



UNIVERSITI PUTRA MALAYSIA

**THE RELATIONSHIP BETWEEN CONSUMERS' KNOWLEDGE,
ATTITUDES, AND PURCHASING BEHAVIOR TOWARDS VILLAGE
CHICKEN EGGS IN SELANGOR**

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FPV 2023 62**

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FACULTY OF VETERINARY MEDICINE

UNIVERSITI PUTRA MALAYSIA

SERDANG, SELANGOR DARUL EHSAN

2023/2024

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The logo of Universiti Putra Malaysia (UPM) is a shield-shaped emblem. It features a red and white design with a central book and a stylized 'U' and 'M' shape. The letters 'UPM' are prominently displayed in a red box at the top left of the shield.

FATIN ATHIRAH BINTI ZAIMI

A project paper submitted to the
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DEGREE OF DOCTOR OF VETERINARY MEDICINE

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DECEMBER 2023

CERTIFICATION

It is hereby certified that we have read this project paper entitled “The Relationship Between Consumers’ Knowledge, Attitudes, and Purchasing Behavior Towards Village Chicken Eggs in Selangor” by Fatin Athirah Binti Zaimi and in our opinion, it is satisfactory in terms of scope, quality, and presentation as partial fulfillment of the requirement for the course VPD 4999 – Final Year Project.

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DEDICATION

This project paper is dedicated to

My parents and my siblings for their unconditional and endless support throughout
my Final Year Project journey.



ACKNOWLEDGEMENTS

In the name of Allah, the most compassionate, the most merciful. All praises are due to the almighty Allah for giving me strength, courage, and patience to carry out this project until the end.

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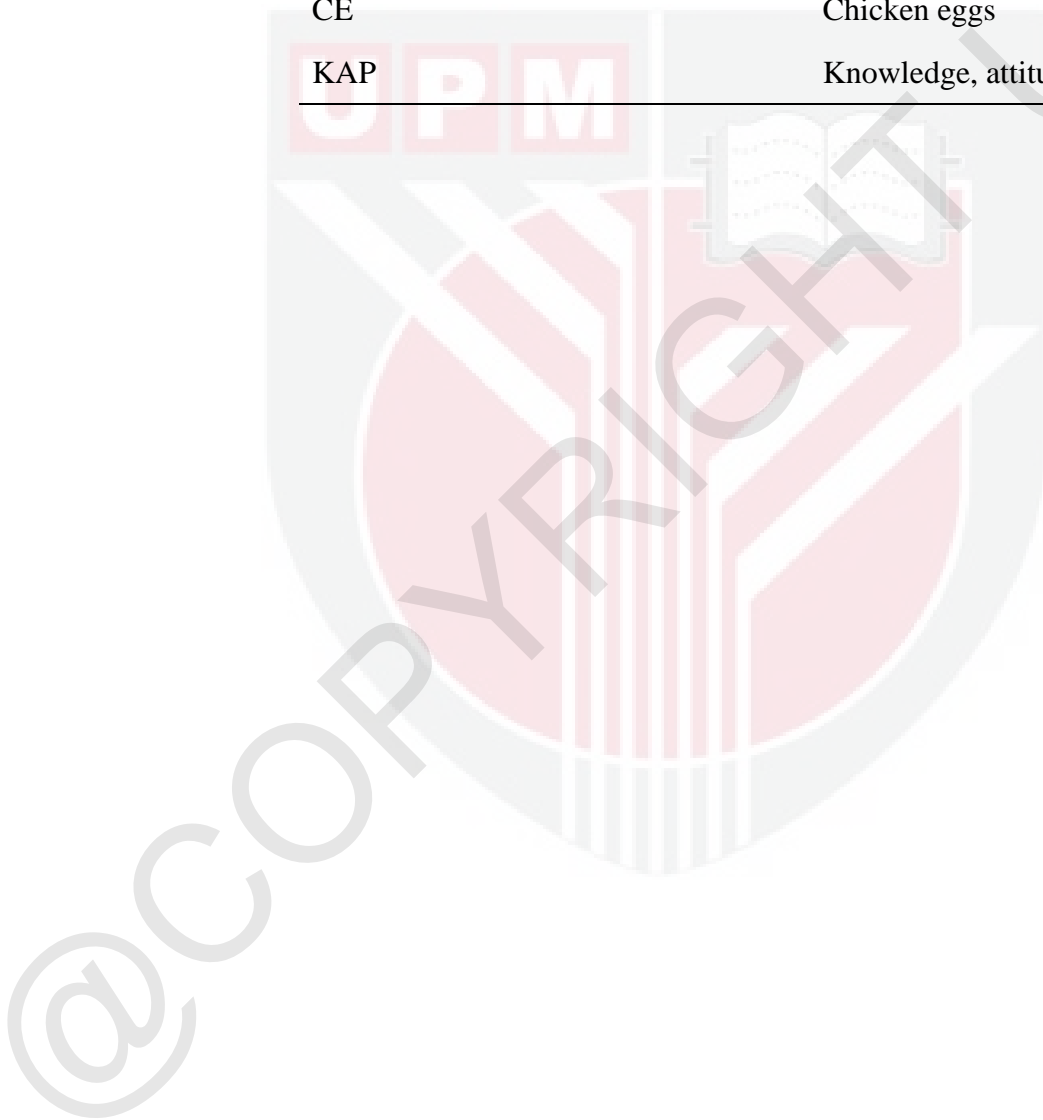
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LIST OF ABBREVIATIONS

Abbreviations	Caption
VCE	Village chicken eggs
CCE	Commercial chicken eggs
CE	Chicken eggs
KAP	Knowledge, attitude and practice



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ABSTRAK

Abstrak daripada kertas projek yang dikemukakan kepada Fakulti Perubatan Veterinar untuk memenuhi sebahagian daripada keperluan kursus VPD 4999 - Projek Tahun Akhir.

**HUBUNGAN ANTARA PENGETAHUAN, SIKAP DAN TINGKAH LAKU
PEMBELIAN PENGGUNA TERHADAP TELUR AYAM KAMPUNG DI
SELANGOR**

Oleh

FATIN ATHIRAH BINTI ZAIMI

2023

Penyelia: Profesor Madya Dr Hasliza Abu Hassim

Penyelia bersama: Dr Norhariyani Mohd Nor

Penyelia bersama: Dr Nornajibah Kamarudin

Pengguna pada masa kini menuntut produk makanan berkualiti tinggi yang boleh memenuhi keperluan pemakanan mereka. Telur ayam kampung dianggap berharga dan berharga lebih tinggi di pasaran kerana ia dikenali mempunyai kandungan nutrisi yang lebih tinggi dan berasal daripada ayam yang ditenak dalam persekitaran semula jadi. Bagaimanapun, telur ayam kampung yang dibeli pengguna mungkin tidak sama dengan apa yang didakwa oleh label tersebut kerana terdapat potensi penipuan atau salah label. Akibatnya, pengguna paling banyak terkesan kerana

