

**THE DETERMINANTS OF CONSUMER PURCHASING
INTENTION TOWARDS CONSUMING IMPORTED FOOD
PRODUCTS THROUGH E-COMMERCE PLATFORM IN
MALAYSIA**

BY

CARMEN KHAW JIA WEN

LEE SI MIN

LOKE HAO YING

LOW KAH XIAN

SEE ZI YING

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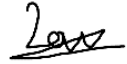

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DECLARATION

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- (3) Equal contribution has been made by each group member in completing the FYP.
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Name of Student:	Student ID:	Signature:
1 Carmen Khaw Jia Wen	19ABB04409	
2 Lee Si Min	18ABB01774	
3 Loke Hao Ying	18ABB01728	
4 Low Kah Xian	18ABB04086	
5 See Zi Ying	18ABB04662	

Date: 5th April 2022

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DEDICATION

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LIST OF ABBREVIATIONS

CET	Cognitive Evaluation Theory
TAM	Technology Acceptance Model
PI	Purchase Intention
PQ	Perceived Quality
PR	Perceived Risk
PC	Price
BI	Brand Image
EU	Ease of Use of E-commerce Platforms
IV	Independent Variable
DV	Dependent Variable
SPSS	Statistical Package for the Social Sciences
EMT	E-Commerce Management Team
SQ	Service Quality

PREFACE

This research project was completed as a fulfilment of the requirement for the pursuit of a Bachelor of Marketing (Hons) in Universiti Tunku Abdul Rahman (UTAR) Kampar Campus. The topic for this study is “The Determinants of Consumer Purchasing Intention towards consuming Imported Food Products through E-Commerce Platform in Malaysia.” The dependent variable for this study is Purchase Intention and the five independent variables examined are Perceived Quality, Perceived Risk, Price, Brand Image and the Ease of Use of E-Commerce Platforms. Moreover, the Malaysian populace plays a critical role in determining the determinants of purchase intention towards consuming imported food products in Malaysia. In brief, this project aims to uncover the determinants of consumers’ purchasing intention from the context of intrinsic and extrinsic motivations.

ABSTRACT

Since 2019, the spreading of the COVID-19 pandemic had a huge impact globally. The Malaysian Government had decided to implement Movement Control Order (MCO) by imposing regulations to limit people's movement, due to the tremendous increase in active cases in Malaysia. Ever since then, the use of e-commerce platforms has started to become more popular due to the significant change in people's lifestyles. Even though before the occurrence of the COVID-19 pandemic, purchasing through e-commerce platforms had slowly become a trend, the usage of e-commerce was being stressed particularly throughout this pandemic period. People intend to purchase more products including electrical products, home appliances, necessary products, and others. Yet regarding the necessary products, people even utilize the convenience of the e-commerce platform by purchasing fresh food, dry food, and also imported food. Hence, this study aims to understand whether perceived quality, perceived risk, price, brand image, and ease of use of e-commerce platforms towards consumers' purchasing intention to consume imported food products through e-commerce platforms. To carry out more understanding on the determinants that motivate consumers' purchasing intention. Thus, this study brings in the Cognitive Evaluation Theory (CET) to investigate what motivates consumers' behaviour to trigger their purchasing intention. In addition, to understand more about whether the difficulty of the usage of the technology affects purchasing intention, this study also brings in the Technology Acceptance Model (TAM). Besides, this research will be based in Malaysia, with a sample size of 384 respondents. The research data were generated from questionnaires and were analysed by the Statistical Package for the Social Sciences (SPSS). Pearson correlation coefficient analysis and multiple regression are applied as a way to identify the relationship among variables. Last but not least, this research study will enable researchers and e-commerce sellers to improve in the aspect of e-commerce platforms as well as to fulfil consumers' expectations toward imported food products in future.

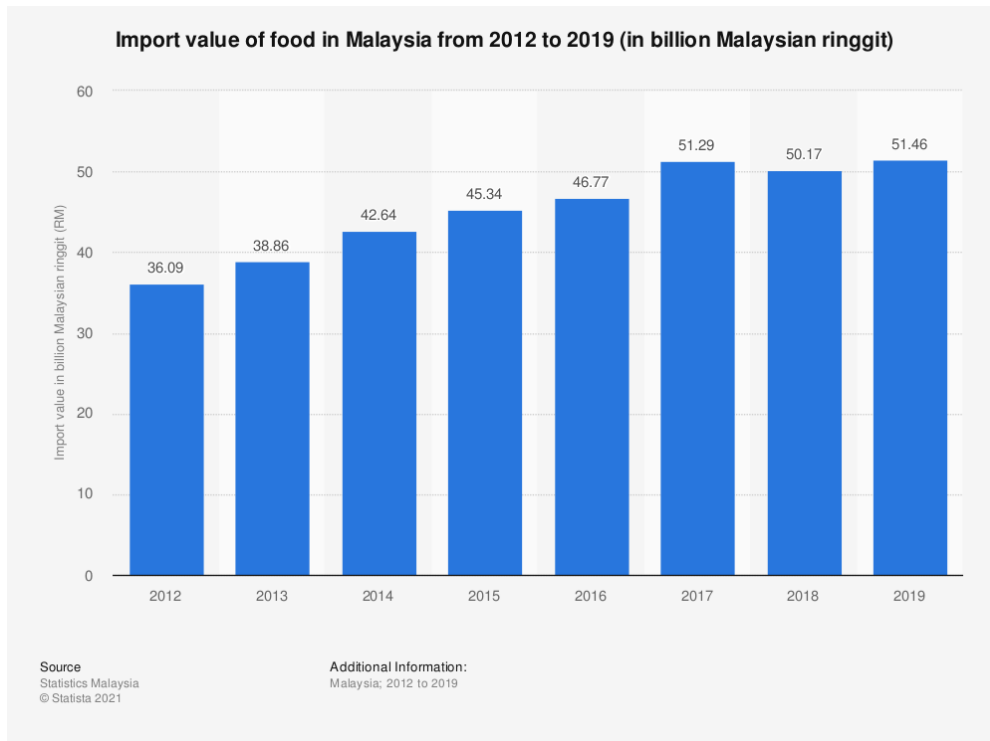
CHAPTER 1: RESEARCH OVERVIEW

1.1 Research Background

Online shopping is an activity when selling and buying product and services occurs over the internet (Daroch, Nagrath, & Gupta, 2021), and it is also known as an electronic commerce. With that, in recent years, a growing number of consumers have reaped the benefits of the many advantages that internet commerce has to offer (Moriset, 2018) and fostering a global trend for electronic commerce to grow rapidly. Consequently, consumers' lifestyles are silently altering as they adopt new digital technology as times change, allowing them to interact in a virtual environment through online purchasing (Yeo, Goh & Rezaei, 2017).

The origins of e-commerce can be traced back to the 1950s when its popularity exploded in the 1990s due to the development of the internet (Reddy & Ahamed, 2018). Nowadays, 'e' is gaining popularity, and the majority of things are becoming digitally enabled (Yu et al., 2017). The rapid growth of internet users in the past few years (International Trade Administration, 2019), has encouraged Malaysian consumers to shop from online vendors and conduct online research for product information through (Rahman et al, 2018) **platforms like Shopee, Lazada, Go Shop and others that offer imported food products**. Thus, e-commerce has offered numerous advantages to individuals by making their daily lives easier, which include easier accessibility, a wide-ranging of products and services, as well as a worldwide reach (Jamsheer, 2019). For instance, e-commerce is speeding up the overall buying process since online retailers can operate without time constraints, allowing consumers to shop whenever and wherever they want. Consumers would save time on travel as a result of this convenience, as products ordered online could be delivered to their preferred location (Bhasin, 2019). Simultaneously, by integrating e-commerce platforms into business operations, businesses can gain access to a large number of potential customers without having to invest in additional or costly marketing campaigns. According to Khalil (2018), it not only allows a business to expand into a national or even international market, but it also allows them to gain a competitive advantage by facilitating "pull" type supply chain management, which reduces inventory and overhead.

Figure 1.1: Import Value of Food in Malaysia from 2012 to 2019



Source: Hirschmann (2021)

Figure 1.1 demonstrates the value of food imports in Malaysia increased steadily from 2012 to 2019, indicating that Malaysians have a high degree of food acceptance, resulting in imported food products becoming top sellers in the Malaysian food market. An import is a commodity or service manufactured outside of the country but consumed in the home country (Segal, 2021). Simultaneously, the rapid expansion of e-commerce has caused a spike in the number of consumers accepting food consumption via various e-commerce forms as a part of a movement. Many e-commerce sellers are attempting to expand their market share, particularly during this pandemic period, with the expectation that the number of imported food products in Malaysia will continue to rise. Despite Malaysia's "Buy Made in Malaysia" policy, the value of food imported into the country has increased from 36.09 billion in 2012 to 51.46 billion in 2019.

Figure 1.2: An Overview on Consumer Goods E-Commerce in Malaysia



Source: Hootsuite (2021)

The total value of consumer goods in the Malaysian e-commerce market was \$4.46 billion in January 2021, accounting for a 37.3% annual growth in the total e-commerce value (Data Reportal, 2021). Besides, 13.10 million Malaysians are purchasing consumer goods via the internet, contributing to an average annual spend of \$341 per user (Data Reportal, 2021). With that, it shows that Malaysia's e-commerce sector is enjoying strong growth in 2021, basically due to the fear of cash handling and physical store visits, which prevents people from realizing that offline shopping will be converted to online shopping, further accelerating the growth. According to Best Food imported (2020), Malaysia is one of Southeast Asia's most advanced nations, with the annual imports having reached \$14 billion.

Since online purchasing differs from traditional consumer purchasing behaviour in the brick-and-mortar environment, e-commerce sellers should explore the determinants that may influence consumers' purchasing intention (Bucko, 2018). Whenever someone performs a behaviour, their attitude determines their intention. Therefore, a positive attitude toward online purchasing will increase online purchase intent.

1.2 Research Problem

Nowadays, the use of the Internet is no longer limited to online media, and it can be used as a trading platform for consumers in the global market. Malaysia's food and beverage sector has generally been recognised as a rapidly increasing market and also one of the nation's major revenue contributors (Flanders Investment and Trade Malaysia, 2020). The rapid evolution of e-commerce year by year has resulted to an increase in national online consumption. In fact, in many countries, including Malaysia, e-commerce transactions have switched from luxury products and services to daily necessities that are important to a massive amount of people (OCED, 2020).

