

**THE EFFECT OF MARKETING MIX STRATEGIES ON CUSTOMERS PURCHASE
DECISION AT MUSLIM CHINESE RESTAURANTS
AMONG STUDENTS IN SELANGOR MALAYSIA**

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ABSTRACT

This study is conducted to examine the effect of marketing mix strategies on customers purchasing decision at Muslim Chinese restaurants among students in Selangor. This study adapted deductive and quantitative methods. The type of research used in this study is causal research. Causal research is a type of conclusive research designed to obtain evidence related to causality. A total of 250 respondents were selected as the sample through multi-stage sampling technique. Data was analyzed by multiple linear regressions. Simple random sampling will be employed from the selected restaurant. By applying multiple linear regressions. The findings revealed that price ($\beta = .247$, $p = .000$), products ($\beta = .197$, $p = .002$), place ($\beta = .171$, $p = 0.003$) and promotions ($\beta = 0.214$, $p = 0.003$) have significant influences on customers purchasing decisions at Muslim Chinese restaurant in Malaysia. In addition the findings of inter item correlation revealed the score of pearson correlation were greater than 0.3, which ensures that the variables are valid. The probabilities of correlations are all significant at less than 0.05(5%), which indicates that the research instrument is valid. It can be concluded that Muslim Chinese restaurants in Malaysia should consider marketing mix strategies that can influence their customer purchasing decision. Based on the result obtained, it is discovered that the Price, products, place and promotion) has significant influence on determining customer's purchasing decision in Chinese Muslim restaurant in Malaysia, with the price as the most important and most influential variable in determining purchasing decision. This study recommends that Chinese Muslim restaurant in Malaysia should consider the importance of fixing and maintaining good price for their foods, maintaining high quality product, ensuring regular promotion.





KESAN STRATEGI CAMPURAN PEMASARAN TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN DI RESTORAN CINA MUSLIM DALAM KALANGAN PELAJAR DI SELANGOR

ABSTRAK

Kajian ini dijalankan untuk mengkaji kesan strategi campuran pemasaran mengenai keputusan pembelian pelanggan di restoran Cina Muslim di kalangan pelajar di Selangor. Kajian ini menyesuaikan kaedah deduktif dan kuantitatif. Jenis penyelidikan yang digunakan dalam kajian ini adalah penyelidikan kausal. Penyelidikan sebab adalah sejenis penyelidikan konklusif yang direka untuk mendapatkan keterangan yang berkaitan dengan kausalitas. Sejumlah 250 responden dipilih sebagai sampel melalui teknik pensampelan pelbagai peringkat. Data dianalisis dengan korelasi dan regresi berganda-linear. Dapatan kajian menunjukkan harga ($\beta = .247, p = .000$), produk ($\beta = .197, p = .002$), tempat ($\beta = .171, p = 0.003$) dan promosi ($\beta = 0.214, 0.003$) mempunyai pengaruh yang signifikan terhadap keputusan pembelian pelanggan di restoran Cina Muslim di Malaysia. Di samping itu, penemuan korelasi antara item menunjukkan skor korelasi individu adalah lebih besar daripada 0.3, yang memastikan bahawa pembolehubah adalah sah. Kebarangkalian korelasi semua ketara kurang daripada 0.05 (5%), yang menunjukkan bahawa instrumen kajian adalah sah. Dapat disimpulkan bahawa restoran Cina Muslim di Malaysia harus mempertimbangkan strategi campuran pemasaran yang dapat mempengaruhi keputusan pembelian pelanggan mereka. Berdasarkan keputusan yang diperoleh, didapati bahawa (Harga, produk, tempat dan promosi) mempunyai pengaruh penting dalam menentukan keputusan pembelian pelanggan di restoran Muslim Cina di Malaysia, dengan harga sebagai pembolehubah yang paling penting dan paling berpengaruh dalam menentukan keputusan pembelian. Kajian ini mengesyorkan bahawa restoran Cina Muslim di Malaysia harus mempertimbangkan kepentingan menetapkan dan mengekalkan harga yang baik untuk makanan mereka, mengekalkan produk berkualiti tinggi, dan memastikan promosi tetap.



