

A STUDY ON PURCHASE INTENTION
TOWARDS CONVENIENCE FOOD PRODUCTS
IN MALAYSIA

BY

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DECLARATION

We hereby declare that:

- (1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Equal contribution has been made by each group member in completing the research project.
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DEDICATION

“No duty is more urgent than that of returning thanks” - James Allen

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LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
CRM	Cause-related Marketing
FAO	Food and Agriculture Organisation
MIDA	Malaysian Investment and Development Board
SPSS	Statistical Package for Social Science
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
VDN	Vietnamese Dong

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PREFACE

Convenience food products are one of the major trends in the food industry and the global convenience food market is expected to maintain steady growth in 2014-2020. As Malaysia has an important and growing food manufacturing industry and the improvement of living standards and purchasing power, convenience food products has become the choice of many Malaysians. Besides that, young adults especially those are working adult and students are facing the main problem which is time constraint to prepare themselves a proper meal in their daily working or studying life will demand and consume convenience food products as it could save time and energy in food preparation. Hence, an increasing demand and growing trend of purchasing convenience food had created opportunities to the new or existing food retailers or companies to broaden its variety of convenience food products in Malaysia

The research objective for this research is to study the factors that influence the purchase intention towards convenience food products in Malaysia. The overall researches consist of five independent variables which include advertisement, brand awareness, perceived value, price and place. The target respondents of this research will include the potential consumers in Malaysia who are purchasing convenience food products in the past, present or plan to purchase convenience food products in the future. This research also will approach degree students and working adults who live alone. In the end of this research, it could help Ministry of Health to accurately recognize the reasons of citizens to purchase convenient foods by examining and analysing the relationship between five independent variables (advertisement, brand awareness, perceived value, price and place) and dependent variable (consumer purchase intention) via questionnaires method. Therefore, Ministry of Health can generate some effective solution to persuade citizens reduce the purchasing of convenient food products and citizens' health condition could be improved in a long term as well.

ABSTRACT

Convenience food products have become the choice of many Malaysians due to the increase in their standard of living and purchasing power. The changes of Malaysians' lifestyle have resulted in an increase in the demand for convenience food which in turn leads to innovative new products in the food processing. This research aim to study the factors which include advertisement, brand awareness, perceived value, price, and place that influence the purchase intention towards convenience food products in Malaysia.

Throughout this study, non-probability sampling technique were employed to collect the data from respondents via internet. A total of 324 responses from respondents were successfully collected. However, there are only 300 responses suitable to proceed for further analysis for this study. In order to ensure the research data are reliable, primary data (questionnaire) and secondary data were adopted in this study. A total 3 analysis comprises of descriptive analysis, reliability test and inferential analysis (Pearson Correlation Analysis and Multiple Linear Regression) was obtained through the Statistical Package for Social Science (SPSS) version 23.0. The result obtained from the analysis has been tabulated and discussed in details in the Chapter 4 of this study. In the end of the study, the limitations encounter by researchers and recommendations suggested for future researches has been discussed in Chapter 5.

In the end of this research, it showed that advertisement, perceived value, and price has significant effect towards the purchase intention towards convenience food products in Malaysia. Whereas, brand awareness and place has insignificant relationship with the purchase intention towards convenience food products in Malaysia. In conclusion, it hoped that this research finding able to provide some useful information for Malaysia's government organisation in order to take initiative for concerning the nation health problem as well as creating the health awareness to public.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This research is aimed to investigate the factors that influence the purchase intention towards convenience food products in Malaysia. The research intends to find out how purchase intention towards convenience food products can be affected by advertisement, brand awareness, perceived value, price and place. In this chapter, research background, research objectives, problem statement, research questions, hypotheses of the study, significance of the study, chapter layout and conclusion are outlined for a better picture of this research.

1.1 Research Background

Convenience food is considered as one of the major trends in the food industry (Brunner, Van der Horst, & Siegrist, 2010). It is expected by 2050, the world's population will reach 9 billion, where the demand for food is predicted to raise by 60 per cent as stated by the Food and Agriculture Organization of the United Nations (FAO) (Rasli Muda, 2015). Nevertheless, the global convenience food market is also expected to maintain steady growth in 2014-2020. Furthermore, The United States is the world's largest convenience food market, where Asia-Pacific, Middle East and Latin America's emerging markets will promote future growth ("Convenience Food Market", 2015).

A lot of efforts and try have been made to define the convenience food. In the study of De Boer, McCarthy, Cowan, and Ryan (2004), Douglas (1976) gave the meaning of convenient products and services as items that assist people "save their meal preparations in a timely manner". According to Capps, Tedford, and Havlicek (1983), convenience food is interpreted as "fully prepared or partially prepared food, where some or all of the energy inputs, preparation time, and cooking skills are provided by food processors – distributors. All products that have to undergo for secondary processing, including ready-to-eat, pizza, ice-cream and confectionery products, dairy desserts, pies, processed meat, tasty products, soups and other prepared consumer ready products were defined as convenience food by Forbairt (1998).

A variety of convenience food can be divided into four categories, which we marked as highly processed foods, medium processed foods, single ingredients and salads (Brunner et al., 2010). Nevertheless, the convenience food market has also been classified as frozen food, canned food, instant or ready-to-eat snacks, chilled food, meals and so on ("Convenience Food Market", 2015).

Malaysia has an important and growing food manufacturing industry. According to the Malaysian Investment and Development Board (MIDA), Malaysia exports more than 200 countries worth 20 billion ringgit (about 5.5 billion US dollars) of food which processing food occupied about 13 billion ringgit (\$3.6 billion). According to Abdul Ghani Wahab (2016), the food and beverage industry in Malaysia had recorded a total retail sale of US\$16 billion in 2015. An overall growth of 3.1 percent in food and beverage industry is predicted by The Retail Group Malaysia for the year of 2016, even the slowest will be achieved in the coming five years. In addition, the improvement in living standards and purchasing power, processed food has become the choices of many Malaysians. The changes in lifestyles such as the working lifestyle, especially those with higher income (Pereira, Kartashov, Ebbeling, Van Horn, Slattery, & Ludwing, 2005) and those students who are highly exposed to the unhealthy eating habits in Malaysia have led to increased demand for convenience food (Nor, Bhuiyan, Said, & Alam, 2016). These changes are due to the young adults especially working adults and students who are facing the main problem - time constraint to prepare themselves a proper meal in their daily working or studying life (Mai, 2016).

By using convenience products, it is able to save up time and energy in the food preparation, consumption or clean up everywhere. However, the researchers have realized that convenience is not only time-saving, but also minimizes physical and mental activity related to planning and preparing meals (Brunner et al., 2010). On the other hand, ease of use, nutritional value, packaging, product appeal, safety, and variety are the major attributes that consumers look for in the convenience food products ("Convenience Food Market", 2015).

1.2 Research Objectives

1.3.1 General Objective

In general, the research objective for this research is to study the factors that influence the purchase intention towards convenience food products in Malaysia. The overall research consists of five independent variables which include of advertisement, brand awareness, perceived value, price and place.

1.3.2 Specific Objectives

To be more specific, there are five objectives identified to examine the relationship of each factor influencing the purchase intention towards convenience food products in Malaysia.

- To identify the relationship between the advertisement and purchase intention towards convenience food products in Malaysia.
- To identify the relationship between the brand awareness and purchase intention towards convenience food products in Malaysia.
- To identify the relationship between the perceived value and purchase intention towards convenience food products in Malaysia.
- To identify the relationship between the price and purchase intention towards convenience food products in Malaysia.
- To identify the relationship between the place and purchase intention towards convenience food products in Malaysia.

1.3 Problem Statement

Convenience food is generally referred as excessively processed food consisting high level of fats, sugar, sodium and containing low level of nutrients (Srinivasan & Shende, 2016). In this fast-paced society, unprocessed and nutritious foods have been successfully substituted by processed or prepared foods in consumers' diets. According to a study written by Ayupp and Rabaah Tudin (2013), it stated that convenience food is one of the primary expansion areas of food industries at the present time. The convenience food market is driven by an increasing demand and growing trend which it creates opportunities to the new or existing food retailers or companies to broaden its variety of convenience food products.

As patterns of consumption and lifestyles are changing gradually, consumers primarily working adults or individuals living far away from home tend to purchase and consume convenience food that requires less time and effort to prepare for a purpose of ease of consumption. In addition, a number of factors such as technology advancements, changing demographic trends, evolution of metropolitan areas and so forth contribute to the growth of convenience food market. In other words, Brunner et al. (2010) stated that technology advancements like microwave have created an opportunity for convenience food industry. In addition, a change in demographic trends and growth in metropolitan areas due to the rapid development of industries and increment of population generated the demand for convenience food products as stated in a study by Hawa, Kanani, Patel, Taneja, Maru, Kaliwala, Gopani, Sharma, Sharm, and Patel (2014).

Food is any substance consumed by providing nutrition to support the body of an individual (Chiruthoi, 2015). The human body needs food to produce energy, stimulate growth and sustain for life, replacing and repairing and its worn tissue. Therefore, food is essential to provide the necessary energy, raw materials and other regulatory substances such as vitamins as well as smooth functioning of the body, in addition to meet the requirements of calorific value like protein, carbohydrate, fat and so on (Karuppusamy & Arjunan, 2012; Swamy, Kumar, & Rao, 2012).

Nonetheless, over intake of convenience food over time leads to a number of health diseases. According to an article written by Cardiff (2013), the regular consumption of convenience food causes several health issues such as obesity, stroke, heart disease, diabetes and so on. In addition, convenience food consists of plenty of substances that induce to a number of diseases such as dementia, cancer and diabetes as reported in an article by Maloney (2016). In other words, Roth (2016) stated that one of the causes of obesity is triggered by the consumption of convenience food products such as canned foods, frozen foods and salty nibbles which a number of severe health diseases linked with obesity including asthma, heart disease and diabetes. These health issues may lead or give rise to several inner health risks such as stroke, kidney malfunction and damage in nerve.

In spite of that, consumers are more alert to their patterns of food consumption and getting increasingly health conscious. Based on a report by Nielsen (2015), it stated that almost half of the respondents across 60 countries, that is, equivalent to 57% out of 30000 respondents are consuming fresher and natural foods while 37% out of 30000 respondents are opting for consuming a small number of processed foods. However, the growth of the convenience food market has been increasing remarkably. Jack (2016) reported that convenience products including frozen meals, chilled main and side dishes as well as ready-to-eat foods possess a value of £3.8 million and achieving a growth rate of 4.1% annually as shown by the Kantar Worldpanel. Inside Retail Asia (2017) has shown an increasing demand for convenience food products such as ready-to-eat meals and processed foods across countries in Asia as consumers that are getting increasingly pressed for time have adopted the convenience acquired from the technology advancements such as microwave and freezer. As following by the food industry in Malaysia context, citizens living in the urban regions of Malaysia tend to choose or would rather to purchase food that provides convenience and a variety of selection which this leads an increasing demand for convenience food (Malaysia AHK, 2011).

Thus, this study targets to study the indicators that determine or entice customers to purchase convenience food. Although previous studies or researches have been conducted in the scope of convenience food, yet it only focused on certain countries. In addition, there is limited research has been carried out on the consumer purchase

intention towards convenience food in Malaysia. Hence, the researchers choose to pick few relevant and suitable independent variables from a number of different journals to combine and adopt it in this study. The independent variables chosen for this study include of advertisement, brand awareness, perceived value, price, and place which these independent variables are more appropriate or applicable to this study as comparing to other variables such as food safety, health consciousness, perceived quality, word-of-mouth and so forth.

Advertisement functions as the first independent variable which it takes a major role in influencing the purchase intention of consumers based on the study of Chen (2008). Beneke (2008) indicated that advertisement delivers precise information that enable consumers to distinguish it between the goods or services offered. Other than that, the selected independent variable of brand awareness possesses an important impact on consumer purchase intention as shown in the study of Macdonald and Sharp (2000). The study of Heding, Knudtzen, and Bjerre (2009) stated that brand awareness is vital for consumers to be able to identify and remember a brand from a diverse category of product as well as guiding consumers to decision-making of purchasing a product as indicated in the study of Percy and Rossiter (1992). The independent variable of perceived value is one of the most significant factors that determine consumers' intention to purchase as stated in the study of Chang and Wang (2011). The different dimensions of value perceived by consumers such as a suitable level of quality and uniform quality as well as value for money and price are more pertinent to the consumer purchase intention (Mahesh, 2013). Furthermore, the independent variable of price functions as the most concerned role whenever consumers decide to either purchase or not to purchase as stated in the study of Smith and Carsky (1996). The study of Anssi and Sanna (2005) stated that the different price level of either high or low price of food products creates barrier or difficulty for consumers to purchase which it indicates that price works to affect the purchase intention of consumers. The independent variable of place has an effect on consumer purchase intention (Andreti, Zhafira, Akmal, & Kumar, 2013). Santoso and Sungkari (2013) stated that the strategy of place is vital in determining the purchase intention of a product that offers convenience and easily reachable by consumers.

1.4 Research Questions

The research questions that induce from this study include:

- i. Does advertisement affect the purchase intention of consumer towards convenience food products in Malaysia?
- ii. Does brand awareness influence the consumer purchase intention towards convenience food in Malaysia?
- iii. Does perceived value have a significant effect on consumer purchase intention towards convenience food in Malaysia?
- iv. Does price influence the consumer purchase intention towards convenience food in Malaysia?
- v. Does place have an impact on consumer purchase intention towards convenience food in Malaysia?

1.5 Hypotheses of the Study

The subsequent hypotheses are created or developed to examine this study:

H1: Advertisement has a positive significant relationship with consumer purchase intention towards convenience food in Malaysia.

H2: Brand awareness has a positive significant relationship with consumer purchase intention towards convenience food in Malaysia.

H3: Perceived value has a positive significant relationship with consumer purchase intention towards convenience food in Malaysia.

H4: Price has a positive significant relationship with consumer purchase intention towards convenience food in Malaysia.

H5: Place has a positive significant relationship with consumer purchase intention towards convenience food in Malaysia.

1.6 Significance of the Study

This study aims to examine the factors that affect consumer purchase intention towards convenience food products in Malaysia which include of advertisement, brand awareness, perceived value, price and place. This study can provide some insights from theoretical and practical perspectives.

From a theoretical perspective, this study provides some valid and reliable information that could help other researchers who have interests in conducting a research about convenience food products in Malaysia context. There are limited studies related to 'Factors that Affect Consumer Purchase Intention towards Convenience Food Products' which have been conducted in Malaysia context (e.g. Ling, Mun, & Ling (2011); Habib, Dardak, & Zakaria (2011); Che Mat, Zulqernain, & Zaid (2016); Osman, Osman, Mokhtar, Setapa, Shukor, & Temyati (2014); Tan, Hanif, Amalina, & Laily (2016)) However, a majority of relevant studies were conducted in other countries such as India, Thailand, and Korea (e.g. Dickieson & Arkus (2009); Mohaini Mohamed, Jaafar & Pan (2012); Jaafar, Lalp, & Naba; Mahesh (2013); Phan & Mai (2016); Khan, Razavi, Rahmani, Hong, & Tan (2014); Hawa et al., (2014); Priyadarshini (2015); Dohare (2015); Bo (2009); Martin & Joseph (2013)) Therefore, this study is trying to fill the gap of factors affecting consumer purchase intention towards convenience food products in Malaysia.

Moreover, this study also identifies the five important independent variables (advertisement, brand awareness, perceived value, price and place) which have greater impacts on consumer purchase intention by reviewing some previous studies. According to Tan, Hanif, Amalina, and Laily (2016), the advertisement is indicated that it has the most significant relationship to the university students' purchase intention of instant noodles in Malaysia among the four tested factors which include of convenience, product attributes, advertisement and subjective norms. Next, in the study of Macdonald et al. (2000), brand awareness is indicated as it possesses an important impact on consumer purchase intention which consumers are able to identify and remember a brand among different brands of a product and it will also affect the purchase decision of consumers. Based on Mahesh (2013), perceived

value is one of the most significant factors that determine consumer purchase intention towards green products. Consumers intend to purchase green products if the green products can satisfy the perceived values of consumers such as standard quality, safety, and affordable price. According to Yao and Wang (2012), the price has the most significant impact on the purchase intention in different countries as the different price level of food products creates barrier or difficulty for consumers to purchase. Lastly, the place is indicated as the most affecting factor that influences consumer purchase intention in the study of Andreti et al. (2013). A strategic place can enhance consumer purchase intention as it offers convenience and easily reachable for consumers. By reviewing these previous studies, advertisement, brand awareness, perceived value, price and place are chosen as the independent variables that will be re-examined in this study. This study will be a much useful source for other researchers when conducting a similar topic in Malaysia context as this study clearly identifies the five important independent variables that absolutely influencing the consumer purchase intention towards convenience food products.

From a practical perspective, this study identifies five important factors including advertisement, brand awareness, perceived value, price and place which these have greatly affecting the consumer purchase intention towards convenience food in Malaysia and the impact for each factor on consumer purchase intention will be examined. In the current society, Malaysians are becoming more health conscious and emphasizing the healthy lifestyle in their lives. Nevertheless, the sales of convenience food are growing. For example, the sales of instant noodles in Malaysia had increased by 7.2% from 2010 to 2016 and it is expected that it will rise continuously till 2022 with 5.5% (Mordor Intelligence, 2016). Thus, this study could help the Ministry of Health to accurately recognize the reasons of citizens purchasing convenience food by examining and analysing the relationship between five independent variables (advertisement, brand awareness, perceived value, price and place) and dependent variable (consumer purchase intention) via questionnaires method.

Beyond that, as this study could help the Ministry of Health in identifying the reasons of citizens purchasing convenience food products, they can generate some effective solutions to persuade citizens in reducing the frequency of purchasing convenience food products and citizens' health conditions could be improved in a long term as well. Firstly, advertisement can help the Ministry of Health to create consumer health awareness in order to change their perceived values of convenience food products. The advertisement may show the disadvantages of eating lots of convenience food products or how long convenience food products needed for digestion in human organs in the advertisement. As evidence, Federal Government had designed a television advertisement to alert people avoiding drugs in Australia. According to Fiona Nash, Assistant for Minister of Health said that the advertisement succeeded in changing drug users' attitudes as half of the kids who are having drug started to quit it after the advertisement exposure to public ("News Corp Australia", 2015). Hence, advertisement can help the Ministry of Health to create awareness concerning to health consciousness and persuade them to reduce the purchasing of convenience food products.

In addition, as this study discovers that the price will influence consumer purchase intention towards convenience food products, this study may be a useful resource or information for the price adjustment. If the price of convenience food products increase, consumers will not tend to purchase it. As evidenced, due to the drunk-driving problem, Minister had suggested a unit for the sale of alcohol with a minimum price of 45p in England and Wales. In England and Wales, a can of strong lager and a bottle of wine must be sold for more than £1.56 and £4.22 respectively. Sheffield University had carried out a research which indicated that there was a reducing consumption of alcohol by 4.3% when the 45p minimum was implemented by the government and it also resulted in fewer deaths to 2,000 cases and 66,000 hospital admissions after 10 years ("BBC News", 2012). Therefore, consumers will less purchase convenience food products if the price of convenience food products increase as well as applying a minimum price on convenience food products.

Apart from the point of view for government, there is still another standpoint for the business purposes. The findings of this study could provide opportunities to both marketers and health food companies whereby they may gain insights of the expectation of consumers concerning to food. Both marketers and health food companies could gain more business opportunities by implementing more promotional activities and thereby increasing consumers' awareness to healthy food products.

1.7 Definition of Terms

The definition for all variables adopted by researchers in this study is shown in the following table:

Table 1.1: Definition of Terms

Dimensions	Definition	Sources
Purchase Intention	Consumer will plan to purchase a particular product or service after evaluating a product or service is worth buying.	Keller (2001); Plabdaeng (2010)
Advertisement	Advertising is a paid and mediated form of communication that intended for persuading receivers to perform some behaviours immediately or later.	Karimova (2014)
Brand Awareness	Brand awareness refers to consumer is able to recognize and recall a brand easily under different circumstances.	Aaker (1996)
Perceived Value	Perceived value refers what consumers can get must be of the same value as they give or the consumer's overall evaluation of the performance of a product or service based on what consumer can receive for his or her giving.	Julie & Dhruv (1994)
Price	Price represents a monetary value that consumer use to exchange a product or service with the sellers.	Nagle & Holden (2002)
Place	Place can be known as distribution; the way of company placing products or services to ensure the availability of the product or services will deliver to consumers with the proper quantity at the right time and the right place.	Andreti& Zhafira& Akmal& Kumar (2013)

Source: Developed for the research

1.8 Chapter Layout

The Table 1.2 has shown the chapter layout of this thesis.

Table 1.2: Chapter Layout of Thesis

Chapter 1: Introduction	Research Background → Research Objectives → Problem Statement → Research Questions → Hypotheses of the Study → Significance of the Study → Definition of Terms → Chapter Layout → Conclusion
Chapter 2: Literature Review	Review of Literature → Theoretical Framework and Hypotheses Development
Chapter 3: Methodology	Research Design → Data Collection Methods → Sampling Design → Research Instrument → Scale Measurement → Pilot Study → Data Processing → Data Analysis → Conclusion
Chapter 4: Result and Data Analysis	Descriptive Analysis → Scale Measurement → Inferential Analysis → Conclusion
Chapter 5: Conclusion	Summary of Statistical Analysis → Major Findings and Discussion → Implication of Research → Limitation of Studies → Recommendation → Conclusion

Source: Developed for the research

The first part of the chapter one provides the background of the study which includes of the discussion of the term of convenience food products and the overview of convenience food products market in Malaysia. The research objectives are developed and listed in the following part. Next, the problem statement covers some previous research gaps and current issues that related to the convenience food products in Malaysia. The research questions and hypotheses of

the study are discussed in the next part. In the section of significance of the study, contributions of this study towards the public are discussed in both theoretical perspective and practical perspective. In the following part, each of the variables' definition is explained in a table form. Lastly, a table of chapter layout of the thesis is formed and the explanation is provided in the last part of chapter one.

In chapter two, the part of literature review discusses the conceptualization and previous studies of the dependent variable (purchase intention), the definition for each independent variable (advertisement, brand awareness, perceived value, price and place) and the relationship between each independent variable and dependent variable by reviewing those previous researches and articles. In the second part of chapter two, it includes of the explanation for "Theory of Planned Behaviour" and the figure of Theory of Planned Behaviour. The last part of the chapter shows the theoretical framework of purchase intention towards convenience food as well as the five hypotheses developed for this study.

