

Factors Influencing Consumer Purchase Intention on Malaysian Cuisine among Urbanites in Chengdu City

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Abstract— *The purpose of this research is to investigate factors that influence consumer purchase intention on Malaysian cuisine among urbanites in ChengDu, China. ChengDu is one of the biggest cities located at the South West of China and well-known of its local spicy cuisine. To date, there is no study conducted in ChengDu in relation to purchase intention on Malaysian cuisine. Hence, this study intends to fill the gap by using perceived price, service quality, brand image and advertisement to be tested with consumer purchase intention. Convenience sampling method was used in this study with self-administered survey questionnaire which yielded 400 responses. The findings revealed that all factors were significantly associated with consumer purchase intention. This research is expected to provide important information, recommendations and marketing strategies to Malaysian cuisine restaurant owners in ChengDu city. It also contributes to the related body of knowledge and stimulating further research especially in the area of cross-border marketing study.*

Index Terms— *Consumer purchase intention, price, service quality, brand image, advertisement, Malaysian cuisine.*

I. INTRODUCTION

According to the China Restaurant Industry Survey Report, the business of foreign food restaurant in China has shown a significant double-digit growth. The top ten foreign cuisine restaurants in ChengDu City, China are Japanese Cuisine, Korea Cuisine, Taiwanese Cuisine, India Cuisine, Thailand Cuisine, Vietnamese Cuisine, Italian Cuisine, Mexico Cuisine, American Fast food and European Cuisine. Owing to the catering service market in China worth a total of ¥3.96 trillion with 10.8% growth rate, foreign investors are welcome to China to look for catering business opportunities in this industry. ChengDu city owns 8.81 million urbanites with GDP achieved at ¥1.388 trillion with 8.1% growth rate in 2017. ChengDu people spent a total of ¥79.4 billion in food and beverages. In this respect, investors could foresee the huge market potential in the catering industry in ChengDu city. However, the market is very competitive as business players not only have to compete with the existing competitors but also the new entrants. Therefore, to understand consumer purchase intention is crucial to help the new entrants or current business owners to establish and expand their catering business in the city. However, there is no specific business research study which focuses on factors influencing purchase intention on Malaysian cuisine among consumers in ChengDu city. As a result, potential Malaysian restaurant owners dare not take risk to set up their business in the city owing to lack of market survey statistics. To overcome this

situation, this study attempts to fill the research gap by raising the below research questions:

1. What is the relationship between price and consumer purchase intention on Malaysian cuisine in ChengDu city?

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2. What is the relationship between service quality and consumer purchase intention on Malaysian cuisine in ChengDu city?
3. What is the relationship between brand image and consumer purchase intention on Malaysian cuisine in ChengDu city?
4. What is the relationship between advertisement and consumer purchase intention on Malaysian cuisine in ChengDu city?

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Consumer Purchase Intention

Consumer purchase intention is defined as the likelihood that a customer will buy a particular product [1]. It has been proposed by researcher [1] as buying willingness. This is an important perception of study in the field of marketing. According to researcher [2], purchase intention is a predictor of successive purchasing. Purchase intention has a significant reputation among business organizations as it can be used to maximize their profit through increase sales revenue of their products. Most companies treat consumer purchase intention as the main aspect to stimulate and increase their sales income and profit. In addition, purchase intention offers a form of customer retention. Researcher [3] stated that internal and external factors, objective value, quality perception, and value perception could influence purchase intention seriously. External factors such as perceived price [4], service quality [5], brand image [6] and advertisement [7] were significantly influenced consumer purchase intention. Therefore, this study intends to focus on these external factors as it is believed that they are able to change consumers' attitude towards purchase intention when they feel dissatisfied with it.

2.2 Perceived Price and Consumer Purchase Intention

Perceive price is defined as a price that consumers believe worth to the value of the consumption items or services [8]. The difference of consumer perception on a product price directly brought up either positive or negative influence towards their purchasing behavior. According to researcher [9], there is a strong influence on purchase intention through perceived price. When product price was set lower than the common reasonable price range, the purchase intention among consumers are higher. This happened vice versa when price was set higher the common range. Researcher [10] mentioned in their research that price is an important reference factor that influences purchase intention among consumers. In addition, there are inter-relationships between buying intention, price, quality and purchase behavior among consumers when they came together. Price was determined as one of the numerous variables which impacts the choice of products to be bought [11]. Likewise, researcher [12] also confirmed that price has a significant relationship with purchase intention. Hence, it is hypothesized that:

H1: Perceived price has a significant relationship with consumer purchase intention.

