yogurt drinks, in particular, were also determined. Experimental design using a convenience sampling was used; 120 eligible responses were received from the study using three types of yogurt drinks. The research findings showed that nutrition was deemed as being the most important product feature that influenced the decision in purchasing yogurt drinks, followed by freshness, price, flavor, variety, and origin. Furthermore, it was found that respondents presented a neutral attitude and purchase intention towards genetically modified yogurt drinks. The recommendations to market practitioners, research limitations, as well as suggestions for future studies are also discussed.