In chapter three, the first part discusses and determines the research design of this study by reviewing some articles. Next, the data collection methods used in this study are discussed in the following part which consists of both primary data and secondary data. In the part of sampling design, the target population, sampling frame, sampling element, sampling technique, and sample size for this whole research are clearly stated and explained. In the following part, the instrument of this research is decided by using online survey questionnaire and the design of the online survey questionnaire is discussed and described accordingly. The scale measurement for each variable is discussed after the part of research instrument. Each stage of the data processing is illuminated that involves of data checking, data editing, data coding and data transcribing. In the part of data analysis, it comprises of clarifying the methods used in analyzing the data collected and the approaches of describing the results of analyzing. Lastly, a short conclusion is provided in the last part of chapter three.

In chapter four, descriptive analysis is separated into two parts. In the first part, the results of respondents' demographic profile are discussed and explicated by showing tables and pie charts. In the second part, the results of central tendencies measurement of each construct is shown in a table form and also with some explanations below of every table. Subsequently, the part of inferential analysis comprises of Pearson's correlation analysis, multiple linear regression and hypotheses testing. In Pearson's correlation analysis part, the relationship between two variables in terms of its direction and strength of association among each other is explained. In multiple linear regression, it illuminates the proportion of the total variability in dependent variable that explains by the independent variables in a model. Hypotheses testing part stated that whether the hypothesis is accepted or rejected. Lastly, chapter four is ended with a short conclusion.

In chapter five, the first part consists of a discussion about the summary of statistical analysis concerning to the respondents' demographic information, central tendencies measurement of constructs, reliability test and the results of inferential analysis that involves both Pearson's correlation analysis and multiple linear regression analysis. Next, in the discussions of major findings, the relationship between each independent variable and dependent variable are discussed and summarized into several tables. The third part of chapter five is explained with the implication of study to the Ministry of Health and marketers or health food companies. The limitations and recommendations are discovered and suggested respectively in the following part. In the last part of chapter five, a short conclusion for the entire chapter five is provided.

1.9 Conclusion

In conclusion, this chapter is served as an introductory chapter to readers as it provides a clear briefing and understanding about the research background, research objectives, problem statement, research questions and hypotheses of the study. The following chapter will further discuss the literature review.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter is mainly discussing on factors that affect consumer purchase intention and the association between each independent variable and dependent variable. Published or unpublished articles and journals have been used to study and evaluate. The theoretical framework and five hypotheses are formed and the relationship between each of the independent variable and dependent variable are determined by examining each of the hypotheses. Moreover, the Theory of Planned Behaviour has also been studied in this chapter.

2.1 Review of Literature

2.1.1 Purchase Intention

2.1.1.1 Conceptualization of Purchase Intention

The concept of purchase intention is entrenched in human psychological and it is used to study human behavioral in a wide range of applications (Dodd & Supa, 2011). Purchase intention is viewed as a behavioral tendency that consumers are willing to purchase a product (Monroe & Krishnan, 1985). Purchase intention is also an essential factor to result an actual purchasing. In common, marketers will commence with studying consumer purchase intention in order to attain the knowledge about consumers' actual behavior (Blackwell, Miniard, & Engel, 2006; Ghalandari & Norouzi, 2012).

According to Kim and Pysarchik (2000), there is a strong association between consumer purchase intention and consumer's actual behavior. They declared that marketers should take the consumer purchase intention as an alternative when assessing consumer purchase behavior. This relationship is also supported by the Theory of Reasoned Action (TRA) as consumer purchase intention towards consumer purchase behavior has remained the central focus. Azjen (1991) also claimed that intention is the factor that encourages consumers to perform a certain behavior or influences consumers' behavior. According to the study of Azjen (1991), the strength of consumer purchase intention is essentially influencing the probability of an individual to perform the actual behavior. The stronger intention of performing actual behavior can result a higher chance that the actual behavior will be performed.

Hosein (2012) stated that it is important in assessing consumer purchase intention towards a certain product or service. However, when consumers are asked on a set of intention questions (e.g., "How would you to buy a new computer?"), it could happen the mere measurement effect. The reason

of mere measurement effect occur can be expounded by three different alternative explanations (Fitzsimons & Morwitz, 1996). The first explanation is different brands within the product category appeared in consumers' thoughts will be increased and the most prominent brands in the category will come to consumers' mind when answering intention questions. This is because consumers will generate choices, in a stimulus-based manner, a memory-based manner, or most likely, some combination of the two (Mitchell & Berger, 1993). The second explanation is the accessibility of respondents' attitude towards the product category and the most salient brands in the category may increase subsequently. Consumers will build an evoked set including those alternatives are considered to be selected. The third explanation is when consumers are asked on purchase intention questions, consumers have to perform purchase intention which is recalled and become more accessible. Hence, the increased accessibility of purchase intention may influence the choice behaviour and it is also likely to be affected by the effect of assessing purchase intention operate through these three processes.

In addition, one of the elements in consumer cognitive behaviour is purchase intention as it can show an individual will takes action to buy a specific brand or product when he or she is getting the intention to purchase. On the basis of Theory of Planned Behaviour, attitudes, subjective norms, and perceived control over the behaviour can determine an individual's intentions (Ajzen, 1991). The three constructs are the outcomes of the behavioural beliefs, normative beliefs, and control beliefs respectively. Sets of beliefs are the fundamental elements for each of these three beliefs. Attitudes are outcomes of the behavior which held to be based upon beliefs (behavioral beliefs), normative beliefs refer to individuals' belief of social pressure or others' expectation as to whether they approve or disapprove the behavior (Fishbein & Ajzen, 1975). Control beliefs are influences that present to assist or obstruct the performing of behavior such as education and personal skills (Ajzen, 1991). Thus, when assessing consumer purchase intention, marketers should take the considerations that customers will concern when buying a brand's product and the customers' expectation of a

brand's performance into account (Laroche, Kim, & Zhou, 1996). The customer's interest, attending, information, and evaluation should also be considered in the process of determining purchase intention.

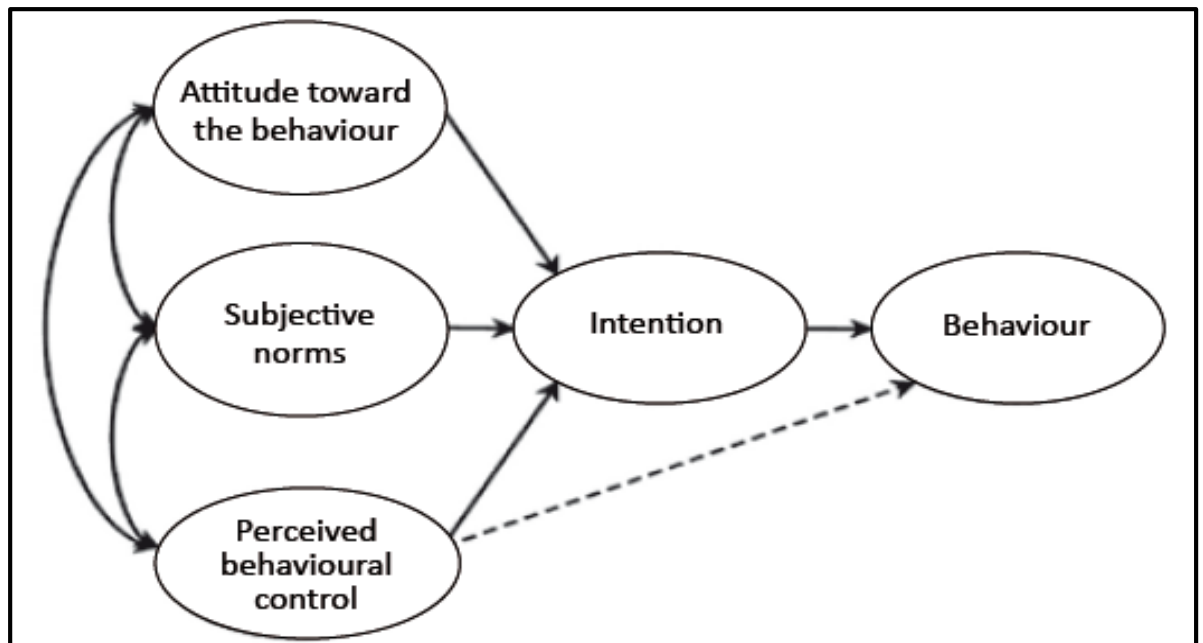
2.1.1.2 The Role of Theory of Planned Behaviour in Explaining Purchase Intention

The theory of planned behaviour (Ajzen, 1991) emphasizes the connection between behaviour and belief which have been applied to the study of the relationship between attitudes, beliefs, behaviour, and behavioural intentions. The core factor of the planned behavioural theory, behavioural intentions, shows that an individual is willing and ready to perform an act based on attitudes towards behaviour, perceived behaviour control, and subjective norms, and it is considered a direct prerequisite for behaviour (Ajzen, 1991). Ajzen (1991) also said that the greater the intention to participate in a behaviour, the greater the likelihood of its performance. Thus, the intention will affect the performance as long as the individual has behavioural control and the performance should improve with the control of the behaviour to the extent to which the individual has the motivation to try.

Basically, the purchase intention represents what consumers think they planned to buy (Wee, Ariff, Zakuan, Tajudin, Ismail, & Ishak, 2014). According to Brown (2003), consumers who are interested and intent to buy some products, the actual purchase rate exerted by the intended consumer will be higher than those customers who said no intention to buy. This theory of planned behaviour discovered by Ajzen (1991) has been applied in several industries such as advertising, information system, healthcare and so forth, where this theory mainly explain the relation among the beliefs, attitudes, and behavioural intentions (Ajzen, 1991; Stern, 2005; Koger & Deborah, 2010). Meanwhile, the use of this theory to study the consumer purchase intention in the field of convenience food products is very limited especially in Malaysia context. Therefore, the behavioural theory presented in Figure 1 is used in this study that involves influences of advertisement,

brand awareness, perceived value, price, and place to examine consumer's purchase intention towards the convenience food products.

Figure 2.1: Theory of Planned Behaviour (TPB);



Source: Ajzen, I. (1991). The theory of planned behaviour.

2.1.1.3 Past Studies of Purchase Intention

Purchase intention is defined as an individual having the idea to consume a particular good or service in the future (Paul & Fred, 1985). It also represents a certain product or service that consumers think they will buy (Blackwell et al., 2001). According to Monroe and Krishnan (1985), purchase intention is viewed as a behavioural tendency that consumers are willing to purchase a product. Besides that, purchase intention refers to an individual plan to purchase the products of a brand consciously (Spears & Singh, 2004). According to Halim and Hamed (2005), purchase intention also represents consumers propose to consume a product in the future and make the repurchasing behaviour towards the product. He and Hu (2008) asserted the purchase intention will only be formed once consumers evaluate the products inclusively and decided to purchase.

In addition, Dodds, Monroe, and Grewal (1991) defined the purchase intention as the possibility that consumers are willing to buy a specific product. Purchase intention can be used to quantify the feasibility of customer taking actual action to buy a specific product or service (Schiffman & Kanuk, 2004). The higher feasibility of customer purchasing certain products or services, the higher likelihood the actual behavior is performed by customer (Schiffman & Kanuk, 2000; Zeithaml, 1988). Meanwhile, Brown (2003) also supported this statement as he claimed that those consumers who exhibited higher actual buying rate are having higher purchase intention as compared to those customers who have no intention of buying. Zeithaml (1988) also indicated that individual intrinsic and extrinsic characters, objective value, quality perception, and value perception could affect consumers' purchase intention. Hence, the higher the consumers' purchase intention can generate then the more consumers' purchase willingness.

There are four consumer behaviours relating to purchase intention which includes of the definite plan in buying the product, think to purchase the product explicitly, plan to buy the product in the future and buy the product extremely (Jin & Kang, 2011). According to He and Hu (2008), the degree of willingness to purchase, purchase's value and recommending others to purchase are used in measuring the purchase intention. Schiffman and Kanuk (2000) stated that marketers should examine the reasons or purposes of consumers in selecting certain brands when measuring consumer's purchase intention. The customer's purchase intention may include 'Absolutely, Possibly, Uncertain, Possibly Not, and Never'. In order to measure the consumer's purchase intention, marketers should examine the feasibility of customer buying the product, customers' considerations in purchasing the product, and whether they recommend others for buying the product (Chang, 2009).

In accordance with Keller (2001), purchase intention refers as consumer prefers to purchase a product or service that meets his/her needs or he/she has knowledge about the product or service. In other words, once the consumer evaluates a product and finds out it is worth purchasing, the consumer will intend to purchase the product.

Consumer's intention is greatly influencing the consumer's final decision on accepting to buy a product or rejecting it when he/she is selecting one particular product. Besides that, Keller (2001) also asserted that the purchase intention is a key indicator in predicting customer purchase behaviour. This is because consumers will take the step needed for the product or brand awareness, searching information, evaluation of alternative products, purchasing and post-purchasing step in mind in order to form their purchase intention before they conduct the actual behaviour (Schiffman & Kanuk, 2000). These steps of consumers collecting information, evaluating alternative, and making purchase decision are defined by their familiarity, preference and external environment (Zeithaml, 1988; Dodds et al., 1991; Schiffman et al., 2000; Yang, 2009).

2.1.2 Advertisement

2.1.2.1 Definition of Advertisement

Advertisement is an impersonal communication which it is an informative, persuasive and paid form of communication concerning an idea, product or service instituted by identifiable or recognized sponsors through a variety of mediums (Bovee & Arens, 1992). The use of advertisement intends to induce, inform and make consumers think of a brand or a product as well as intensifying responses of potential customers to a product or service offered by a company and thus increasing probability of profit-making (Eze & Lee, 2012).

Advertisement involves circulation of information about an idea, merchandise or service persuading audiences to take action in correspondence to the intention of advertiser. In other words, advertisement encompasses all activities linked to the dissemination of products or services which it possesses potential in encouraging or inducing consumers to purchase a good. This indicates that advertisement delivers practical information to potential customers for a purpose to reach logical purchase decision endowed with the strength of channels or mediums. Thus, the advertisement is communicated through a number of mediums such as press advertisement, television advertisement, billboard advertisement, celebrity-endorsed advertisement, in-store advertisement, radio advertisement and online advertisement (Beevi, 2016).

Advertisement serves as a vital element for all organizations aiming to keep its presence in the market. It is an origin of information initiated from a firm that firm desires to exchange or share ideas, information or news to consumers (Manorek, 2016). McDaniel, Lamb, and Hair (2011) stated that advertisement functions as a non-personal communication which it is a paid form of one-way communication concerning a good or a company. In addition, deChernatony (2010) explicated that advertisement is widely

utilized at the present time which it forms a perceptible contact with consumers. It conveys practical values of a product or a brand to the consumers that successively form a favourable and vigorous affiliation of brands instilling in consumers' mind.

Advertisement is a non-personal form of promotion and presentation of ideas or goods that advertisers use to persuade potential buyers to take further action in which a persuasive advertisement requires utilizing different persuasive skills to generate interests of the consumers (Kenechukwu, Ezekiel, & Leo, 2013). Besides that, Kenechukwu et al. (2013) also mentioned that the objective of designing advertisement is not wholly about promoting goods and services yet it motivates buyers to have a particular belief or opinion and react in a certain way which individuals may react or respond to the similar advertisement in varied ways and decide on ways to use obtainable resources on their consumption of a particular product.

According to Malik, Ghafoor, Iqbal, Ali, Hunbal, Noman, and Ahmad (2013), advertisement acts as a significant role to enhance performance of any company as it is a strong tactic in enticing consumers to aware of a brand or a product. Advertisement is the most powerful and influential tool which it functions as an effective technique to interact and impart message with the spectators as well as changing their attitudes positively in relation to the merchandise or service. Advertisement induces consumers to use the brand or product at the minimum of one time in life which individuals mostly depend on advertisements instead of other sources such as the viewpoint given from friends and family in regards to the product or service.

Last but not least, Uusitalo (2001) stated that advertisements function as communicators telling or imparting customers with reference to the merchandise or service. Kim and Parker (1999) mentioned that an effective advertisement of a product is difficult to measure and it is usually accompanied with a desire representation (Steinberg & Jules, 2001).

2.1.2.2 Relationship in Between Advertisement and Purchase Intention

According to a study executed by Mirabi, Akbariyeh, and Tahmasebifard (2015) in Tehran, it stated that advertisement has a direct positive relationship with consumer purchase intention as advertisement has an effect on the purchase behavior of consumers. As stated in this study, marketers build an emotional connection with potential buyers by creating advertisement for its product or brand which the emotional connection towards advertisement leads to brand promotion and consumers who have good emotional link for the product form favourable attitude towards advertisement. A favourable response towards an advertisement of a certain product or brand strengthens the probability of positive assessment (Khan, Ghauri, & Majeed, 2012). Kurdsholi and Bozjani (2012) mentioned that advertisement functions as a powerful tool to influence behavior of consumers. In addition, Latiff and Abideen (2011) indicated that advertisement is found to have an impact on consumer purchasing behavior in their study.

Based on a study written by Gupta, Kishore, and Verma (2015) conducted in India, it indicated that the celebrity endorsers used in advertisement is regarded as to have a significant effect on the purchase intention of consumers as this research disclosed that celebrity endorsements can be used effectively by the advertisers or marketers which it is anticipated to have a positive effect on the consumers' purchase intention. As stated in this study, the trend of using celebrity endorsers in advertisement increases. The celebrity endorsement plays an essential role in the advertisement industry which celebrity endorsement is ubiquitous at the current marketing. Miciak and Shanklin (1994) stated that the celebrity endorsers possess the ability to attract consumers which it is mostly used to create awareness for a product and it is able to affect the buying decision of the intended audiences (Ohanian, 1991).

According to a study conducted by Mehmood and Masood (2016) in Pakistan within the telecommunication sector, humour advertisement is discovered to have a significant positive relationship with purchase intention as the researcher of this study indicates that humour augments consumer recognition or conception concerning the products and it plays an effective role in altering consumer perception towards a particular product. In this study, the financial gains and opportunities of using humour as a stimulus in marketing is appealing to every company as it targets to enhance sales. The advantage of incorporating humour in advertisement accompanied with the satisfaction of designing it is exceeding the customary or normal advertisement which humour advertisement tends to be the favourite of the marketers among all the advertisements although it is difficult to implement and underappreciated. Humour advertisement displayed on the TV creates awareness and gets the attention of the audiences which the marketer requires rebroadcasting it in order to obtain purchase intention of consumers.

However, advertisement is proven to have contrasting results based on the previous studies or researches. According to a study conducted by Al-Ekam, Mat, Salleh, Baharom, Teh, Noh, and Hussain (2012) in Yemen, it stated that advertisement is found to have an impact on purchase intention which it has an insignificant relationship with purchase intention as the consumers living in Yemen think carefully about their ideas and the necessity for advertisement to be in the local merchandise brand. They are likely to buy local merchandises if the local merchandises possess good standard or favourable level of quality. Nevertheless, advertisement should be the focal point of domestic and overseas firms to create a prominent appeal inducing consumers to purchase their merchandises. Kotler and Armstrong (2009) stated that advertisement can affect consumer buying decision behaviour directly through the creation of awareness, delivery of product information as well as helping buyer to dictate the value and standard concerning the product and thus assisting consumer to determine the most favourable buying alternative.

Based on a study executed by Lin (2011) in Taiwan within the mobile phone industry, advertisement appeal is shown to have an insignificant impact on consumer purchase intention as the less attractive advertisement designed by a non-professional advertising firm leads to low level of purchase intention of students. The advertisement used to market its cellular phone in this research is unsuccessful in attracting students to purchase. Berkman and Gilson (1987) mentioned that advertisement appeal is an effort for creativity that stimulates consumers' intention to purchase and influence attitude of potential customers toward a particular merchandise or service. Kotler (1997) stated that advertisement appeal functions as the subject of an advertisement where advertisers need to exert strength into the necessary message that allows audiences to receive. Advertisement appeal depicts as a desirability that induces consumers' craves for a product or service.

2.1.3 Brand Awareness

2.1.3.1 Definition of Brand Awareness

Brand awareness speaks about the brand's strength that resides in the consumers' mind and heart. Repetitive advertising or publicity is one of the marketers' ways to raise awareness among their target audiences (Strydom, 1995). Further refinement of brand awareness indicates the consumers' ability to remember or identify a brand, where there is a link between the brand and product category, but the link is not considered being strong (Aaker, 1991). In addition, brand awareness is able to provide a range of competitive advantages for marketers. These include of painting the brand's familiarity, sign of existence, commitment and substance, determine the critical moment in the purchasing process to recall, and it is very durable, sustainable asset for a company (Aaker, 1996).

The measurement of awareness is also widely applied in research as an indicator for analysing the brand performance and marketing effectiveness. This is because of the brand awareness will be reflected as one of the crucial pillars of the consumer-based brand equity (Aaker, 1991). Keller and Davey (2001) mentioned that the establishment of brand awareness is also aiming to ensure that potential customers know what the products are being competed in the same category. So, they will take brand awareness to serve as the basis for its brand equity model. Similarly, Rossiter and Percy (1991) also mentioned that brand awareness is the first step to be considered to build a brand in a company. In the study of Axelrod (1968), he classified the measure of brand awareness into three: top of mind (i.e., receive attention), spontaneous (i.e., acting without recall of the brand name) and aided (i.e., recognition of the brand name when it is being cue). Despite of that, these differences in brand awareness which underlying the identical structures are also called as 'salience' (Laurent, Kapferer, & Roussel, 1995). They infer that 'salience' as the tendency of the brand to appear in the purchase situation of consumer (Romaniuk & Sharp, 2004).

On the other hand, brand recognition and recall performance are the elements of the brand awareness. Brand recognition is referred as the capability of the consumer to confirm the brand before exposure of the brand name as a reminder. While brand recognition is related to the consumer's ability to acquire the brand in a given product category and the needs or requirements are satisfied by the category (Dolak, 2003). Also, Hoeffler & Keller (2002) also pointed out that brand awareness can be discriminated from depth and width. The depth of brand awareness conveys how consumers can easily identify or evoke the brand, whereas the width of brand awareness infers when consumers decide to buy a product, the brand name will immediately appear in their mind.