mereka mungkin mengalami kerugian kewangan dan hilang kepercayaan terhadap produk. Kajian ini bertujuan untuk (i) menilai tahap pengetahuan, sikap, dan amalan (KAP) terhadap tingkah laku pembelian telur ayam kampung dan (ii) mengenal pasti hubungan antara pengetahuan, sikap, dan amalan pengguna dalam pembelian telur ayam kampung. Seramai 205 responden telah mengambil bahagian dalam kajian keratan rentas. Data yang dikumpul menggunakan soal selidik yang dikendalikan sendiri telah dianalisis secara deskriptif, dan korelasi dan perkaitan ditentukan menggunakan ujian korelasi Spearman dan regresi logistik. Majoriti responden adalah perempuan (69.3%), berumur antara 18 - 25 tahun (45.4%), Melayu (84.9%), berpendidikan tinggi (85.9%), belum berkahwin (62.4%), saiz isi rumah 3 - 5 orang (57.6%) dengan pendapatan isi rumah < RM4,850 sebulan (37.6%) dan kebanyakannya dalam kalangan pelajar (37.1%). Dalam kajian ini, responden mempunyai skor pengetahuan dan sikap yang baik tetapi skor amalan yang lemah dengan skor min bagi pengetahuan, sikap dan tingkah laku masing-masing ialah 4.18, 4.27, dan 8.05. Secara keseluruhannya, kajian mendapati hubungan yang signifikan antara pengetahuan dan sikap ($p < 0.05$) tetapi tiada hubungan yang signifikan antara sikap dan amalan. Bagi regresi logistik, terdapat penilaian kesan skor pengetahuan, jantina, dan status perkahwinan terhadap kemungkinan mempunyai sikap positif. Model keseluruhan adalah signifikan secara statistik jika dibandingkan dengan model nol, ($\chi^2(4) = 14.060, p < 0.05$), menjelaskan 9.1% daripada variasi skor sikap (Nagelkerke R^2), dan meramalkan 67.8% kes dengan betul. Kesimpulannya, responden menunjukkan tahap pengetahuan dan sikap yang baik tetapi tahap amalan yang lemah terhadap harga, pelabelan, pemakanan, isu etika pengesahan, kualiti telur ayam kampung, dan tingkah laku pembelian.

Kata kunci: Telur ayam kampung, pengetahuan, sikap, amalan, tingkah laku membeli



ABSTRACT

An abstract of the project paper presented to the Faculty of Veterinary Medicine in partial fulfillment of the course VPD 4999 - Final Year Project.

THE RELATIONSHIP BETWEEN CONSUMERS' KNOWLEDGE, ATTITUDES, AND PURCHASING BEHAVIOR TOWARDS VILLAGE CHICKEN EGGS IN SELANGOR

By

FATIN ATHIRAH BINTI ZAIMI

2023

Supervisor: Associate Professor Dr Hasliza Abu Hassim

Co-Supervisor: Dr Norhariani Mohd Nor

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Consumers nowadays demand high-quality food products that can satisfy their dietary needs. Village chicken egg is regarded as valuable and priced more highly in the market since it is known to have higher nutritional content and originates from chickens reared in a natural environment. However, the village chicken egg purchased by consumers may not be the same as what the label claims as there is a potential for fraud or mislabelling. As a result, consumers are most violated, as they may experience

financial loss and lose their faith in the product. This study aimed to (i) assess the level of knowledge, attitude, and practice (KAP) towards purchasing behaviour of village chicken eggs and (ii) identify the relationship between consumers' knowledge, attitude, and purchasing behaviour of village chicken eggs. A total of 205 respondents participated in a cross-sectional study. The collected data using a self-administered questionnaire was analyzed descriptively, and correlation and associations were determined using the Spearman's correlation, and logistic regression. The majority of respondents were female (69.3%), between the ages of 18 - 25 years old (45.4%), Malay (84.9%), had tertiary education (85.9%), unmarried (62.4%), household size of 3 - 5 people (57.6%) with a household income of < RM4,850 per month (37.6%) and mostly among students (37.1%). In this study, the respondents had good knowledge and attitude scores but poor practice scores with the mean scores for knowledge, attitude, and behaviour being 4.18, 4.27, and 8.05, respectively. Overall, the study found a significant relationship between knowledge and attitude ($p < 0.05$) but no significant relationship between attitude and practice. For the logistic regression, there is an assessment of the effect of knowledge score, gender, and marital status on the likelihood of having a positive attitude. The overall model was statistically significant when compared to the null model, ($\chi^2(4) = 14.060, p < 0.05$), explained 9.1% of the variation of attitude score (Nagelkerke R^2), and correctly predicted 67.8% of cases. In conclusion, respondents showed a good level of knowledge and attitude but a poor level of practice on price, labeling, nutrition, ethical issues of authentication, quality of village chicken egg, and purchasing behaviour.

Keywords: Village chicken egg, knowledge, attitude, practice, purchasing behaviour

CHAPTER 1

INTRODUCTION

1.1 Background

Chicken egg is known as the most common food product consumed on a human daily basis as it serves as a dietary source of protein, fat, and other nutrients. According to the Malaysian Department of Statistics, the self-sufficiency ratio (SSR) for poultry eggs (chicken and duck) is 114.4% as of 2017 – 2021. The consumption of per capita eggs in Malaysia is 20.8 kg per year as of 2021., The statistics showed that the egg consumption per capita rose 29.4% to 17.7 kg in Malaysia in 2020, and ranked 6th highest compared to all other 161 countries listed with egg consumption per capita of 17.8, which was 3 places above the position seen 10 years ago (Helgi Library, 2023). The rising trend of egg consumption has demonstrated how modern egg consumers not only rely on eggs as a source of protein but also have a higher need for egg products with improved attributes such as egg size, nutritional value, cholesterol levels and most importantly price.

Consumers are reportedly willing to pay more for specialized eggs such as village chicken eggs (VCE) that exhibit value-added traits, according to several studies (Albert, 2016; Lorelei et al., 2011) and most Malaysians prefer to buy eggs based on their size and price (Ahmad Hanis, et al., 2013). Generally, the wealthier the consumer, the more they will care about the quality of the food products and have a larger need for healthy and safe food. However, the authentication of the village chicken eggs from the commercial layer

ones is frequently ignored due to their different quality, preferences and price gaps. Therefore, there are opportunities for fraud or mislabelling to exist due to adulteration by producers who are lacking in integrity. Moreover, to safeguard consumers from food fraud, accurate egg identification is crucial.

This study aims to determine the level of the consumers' knowledge, attitudes, and purchasing behavior toward village chicken eggs. Moreover, to determine the sociodemographic factors that influence the purchasing behaviour of consumers towards village chicken eggs. The findings of this study will help to understand the level of relationship between the consumers' knowledge, attitudes and purchasing behaviour towards village chicken eggs and to reduce the likelihood of the consumers from getting into fraud by the producers.

1.2 Problem statement

Understanding the current knowledge and attitude of consumers towards purchasing behaviour of village chicken eggs (VCE) is vital the ways to consumers ensure their VCE is authentic, their awareness regarding the fraud or mislabelling of VCE issues in the market and the difference and similarity of the VCE with commercialised chicken eggs should be assessed to understand consumers better. Consumers in Malaysia should be made aware that there are opportunities for fraud or mislabelling of village chicken eggs, and the eggs purchased by the consumers may not be the same as per the label's claim. Therefore, this study is designed to determine the relationship between consumers'

knowledge, attitudes, and purchasing behaviors towards village chicken eggs which are deemed necessary for the consumers' rights to avoid fraud.

1.3 Objectives

This study generally is conducted to assess consumers' knowledge, attitude and practice towards the purchasing behaviour of village chicken eggs.