2.3 Service Quality and Consumer Purchase Intention

According to researcher [13], service quality is understood as customer expectation before accepting any kind of service and customer perception towards the service after accepting it. In this study, service quality is operationally defined as expectations of the consumers on Malaysian cuisine before consuming or making purchase of it. The service quality of food between Malaysian cuisine and Chinese cuisine are strongly associated with the local delights, taste and varieties. Malaysian food is delivered via highly innovative and advanced processes while maintaining the Malaysian style whereas ChengDu Chinese food is prepared via simple and unsophisticated processes but maintaining the local flavor and unforgettable taste. Both factors are diffusing the quality and specialty of the food. However, when it comes to consumer purchase intention, service quality plays a key role in influencing consumer purchase intention. Researcher [14] mentioned that service quality is inter-related to purchase intention where consumers make repeated visit if the retail stores that are providing high quality of

service [15]. A research of [16] summarized similar viewpoints that consumer purchase intention increased when service quality met the consumer prospects. Likewise, researcher [17] proved that higher purchase intention was generated when restaurant provides excellent service quality. Based on the above discussion, it is hypothesized that

H2: Service quality has a significant relationship with consumer purchase intention.

2.4 Brand Image and Consumer Purchase Intention

Brand image is defined as the perception about a brand as reflected by the brand associations held in the consumer memory [18]. It is an impression of consumer when a particular product, service or activity of an organization is mentioned. Brand image plays a main role in consumer purchase intention as consumers always think about the brand when they are sourcing for certain goods or services. Generally, brand image influences consumers in making a decision to select a product and purchase it

through a set of beliefs [19]. Researcher [20] emphasized that purchase intention among consumers improved resulting from a positive brand image. It is further supported by researcher [21] that a product with better brand image would gain higher purchase intention among consumers. This is owing to the fact that brand image is a kind of general conviction and emotional replication on specific product or services due to its uniqueness and quality which differentiate them from other competitors [22]. Hence, it provides guideline for consumers to make purchase decision in relation to which product is worth to purchase. Therefore, it is hypothesized that:

H3: Brand image has a significant positive relationship with consumer purchase intention.

2.5 Advertisement and Consumer Purchase Intention

Advertising is understood as a type of promotion strategy which aims to make potential customers aware of the product or services [23]. It is the route that generates likelihood, understanding and propensity to purchase goods and services. Generally, the functional and emotional beliefs of products and services were communicated to the clients via advertisement. In return, it generates a robust, encouraging and distinctive brand awareness in consumers' mind [24]. Researcher [25] mentioned that advertisement is able to capture consumers' focus and transfer consumers' feelings onto the goods and create a good impression. Advertising is a method of delivering message to inspire a spectator for building purchase intention towards products or services [26]. Based on a previous study of [27], it was discovered that consumer purchase intention is positively influenced by effective advertisement. Besides, a study of [28] revealed that advertisement is capable to change viewpoints of consumers on products and services. According to researcher [29], there is a significant emotional influence towards purchase intention among consumers through advertisement. On the same note, researcher [30] stated that the information of an advertisement was perceived by customer through sense, awareness, responsiveness, memorial and linguistic which influence purchase intention among consumers. Hence, it is hypothesized that:

H4: Advertisement has a significant positive relationship with consumer purchase intention.

III. METHODOLOGY

3.1 Population, Sample Size and Data Collection Procedure

The population of this study consists of urbanites in ChengDu city where it is estimated at 14.355 million people. According to researcher [31], the sample size of the study is determined to be at least 384 respondents. Targeted respondents were ranging from the age of 12 and above. The sampling technique used in the study is convenient sampling method. On site self-administered survey questionnaire was distributed to the respondents who were dining in a selected Malaysian cuisine

restaurant in ChengDu city. The data collection activity yielded 400 responses.

3.2 Measures

Measures of consumer purchase intention (6 items) were adapted from researcher [32]. The items of price (7 items) were adapted from researchers [33], [2], [34] and [32]. Service quality's measurements (7 items) were adapted from researchers [4] while items for brand image (6 items) were taken from researcher [35]. Finally, advertisement (6 items) were adapted from researchers [23] and [36]. A 5-point Likert scale was used throughout the study to measure the level of agreement for all the study variables.