According to Flanders Investment and Trade Malaysia (2020), the estimated import and export value in 2018 shows the estimated imported value is much higher than the export value, indicating that Malaysians have a strong intention in consuming imported food products. According to Australian Government Austrade (2020), most of there is an overpopulation of middle-class Malaysians, making it a good market for Australian businesses, as mobile penetration rates are also growing. With that said, Malaysians are giving room for foreign brands like foreign food product brands to expand their markets to Malaysia via online retail channels. Besides, Malaysia is also experiencing an increase in e-commerce from 2018 to 2023, with total sales for 2019 forecasted to reach RM37.1 billion. (Australian Government Austrade, 2020). In other words, the internet has progressively been used to motivate online financial transactions between entities and consumers for a variety of products and services (Kian, Loong & Fong, 2019). Moreover, according to Lim (2021), Malaysia exported RM296 billions of food products, but imported RM482.8 billion during the last decade. While only in 2020, Malaysia has imported with a total of RM55.5 billion of food products, while exports were only reaching RM33.8 billion. (Department of Statistics Malaysia Official Portal, 2021). This shows that Malaysia has being too dependent on imports in order to satisfy the demand of Malaysia consumers towards food items. In other words, there are a lot of consumers in Malaysia who intend to purchase imported food products, especially during this pandemic.

COVID-19 has started to evolve into a global pandemic that is affecting people's daily lives all over the world in the first half of 2020. Since then, customers may now access to a wide range of

products through e-commerce platforms from the safety and comfort of their homes, leading to changes in customer decision-making and online shopping behaviour (Mason, Narcum, & Mason, 2020). Many Malaysians tend to reduce visiting physical stores during the COVID-19 pandemic due to the fear of the virus spreading through activities such as cash handling. Thus, many Malaysians have opted for online purchasing as their primary shopping method to satisfy their buying needs to keep them safe from the virus (Yusof, 2021). Moreover, based on the survey done by The United Nation (UNCTAD), the food and beverage products were in the top-5 sales for 39% of the surveyed e-commerce platforms before the pandemic outbreak, yet after the pandemic, this category has risen to the first of the top-5 most sold items for 50% of the surveyed third-party e-commerce platforms (United Nation Conference on Trade and Development, 2020). From that, it is undeniable that people nowadays prefer to purchase more online instead of physically and due to the increasing consumers' purchasing intention through online platforms has lead to the acceleration of growth of the e-commerce industry in Malaysia (Flanders Investment and Trade Malaysia, 2020). Additionally, according to the United Nations Conference on Trade and Development (2020), food and beverages have also been recognized as one of the most popular categories with the most active users during the pandemic.

In short, there are a lot of opportunities that were shown throughout the research. First, according to Australian Government Austrade (2020), Malaysians love to shop for foreign brands product, with external purchases outnumbering 31.2% of domestic purchases. This means that when **Malaysians tend to search and purchase products online, they are mostly searching for foreign brand products.** For example, instant noodles from Korea included SamYang Instant Ramen and Sin Ramyun; savoury snacks from China such as Wei Long Spicy Snack, Gan Yuan Nuts, and ChaCheer Sunflower Seed; cooking ingredients from Japan like S&B Golden Curry Cubes and Kewpie Mayonnaise. In addition, The Global Data (2020) E-Commerce Analytics stated that Malaysia's e-commerce market is expected to expand by 24.7%. Also, the store is forecast to increase at a compound annual growth rate (CAGR) of 14.3% within 2020 to 2024, achieving MYR51.6 billion. Consequently, even economies with a lesser partake of effective online shoppers before COVID-19 are more likely to show the rising of online purchasing activity. **Consumers in emerging economies are more likely to anticipate increased online purchasing in the post- COVID-19 future** (United Nations Conference on Trade and Development, 2020).

Thus, we assume that there will be more consumers in Malaysia who intend to purchase more imported food products through e-commerce platforms due to the larger variety of choices, ease, and also convenience.

Moreover, there are many research studies on topics regarding purchase intention, imported food products, and e-commerce platforms separately. However, none of the studies has examined if they can link imported food products together with e-commerce and purchasing intention. For example, the determinants that could affect the consumer's purchasing intention towards imported food products through the e-commerce platforms. Thus, this study will only focus on the relationship between consumers' purchasing intentions and whether it can be easily affected by a few determinants when it comes to purchasing imported food products through e-commerce platforms. Besides, many research studies have included intrinsic motivation or extrinsic motivation into their research framework instead of combining both in studying the relationship between these two motivations and PI. While in this research, intrinsic and extrinsic motivations will be included in a framework as both motivations are believed to have relationships with the PI.

1.3 Research Objectives & Research Questions

1.3.1 General Research Objective

The primary objectives of conducting this research are to discover the determinants that influence consumer purchasing intention in consuming imported food products through e-commerce platforms in Malaysia. The key objectives are specified below:

1.3.2 Specific Research Objective

1. To investigate the significant influence of perceived quality towards consumers' purchasing intention consuming imported food products through e-commerce platforms in Malaysia.
2. To investigate the significant influence of perceived risk towards consumers' purchasing intention consuming imported food products through e-commerce platforms in Malaysia.

3. To investigate the significant influence of price towards consumers' purchasing intention consuming imported food products through e-commerce platforms in Malaysia.
4. To investigate the significant influence of brand image towards consumers' purchasing intention consuming imported food products through e-commerce platforms in Malaysia.
5. To investigate the significant influence of ease of use of e-commerce platforms towards consumers' purchasing intention consuming imported food products in Malaysia.

1.3.3 Research Question

What are the determinants of consumers' purchasing intention consuming imported food products through e-commerce platforms in Malaysia?

1. Does perceived quality impact consumers' purchase intention towards imported food products through e-commerce platforms in Malaysia?
2. Does perceived risk impact consumers' purchase intention towards imported food products through e-commerce platforms in Malaysia?
3. Does price affect consumers' purchase intention towards imported food products through e-commerce platforms in Malaysia?
4. Does brand image affect consumers' purchase intention towards imported food products through e-commerce platforms in Malaysia?
5. Does ease of use of e-commerce platforms affect consumers' purchase intention towards imported food products through e-commerce platforms in Malaysia?

1.4 Research Significance

The purpose in researching were to study the determinants towards consumers' purchasing intention in purchasing imported food products through e-commerce platforms, as the COVID-19 pandemic eventually changed people's lifestyles and purchasing behaviour.

1.4.1 To Practitioners

From a practitioners' perspective, this study will assist e-commerce sellers in determining and understanding consumers' purchasing behaviour, as purchase intention is critical for all sellers and businesses. E-commerce sellers can understand market trends and maximize the potential of their marketing efforts to generate sales by combining CET and TAM. Because TAM focuses on an individual's acceptance of technology and CET explains the effects of external consequences on internal motivation, it shows that when e-commerce platforms are perceived as difficult to use, consumers are less likely to adopt them. Hence, consumers' intention in adopting technology may become one of the external factors influencing their purchasing intention through e-commerce platforms. This would provide Malaysian e-commerce sellers a better comprehension to their target consumers, and also the opportunity to accurately design and execute marketing strategies based on CET and TAM. Consequently, through this research, e-commerce sellers could place a greater emphasis on the vital aspects that influence consumers' purchase intention while eliminating insignificant aspects. Overall, it is reasonable to believe that applying CET and TAM to determine consumers' purchasing intentions may provide new marketing strategies for e-commerce sellers.

1.4.2 To Academics

From an academic standpoint, this research provides extensive knowledge and additional insights into the concepts of CET and TAM in order to determine the factors and reasons why Malaysians intend to purchase and consume imported food products through e-commerce platforms. This is because CET explains the impact of external outcomes on intrinsic motivation, however TAM is fundamental in determining the influence of external factors on internal beliefs, attitudes, and intentions. Therefore, CET and TAM aim to examine consumers' purchasing intentions for imported food products, as well as to examine their motivations for food choice and the relationship between food preferences. This research not only helps academics in instilling e-commerce knowledge in students but also provides reference support for researchers and academicians. Future researchers can refer to the methodologies adopted as a reference for research into similar variables.

1.5 Conclusion

This chapter has covered online purchases, the trend, and growth of e-commerce, research target respondents, and consumers' purchasing intentions as a whole. This research will look at the determinants that influence consumers' purchasing intentions on e-commerce platforms in Malaysia, including intrinsic motivations like perceived quality and perceived risk, as well as extrinsic motivations like price, brand image, and ease of use of e-commerce platforms. In the following chapter, relevant conceptual models and past literature will be reviewed and discussed.

CHAPTER 2: LITERATURE REVIEW

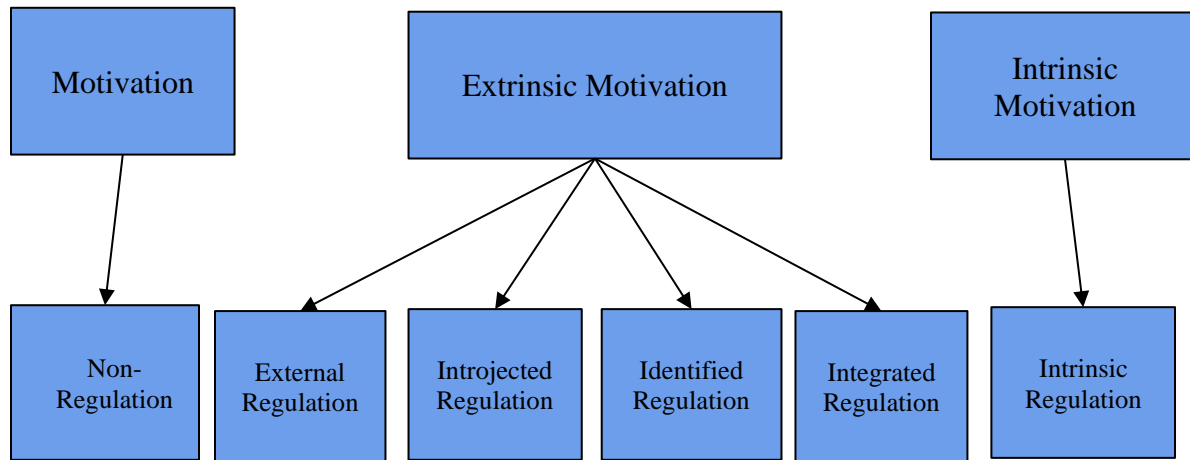
The dependent variable, purchase intention and five of the independent variables, perceived quality (PQ), perceived risk (PR), price (PC), brand image (BI), ease of use of e-commerce platforms (EU) among Malaysians will be discussed. Meanwhile, the proposed theoretical and conceptual framework is also constructed.