The specific objectives of this study are

- i. To assess the level of knowledge, attitude, and purchasing behaviour towards village chicken eggs
- ii. To identify the relationship between consumers' knowledge, attitude, and purchasing behaviour of village chicken eggs

CHAPTER 2

LITERATURE REVIEW

2.1 Chicken Eggs

One of the most popular and often consumed eggs is the chicken egg (CE) (Jeyamala & Thangadurai, 2018). Around the world, it is consumed by a wide range of people from different socioeconomic situations (Akowuah et al., 2020). Due to recent education about the health benefits of eggs, egg consumption has increased significantly, which also results in more eggs being produced (Akowuah et al., 2020). Consumers are reportedly willing to pay more for specialized eggs such as village chicken eggs that exhibit value-added traits, according to a number of studies (Albert, 2016; Lorelei et al., 2011) and most Malaysians prefer to buy eggs based on their size and price (Ahmad Hanis, et al., 2013). Additionally, the market offers a variety of chicken eggs including commercialised chicken eggs, organic, omega, and village chicken eggs (Ahmad Hanis et al., 2013; Lusk, 2019), which is the subject of this study.

2.2 Village chicken eggs

Village Chicken Egg (VCE) refers to eggs laid by indigenous chickens, specifically the village chicken or called as 'Ayam Kampung' in Malay language (Aini, 1990) that are raised in a free-range system with minimal disease controls (Jajere et al., 2019) and consuming kitchen waste, leftover grains such as rice, wheat, green grass,

insects, and other available food sources (Padhi, 2016). Importantly, village chickens at the household level are not given any commercial feed, supplements, antibiotics, or drugs (Hassan et al., 2005; Jajere et al., 2019). The less crowded and less stressful production environment lead to lower prevalence of Salmonella infection even though they are reared as free-range (Jajere et al., 2019).

In Malaysia, VCE is not only consumed for nutritional purposes but also utilized for medical reasons, with a preference for raw consumption due to consumers' perception of its high nutritional value and safety compared to Commercial Chicken Eggs (CCE) (Hassan et al., 2005). While VCE was initially consumed mainly by villagers, there is a growing trend of urban dwellers consuming these eggs due to their recognized high quality, nutritional value, and wholesomeness (Islam et al., 2017).

2.3 Comparison of village chicken eggs with commercial chicken egg

In comparison with commercial chicken eggs (CCE), VCE is lighter and smaller (Cicek & Kartalkanat, 2009; Kassim, 2016). Typically, the weight of VCE is 45 g, seldom going above 50 g (Muhamad Zaki, 2013). Based on weight, CCE is divided into multiple size groups or grades in Malaysia, ranging from grade AA to E. Except for grade E, where the weight is less than 50 g, the majority of CCE grades weigh greater than 50 g (Department of Standards Malaysia, 2013).

Additionally, VCE's eggshell is lighter in colour than CCE's, which is darker brown (Kassim, 2016; Lordelo et al., 2020). Nonetheless, the nutritional value or quality of an egg is unaffected by the colour of the shell (Lordelo et al., 2017). Additionally, variations in the breed or age of the chickens may be the cause of variations in the colour of their eggshells (Lordelo et al., 2017). According to Goger et al. (2016) and Odabaşı et al. (2007), hens tend to lay eggs with lighter-colored shells as they become older. Because the amount of pigment deposited on the shell does not grow proportionately to the rising egg size produced by this older bird, the older chicken produces eggs with lighter coloured shells (Odabaşı et al., 2007).

The most prominent feature of VCE is its superior nutritional content when compared to CCE. Conversely, phospholipid and cholesterol levels in CCE were higher than in VCE (Jeyamala & Thangadurai, 2018) and compared to CCE, VCE have higher nutritional value and bioactive components, making them more expensive (Nematbakhsh et al., 2021). The Department of Veterinary Malaysia (DVS) states that VCE costs between RM 0.90 and RM 1.10 in Malaysia. However, CCE price is depending on their grade and weight.

2.4 Authenticity and fraudulent issues in eggs

Numerous cases of food fraud using eggs have been documented in the marketplace. The egg fraud issues that have been documented in the market include mislabeling the freshness and expiration date, mislabeling CCE as organic and free-range, and mislabeling them to be sold at a higher price (Akowuah et al., 2020; Fikselová et al.,

2020; Manning & Kowalska, 2021). Due to the surge in demand, numerous manufacturers have oversupplied the market with a wide variety of eggs (Akowuah et al., 2020). Due to the overabundance of eggs, eggs must be kept in storage for a lengthy time before being purchased or sold (Akowuah et al., 2020). A few careless manufacturers branded the eggs as fresh and offered them for sale. Customers suffer as a result since the cost and freshness of the eggs they purchased are not comparable. If consumers don't believe the labels on the eggs and the packaging, consumers won't be able to tell if the eggs for sale are still inside the expiration date (Johnson et al., 2018).

Village chicken meat and eggs are typically thought to taste better and have a stronger flavour than commercial chicken meat and eggs and considered as special products. Therefore, village chicken products are more costly than commercial chicken products (Nematbakhsh et al., 2021) and are more susceptible to fraud (Newberry, 2017; Van Ruth et al., 2011). Kassim (2016) has also reported on a related issue that concerned the Malaysian market, less expensive eggs are advertised as VCE. Unscrupulous individuals aim to profit financially from customers who are prepared to pay a higher price for specialised eggs (Van Ruth et al., 2011).

2.5 Conceptual Framework

Figure 2.1 shows a conceptual framework from the previous studies reviewed and the application of the KAP model.

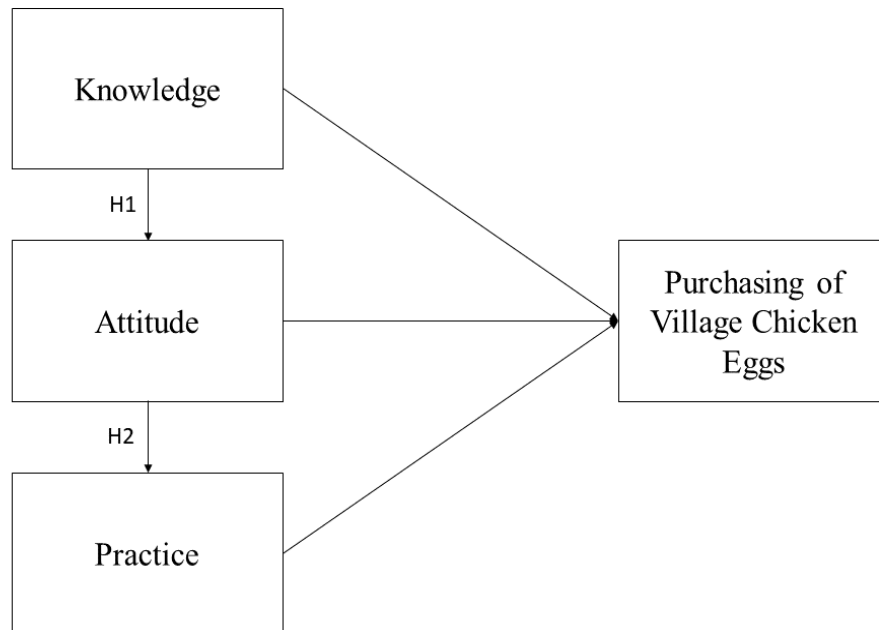


Figure 2.1. Conceptual framework Adapted from: (Alzghoul & Chew Abdullah, 2015)

This study uses consumers' knowledge and attitudes about purchasing VCE, respectively, as its data. In practice, the context is the VCE customers' purchase behaviour. There is a linear relationship between knowledge, attitude, and practice (behaviour), as claimed by Azghoul & Chew Abdullah (2015). A person's behaviour is determined by their attitude towards a particular behaviour. After that, their attitude towards the behaviour is based on their knowledge.