Brand awareness enables consumers to identify or recognize a brand from different product categories and also helps consumers to make decision during purchase of goods or services (Percy & Rossiter, 1992; Heding, Knudtzen, & Bjerre, 2009). Nevertheless, a higher brand awareness owns by a product that will possess a better quality assessment and a higher market share (Wang & Hwang, 2001; Lin, 2006). According to Khan, Rahmani, Hoe, and Chen (2014), brand image and brand awareness should be an important goal of corporate marketing plan in order to establish brand equity. If consumers possess certain knowledge and understand about the brand, they seem to recognize the brand (DeLong, Bao, Wu, Chao, & Li, 2004). Therefore, brand awareness is generally considered that the brand image and brand attitude are formed due to brand awareness.

Asif, Abbas, Kashif, and Hussain, (2015) defined brand awareness as the condition that consumers are familiar with the brand and recall some powerful, beneficial, and distinct brand associations. This definition focuses on the response of individual consumers and the consumer's reaction towards the way of marketing are a specific product. In addition, a memory model that focuses on brand knowledge and comprises both brand awareness and brand image is used by Keller (1993) to conceptualize brand equity as a set of brand associations.

As per this study, brand awareness is referred as consumer ability to identify or recognize a brand from different product categories and also assists them in making decision during the purchase of goods or services (Percy et al., 1992; Heding et al., 2009).

2.1.3.2 Relationship in Between Brand Awareness and Purchase Intention

Previous studies have proven that brand awareness and purchase intention have a positive relationship (Malik, Ghafoor, Hazif, Riaz, Hassan, Mustafa, & Shahbaz, 2013; Jalilvand, Samiei, & Mahdavinia, 2011; Shabbir, Kaufmann, Ahmad, & Qureshi, 2010). According to Malik et al. (2013), they carried out a study in Punjab to identify the significance of brand awareness in evaluating the purchase intention of employees in service sectors. The data analysis results clearly showed that the brand awareness has a strong positive correlation with purchase intention in clothing industry. Therefore, Malik et al. (2013) concluded that with the increase in brand awareness, purchase intention can be enhanced. The awareness of the brand acts as an important role in the purchase of goods or services that control how the consumer's perceived risk and its assurance level regarding the purchase decision due to the uniqueness of brand (Malik et al., 2013). Malik et al. (2013) also pointed out that the brand awareness is relatively important because if the brand awareness doesn't exist, there will be no transaction and no communication of brand will occur (Percy, 1987).

In the context of automobile industry, Jalilvand et al. (2011) conducted a study in Iran, brand awareness has shown a significant positive influence on the purchase intention. Thus, brand awareness builds a familiar vision which it is a substance or commitment signal. Jalilvand et al. (2011) observed that the consumer decision making has always been taken into consideration of brand awareness that brings three advantages such as learning advantage, consideration advantage, and choice advantage. Besides, they also

emphasized that brand recognition might be more important in the context of product decisions made in store (Keller, 1993).

According to a study in Pakistan by Shabbir, Kaufmann, Ahmad, and Qureshi (2010), the effect of cause-related marketing (CRM) activities on consumer buying intention is mediated by brand awareness. The results showed evidence that the relevant marketing activities have a positive impact on brand awareness. Hence, the results indicate that companies must focus on improving customer brand awareness in order to recall the brand at the time of purchase. Shabbir et al. (2010) also argued that, especially in a highly competitive market, awareness may have a significant impact on customers when purchasing products (Radder & Huang, 2008). By applying CRM to create brand awareness, it will lead to increase in the consumer purchase intention (Hoyer & Brown, 1990; Grewal, 1998; Varadarajan & Menon, 1988). Skory, Repka, and MCInst (2004) also mentioned that most of the companies are using CRM to increase their brand awareness by encouraging the participation of consumers.

However, there are also studies (Hsu & Hsu, 2015; Schivinski & Dąbrowski, 2013) indicated that brand awareness and purchase intention have no significant relationship. In the study of Hsu et al. (2015) conducted in Taiwan, the result manifested that brand awareness does not positively affect the purchase intention, indicating that even if consumers buy products, because they recognize the brand, but this behavior only mean that the consumer associates the brand with the product at first. In the perspective of consumer, they always place brand awareness as the primary factor when they choose to buy a product in the same category where this indirectly act as an implication for the product quality perceived by consumer that affect their purchase decisions. In Taiwan's consumer market, the consumers tend to choose a familiar brand rather than the unfamiliar ones mainly because of these brands obtain high brand awareness where it will affect the attitude of consumers. Therefore, the brand knowledge and affinity owned by consumers may affect their future purchasing decisions (Hsu et al., 2015). With the gradual establishment of brand awareness, consumers will have

higher purchase intention and prefer to buy familiar brand instead of the unfamiliar brand.

Schivinski and Dąbrowski (2013) stated that brand awareness and brand association can be incorporated into a dimension called brand awareness/association which is suggested by an empirical evidence of Yoo, Donthu, and Lee (2000). Schivinski and Dąbrowski (2013) performed a study in Poland to understand the impact of firm-created and user-generated social media communication techniques to purchase intention. However, in the end of the study, the result indicated both of these two social communication techniques have no significant effect on brand awareness. Thus, brand awareness in this study has no positive impact on brand purchase intention. As mentioned by Schivinski and Dąbrowski (2013), a brand communication can create awareness and association of the product and also enhance the feasibility that the brand will be contained in the evoked set of consumer (Cobb-Walgren, Ruble, & Donthu, 1995). In addition, brand communication can also promote the brand association which, when stored in the consumer own memory that will be transformed into “nonconscious but reliable behavioral tendencies”.

2.1.4 Perceived Value

2.1.4.1 Definition of Perceived Value

Perceived value is referred as a compromise between an intuitive understanding of consumers in terms of sacrifice and standard. Monroe and Dodds (1985) stated that value perceived is positive when insights of consumers in the dimension of standard exceed the insights of consumers in the dimension of sacrificial. In other words, positive perception of value experienced when a comprehensive evaluation of using a particular product given by consumer is based on the insights of what is provided with and what is gained (Zeithaml, 1988). Perceived value has been regarded as a significant measure to predict consumers' intentions to purchase and also one of the most vital indicators for a purpose to obtain competitive advantage (Zeithaml, 1988; Dodds et al., 1991; Cronin, Brady, & Hult, 2000). Perceived value is pertinent to the consumers' psychological reactions and knowledge of consumption which it can further impacting their purchase behaviour (Sweeney & Soutar, 2001; Petrick, 2004; Dumana & Mattil, 2005).

As stated by Zeithaml (1988), the value perceived by consumers can be expressed in general which the consumers' perception of value can be referred as a comprehensive consumers' evaluation concerning the consumption or use of a good or service depending on the insight of what is obtained and what is offered although it possesses a variety of value expressed by consumers. In other words, it is to achieve a balance between the advantages and cost perceived by consumers in consuming a product or service. Lee and Overby (2004) distinguished two different types of purchasing values including value of utilitarian and experiential. Specifically, the value of utilitarian is defined as a general evaluation of functional advantages comprising of cost saving, time reduction, service excellence and product assortment dimensions while the value of experiential is defined as an overall presentation of advantages gained from

experiences and observations through several methods such as entertainment, graphic appeal and communication involved with purchasing. Chen and Chen (2010) mentioned that the value perceived by consumers is a key indicator of behavioural intentions.

Furthermore, Zeithaml (1988) stated that consumers usually desire to purchase a product as the advantages they perceived in consuming a product exceed the cost, which it is known as perceived value. The means-end model developed by Zeithaml (1988) aimed to study the perceived value which it is assumed that it consists of extrinsic and intrinsic attributes. In other words, the extrinsic attributes are cost and brand that function as the quality measure across a variety of goods or brands while intrinsic attributes are quality of a product. At the state of consumption, the buyers rely on intrinsic attributes instead of extrinsic cues to obtain perceived value while intrinsic attributes possess high prophetic value. At the beginning of the purchase state, the buyers need extrinsic instead of intrinsic attributes to acquire perceived value as the quality of a product is hard to measure and the assessment of intrinsic attributes need more exertion. As a result, perceived value is a comprehensive evaluation of consumers consuming a product depending on the attributes gained.

According to Blythe (2013), the value perceived by consumers is generated when consumers consider the cost of buying a merchandise to be valuable in the light of its benefits. The evaluation given by consumers regarding the value of a product is subject to the advantages obtained from buying and consuming the related product. In addition, it is important that marketers develop an acceptable and competent value to entice consumers. Liu, Brock, Shi, Chu, and Tseng (2013) mentioned that the value perceived by consumers is distinctive or special to their insights of the benefit gained or drawback experienced of buying a particular product. Low perceived value is experienced when a product is regarded to have either a low perceived price or high perceived price (Monroe, 2012). The consumers' perception of value is dictated by assessing the advantages perceived in a product and the availability of sufficient convincing information for consumers to make

the correct decision of purchasing a product (Oosthuizen, Spowart, & Meyer-Heydenrych, 2015).

The consumers' perception of value can be clarified from different aspects that include of advantage, monetary, standard and social psychology (Demirgüneş, 2015). Generally, the aspect of monetary value is created when less is needed to pay for the product (Yeh, 2013). The conception of value depicts the insight of the benefit that the correlation with the formation carries. By enhancing the connection with consumers, it augments their attitudinal devotion such as intentions of buyers to continue purchasing and a positive effect on the period and power of the connection (Rubio, Villaseñor, & Yagüe, 2013). The value perceived by consumers is regarded as a frame that apprehends the disparity between benefit and sacrifice in the similar method that disconfirmation creates for differences in the middle of assumption and presentation perceived (Kassim, Igau, Harun, & Tahajuddin, 2014).

In a nutshell, Mahesh (2013) mentioned that buyers consume and purchase a product by assessing their perceptions of value which the product should possess constant or uniform quality, suitable level of quality and worth the cost. In addition, consumers purchase product with a fair price and product is considered economical or inexpensive.

2.1.4.2 Relationship in Between Perceived Value and Purchase Intention

According to a study written by Kahimpong and Tielung (2016) executed in Indonesia within the telecommunication industry, perceived value serves as an indicator determining the purchase intention of consumers and it indicated that there is a significant positive relationship between perceived value and purchase intention as the purchase intention of consumers are affected by their perception and the use of the product. The higher the value perceived by consumers, the higher the propensity to have consumers' consumption. As a result, consumers rely on the perceived value to increase their intention to purchase, that is, the purchase intention will be high when value perceived by consumers is high.

According to a study conducted by Ondang (2015) in Indonesia, the value perceived by consumers has a significant positive effect on purchase intention of consumers. The finding of this research strengthens the result of past researches from Mahesh (2013) and Chi et al. (2014) that indicate the factor of perceived value affects purchase intention. This study used five different indicators including admiration, aesthetics, distinction, efficiency and status to measure the impact of perceived value on consumer purchase intention. As a result, it is proven that the consumer overall evaluation concerning the consumption of goods and services have a positive outcome on purchase intention of consumers.

Based on a study conducted by Soltani, Esfidani, Jandaghi, and Soltaninejad (2016) in Tehran, it indicated that the perception of value has a direct positive influence on the consumer purchase intention as perceived value associated with consumers' emotional responses or buying experiences have a significant influence on their purchase behaviour. Sweeney et al. (2001) stated that perceived value is classified into three different dimensions including emotional, functional and social. In other words, the emotional aspect consists of an emotional state deriving from the experience of consuming a product or service. The functional aspect of the perceived

benefit is attributes of a product or service while the social aspect is the benefits gained in a relationship between an individual and his or her social surroundings. These three dimensions are used to assess the perceived value in this research. As a conclusion, an increased consumers' perception of value leads to an increased purchase intention.

Based on a study executed by Chang and Hsiao (2011) in Taiwan within the automotive industry, it stated that the perceived value positively impact purchase intention as consumers require the value of the product which then affect their willingness to buy it. The value does not specify the cost of a good yet it indicates the real value of a product perceived by consumers. As stated by Dodds and Monroe (1985) in this research, they examined the fundamental concept concerning the value of product and suggested that customers are likely or desire to buy goods possessing high value, and in opposition, consumers possess less desire to buy goods with lesser value. The value of product has an immediate effect on the willingness of consumers to purchase (Dodds et al., 1991).

Nevertheless, previous studies have indicated that perceived value has contrasting agreement. According to a study conducted by Piri and Lotfizadeh (2016) in Yemen within the mobile phone industry, it indicated that perceived value has no significant effect on purchase intention. As stated in this study, perceived value plays an integral part in purchase intention of an individual, and as a result, leads to purchase decision (Chang & Wang, 2011). The perceived value not just represents the idea or conception that occurs in the consumers' mind of a production organization, yet it also points out different methods that the organization should apply or utilize in order to deliver an accurate and appropriate message to instil in consumers' mind as well as analysing their intentions to purchase (Sweeney et al., 2001). Jenkins (2010) also mentioned that the value perceived increases the fulfilment of consumers and purchases in the future. However, the value perceived by consumers does not impact consumers' intention to buy a mobile phone as shown in this study.

2.1.5 Price

2.1.5.1 Definition of Price

According to Zeithaml (1998), price is defined as a sacrifice or giving up in order to get a good or service based on consumers' point of view. This definition was consistent with the view of Ahtola (1984), which opposes monetary price as a bottom level of aspect because the price is the "give" component, but not the "get" component. Several pricing researchers also having the same conceptual and agree that price is a sacrifice (Chapman, 1986; Mazumdar, 1986; Monroe & Krishnan 1985).

There are three main components of price: objective price, perceived nonmonetary price, and sacrifice (Zeithaml, 1998). Jacoby and Olson (1977) had levelled between objective price and perceived price. Objective price is referred to the actual price of the product and perceived price is the price encoded by the consumer. Besides, several studies (Zeithaml, 1982, 1984; Dickson & Sawyer, 1986) also indicated that customers usually do not know or have forgotten the product's actual price. Instead, they normally prefer to encode the price in a way that carries meaningful to them.

The price is an amount that a customer paid for the goods or the value that consumer exchanged for the benefits of having the goods or services (Bearden, Ingram, & Larfforge, 2004). Dudu & Agwu (2014) found different people have different perceptions or means towards the price. For lender, it means interest to them; for insurer, they perceived as the insurance premium; a transporter views it as a cost; and to guest lecturer, it is the payment given for professional services that are rendered nominally without charge. According to Rosa and Rodan (2011), in price management, the importance of price as a purchase fosterer not only determines the way in which prices are perceived and valued, but also affects individual buying decisions (Vanhuele & Dreze, 2002). The basic principal of the nature of consumer goods (often consumed and purchased products, which means the

interaction between medium and low consumers and suppliers) are the customers who usually make their purchases will be in contact with the product or service price more frequently (Dudu et. al., 2014).

Nagle and Holden (2002) suggested that price is a monetary value used by the consumer to deal with the seller for a product or service that they desire or want. For example, when setting prices, managers say that British consumers use prices as a signal to make assumptions on the product quality. In addition, most researchers (Jacoby, Szybillo, & Busato-Schach, 1997; Rao & Monroe, 1988) claimed that price is to be more important than the physical appearance; store name and reputation of the retail which are least important factors in transmitting information for judging the product's quality.

Weber (2012) claimed that price theory involves the economic activity creation and transfer of value, where it includes trading of goods and services in between different economic entities. Nevertheless, Walras (1874) also associated the concept of price with the value of the object in the economy of the exchange. As long as there is an excess positive demand, the market price of the commodity will rise, and in the case of excess supply, the price tends to fall.

To date, price has always been a matter of concern to consumers when making a purchase decision (Smith & Carsky, 1996). In this study, price is referred as a monetary value for the consumer to trade with the seller to obtain a product or service they desire (Nagle et al., 2002). A consumer who is willing to pay high-priced brands is particularly related with the signal use. This relationship is higher for more specific signals that reflect the relative values of these signals in the judgments of quality (Dawar & Parker, 1994).

2.1.5.2 Relationship in Between Price and Purchase Intention

There were several studies discussed about the relationship between price and purchase intention (Mai, 2016; Yao & Wang, 2012; Hollebeek, Jaeger, Brodie, & Balemi, 2007). According to Mai's (2016) study conducted in Vietnam, there were 32% of the respondents paying less than 50,000VND for each time eating, while those who paid more than 200,000VND contributed about 6% of the sample for each time payment made for eating in the fast food restaurant. This is due to the student's perception of value on fast food did not consider as quality goods to them in terms of health. Consequently, the result of the study found that price and purchase intention have a positive correlation in the fast food industry of Vietnam. Hence, price is a major concern for students when they purchase fast food. Mai (2016) also argued that consumers tend to isolate the high price product with high quality while the low price product with low quality. This is due to the consumer's view which they have a mind-set of highly-priced merchandises or services are equivalent to high quality. Thus, if the goods or services' quality meet the consumer expectations, they should accept at the peak price level to meet and satisfy their needs or wants (Etgar & Malhotra, 1981). To be justifiable with the quality of the goods or services, the consumer may think over the price at a fair deal and also pleased to pay at a higher price (Monroe, 2003).

Price has a significant impact on the purchase intention in different countries. In China, the consumers are more willing to pay a premium for genetically modified foods than non-genetically modified foods which it can bring improved nutrition and health to the consumer body (Yao & Wang, 2012). A study conducted by Yao et al. (2012) aiming to estimate the consumer purchase intention towards genetically modified soybean oil and genetically modified livestock product in the case of premium and discount. First means that the price of genetically modified soybean oil is higher than non-genetically modified soy oil, consumers are more likely to buy. This outcome is consistent with the research done by Quan, Curtis, McCluskey, and Wahl (2002) where the China's consumers are willing to pay premium

for genetically modified foods. To conclude, the effect of price on genetically modified soybean oil is valid under premium condition.

In the wine industry, the product price is usually set by the individual retailer and the wine company. They usually label the price of wine on the retail shelves rather than on the bottles of wines. This is because price is not the direct factor for a wine brand as compared to the country of origin. According to the study of Hollebeek et al. (2007) conducted in Auckland, the results of this study showed that consumers who had high purchase intentions continue to maintain as price conscious when purchasing wines. Therefore, low or discounted priced wines be apt to have a sizable impact on their purchase options. Hollebeek et al. also asserted that the price is an indicator of the quality of the product, which may affect the price that consumers are willing to pay for a particular wine (Lim, Olshavshy, & Kim, 1988; Myers, 2003; Spawton, 1991; Spawton & Lockshin, 2001). Besides, for a highly-involved wine consumers, they may have a comparatively high level of product knowledge about wine (Lockshin, 1998) that causes them objected to pay more or higher prices for well-established wine-producing regions (Tustin & Lockshin, 2001).

Meanwhile, some researchers indicated that there are contrasting agreements between price and purchase intention (Mirabi et al., 2015; Brown, Pope, & Voges, 2003). Wickliffe and Pysarchik (2001) took the product as a function that has an inherent impact on customer behaviour such as branding and pricing where these two factors cover the main component of the product's functionality. Mirabi et al. (2015) performed a study to examine the factors affecting the purchase intention of Bono brand tile customers. One of the hypotheses explains the effect of the product price on the customer's purchase intention. However, the assumption is rejected due to the company sets the price of the products too high. So, price can be seen as an obstacle to the purchase intention of customer. In the end of the study, the researcher concluded that product price is not significant to the customer's purchase intention.

A survey conducted by Brown et al. (2003) via the WorldWide Web participated by US internet user, aiming to investigate the factors that are more likely to influence purchase intention. In general, the study has shown that prices do not have any effect on purchase intention. This is subjected to only a little Internet users who are enjoying the shopping process, and ready to engage in comparison shopping for the best deal. Brown et al. (2003) viewed as these shoppers are fundamentally deal with purchasing the product at the lowest price or getting the best value for what they spent for. Therefore, price is considered to be the main reason of consumers using the Internet due to its ability to conduct or compare the product price easily thus enhancing the purchase intention of consumer (Wallace, 1995).

2.1.6 Place

2.1.6.1 Definition of Place

Place is referred to the process of transporting finished and semi-finished products to the customers and it consists of channels, coverage, assortments, location and inventory (Kotler & Keller, 2009). In other words, place is viewed as a company making its products available or accessible for customers to purchase. Sharma (2008) defined place as distribution, which includes the activities of company in ensuring its products are constantly available to customers and delivering proper quantity of products to customers in the right time and right place. Bhate and Lawler (1997) claimed that if the products that customers desire to purchase are available in designated channels and adequate information at the location, customers will visit the location and make purchases or change outlets or switch to other brands.

According to Kotler (2008), place is the location where the exchange takes place between sellers and buyers. There are several aspects that developers and suppliers have to consider when selecting the purchasing place. Firstly, suppliers should know where consumers look for his or her products and services; secondly, identify the kind of places that consumers will choose for purchasing a certain product such as specialist boutique, supermarket or online; thirdly, suppliers must make sure the distribution channel that he or she selects is accessible; the last is suppliers should analyse what competitors do and decide whether he or she needs to learn from them or differentiates (Mindtools, 2011).

Hoyer and MacIn (2009) stated that the place element may increase the customer perceived value in some manners as different distribution channels (street market, online or retail) have its utility advantages. Every customer needs to balance the additional value of the point of purchasing a certain product or service when selecting the distribution channel. The

improvement of Internet increases the usage of the Internet and consumers become more likely to purchase products through online. Electronic shopping becomes a better alternative for consumers since they can avoid anxious, crowded, traffic jam, limited time and parking space and it is more comfortable than traditional shopping (Yulihhasri, Islam, & Daud, 2011). When consumers are shopping, convenience and economy are the two main benefits that consumers may consider. Consumers always look for a convenient location and the product is offered at lower prices. However, the convenient location is usually with limited selection of products (Bradley & Nolan, 1998). Hence, if the online shopping can provide significant advantages over shopping in real stores, consumers will prefer online shopping.

2.1.6.2 Relationship in Between Place and Purchase Intention

In the study of Karatu and Mat (2015) in Nigeria, it indicated that the green availability has a positive relationship with green purchase intention as the regression result of this study exhibited that β is 0.355 and p-value is 0.001. The level of green purchase intention will become strong if green availability increases. In consistent with Vermier and Verbeke (2004), consumers will be depressed and they could not take action to purchase a certain product if they intend to purchase the product but the product is out of store unfortunate. There is an impossibility of converting intention into actual purchase when the accessibility is difficult. Hence, it can be determined that there is a significant relationship between green availability and green purchase intention.

