

## **Consumer Acceptance towards Aquaponic Products**

### **Abstract**

Aquaponic in Malaysia is considered as a new product category, which the product is the combination of aquaculture and hydroponic system. Since a lot of past studies have urged the need to understand consumer acceptance of new product, this study aims to understand how Malaysian consumer will response to this newly product- Aquaponic. To achieve the objective, this study used Theory of Plan Behavior whereby intention to purchase of Aquaponic products was used to understand the reception of Malaysian consumer towards Aquaponic products. The dimension of attitude (relative advantage and compatibility), subjective norm, perceive behavioral control (perceived knowledge and self-efficacy) and trust were examined. This study also investigated the effect of types of consumer (urban and rural consumer) as a moderator. A total of 390 respondents participated in this study with the use of closed-ended questionnaires. Findings indicated that relative advantage, compatibility, subjective norm, and perceived knowledge had significant relationship with purchase intention of Aquaponic products. It was also found that types of consumers did not have a moderating effect on Aquaponic acceptance. Therefore, the high intention among consumer to purchase Aquaponic products will significantly affect local aquaculture industry which aquaculture is well known for its environmental friendly business orientation.