As a result, the hypotheses listed below were developed to determine the relationship between customers' knowledge, attitudes, and purchasing behaviours related to the VCE objective and are displayed in Figure 2.1:

H1: There is a significant relationship between consumers' knowledge and attitude toward purchasing VCE.

H2: There is no significant relationship between consumers' attitude and practice toward purchasing behaviour of VCE.

CHAPTER 3

METHODOLOGY

3.1 Study Design

A quantitative, cross-sectional study was used to carry out the study that assesses and evaluates the level of knowledge, attitude, and purchasing behaviour towards village chicken eggs and identifies the relationship between consumers' knowledge, attitude, and purchasing behaviour of village chicken eggs. A quantitative descriptive and correlational approach is used for data collection.

3.2 Study Location

The study was conducted in several grocery stores and online focusing on respondents in Selangor.

3.3 Study Population

The inclusion criteria of the participants are consumers aged 18 and above, Malaysian citizens, live in Selangor and can understand well either Bahasa Malaysia or English language.

3.4 Study Duration

The study was conducted for three weeks, from the 4th of September 2023 to the 24th of September 2023.

3.5 Sample size and sampling method

The Raosoft sample size calculator could be used as a tool to determine the sample size of survey research (Memon et al., 2020). Therefore, with a 5% margin of error and a 7.2 million of Selangor population, the sample sizes of 271 and 385 were obtained from the calculator for 90 and 95% confidence intervals, respectively (Department of Statistics Malaysia, 2023). However, given the timeframe of 6 weeks allocated for the final year project, a sample size of 350 was used. An open study based on convenience sampling was used for this study. Data collection was done using a voluntary questionnaire provided via Google form that was shared around social media such as WhatsApp, Twitter, Facebook, and Instagram and all the data collected will be anonymous, which means the respondents' names or private information will not be collected and kept confidential.

3.6 Study Instruments

A structured and validated close-ended and self-administered questionnaire was used to gain respondents' information regarding socio-demographic and the questionnaire generated information on consumers' knowledge, attitudes, and practices toward purchasing behaviour of VCE.

3.7 Components of the Questionnaire

The questionnaire was divided into the following components: socio-demographic of the respondents, knowledge, attitude, and practice toward purchasing behaviour of VCE.

Section A: Respondent's Profile

The questions in this section include gender, age, ethnicity, education level, marital status, household size, household income, and occupation.

Section B: Knowledge on purchasing of village chicken eggs

This section consists of 7 questions. Respondents' knowledge was assessed using questions on purchasing VCE regarding the price, labeling, nutrition, ethical issues of authentication, quality of VCE, and purchasing behaviour which also included in the subsequent two sections (attitude and practice toward purchasing VCE). A dichotomous scale was used in this section, "true" and "false" for respondents to choose on the statements. Every correct answer was allocated with 1 mark and the wrong answer was assigned with 0 points. There were 15 statements provided here for respondents to answer. The total score for the knowledge section was 7. A cut-off point of score 4 was considered poor, whereas greater than or equal to 4 was regarded as good knowledge on purchasing of VCE.

Section C: Attitude towards purchasing of village chicken eggs

This section consists of 8 questions that were designed based on the 5-point Likert Scale. Strongly disagree, disagree, neutral, agree, and strongly agree. For scale 1-3 were labelled as a negative attitude with a given score of 0, while scale 4-5 were labelled as a positive attitude with a given score of 1. The total score for the attitude section was 8. Respondents

were classified as having a negative attitude when the total score was less than 4 and a positive attitude when the total score was greater than or equal to 4.

Section D: Practice towards purchasing of village chicken eggs

The 12 questions in the practice section were designed based on the 3-point Likert scale. Never, occasionally, and always were used as response to the questions. Poor practice response was graded as 1 to 3 for poor practice response to good practice response, respectively. A score of 0 was given when the respondents answered “never”, while a score of 1 was given when they answered “occasionally” and “always”. The total score in the practice section was 12. Respondents were classified as having a negative practice when the total score was less than 8 and a positive practice when the total score was greater than or equal to 8.

3.6 Variables

3.6.1 Dependent variable

Knowledge, attitude, and practice towards purchasing of VCE.

3.6.1 Independent variable

Socio-demography

- i. Gender
- ii. Age
- iii. Ethnicity
- iv. Education level
- v. Marital status
- vi. Household size
- vii. Household income

viii. Occupation

3.7 Reliability Test

A pilot study was conducted on 30 participants with various demographic backgrounds. The reliability of the questionnaire was measured by checking the internal consistency using Cronbach's alpha, and values between the range of 0.6 – 0.8 were accepted.

Table 3.1: Internal consistency of the questionnaire

Section	No. of items	Cronbach's Alpha
Knowledge	7	0.608
Attitude	8	0.828
Practice	12	0.703

3.8 Statistical Data Analysis

Data analysis was done using Statistical Package for Social Sciences (SPSS) software version 27.0. Descriptive statistic was carried out for socio-demographic characteristics to obtain frequency and percentage. For other continuous variables, the total mean score was used, and the scoring system was adapted from Bloom's cut-off scoring. Data normality test was performed using the Kolmogorov-Smirnov test and the Spearman correlation was used to determine the association between non-normally distributed variables, knowledge, attitude, and practice. The significance level was set at 0.05 and the

interpretation of correlation coefficients were as follows: 0.00 – 0.25 = weak correlation, 0.25 – 0.50 = fair correlation, 0.50 – 0.75 = good correlation and > 0.75 = excellent correlation (Haq et al. 2012). The multivariable model for the association between knowledge, sociodemographic factors, and attitude was conducted using logistic regression.

3.9 Study Ethics

The Universiti Putra Malaysia Ethics Committee on Human Research (JKEUPM) approved the research proposal with reference number JKEUPM-2023-461. The research committee approved the proposal study at the faculty level (Faculty of Veterinary Medicine).

CHAPTER 4

RESULTS

Descriptive and association

4.1 Test for normality

The distribution of knowledge, attitude, and practice of purchasing behaviour towards village chicken eggs scores was explored for normality using Kolmogorov-Smirnov. Values of $p < 0.05$ indicate that the data does not follow a normal distribution.

Table 4.1: Test for normality

Items	Kolmogorov-Smirnov ^a		
	Statistic	df	Sig.
Knowledge Score	0.200	205	< 0.001
Attitude Score	0.146	205	< 0.001
Practice Score	0.101	205	< 0.001

4.2 Socio-demographic characteristics

Table 4.2 shows the socio-demographic characteristics of the respondents. The majority of respondents were female [142 (69.3%)], between the ages of 18 - 25 years old (45.4%), Malay (84.9%), had tertiary education (85.9%), unmarried (62.4%), household size of 3 - 5 people (57.6%) with a household income of < RM4,850 per month (37.6%) and mostly among students (37.1%).

