



05-4506832



pustaka.upsi.edu.my



Perpustakaan Tuanku Bainun
Kampus Sultan Abdul Jalil Shah



PustakaTBainun



ptbupsi

UNIVERSITI TEKNOLOGI MARA

A STUDY OF FOOD CHARACTERISTICS AND FOOD DIMENSIONS ON MALAY LOCAL FOOD PURCHASE INTENTION.



05-4506832



pustaka.upsi.edu.my



Perpustakaan Tuanku Bainun
Kampus Sultan Abdul Jalil Shah



PustakaTBainun



ptbupsi

NUR SYUHADA BT JABARUDIN
2010414374

Thesis submitted in fulfillment of the requirements
for the degree of
Master in Gastronomy
Faculty of Hotel & Tourism Management



05-4506832



pustaka.upsi.edu.my



Perpustakaan Tuanku Bainun
Kampus Sultan Abdul Jalil Shah



PustakaTBainun



ptbupsi



INSTITUTE OF GRADUATE STUDIES, UiTM

JUNE 2012

A STUDY OF FOOD CHARACTERISTICS AND FOOD DIMENSIONS ON MALAY LOCAL FOOD PURCHASE INTENTION

Part A

Name of Candidate : Nur Syuhada Bt Jabarudin

Student ID No : 2010414374

Semester : 03

Code Programme : HM775

Programme : Master in Gastronomy

Mobile HP No : 016 -3373215

Part B

Name of Main Supervisor : Puan Fadzilah Bt Mohd Shariff

Part C

Endorsed by :

Name : Puan Fadzilah Bt Mohd Shariff

Date : 11 June 2012





ACKNOWLEDGEMENT

One of the greatest joys in completing this research is being able to work with people who gave me not only time and attention, but their hearts and souls as well. I would like to thank the following people for their dedication and contributions, without which this study could not have been finished:

First of all, I am deeply thankful to Allah S.W.T for giving me strength, blessing, diligence and good health which enabled me to complete this study. Also, this research would not have been completed without the financial support from the Universiti Perguruan Sultan Idris (UPSI) through the fellowship scheme, as well as allowing me to pursue my studies.

I would like to express my deepest sincere appreciation to my supportive supervisor, Puan Fadzilah Bt Mohd Shariff for her ideas, guidance, patience and persistent encouragement throughout this wonderful journey. It was a great privilege to work under her supervision, professionalism and expertise which have helped me to be a better person.

A very special deepest thanks to my beloved family who supported me especially my father, my mother, and dearest siblings who were always there to offer help, encouragement and understanding. Thank you for the extraordinary support and for always believing in me.

To all my postgraduate friends, who helped me through the challenges along these years of study. Their contribution and encouragement become strength for me to complete this thesis successfully. Thank you for everything.

Nur Syuhada Bt Jabarudin
Master in Gastronomy (HM775)
June 2012



CANDIDATE'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, otherwise indicated or acknowledged as referenced work. This topic has not been submitted to any other academic institution or non - academic institution for any other degree or qualification.

In the event that my thesis be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

Name of Student : Nur Syuhada Bt Jabarudin

Student's ID No. : 2010414374

Programme : Master in Gastronomy

Faculty : Faculty of Hotel and Tourism Management

Thesis Title : A study of food characteristics and food dimensions on Malay local food purchase intention.

Signature of Student :

Date : 11 June 2012



ABSTRACT

The convenience-oriented lifestyles and the relative wealth's of today consumers, especially in modern communities, more people eating in restaurants, fast food establishment and consuming prepared foods because of the exposition to the new food choices and develop a comfort level with it (Verbeke and Lopez, 2005). Many restaurants, hawkers or street stalls in this country are offering such a combination of foods. As a matter of fact, many of these restaurants now do a little bit of everything to keep up with changing trends and satisfy customers' wide ranging taste. The food industry business has become increasingly competitive, with various multinational food chain operators expanding into new geographies daily, along with the emergence of new players, new types of cuisines and new menu choices. These developments partly caused by the changes in consumers desires for new alternatives and eating habits.