According to a study written by Santoso and Sungkari (2013), software purchase intention is positively affected by place in Indonesia. Two reasons are discovered in explaining the effect of place towards original software purchase intention is positive in Indonesia. Due to the higher accessibility of software in Indonesia and it is easy to find, the consumers are likely to purchase the software. Consumers are not only able to purchase the software in IT mall, but also can purchase it through modern channels like Gramedia, Office 2000, Pazia Shop, and Best Denki. Besides that, consumers mostly visit a place or store which provides sufficient and a variety of IT products. IT mall in Jakarta area such as Mangga Dua, Ambassador, Ratu Plaza are the places that consumers likely to visit frequently as they provide and sell all IT products for consumers. Thus, it has shown that the relationship between the place and software purchase intention is positive.

On the basis of a study conducted by Oni and Matiza (2014) in South Africa, the place or the accessibility of a store has a significant relationship with the consumer purchase intention. 46.82% of the respondents agreed that their purchase intentions towards fast food are depended on the convenient location of the fast food franchise. This study identified that the key motivator of rural consumers to purchase fast food is the accessibility of

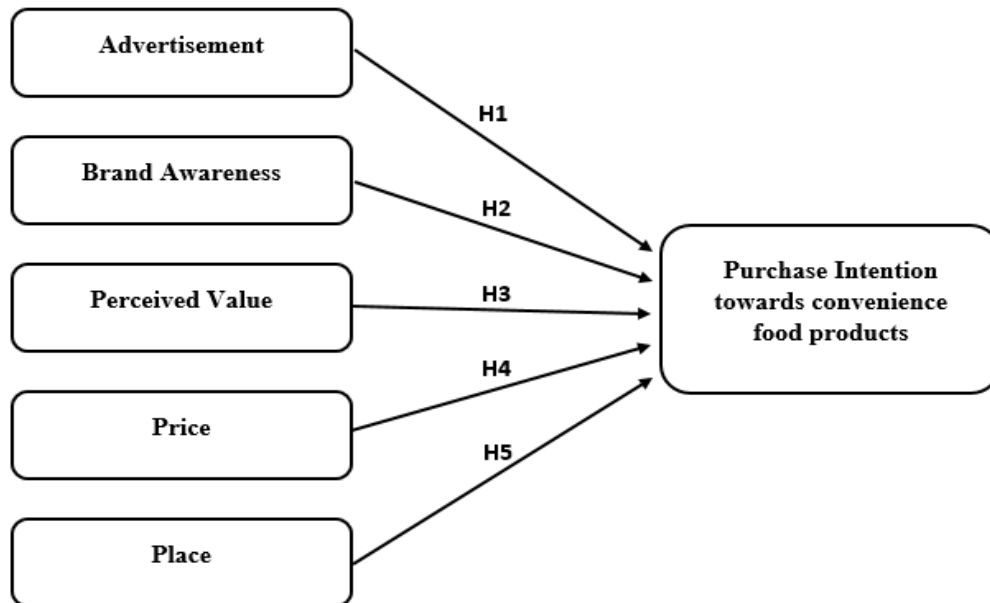
American franchise fast food outlet. Therefore, the place or the accessibility of a store will positively influence the consumer purchase intention towards fast food.

Shan and Zhang (2013) studied the influential factors on purchase intention of video game products in Sweden. Throughout the study, it indicated that the relationship between purchase intention and purchasing place is positive as the result of the calculation of correlation is 0.227 which is greater than zero. Shan et al. (2013) also recognized that almost all of the respondents do not concern about where to purchase and they will only concern about the places of the products are offered under different pricing. They will decide to make a purchase wherever is cheaper. Consumers more prefer to purchase video game products in real store if they see the physical product, try the product and check for any damage in order to prevent the trouble of returning or exchanging. On the other hands, some of the consumers may also choose ordering online if the seller offers lower price products or consumers want to avoid crowds, traffic jam or parking problem. As a conclusion, the relationship between the purchasing place and purchase intention is positive.

Nevertheless, according to the study of Chaudary, Ahmed, Gill, and Rizwan (2014) in Pakistan, it showed that the level of accessibility of counterfeit shoes will not influence consumer purchase intention towards counterfeit shoes. Most of the counterfeits are available at three types of distribution outlets including established merchandise shops and informal channels such as flea market, side walk vendors, clandestine shops, and the Internet. Due to some of the vendors are lacking of awareness about these deceptive counterfeits which are illegal nature; the counterfeit products are also available at supermarket shops (Chaudhry & Zimmerman, 2009). However, Chaudary et al. (2014) indicated an insignificant relationship between easy access and young consumers' purchase intention towards counterfeit shoes in Pakistan with β is -0.03 and p-value is more than 0.05. It can be concluded that the relationship between easy access and purchase intention is negative.

2.2 Theoretical Framework and Hypotheses Development

Figure 2.2: Proposed Theoretical Framework of Purchase Intention Towards Convenience Food Products.



Source: Developed for the research

As stated by Mirabi et al. (2015), advertisement serves as a subcategory of promotional methods which it plays as one of the four components, 4Ps including product, price, place and promotion in marketing mix. Advertisement is an effective device attracting or inducing consumers to purchase a product by creating awareness and emotional link with potential buyers as well as instilling a product or a brand in the minds of consumers. Advertisement represents as a powerful tool to influence consumer behaviour (Kurdsholi et al., 2012). In general, advertisement has a positive effect on consumer purchase intention. Thus, advertisement is used to capture the desire or willingness of consumers to purchase as it is an indicator of consumers' intention to purchase. The more appeal the advertisement is designed, the stronger the intention of consumers to purchase (Ajzen, 1991). Hence, the following hypothesis for this study is developed as below:

H1: Advertisement has a positive significant relationship with consumer purchase intention towards convenience food in Malaysia.

Besides, brand awareness has often been placed as the first factor to be considered in consumer's mind when they plan to purchase a certain product they want. This is due to brand awareness indirectly act as an implication for the consumer to perceive the quality of the product among the same category which will later affect their further purchase behaviour (Hsu et al., 2015). Thus, there are several empirical evidences (Shabbir et al., 2010; Jalilvand et al., 2011; Malik et al., 2013) have been proven that brand awareness has a significant positive relationship towards purchase intention in different industries and contexts (i.e: Pakistan, Iran , Punjab) by different researchers. Therefore, this brand awareness can be well explained by Bandura's (1977, 1982) concept of perceived self-efficacy which "is concerned with judgments of how well one can carry out courses of action needed to deal with expected situations" (Bandura, 1982, p.122). This is because the consumer's beliefs or perceived behavioural control in a particular brand of product will influence their choices in purchase intention. With that, brand awareness is believed to have interrelationships among beliefs, attitudes, intentions, and behaviours under the theory of planned behaviour (Ajzen, 1991). Hence, based on the past studies, this study would like to propose:

H2: Brand awareness has a positive significant relationship with consumer purchase intention towards convenience food products in Malaysia.

According to Soltani et al. (2016), perceived value serves a major role in the activity of decision-making to purchase a product or service. The consumers' perception of value is determined based on the logical and enthusiastic of buying. In addition, the consumers' perception of value is connected to the emotional responses of the customers and their experiences in purchasing or buying that indicates a significant effect on the buying behaviour of potential buyers. Thus, perceived value has a substantial effect on consumer purchase intention (Wang & Tsai, 2014). As a result, perceived value has a positive relationship with purchase intention which consumers' intention to purchase increase as perceived value increases. Hence, consumers normally purchase convenience food as convenience food is perceived

as less time consuming, cost saving, easy to store, broad variety available which it is more convenient than other fresh or farm food. The consumers' perception that convenience food is more advantageous to them will positively influence their attitudes and intentions to purchase (Wee, Ismail & Ishak, 2014). Therefore, the following hypothesis for this study is developed as below:

H3: Perceived value has a positive significant relationship with consumer purchase intention towards convenience food in Malaysia.

To date, price has ever been a major consideration for consumer to use in comparing and contrasting the product they desire that leads to their further purchasing actions (Wallace, 1995). In most of the time, these potential buyers or shoppers are fundamentally concerned purchasing the products that give them the best value at a lower price (Brown et al., 2003). In general, there are several past studies indicating that the price has strong significant impact on the consumer purchase intention in different industries (Hollebeek et al., 2007; Yao & Wang, 2012; Mai, 2016). Thus, price has been a motivational factor for consumer to indicate and acquire more information about the products such as perceiving the value they obtained at the price been spent. Therefore, the consumer's effort exerted will influence their following purchase behaviours (Ajzen, 1991). In that, the following hypothesis for this study is developed as below:

H4: Price has a positive significant relationship with consumer purchase intention towards convenience food products in Malaysia.

Lastly, place refers as a distribution that involves the activities of a company in maintaining the availability of products and fulfilling the quantity of products demanded from customers in the right time and at the right place (Sharma, 2008). When suppliers are selecting the place, they should know where customers can look for their products or services, identify the kind of places that customers will choose to purchase products, make sure the distribution channel they select is easy accessible as well as analysing what competitors do and decide whether need to learn from them or differentiate (Mindtools, 2011). Due to different distribution channels have different utility advantages, each distribution channel can increase

the customer perceived value in some methods (Hoyer et al., 2009). For example, electronic shopping becomes a better alternative for consumers since they can avoid anxious, crowded, traffic jam, limited time and parking space which it is more comfortable than the traditional shopping (Yuliharsi et al., 2011). Therefore, the place has a positive relationship with consumer purchase intention and this statement has been proven by Karatu et al. (2015); Santoso et al. (2013); Oni et al. (2014); Shan et al. (2013). When stimulating consumer purchase intention, marketers should take into account the considerations that customers will concern in buying a brand and expectations of a brand's performance as determinants (Laroche et al., 1996). The customer's interest, attending, information and evaluation also should be considered in the process of determining purchase intention, while the place is one of the information, that consumer will seek for during the process of determining purchase intention. As a result, there is a significant relationship between place and consumer purchase intention and the hypothesis is formed in the following:

H5: Place has a positive significant relationship with consumer purchase intention towards convenience food products in Malaysia.

CHAPTER 3: METHODOLOGY

3.0 Introduction

Research methodology refers to the theoretical and systematic analysis of procedures which the researchers use to forecast, interpret and apply to a field of study (Rajasekar, Philominathan, & Chinnathambi, 2013). This relevant chapter consists of several components including research design, methods of data collection, sampling design, research instrument, measurement of the scales and variables, processing of data and analysis of data.

3.1 Research Design

A research design is a comprehensive design or plan of gathering, measuring and analysing data based on the research questions of a given study (Sekaran & Bougie, 2013).

According to Sekaran et al. (2013), a business research generally contains two different types which include of basic research and applied research. In this study, basic research is carried out to develop an understanding on what factors have caused the consumer nowadays to purchase convenience food frequently and apply the knowledge given to solve the problems. By utilizing basic research, it allows this study researchers to comprehend and determine the factors that affect consumer's purchase intention towards the convenience food products by conducting this study.

The nature of a business research comprises two categories which consist of both qualitative research and quantitative research. According to Xavier University Library (2012), qualitative research is a process of collecting data in forms of words, images or objects while quantitative research is a process of gathering information of numbers and statistics. In this study, quantitative research is used to evaluate hypotheses, examine cause-and-effect and make prognostications. This research will be executed by distributing survey questionnaire to our target respondents for a purpose of gathering quantitative data, testing hypotheses and reinforcing this study.

Other than that, the purpose of business research plays as one of the essential parts in research design which includes of exploratory research, descriptive research and causal research. By executing this study thoroughly, causal research is used to investigate the factors that induce problem. The purpose of implementing causal research in this study is to examine the factors that affect consumer's purchase intention towards the convenience food products. In addition, it is to focus primarily on the relationship between each independent variables and dependent variable. Throughout this study, it enables us to discover the factors or independent variables

that effect on consumer purchase intention. Thus, the factors or independent variables comprise of advertisement, brand awareness, perceived value, price and place.

The research setting is fundamental while implementing a study. A business research can be conducted in a natural environment of either non-contrived settings or contrived settings. In this study, contrived lab setting is used to form a cause-and-effect relationship over the possibility of the least uncertainty require the formation of a contrived environment in which all irrelevant factors are strictly controlled. In addition, most causal studies are done in contrived lab settings (Sekaran et al., 2013). This study seeks to search the factors and create a relationship in factors affecting consumer purchase intention towards convenience food products.

3.2 Data Collection Methods

Rouse (2016) stated data collection is a systematic approach that an individual or organization uses to collect and measure complete information in order to evaluate and predict for subsequent trends and probabilities. Data collection methods are procedures or techniques of obtaining information from any relevant source. The data or information can be acquired via two different sources: primary sources of data and secondary sources of data. In this study, both primary and secondary sources of data are executed.

3.2.1 Primary Data

Primary data can be interpreted as the information acquired through first-hand exploration by the researchers. Primary data is the first-hand data obtained by the researchers on the variables of interest for a specific purpose of study (Sekaran et al., 2013). In this study, primary data is used as it is unknown and not available for another party other than the researchers. In addition, it is more trustworthy as compared to secondary data which information is sought directly from time to time. The primary data can be collected through several sources such as focus group, survey questionnaire, interview, observation and measurement. By executing this study in depth, online survey questionnaire is used to obtain accurate data which the researchers provide set of questions to which respondents choose the closest answers or alternatives. This tool is less expensive and more laborious yet it allows us to receive the latest information or data from the respondents as well as reaching to a wider range of respondents in a timely manner (Sansoni, 2011). According to Cattell (1978), it stated that the minimum desirable number of respondents for factor analysis is 250. Thus, this study tends to include 300 respondents as 300 are considered as a fair sample size in factor analysis (Comrey & Lee, 1992; MacCallum, Widaman, Zhang, & Hong, 1999).

3.2.2 Secondary Data

Secondary data is data obtained by another individual other than the user. Sekaran et al. (2013) stated that secondary data is the information collected by someone other than the researcher executing the given study. Secondary data is inexpensive and less time-consuming as data is collected beforehand and stored in different formats which it is available and easily obtained (Hox & Boeije, 2005). Nevertheless, secondary data may not be able to support the current study as the data does not meet the needs of the study and information is not up-to-date due to rapid environmental changes. In this study, the secondary data used is mostly Internet sources, journals, research reports and reference books which allow us to acquire relevant information to reinforce our study.

3.3 Sampling Design

According to Sekaran et al. (2013), sampling involves the process of selecting persons, items, or events which is in accordance with several criterias to represent the entire population. Sampling is also a practice that utilizes a small amount of a given population as a representative for drawing conclusion about the population (Zikmund, Babin, Carr, & Griffin, 2013). The reason of using a sample is because it would be difficult to conduct a census to collect data form, or test, or examine and measure the characteristics of the entire population (Sekaran et al., 2013; Zikmund et al., 2013). Therefore, sampling is used to ensure for a better understanding and allow generalizing the characteristics of entire population.

3.3.1 Target Population

Target population defines as the group of items or persons that researchers are interested in drawing a general conclusion to it. The target population also viewed as the theoretical population as it contains different characteristics ("Research Population," 2009). Besides, target population is also known as a group of individuals where the researchers wish to collect the statistics from them. The targeted population in this research includes of degree students and working adults in Malaysia who are purchasing convenience food products in the past, present or plan to purchase convenience food products in the future.

3.3.2 Sampling Frame

Zikmund et al. (2013) defined sampling frame, also identified as working population, as a list of components where it can be chosen as a sample. The sampling frame refers to the chosen group of people where they represent as a sample of the population (Sekaran et al., 2013). Since non-probability

will be carried out as a sampling technique in this study, therefore sampling frame is not required for this research study.

3.3.3 Sampling Element

As this research intends to study the factors of consumer purchase intention towards convenience food products in Malaysia, the respondents who are the potential consumers of convenience food products will be eligible respondents, regardless of other demographic criteria. Consumers who obtained pocket money from parents or earned by themselves are eligible to be respondents as long as they purchase convenience food products in the past, present or intend to purchase in the future. Furthermore, as the online survey questionnaire is written in English and distribute to respondents through the Internet, the target respondents are expected to have basic understanding in simple English and basic knowledge of using the Internet as well.

3.3.4 Sampling Technique

Probability sampling techniques and nonprobability sampling techniques are two major categories of sampling that researcher plans to use in general research. In this research, nonprobability sampling techniques are chosen to carry out this study. Zikmund et al. (2013) defined nonprobability sampling as a technique where it involves the selection of elements from a targeted population on the basis of convenience or judgement using non-random procedures. Nonprobability sampling techniques comprise four types of sampling which include of convenience sampling, judgement sampling, quota sampling, and snowball sampling.

Among the four types of nonprobability sampling techniques, convenience sampling and judgement sampling are applied in this research. According to

Zikmund et al. (2013), convenience sampling refers to sampling by easily gaining and approaching to the target individuals and items. The major reason of convenience sampling technique being chosen is due to the speedy data collection, convenient and low cost. As the convenience sampling technique can be classified as the haphazard manner by which many of the respondents are self-selection bias, all respondents may not be representatives. Researchers are allowed to not categorize the population by relevant characteristics, determine the desired amount to sample from each class and fix quantity for each respondent with interests towards the research study. In this research, researchers will approach respondents through online as it allows researchers to approach them more conveniently and successful.

Judgement sampling refers as the samples are selected based on the researchers' knowledge and professional judgement (Zikmund et al., 2013). Judgement sampling is applied in this research as special knowledge of statistics is not required and researchers do not waste time to play with mathematics. Researchers will focus on those respondents who possess the common beliefs to have the required information and willing to share it. As this technique allows researchers to select respondents from the population with regard to the attributes and characteristics based on their knowledge and judgement, it produces a more reliable and accurate result. The target population of this research includes of former consumers who consumed convenience food products in the past, established consumers who are consuming convenience food products in the present and potential consumers who intend to consume convenience food products in the future. This research will also approach the degree students and working adults who live alone. The online survey questionnaires will distribute to these respondents for a purpose to conduct the survey.

3.3.5 Sample Size

Christine, Heather, and Kenneth (2012) asserted that sample size is the sum of data sources chosen from a total population. This sample size is studied to make an inference to the population that researchers wish to examine. The amount of sample size equals to the amount of population size when conducting a census. However, a representative sample is normally used in research because of time constraint and budget.

Roscoe (1975) proposed four rules of thumb in determining the sample size. Firstly, in most research, the most appropriate sample size is larger than 30 and less than 500. If researcher breaks the samples into subsamples (males/females, juniors/seniors, etc), each category is required to have a minimum sample size of 30. In multivariate research (including multiple regression analyses), the sample size would be ten times or more of the number of variables in the study. Lastly, the sample size for simple experimental research with high experimental controls (matched pairs, etc) is 10 to 20.

According to Cattell's study (1978), it claimed that the desire minimum sample size should be 250 respondents if the research study involves three to six independent variables (MacCallum et al., 1999). Due to this research consists of five independent variables; the sample size of this study is decided to set at 300 respondents. Meanwhile, there are another 30 sets of online survey questionnaires sent to the respondents for conducting the pilot test in maintaining the quality and accurateness of the research. In this research, 322 sets of online survey questionnaires sent to the respondents through the Internet. There are 93.17% of respondents (300 persons) consuming convenience food products and 6.83% of respondents (22 persons) are not consuming convenience food products. 300 respondents who are consuming convenience food products will continue with answering the following questions for assessing their purchase intention towards convenience food products.

3.4 Research Instrument

A questionnaire is a predeveloped written or printed set of questions which the participants indicate their responses by recording or selecting within relatively close defined alternatives. Questionnaire is normally inexpensive and laborious as compared to other types of research mechanism such as interview and observation yet they also present a greater possibility of nonresponse and nonresponse error (Sekaran et al., 2013). In this research, self-administered questionnaire is used in which the one who responds is obligated to read and answer the questions given without the attendance of interviewers (Zikmund et al., 2013). It is mainly formulated and distributed for a purpose to collect the primary data or first-hand data from participants concerning the factors that influence their intentions to purchase convenience food in Malaysia. The questionnaires are distributed through the Internet as this form of distribution has increased tremendously over the years and the ease to utilize web survey platform has begun to be widely accessible (Zikmund et al., 2013). In other words, the questionnaire is created by using Google Forms and distributed to the respondents through the social networking site primarily through Facebook as it indicates that 1.32 billion of people are active users of Facebook day to day which it shows an increase of 17% over years (Zephoria, 2017).

3.4.1 Questionnaire Design

In a series of actions of creating a questionnaire, three areas should be the centre of attention including wording, arrangement of issues relating to how elements are being classified or grouped, scaled and coded after receiving feedbacks as well as the general manifestation of the questionnaire which these can reduce bias in a study (Sekaran et al., 2013). To meet and achieve the purpose of a researcher, the questionnaire must be deliberately designed. In this study, English is used to communicate with the respondents which it is designed to be similar or appropriate to the degree of comprehension of the respondents as well as suitable to tap their perspective and feelings.

Closed-ended questions, also known as fixed-alternative questions are adopted by providing fixed or set option responses to the participants and requiring them to pick the one nearest to their point of view. This method requires fewer interviewer techniques, time saving and effortless for the participants to answer.

In this study, questionnaire is separated into two sections. Section A is formed to acquire the demographic information of the respondents and Section B is created to acquire the viewpoints of the respondents concerning to the construct measurement of this research.

Section A of the questionnaire is designed with five questions regarding the demographic profile of the respondents such as gender, race, age, employment status and income level which it is necessary for the respondents to select from the options given for each question. These collected data enable researchers to categorize respondents into groups of consumer and comprehend respondents more specifically.

Section B of the questionnaire comprises of seven questions which it begins with a question by recognizing whether the respondents consume convenience food while the remaining questions are equipped with several sub-questions relating to the constructs measurement of this study that includes of five independent variables (advertisement, brand awareness, perceived value, price, place) and one dependent variable (purchase intention). This section aims to study the factors influencing consumer purchase intention towards convenience food in Malaysia. All these variables are used to analyse the relationship among one another upon data gathered from the respondents. In this section, all questions are measured in five point Likert scale which it ranges from 1 to 5 where 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree.

3.5 Scale Measurement

3.5.1 Independent Variables

3.5.1.1 Advertisement (Section B – Question 2)

Advertisement functions as a mechanism conveying or exchanging information, news and ideas concerning a product or service (Uusitalo, 2001). Advertisement items are measures of the extent to which advertisement plays a major role in motivating consumers to purchase a product or service. The measurement of advertisement was initiated by Chen (2008), Chan et al. (2009) and Brandley (2002). This construct comprises of 4 items being measured by tapping on a 5-point Likert scale which it ranges from 1 to 5 where 1 represents “Strongly Disagree” to 5 that equals to “Strongly Agree”. A higher scale indicates a higher degree of the importance of advertisement on consumers’ intention to purchase. One of the sample items in this scale is “I think advertisement is important when I buy convenience food products”.