Table 4.2: Socio-demographic characteristics of the respondents (N = 205)

Variable	Frequency (%)
Gender	
Male	63 (30.7)
Female	142 (69.3)
Age	
18 - 25 Years old	93 (45.4)
26 - 35 Years old	54 (26.3)
36 - 45 Years old	27 (13.2)
46 - 60 Years old	29 (14.1)
> 60 Years old	2 (1.0)
Ethnicity	
Malay	174 (84.9)
Chinese	21 (10.2)
Indians	7 (3.4)
Others	3 (1.5)
Education Level	
Non-formal	0 (0.0)
Primary	0 (0.0)
Secondary	29 (14.1)
Tertiary	176 (85.9)
Marital Status	
Single	128 (62.4)
Married	77 (37.6)
Household size	
1 - 2 People	35 (17.0)
3 - 5 People	118 (57.6)
6 - 7 People	41 (20.0)
> 7 people	11 (5.4)
Household income	
< RM4,850 per month	77 (37.6)
RM4,851 - RM10,960 per month	69 (33.7)
> RM10,960 per month	59 (28.8)
Occupation	
Student	76 (37.1)
Self-employed	35 (17.1)
Government sector	21 (10.2)
Private Sector	73 (35.6)

*N = Sample size

4.3 Respondents' knowledge on purchasing behaviour of VCE (N=205)

Table 4.3 shows the respondents' knowledge on purchasing VCE. The majority of the respondents answered "true" that they are aware and know about the distinct eggshell colors of VCE [179 (87.3%)], and most of the respondents know that VCE is more nutritious [170 (82.9%)], more expensive [166 (81.0%)], and better quality than CCE [162 (79.0%)]. More than half of the respondents know that there is an issue of inauthentic village chicken eggs sold in the market [139 (67.8%)]. Less than half of the respondents reported that the egg labels do not explicitly specify whether the eggs are from CCE or VCE [100 (48.8%)], and commercial laying hen eggs are being falsely marketed as VCE in the market [94 (45.9%)].

Table 4.3: Respondents' knowledge on purchasing behaviour of VCE (N=205)

Variables	Response	
	True n (%)	False n (%)
Village chicken eggs have distinct eggshell colors (white or light brown) that distinguish them from commercial chicken eggs	179 (87.3)	26 (12.7)
Village chicken eggs are more nutritious than commercial chicken eggs	170 (82.9)	35 (17.1)
Village chicken eggs are more expensive because they contain higher levels of omega-3 fatty acids and lower cholesterol content	166 (81.0)	39 (19.0)
The quality of village chicken eggs is better than commercial chicken eggs	162 (79.0)	43 (21.0)

There is an issue of inauthentic village chicken eggs sold in the market	139 (67.8)	66 (32.2)
Egg labels do not explicitly specify whether the eggs are from commercial chickens or village chickens	100 (48.8)	105 (51.2)
Commercial laying hen eggs are being falsely marketed as village chicken eggs in the market	94 (45.9)	111 (54.1)

*VCE = village chicken eggs

*N = sample size

4.4 Respondents' attitude on purchasing behaviour of VCE (N=205)

Table 4.4 shows that most of the respondents strongly agreed that they believe more in labeled eggs [84 (41.0%)], while slightly below half strongly agreed that the sale of inauthentic VCE in the market is an inappropriate and unethical act [90 (43.9%)]. About less than one-third of the respondents strongly agreed that the physical properties of VCE is different from CCE [68 (33.2%)]. However, a low number of respondents strongly agreed that the VCE bought at the farmer's market/morning/evening [43 (21.0%)] and supermarket [28 (13.7%)] are authentic. Less than a quarter of the respondents strongly agreed that they believe in more expensive eggs than inexpensive eggs [30 (14.6%)], getting VCE in the market is something easy [19 (9.3%)] and supermarket eggs are of higher quality than eggs purchased elsewhere [21 (10.2%)].

Table 4.4: Respondents' attitude on purchasing behaviour of VCE (N=205)

Variable	Response				
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	n (%)	n (%)	n (%)	n (%)	n (%)
I believe more in labeled eggs compared to unlabeled eggs	11 (5.4)	5 (2.4)	25 (12.2)	80 (39.0)	84 (41.0)
I believe the sale of inauthentic village chicken eggs in the market is an inappropriate and unethical act	17 (8.3)	7 (3.4)	28 (13.7)	63 (30.7)	90 (43.9)
I believe in the physical properties of village chicken eggs (e.g color and size) are different from commercial chicken eggs	15 (7.3)	7 (3.4)	31 (15.1)	84 (41.0)	68 (33.2)
I am sure that the village chicken eggs bought at the farmer's market/morning/evening are authentic	11 (5.4)	12 (5.9)	70 (34.1)	69 (33.7)	43 (21.0)
I am sure that the village chicken eggs bought at the supermarket are authentic	16 (7.8)	23 (11.2)	76 (37.1)	62 (30.2)	28 (13.7)

I believe in more expensive eggs than inexpensive eggs	16 (7.8)	43 (21.0)	60 (29.3)	56 (27.3)	30 (14.6)
I believe that getting village chicken eggs in the market is something easy	21 (10.2)	49 (23.9)	72 (35.1)	44 (21.5)	19 (9.3)
I believe supermarket eggs are of higher quality than eggs purchased elsewhere	20 (9.8)	64 (31.2)	65 (31.7)	35 (17.1)	21 (10.2)

*VCE = village chicken eggs

*N = sample size

4.5 Respondents' practice on purchasing behaviour of VCE (N=205)

The result of the study shows that the majority of the respondents always buy eggs that have a label [162 (79.0%)], and most always carefully read the labels and signs displayed on the eggs [143 (69.8%)] as well as examine the physical properties of VCE before buying it [110 (53.7%)]. Most respondents buy eggs every time they shop for groceries retail [102 (49.8%)] and will buy CCE if VCE could not be found [101 (49.3%)]. However, less than one-third of the respondents prefer the VCE sold at the supermarket [53 (25.9%)] and buy VCE from the brand/dealer/place they usually buy only [56 (27.3%)]. Less than a quarter of the respondents prefer to buy VCE more often than CCE [27 (13.2%)], are willing to go to many shops or places to find and buy VCE [27 (13.2%)] and refuse to buy any eggs if the VCE could not be found [28 (13.7%)].

Table 4.5: Respondents' practice on purchasing behaviour of VCE (N=205)

Variable	Response		
	Never n (%)	Occasionally n (%)	Always n (%)
I buy eggs that have a label	7 (3.4)	36 (17.6)	162 (79.0)
When buying eggs, I'll carefully read the labels and signs displayed on the eggs	13 (6.3)	49 (23.9)	143 (69.8)
I will examine the physical properties of village chicken eggs (e.g color and size) before buying it	34 (16.6)	61 (29.8)	110 (53.7)
I buy eggs every time I shop for groceries retail	35 (17.1)	68 (33.2)	102 (49.8)
I buy commercial chicken eggs if the village chicken eggs could not be found	39 (19.0)	65 (31.7)	101 (49.3)
I prefer the village chicken eggs sold at supermarket	49 (23.9)	103 (50.2)	53 (25.9)
I buy village chicken eggs from the brand/dealer/place I usually buy only	66 (32.2)	83 (40.5)	56 (27.3)
I buy village chicken eggs more often than commercial chicken eggs	104 (50.7)	74 (36.1)	27 (13.2)
I am willing to go to many shops or places to find and buy village chicken eggs	118 (57.6)	60 (29.3)	27 (13.2)

I don't buy any eggs if the village chicken eggs could not be found	135 (65.9)	42 (20.5)	28 (13.7)
I frequently buy village chicken eggs as it is easy to obtain them in the market	107 (52.2)	64 (31.2)	34 (16.6)
I frequently buy village chicken eggs because of the inexpensive price	103 (50.2)	72 (35.1)	30 (14.6)

*VCE = Village chicken eggs

*N = Sample size

4.6 Knowledge, attitude, and practice scores of the respondents

Table 4.6 shows the overall scores across knowledge, attitude, and practice domains. The overall knowledge score was 59.7% with a mean total score of 4.18, and only a few of the respondents have poor knowledge on purchasing behaviour of VCE [50 (24.4%)]. The score on overall attitude score was 53.4% with a mean total score of 4.27, with the majority [143 (93.5%)] of the respondents having positive attitudes on purchasing VCE [132 (64.4%)]. The score for overall practice scores was 67.1% with a mean total score of 8.05, with more than half of the respondents exhibiting good practices on purchasing behaviour of VCE [111 (54.1%)].