Therefore, in this study will focus more on investigation of the food product itself whether the food characteristics (appearance, taste, smell and texture and cooking method) and food dimensions (convenient location, quality and price) have an effect on the consumer purchase intention of Malay local food. The sample and populations for this study were taken from Shah Alam's residents. They were randomly chosen at the local and private colleges and universities, shopping complexes, business offices and restaurants around Shah Alam. Through a survey, a significant amount of data was collected and a series of analyses like descriptive statistic, reliability analysis, and multiple regression analysis was undertaken. The result revealed that, The highest standardized beta coefficient was food dimensions factor which consists of convenient location, quality and price as a sub – variables ($\beta = 0.645$, $p = 0.002$) and determined as the largest influence and make the strongest contribution. Meanwhile the beta coefficient value for food characteristics which consists of appearance, taste, smell and texture and cooking method ($\beta = 0.184$, $p = 0.062$) was low compared to the food dimensions which indicated that it less contributes to purchase intention.

From this study, the food dimensions were regarded as the most significant factor in predicting the purchase intention on local food. As conclusion, hopefully the findings from this study can provide insightful information to the Malay local food restaurateurs; to understand the consumer needs and hopefully they can position the product delicately to increase and improve the business.



**TABLE OF CONTENT**

Acknowledgement.....	i
Candidate's Declaration.....	ii
Abstract.....	iii
Table of Content.....	iv
Table of Figure.....	vii
List of Table.....	vii

CHAPTER 1

1.1 Introduction.....	1
1.2 Background of the Study.....	1
1.3 Problem Statement.....	2
1.4 Research Objectives.....	4
1.5 Research Question.....	5
1.6 Scope of Study.....	5
1.7 The Study Framework.....	6
1.8 Hypotheses.....	7
1.9 Significance of the Study.....	7
1.10 Summary.....	7

CHAPTER 2**LITERATURE REVIEW**

2.1 Introduction.....	8
2.2 Malay Local Food.....	8
2.3 The Purchase Intention.....	9
2.4 The Food Characteristics.....	10





2.5	The Food Dimensions.....	12
2.6	Summary.....	13

CHAPTER 3

3.1	Introduction.....	14
3.2	Research Design.....	14
3.3	Population and Sample.....	14
3.4	Data Collection.....	15
3.5	Pilot Study.....	16
3.6	Instruments and Measurement Scale.....	16
3.7	The Questionnaire.....	17
3.7.1	Food Characteristics Factor.....	18
3.7.2	Food Dimensions Factor.....	19
3.7.3	Behavioral Intention.....	19
3.7.4	Demographic Profile.....	21
3.8	Data Analysis.....	21
3.8.1	Reliability Analysis.....	22
3.8.2	Descriptive Analysis.....	22
3.8.3	Multiple Regressions.....	22
3.9	Summary.....	23

CHAPTER 4

RESULT & FINDINGS

4.1	Introduction.....	4
4.2	Demographic Profile.....	24
4.2.1	The Respondents' Preference Eating Time.....	25





4.2.2	The Respondents' Frequencies of Eating Local Food per Week.....	26
4.3	The Descriptive Analysis.....	26
4.3.1	Section A: Food Characteristics.....	27
4.3.1.1	Appearance.....	27
4.3.1.2	Taste, Smell and Texture.....	28
4.3.1.3	Method of Cooking.....	29
4.3.2	Section B: Food Dimensions.....	30
4.3.2.1	Convenient Location.....	30
4.3.2.2	Quality.....	31
4.3.2.3	Price.....	32
4.3.3	Section C: Purchase Intention of Malay Local Food.....	33
4.4	The Reliability Analysis.....	33
4.5	Multiple Regressions Analysis.....	34
4.5.1	The relationship of Food Characteristics and Food Dimensions Factor on Malay Local Food Purchase Intention.....	35
4.6	Hypothesis H1.....	36
4.7	Hypothesis H2.....	37
4.8	Summary.....	37