2.1 Underlying Theories

2.1.1 Cognitive Evaluation Theory (CET)

Cognitive Evaluation Theory is a psychological theory attempting to explain the impact of extrinsic outcomes on intrinsic motivation (Xu, Chen, Peng & Anser, 2020). Specifically, it emphasizes the basic need of individuals for autonomy and competency as the two main elements are promoting intrinsic motivation (Sangho, Thomas & Daesik, 2017). Deci and Ryan's (2000) study focuses on the importance of intrinsic rather than extrinsic motivation, and they proposed three significant motivations: extrinsic regulation, intrinsic regulation, and intrinsic motivation to explain the effects on intrinsic motivations (Xu et al., 2020). According to Deci and Ryan (2000), intrinsic motivation is the activity performed purely for inner satisfaction, and Riley (2018) stated that motivation is what drives individuals to behave. In other words, an individual may not be concerned with the possible outcome or consequences when being intrinsically motivated and may even feel satisfied and fulfilled after acting (Riley, 2018). Although intrinsic motivation is thought to be an inherent quality, it is heavily influenced by the social and environmental conditions surrounding the individual (Xu et al., 2020; Riley, 2018), and CET considers these two conditions as the factors that facilitate or undermine intrinsic motivation (Sangho et al., 2017).

Figure 2.1.1: Cognitive Evaluation Theory (CET)



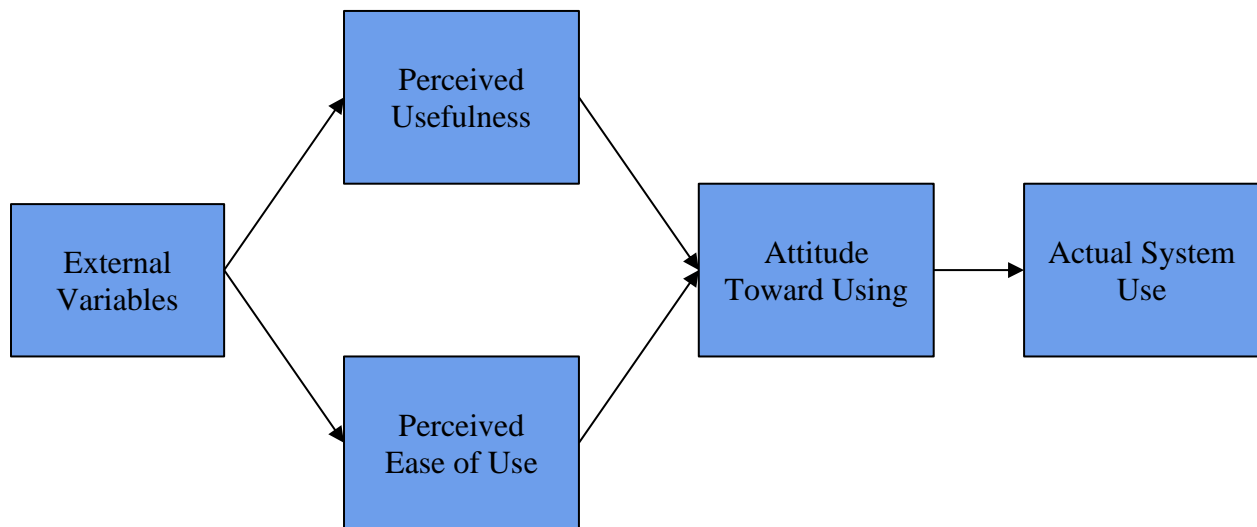
Source: Deci and Ryan (2000)

2.1.2 Technology Acceptance Model (TAM)

Technology Acceptance Model is a widely accepted model for user adoption of information technology from the Theory of Reasoned Action by Fishbein & Ajzen (Nadri, Rahimi, Afshar, Samadbeik & Garavand, 2018). TAM aims to give a foundation for measuring how external factors influence attitudes, beliefs, and intentions internally (Mafuna & Wadesango, 2016), as well as emphasizing the influence of external variables to show that the system usage can be explained based on perceived ease of use and perceived usefulness (Nadri et al., 2018). The subjective probability of potential users, that is, that adopting a given application system would improve their work performance in the organisational environment, is characterised as perceived usefulness (Salimon, Yusoff & Mokhtar, 2017), whereas perceived ease of use is recognised as the degree to which people is feeling that using a specific technology is easy and not complicated (Dachyar & Banjarnahor, 2017). Thus, perceived usefulness and perceived ease of use directly impact e-commerce use attitude, which affect purchase intentions (Mansour, 2016). With the support of empirical research, perceived ease of use has shaped a user's attitude towards using technology to further influence purchase intentions (Mafuna & Wadesango, 2016). Several researchers have successfully applied TAM to e-commerce (Mansour, 2016; Fedorko, Bacik & Gavurova, 2018), showing that when the e-commerce platform website interface or application is easy to use, purchase intention can be enhanced with the easier search for information. While perceived

usefulness could positively and indirectly impact consumer's attitude on purchasing decisions, consumers may choose not to purchase immediately due to improved efficiency, productivity, and utility (Gunawan et al., 2019). Therefore, the focus will specifically be on the ease of use of e-commerce platforms, would have a direct impact on consumers' purchase decisions.

Figure 2.1.2: Technology Acceptance Model (TAM)



Source: Davis, Bagozzi and Warshaw (1989)

2.2 Review of Variables

2.2.1 Purchase Intention

Consumers' willingness in purchasing a product is referred to as purchase intention (Peña-García, Gil-Saura, Rodríguez-Orejuela & Siqueira-Junior, 2020). It is a significant variable that measures the potential actions that consumers choose to take (Agmeka, Wathoni, & Santoso, 2019), with consumers typically making the final purchase decision based on their intent. In fact, consumers may use their experience and previous knowledge to conduct product evaluation (Athapaththu & Kulathunga, 2018). From a business's perspective, purchase intentions will affect its sales and it is a favourable factor to ensure the longevity of any business (Bhasin, 2018). Peña-García et al. (2020) mentioned that a lack of intention to purchase online may become one of the barriers for

the e-commerce development. Thus, in order to predict and encourage consumer retention (Agmeke, Wathoni & Santoso, 2019), it becomes vital for an e-commerce seller to study and analyze the determinants affecting the consumers' purchasing intention.

2.2.2 Perceived Quality

Quality defines an entire set of qualities and attributes influencing a product's or service's ability to meet expressed or implied needs (Amron, 2018), whereas Yang et al. (2016) views it as a form of the overall evaluation of a product. Thus, perceived quality is a collection of features compared to a consumer's expectations (Yang et al., 2016) that may add value to a product by giving it a reason to purchase and differentiating it from others. It may also refer to an individual's opinion towards a product or service's overall quality or superiority, as well as the attitude resulting from a parabola of prospects with perceived performance (Amron, 2018). Therefore, the findings had proved perceived quality shows a major impact towards purchasing decisions when Tandon et al. (2017) mentioned that service quality and satisfaction would influence repurchase intentions.

2.2.3 Perceived Risk

Perceived risk was pioneered by Bauer (Liao et al., 2021) and has been determined as one of the most critical elements in consumer decision-making (Ashoer & Said, 2016). It is the anticipated loss for a consumer's subjective experience when making online purchases (Liao et al. 2021), referring to both the likelihood of losing and also the consequences of that loss if it happens (Bonnin, 2020). It can be further categorized into performance risk, time risk, psychological risk, and economic risk (Wei et al., 2018; Bonnin, 2020), where consumers may perceive risk in the purchasing process due to inappropriate decisions because it is an individual's subjective opinion about potentially unfavourable consequences (Ashoer & Said, 2016; Bonnin, 2020). In this circumstance, it shows a negative, yet significant impact towards consumers' intention in making purchases through online (Liao et al., 2021), and consumers' perception of risk in e-commerce will be higher in comparison with physical businesses (Ashoer & Said, 2016).

2.2.4 Price

Price, typically defined as the total amount charged on particular products or services (Tran, 2018), as well as the value that consumers would sacrifice to exchange for that product or service (Zhong & Moon, 2020). In other words, the price can determine how much a buyer intend to pay for a product or service and can also be known as the sum of all values given to consumer in benefitting from owning or consuming products or services (Aryani, 2020). According to Calvo-Porrall and Lévy-Mangin (2017), it is the subjective interpretation of the product's monetary value that considers it cheap or expensive. Price is always a significant issue for consumers when deciding whether to purchase (Usman, Kumar, & Ibrahim, 2019) because the price is always considered in the decision-making process before making a purchase (Hermiyenti & Wardi, 2019). Hence, price is undeniably one of the most influential determinants of product perceptions (Levrini & Santos, 2021).

2.2.5 Brand Image

Brand image is the reflection or reaction of consumers who have tried certain brand products. It can be related to a consumer's positioning of the brand, as well as showing influence over consumers' purchasing intention (Agmeka et al., 2019). According to Hanspal & Devasagayam (2017), consumers would associate themselves with the brand, since the majority of them believe the brand image is representative of self-image. Moreover, consumer perceptions of products and services can have a subtle influence on the brand image (Rungsisawat & Sirinapatpokin, 2019). When considering whether to purchase or not to purchase, an individual looks for opinions from other consumers who have previously used the product. With the influence of consumer and product image, it shows a higher purchasing intention (Reena et al., 2019). Consumers may express a positive attitude toward the brand and perceive it as professional, organized, and fresh, thereby increasing their purchasing intention, based on the historical effect of brand image.