Table 4.6: Knowledge, attitude, and practice scores of the respondents (N = 205)

Variable	Level of knowledge and responses		
	Mean Total Score	Poor knowledge n (%)	Good knowledge n (%)
Overall knowledge scores	4.18	50 (24.4)	155 (75.6)
Overall attitude scores	4.27	Negative attitude n (%)	Positive attitude n (%)
		73 (35.6)	132 (64.4)
Overall practice scores	8.05	Bad practice n (%)	Good practice n (%)
		94 (45.9)	111 (54.1)

*N = Sample size

4.7 Correlation between knowledge, attitude, and practice on purchasing behaviour of village chicken eggs

Table 4.7 shows statistical analysis of the Spearman correlation test between knowledge and attitude obtained correlation coefficient ($r = 0.147$, $P\text{-value} = 0.035$), and for attitude and practice ($r = -0.030$, $P\text{-value} = 0.666$). There was a statistically significant correlation between knowledge and attitude but not between attitude and practice.

Table 4.7: Correlation between knowledge, attitude, and practice on purchasing behaviour of VCE (N = 205)

Variables	Correlation coefficient	P-value
Knowledge & attitude	0.147	0.035
Attitude & practice	- 0.030	0.666

*VCE = village chicken eggs

*N = sample size

4.8 Multivariable model for the association between knowledge, sociodemographic factor and attitude using logistic regression

A logistic regression was carried out to assess the effect of knowledge score, and sociodemographic factor on the likelihood of having a positive attitude. However, only knowledge score, gender, and marital status were statistically significant. The overall model was statistically significant when compared to the null model, (χ^2 (4) 14.060, $p < 0.05$), which explained 9.1% of the variation of attitude score (Nagelkerke R²) and correctly predicted 67.8% of cases.

Table 4.8: Multivariable model for the association between knowledge, sociodemographic factor and attitude

Variables	Sig.	Odds Ratio Exp(B)
Constant	0.056	0.382
Knowledge Score	0.013	2.359
Gender	0.018	2.294
Marital Status	0.041	2.431

*Note. R2 = 0.066 (Cox & Snell) ,0.091 (Nagelkerke)

Model x2 (4) = 14.060, p = 0.007

CHAPTER 5

DISCUSSION

5.1 Socio-demographic characteristics

Most of the respondents (89.5%) were females, while (10.5%) were males. Female dominates in terms of the size of the overall population of consumers in Selangor. In the context of buying food items, women typically took on the responsibility of procuring household groceries, as indicated by various studies (Balogun et al., 2020). Many respondents (45.4%) were between 18 - 25 Years old, followed by those between 26 – 35 years old (26.3%). A total of 13.2% and 14.1% of the respondents were between 36 - 45 years old and 46 – 60 years old, respectively. Minority was being older than 60 (1.0%). Therefore, most of the respondents were young adults. For races, Malays was the predominant race (84.9%), followed by Chinese (10.2%), Indian (3.4%), and others (1.5%). The result revealed that the majority of VCE consumers were Malays, aligning with expectations given that they constitute the largest demographic group in the Malaysian population.

There were no respondents reported educational backgrounds at non-formal or primary levels. The majority (85.9%) had tertiary-level education, while 14.1% attended the secondary level. This implies that most of the respondents possess a high level of education. For marital status, most of them (62.4%) were single, while (37.6%) were

married. For household size, more than half of the respondents were from a family of 3 - 5 (57.6%), whereas families of more than 7 people had the least number of respondents (5.4%). Regarding household income, 37.6% of respondents were from households with income less than RM4,850 per month (B40 group) and 33.7% of respondents were M40 group with income between RM4,851 - RM10,960 per month while 28.8% of respondents with income RM10,960 per month and above (T20 group) (Department of Statistics Malaysia, 2021b). For occupation, students dominated the result (37.1%), followed by the private sector (35.6%) and self-employed (17.1%) while the minority was the government sector (10.2%).

5.2 Knowledge on purchasing behaviour of village chicken eggs

Based on table 4.3, the statement with the highest percentage of respondents (87.3%) giving the true answer was, "Village chicken eggs have distinct eggshell colors (white or light brown) that distinguish them from commercial chicken eggs". The finding indicated that most respondents were unaware that the eggshells of CCE could exhibit comparable colors to those of VCE, particularly in terms of lighter shades. The variation in the colour of the eggshells may be influenced by factors like the breed or age of the chickens (Lordelo et al., 2017). Moreover, as chickens age, they tend to produce eggs with lighter-coloured shells (Goger et al., 2016). Other than that, it could also occur by manipulating the feed with certain substances (Mori et al., 2020). However, it is understandable that most of the respondents answered true because according to Kassim 2016, village chicken eggs are characterized by a lighter eggshell color compared to

commercial chicken egg, which has a darker brown eggshell. Therefore, inauthentic selling of VCE in the market is bound to happen. Less respondents answered the true answer for the statements “There is an issue of inauthentic village chicken eggs sold in the market” (67.8%) and “Commercial laying hen eggs are being falsely marketed as village chicken eggs in the market” (45.9%). This shows that manipulation of the eggshells colour can trick the consumers into buying a false claimed VCE as not many respondents are aware of this issue of inauthenticity.

The statements after the highest percentage of respondents giving the true answer were “Village chicken eggs are more nutritious than commercial chicken eggs” (82.9%), followed by “Village chicken eggs are more expensive because they contain higher levels of omega-3 fatty acids and lower cholesterol content” (81.0%), and followed by “The quality of village chicken eggs is better than commercial chicken eggs” (79.0%). This showed that the respondents acknowledge that VCEs are more nutritious and higher quality, thus, the price is more expensive than CCE. Village chicken eggs surpasses commercial chicken eggs in quality due to its freshness, thicker shell, and superior nutritional content as high in omega-3 fatty acids and low in cholesterol (Islam et al., 2017; Jeyamala & Thangadurai, 2018).

5.3 Attitude towards purchasing behaviour of village chicken eggs

Based on Table 4.4, the statement with the highest percentage of respondents (41.0%) strongly agreed was “I believe more in labeled eggs compared to unlabeled eggs”.

The result indicated that consumers were confident that information on food labels was trustworthy and accurate, and it ensured the eggs' quality, safety, and nutritional value (Hansstein, 2011; Moreira et al., 2021). The label serves as the key source of information when purchasing eggs, providing details about their production or manufacturing processes (Bray & Ankeny, 2017). In a research study, it was found that consumers exhibited a preference for products that were labeled and certified compared to those without labels and certifications. Additionally, they perceived labeled and certified products as being safer (Obayelu et al., 2015). Psychologically, consumers' attitude toward food labeling may have a massive effect on the consumption of the food or product (Latiff et. al, 2015).