CHAPTER 5

CONCLUSION & RECOMMENDATION

5.1	Introduction.....	38
5.2	Discussion.....	38
5.1.2	The Food Characteristics and Consumers' Purchase Intention of Malay Local Food....	39
5.1.3	The Food Dimensions and Consumers' Purchase Intention of Malay Local Food.....	40



5.3	Limitations and Recommendation of the Study.....	41
5.4	Implication and Conclusion.....	41
	References.....	43
	Appendices.....	48
Table of Figure		
	Figure 1.1: A Study Framework of the Hypothesized Relationship between Food Characteristics, Food Dimensions and Local Food Purchase Intention.....	6
List of Table		
	Table 3.1: The Question Structure.....	18
	Table 3.2: Questionnaire, Scale, Item & Origin.....	20
	Table 3.3: Demographic Profile.....	21
	Table 4.1: Demographic Profile.....	25
	Table 4.2: The Number and Percentage of Respondents' Preference Eating Time.....	25
	Table 4.3: The Number and Percentage of Respondents' Frequencies of Eating Local Food per Week.....	26
	Table 4.4: Descriptive Statistics for the Appearance Factor of Malay Local Food.....	27
	Table 4.5: Descriptive Statistics for the Taste, Smell and Texture Factor of Malay Local Food.....	29
	Table 4.6: Descriptive Statistics for the Cooking Method Factor of Malay Local Food.....	30
	Table 4.7: Descriptive Statistics for the Convenient Location Factor of Malay Local Food.....	31
	Table 4.8: Descriptive Statistics for the Quality Factor of Malay Local Food.....	32
	Table 4.9: Descriptive Statistics for the Price Factor of Malay Local Food.....	32
	Table 4.10: Descriptive Statistics for the Behavioral Intention of Malay Local Food.....	33
	Table 4.11: The Result of Reliability Analysis.....	34
	Table 4.12: The Result from the Multiple Regression Analysis.....	35
	Table 4.13: Multiple Regression Analysis Result for Food Characteristics.....	36



Table 4.14: Multiple Regression Analysis Result for Food Dimensions.....37





CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter explains about the background of the research and covers eight segments which include the background of study, problem statement, research objectives, research questions, study framework, hypotheses and scope of the study, significance of the study.

1.2 Background of the Study

Food plays an important role in human life and sometimes what peoples eat represent who they are although the basic function of food is to satisfy hunger as well as to fulfill the physiological needs (Fox, 2003). The food consumption decisions that every persons make are easily effected by the several established and emerging food trends. For example, foods that taste good because they are fresh especially fruit and vegetables; convenient foods that are quick and easy to buy and prepare; ethnic foods with classified ingredients, flavours, and spices which offer variety; foods labelled as organic; or foods that specifically promote health (Asp, 1999). In addition, food also act as a cultural symbol; which is something that persons learn first from childhood, and one that consumers change with the greatest disinclination at older age (Cecile and Dube, 2005).

Basically, there are factors that influenced a person's buying process (Amstrong and Kolter, 2000). These factors effect a buyer's purchase behaviour process which they used to recognize their feeling, gather and analyze information, articulate thoughts and opinions and take action (Wells and Prensky, 1996). In reality, consumer can choose a variety of modern and culturally-based foods based on these factors. This shows that the social and lifestyles changes make food-related decision complex. However, some of them do not spend much





time thinking consciously about their consumption choices, nor are they aware of their values until they face choices or personal values that are inconsistent with what they are expected (Hassan, 2011).

The growing of international trade, globalization, migration and tourism industry in the past years has increased the awareness and trial of other cuisine among consumers. Furthermore, the convenience-oriented lifestyles and the relative wealth's of today consumers, especially in modern communities, more people eating in restaurants, fast food establishment and consuming prepared foods because of the exposition to the new food choices and develop a comfort level with it (Verbeke and Lopez, 2005). Many restaurants, hawkers or street stalls in this country are offering such a combination of foods. As a matter of fact, many of these restaurants now do a little bit of everything to keep up with changing trends and satisfy customers' wide ranging taste (Appadurai, 1996).