3.5.1.2 Brand Awareness (Section B – Question 3)

Brand awareness refers as consumers can identify or know a brand from a variety of product (Heding et al., 2009) and help consumers to make a purchase decision (Percy et al., 1992). In this current study, the items of brand awareness are measures of the extent to which a convenience food brand can be recognized or identified swiftly by consumers. The measurement of brand awareness was originated by Yoo et al. (2000) and Aaker (1991). This construct contains 5 items being measured by making use of a 5-point Likert scale that ranges from 1 to 5 which 1 represents “Strongly Disagree” to 5 represents “Strongly Agree”. A higher scale indicates a higher level of consumers being able to recognize a brand immediately or directly among other competing brands. One of the sample

items in this scale is “I buy certain convenience food because I can recognize it quickly among other competing brands”. The reliability coefficient for this scale was .83 (Khan et al., 2015).

3.5.1.3 Perceived Value (Section B – Question 4)

Perceived value defines as the consumers purchase a product by considering or regarding the value of the product should possess such as constant quality, satisfactory level of quality and worth the value (Mahesh, 2013). The items of perceived value are measures of the extent to which the consumers’ perception of value concerning the convenience food products in terms of quality and price. The measurement for perceived value was developed by Mahesh (2013). This construct consists of 5 items being measured by tapping on a 5-point Likert scale which it ranges from 1 to 5 where 1 represents “Strongly Disagree” to 5 that equals to “Strongly Agree”. A higher scale indicates a higher degree of the value perceived by consumers about convenience food products is favourable. The sample items of this scale are “Convenience food products have consistent quality” and “Convenience food products are economical”.

3.5.1.4 Price (Section B – Question 5)

Price tends to be the most important matter whenever consumers make a purchase decision (Smith et al., 1996). Price also serves as a monetary value which it is used by the consumers to exchange for products or services with the sellers (Nagle et al., 2002). Price items are measures of the extent to which the significance of price on the convenience food products. The measurement of price was developed by Phan et al. (2016). This construct comprises of 4 items being measured by making use of a 5-point Likert scale that ranges from 1 to 5 which 1 represents “Strongly Disagree” to 5 represents “Strongly Agree”. A higher scale shows a higher level of the significance of price in purchasing convenience food products. The sample

items of this scale are “I think price is my first consideration when I am going to buy convenience food” and “I compare prices of many convenience food products before buying”.

3.5.1.5 Place (Section B – Question 6)

Place is often known as a location where products are allocated that enable the consumers to access and reach it at the right time with an appropriate quantity (Sharma, 2008). The items of place are measures of the extent to which the convenience store serves as a primary distribution for convenience food. The measurement for place was formed by Andrei et al. (2013). This construct comprises of 5 items being measured by tapping on a 5-point Likert scale which it ranges from 1 to 5 where 1 represents “Strongly Disagree” to 5 that equals to “Strongly Agree”. A higher scale shows a higher level of the importance of convenience store functioning as the main distribution of convenience food. One of the sample items in this scale is “Convenience store has a strategic location for the accessibility of convenience food”. The reliability coefficient for this scale was .877 (Andreti et al., 2013).

3.5.2 Dependent Variable

3.5.2.1 Purchase Intention (Section B – Question 7)

Purchase intention refers to the willingness of consumers purchasing a particular product or service (Dickieson et al., 2009). Purchase intention items are measures of the extent to which the tendency or inclination of consumers in purchasing convenience food products. The measurement for purchase intention was developed by Dickieson et al. (2009). This construct consists of 4 items being measured by making use of a 5-point Likert scale that ranges from 1 to 5 which 1 represents “Strongly Disagree” to 5

represents “Strongly Agree”. A higher scale shows a higher level of the willingness of consumers to purchase convenience food. One of the sample items of this scale is “I plan to start purchasing different types of convenience food products”. The reliability coefficient for this scale was .905 (Dickieson et al., 2009).

3.6 Pilot Study

A pilot study can be referred as a feasibility or preliminary study that tests or examines on a smaller scale in the process of making ready for major research (Polit, Beck, & Hungler, 2001). Apart from that, a pilot study is also known as a small trial to examine data collection mechanisms, research procedures or protocols, sampling recruitment action plan and further research proficiencies in development for a broader research. It is one of the significant steps in a research assignment. A pilot test is conducted to assess whether the questionnaire is relevant and understandable, whether the questions are well defined, clearly comprehended and expressed in a constant way. In addition, it is executed to recognize or pinpoint the possible problem areas and insufficiencies in research mechanisms and procedures prior of the research project (Hassan, Schattner, & Mazza, 2006). Teijlingen and Hundley (2001) stated the reasons to execute a pilot study is to assess the adequacy of research mechanisms, to test the feasibility of a research, to examine the workability of research protocol, to test the probable success of presented recruitment techniques and so forth.

To meet the purpose of a pilot study, the measure of the correlations between different constructs on the same trial, which it is known as the internal consistency is conducted. Trizano-Hermosilla and Alvarado (2016) stated that the most widely used technique to evaluate the internal consistency reliability is the Cronbach's alpha. The adequate value for Cronbach's alpha is from 0.70 to 0.95. A lower value of Cronbach's alpha may be due to a small amount of questions and bad interrelatedness among constructs or items whereas a too high value of Cronbach's alpha may be due to the unnecessary of constructs as it is examining the similar questions but in a different form (Tavakol & Dennick, 2011). In addition, Gliem and Gliem (2003) stated that the greater the internal consistency of the constructs in the scale is when the value of Cronbach's alpha coefficient is closer to 1.0.

In this study, 30 sets of questionnaire were distributed as a pilot test to prevent from errors or mistakes before further circulating the questionnaires to the respondents. The pilot test of 30 questionnaires was mainly distributed to family members, friends and other randomly selected respondents through Facebook which it allows the researchers to collect any feedback and keep track of any inaccurate data promptly. In other words, Johanson and Brooks (2010) stated that the adequate lower limit for a pilot test is 30 representative respondents. After collecting 30 sets of questionnaire, the reliability test is executed by utilizing Statistical Package for Social Sciences (SPSS) 23.0 in order to obtain the Cronbach's alpha for each construct. The result of internal consistency reliability for pilot test is indicated in the Table 3.1 as shown below.

Table 3.1: Internal Consistency Reliability of Pilot Test

Construct	No. of Items	Reliability (Alpha)
Advertisement	4	0.788
Brand Awareness	5	0.935
Perceived Value	5	0.895
Price	4	0.714
Place	5	0.943
Purchase Intention	4	0.865

Source: Developed for the research

3.7 Data Processing

Data processing should be taken place before data analysis because of this process is known as the important stage that researchers must ensure all the information collected is integrity and adequate for analysing. Data processing involves the activities of checking, editing, coding and transcribing.

3.7.1 Data Checking

The data checking process is conducted by the researchers when the process of distributing questionnaires and data collection were completed. The data checking process is aimed to certify the data's quality level and minimize errors. This process involves of checking every set of questionnaire repeatedly by making sure all questionnaires are completely answered by the respondents without lacking out a single question. The data checking is also intended to avoid the happening of answer confusion such as respondents choose multiple options in a question. The clarify action must be taken place by data collectors immediately when data errors appear. Hence, data checking can maintain the reliability and the quality of the tests.

3.7.2 Data Editing

Once the data checking process is completed, researchers start to conduct the data editing process which includes of editing and correcting errors identified in the questionnaire. Data errors consist of data collected that may not be consistent such as some questions in the questionnaire are not answered by the respondents, respondents may not ticked the answer at the proper column or respondents ticked multiple answers for a single question. Researchers are required to consider and decide whether to edit the errors and how to edit it (Zikmund, Babin, Carr, & Griffin, 2010). The error of information can become relevant and appropriate if the adjustment of

accommodating the information is conducted by researchers in the right way. However, if the questions are left unanswered, researchers can consider it as the data error and need not make any adjustment upon such situation.

3.7.3 Data Coding

According to Zikmund et al. (2013), coding refers to the process of researchers transferring the data collected to a numerical score or other character symbols. Data coding allows the data being transferred from questionnaire or interview form to computer. Data coding is a critical process as it translates the answers of respondents into certain numerical scores or other character symbols which will be used in the data analysis later (Lockyer, 2004).

Given the questionnaire survey in this research as an example:

For section A of the questionnaire, the answer for each question is coded as follow:

Q1	Gender	✧ “Male” is coded as 1. ✧ “Female” is coded as 2.
Q2	Race	✧ “Chinese” is coded as 1. ✧ “India” is coded as 2. ✧ “Malay” is coded as 3. ✧ “Others” is coded as 4.
Q3	Age	✧ “20 and below” is coded as 1. ✧ “21- 30” is coded as 2. ✧ “31-40” is coded as 3. ✧ “41- 50” is coded as 4. ✧ “51 and above” is coded as 5.
Q4	Employment Status	✧ “Self-employed” is coded as 1. ✧ “Employed” is coded as 2. ✧ “Student” is coded as 3.

		<ul style="list-style-type: none">✧ “Retired” is coded as 4.✧ “Unemployed” is coded as 5.
Q5	Income Level	<ul style="list-style-type: none">✧ “Less than RM1,500” is coded as 1.✧ “RM1,500 – RM2,999” is coded as 2.✧ “RM3,000 – RM4,499” is coded as 3.✧ “RM4,500 – RM5,999” is coded as 4.✧ “RM6,000 and above” is coded as 5.

Source: Developed for the research

In section B of the questionnaire, the answer for each question is coded as below:

- ✧ “Strongly Disagree” is coded as 1
- ✧ “Disagree” is coded as 2
- ✧ “Neutral” is coded as 3
- ✧ “Agree” is coded as 4
- ✧ “Strongly Agree” is coded as 5

3.7.4 Data Transcribing

Data transcribing refers to the final step of data processing. In the data transcribing process, the researchers will continue with interpreting the coded data by using Statistical Package for Social Sciences (SPSS) software Version 23.0 in order to conduct further analysis.

3.8 Data Analysis

According to Zikmund et al. (2013), data analysis is clarified as a procedure or action to comprehend the data collected and transforming the raw data with logical reasoning. Data analysis involves of three main purposes: getting a feel for the data (through descriptive analysis), testing the goodness of the data (through scale measurement) and testing the hypotheses developed for the research (through inferential analysis) (Sekaran et al., 2013). To generate this research survey statistical output, Statistical Package for the Social Sciences (SPSS) is used to generate the descriptive analysis, reliability test and inferential analysis for the ease of interpretation in the following chapter.

3.8.1 Descriptive Analysis

Descriptive analysis is the most fundamental and primary statistical analysis which is simple but yet powerful. It helps to transform the raw data into descriptive statistics that provide a measure of central tendency and variation to describe the characteristics of entire population interest. All these descriptive statistics including mean, mode, median, range, variance, and standard deviation will provide a summary to describe the properties of variable.

In this study, descriptive analysis is carried out to analyse the data in Section A (demographic information) and Section B (testing of hypothesis) of the survey questionnaire. Under Section A, frequency, percentage, mode, and mean are employed to analyse the data (variables with nominal and ordinal scale) and presented with visual summary such as bar chart, pie chart, and table. Meanwhile, the data (variables with interval scale) in Section B are tabulated in percentage, mean, standard deviation and also presented in table form.

3.8.2 Scale Measurement

Zikmund et al. (2013) exerted that measurement is the process of describing some properties of a phenomena of interest by assigning number in a reliable and valid way. This scale measurement functions to assist in determining the data's reliability of a study.

3.8.2.1 Reliability Test

A reliability test is established to quantify the set of data's consistency and stability (Sekaran et al., 2013). The consistency of a data is critical to indicate how well the element measures a notion linked together as a set (Sekaran et al., 2013). Cronbach's alpha serves as a basic assessment to indicate both consistency and stability that point out whether the items' strengths in a set are positively correlated to one another. In this study, Cronbach's alpha is assessed to measure the reliability of the data. In this test, the most common used scale, coefficient alpha, is to identify the data set's reliability. For coefficient alpha value ranges from 0 revealing no consistency, to 1, revealing the complete consistency in between the set of data. As claimed by Zikmund et al. (2013), coefficient alpha value should be at least 0.6 to be considered as acceptable reliable.

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

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
> 0.9	Excellent

Source: Hair, J. F., Money, A. H., Samouel, P., & Page, M. (2007). *Research methods for business*. West Sussex, England: John Wiley & Sons.

3.8.3 Inferential analysis

Inferential analysis involves the use of the statistic to draw a conclusion regarding the characteristic of entire population based on one observation or experimental of a sample (Burns and Bush, 2006). These analysis can be carried out through Pearson's correlation coefficient analysis, Multiple regression analysis, Chi Square statistic test and confidence interval. Throughout this study, the inferential analysis for this research was conducted with Pearson correlation analysis and Multiple Regression Analysis.

3.8.3.1 Pearson Correlation Coefficient Analysis

Sekaran et al. (2013) mentioned that Pearson's coefficient correlation analysis is a statistical measurement that indicates the strength, significance and direction between all variables (measure only at interval or ratio level). The correlation coefficient, *r-value*, range from -1.0 to +1.0, where if *r* is equal to -1.0, it indicates a perfect negative relationship between two variables; if *r* is equal to +1.0, it indicates a perfect positive relationship between two variables. There will be no correlation if the value of correlation coefficient is equal to 0. Thus, the correlation between each independent variable (advertisement, brand awareness, perceived value, price and place) and dependent variable (purchase intention towards the convenience food products) is tested by using Pearson's correlation coefficient. As per this study, the analysis test is carried out at 1% of significance level. As the significance value, *p* is less than or equal to 0.01, the hypothesis tested will be accepted.

If, $p \leq 0.01$, reject H_0 and accept H_1

If, $p > 0.01$, accept H_0 and reject H_1

3.8.3.2 Multiple Linear Regression Analysis

Multiple linear regression analysis is a statistical technique that analyse the association in which the effect of 2 or more independent variables with a dependent variable are looked into simultaneously (Zikmund et al., 2013). This analysis provides a means in assessing the degree of the relevance between one dependent variable with one independent variable. To be more specific, the majority parts of the dependent variable are explained by each independent variable's coefficient value that allows the researchers to clearly understand the factors that influence the dependent variable. Since all variables have the same measurement scale (interval scale), thus multiple regression is appropriate to analyse the sample as a whole for a better view and understanding on which independent variable contributes the highest impact on dependent variable in this study. The general equation of multiple regression analysis is as follow:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_n X_n$$

Where,

Y = Dependent variable

α = constant

β_1 to β_n = coefficient associated with the independent variables

X_1, X_2, X_3 = Independent variables

As per this study, multiple regression analysis is carried out to test the relationship between independent variables (advertisement, brand awareness, perceived value, price and place) and dependent variable (purchase intention towards convenience food products). The equation applied in this study is stated as below:

$$Y = \alpha + \beta_1 Adv + \beta_2 BA + \beta_3 PV + \beta_4 PC + \beta_5 PL$$

Where,

Adv = Advertisement

BA = Brand Awareness

PV = Perceived Value

PC = Price

PL = Place

3.9 Conclusion

This chapter has described various research methodologies applied in this study through the analysis of Statistical Package for Social Sciences (SPSS) version 23.0. A summary of methodologies including of research design, data collection methods, sampling design, research instrument, construct measurement, data processing and data analysis are outlined in this chapter. All results from statistical analysis are discussed as well as for the interpretation of the hypotheses.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter consists of the analysis of data collected from online survey questionnaires and the interpretation of the results by using SPSS version 23. First of all, the outcomes of the respondents' demographic profile and central tendency measurement of constructs are presented by researchers through the Descriptive Statistical Analysis. In the following, researchers will discuss the results of the reliability test for each independent variable. In the last part of this chapter, researchers will study each variable individually and the relationships between each variable with other variables via Inferential analysis.

4.1 Descriptive Analysis

The results of respondents' demographic profile and central tendency measurement of constructs are presented in this part.

4.1.1 Response Rate of Study

Table 4.1: Response Rate of Study

Online Survey	
Distributed	500
Returned	322
Unusable Responses	22
Usable Responses	300
Response Rate (Percentage)	93.17%

Source: Developed for the research

In this research, there are 500 sets of online survey questionnaire distributed to the respondents and only 64.40% of the total amount of online survey questionnaires (322 sets) collected from the respondents through the Internet. There are 93.17% of respondents (300 persons) consuming convenience food products and 6.83% of respondents (22 persons) are not consuming convenience food products. Thus, 300 respondents who consume convenience food products will continue the online survey questionnaire with answering the following questions for assessing their views or insights of purchase intention toward convenient food products.

4.1.2 Respondent Demographic Profile

In this research, respondents are required to answer five questions under the section of demographic profile which comprises gender, race, age, employment status and income. Researchers will show the results of the respondents' demographic profile by using tables and pie charts as well as interpreting each of them in this part.

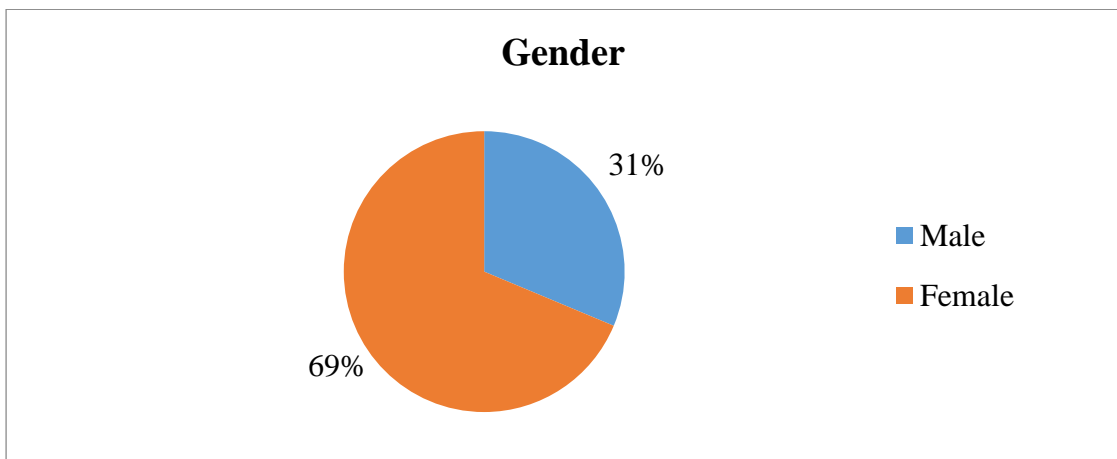
4.1.2.1 Gender

Table 4.2: Gender

		Frequency	Percent	Cumulative Percent
Valid	Male	94	31.3	31.3
	Female	206	68.7	100.0
	Total	300	100.0	

Source: Developed for the research.

Figure 4.1: Gender



Source: Developed for the research.

Table 4.2 and Figure 4.1 show the gender of respondents who participate in this online survey. The number of female respondents is 206 persons while the number of male respondents is 94 persons which male respondents are 112 persons lesser than female respondents. The percentage of female respondents over the total respondents is 68.70% and the percentage of male respondents over the total respondents is 31.30%. The differences between the percentage of female respondents and male respondents are 37.40%.

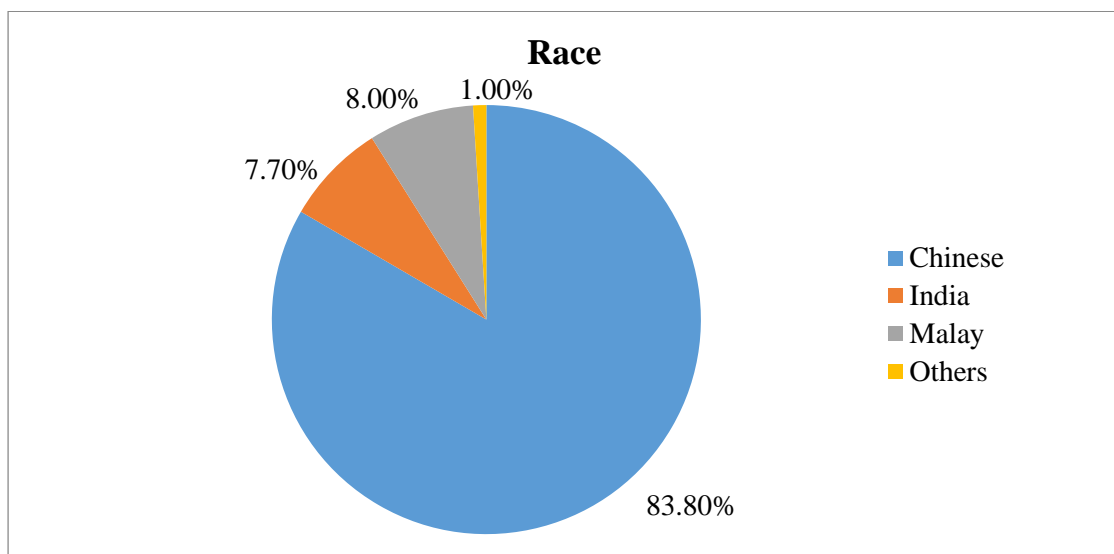
4.1.2.2 Race

Table 4.3: Race

		Frequency	Percent	Cumulative Percent
Valid	Chinese	250	83.3	83.3
	India	23	7.7	91.0
	Malay	24	8.0	99.0
	Others	3	1.0	100.0
	Total	300	100.0	

Source: Developed for the research

Figure 4.2: Race



Source: Developed for the research

There are 4 types of races shown in the Table 4.3 and Figure 4.2 which included Chinese, India, Malay, and others. Among these four types of races, the majority of respondents are Chinese with a result of 83.30% or 250 persons while the minority of respondents is other race with a result of 1.00% or 3 persons. Next, the second highest is Malay respondents, which occupy 8.00% or 24 persons. The difference between the number of Chinese respondents and Malay respondents is 226 persons. India respondents are the third highest among these four types of race which are 7.00% or 23 persons. The differences between the number of Malay respondents and India respondents are only 0.30% or one person.