The statements "I am sure that the village chicken eggs bought at the farmer's market/morning/evening are authentic" and "I am sure that the village chicken eggs bought at the supermarket are authentic" received 21.0% and 13.7% of respondents answered strongly agreed, respectively. The finding showed that most consumers believe more in farmer's market/morning/evening compared to the supermarket in terms of their products. Consumers often choose to buy products from sources other than supermarkets because they believe that places like grocery stores, small shops, farmers' markets, and fairs offer higher-quality products than supermarkets (Balogh et al., 2016). Farmers' markets, in particular, have gained popularity as a preferred option for obtaining fresh food (Chamhuri, N.; Batt, P.J, 2017).

5.4 Practice towards purchasing behaviour of village chicken eggs

Based on Table 4.5, the statement “I buy commercial chicken eggs if the village chicken eggs could not be found” had a positive response with 81.0% while majority answered “never” for the statements “I don't buy any eggs if the village chicken eggs could not be found” (65.9%), “I frequently buy village chicken eggs as it is easy to obtain them in the market” (52.2%) and “I frequently buy village chicken eggs because of the inexpensive price” (50.2%). This showed that most respondents would still purchase other eggs if VCE were not found and the difficulty in finding VCE in the market together with the expensive price led them to prefer purchasing other available eggs like CCE. Kendall, Kuznesof, et al. (2019) noted that because certain products are not widely accessible, consumers often have to explore alternative means to acquire them, such as traveling or finding them in different locations.

However, given the hectic nature of most people's daily lives, there is limited time available for grocery shopping. Consequently, individuals tend to opt for food products that are convenient and readily accessible (Hill & Lynchehaun, 2002). Hill & Lynchehaun (2002) also stated that individuals who are highly dedicated to a product are more inclined to go beyond their usual purchasing patterns to locate an organic product when it is not readily available and this behaviour is different for less dedicated consumers. Hence, the outcome of this study aligns with prior research, emphasizing the significance of a product's availability as a crucial factor influencing its purchase. Additionally, it acknowledges that consumer attitudes can also impact the purchasing decisions.

5.5 Correlation and association between knowledge, attitude, and practice on purchasing behaviour of village chicken eggs

For correlation, Table 4.7 shows statistical analysis of the Spearman correlation test between knowledge and attitude obtained correlation coefficient ($r = 0.147$, $p\text{-value} = 0.035$), and for attitude and practice ($r = -0.030$, $p\text{-value} = 0.666$). There was a statistically significant correlation between knowledge and attitude as the $p\text{-value}$ is < 0.05 but not between attitude and practice. However, the correlation between knowledge and attitude is considered a weak correlation as it was < 0.25 ($r = 0.147$).

For association, table 4.8 shows a logistic regression was carried out to assess the effect of knowledge score, and sociodemographic factor on the likelihood of having a positive attitude. However, only knowledge score, gender, and marital status were statistically significant. The overall model was statistically significant when compared to the null model, ($\chi^2 (4) 14.060$, $p < 0.05$), which explained 9.1% of the variation of attitude score (Nagelkerke R^2) and correctly predicted 67.8% of cases. The respondents with good knowledge scores are likely to have a good attitude by 2.359 times of odds ratio than those with low knowledge scores. A good level of knowledge influenced the positive attitude. However, there is no positive association between attitude and practice. The female respondents are likely to have a good attitude by 2.294 times of odds ratio compared to males. Single respondents are likely to have a good attitude by 2.431 times of odds ratio compared to married respondents. However, these results may also be influenced by the

amount of respondents who answered inclined to have background of females and/or singles.



CHAPTER 6

CONCLUSION

6.1 Conclusion

In conclusion, this study established that the level of consumers' knowledge and attitude was at a good level while the practice of purchasing behaviour towards village chicken eggs among consumers in Selangor was at a poor level. This study found a relationship between the consumers' knowledge and attitude but not between attitude and purchasing behavior of village chicken eggs. This study found an association between consumers' knowledge score and sociodemographic variables (gender & marital status) with attitude towards purchasing behaviour of VCE. Although the respondents showed good knowledge and attitude on price, labelling, nutrition, ethical issues of authentication, quality of VCE, and purchasing behaviour of VCE, it was observed that there were some domains where attitudes and practices of purchasing behaviour of VCE were lacking especially in terms of authenticity issue of VCE, which there are manipulation and fraud occur in the market involving the eggs; the respondents' score was found to be low. In short, strategies and educational interventions should be implemented to raise the consumers' awareness and knowledge. Thus, their attitude and practice towards purchasing behaviour of VCE could also be improved.

6.2 Limitations and recommendation

The major limitations of this study were the small sample size, respondents' bias, and the cooperation from respondents. The study was conducted as a self-administered, close-ended questionnaire so information bias cannot be disregarded. Moreover, not many respondents are voluntarily to answer the questionnaire and disregard the study especially for face-to-face event. This could be due to many respondents are busy purchasing their grocery shopping lists. Also, the study was conducted among consumers in Selangor, thus, the results cannot be generalized to other locations.

Therefore, several recommendations are suggested for future research. It is important to have a larger sample size and a bigger sampling area (Peninsular Malaysia) to ensure no respondent's bias and more diverse data results. Next, it is essential to investigate consumers' KAP towards purchasing eggs in the sense of different sociodemographic backgrounds, which have been widely studied in the previous purchasing of food product research. Lastly, further research to authenticate village chicken eggs in the market should be done to help the consumers avoid future fraud by the producers.

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APPENDICES

Appendix A JKEUPM Approval Letter



PEJABAT TIMBALAN NAIB CANSOLOR (PENYELIDIKAN DAN INOVASI)

OFFICE OF THE DEPUTY VICE CHANCELLOR (RESEARCH AND INNOVATION)

Rujukan kami : UPM.TNCPI.800-2/1/7

Tarikh : 15 August 2023

Assoc. Prof. Dr. Hasliza Abu Hassim
Deputy Director Of The Institute Of Tropical Agriculture And Food Security,
Faculty Of Veterinary Medicine,
Universiti Putra Malaysia,
Serdang, Selangor.

Dear Madam/Sir,

RESEARCH PROJECT: THE RELATIONSHIP BETWEEN CONSUMERS' KNOWLEDGE, ATTITUDES, AND PURCHASING BEHAVIOR TOWARDS VILLAGE CHICKEN EGGS IN SELANGOR.

REFERENCE NO: JKEUPM-2023-461

PRINCIPAL INVESTIGATOR : ASSOC. PROF. DR. HASLIZA ABU HASSIM

CO-INVESTIGATOR : DR. NORHARIANI MOHD NOR

FATIN ATHIRAH BINTI ZAIMI (STUDENT)

The Ethics Committee for Research involving Human Subjects of University Putra Malaysia (JKEUPM) has studied the proposal for the above project and found that there were no objectionable ethical issues involved in the proposed study.

Please find the list of documents received and reviewed with reference to the study and committee members who reviewed the documents (as attached).

Notwithstanding above, we will not be responsible for any misconduct on the part of researcher in the course of carrying out the research.

Ethical approval is required in the case of amendments/ changes to the study documents/ study sites/ study team.

Thank you.