IV. RESULTS AND DISCUSSION

4.1 Profile of the Respondents

Among the 400 respondents, 135 were males and 265 were females. Majority of the respondents were aged between 18 to 30 years old which accounted for 203 (50.8%) of the respondents. In terms of occupational status, 133 of the respondents were junior staffs (33.3%) and 105 (26.3%) were senior staffs. In the category of monthly salary, most of the respondents (132, 33%) were earning from ¥5001 - ¥8000 per month. In terms of spending on foreign cuisine, 111 respondents (27.8%) spent ¥201 - ¥500 every month while 97 respondents (24.3%) spent average ¥501 - ¥800 per month. It was found that the spending power on foreign cuisine among urbanites in ChengDu city is high.

4.2 Factor Analysis and Reliability Test

Factor Analysis was conducted by employing Principal Component Analysis (PCA) to assess validity of the study variables. Based on the results obtained from the Principal Component Analysis (PCA), there were four components extracted namely advertisement, perceived price, service quality and brand image. Table I shows the results of factor analysis for the independent variables. Table II indicates a single factor for the dependent variable (i.e. consumer purchase intention). All the study variables were deemed reliable as they had surpassed the alpha value of 0.70 as suggested by researcher [37].

TABLE I. FACTOR ANALYSIS FOR THE INDEPENDENT VARAIBLES

Item	Description	Factor Loading			
		1	2	3	4
P1	The price is an important factor affected my consumption decision on Malaysian cuisine.		0.725		
P2	I compare prices of other foreign cuisine before I purchase.		0.887		
P3	I buy Malaysian cuisine because the price is appropriate.		0.733		
P4	I am willing to buy Malaysian Cuisine when Malaysian cuisine is having discount		0.849		

P6	The premium price of Malaysian cuisine suggests to me that they used high quality raw material and ingredient.		0.771		
P7	I will purchase Malaysian cuisine if the price is the lowest among competitors		0.898		
S1	The services quality is an important factor affected my consumption decision on Malaysian cuisine.			0.930	
S2	Service personnel who can provide customer individualized care increases customer's purchase intention.			0.914	
S3	Service personnel that understands customer needs increases customer's purchase intention on Malaysian cuisine			0.736	
B4	I will purchase those brands which have a good reputation in the market.				0.729
B5	If brand image doesn't go well I will not buy it.				0.795
B6	Brand reputation influences your product buying				0.876
A1	Advertisement is one of the main factor affected your purchase intention on Malaysian cuisine	0.842			
A2	Advertisement creates confidence in the consumers for the delicious food.	0.859			
A3	Advertisement of Malaysia Cuisine affects my buying decisions.	0.741			
A4	Advertisements are the motivating force on Malaysia Cuisine behind my cho	0.884			
A5	Advertisements encourage consumers	0.841			

	to spend on Malaysian cuisine.				
A6	I tempted to buy any brand of product under the influence of advertisements.	0.881			
Eigenvalue		8.089	2.549	1.874	1.594
Percentage of Variance Explained (%)		44.937	14.162	10.409	8.857
Cumulative Percentage (%)		44.937	59.099	69.507	78.365
Reliability Coefficient (Cronbach Alpha)		0.938	0.926	0.903	0.803

Note: KMO = 0.903, Bartlett's test of Sphericity; Approx.Chi-Square = 6091.916, p < 0.001.

TABLE II. FACTOR ANALYSIS FOR CONSUMER PURCHASE INTENTION

Item	Description	Factor Loading
		1
I1	I plan to purchase Malaysian cuisine in near future.	0.806
I2	I search for information about Malaysian cuisine from time to time	0.822
I3	I always talk about Malaysian cuisine with my friends.	0.836
I4	I willing recommend my friend to buy Malaysian cuisine.	0.810
I5	I intend to buy more products from Malaysian theme restaurant.	0.829
I6	Purchasing of Malaysian cuisine is beneficial for my daily life.	0.828
Eigenvalue		4.054
Percentage of Variance Explained (%)		67.569
Cumulative Percentage (%)		67.569
Reliability Coefficient (Cronbach Alpha)		0.899

Note: KMO = 0.920, Bartlett's test of Sphericity; Approx.Chi-Square = 1322.278, p < 0.001.

4.3 Correlation Analysis

The results tabulated in Table III show that advertisement ($r=0.708$, $p<0.01$) has the strongest significant correlation with consumer purchase intention. The rest of the independent variables have significant correlations with consumer purchase intention ($p<0.01$). The results indicate that all the independent variables were positively correlated with the dependent variable (i.e. consumer purchase intention).