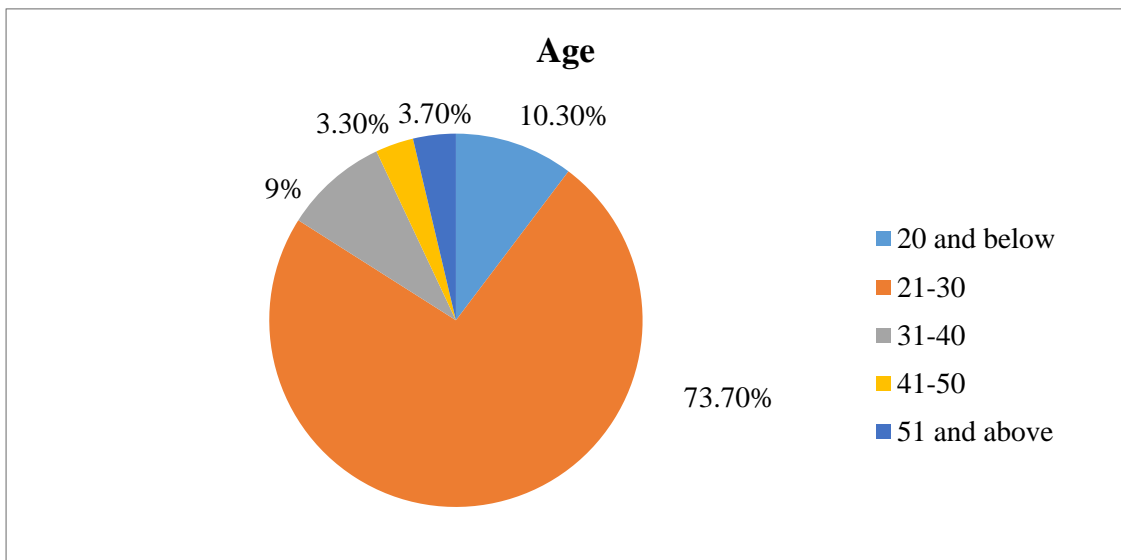
4.1.2.3 Age

Table 4.4: Age

		Frequency	Percent	Cumulative Percent
Valid	20 and below	31	10.3	10.3
	21 - 30	221	73.7	84.0
	31 - 40	27	9.0	93.0
	41 - 50	10	3.3	96.3
	51 and above	11	3.7	100.0
	Total	300	100.0	

Source: Developed for the research

Figure 4.3: Age



Source: Developed for the research

According to the Table 4.4 and Figure 4.3, the largest group of respondents is between 21 to 30 years old among all 300 respondents, which is 73.70% or 221 respondents. Then, there are 10.30% or 31 respondents fall between 20 years old and below and 9.00% or 27 respondents fall between 31 to 40 years old. The differences between the age range of 20 years old and below with the age range between 31 to 40 years old are lesser than only 1.00% or only 4 respondents. Lastly, the age range between 49 to 50 years old and 51 to 60 years old are 3.30% or 10 respondents and 3.70% or 11 respondents respectively.

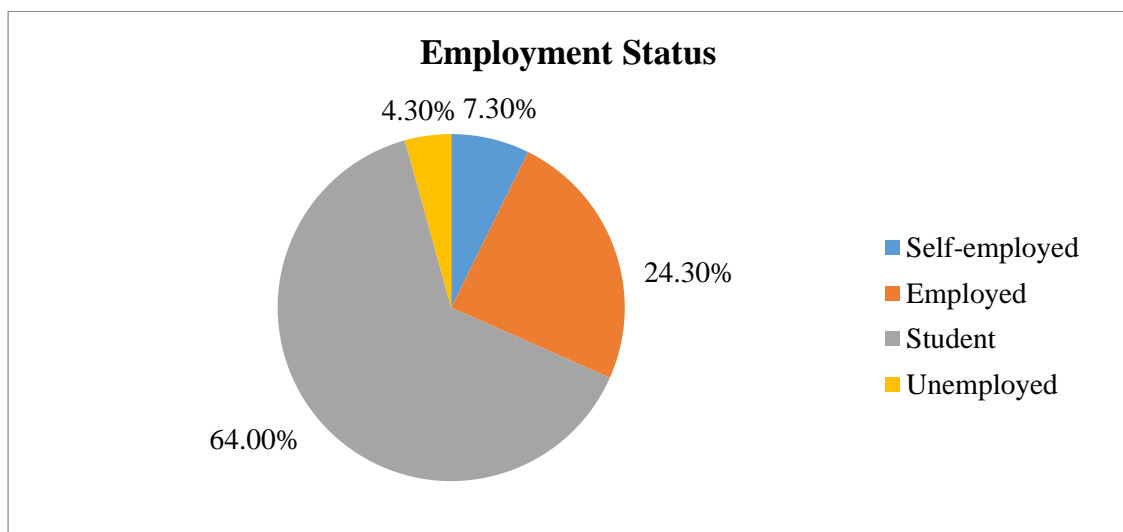
4.1.2.4 Employment Status

Table 4.5: Employment Status

		Frequency	Percent	Cumulative Percent
Valid	Self-employed	22	7.3	7.3
	Employed	73	24.3	31.7
	Student	192	64.0	95.7
	Unemployed	13	4.3	100.0
	Total	300	100.0	

Source: Developed for the research

Figure 4.4: Employment Status



Source: Developed for the research

Table 4.5 and Figure 4.4 represent the respondents' employment status. Based on the Table 4.5 and Figure 4.7, the mode of respondents' employment status is students which occupy 64.00% or 192 respondents. Subsequently, there are 24.30% of the respondents or 73 respondents are employed status and 7.30% of the respondents or 22 respondents are self-employed. The differences between employed respondents and self-employed respondents are recorded as 17.00% or 51 respondents. Lastly, the group of unemployed respondents is indicated as the fewest number of respondents which is 4.30% or 13 respondents.

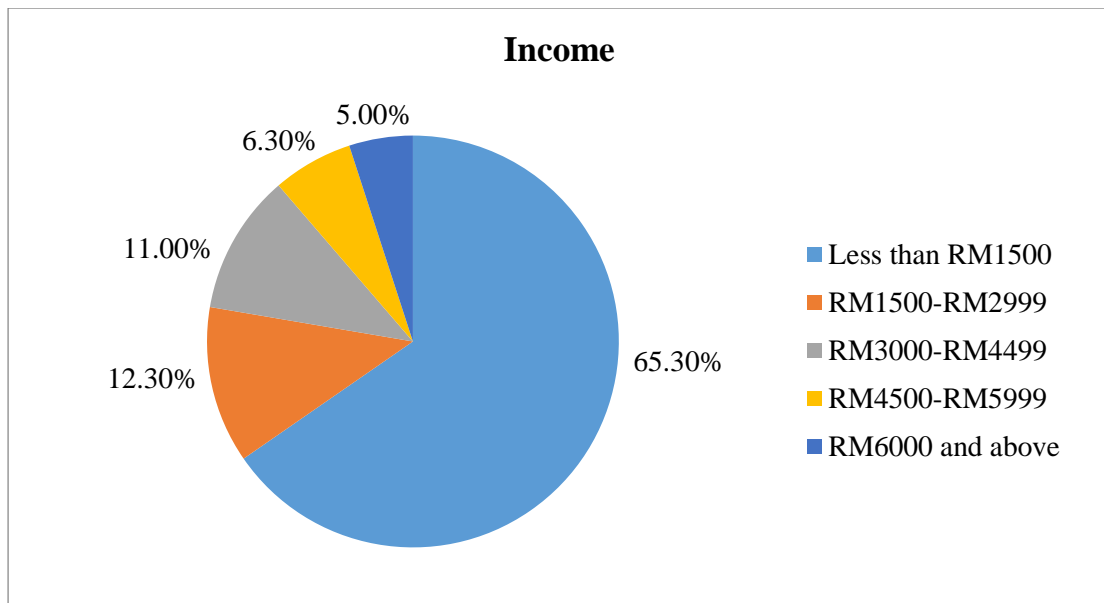
4.1.2.5 Income

Table 4.6: Income

		Frequency	Percent	Cumulative Percent
Valid	Less than RM1500	196	65.3	65.3
	RM1500 - RM2999	37	12.3	77.7
	RM3000 - RM4499	33	11.0	88.7
	RM4500 - RM5999	19	6.3	95.0
	RM6000 and above	15	5.0	100.0
	Total	300	100.0	

Source: Developed for the research

Figure 4.5: Income



Source: Developed for the research

Table 4.6 and Figure 4.5 show five different income groups of respondents. According to the table and figure as shown above, the group of respondents who are earning less than RM1500 per month is 65.30% or 196 respondents that show as the highest proportion. However, the smallest proportion of respondents is earning RM6000 and above per month which are 5.00% or 15 respondents. The differences between these two income groups are 60.3% and 181 respondents. Next, there are 12.30% or 37 respondents earning between RM1500 to RM2999 per month and 11.00% or 33 respondents are earning between RM3000 to RM4499 per month. Finally, respondents who earn between RM4500 to RM5999 per month are verified as 6.30% or 19 respondents.

4.1.3 Central Tendencies Measurement of Constructs

In this part, the measure of central tendency is used to primarily determine the mean score for 6 interval scales of constructs that include of advertisement, brand awareness, perceived value, price, place and purchase intention. The mean values for all items in each construct are acquired through SPSS. All of the constructs are measured by tapping on a 5-point Likert scale ranging from “Strongly Disagree” to “Strongly Agree”.

4.1.3.1 Advertisement

Table 4.7: Central Tendencies Measurement of Constructs – Advertisement

Statement	SD	D	N	A	SA	Mean	Standard Deviation
a. I think advertisement is important when I buy convenience food products.	4.3	8.3	28.7	46.3	12.3	3.5400	0.96167
b. My decision to purchase is influenced by advertisement.	4.0	15.0	38.0	35.7	7.3	3.2733	0.94247
c. The message on advertisement attempts to persuade me to buy convenience food products.	3.7	11.0	29.3	45.0	11.0	3.4867	0.95544
d. I trust on the message given by the advertisement.	4.0	21.7	42.0	25.3	7.0	3.0967	0.95061

Source: Developed for the research.

SD : Strongly Disagree

D : Disagree

N : Neutral

A : Agree

SA : Strongly Agree

Table 4.7 exhibits the descriptive statistics developed for this study such as percentage value, mean and standard deviation for advertisement. The mean score ranges from 3.0967 to 3.5400. The statement of “I think advertisement is important when I buy convenience food products” has the highest mean value as it is scored at 3.5400 while the statement of “I trust on the message given by the advertisement” has the lowest mean value of 3.0967. The mean score for the remaining two statements including “The message on advertisement attempts to persuade me to buy convenience food products” and “My decision to purchase is influenced by advertisement” are 3.4867 and 3.2733 respectively.

According to the Table 4.7 as stated above, it indicates that 46.3% of the respondents agree that advertisement is important when they purchase convenience food products while only 4.3% of the respondents strongly disagree about it. There are 38% of the respondents neither agree nor disagree that their decision to purchase is influenced by the advertisement which it contributes a greater amount of responses than those responses of “Agree” while only 4% of the respondents strongly disagree about it. The statement of “The message on advertisement attempts to persuade me to buy convenience food products” acquires a result of 45% of the respondents consent to it while only 3.7% of the respondents strongly oppose the statement. There are 42% of the respondents neither agree nor disagree with the statement of “I trust on the message given by the advertisement” while merely a small amount of respondents that equivalent to 4% strongly disagree the statement.

4.1.3.2 Brand Awareness

Table 4.8: Central Tendencies Measurement of Constructs - Brand Awareness

Statement	SD	D	N	A	SA	Mean	Standard Deviation
a. Some characteristics of a particular convenience food brand come to my mind quickly.	2.7	4.7	18.7	58.0	16.0	3.8000	0.85778
b. I buy certain convenience food because I can recognize it quickly among other competing brands.	3.0	5.7	19.0	54.0	18.3	3.7900	0.91031
c. I have seen different advertisements for certain convenience foods on TV, Magazine, Newspaper, Internet and so forth.	3.7	4.0	20.7	52.3	19.3	3.7967	0.92276
d. I am familiar with certain convenience food brands.	3.3	4.3	21.3	51.3	19.7	3.7967	0.91913
e. I can quickly recall the symbol or logo of the convenience food.	3.7	5.0	28.0	43.7	19.7	3.7067	0.96109

Source: Developed for the research.

SD : Strongly Disagree

D : Disagree

N : Neutral

A : Agree

SA : Strongly Agree

Table 4.8 manifests the descriptive statistics developed for this research such as value of percentage, mean and standard deviation for brand awareness. The mean score ranges from 3.7067 to 3.8000. The statement of “Some characteristics of a particular convenience food brand come to my mind quickly” acquires the highest mean score of 3.8000 while the statement of “I can quickly recall the symbol or logo of the convenience food” acquires the lowest mean value of 3.7067. The statements of “I have seen different advertisements for certain convenience foods on TV, Magazine, Newspaper, Internet and so forth” and “I am familiar with certain convenience food brands” obtain equal mean values which both statements have a score of 3.7967. The mean score for the statement of “I buy certain convenience food because I can recognize it quickly among other competing brands” is 3.7900.

According to the Table 4.8 as stated above, it indicates that 58% of the respondents agree that some characteristics of a particular convenience food brand come to their mind quickly while only 2.7% of the respondents strongly disagree about it. There are 54% of the respondents agree that they purchase certain convenience food because they can recognize it quickly among other competing brands while only 3% of the respondents strongly disagree with it. The statement of “I have seen different advertisements for certain convenience foods on TV, Magazine, Newspaper, Internet and so forth” obtains a result of 52.3% of the respondents agree with it while only 3.7% of the respondents strongly disagree the statement. There are 51.3% of the respondents agree with the statement of “I am familiar with certain convenience food brands” while just 3.3% of the respondents strongly oppose it. Last but not least, the statement of “I can quickly recall the symbol or logo of the convenience food” acquires an outcome of 43.7% of the respondents concur it while only 3.7% of the respondents strongly oppose this statement.

4.1.3.3 Perceived Value

Table 4.9: Central Tendencies Measurement of Constructs - Perceived Value

Statement	SD	D	N	A	SA	Mean	Standard Deviation
a. Convenience food products have consistent quality.	3.7	13.7	42.7	33.0	7.0	3.2600	0.91022
b. Convenience food products are reasonably priced.	3.0	12.0	38.0	39.0	8.0	3.3700	0.90323
c. Convenience food products offer value for money.	4.7	14.0	42.7	31.7	7.0	3.2233	0.93615
d. Convenience food products have an acceptable standard of quality.	2.7	10.0	40.3	38.7	8.3	3.4000	0.87706
e. Convenience food products are economical.	3.3	12.7	36.3	35.7	12.0	3.4033	0.96805

Source: Developed for the research.

SD : Strongly Disagree

D : Disagree

N : Neutral

A : Agree

SA : Strongly Agree

Table 4.9 shows the descriptive statistics developed for this study such as percentage value, mean and standard deviation for perceived value. The mean value ranges from 3.2233 to 3.4033. The statement of “Convenience food products are economical” has the highest mean score of 3.4033 while the statement of “Convenience food products offer value for money” has the lowest mean score of 3.2233. The statement of “Convenience food products have an acceptable standard of quality” ranks the 2nd which it has a mean value of 3.4000. The statement of “Convenience food products are reasonably priced” ranks the 3rd as it acquires a mean score of 3.3700 while the mean value for the statement of “Convenience food products have consistent quality” is 3.2600 which it is ranked at 4th.

According to the Table 4.9 as stated above, it specifies that 42.7% of the respondents neither agree nor disagree on the statement of “Convenience food products have consistent quality” as it provides much responses than those who selected “Agree” while only 3.7% of the respondents strongly oppose this statement. There are 39% of the respondents agree that convenience food products are reasonably priced while only 3% of the respondents strongly disagree it. The statement of “Convenience food products offer value for money” obtains a result of 42.7% which the respondents are neutral about it while 4.7% of the respondents strongly oppose this statement. The statement of “Convenience food products have an acceptable standard of quality” acquires a result of 40.3% of the respondents neither agree nor disagree it while only a small number of respondents that equivalent to 2.7% strongly disagree this statement. There are a greater amount of respondents neither agree nor disagree that the convenience food products are economical as compared to the amount of respondents concurring it which the responses for “Neutral” equivalent to 36.3% while merely 3.3% of the respondents strongly disagree with it.

4.1.3.4 PriceTable 4.10 Central Tendencies Measurement of Constructs – Price

Statement	SD	D	N	A	SA	Mean	Standard Deviation
a. I think price is my first consideration when I am going to buy convenience food.	2.3	12.3	27.0	34.7	23.7	3.6500	1.04458
b. I think price of convenience food is affordable nowadays.	3.0	14.0	34.7	39.7	8.7	3.3700	0.93238
c. I compare prices of many convenience food products before buying.	3.0	13.0	27.0	37.3	19.7	3.5767	1.03974
d. I think the cheap price may lead to low quality of food and risks.	4.7	19.0	30.3	30.7	15.3	3.3300	1.09167

Source: Developed for the research.

SD : Strongly Disagree

D : Disagree

N : Neutral

A : Agree

SA : Strongly Agree

Table 4.10 shows the descriptive statistics developed for this research such as value of percentage, mean and standard deviation for price. The mean score ranges from 3.3300 to 3.6500. The statement of “I think price is my first consideration when I am going to buy convenience food” possesses the highest mean value of 3.6500 while the statement of “I think the cheap price may lead to low quality of food and risks” has the lowest mean score of 3.3300. The mean score for the statement of “I compare prices of many convenience food products before buying” is 3.5767 which it is ranked at 2nd while the statement of “I think price of convenience food is affordable nowadays” has a mean value of 3.3700 which it is ranked at 3rd.

According to the analysis as presented above, it shows that 34.7% of the respondents agree on the statement of “I think price is my first consideration when I am going to buy convenience food” and just 2.3% of the respondents strongly disagree with this statement. There are 39.7% of the respondents agree that price of convenience food is affordable these days while only 3% of the respondents strongly oppose it. The statement of “I compare prices of many convenience food products before buying” acquires an outcome of 37.3% of the respondents agree with it while only 3% of the respondents strongly disagree with this statement. The percentage value of the responses that “Agree” on the statement of “I think the cheap price may lead to low quality of food and risks” equals to 30.7% while only 4.7% of the respondents strongly oppose on this statement.

4.1.3.5 Place

Table 4.11: Central Tendencies Measurement of Constructs – Place

Statement	SD	D	N	A	SA	Mean	Standard Deviation
a. Convenience food is easy to find within convenience store.	2.7	5.3	21.3	51.7	19.0	3.7900	0.90293
b. Convenience store has a strategic location for the accessibility of convenience food.	1.7	3.3	23.3	57.0	14.7	3.7967	0.78998
c. It has many selling points of convenience food within my residence area.	2.3	6.0	29.3	47.7	14.7	3.6633	0.88275
d. Convenience store location is appropriate to sell convenience food.	3.0	3.0	24.0	53.7	16.3	3.7733	0.86281
e. Customers prefer to shop for convenience food in convenience store because of place.	2.7	8.3	30.0	42.0	17.0	3.6233	0.95104

Source: Developed for the research.

SD : Strongly Disagree

D : Disagree

N : Neutral

A : Agree

SA : Strongly Agree

Table 4.11 exhibits the descriptive statistics developed for this study such as percentage value, mean and standard deviation for place. The mean score ranges from 3.6233 to 3.7967. The statement of “Convenience store has a strategic location for the accessibility of convenience food” possesses the highest mean value of 3.7967 while the statement of “Customers prefer to shop for convenience food in convenience store because of place” possesses the lowest mean score of 3.6233. The statement of “Convenience food is easy to find within convenience store” ranks at 2nd which it has a mean value of 3.7900. The statement of “Convenience store location is appropriate to sell convenience food” acquires a mean score of 3.7733 which it is ranked at 3rd. The statement of “It has many selling points of convenience food within my residence area” ranks at 4th which it possesses a mean score of 3.6633.

According to the analysis as stated above, it manifests that 51.7% of the respondents agree that convenience food is easy to find within convenience store while only 2.7% of the respondents strongly oppose it. There are 57% of the respondents agree that convenience store has a strategic location for the accessibility of convenience food while a small number of respondents that equivalent to 1.7% strongly disagree it. The statement of “It has many selling points of convenience food within my residence area” acquires a result of 47.7% of the respondents concur it while only 2.3% of the respondents strongly disagree with this statement. There are 53.7% of the respondents agree on the statement of “Convenience store location is appropriate to sell convenience food” while just 3% of the respondents strongly disagree it. Lastly, 42% of the respondents agree with the statement of “Customers prefer to shop for convenience food in convenience store because of place” while only 2.7% of the respondents strongly disagree with it.

4.1.3.6 Purchase Intention

Table 4.12: Central Tendencies Measurement of Constructs - Purchase Intention

Statement	SD	D	N	A	SA	Mean	Standard Deviation
a. I intend to continue purchasing convenience food products.	3.3	6.7	41.0	37.7	11.3	3.4700	0.90100
b. I plan to increase the amount of convenience food I purchase.	3.3	30.7	40.3	19.0	6.7	2.9500	0.94718
c. I plan to start purchasing different types of convenience food products.	4.3	17.0	40.3	27.0	11.3	3.2400	1.00620
d. I intent to continue purchasing convenience food products on a regular basis.	4.7	15.3	41.3	28.0	10.7	3.2467	0.99454

Source: Developed for the research.

SD : Strongly Disagree

D : Disagree

N : Neutral

A : Agree

SA : Strongly Agree

Table 4.12 manifests the descriptive statistics developed for this research such as value of percentage, mean and standard deviation for purchase intention. The mean value ranges from 2.9500 to 3.4700. The statement of “I intend to continue purchasing convenience food products” obtains the highest mean score of 3.4700 while the statement of “I plan to increase the amount of convenience food I purchase” acquires the lowest mean score of 2.9500. The mean value for the statement of “I intend to continue purchasing convenience food products on a regular basis” is 3.2467 which it is ranked at 2nd and the statement of “I plan to start purchasing different types of convenience food products” possesses a mean score of 3.2400 which it is ranked at 3rd.