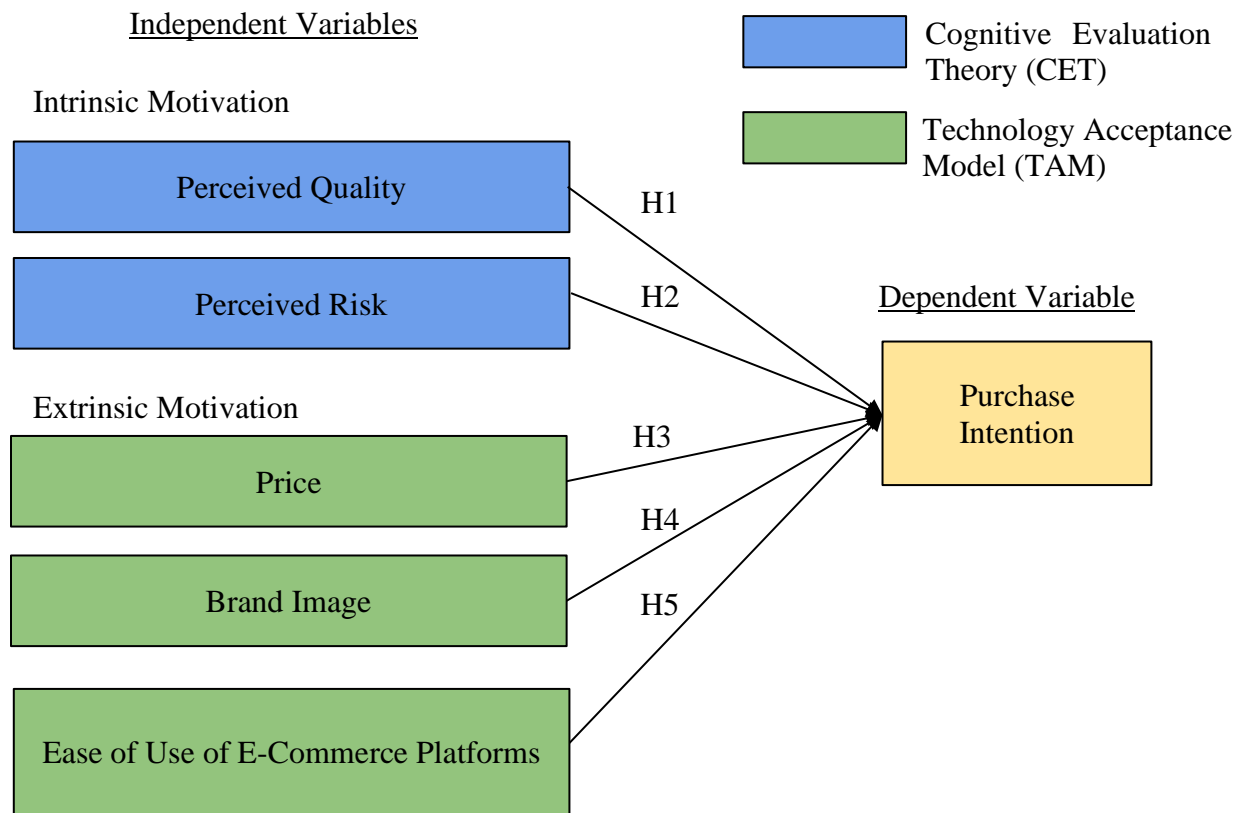
2.2.6 Ease of Use of E-Commerce Platforms

Ease of use relates to the degree in which people think using an e-commerce platform is effortless (Dachyar & Banjarnahor, 2017), and can also refer to the degree in which an individual considers certain platform is not annoying because it is easy to understand or use (Salimon et al., 2017). When an e-commerce platform is considered to be easy to use, the intention of using the platform will be positively affected and consumers will not feel tough to use it (Kim, 2020). According to Peña-García et al. (2020), the ease of use will increase consumers' spending when they shop on the platforms. Consumers require less time and effort to learn e-commerce platforms since they are easy to use, and it may be a very important variable because it is the basis for consumers using the platform (Bilgihan, Kandampully & Zhang, 2016). Users will consider an e-commerce platform that is difficult to use as not very useful and may abandon it.

2.3 Proposed Theoretical/ Conceptual Framework

In accordance with a review on relevant underlying theories and literature, the consumer purchasing intention for imported food products through e-commerce platforms in Malaysia is examined using five independent variables: perceived quality, perceived risk, price, brand image, and ease of use of e-commerce platforms. Hence, as shown in Figure 2.3, a research framework is proposed.

Figure 2.3: Proposed Conceptual Framework



A research framework has been developed in Figure 2.3. This study involves five independent variables, while being separated into two groups: intrinsic motivation and extrinsic motivation. The goal in researching is to gain a better knowledge on consumers' purchasing intentions in Malaysia when purchasing imported food products through e-commerce platforms.

2.4 Hypothesis Development

2.4.1 The Relationship between Perceived Quality and Purchase Intention

Perceived quality is an individual's assessment of a product's or service's performance in comparison to other similar products (Khan & Ahmed, 2016), and it has the most relevant effect on consumer purchasing intentions (Calvo-Porrall & Lévy-Mangin, 2017). Susanti et al. (2020) found that consumers have varying levels of quality awareness and that brands' perceived quality influences their perceived value. Thus, there has always been a correlation between brand

perceived quality and purchase intent positively (Calvo-Porrall & Lévy-Mangin, 2017). According to Bukhari et al. (2020), product quality and consumer perceptions of imported products are positively associated, because consumers will look at imported products as they are deemed to be of higher quality. Hence, the following research hypothesis of H1 is proposed:

H1: Perceived quality will positively affect Malaysian consumers' purchasing intention to consume imported food products through e-commerce platforms.

2.4.2 The Relationship between Perceived Risk and Purchase Intention

Perceived risk has been widely used in the literature as a determinant of consumers' purchasing intention (Wei et al., 2018) and studies have shown that it has a negative impact on consumers' purchasing intentions (Ashoer & Said, 2016; Liao et al., 2021). As perceived risk refers to the emotional cost related to consumers' purchase behaviour, it shows the degree of uncertainty regarding the future, thereby showing a direct impact on consumers' purchasing intentions (Wei et al., 2018). During the purchasing process, customers can make moral opinions regarding the potential of dangers or unfavourable events. (Liao et al., 2021), decreasing their purchasing intention. According to Ashoer and Said (2016), the more risks consumers perceive, the less likely they are to make the purchase. Thus, hypothesis H2 is developed, supposing that a greater perceived risk indicates a lower purchase intention.

H2: Perceived risk will negatively affect Malaysian consumers' purchasing intention in consuming imported food products through e-commerce platforms.

2.4.3 The Relationship between Price and Purchase Intention

Price may easily encourage or discourage consumption (Rihn, Khachatryan, & Wei, 2018) because consumers tend to observe the price before making a purchase decision on any product. Therefore, price includes an evaluation of the level of product or services which may influence consumers' purchasing intention (Zhong & Moon, 2020). Other than that, in the highly competitive world of e-commerce, the price can easily be a deal-breaker as consumers are having more choices for product selection (Shaw, 2021). In fact, if the price is not good enough for the consumer, they can easily purchase from elsewhere for a better deal (Kristensen, 2020). Consumers are always rational

when making a judgment on what benefits they wished to receive from paying for any products or services (Safitri, 2018). Price is the cost that consumers can best determine, hence playing a vital role in consumers' purchase intention (Tran, 2018).

H3: Price will positively affect Malaysian consumers' purchasing intention to consume imported food products through e-commerce platforms.

2.4.4 The Relationship between Brand Image and Purchase Intention

Brand image is vital in purchasing intention because it can influence consumers' purchasing intention and behavior directly or indirectly (Chuang, 2019). For some consumers, brand image is the consumption standard by which they measure a brand's acceptability and applicability (Herjanto et al., 2020). According to Dontigney (n.d.), a well-known brand image can reduce the influence of unnecessary factors during the online shopping process, making it easier to gain consumers' favor and enabling them to develop repeat purchase behaviors for specific brands. Consumers may have a negative view of a brand if it is involved in a negative event, where they may choose to avoid purchasing the brand's products. Hence, the brand image is undoubtedly a crucial factor in an individual's purchase decision. Therefore, a brand with a positive brand image can enhance consumers' willingness to accept and purchase intentions (Benhardy et al., 2020).

H4: Brand image will positively affect Malaysian consumers' purchasing intention to consume imported food products through e-commerce platforms.

2.4.5 The Relationship between Ease of Use of E-Commerce Platforms and Purchase Intention

The creation of purchase intent will be aided by an e-commerce platform that is easy to understand or use (Bilgihan et al., 2016). According to Kim (2020), the ease of use of e-commerce platforms directly impacts consumers' purchase intentions and will increase consumer spending when they shop online on the platforms. It shows a positive relationship between EU and PI because users are more likely to accept the e-commerce platform's ease of use (Dachyar & Banjarnahor, 2017). When an individual starts to browse an e-commerce platform, the convenience and efficiency with

which they can obtain product-related information will affect their purchasing intention (Bilgihan et al., 2016). With the above reasons, the hypothesis is proposed as below:

H5: Ease of use of e-commerce platforms will positively affect Malaysian consumers' purchasing intention to consume imported food products.

2.5 Conclusion

The proposed research framework and hypothesis were established in accordance with previous studies, whereas the research methodology will be addressed further in the following chapter.

CHAPTER 3: METHODOLOGY

3.1 Research Design

Research design is a method used to ensure that the data collected in the research can effectively solve the research problem (Marczyk, DeMatteo & Festinger, 2021), usually including data collection methods and how tools can help in surveying data. Descriptive research was adopted for this research since it can accurately and systematically describe the characteristics of the studied population (McCombes, 2020). A quantitative approach is implemented in designing the methodology blueprint by collecting measurable data and analyzing the data using mathematical methods. Generally, quantitative research can figure out percentage, make inference, verify correlation, and expand findings to a wider population since it demonstrates the process of collecting and analyzing numerical data (Bhandari, 2021).

3.2 Sampling Design

3.2.1 Target Population

A target population is a defined group of people with similar characteristics who are identified as the target audience for products or research (Whaley, 2021), referring to a group of people who can be correctly classified to distinguish them from the entire population. The target population for this study will be Malaysians aged 18 and above, which will be further narrowed down to those who tend to purchase imported food products through e-commerce platforms. Individuals aged 18 and above were chosen as the target group because online shopping has become an integral part of modern life, also adding in where they have stable spending ability, such as monthly or part-time income, living expenses, and scholarships (Hanson, 2021). Hence, respondents that are 18 years old and above are chosen since the total number is enough to represent the population.

3.2.2 Sampling Frame and Location

A sampling frame is not applicable in the study, since it is impossible to identify the consumers who intend to use e-commerce platforms and to collect data and information on a large number of Malaysians aged 18 and above. The population of Malaysians aged 18 and above will be used as the sampling location because the annual import of food products has been increasing year after year, and our research would conduct more in-depth research on the reasons (The Best Imported, 2020). Moreover, the questionnaire will be primarily distributed via Google Forms since the internet has no geographical limitations to be distributed to any location in Malaysia. This distribution method was also selected due to the current COVID-19 pandemic. Not only that, but an online survey allows respondents to access the questionnaire from various devices, including laptops, smartphones, and tablets (Peterson et al, 2017).