TABLE III. CORRELATION BETWEEN THE INDEPENDENT VARIABLES AND CUSTOMER PURCHASE INTENTION

	(P)	(S)	(B)	(A)	(I)
Perceived Price (P)	1				
Service Quality (S)	0.402**	1			

Brand Image (B)	0.415**	0.296**	1		
Advertisement (A)	0.454**	0.409**	0.409**	1	
Customer Purchase Intention (I)	0.671**	0.524**	0.497**	0.708**	1

**Correlation is significant at the 0.01 level (2-tailed).

4.4 Multiple Regression Analysis

Table IV shows the multiple linear regression analysis among the independent variables and consumer purchase intention. The results indicate that 69.1 percent ($R^2=0.691$) of the variance of consumer purchase intention can be explained by the four independent variables. The analysis shows that all the independent variables have significant positive relationship with consumer purchase intention. Advertisement ($\beta=0.425$, $p<0.001$) has the strongest relationship with consumer purchase intention, followed by perceived price ($\beta=0.358$, $p<0.001$), service quality ($\beta=0.170$, $p<0.001$) and brand image ($\beta=0.124$, $p<0.001$). Therefore, hypothesis H1, H2, H3 and H4 are accepted.

TABLE IV. MULTIPLE REGRESSION ANALYSIS FOR THE INDEPENDENT VARIABLES AND CONSUMER PURCHASE INTENTION

Independent Variables	Consumer Purchase Intention				H	Result
	Beta, β	Sig.	B	Std. Error		
Perceived Price (P)	0.358***	0.000	0.316	0.030	H1	Accepted
Service Quality (S)	0.170***	0.000	0.127	0.024	H2	Accepted
Brand Image (B)	0.124***	0.000	0.086	0.022	H3	Accepted
Advertisement (A)	0.425***	0.000	0.356	0.028	H4	Accepted
F value	221.194					
R Square	0.691					

***Significant at the 0.001 level.

The findings showed that there is a significant positive relationship between advertisement and consumer purchase intention ($\beta=0.425$, $p<0.001$) and the strength of the relationship is the strongest among the variables. This finding is consistent with the studies of [27], [28], [38] and [39] where they provide empirical evidence that advertisement positively influences consumer purchase intention. As such, owners of the Malaysian cuisine restaurant should invest more in advertisement to generate higher purchase intention among the consumers. The higher the consumer accessibility towards a product, the easier the product will be reached by the consumers. Next, it was noticed that perceived price has a significant positive relationship with consumer purchase intention ($\beta=0.358$, $p<0.001$). This result once again supported previous studies of [11], [12], [40], and [41], who mentioned that perceived price influenced consumers' purchase intention. Hence, restaurant owners should set a price that consumer believe worth to the value of the consumption items and services. Price is sensitive to the consumers and it can turn to become profit or loss to the business owners at the same time. As such, it must be managed wisely to be reasonable, affordable and acceptable by the consumers and profitable to the business owners. Further, the results revealed that there is a significant positive relationship between service quality and consumer purchase intention ($\beta=0.170$, $p<0.001$). It indicates that the better the service quality, the higher the purchase intention of the consumers [16]. To have better service quality, the workers need to

be trained in the correct way to serve customers. Regular sessions of two-way communication with the workers should take place to enhance service quality and teamwork spirit [42]. Feedback and suggestions from the consumers and workers should be considered seriously to make commendable improvement. Finally, brand image and consumer purchase intention ($\beta=0.124$, $p<0.001$) was found to be positively and significantly associated with each other. This finding is supported by researcher [21] who explained that when a product has a better brand image, it will increase consumer's preference and purchase intention towards the product. Hence, Malaysian restaurant owners should take the opportunity to participate in the local and international food and beverages exhibition, charity events and social activities in the local community which could be highly beneficial to the owners in promoting Malaysian cuisine and the restaurant brand image.

V. CONCLUSIONS

This study provides a clear evidence on the relationship between perceived price, service quality, brand image, advertisement and consumer purchase intention on Malaysian cuisine in ChengDu city, China. It also identifies significant factors that influence consumer purchase intention and suggests effective marketing strategies to the Malaysian cuisine restaurant owners to expand their business in ChengDu city. It is believed that the findings of this study provide important information to the existing and potential business owners in ChengDu city to maintain competitive and relevant in the Chinese catering market.

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