According to the Table 4.12 as presented above, it indicates that 41% of the respondents are neutral on the statement of “I intend to continue purchasing convenience food products” while only 3.3% of the respondents strongly disagree this statement. There are 40.3% of the respondents neither agree nor disagree with the statement of “I plan to increase the amount of convenience food I purchase” which the result of “Neutral” is greater than those who “Agree” it as the amount of responses for “Agree” only occupy 19%. In addition, only 3.3% of the respondents strongly oppose it. The statement of “I plan to start purchasing different types of convenience food products” acquires a result of 40.3% of the respondents neither agree nor disagree it while merely 4.3% of the respondents strongly disagree it. Last but not least, 41.3% of the respondents are neutral on the statement of “I intend to continue purchasing convenience food products on a regular basis” while 4.7% of the respondents strongly oppose this statement.

4.2 Scale Measurement

4.2.1 Internal Reliability Test

Table 4.13: Summary of Reliability Test

No.	Variable	No. of Items	Cronbach's Alpha	Strength of Association
1	Advertisement	4	0.868	Very Good
2	Brand Awareness	5	0.893	Very Good
3	Perceived Value	5	0.876	Very Good
4	Price	4	0.677	Moderate
5	Place	5	0.901	Excellent
6	Purchase Intention	4	0.859	Very Good

Source: Developed for the research

A reliability test is important to ensure the result obtained in a research is stable and consistent. Therefore, Cronbach's alpha coefficient is used to represent the internal consistency of a set of the item in a variable (Cronbach, 1951). As stated by Hair et al. (2007), the alpha coefficient ranges from 0 to 1, as closer to 0 indicates weaker strength of association while as closer to 1 indicates stronger association in between a set of variable. In other words, if the alpha coefficient is higher, the reliability and consistency of a set of variable is stronger (Malhotra, 2007). An alpha coefficient above 0.6 is considered as a satisfactory internal consistency reliability, in contrast, an alpha value less than 0.6 is considered as an unsatisfactory internal consistency reliability for the study.

As per this study, a total of 27 items developed from the questionnaire is involved in the reliability test. Referring to the Table 4.13, a total of 6 variables (5 independent variables and a dependent variable) have obtained

above 0.6 alpha coefficient denoting all variables have a satisfactory internal consistency reliability.

From the Table 4.13, it has shown that place has the highest alpha coefficient of 0.901 among all 6 variables which give a meaning of having excellent strength of association among the set. Whereas advertisement, brand awareness, perceived value and purchase intention have a very good strength of association in a set with the alpha coefficient of 0.868, 0.893, 0.876 and 0.859 respectively. In the test, price, with the alpha coefficient of 0.677 has revealed that it only has a moderate strength of association among the set. In order to obtain higher alpha coefficient value for Price, the reliability test generated from SPSS suggested to eliminate either any item in the Price construct still obtaining an alpha coefficient value that below 0.677. Thus, this study is decided to remain the items in the construct since an alpha coefficient above 0.6 is considered as a satisfactory internal consistency reliability (Zikmund et al., 2013).

In conclusion, place has the highest reliability following by brand awareness, perceived value, advertisement, and purchase intention, while the lowest reliability in this test is price. A summary of the internal reliability test is shown in the above Table 4.13.

4.3 Inferential Analysis

4.3.1 Pearson's Correlation Analysis

Pearson's correlation analysis is used to measure the degree or strength of association among and between two variables. In this study, Pearson's correlation coefficient analysis is carried out to study the relationship between two variables in term of its direction and strength of association among one other. Thus, correlation coefficient (r) is used to represent and express the association between variables. The value (r) is able to describe the strength (weaker or stronger) and the direction (positive or negative) among two tested variables. The table below has shown the correlation matrix result carried out from this study.

Table 4.14: Pearson Correlation Analysis

	Adv	BA	PV	PR	PL	PI
Adv	1					
BA	0.615**	1				
PV	0.507**	0.473**	1			
PR	0.488**	0.508**	0.558**	1		
PL	0.486**	0.609**	0.560**	0.534**	1	
PI	0.465**	0.432**	0.524**	0.481**	0.464**	1

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

Where,

Adv = Advertisement

BA = Brand Awareness

PV = Perceived Value

PR = Price

PL = Place

PI = Purchase Intention (Dependent Variable)

Source: Developed for the research

Referring to the table 4.14 as tabulated above, the Pearson's correlation analysis resulted from all independent variables (advertisement, brand awareness, perceived value, price, and place) obtain the same p-value of 0.000 towards the dependent variable (purchase intention) indicating that the correlations of all variables are significant at the 0.01 level (2-tailed). Since all the variables' p-value are less than 0.01, thus the null hypothesis for all independent variables in this study are rejected. In other words, all the independent variables have shown significant associations among and between the dependent variable.

From the Table 4.14, the r-value for advertisement, brand awareness, perceived value, price, and place ranges from 0.4 to 0.6. According to Hair et al. (2007), the researchers suggested that the correlation coefficient (r)

ranging from 0.4 to 0.7 is considered as a moderate strength of association. Thus, since all the independent variables obtain positive (r) values, it has revealed that the direction of all the independent variables towards the dependent variable is positive as well as having a moderate strength of association between each other. Throughout the analysis, perceived value (0.524) has the highest correlation the dependent variable (purchase intention) among the 5 independent variables, following by price (0.481), advertisement (0.465) and place (0.464). Brand awareness (0.432) obtains the lowest r -value towards the purchase intention of convenience food products.

Table 4.15: Summary of Result for Pearson Correlation Coefficient

Variable	p-value (significance level of 0.01, 2 tailed)	Correlation Coefficient, r	Rank	Direction of association	Strength of association
Advertisement	0.000	0.465	3	Positive	Moderate
Brand Awareness	0.000	0.432	5	Positive	Moderate
Perceived Value	0.000	0.524	1	Positive	Moderate
Price	0.000	0.48	2	Positive	Moderate
Place	0.000	0.464	4	Positive	Moderate

Source: Developed for the research

4.3.2 Multiple Linear Regression

Multiple linear regression functions to measure the proportion of the total variability in the dependent variable that explained by the independent variables in a model. Several tables below indicates the results generated from this study through multiple linear regression analysis.

Table 4.16: Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
.608 ^a	.369	.359	.64632

a. Predictors: (Constant), Adv, BA, PV, PR, PL

Source: Developed for the research

Refer to the Table 4.16, it has shown the r-value of 0.608 revealing that the relationship between each independent variable (advertisement, brand awareness, perceived value, price, and place) and dependent variable (purchase intention towards convenience food products) is positively influenced. According to Frost (2013), Adjusted R Square is better reported for multiple regression analysis as compared to R square because the value has been adjusted for the number of predictors in the model. Therefore, the Adjusted R Square of 0.359 implies that 35.9% of the total variability in purchase intention towards convenience food products is explained by advertisement, brand awareness, perceived value, price, and place. Meanwhile, the remaining 64.1% variation in purchase intention towards convenience food products is explained by unknown or unforeseen predictors.

Table 4.17: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
	Regression	71.898	5	14.380	34.423	.000 ^b
	Residual	122.814	294	.418		
	Total	194.712	299			

a. Dependent Variable: PI

b. Predictors: (Constant), Adv, BA, PV, PR, PL

Source: Developed for the research

According to the Table 4.17, the F-value of 34.423 is significant at $p=0.000$, where p is less than 0.01. Therefore, the fitness of the model is confirmed. To conclude, all independent variables (advertisement, brand awareness, perceived value, price, and place) in this study work well in predicting the purchase intention towards convenience food products.

Table 4.18: Coefficient

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	.427	.225		1.898	.059
	Adv	.163	.063	.163	2.603	.010
	BA	.054	.070	.051	.772	.441
	PV	.275	.066	.256	4.133	.000
	PR	.185	.067	.168	2.762	.006
	PL	.131	.070	.121	1.869	.063

a. Dependent Variable: PI

Source: Developed for the research

Based on the output tabulated in table 4.18, the linear equation for this study can be formed as below:

$$Y = 0.427 + 0.163\text{Adv} + 0.054\text{BA} + 0.275\text{PV} + 0.185\text{PR} + 0.131\text{PL}$$

Where,

Adv = Advertisement

BA = Brand Awareness

PV = Perceived Value

PR = Price

PL = Place

Y = Purchase Intention towards Convenience Food Products

As shown in the Table 4.18, it has shown that advertisement, perceived value and price have a direct positive relationship towards the purchase intention of convenience food products where all these independent variables obtain a p-value which is less than 0.01. Meantime, the remaining two independent variables, brand awareness and place have insignificant positive influences on purchase intention towards convenience food products where both variables have the p-value which are greater than 0.01, 0.441 and 0.063 respectively.

Based on the equation formed, it can be interpreted as if there is one unit increasing in a predictor, for example, 1 unit increases in advertisement, meaning that it will contribute extra 0.163 unit in purchase intention towards convenience food products with the term and condition of the other predictors remain unchanged. If there is one unit increasing in brand awareness, it will contribute extra 0.054 unit in purchase intention towards convenience food products with the condition that other predictors remain unchanged. If there is one unit increasing in perceived value, it will contribute extra 0.275 unit in purchase intention towards convenience food products with the condition that other predictors remain unchanged. If there is one unit increasing in price, it will contribute extra 0.185 unit in purchase intention towards convenience food products with the condition that other predictors remain unchanged. Lastly, if there is one unit increasing in place, it will contribute extra 0.131 unit in purchase intention towards convenience food products with the condition that other predictors remain unchanged. Thus, all predictors apply the same concept as mentioned from the previous statement.

Moreover, the standardized coefficient beta is able to indicate the level of influential among the predictors when all of them are computed together. As a result, perceived value with the standardized coefficient beta value of 0.256 is among the highest in this study and thus indicating that it has the greatest influence on the purchase intention towards convenience food products. To conclude, perceived value is viewed as the most significant

and important predictor on the purchase intention towards convenience food products.

4.3.3 Hypotheses Testing

The main objective of this research is to study the factors that influence the purchase intention towards convenience food products in Malaysia. A theoretical framework has proposed and illustrated in Figure 2.1 (Chapter 2) in order to fulfill the purpose of this study. Thus, there are total 6 hypotheses developed to examine this study. The suggested hypotheses are stated as below:

H1: Advertisement has a positive significant relationship with consumer purchase intention towards convenience food in Malaysia.

H2: Brand awareness has a positive significant relationship with consumer purchase intention towards convenience food in Malaysia.

H3: Perceived value has a positive significant relationship with consumer purchase intention towards convenience food in Malaysia.

H4: Price has a positive significant relationship with consumer purchase intention towards convenience food in Malaysia.

H5: Place has a positive significant relationship with consumer purchase intention towards convenience food in Malaysia.

A total of 322 survey responses collected from the respondents have been circulated via the Internet which is through Facebook. Among all the responses, there are only 300 responses are valid to analyze for this study. While the remaining 24 responses indicate the respondents did not consume convenience food products showing that these responses are not suitable for further investigation. Therefore, a descriptive analysis and inferential analysis (Pearson's correlation coefficient analysis and Multiple linear

regression) are applied in order to meet the objective of this research. The outcomes or results from Multiple linear regression analysis is employed to determine whether the proposed hypotheses are being supported or not. In short, there are 3 out of 5 hypotheses being supported while the remaining 2 hypotheses show insignificance results to the study. A summary table of hypothesized relationship is tabulated as follow:

Table 4.19: Summary of Hypothesized Relationship

Hypotheses	Outcome	Determination
H1: Advertisement has a positive significant relationship with consumer purchase intention towards convenience food in Malaysia.	Multiple Linear Regression Analysis Result: Significant value: 0.000, $p \leq 0.01$	Supported
H2: Brand awareness has a positive significant relationship with consumer purchase intention towards convenience food in Malaysia.	Multiple Linear Regression Analysis Result: Significant value: 0.441, $p > 0.01$	Not Supported
H3: Perceived value has a positive significant relationship with consumer purchase intention towards convenience food in Malaysia.	Multiple Linear Regression Analysis Result: Significant value: 0.000, $p \leq 0.01$	Supported

H4: Price has a positive significant relationship with consumer purchase intention towards convenience food in Malaysia.	Multiple Linear Regression Analysis Result: Significant value: 0.006, $p \leq 0.01$	Supported
H5: Place has a positive significant relationship with consumer purchase intention towards convenience food in Malaysia.	Multiple Linear Regression Analysis Result: Significant value: 0.063, $p > 0.01$	Not Supported

Source: Developed for the research

4.4 Conclusion

To conclude, all the data analysis resulted from this chapter have been gathered and generated by using the SPSS version 23.0. The data collected from 300 respondents has been carried out and discussed in descriptive analysis and inferential analysis. The descriptive analysis mainly describes the respondent's demographic profile (Section A) and also measuring all of the variables' central tendencies (Section B). Nevertheless, the reliability test has also been conducted for the data collected to ensure the items in a set of variables are reliable and stable for this study. Meanwhile, types of inferential analysis involved in this chapter are Pearson's correlation coefficient analysis and Multiple linear regression. All results and findings from this chapter will be further discussed in chapter 5.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

In this chapter, the researchers summarize the findings from the previous chapter which multiple tests have been conducted and final outcomes have been generated. Subsequently, the implications of this study will be discussed. Limitations of this research study will be addressed in order to improve the future researches. Last but not least, recommendations and conclusion will be delivered.

5.1 Summary of Statistical Analysis

Under the section of respondents' demographic profile, it indicates that the amount of female respondents is doubled the amount of male respondents. Most of the respondents are Chinese, subsequent to Malay, India and other races such as Filipino and Myanmar. A majority of the respondents are at the age of 21-30, subsequent to the respondents at the age of 20 and below, 31-40, 51 and above as well as 41-50. Apart from that, nearly all of the respondents are student, following by the employment status of employed, self-employed and unemployed. In the part of income level, a greater number of respondents possess less than RM1500 while the least amount of respondents possesses RM6000 and above.

In the section of central tendencies measurement, it indicates the mean value for each construct including advertisement, brand awareness, perceived value, price, place and purchase intention. Under advertisement, the statement of "I think advertisement is important when I buy convenience food products" has the highest mean value. Under brand awareness, the mean value for the statement of "Some characteristics of a particular convenience food brand come to my mind quickly" is the highest. Apart from that, the mean score for the statement of "Convenience food products are economical" under perceived value is the highest. Under price, the highest mean value is obtained by the statement of "I think price is my first consideration when I am going to buy convenience food". For place, the statement of "Convenience store has a strategic location for the accessibility of convenience food" possesses the highest mean value whereas, for purchase intention, the highest mean value is acquired by the statement of "I intend to continue purchasing convenience food products".

Under the section of scale measurement, the Cronbach's alpha coefficient is used to distinguish the internal consistency of 27 items in all 6 constructs including advertisement, brand awareness, perceived value, price, place and purchase intention. The variable of place obtains the highest alpha coefficient, subsequent to brand awareness, perceived value, advertisement, purchase intention, and price.

Under the section of Pearson's correlation analysis, all independent variables including advertisement, brand awareness, perceived value, price, and place have positive and moderate strengths of associations with dependent variable, purchase intention. Among all independent variables, perceived value has the highest correlation with dependent variable, purchase intention, following by price, advertisement, place and brand awareness. According to the multiple linear regression analysis conducted previously, the results indicate that perceived value has the greatest influence on the purchase intention towards convenience food products, subsequent to price, advertisement and place which all of these possess standardized coefficient beta value. Last but not least, brand awareness possesses the least influence on the purchase intention towards convenience food products comparing to other variables. As a conclusion, it shows that advertisement, perceived value, and price have significant positive relationships towards the purchase intention of convenience food products whereas brand awareness and place have insignificant positive relationships with the purchase intention of convenience food products.

5.2 Discussions of Major Findings

This research intent to investigate the relationship between advertisement, brand awareness, perceived value, price, and place with consumer's purchase intention towards convenience food products.

5.2.1 Advertisement

Research Objective	To identify the relationship between the advertisement and purchase intention towards convenience food products in Malaysia.
Research Question	Does advertisement affect the purchase intention of consumer towards convenience food products in Malaysia?
Hypothesis, H1	Advertisement has a positive significant relationship with consumer purchase intention towards convenience food in Malaysia.

The first research objective as shown above is to identify the relationship between the advertisement and purchase intention towards convenience food products in Malaysia. This relationship has been hypothesised as H1 throughout the study. The outcome from the analysis in Chapter 4 has suggested that advertisement has positive and significant relationship with the purchase intention towards convenience food products in Malaysia. Thus, advertisement can be a powerful and influential tool for a company to create an effective way to convey the intended message to audiences as well as affecting their buying intention (Malik et al., 2013). The outcome of this research is consistent with the past research that indicates advertisement is viewed as a powerful indicator having positive impact on the purchasing

behaviour (Kurdsholi & Bozjani, 2012; Latiff & Abideen, 2011). However, previous studies (Mirabi et al., 2015) conducted in Tehran only study the relationship between advertisement and purchase intention on general consumer product or brand. Therefore, this study has found that advertisement is also positively and significantly influencing on the purchase intention towards convenience food products in Malaysia context.

To conclude, advertisement is found to have a positive and significant relationship with consumer purchase intention towards convenience food in Malaysia. Hence, the hypothesis (H1) is accepted as they have significant relationship.

5.2.2 Brand Awareness

Research Objective	To identify the relationship between the brand awareness and purchase intention towards convenience food products in Malaysia.
Research Question	Does brand awareness influence the consumer purchase intention towards convenience food in Malaysia?
Hypothesis, H2	Brand awareness has a positive significant relationship with consumer purchase intention towards convenience food in Malaysia.

The second objective of this research is to identify the relationship between the brand awareness and purchase intention towards convenience food products in Malaysia. This relationship is hypothesised as H2. The result generated and analysed in Chapter 4 (Table 4.18) has suggested that brand awareness has positive but insignificant relationship with the purchase intention towards convenience food products in Malaysia. In others words, the result shows that this study does not match the previous study that indicates increase in brand awareness will enhance the consumer purchase intention (Malik et al., 2013). This indicates that even if the consumer purchases goods or services because they are able to recognize the brands, but this action or behaviour only means that the consumer associates the brand with the product that acts as an implication for them to perceive the product quality only. Thus, brand awareness does not bring any effect to the purchase intention of convenience food products in Malaysia.

Overall, since the p-value for brand awareness is more than 0.01, thus, H0 is accepted and H2 is rejected. Therefore this indicates that Brand

Awareness has insignificant positive relationship with consumer purchase intention towards convenience food in Malaysia.

5.2.3 Perceived Value

Research Objective	To identify the relationship between the perceived value and purchase intention towards convenience food products in Malaysia.
Research Question	Does perceived value have a significant effect on consumer purchase intention towards convenience food in Malaysia?
Hypothesis, H3	Perceived value has a positive significant relationship with consumer purchase intention towards convenience food in Malaysia.

The third research objective in this research is to identify the relationship between the perceived value and purchase intention towards convenience food products in Malaysia. This relationship has been hypothesised as H3 throughout the study. The outcome from the analysis in Chapter 4 has suggested that perceived value has positive and significant relationship with the purchase intention towards convenience food products in Malaysia. Several researchers (Zeithaml, 1988; Dodds et al., 1991; Cronin et al., 2000) exerted that perceived value is one of the most vital predictors to obtain the competitive advantage that other competitors do not possess at. Thus, there are studies showing consumers are more relying on perceived value that leads to determination of their purchase intention level (Kahimpong & Tielung, 2016; Soltani et al., 2016). In others words, the higher the perceived value, the higher the purchase intention towards convenience food products exerts by consumer for consumption.

In conclusion, perceived value is found to be positive and significant in this research. Therefore, the hypothesis H3 is accepted at the end of this study.

5.2.4 Price

Research Objective	To identify the relationship between the price and purchase intention towards convenience food products in Malaysia.
Research Question	Does price influence the consumer purchase intention towards convenience food in Malaysia?
Hypothesis, H4	Price has a positive significant relationship with consumer purchase intention towards convenience food in Malaysia.

The fourth research objective for this study is stated as above that aims to identify the relationship between the price and purchase intention towards convenience food products in Malaysia. Thus, H4 is hypothesised and meant for the relationship in this study. The result from the Table 4.18 reveals that it has a direct positive relationship with purchase intention towards convenience food products in Malaysia. The price management discussed by Rosa and Rodan (2011) concluded that price can act as a purchase stimulus that determines the way consumer perceived and values the goods and services provided as well as affecting their purchase intention. Previous study conducted by Mai (2016) has resulted that price and purchase intention have a positive correlated relationship in the fast food industry of Vietnam. From the result, the Vietnam consumer will exhibit more purchase intention in the fast food industry as if the price is low since the consumer perceived fast food is not a quality goods to them. A study from Yao and Wang (2012) also reveals that the China consumer is willing to pay premium for genetically modified food. In others word, price is also an essential indicator for consumer to exert purchase intention towards convenience food products in Malaysia.

In short, price is found to have positive and significant relationship with consumer purchase intention towards convenience food in Malaysia. Therefore, H4 is accepted for this study.

5.2.5 Place

Research Objective	To identify the relationship between the place and purchase intention towards convenience food products in Malaysia.
Research Question	Does place have an impact on consumer purchase intention towards convenience food in Malaysia?
Hypothesis, H5	Place has a positive significant relationship with consumer purchase intention towards convenience food in Malaysia.

The fifth research objective as shown above is to identify the relationship between the place and purchase intention towards convenience food products in Malaysia. This relationship has been hypothesised as H5 throughout the study. In the end of this study, this relationship shows positive but insignificant to the purchase intention of convenience food products. The result of this study discussed in Chapter 4 (Table 4.18) is inconsistent with the previous research that suggests consumer will purchase goods and visit the location if it is available in the designated channels and location (Bhate & Lawler, 1997). The inconsistency of result may be caused as the consumer will only concern about place if the product has been selling under different conditions for example different pricing. Therefore, most of the consumers will consider purchasing the product whenever it is offered at the lowest price. The another reason of place being insignificant to the purchase intention towards convenience food products is the consumer may classified convenience food is not an immediate need or product, so they will not exhibit the immediate action to make their purchase for the discounted item in the specific stores or outlets.

In a nutshell, H5 is rejected as p-value has exceeded more than 0.010. Therefore this indicates that place has positive but insignificant relationship with consumer purchase intention towards convenience food in Malaysia.

5.3 Implications of the Study

After the process of analyzing the results of online survey questionnaire, researchers have discovered the factors that influence purchase intention towards convenience food products in Malaysia and the relationship between each independent variable and dependent variable. The findings of the study contribute some implications to the Ministry of Health, marketers, and health food companies.

