

The Acceptance and Perception of Undergraduates Towards Biotechnological-Driven Organic Fruits

Prepared by: Varsha Mohan

ABSTRACT

Biotechnology is one of the fields used in growing organic fruits. Crop production using biopesticide and biofertilizer provide many benefits to the environment and high yield of crops. The purpose of this study was to investigate the relationship between the five factors namely food safety (FS), nutrition (NT), economy (EC), environmental aspects (EA) and governmental influences (GI) towards the undergraduates' acceptance and perception of biotechnological-driven (BD) organic fruits. A questionnaire was distributed to 120 Malaysian undergraduates in INTI International University, Nilai, Negeri Sembilan. The questionnaire contained 25 questions where five questions were allocated for each factor and a 2-level scale of measurement was used which are "agree" and "disagree". The questionnaire obtained was analyzed using One-way Analysis of Variance (ANOVA) and multiple regression. A majority of 118 volunteers have knowledge in organic fruits while 73 volunteers have knowledge in BD organic fruits. From the ANOVA analysis, all the five factors were found to be not related to each other in influencing the acceptance of undergraduates towards BD organic fruits at confidence interval of 95% ($p < 0.05$). Based on the regression analysis, three factors which were NT, EA and GI have the most impact in affecting the undergraduates' acceptance towards BD organic fruits. However, FS and EC do not affect the undergraduates overall in accepting BD organic fruits.