3.2.3 Sample Size

According to the Department of Statistic Malaysia (DOSM) (2021), Malaysia's population is projected to be 32.7 million people.; while World Population Review (n.d.) states the total number of Malaysians aged 18 and above is 23,606,444.

One of the terms used widely in research is the sample size, which defines the number of people included in a study to represent a population (Kibuacha, 2021). Choosing the right sample size is critical as it allows researchers to make conclusions with acceptable confidence and relies on precise sample size calculations (Cleave, 2021). Hence, an ideal sample size should not be either too big or too small. With that, we decided to refer to Morgan's Sample Size Table in deciding on our sample size of targeted respondents. Referring to the Morgan's table we used (Figure 3.2.3), the best sample size for 23.6 million counts is 384.

Figure 3.2.3: Morgan’s Sample Size Table

Population Size	Confidence 95.00%				Confidence 99.00%			
	Degree of Accuracy/Margin of Error				Degree of Accuracy/Margin of Error			
	0.05	0.035	0.025	0.01	0.05	0.035	0.025	0.01
10	10	10	10	10	10	10	10	10
20	19	20	20	20	19	20	20	20
30	28	29	29	30	29	29	30	30
50	44	47	48	50	47	48	49	50
75	63	69	72	74	67	71	73	75
100	80	89	94	99	87	93	96	99
150	108	126	137	148	122	135	142	149
200	132	160	177	196	154	174	186	198
250	152	190	215	244	182	211	229	246
300	169	217	251	291	207	246	270	295
400	196	265	318	384	250	309	348	391
500	217	306	377	475	285	365	421	485
600	234	340	432	565	315	416	490	579
700	248	370	481	653	341	462	554	672
800	260	396	526	739	363	503	615	763
900	269	419	568	823	382	541	672	854
1,000	278	440	606	906	399	575	727	943
1,200	291	474	674	1067	427	636	827	1119
1,500	306	515	759	1297	460	712	959	1376
2,000	322	563	869	1655	498	808	1141	1785
2,500	333	597	952	1984	524	879	1288	2173
3,500	346	641	1068	2565	558	977	1510	2890
5,000	357	678	1176	3288	586	1066	1734	3842
7,500	365	710	1275	4211	610	1147	1960	5165
10,000	370	727	1332	4899	622	1193	2098	6239
25,000	378	760	1448	6939	646	1285	2399	9972
50,000	381	772	1491	8056	655	1318	2520	12455
75,000	382	776	1506	8514	658	1330	2563	13583
100,000	383	778	1513	8762	659	1336	2585	14227
250,000	384	782	1527	9248	662	1347	2626	15555
500,000	384	783	1532	9423	663	1350	2640	16055
1,000,000	384	783	1534	9512	663	1352	2647	16317
2,500,000	384	784	1536	9567	663	1353	2651	16478
10,000,000	384	784	1536	9594	663	1354	2653	16560
100,000,000	384	784	1537	9603	663	1354	2654	16584
264,000,000	384	784	1537	9603	663	1354	2654	16586

Source: The Research Advisors (2006)

3.2.4 Sampling Techniques

According to Vehovar, Toepoel, and Steinmetz (2016), non-probability sampling is initially defined as a departure from probability sampling assumptions, usually indicating that units with uncertain probability have been added, or that some of these probabilities are known to be zero. In this research, the snowball technique will be used. Because the population would not be regarded as classified if a random sample could be picked, snowball sampling, which is also known as chain-referral sampling, of a concealed population begins with a sampling of the original subject as a convenience. Since our respondents will be targeting Malaysians aged 18 and above, the social connection is strong, allowing investigators to find a greater proportion of other respondents who share the same criteria as the first respondent (Abubakar, Etika & Alkassim, 2015). Therefore, it would be able to produce a pyramid effect between respondents.

3.3 Data Collection Methods

3.3.1 Primary Data

Primary data information or data obtained directly from first-hand experience through interviews, surveys, and experiments for a research project (Streefkerk, 2021). In this research, a self-administrated questionnaire is applied to obtain data from targeted respondents since it is typically designed to be completed by respondents without the need for researcher interaction (Goni, Naing, Hasan, Wan-Arfah, Deris, Arifin & Baaba, 2020).

3.4 Research Instrument

3.4.1 Questionnaire Design

This questionnaire for this research will be a Google Form-based online survey to be distributed across various social media platforms, such as Facebook, Instagram, and WhatsApp (Kamarudin & Halim, 2015).

The questionnaire will be categorized into 2 sections, with section A including demographic questions focusing on respondents' backgrounds, such as gender, age, occupation, highest academic qualification, and monthly income. Section B, on the other hand, has a total of 30 questions designed accordingly to the variable, mainly for respondents to give their opinion on the determinants of consumers' purchasing intention in consuming imported food products through e-commerce platforms in Malaysia. A five-point Likert scale is implemented, with 1 representing strongly disagree and 5 indicating strongly agree. Table 3.1 demonstrates the source of the construct.

Table 3.1: Sources of Questionnaire Constructs

Constructs	Sources
Purchase Intention	Marriott & Williams (2018); Hati et al. (2021); Dachyar & Banjarnahor (2017); Jani & Mzalendo (2015)
Perceived Quality	Yuan (2018)
Perceived Risk	Marriott & Williams (2018); Kim (2020)
Price	Kim (2020); Hati et al. (2021); Sun & Liang (2020)
Brand Image	Hulu et al. (2018); Gupta et al. (2020); Pansiri & Umama (2021)
Ease of Use of E-Commerce Platforms	Wang & Somogyi (2018); Mou et al. (2019)

3.4.2 Pilot Study

A pilot study is a small study used to test research protocols, data collection tools, and other research techniques in advance of larger-scale research (Fraser, Fahlman, Arscott & Guillot, 2018). It is a necessary step for the research, in which researchers conduct a pilot study on a small scale to assist them to determine how to handle a large-scale research project effectively (Crossman, 2019). The main purpose is not to answer specific questions for investigation but to prevent large-scale research from being conducted by researchers who do not have sufficient knowledge of the proposed framework; in essence, the pilot study is designed to avoid a time-consuming process (Fraser et al., 2018) and to enhance overall research success. According to Phiri (2016), the sample size of the pilot study should account for 10% of the total sample size of the research project. The sample size of the pilot study ranges from 12 to 70 because they are sufficient to provide sufficiently accurate estimates (Whitehead, Julious, Cooper & Campbell, 2016). Hence, there are

38 sets of questionnaires were be conducted to our target respondents through the pilot study since our sampling size is 384.

3.5 Proposed Data Analysis Tool

The Statistical Package for the Social Sciences (SPSS) is primarily applied in areas like healthcare, marketing, and educational research for statistical analysis of data (Pedamkar, 2019). It enables researchers to double-check the assumptions used in the tests as well as perform a flawless frequency analysis (Ong & Puteh, 2017). Thus, SPSS is thought to be the best option for this research, since it aids to provide comprehensive statistical capabilities for analyzing the exact result (Pedamkar, 2019), along with the ability to execute both parametric and non-parametric comparison analysis (Ong & Puteh, 2017).

3.5.1 Descriptive Analysis

The descriptive analysis shows how statistical research collects and graphs data representing objective phenomena and processes. Through comprehensive generalization and analysis, it receives the common quantitative characteristics that reflect objective phenomena (Jaiswal, n.d.). Descriptive statistics is a common statistical phrase for describing or summarising the underlying situation of observations, which aids in the summarization and presentation of data in a more meaningful and straightforward manner (Rawat, 2021). Moreover, it converts the original data into an understandable format and explains it, making all critical facts understandable and explainable.

3.5.2 Assumption Testing

Before proceeding to the statistics, it is important to test the assumptions that underpin the analysis. Thus, the chosen assumption testing can allow us to determine the statistics when the conclusion drawn from the drawing is correct (The Importance of Assumption Testing, n.d.).

3.5.2.1 Reliability/Consistency Test

The reliability or consistency of a test's results is determined by ensuring the numerous items measuring diverse components would produce consistent results (McNeish, 2018). Therefore, Cronbach's alpha is one of the statistical methods to measure the strength of reliability or consistency, also to show that tests and scales created or implemented for research projects are appropriate (Glen, 2016). Normally, alpha has been widely reported in the construction of scales to assess attitudes and other affective categories (Taber, 2017). Referring to table 3.2, Glen (2016) showed the value of Cronbach's alpha to determine the data consistency.

Table 3.2: Rules of Thumb of Cronbach's Alpha Coefficient Size

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Source: Glen (2016). Cronbach's Alpha: Simple Definition, Use and Interpretation.

Table 3.3: Reliability Analysis

Variable	Cronbach's Alpha	No. of items	Results of Reliability
Purchase Intention (PI)	0.760	5	Acceptable
Perceived Quality (PQ)	0.868	5	Good
Perceived Risk (PQ)	0.856	5	Good

Price (PC)	0.870	5	Good
Brand Image (BI)	0.795	5	Acceptable
Ease of Use of E-Commerce Platforms (EU)	0.785	5	Acceptable

Based on table 3.3 above, Cronbach’s Alpha values for PQ, PR, and PC are more than 0.80, showing them to be good, while PI, BI, and EU are acceptable with a slightly lower Cronbach’s Alpha value. As shown, the Cronbach’s Alpha value for PQ, PR, and PC is 0.868, 0.856, and 0.870 respectively; while PI, BI and EU are 0.760, 0.795, and 0.785 respectively. To conclude, the variables involved are having good reliability, despite BI and EU showing a value lower than 0.80.

3.5.3 Inferential Analysis

3.5.3.1 Pearson Correlation Coefficient Analysis

According to Kenton (2020), the Pearson Coefficient refers to correlation coefficient that illustrates the relationship between the two variables that were measured on the same interval or ratio scale. In correlated data, any changes in the magnitude of one variable are connected with a change in the intensity of another variable, either the same, which is the same direction, or the opposite, which is the negative correlation direction (Schober, Boer & Schwarte, 2018). The objective of using Pearson Correlation Coefficient analysis is to calculate the absolute value of the correlation coefficient in order to determine the strength of the relationship between two variables. (Pathak, 2020). The Pearson correlation coefficient r_{XY} measures of the strength of the linear relationship between two variables X and Y that takes values in the range [-1, +1] (Profillidis & Botzoris, 2019).