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CHAPTER 1

INTRODUCTION

1.1 Overview of Study

The study aims to study the influence of the following customers to make alternative choices before making a purchase decision. Purchase decision can be viewed as the method that leads a customer from recognizing a need, generating options, and choosing a specific product and brand.



This study will investigate the impacts of the four marketing tools which are products, prices, location, and promotions on the purchasing decisions of customers. This chapter begins with a review of the background of the study. Next, is the problem statement, research questions and research objectives of the study are stated. The chapter continues with the significance of the study, and limitation of the study. The final part of the chapter presents the previous studies carried out in the subject matter, and followed by the conclusion and summary.

1.2 Background of Study

Marketing mix describes the set of tools that management can use to effect the sales of products. Traditional formulations that will mention in this study are called the 4Ps (products, prices, places, and promotions). The effect is to influence customers of their following purchasing decisions (Kotler, 2007: 108).

Marketing mix is a well-known process of using and controlling some tools by marketing managers to influence the sales, or it can also be considered as a company's earnings (Goi, 2009). Business competition has now become very tight; this is caused by the number of business ventures that move in the same field so that trigger the happening of business competition causing many obstacles and challenges that must be faced by the perpetrator of business. Kotler (2012) suggests a strategic understanding of a game plan to achieve the desired goals of a business unit.





This may contain another notion that the company must make a plan to achieve, the aims and objectives that have been established by utilizing resources owned by the company (Goi, 2009). Business competition faced by businessmen in fighting and defending customers make the company must issue new strategies to face the existing competition and economic conditions that can also change (Yannopoulos, 2011).

For this reason, the company must be more careful in viewing the gap or business prospects to be applied in the business strategy that will be undertaken so that the company can continue to be able to compete with its competitors. While that happens it so as to enhance sustainable competitive advantage and can satisfy customer desires, which will reflect on the company earnings (Mantymaa, 2013). Business competition in the restaurant industry is crucial, now many emerging restaurant business with similar products and almost the same, both in the form of competing restaurants to market their products among the community (Freeman, 2011).

Muslim Chinese restaurants try to compete in the restaurant industry. Muslim Chinese restaurant tries to offer something different that cannot be found in other restaurants (King, 2008). Not only do Muslim Chinese restaurants give away a different and unique cuisine but it is also in high competition industry. Kotler (2012) argues that one way to achieve a company's goal is to know what the requirements and wishes of customers or target markets and provide satisfaction expected more effectively and efficiently than competitors.





With business competition in the restaurant business, entrepreneurs must apply a new marketing strategy, by looking at the factors that influence consumers in purchasing decisions so that later consumers will still want to buy their products and not turn to the products of the competitors (Jaafar, Lalp, & Naba, 2012). On the other hand speaking of raw materials in this industry, if the price of fuel oil increases then it will affect the rising prices of raw materials needed in carrying out its business activities. Due to the rising raw material prices, the owners of the restaurant were forced to create new marketing strategies to deal with the existing business competition, and the strategy was among others by raising prices (Nagle & Müller, 2017).

Muslim Chinese restaurant management is required to be able to read the wishes of the buyers, so that those who have decided to buy food or drinks at this restaurant are not disappointed with the rising prices. This way they still get a satisfaction in accordance with which they expect. One way of doing so, is it to bring about the Muslim Chinese restaurants near where they are located. Thus, this type of restaurant can more easily survive in the face of existing business competition.

❖ Sales Data

One of the main ideas of the background study is to discuss the sales data of Chinese Muslim restaurants. Hence it is crucial to see some of the records of sales data to clearly understand the effect of marketing tools on purchase decisions. It is therefore discussed



The table below how sales data will eventually determine how we can understand the impact of marketing tools and customers purchase decision.

Table 1.1

Estimate of Annual Sales Data of some Muslim Chinese restaurant (2010-2016).