“WITH KNOWLEDGE WE SERVE”

Sincerely yours,

PROF. DR. ZAMBERI SEKAWI

Chair
Ethics Committee for Research involving Human Subjects
Universiti Putra Malaysia

Appendix B Questionnaire

Bahagian A: Profil Responden

Section A: Respondent's Profile

1	Jantina <i>Gender</i>	Lelaki <i>Male</i>	
		Wanita <i>Female</i>	
2	Umur (tahun) <i>Age (years old)</i>	18 - 25	
		26 - 35	
		36 - 45	
		46 - 60	
		> 60	
3	Bangsa <i>Ethnicity</i>	Melayu <i>Malay</i>	
		Cina <i>Chinese</i>	
		India <i>Indian</i>	
		Lain-lain <i>Others</i>	
4	Tahap Pendidikan <i>Education Level</i>	Bukan formal <i>Non-formal</i>	
		Pendidikan Rendah <i>Primary Education</i>	
		Pendidikan Menengah <i>Secondary Education</i>	

		Pengajian Tinggi <i>Tertiary Education</i>	
5	Status Perkahwinan <i>Marital Status</i>	Bujang <i>Single</i>	
		Berkahwin <i>Married</i>	
6	Bilangan isi rumah (orang) <i>Household size (people)</i>	1 - 2	
		3 - 5	
		6 - 7	
		> 7	
7	Jumlah pendapatan isi rumah (sebulan) <i>Household income (per month)</i>	< RM4,850	
		RM4,851 - RM10,960	
		> RM10,960	
8	Pekerjaan <i>Occupation</i>	Pelajar <i>Student</i>	
		Bekerja sendiri <i>Self-employed</i>	
		Sektor kerajaan <i>Government sector</i>	
		Sektor swasta <i>Private Sector</i>	

Bahagian B: Pengetahuan Terhadap Pembelian Telur Ayam
 Section B: Knowledge of Buying Chicken Eggs

No.	Pernyataan Statements	Benar True	Salah False
1	Telur ayam kampung mempunyai warna kulit telur yang berbeza (putih atau coklat muda) yang membezakannya daripada telur ayam komersial <i>Village chicken eggs have distinct eggshell colors (white or light brown) that distinguish them from commercial chicken eggs</i>		
2	Telur ayam kampung lebih berkhasiat berbanding telur ayam komersil <i>Village chicken eggs are more nutritious than commercial chicken eggs</i>		
3	Telur ayam kampung lebih mahal kerana ia mengandungi tahap asid lemak omega-3 yang lebih tinggi dan kandungan kolesterol yang lebih rendah <i>Village chicken eggs are more expensive because they contain higher levels of omega-3 fatty acids and lower cholesterol content</i>		
4	Kualiti telur ayam kampung lebih baik dari telur ayam komersial <i>The quality of village chicken eggs is better than commercial chicken eggs</i>		
5	Ada isu telur ayam kampung yang tidak asli dijual di pasaran <i>There is an issue of inauthentic village chicken eggs sold in the market</i>		
6	Label telur tidak menyatakan dengan jelas sama ada telur itu daripada ayam komersial atau ayam kampung <i>Egg labels do not explicitly specify whether the eggs are from commercial chickens or village chickens</i>		
7	Telur ayam petelur komersial dipasarkan secara palsu sebagai telur ayam kampung di pasaran <i>Commercial laying hen eggs are being falsely marketed as village chicken eggs in the market</i>		

Bahagian C: Sikap Terhadap Pembelian Telur
Section C: Attitudes Toward Buying Eggs

No.	Pernyataan <i>Statements</i>	Sangat Tidak Setuju Strongly Disagree	Tidak Setuju Disagree	Neutral	Setuju Agree	Sangat Setuju Strongly Agree
1	Saya lebih percaya pada telur berlabel berbanding telur tidak berlabel <i>I believe more in labeled eggs compared to unlabeled eggs</i>					
2	Saya percaya penjualan telur ayam kampung yang tidak asli di pasaran adalah tindakan yang tidak wajar dan tidak beretika <i>I believe the sale of inauthentic village chicken eggs in the market is an inappropriate and unethical act</i>					
3	Saya percaya sifat fizikal telur ayam kampung (cth warna dan saiz) berbeza dengan telur ayam komersial <i>I believe in the physical properties of village chicken eggs (e.g color</i>					

	<i>and size) are different from commercial chicken eggs</i>					
4	Saya yakin telur ayam kampung yang dibeli di pasar tani/pagi/petang adalah asli <i>I am sure that the village chicken eggs bought at the farmer's market/morning/evening are authentic</i>					
5	Saya pasti telur ayam kampung yang dibeli di pasaraya adalah asli <i>I am sure that the village chicken eggs bought at the supermarket are authentic</i>					
6	Saya percaya pada telur yang lebih mahal daripada telur yang murah <i>I believe in more expensive eggs than inexpensive eggs</i>					
7	Saya percaya mendapatkan telur ayam kampung di pasaran adalah sesuatu yang mudah <i>I believe that getting village chicken eggs in the market is something easy</i>					
8	Saya percaya telur pasar raya lebih berkualiti daripada					

	telur yang dibeli di tempat lain <i>I believe supermarket eggs are of higher quality than eggs purchased elsewhere</i>					
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Bahagian D: Tingkah Laku Pembelian Terhadap Pembelian Telur
Section D: Purchasing Behaviour Toward Buying Eggs

No.	Pernyataan <i>Statements</i>	Tidak Pernah <i>Never</i>	Kadang-kadang <i>Occasionally</i>	Selalu <i>Always</i>
1	Saya membeli telur yang mempunyai label <i>I buy eggs that have a label</i>			
2	Apabila membeli telur, saya akan membaca dengan teliti label dan tanda yang dipaparkan pada telur <i>When buying eggs, I'll carefully read the labels and signs displayed on the eggs</i>			
3	Saya akan meneliti sifat fizikal telur ayam kampung (cth warna dan saiz) sebelum membelinya <i>I will examine the physical properties of village chicken eggs (e.g color and size) before buying it</i>			
4	Saya membeli telur setiap kali saya membeli barangan runcit <i>I buy eggs every time I shop for groceries retail</i>			
5	Saya membeli telur ayam komersial jika telur ayam			

	kampung tidak dijumpai <i>I buy commercial chicken eggs if the village chicken eggs could not be found</i>			
6	Saya lebih suka telur ayam kampung yang dijual di pasaraya <i>I prefer the village chicken eggs sold at supermarket</i>			
7	Saya membeli telur ayam kampung dari jenama/peniaga/tempat yang biasa saya beli sahaja <i>I buy village chicken eggs from the brand/dealer/place I usually buy only</i>			
8	Saya lebih kerap membeli telur ayam kampung berbanding telur ayam komersial <i>I buy village chicken eggs more often than commercial chicken eggs</i>			
9	Saya sanggup pergi ke banyak kedai atau tempat untuk mencari dan membeli telur ayam kampung <i>I am willing to go to many shops or places to find and buy village chicken eggs</i>			
10	Saya tidak membeli sebarang telur jika telur ayam kampung tidak dijumpai <i>I don't buy any eggs if the village chicken eggs could not be found</i>			
11	Saya selalu membeli telur ayam kampung kerana lebih mudah untuk mendapatkannya di			

	<p>pasaran <i>I frequently buy village chicken eggs as it is easy to obtain them in the market</i></p>			
12	<p>Saya selalu membeli telur ayam kampung kerana harganya yang murah <i>I frequently buy village chicken eggs because of the inexpensive price</i></p>			

Tamat Soalan
End of Questions

Terima Kasih
.Thank You