1.3 Problem Statement

Food is an essential aspect of human life, and foodways are important dimensions of human culture. The culture of food reflects a people's adaptation to ecology, social environment and the market economy (Wu and Tan, 2001). In Malaysia, the fast food culture has become a way of life. According to the findings from Nielsen in 2005, the world's leading market research firm, more than eighty per cent Malaysian eats at fast food restaurants and this percentage is slightly higher than the Americans. On a market-by-market basis, nine of the top ten markets globally for weekly fast food consumption hailed from Asia Pacific which includes Malaysia in it. The findings also revealed that type of food; price and convenient location were found to be the most important criteria across around the globe. Specifically, type of food was most important for Indonesians, price was important among





the Japanese and a convenience location meant more for Norwegians. In Malaysia, however, convenient location is most important to the consumers.

The food industry business has become increasingly competitive, with various multinational food chain operators expanding into new geographies daily, along with the emergence of new players, new types of cuisines and new menu choices. These developments partly caused by the changes in consumers desires for new alternatives and eating habits. In addition, the tendency of consumers to try new and exotic foods like spices, herbs and hot peppers is higher than before and ethnic cuisines have gained popularity among consumers (Papadopoulos, 1997).

In Malaysia, specifically Shah Alam area, the numbers of Malay restaurants (local food) have increased. However, the rates of inactivity of these restaurants were also very high. Most of the Malay restaurants with a few exceptions gain customers at the beginning of their business operation, but unable to sustain their business after a few years compared to other types of restaurants (MBSA, 2006).

This phenomenon has raised the question whether all of these foods (ethnic food) have outshone the local food. Are those types of food engulfing the popularity of the local food? (Zakaria, Mohd Zahari, Othman, Mat Noor and Kutut, 2010). However, despite being increasingly established in popularity, these types of foods are found not to be taken every day by local people but rather as an option or alternative or for leisure dining because they are more acceptable at dinner time (Othman, Mohd Zahari, Hashim and Ibrahim 2010). On the other hand, fast foods were believed to have a bigger impact in the consumer food consumption and also toward the local food. The changes in lifestyle and ease of access to a wide variety of restaurants have proven to be a powerful combination (Nielsen, 2005). The major food consumption trend in urban parts of developing countries is that more consumers





are eating increasingly more meals outside of their homes (especially students) and most of the growth in away-from-home eating has been in the fast sector (Kaynak, Kucukemiroglu and Aksoy, 2006).

Therefore, the previous study have been conducted more on diagnosing the restaurant operators' and consumer acceptance level, the service of the restaurant and ethic food in Malaysia (Ramly, Ahmad and Ahmadin, 2003; Othman et al, 2010 and Zakaria et al, 2010.) However, this study will focus more on investigation of the food product itself whether the food characteristics (appearance, taste, smell and texture and cooking method) and food dimensions (convenient location, quality and price) have an effect on the consumer purchase intention of Malay local food.

1.4 Research Objectives

Specifically, the findings from this study intent to provide additional knowledge into existing body of knowledge on consumer purchase intention from the perspective of Malay local food. The objectives of the study are:

1. To evaluate the contact of food characteristics and food dimensions towards local food purchase intention.
2. To examine the effect of food characteristics (appearance, taste and flavour and cooking technique - texture) on consumer purchase intention.
3. To analyze how food dimensions (convenient location, quality and price) can influence the purchase intention of local food.





1.5 Research Question

In supporting the objectives and gives the directions to this study, these following research questions have been set up.

1. To what extent do the food characteristics and food dimensions affect the consumers purchase intention?
2. What are the food characteristics that important in attracting consumer to consume the local food?
3. What are the food dimensions that essential in attracting consumer to consume the local food?

1.6 Scope of the Study

This study focuses on the food characteristics and food dimensions effect on the consumer purchase intension on Malaysian local food, specifically the Malay food. Due to accessibility, the study will be carried out in Shah Alam, Selangor and the residents from this area will be surveyed.