When the value of the correlation coefficient is

-1 = Strong Negative Correlation

0 = No Correlation / Zero Correlation

+1 = Strong Positive Correlation

The value $r_{XY} = +1$ shows that there is a perfect positive correlation between X and Y.

The value $r_{XY} = 0$ states that no correlation can be found between X and Y.

The value $r_{XY} = -1$ indicates a perfect negative correlation between X and Y.

3.5.3.2 Multiple Regression Analysis

Multiple regression analysis is defined as a statistical procedure to evaluate the relationship between a dependent variable and multiple independent variables (Grant, 2021), also to assess the strength of the relationship between variables (Petchko, 2018). It is just a variation of simple linear regression in which the dependent variable's value is predicted based on the values of the independent variables. The general equation is shown below:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + \dots + b_kX_k$$

Consequently, an equation of multiple regression analysis for this study is:

$$Y = a + b_1(\mathbf{PQ}) + b_2(\mathbf{PR}) + b_3(\mathbf{PC}) + b_4(\mathbf{BI}) + b_5(\mathbf{EU})$$

Whereby,

Y = Purchase Intention

a = Constant

PQ = Perceived Quality

PR = Perceived Risk

PC = Price

BI = Brand Image

EU = Ease of Use of E-commerce Platforms

3.6 Conclusion

Overall, the methodology used in this research is discussed and explained. In the following chapter, the results obtained will be discussed and analyzed.

CHAPTER 4: DATA ANALYSIS

This chapter mainly describes the raw data collected from 384 respondents, while using SPSS to examine and generate output and results. Simultaneously, descriptive analysis, reliability analysis, and hypothesis testing are also outlined.

4.1 Descriptive Analysis

4.1.1 Respondents' Demographic Profile

Table 4.1: Respondents' Demographic Profile

Descriptive	Frequency (f)	Percentage (%)
<u>Gender</u>		
Male	137	35.7
Female	247	64.3
<u>Age</u>		
18 – 25 years old	300	78.1
26 – 33 years old	36	9.4
34 – 41 years old	21	5.5
42 – 49 years old	14	3.6
≥ 50 years old	13	3.4
<u>Highest Academic Qualification</u>		
SPM	23	5.9
STPM	11	2.9
Foundation	39	10.2
Diploma	35	9.1
Bachelor Degree	256	66.7
Master/PhD	14	3.6
PMR	3	0.8
UEC	2	0.5

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Professional Qualification	1	0.3
<u>Occupation</u>		
Student	268	69.8
Unemployed	7	1.8
Self-Employed	31	8.1
Part-Time Worker	13	3.4
Full-Time Worker	65	16.9
<u>Monthly Income/ Monthly Allowance</u>		
RM1500 and below	275	71.6
RM1501 – RM2500	25	6.5
RM2501 – RM3500	42	10.95
RM3501 and above	42	10.95
<u>State</u>		
Selangor	145	37.8
Johor	47	12.2
Kedah	8	2.1
Kelantan	6	1.6
Perak	88	22.9
Perlis	4	1
Pahang	12	3.1
Negeri Sembilan	11	2.9
Terengganu	5	1.3
Malacca	15	3.9
Sabah	7	1.8
Sarawak	11	2.9
Penang	25	6.5

Table 4.1 shows the demographic analysis from 384 respondents. Female respondents outnumber male respondents by a wide margin, with female respondents accounting for 65% of the total. As social media platforms are our primary distribution platform and people of younger ages are more

active on these platforms, the majority of respondents are aged between 18 and 25, with 36 respondents aged between 26 and 33, along with 48 respondents in the other three age groups. Moreover, in line with the respondents' age group, 66.7% of the total respondents are currently pursuing or have pursued a Bachelor Degree. Hence, the majority of respondents are students, implying a significantly lower monthly income and allowance (RM1500 and below). Lastly, respondents from Selangor account for 37.8% overall, followed by respondents from Perak, consisting 22.9% of the total.

4.2 Reliability Analysis

Table 4.2: Reliability Analysis

Variable	Cronbach's Alpha	No. of items	Results of Reliability
Purchase Intention	0.836	5	Good
Perceived Quality	0.847	5	Good
Perceived Risk	0.796	5	Acceptable
Price	0.865	5	Good
Brand Image	0.815	5	Good
Ease of Use of E-Commerce Platforms	0.823	5	Good

Based on table 4.2, shows the extent of the value is around 0.796 to 0.865, indicating all the variables are acceptable. The reliability test's results are determined through the Alpha coefficient method since it is a suitable method for Likert scale items (e.g., 1-3, 1-4, 1-5) (Cronbach, 1951).

4.3 Inferential Analysis

4.3.1 Pearson Correlation Coefficient Analysis

Table 4.3: Pearson Correlation Coefficient Analysis

	PQ	PR	PC	BI	EU	PI
PQ	1.0					
PR	0.091	1.0				
PC	0.559**	0.124*	1.0			
BI	0.336**	0.179*	0.359**	1.0		
EU	0.567**	0.056	0.549**	0.529**	1.0	
PI	0.632**	0.112*	0.565**	0.354**	0.578**	1.0

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

* Correlation is significant at the 0.05 level (2-tailed).

The Pearson Correlation Coefficient shows the measurement of the direction and strength of the linear association between two variables (Sedgwick, 2012). Based on Table 4.3, PR (0.112) has unfortunately shown a weak relationship with DV, because according to Sedgwick (2012), a weak relationship is shown if the value appears between 0 to 0.3. However, if the value falls between 0.3 to 0.7, a moderate relationship is shown, while a value falling between 0.7 to 1.0 indicates a strong linear relationship. In other words, PQ (0.632), PC (0.565), BI (0.354), and EU (0.578) have shown moderate relationships with PI since they are between the range of 0.3 and 0.7.

4.3.2 Multiple Regression Analysis

Table 4.4: Model Summary

R	R Square	Adjusted R Square	Standard Error of the Estimate
0.709	0.503	0.496	0.45031

According to Fernando (2021), R-Square is a statistical measure of fit that indicates how much variation in a DV is explained by the IVs in a regression model. Generally, a R Square value between 0.5 and 0.7 is considered a moderate effect size (Moore, Notz & Flinger, 2013). In this research, table 4.4 shows the model summary, and the R-Square value of 0.503 indicates that 50.3% of the findings are significant to analyse the regression line. Therefore, all of the IVs had a 50.3% effect on the determinants of consumer purchase intention towards consuming imported food products through e-commerce platforms in Malaysia.

Table 4.5: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77.439	5	15.488	76.377	.000
	Residual	76.651	378	.203		
	Total	154.090	383			

Table 4.5 above demonstrates that the F-value for this study is 76.377 and the significant level is 0.000 which is below 0.05. When the P-value is less than 0.05, it suggests that the relationship between IVs and DV is statistically significant. Consequently, EU, PR, BI, PC, and PQ explains the variation in the determinants of consumers' purchasing intention towards consuming imported food products through e-commerce platforms in Malaysia. Mean squares are used in regression to determine whether terms in the model are significant. Therefore, to calculate the F-Value, the below equation will be used:

$$F = \frac{MS_{\text{between}}}{MS_{\text{within}}}$$

Whereby,

MS between = mean between-groups sum of squares

MS within = mean within-groups sum of squares

Hence, the high F-value indicates the variability of group means is greater than the variability within groups.

Table 4.6: Parameter Estimates

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig. (P-Value)
		B	Standard Error	Beta		
1	(Constant)	.726	.214		3.388	.001
	PQ	.346	.045	.364	7.706	.000
	PR	.029	.031	.035	.931	.352
	PC	.183	.039	.220	4.693	.000
	BI	.023	.046	.022	.493	.622
	EU	.256	.055	.237	4.640	.000

Note: PQ = Perceived Quality
 PR = Perceived Risk
 PC = Price
 BI = Brand Image
 EU = Ease of Use of E-Commerce Platforms
 DV: PI = Purchase Intention

Table 4.6 shows the t-values for PQ, PC, and EU at 7.706, 4.693, and 4.640 respectively, with the similar P-value of less than 0.001. Since the t-values for these three IVs are positive and the P-values are less than 0.05, it is possible to conclude that PQ, PC, and EU are positively related to PI.

However, PR shows a t-value of 0.931 and a P-value of 0.352; while BI shows a t-value of 0.493 and a P-value of 0.622. In this scenario, it simply means that both PR and BI are not having any significant relationship with PI.

Therefore, the multiple linear regression model yielded the following equation:

$$PI = 0.726 + 0.346 (PQ) + 0.183 (PC) + 0.256 (EU)$$

Whereby,

PI = Purchase Intention

PQ = Perceived Quality

PC = Price

EU = Ease of Use of E-Commerce Platforms

Hence, the equation explains that PI increases by 0.346, 0.183, and 0.256 units for single unit changes in PQ, PC, and EU.

4.4 Conclusion

All data and information collected were analyzed and explained in this chapter, as well as proving that PQ, PC, and EU had a significant influence on consumers' PI to consume imported food products through e-commerce platforms in Malaysia.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

In chapter 5, major findings, theoretical and managerial implications, as well as limitations will be discussed, along with providing some recommendations for further study.

5.1 Discussion of Major Findings

Table 5.1: Results of Hypothesis Test

Hypothesis	T-Statistics	P-Value	Results
H1: Perceived quality will positively affect Malaysian consumers' purchasing intention to consume imported food products through e-commerce platforms.			Supported
H2: Perceived risk will negatively affect Malaysian consumers' purchasing intention in consuming imported food products through e-commerce platforms.			<i>Not Supported</i>
H3: Price will positively affect Malaysian consumers' purchasing intention to consume imported food products through e-commerce platforms.			Supported
H4: Brand image will positively affect Malaysian consumers' purchasing intention to consume imported food products through e-commerce platforms.			<i>Not Supported</i>
H5: Ease of use of e-commerce platforms will positively affect Malaysian consumers' purchasing intention to consume imported food products.			Supported

H1: Perceived quality will positively affect Malaysian consumers' purchasing intention to consume imported food products through e-commerce platforms.

Since the P-value for PQ is lower than 0.05, it shows that the PQ shows an effect on consumers' PI in consuming imported food products through e-commerce platforms in Malaysia, thereby explaining a positive relationship between PQ and PI that supports H1. Meanwhile, it is similar to past studies by Ain et.al. (2020) to show that online retailers must pay heed to the Service Quality's (SQ) determination of online shoppers' intent in a highly competitive climate. Particularly, e-commerce sellers should prioritize customer service because it communicates the importance of SQ dimensions to customers.