Names of Restaurants	Sales/ Year (RM)						
	2010	2011	2012	2013	2014	2015	2016
Haji Sharin Low restaurant, Bangi	151,430	151,400	145,320	133,280	127,270	134,200	133,175
Mohd Chan Restoran, Bandar Baru Bangi	148,678	152,478	133,125	132,456	131,399	141,000	127,298
China Muslim Restoran, Seri Kembangan	145,320	133,280	152,100	130,600	128,256	124,665	124,017
Restoran Zong Heong, Kajang	139,333	141,276	140,566	135,677	135,054	125,798	125,008

Source: Sale Records of Individual Restaurants

Based on the above table 1.1, it can be seen that Muslim Chinese restaurants sales shows sign of decreasing trend over the years. This is a trend that the owners of the restaurant would not like, because the restaurant wants a stable sale and even if possible an increasing trend.

Customers are individuals with different characteristics. The perceived valuation of each customer to a product or service they receive is not the same. Customer perceptions of a price can affect its decision in buying a product, therefore a company must be able to give a good perception of the products or services they sell (Ryu & Han, 2010).



Companies must be able to design the right marketing strategy in achieving company goals, one of which is determining location, because wrong decision in terms of selection of this location can lead to business failure (Armstrong, Kotler, Harker, & Brennan, 2015).

An essential decision for a business that must influence clients to come to the business place to see their needs is choosing good location, while still considering the smoothness of the company in carrying out economic activities, especially production and distribution (Armstrong et al., 2015). Kotler and Armstrong (2012), define the location as a place where the company should be headquartered and conduct operations or activities. There are considerations that a company is required to perform the strategy of determining its location. It is for its business to run smoothly in accordance with the expected plan of the company to achieve the effort of meeting customer needs. After considering location and price, customers will also consider the quality of the products they will buy (Armstrong et al., 2015).

Product quality is defined as the product's ability to perform its function, which includes endurance, reliability, strength, and ease of use, product repairs and other valuable features (Kotler & Armstrong, 2012). Customers who get information from direct experience (word of mouth communications) will deeply understand the relative quality of various products. Consequently, purchasing decisions are increasingly responsive to product quality because customers will be more careful in looking at the quality of products they will buy (Kotler and Armstrong, 2012).





The purchase decision by Kotler and Armstrong (2012) is a stage in which customers actually buy a product on offer. Customers before making a purchase will do a lot of evaluation by looking at the considerations that exist because there are many factors that must be considered, which will affect on the purchasing decisions of customers. Another important factor is the way this product is promoted, promotion works so the products purchased really in accordance with their wants and needs. And of course consideration that can include perception of price, location and product quality (Armstrong et al., 2015). This was mentioned also in the background of the author in conducting the research on "(Analysis of the effect of Price, Location and Product Quality on Purchase Decision: A Case Study of Muslim Chinese Restaurant)".



1.3 Problem Statement

In recent times, the business industry is in very high competition, this can be seen by the development of business fields in all small enterprises, retail, and other large companies. In the institutions of business, entrepreneurs ought to pay special attention to customers, this competition come because these companies want to increase the market share comparing with others (Phan & Vu, 2015).

Malaysia's Chinese Muslim community belongs to its own economic position; a number of Chinese inherited their business long before accepting Islam. With their





conversion into the religion they introduce changes in their business orientation to conform to Islamic principle of Halal. For instance, a lot non-halal restaurant were changed to halal restaurants (Mujani, Razak, Kasri, Nasir, & Ya'akub, 2012).

Moreover, many cases abound where after conversion into Islamic religion, much of their business space was blocked as a result of rejection and antipathy by the Chinese Business Community. Nevertheless, this is the very group who venture into new fields of business. They are seen as trading in goods and products manufactured by Muslims from inside and outside the country, especially China (Mujani et al., 2012).

Researchers identify marketing mix as a parameter that can be controlled by firms used for influencing customers in their purchasing process (Brassington & Pettitt, 2005; Kotler, 2010). The structure with conventional mix marketing consists of 4P: products, prices, places and promotions (Van Waterschoot & Van den Bulte, 1992). “As a 4Ps mix marketing literature has been tailored to various domains, including retail marketing” (Constantinides, 2006). Focusing on both service and relationship marketing theory, the retail master in marketing has extended 4P theory with the other elements entry; “such as restaurant environment, staff, restaurant format and physical evidence” (Baker, Parasuraman, Grewal, & Voss, 2002; Mulhern, 1997).

