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Assessing Malaysian Firms' Intention to Use Recombinant Collagen-Like Protein in Collagen Products

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Abstract

Author keywords

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Abstract

The study aims to assess the prospect of using recombinant collagen-like protein (RCLP) from producers' point of view. Using cross-sectional data from a survey, the study attempts to validate the proposed hypothesis within Technology Acceptance Model (TAM) by using the Partial Least Square (PLS) path modeling approach (a variance-based SEM technique). Results show a direct positive and significant relations between 'perceive ease of use' and 'attitude toward', 'perceived ease of use' and 'perceived usefulness', 'attitude toward' and 'behavioural intention', and 'perceived usefulness' and

'behavioural intention' of producing collagen products sourced from recombinant collagen-like protein among firms. The results imply the high potential end collagen products to be marketed using this alternative source of collagen which is environmentally friendly and promotes sustainable development. © Published under licence by IOP Publishing Ltd.

Author keywords

Collagen; Environment; Firms; Malaysia; Technology Acceptance Model

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