H2: Perceived risk will negatively affect Malaysian consumers' purchasing intention in consuming imported food products through e-commerce platforms.

With the P-value being higher than 0.05, it indicates that PR does not show an effect on PI in consuming imported food products through e-commerce platforms in Malaysia. Consequently, H2 is not supported although Ahmed, Ali, and Top (2021) discovered that the perceived risk and consumers' intention to purchase online have a negative link. In general, consumers may be concerned about online safety and security while making payments or disclosing personal information (Tham, Dastane, Johari & Ismail, 2019). Consequently, consumers would then prefer alternate payment methods, such as cash on delivery, and third-party protected payment methods like PayPal. Despite the fact that consumers desire to avoid potential risks, it may not be a big consideration in the Malaysian online purchasing context.

H3: Price will positively affect Malaysian consumers' purchasing intention to consume imported food products through e-commerce platforms.

A relationship between PC and PI was resulted positive, with the P-value for PC being lower than 0.05, proving a significant influence on consumers' PI. Thus, H3 is accepted with support by Tran (2018). Nowadays, e-commerce can be regarded as a highly competitive market since many sellers are offering both similar and different varieties of products through the same platform. Therefore, PC is one of the significant indicators to influence PI, since higher product prices may cause sellers to lose their customers more easily (Zhao, Yao, Liu, & Yang, 2021) in which consumers have their

choice to switch to other sellers with the same product offerings in a lower price. According to Sukoco, Priyanto, Ihalauw, and Abdi (2020), it can be said that a good PC will bring positive the purchasing intention.

H4: Brand image will positively affect Malaysian consumers' purchasing intention to consume imported food products through e-commerce platforms.

Because BI has a P-value greater than 0.05 (Table 4.6), it is assumed that BI will not affect consumers' PI to consume imported food products, demonstrating a non-relationship between the two. Therefore, H4 is not supported. The results are inconsistent with Chuang (2019), Herjanto et al. (2020), Dontigney (n.d.), and Benhardy et al. (2020), where these studies have been conducted to identify BI as one of the variables that influence purchase intention. Therefore, the choices of other consumers are different from the choices they make themselves, indicating that consumers believe that acquiring a better image can be performed by purchasing and using products and brands (Ahdiany, 2021). Therefore, brand image has no important effect on purchase intention, suggesting that although the brand has a good brand image, it might not lead consumers have the interest in purchasing.

H5: Ease of use of e-commerce platforms will positively affect Malaysian consumers' purchasing intention to consume imported food products.

Based on Table 4.6, indicates the P-value of EU was lower than 0.05, which might be further explained to demonstrate a positive relationship between EU and PI. With the fact that the EU can have a significant influence on PI, it is supported by Liu, Li, Liao, and Cao (2018) in previous research, therefore supporting H5. Consumers would be more inclined to purchase imported food products online if the desired product is easily found on e-commerce platforms, and if the process of returning faulty products is straightforward. Consumers' purchase intention for imported food goods would be influenced if e-commerce platforms can assist consumers in making better decisions while also providing the convenience of online payment (Liu, 2017). According to Singh and Ajmani (2017), the ease of use of e-commerce platforms shows a substantial influence on consumers' online purchase intentions since users can easily read and understand the terms and conditions of purchases on e-commerce platforms.

5.2 Implications of the Study

5.2.1 Theoretical Implications

This research employed the CET and TAM theoretical frameworks to examine the determinants of consumers' purchasing intention for imported food products through e-commerce platforms, by looking at five independent variables (PQ, PR, PC, BI, and EU). These five variables can predict an individual's purchasing intention, encouraging them to use e-commerce platforms to purchase imported food products. PQ, PI, and EU, among the five variables, had a favorable impact on Malaysian consumers' purchasing intentions for imported food products via e-commerce platforms. Simply expressed, these three variables influence individuals' willingness to purchase imported food products. However, because PR and BI are having a negative relationship with PI, it indicates that these two variables would show an effect on consumers' PI for imported food products via e-commerce platforms. The data are analysed with SPSS to determine whether the correlations between the independent and dependent variables are significant. (PI).

This study's proposed framework can be utilised as a reference for other researchers who intend to explore relevant studies in the future. Because most prior research has focused on consumers' purchase intentions for food products rather than examining consumers' purchasing intentions for imported food products through e-commerce platforms, the findings from this study may be relevant for both comparable and opposing opinions. Furthermore, the data analysis reveals major characteristics that activate PI, allowing e-commerce sellers and e-commerce platform developers to investigate further platform development.

5.2.2 Managerial Implications

Since H1 was proven to be supported, it shows the relationship between perceived quality and consumers' purchasing intention toward imported food products through e-commerce platforms. Particularly on food products, consumers would often be extra careful before purchasing and are often more particular on it since food products are to be consumed. For instance, some consumers may be receiving expiring or even expired products due to unexpected logistics, or sometimes

receiving dented boxes, which might cause them to worry about the quality of the food products received. In this scenario, consumers might be requesting a refund or asking for any other compensation, causing sellers a higher probability to lose trust and profit. Hence, e-commerce sellers should always take note of the quality of the food products they intend to sell online, especially on their expiry date, and also always ensure products are packed safely along with sticking fragile stickers. Additionally, the E-commerce Management Team (EMT) of e-commerce platforms should set a minimum requirement on quality ratings, and also track consumer feedback other than spending the majority of the money on advertisements. The team may reward sellers with a label of best product quality award as a way to encourage quality assurance; contradictory, the EMT should also penalize sellers that are not reaching the minimum requirement. With the food quality being assured, consumers will then have greater confidence to purchase through e-commerce platforms, hence indirectly increasing their purchasing intention.

Proceeding to H3 being supported, it is understood that price is one of the determinants of consumers' purchasing intention toward imported food products through e-commerce platforms. In comparison to physical stores, e-commerce sellers have the flexibility to offer their products for a cheaper price as they do not have to consider the high expenses of physical store rentals, security measures, utility bills, or a large number of employees. However, sellers selling through e-commerce platforms are still subjected to transaction and service tax, where sellers might then raise the price of their products because of their unwillingness to bear the expense of tax on their own, thereby passing the cost onto consumers. In this scenario, the risk of imposing too many taxes may result in a rise in product prices. Additionally, EMT should define product categories and only implement taxes on products that are unhealthy and not advised for usage, for instance, alcohol and vape pod refills, thereby electing to decrease taxes on necessary products like food products and daily essentials rather than imposing taxes on all products. With this, it encourages consumers to purchase more daily essentials, and there will be no restrictions on the variety of imported products as long as they fall under the category of essentials. The government may also provide financial assistance to e-commerce platform users, furthering those consumers are provided with more exclusive deals and discount vouchers on essential products including food products, to increase consumers' motivation to purchase through e-commerce platforms. With that,

product pricing may be made more affordable, allowing individuals who are financially challenged to take use of this benefit. Hence, it indirectly leads to an increase in consumer purchase intent via e-commerce platforms, which may help to strengthen economies while also assisting small local businesses in growing their sales.

Seeing that H5 was supported, ease of use of e-commerce platforms has undeniably shown a significant role in affecting the customer's purchase intention in purchasing imported food products through e-commerce platforms. Regarding the research topic, it appears that an individual's intention to purchase through e-commerce platforms is dependent on the difficulty and the time required to understand the platform as a whole. In fact, when individuals discover that a platform takes a long time to learn and is complicated to use, they might intend to forsake it in favour of easier and more effective alternatives, such as purchasing in physical stores. In other words, the more an individual thinks that the platform is simple to use, the more that the individual will find the platform to be valuable, and thus the likelihood for the individual to embrace e-commerce platforms would gradually increase. Consequently, it becomes critical for e-commerce sellers as well as e-commerce companies to design a user-friendly platform in such a way that not only can the platform easily provide or offer some additional values to its users but also that the platform is not too complicated to learn and understand by potential users to encourage individual's usage on e-commerce platforms. For example, user interface, search bar, and store categories are some significant features that individuals pay more attention to, therefore indicating it is critical to enhancing platform visual design to assist users to have a better experience.

Table 5.2: Key Findings and Managerial Implications for Practitioners

Key Findings	Implications for Practitioners
Consumers tend to have greater confidence to purchase through e-commerce platforms with the food quality being assured.	<ul style="list-style-type: none"> ● EMT should set a minimum requirement on quality ratings and frequent track of consumer feedback.
Deals and discount vouchers can effectively	<ul style="list-style-type: none"> ● EMT should define product categories

<p>increase consumers' motivation to purchase through e-commerce platforms.</p>	<p>and only implement taxes on products that are unhealthy and not advised for usage.</p> <ul style="list-style-type: none"> ● Government could express support for e-commerce merchants by providing financial assistance.
<p>Individual's intention to purchase through e-commerce platforms is dependent on the difficulty and the time required to understand the platform.</p>	<ul style="list-style-type: none"> ● Design a user-friendly platform that could easily provide or offer additional values and not be too complicated to learn and understand by potential users to encourage individual usage.

5.3 Limitations of the Study

Firstly, the limitation of this study is the ability of researchers to trace the respondent's actual responses. Since the data for this research is collected using online Google Forms due to the research period having to be performed in the midst of Movement Control Order (MCO), it becomes significantly difficult for researchers to track actual responses in terms of the absence of physical confrontation, which could be inherently reducing the effort put forth when completing the questionnaire. Consequently, responses obtained may not accurately reflect actual behaviors and opinions regarding respondents' intent to purchase through e-commerce platforms. Moreover, respondents who need further assistance in comprehending the questions are inconvenienced by the lack of physical interactions, resulting in less effective direct two-way communication.

Another limitation of this research is the significant age disparity between respondents, since 78.1% of respondents are between the ages of 18 and 25, with the remaining 21.9% (84 respondents) falling somewhere in between. As the questionnaire is distributed through social media platforms, selection bias is often unavoidable due to younger individuals being more engaged on these platforms than older individuals, it implies that younger individuals are more readily reachable as

respondents and show higher participation in online surveys. Furthermore, since the snowball sampling were used as a sampling technique in this research, it consequently increases the reach of respondents aged 18 to 25 via social media platforms. Hence, there is a lack of participation in the generation pool, with fewer responses obtained from those over the age of 50. Therefore, when the population's demographic profile differs significantly, it eventually affects the study's outcome because individuals from various generations have varied levels of technological knowledge. With the bulk of responses being between the ages of 18 and 25, the data analyzed are potentially biased towards the younger generations, signaling it to be not enough to represent Malaysia's population as a whole.