In the perspective of food restaurants, it is shown in a huge number of studies that “the mix elements of restaurant marketing such as product quality and packages, prices, restaurant locations and promotional tools form consumer buying habits” (Akbay &





Jones, 2005; Knight, Jackson, Bain, & Eldemire-Shearer, 2003; Sanlier & Seren Karakus, 2010; Spinks & Bose, 2002).

Therefore business competition is the main reason for this study's problem statement as the annual sales data above shows there has been a decrease in sales within Muslim Chinese restaurants. The variation of products element has affects on food products in customers' views for value and decision for purchasing. (Chaudhuri & Ligas, 2009; Turley & Milliman, 2000). Though there are extensive research efforts in this area, yet there is little knowledge of restaurant marketing and buying performance in developing markets, in particular in Malaysia(Sanlier & Seren Karakus, 2010; Turley & Milliman, 2000).



Dynamic competitive sector which plans an annual growth of six per cent from 2013 to 2018 is generally considered by the food retail industry (Euromonitor International, 2014). "Despite the dominance of traditional channels in the restaurant market, modern businesses expand to accommodate urban consumer demand. Particularly, the participation of international customers and young consumerism has spurred the rapid development of restaurant businesses " (Thi Hong Nguyen, Wood, & Wrigley, 2013, p). Therefore, because of this fierce competition it is very important to understand the impact of marketing mix variables on the purchase of Malaysia's Muslim Chinese food restaurants.





This is more important with urban upgrades, changing lifestyles, which shows consumers want convenience through eating outdoors. This trend will increase demand in the food services sector. To meet this growing demand and to keep abreast of promotional tools, food service stores will continue to seek new ways to expand market share (Wahab, 2017). Hence the competition will increase.

In recent times “Chinese food restaurant business is rapidly developing in the Klang Valley such as Kuala Lumpur, Ampang, Bukit Antarabangsa, Hulu Kelang, Bukit Beruntung, Klang, Shah Alam and so on. This is due to patronage they received from the Malays and the surrounding society, specifically the Malays patronage has enabled these restaurants to grow rapidly. For example, Haji Sharin Low restaurant has seven branches in Klang Valley within a short period of two years. Similarly, Mohd Chan Abdullah restaurant has eight branches and Haji Yusuf Ong restaurant has two branches in Shah Alam named Chinese Muslim al- Munawwarah Restaurant” (Utusan Malaysia, 2011).

Although these Chinese restaurants enjoyed support from the beginning, the existence of more and more restaurants has created competitiveness. Thus creating dwindling market and decline in their sales as evidence in the annual sales of some of these Muslim Chinese restaurant (Table 1.1 above). This is due to the increasing number of Restaurant businesses, resulting in competition among the various restaurants as consumers are faced with many alternative choices before making a purchase decision.





Therefore, to survive this competitiveness, the Muslim Chinese restaurant need to implement the right marketing mix strategy that will influence their consumers' patronage. The marketing strategy can be done by identifying what factors influence purchasing decisions, and which factors can have the most dominant effect on influence purchasing decisions. When these factors are known it will help the restaurant business actors in taking steps in marketing activities that will promote their profitability which will also increase as the more intensive consumers in making purchases at Muslim Chinese restaurant.

Although there were studies conducted in the past on customers' purchase decision, but little attention is given to studying the effects of marketing strategies on customers purchase decision especially as it relates to Chinese Muslim restaurants in Malaysia. As such this research is intended to fill in this gap.





1.4 Research Objectives

The aim of this study is:

1. To determine the relationship between product, price, promotion, location and purchase decisions in Muslim Chinese restaurant.
2. To examine the effect of product variable on customer purchase decision in Muslim Chinese restaurant.
3. To evaluate the effect of price on customer purchase decision in Muslim Chinese restaurant.
4. To evaluate the effect of promotion on purchase decision in Muslim Chinese restaurant.
5. To investigate the influence of location variable on customer purchase decision in Muslim Chinese restaurant.



1.5 Research Questions

The following are the research questions:

1. What is the relationship between product, price, place and promotion variables and customer buying decision in Muslim Chinese restaurant?
2. Does the product variable have influence on purchase decision in Muslim Chinese restaurant?
3. What is the effect of price variable on customer purchasing decision in Muslim Chinese restaurant?