1.7 The Study Framework

Independent variable

Dependent variable

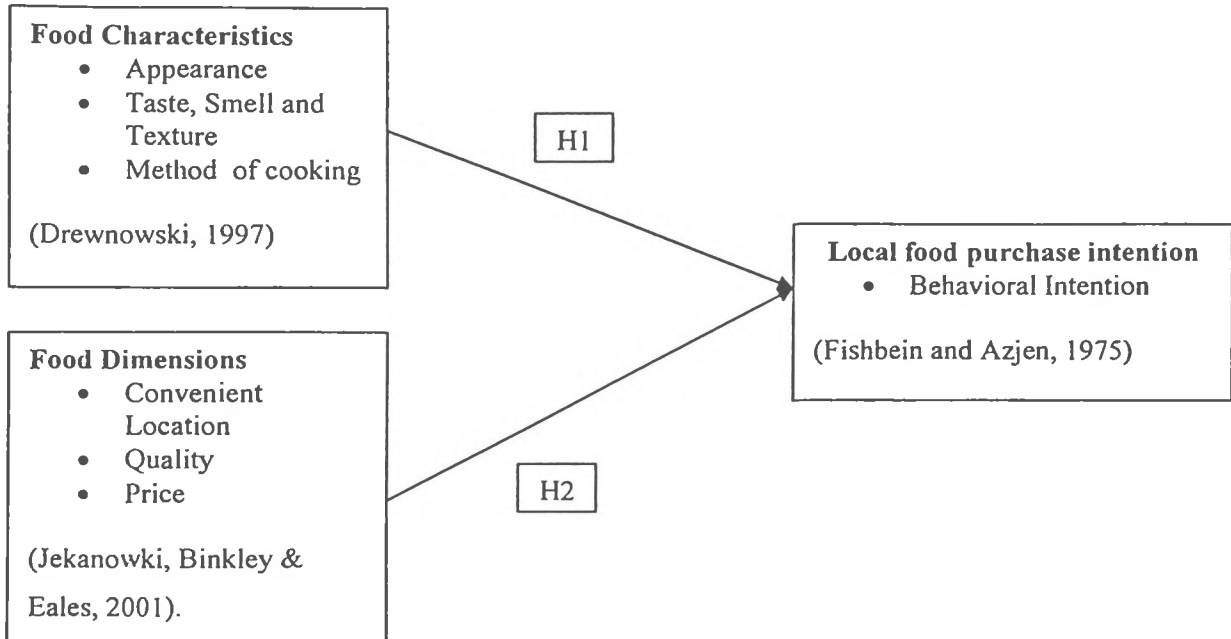


Figure 1.1: A Study Framework of The hypothesized Relationship between Food Characteristics, Food Dimensions and Local Food Purchase Intention (Shaharuddin et al, 2010)

The theoretical framework above was adapted from various researchers from different studies. It shows that there are two variables, which are having relations with a dependent variable (purchase intention). The independent variables consist of food characteristics factor and food dimensions factor. The sub – variables for food characteristics are appearance, taste, smell and texture and lastly cooking method. As for food dimensions, the sub – variables are convenient location, quality and price. All the variables are predicted to have positive relationship with the Malay local food purchase intention.



1.8 Hypotheses

H1: There is a positive relationship between food characteristics and consumer local food purchase intention.

H2: There is a positive relationship between food dimensions and the local food purchase intention.

1.9 Significance of the Study

This study is expected to provide understanding on the reasons of buying local food and probably help the marketers and the local foodservice restaurant owner to establish a proper planning and strategies for the consumers who exhibit their interest on the Malaysian, Malay's food. Not only that, this study hopes to contribute to an understanding of the factors that influence consumer purchase intention on the local food. The information gathered may serve as useful input to the restaurant owners and marketers in coming out with a better marketing strategies to promote local food products. This study can also be used as a guideline to the new entrepreneur in starting their business in the foodservice industry.

1.10 Summary

This chapter explains the current issue and problem statement which drives to the development of research objectives and research questions that related to this study. In addition, the study framework was developed based on literature review presented in the next chapter; chapter two. This study was focused on consumers purchase intention on Malay local food which is believed influenced by the food characteristics and food dimensions factor.