5.4 Recommendations for Future Research

As a result of identifying the limitations of this study, a few recommendations have been made to enhance the level and quality of future research. Due to the inability of online surveys to correctly represent one's actual behavior and attitude, future researchers should distribute questionnaires both offline and online to overcome the huge age gap between respondents while speeding up the data collection process in order to produce better, more accurate, and reliable results. Offline questionnaire distributions might offer a more honest and approachable manner to acquire responses from individuals, improving the quality of the data obtained while also allowing researchers to communicate directly with respondents if assistance is required. Through this, it effectively eliminates adverse outcomes and allows for control and observation of respondents' behavior, also building engagement between researchers and respondents.

Furthermore, because the bulk of the respondents were Malaysian students aged 18 to 25, future studies should make every effort to include more respondents from Generations X and Y, who have better purchasing power due to a more stable source of income. In reality, researchers should balance the number of respondents among age groups to ensure the accuracy of the data analysis.

5.5 Conclusion

In a nutshell, this study will benefit both theoretical and managerial aspects, as future researchers and marketers will be able to highlight key findings to conduct research and execute marketing strategies more precisely. Limitations of the study have been identified, followed by refining recommendations as a way to increase the quality of future research.

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APPENDIXES

Appendix 3.1: Questionnaire



Universiti Tunku Abdul Rahman

Faculty of Business and Finance

BACHELOR OF MARKETING (HONS)

FINAL YEAR PROJECT

**The Determinants of Consumer Purchasing Intention Consuming Imported Food Products
through E-Commerce Platform in Malaysia**

Dear Participants,

We are final year undergraduate students at Universiti Tunku Abdul Rahman (UTAR)'s Faculty of Business and Finance, studying Bachelor of Marketing (Hons). We are currently doing a study relating to the subject stated, where your participation will assist us in delivering useful indications to relevant e-commerce sellers to develop appropriate marketing strategies to increase consumer's intention to purchase imported food products through e-commerce platforms in Malaysia.

Kindly take a few moments to participate in this survey below. There will be no treat involved on your participation in this survey. Your personal data and responses will remain private and confidential. We appreciate your willingness to participate in this survey. By completing this survey, you agree that we may combine your data with that of others and publish the results without identifying individual respondents.

Do not hesitate to contact us at the email addresses below if you have any concerns about this study. Lastly, thank you for the cooperation, and participation in our research study.

Yours Sincerely,

Student's Name	Email
Carmen Khaw Jia Wen	jiawenkhaw@gmail.com
Lee Si Min	leesimin336@gmail.com
Loke Hao Ying	smileyhaoying@gmail.com
Low Kah Xian	jiaxian120@gmail.com
See Zi Ying	zyxxi0112@gmail.com

Section A: Demographic Profile

Please choose ONE response for each question.

1. Gender

- Male
- Female

2. Age

- 18-25 years old
- 26-33 years old
- 34-41 years old
- 42-49 years old
- ≥ 50 years old

3. Highest Academic Qualification

- SPM
- STPM
- Foundation
- Diploma
- Bachelor Degree
- Master/PhD
- Others

4. Occupation

- Student
- Unemployed
- Self-Employed
- Part-Time Worker
- Full-Time Worker

5. Monthly Income/ Monthly Allowance

- RM 1500 and below
- RM 1501 - RM 2500
- RM 2501 - RM 3500
- RM 3501 and above

6. State

- Selangor
- Johor
- Kedah

The Determinants of Consumer Purchasing Intention towards consuming Imported Food Products through E-commerce Platform in Malaysia

- Kelantan
- Perak
- Perak
- Pahang
- Negeri Sembilan
- Terengganu
- Malacca
- Sabah
- Sarawak
- Penang

Section B

Please indicate your degree of agreement on the following statements by circling the numbers given, ranging from:

Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5.

No	Purchase Intention	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I intend to purchase through e-commerce platforms in the future.	1	2	3	4	5
2	Purchasing imported food products through e-commerce platform is a good choice.	1	2	3	4	5
3	I plan to repeat purchase imported food products through e-commerce platform in the future.	1	2	3	4	5
4	I intend to buy imported food products frequently.	1	2	3	4	5

The Determinants of Consumer Purchasing Intention towards consuming Imported Food Products through E-commerce Platform in Malaysia

5	Overall, I am satisfied with the foreign imported products that I usually purchase through e-commerce platforms.	1	2	3	4	5
No	Perceived Quality	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I could receive proper recommendations for the imported food product from the e-commerce platform based on my requirements.	1	2	3	4	5
2	I believe that the provided information about products or services on the e-commerce platform is reliable.	1	2	3	4	5
3	I believe the reviews from the e-commerce platform are useful and authentic.	1	2	3	4	5
4	I believe that the seller on the e-commerce platform is trusty and honest.	1	2	3	4	5
5	I believe that I will receive the imported food product from the e-commerce platform on the expectation time.	1	2	3	4	5
No	Perceived Risk	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I often feel worry to provide my personal information when purchasing online.	1	2	3	4	5
2	Products purchased through e-commerce platforms have higher risk to spoil or not as expected.	1	2	3	4	5
3	Purchasing through e-commerce platforms increases the risks of fraud.	1	2	3	4	5
4	The chances to lose money is higher when purchasing through e-commerce	1	2	3	4	5

The Determinants of Consumer Purchasing Intention towards consuming Imported Food Products through E-commerce Platform in Malaysia

	platforms.					
5	I hesitate to purchase online because I am concerned about the security of my personal information.	1	2	3	4	5
No	Price	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I feel that imported food products on e-commerce platforms are reasonably priced.	1	2	3	4	5
2	I prefer purchasing imported food products through e-commerce platforms because they are generally cheaper.	1	2	3	4	5
3	I feel that purchasing imported food product through e-commerce platforms is cheaper even postage fees were included.	1	2	3	4	5
4	I think that purchasing imported food products through e-commerce platforms can save more money than purchasing at physical stores.	1	2	3	4	5
5	The high price of products drives me to look for an alternative product from the other stores on e-commerce platform.	1	2	3	4	5
No	Brand Image	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I believe that brand image is important when purchasing food products.	1	2	3	4	5
2	I would rather buy food products with well-known brand names through e-commerce platforms.	1	2	3	4	5
3	It gives me confidence when I purchase a product from a brand that I'm familiar with.	1	2	3	4	5

The Determinants of Consumer Purchasing Intention towards consuming Imported Food Products through E-commerce Platform in Malaysia

4	I would choose to purchase the product because of the positive brand review from others.	1	2	3	4	5
5	I can come up quickly a positive review for a specific brand.	1	2	3	4	5
No	Ease of Use of E-commerce platforms	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	It is easy to purchase and order imported food products through e-commerce platforms.	1	2	3	4	5
2	I feel comfortable when shopping online on e-commerce platforms.	1	2	3	4	5
3	The payment process on e-commerce platform is not complicated and user-friendly.	1	2	3	4	5
4	It is easy to search for the products I want on e-commerce platforms.	1	2	3	4	5
5	I think that using e-commerce platforms to purchase imported food products is effortless.	1	2	3	4	5

Appendix 3.2: Cronbach Value of Purchase Intention in Pilot Study

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.760	.756	5

Appendix 3.3: Cronbach Value of Perceived Quality in Pilot Study

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.868	.872	5

Appendix 3.4: Cronbach Value of Perceived Risk in Pilot Study

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.856	.857	5

Appendix 3.5: Cronbach Value of Price in Pilot Study

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.870	.870	5

Appendix 3.6: Cronbach Value of Brand Image in Pilot Study

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.795	.807	5

Appendix 3.7: Cronbach Value of Ease of Use of E-commerce Platforms in Pilot Study

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.785	.792	5

Appendix 4.0: Cronbach Value of Purchase Intention for 384 Respondents

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.830	.836	5

Appendix 4.1: Cronbach Value of Perceived Quality for 384 Respondents

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.846	.847	5

Appendix 4.2: Cronbach Value of Perceived Risk for 384 Respondents

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.795	.796	5

Appendix 4.3: Cronbach Value of Price for 384 Respondents

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.865	.865	5

Appendix 4.4: Cronbach Value of Brand Image for 384 Respondents

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.812	.815	5

Appendix 4.4: Cronbach Value of Ease of Use of E-commerce Platforms for 384

Respondents

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.821	.823	5

Appendix 4.5: Pearson Correlation Coefficient

		PQ	PR	PC	BI	EU	PI
PQ	Pearson Correlation	1	.091	.559**	.336**	.567**	.632**
	Sig. (2-tailed)		.076	.000	.000	.000	.000
	N	384	384	384	384	384	384
PR	Pearson Correlation	.091	1	.124*	.179**	.056	.112*
	Sig. (2-tailed)	.076		.015	.000	.277	.028
	N	384	384	384	384	384	384
PC	Pearson Correlation	.559**	.124*	1	.359**	.549**	.565**
	Sig. (2-tailed)	.000	.015		.000	.000	.000
	N	384	384	384	384	384	384
BI	Pearson Correlation	.336**	.179**	.359**	1	.529**	.354**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	384	384	384	384	384	384
EU	Pearson Correlation	.567**	.056	.549**	.529**	1	.578**
	Sig. (2-tailed)	.000	.277	.000	.000		.000
	N	384	384	384	384	384	384
PI	Pearson Correlation	.632**	.112*	.565**	.354**	.578**	1
	Sig. (2-tailed)	.000	.028	.000	.000	.000	
	N	384	384	384	384	384	384

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

* . Correlation is significant at the 0.05 level (2-tailed).

Appendix 4.6: Multiple Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709 ^a	.503	.496	.45031

a. Predictors: (Constant), EU, PR, BI, PC, PQ

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77.439	5	15.488	76.377	.000 ^b
	Residual	76.651	378	.203		
	Total	154.090	383			

a. Dependent Variable: PI

b. Predictors: (Constant), EU, PR, BI, PC, PQ

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.726	.214		3.388	.001		
	PQ	.346	.045	.364	7.706	.000	.590	1.695
	PR	.029	.031	.035	.931	.352	.956	1.046
	PC	.183	.039	.220	4.693	.000	.601	1.665
	BI	.023	.046	.022	.493	.622	.693	1.443
	EU	.256	.055	.237	4.640	.000	.503	1.990

a. Dependent Variable: PI