4. What is the effect of promotion variable on customer purchase decision in Muslim Chinese restaurant?
5. Whether location variable influences customer purchase decision in Muslim Chinese restaurant?

1.6 Hypothesis

H1: There is significant relationship between product, price, place, promotion variables and customer purchase decision in Muslim Chinese restaurant.

H2: Product variable has significant influence on purchase decision in Muslim Chinese restaurant.

H3: Price variable has significant influence on purchase decision in Muslim Chinese restaurant.

H4: Promotion variable has significant influence on purchase decision in Muslim Chinese restaurant.

H5: Location variable has significant influence on purchase decision in Muslim Chinese restaurants.



1.7 Conceptual Framework

This conceptual framework shows the main variables used in our study as we see in the following figure:

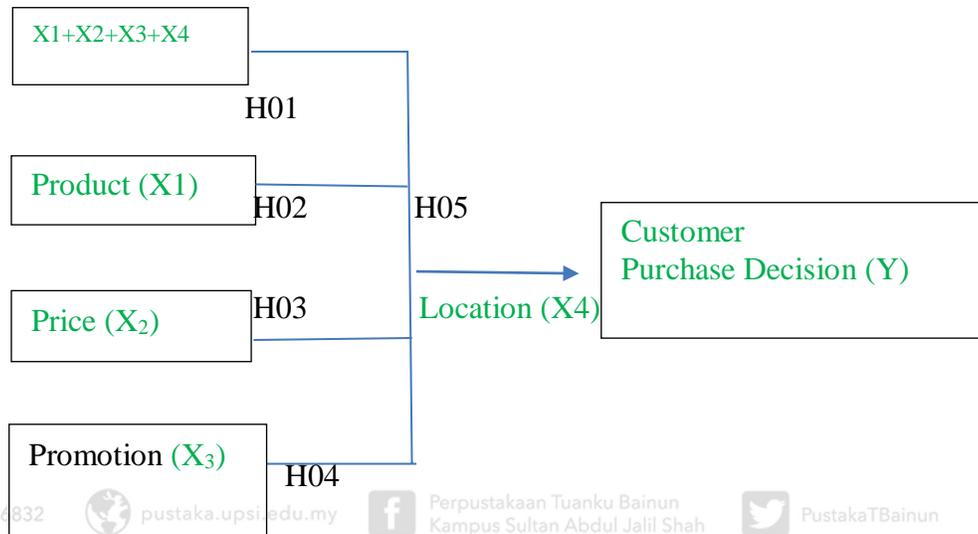


Figure 1.1. The conceptual Framework

1.8 Significance of Research

The need to understand the mix marketing strategies relating of the impact of 4P's on customers buying decision is worthy of importance to Restaurant managers, business entrepreneurs, market researchers, and academicians. This is because buying decision is a process that makes a client to recognizing his needs, generating options, and choosing a



certain product and brand. It is in the bid to address a host of these issues from the onset that the practical value of this research becomes relevant.

It is a known fact that many cognitive and physical endeavors to buy a product take place in advance of the real purchasing behavior. Consequently, marketers of any kind of business should know how their customers are affected in the pre-purchasing stage (Chen and Dubinsky, 2003). As mentioned before the restaurant business is very competitive. In term of attracting clients, entrepreneurs should have an in-depth knowledge of the needs, requirements, and views of clients who are possible to belong to the sector who will choose to establish it. According to Mamalis (2009) he averred that the detailed knowledge of the underlying theoretical background and the underlying dimensions of customer decisions will provide a restaurant business with the information needed to expand their marketing mix.

1.9 Limitation and scope of Research

Companies in the era of increasingly fierce competition is needed reliable management and able to anticipate every competition and can run the company effectively and efficiently. Thus, a person is required to utilize the appropriate economic resources in the company so as to generate maximum return on use of economic resources.





Various efforts to create products that excel in marketing activities, the company requires a strategy to influence the market by finding a good business opportunity in the form of products and in services so as to enable the company to produce products with good quality from previous and rival products. This research will be limited only purchase decision. However, it will discuss deeply on the purchasing decisions as regards to the customer choices.

This research intends to show how customers make alternative choices before making a purchase decision. These choices are focusing on the marketing mix, which are price, product, promotion and location. This study is mainly focusing on those following factors only to show how the sales of a restaurant can be affected by them. Only the area



of purchase decision will be covered in this study.



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Hence it is crucial to mainly focus on such factors, which are price, product, promotion and location in order to fully understand the idea behind buying decisions and the marketing mix. In this study we only focus on them and no other factors affecting of customer purchasing decisions

Finally, although there were studies conducted in the past on customers' purchase decision, but little attention is given to studying the effects of marketing strategies on customers purchase decision especially as it relates to Chinese Muslim restaurants in Malaysia. As such this research is intended to fill in this gap.



1.10 Operational Definition

Marketing mix describe the set of tools that management can use to effect sales. Traditional formulations are called 4Ps - products, prices, places, and promotions which will influence of consumer purchasing decision (Kotler, 2007: 108). Marketing mix is a process of using and controlling some tools by marketing managers to influence sales, or it can also be considered as a company's earnings (Goi, 2009).

The variable used in this study consists of two variables, among others:

1. Independent variable as variable (X) in this research are:

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a. Price

The definition of price is the quantity of money (monetary unit) and other features (non-monetary) containing specific utilities or utilities needed that consumer can pay to get a product(Boztepe, 2012)

b. Location

Interpret the location as the place where the company operates or where the company does activities to produce goods and services that are concerned with its economic aspect (Tanner, 2016).

c. Product quality

The ability of the product to perform its tasks that include durability, reliability or progress, strength, ease of packaging and reparation of products and other features (Kotler and Armstrong, 2012).

d. Promotion

according to Kotler (2007), refers to all of the activities undertaken by companies in communicating and promoting its product to the target market, the activities implies that this includes all of the promotional activities conducted by a company to notify and promotes its products to meet up with the market share.

2. Dependent variable as variable Y in this research is purchasing decision. This is the decision to purchase an act of selection on various alternatives owned by the consumer, where a decision is a process that starts from the introduction of problems that are then solved through the purchase of some products (Bhasin, 2011).

1.11 Organization of Study

This study conducted for Muslim Chinese Restaurants in exploring the effects of marketing mix tools price, product, promotion, and location on the customer purchasing decisions. This study depends on data collected from questionnaires distributed on a sample of students in Selangor. This data analyzed using multiple liner regression technique to show the impact of independent variables on dependent variable.



This study split into five chapters as follow: The first chapter (Chapter 1) titled introduction, this chapter covers the overview of study, background of the study, research problem, research questions, research objectives, research hypothesis, significance of the study, research framework, , scope of the research, limitation of the research, operational definitions, organization of the study , and summary. The second chapter (Chapter 2) titled literature review, this chapter begin with introduction the will discuss the studies and related theories that are relevant to this study particularly the literature on purchasing decisions, finally this chapter will finish by presenting summary.

The third chapter (Chapter 3) titled methodology this chapter of the study will present the methodology to be adopted for the collection of the data that are relevant to the research questions raised in chapter one and the method of analysis used to get the results, in addition the research design, population and sample of the study. The fourth chapter (Chapter 4) titled results and discussion this chapter will present the results as well as the discussion of the results and related findings of the research. The final chapter (Chapter 5) titled conclusions and recommendations which are the last chapter of this study will present the summary and conclusions of this study as well as the recommendations of future research in this area of study.





1.12 Summary

This chapter provides vital information about the study. It highlights the issues of the influence of product, price, place (location) and promotion on customer purchase decision in Muslim Chinese Restaurants as well as other related information that forms the main motives behind this research.

Significance of the study stated the benefits that this current study will bring to the body of knowledge, guide to the policy makers and vital information to the management of the restaurant business to enhance the performance of these restaurants by attract more amount of customers which will reflects on restaurants earnings, that is represent the main goal of these companies, therefore studying the impact of marketing mix tools is important to know the customer wishes.

The problem statement gave various problems highlighted by the previous research, which this current study intends to look at them. The research questions were itemized based on the problems identified and help in developing the research objectives that would help to answer those questions raised. Hypotheses, were stated which will help in achieving those study objectives and the scope of the study provide information on the only aspect that this research work will address. The end of the chapter provide information on how the structure of the thesis will be, based on chapters.