5.3.1 Managerial Implications

Based on the findings of this study, consumer purchase intention toward convenience food product is highly influenced by the advertisement, perceived value, and price. The advertisement can be an effective tool for helping the Ministry of Health in enhancing consumers' health awareness and changing consumers' perceived value of convenience food products as it has a great impact on consumers purchase intention. Through the advertisement, it can assist the Ministry of Health to alert consumers about the harmful of consuming excessive of convenience food products and convince consumers to reduce the purchasing of convenience food products. The price adjustment on the convenience food products might also assist the Ministry of Health to diminish consumer purchase intention towards convenience food products. If the price of convenience food products is increasing, consumers will less intend to purchase it as the price is the first consideration when consumers purchase convenience food products.

Besides the Ministry of Health, the findings of this study also can provide opportunities for health food companies whereby they may gain insights on the expectations of consumers concerning to food. This study is advantageous to health food companies as they less emphasize on marketing efforts whereby the utilization of advertisement may help them to advertise and promote their products and brands effectively and

efficiently for attaining consumer purchase intention. The advertisement can also generate and foster consumers' perceived value about healthy food by delivering some knowledge and useful information that helps to educate consumers about the advantages of consuming healthy foods.

Meanwhile, this study also discovered that brand awareness and place are insignificant with the consumer purchase intention towards convenience food products but both also have positive relationships. This result will be a contribution and useful resource to the Ministry of Health as the brand awareness and place can be the factors in influencing consumers' intention to purchase convenience food products. Throughout the study, campaign or other related activities support the help Ministry of Health to raise society health consciousness. The campaign or other related activities concerning on health awareness can be held at schools, universities and other educational institutions.

5.4 Limitations

Throughout the process of carrying out this research project, a number of drawbacks encountered by the researchers have been highlighted which these drawbacks are crucial to being recognized by the researchers in order to improvise the future researches.

Firstly, the restriction of findings or results of this study within the context of Malaysia is one of the limitations in this research project. In other words, the findings or results of this study are only applicable to the marketers who have an intention to conduct marketing related activities concerning to convenience food products within the context of Malaysia. Nevertheless, it may not be relevant or appropriate to the marketers of other countries as this research study is primarily focused and conducted in the scope of Malaysia. Apart from that, the success of implementing marketing related activities in other countries by referring to this study is low as the findings or results are only justifiable within the context of Malaysia. Therefore, the findings or results of this study can only be used in Malaysia context as it may not deliver favourable outcomes to the marketers of other countries.

Secondly, the deficiency of respondents' demographic profile in the state of being diverse is one of the drawbacks in this research project which the questionnaires were not equally circulated. For examples, a majority of the respondents are female respondents and only a minority of respondents are male respondents. Among all 300 respondents, most of the respondents are Chinese, subsequent to Malay, India and other races such as Filipino and Myanmar which it possesses the least amount of respondents. Out of 300 respondents, the amount of respondents at the age of 21-30 is the highest as compared to other age groups of respondents following by 20 and below, 31-40, 51 and above, as well as the least amount of respondents are at the age of 41-50. It is difficult to obtain an equal amount of responses for every sub-group. Hence, the result of this research project might be a fewer typical of a group as the sample distribution is not standard.

Lastly, time and cost constraints are one of the limitations in this research project whereby non-probability sampling methods, both convenience sampling and judgement sampling are used in this research study as it is the most cost-effective method to ensure that it can be completed within a short period of time. In convenience sampling, the information can be obtained easily and acquired in a convenient manner while for judgement sampling, the researchers selected a sample which it provides useful information based on their justifications. However, the findings or results generated through non-probability sampling methods chosen by the researchers may not be as fit as probability sampling methods.

5.5 Recommendations

Based on those drawbacks recognized by the researchers, there are some recommendations suggested by the researchers in order to overcome those discovered drawbacks for improving the future researches.

Firstly, the future researchers are suggested to conduct the related research in other countries or regions instead of only the context of Malaysia. The countries in Asia are the contexts suggested to future researchers for conducting the related research as it discovers that the top sales of seven instant noodles brands around the world are generally produced in Japan, India, Indonesia and South Korea and extensively distributed to Asia region (Ashwini, 2017). Apart from that, future researchers are also recommended to carry out a research that involves two different countries in Asia and conduct a comparison between the selected countries in Asia. Therefore, the results of these future studies will be more applicable and appropriate to other marketers who intend to conduct marketing activities relating to convenience food products in the context of Asia but not only in Malaysia context.

Secondly, as the deficiency of respondents' demographic profile in the state of being diverse in this research project, the future researches are recommended to apply quota sampling as the sampling technique of this research. Quota sampling refers as the assembled sample of future researches should have same sizes of individuals as the whole population regarding identified characteristics, traits or focused phenomenon. Future researchers should set the proportion of the sample equivalent to each demographic profile group of the entire population. If the population is divided into gender, race, age, employment status and income level, the sample of the research are chosen from every group should fulfill a quota. For example, in Malaysia, the current male population is 50.70% and the current female population is 49.30% (Malaysia Population, 2017, October). For the sample of future researches, the percentage of male respondents should be 50.70% while the percentage of female respondents should be 49.30%. Hence, if the future researches can obtain an equal proportion of responses with the actual proportion of the

population for each subgroup, the results of the future research might be more accurate and standard.

Lastly, researchers are advised to conduct both qualitative and quantitative methods as the data generation manner in future researches. Researchers are suggested to distribute questionnaires to respondents at convenience food product selling points as it will be a better targeting method. In addition, researchers can also interview the respondents who purchase convenience food products at the convenience food product selling points in order to get insights of the respondents purchase intention toward convenience food products. By interviewing the respondents, researchers can understand more on the perspective of the respondents and able to generalize an accurate and precise result.

5.6 Conclusion

In a nutshell, this study has been successfully fulfilled the research objective that aims to examine the factors in influencing the purchase intention towards convenience food products in Malaysia context. However, most of the previous studies conducted in developing countries such as India, Indonesia, and Pakistan aimed to identify the purchase intention of general consumer goods and services. Thus, the findings have strengthened the empirical studies of purchase intention towards convenience food products. The proposed framework of this study showing not all the independent variables has a significant effect towards the dependent variable. Among the 5 independent variables, there are only 3 independent variables which include of advertisement, perceived value, and price having positive and significant effect towards the dependent variable (purchase intention towards convenience food products in Malaysia) while the remaining 2 independent variables, which are brand awareness and place found to be positive but insignificant to the purchase intention of convenience food products in Malaysia.

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APPENDICES

Appendix A: Questionnaire



UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT
BACHELOR OF INTERNATIONAL BUSINESS (HONS)

Dear respondents,

We are undergraduate students of UTAR and currently pursuing a bachelor's degree in International Business (HONS). We would like to conduct a research study upon the subject of Research Project (UKMZ 3016) concerning to the "Purchase Intention towards Convenience Food Products in Malaysia". The purpose of this study is to examine the factors influencing consumer purchase intention towards convenience food in Malaysia.

This questionnaire comprises of TWO (2) sections which are Section A and Section B. It may take approximately 10 minutes to complete it. We appreciate if you can complete every part of the questionnaire as your responses are extremely important for us.

Please take note that all information or data collected will be kept strictly PRIVATE & CONFIDENTIAL as this questionnaire is for academic purpose only. We appreciate your precious time and efforts in completing this questionnaire.

Thank you for your participation and cooperation.

Group Members:

Name	Student ID
Chua Ti Ling	15UKB07927
Janice Lau	15UKB07670
Lee Mei Hui	15UKB07891

Section A

Demographic Information

Please tick “√” for each of the question below. Each question will only have **ONE** answer.

1. Gender

- ☐ Male
- ☐ Female

2. Race

- ☐ Chinese
 - ☐ India
 - ☐ Malay
 - ☐ Others:
-

3. Age

- ☐ 20 and below
- ☐ 21-30
- ☐ 31-40
- ☐ 41-50
- ☐ 51 and above

4. Employment Status

- ☐ Self-employed
- ☐ Employed
- ☐ Student
- ☐ Retired
- ☐ Unemployed

5. Income Level

- ☐ Less than RM1,500
- ☐ RM1,500 – RM2,999
- ☐ RM3,000 – RM4,499
- ☐ RM4,500 – RM5,999
- ☐ RM6,000 and above

Section B

This section focuses on the factors influencing your purchase intention towards convenience food. To be more specifically, **convenience food refers to the ready-to-eat meal or commercially processed food**. This part comprises of 7 questions.

Question 1

Do you consume convenience food? If “Yes”, please answer the following questions. If “No”, you do not have to answer the following questions (Question 2 – Question 7) and please click “Submit” at the end of the questionnaire.

☐ Yes

☐ No

Instruction: Please pick only **ONE** option for each of the statements below to indicate how strongly you are either agreeing or disagreeing with the statements. Kindly choose the most appropriate number that represents your opinion. The five point scale is given, ranging from “**Strongly Disagree**” to “**Strongly Agree**”.

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

Question 2

This question discusses on the information concerning to the ‘advertisement’ that stimulates or attracts you to purchase convenience food. Please choose the most suitable number to imply your rating which advertisement may or may not influence your purchase intention towards convenience food.

	Statements	SD	D	N	A	SA
a.	I think advertisement is important when I buy convenience food products.	1	2	3	4	5
b.	My decision to purchase is influenced by advertisement.	1	2	3	4	5
c.	The message on advertisement attempts to persuade me to buy convenience food products.	1	2	3	4	5
d.	I trust on the message given by the advertisement.	1	2	3	4	5

Question 3

This question gathers the information relating to the 'brand awareness' that affects your intention to purchase convenience food. Please choose the most suitable number to imply your rating which awareness to a brand may or may not affect your purchase intention towards convenience food.

	Statements	SD	D	N	A	SA
a.	Some characteristics of a particular convenience food brand come to my mind quickly.	1	2	3	4	5
b.	I buy certain convenience food because I can recognize it quickly among other competing brands.	1	2	3	4	5
c.	I have seen different advertisements for certain convenience foods on TV, Magazine, Newspaper, Internet and so forth.	1	2	3	4	5
d.	I am familiar with certain convenience food brands.	1	2	3	4	5
e.	I can quickly recall the symbol or logo of the convenience food.	1	2	3	4	5

Question 4

This question focuses on the information relating to the ‘perceived value’ that impacts your intention to purchase convenience food. Please choose the most appropriate number to indicate your rating which the value you perceived may or may not impact your purchase intention towards convenience food.

	Statements	SD	D	N	A	SA
a.	Convenience food products have consistent quality.	1	2	3	4	5
b.	Convenience food products are reasonably priced.	1	2	3	4	5
c.	Convenience food products offer value for money.	1	2	3	4	5
d.	Convenience food products have an acceptable standard of quality.	1	2	3	4	5
e.	Convenience food products are economical.	1	2	3	4	5

Question 5

This question discusses on the information relating to the ‘price’ that have an effect on your purchase intention towards convenience food. Please choose the most appropriate number to indicate your rating which price may or may not have an effect on your intention to purchase convenience food.

	Statements	SD	D	N	A	SA
a.	I think price is my first consideration when I am going to buy convenience food.	1	2	3	4	5
b.	I think price of convenience food is affordable nowadays.	1	2	3	4	5
c.	I compare prices of many convenience food products before buying.	1	2	3	4	5
d.	I think the cheap price may lead to low quality of food and risks.	1	2	3	4	5

Question 6

This question concerns on the information relating to the ‘place’ that influences your intention to purchase convenience food. Please choose the most appropriate number to indicate your rating which the availability may or may not influence your purchase intention towards convenience food.

	Statements	SD	D	N	A	SA
a.	Convenience food is easy to find within convenience store.	1	2	3	4	5
b.	Convenience store has a strategic location for the accessibility of convenience food.	1	2	3	4	5
c.	It has many selling points of convenience food within my residence area.	1	2	3	4	5
d.	Convenience store location is appropriate to sell convenience food.	1	2	3	4	5
e.	Customers prefer to shop for convenience food in convenience store because of place.	1	2	3	4	5

Question 7

This question focuses on the information concerning to your purchase intention. Please choose the most suitable number to imply your rating on purchase intention towards convenience food.

	Statements	SD	D	N	A	SA
a.	I intend to continue purchasing convenience food products.	1	2	3	4	5
b.	I plan to increase the amount of convenience food I purchase.	1	2	3	4	5
c.	I plan to start purchasing different types of convenience food products.	1	2	3	4	5
d.	I intent to continue purchasing convenience food products on a regular basis.	1	2	3	4	5

The End of Questionnaire.

**Thank you for your participation and cooperation in completing this survey.
All responses will be kept private and confidential.**

Appendix I: Spss Outputs

1. SPSS Output: Respondent Demographic Profile

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	94	31.3	31.3	31.3
	Female	206	68.7	68.7	100.0
	Total	300	100.0	100.0	

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	250	83.3	83.3	83.3
	India	23	7.7	7.7	91.0
	Malay	24	8.0	8.0	99.0
	Others	3	1.0	1.0	100.0
	Total	300	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 and below	31	10.3	10.3	10.3
	21 - 30	221	73.7	73.7	84.0
	31 - 40	27	9.0	9.0	93.0
	41 - 50	10	3.3	3.3	96.3
	51 and above	11	3.7	3.7	100.0
	Total	300	100.0	100.0	

Employment Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self-employed	22	7.3	7.3	7.3
	Employed	73	24.3	24.3	31.7
	Student	192	64.0	64.0	95.7
	Unemployed	13	4.3	4.3	100.0
	Total	300	100.0	100.0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than RM1500	196	65.3	65.3	65.3
	RM1500 - RM2999	37	12.3	12.3	77.7
	RM3000 - RM4499	33	11.0	11.0	88.7
	RM4500 - RM5999	19	6.3	6.3	95.0
	RM6000 and above	15	5.0	5.0	100.0
	Total	300	100.0	100.0	

2. SPSS Output: Central Tendencies Measurement of Constructs

Scale: Advertisement

ADV1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	13	4.3	4.3	4.3
	Disagree	25	8.3	8.3	12.7
	Neutral	86	28.7	28.7	41.3
	Agree	139	46.3	46.3	87.7
	Strongly Agree	37	12.3	12.3	100.0
	Total	300	100.0	100.0	

ADV2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	4.0	4.0	4.0
	Disagree	45	15.0	15.0	19.0
	Neutral	114	38.0	38.0	57.0
	Agree	107	35.7	35.7	92.7
	Strongly Agree	22	7.3	7.3	100.0
	Total	300	100.0	100.0	

ADV3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	3.7	3.7	3.7
	Disagree	33	11.0	11.0	14.7
	Neutral	88	29.3	29.3	44.0
	Agree	135	45.0	45.0	89.0
	Strongly Agree	33	11.0	11.0	100.0
	Total	300	100.0	100.0	

ADV4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	4.0	4.0	4.0
	Disagree	65	21.7	21.7	25.7
	Neutral	126	42.0	42.0	67.7
	Agree	76	25.3	25.3	93.0
	Strongly Agree	21	7.0	7.0	100.0
	Total	300	100.0	100.0	

Scale: Brand Awareness

BA1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	2.7	2.7	2.7
	Disagree	14	4.7	4.7	7.3
	Neutral	56	18.7	18.7	26.0
	Agree	174	58.0	58.0	84.0
	Strongly Agree	48	16.0	16.0	100.0
	Total	300	100.0	100.0	

BA2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	3.0	3.0	3.0
	Disagree	17	5.7	5.7	8.7
	Neutral	57	19.0	19.0	27.7
	Agree	162	54.0	54.0	81.7
	Strongly Agree	55	18.3	18.3	100.0
	Total	300	100.0	100.0	

BA3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	3.7	3.7	3.7
	Disagree	12	4.0	4.0	7.7
	Neutral	62	20.7	20.7	28.3
	Agree	157	52.3	52.3	80.7
	Strongly Agree	58	19.3	19.3	100.0
	Total	300	100.0	100.0	

BA4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	3.3	3.3	3.3
	Disagree	13	4.3	4.3	7.7
	Neutral	64	21.3	21.3	29.0
	Agree	154	51.3	51.3	80.3
	Strongly Agree	59	19.7	19.7	100.0
	Total	300	100.0	100.0	

BA5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	3.7	3.7	3.7
	Disagree	15	5.0	5.0	8.7
	Neutral	84	28.0	28.0	36.7
	Agree	131	43.7	43.7	80.3
	Strongly Agree	59	19.7	19.7	100.0
	Total	300	100.0	100.0	

Scale: Perceived Value

PV1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	3.7	3.7	3.7
	Disagree	41	13.7	13.7	17.3
	Neutral	128	42.7	42.7	60.0
	Agree	99	33.0	33.0	93.0
	Strongly Agree	21	7.0	7.0	100.0
	Total	300	100.0	100.0	

PV2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	3.0	3.0	3.0
	Disagree	36	12.0	12.0	15.0
	Neutral	114	38.0	38.0	53.0
	Agree	117	39.0	39.0	92.0
	Strongly Agree	24	8.0	8.0	100.0
	Total	300	100.0	100.0	

PV3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	14	4.7	4.7	4.7
	Disagree	42	14.0	14.0	18.7
	Neutral	128	42.7	42.7	61.3
	Agree	95	31.7	31.7	93.0
	Strongly Agree	21	7.0	7.0	100.0
	Total	300	100.0	100.0	

PV4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	2.7	2.7	2.7
	Disagree	30	10.0	10.0	12.7
	Neutral	121	40.3	40.3	53.0
	Agree	116	38.7	38.7	91.7
	Strongly Agree	25	8.3	8.3	100.0
	Total	300	100.0	100.0	

PV5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	3.3	3.3	3.3
	Disagree	38	12.7	12.7	16.0
	Neutral	109	36.3	36.3	52.3
	Agree	107	35.7	35.7	88.0
	Strongly Agree	36	12.0	12.0	100.0
	Total	300	100.0	100.0	

Scale: Price**PR1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	2.3	2.3	2.3
	Disagree	37	12.3	12.3	14.7
	Neutral	81	27.0	27.0	41.7
	Agree	104	34.7	34.7	76.3
	Strongly Agree	71	23.7	23.7	100.0
	Total	300	100.0	100.0	

PR2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	3.0	3.0	3.0
	Disagree	42	14.0	14.0	17.0
	Neutral	104	34.7	34.7	51.7
	Agree	119	39.7	39.7	91.3
	Strongly Agree	26	8.7	8.7	100.0
	Total	300	100.0	100.0	

PR3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	3.0	3.0	3.0
	Disagree	39	13.0	13.0	16.0
	Neutral	81	27.0	27.0	43.0
	Agree	112	37.3	37.3	80.3
	Strongly Agree	59	19.7	19.7	100.0
	Total	300	100.0	100.0	

PR4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	14	4.7	4.7	4.7
	Disagree	57	19.0	19.0	23.7
	Neutral	91	30.3	30.3	54.0
	Agree	92	30.7	30.7	84.7
	Strongly Agree	46	15.3	15.3	100.0
	Total	300	100.0	100.0	

Scale: Place**PL1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	2.7	2.7	2.7
	Disagree	16	5.3	5.3	8.0
	Neutral	64	21.3	21.3	29.3
	Agree	155	51.7	51.7	81.0
	Strongly Agree	57	19.0	19.0	100.0
	Total	300	100.0	100.0	

PL2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.7	1.7	1.7
	Disagree	10	3.3	3.3	5.0
	Neutral	70	23.3	23.3	28.3
	Agree	171	57.0	57.0	85.3
	Strongly Agree	44	14.7	14.7	100.0
	Total	300	100.0	100.0	

PL3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	2.3	2.3	2.3
	Disagree	18	6.0	6.0	8.3
	Neutral	88	29.3	29.3	37.7
	Agree	143	47.7	47.7	85.3
	Strongly Agree	44	14.7	14.7	100.0
	Total	300	100.0	100.0	

PL4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	3.0	3.0	3.0
	Disagree	9	3.0	3.0	6.0
	Neutral	72	24.0	24.0	30.0
	Agree	161	53.7	53.7	83.7
	Strongly Agree	49	16.3	16.3	100.0
	Total	300	100.0	100.0	

PL5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	2.7	2.7	2.7
	Disagree	25	8.3	8.3	11.0
	Neutral	90	30.0	30.0	41.0
	Agree	126	42.0	42.0	83.0
	Strongly Agree	51	17.0	17.0	100.0
	Total	300	100.0	100.0	

Scale: Purchase Intention

P11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	3.3	3.3	3.3
	Disagree	20	6.7	6.7	10.0
	Neutral	123	41.0	41.0	51.0
	Agree	113	37.7	37.7	88.7
	Strongly Agree	34	11.3	11.3	100.0
	Total	300	100.0	100.0	

P12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	3.3	3.3	3.3
	Disagree	92	30.7	30.7	34.0
	Neutral	121	40.3	40.3	74.3
	Agree	57	19.0	19.0	93.3
	Strongly Agree	20	6.7	6.7	100.0
	Total	300	100.0	100.0	

PI3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	13	4.3	4.3	4.3
	Disagree	51	17.0	17.0	21.3
	Neutral	121	40.3	40.3	61.7
	Agree	81	27.0	27.0	88.7
	Strongly Agree	34	11.3	11.3	100.0
	Total	300	100.0	100.0	

PI4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	14	4.7	4.7	4.7
	Disagree	46	15.3	15.3	20.0
	Neutral	124	41.3	41.3	61.3
	Agree	84	28.0	28.0	89.3
	Strongly Agree	32	10.7	10.7	100.0
	Total	300	100.0	100.0	

3. SPSS Output: Pilot Study Reliability Test

Advertisement

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.788	.785	4

Brand Awareness**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.935	.939	5

Perceived Value**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.895	.896	5

Price**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.714	.716	4

Place**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.943	.943	5

Purchase Intention**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.865	.864	4

4. SPSS Output: Reliability Test**Advertisement****Scale: ALL VARIABLES**

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.868	4

Brand Awareness**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.893	5

Perceived Value**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.876	5

Price

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.677	4

Place**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.901	5

Purchase Intention**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.859	4

5. SPSS Output: Pearson's Correlation Analysis**Correlations**

		Adv	BA	PV	PR	PL	PI
Adv	Pearson Correlation	1	.615**	.507**	.488**	.486**	.465**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	300	300	300	300	300	300
BA	Pearson Correlation	.615**	1	.473**	.508**	.609**	.432**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	300	300	300	300	300	300
PV	Pearson Correlation	.507**	.473**	1	.558**	.560**	.524**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	300	300	300	300	300	300
PR	Pearson Correlation	.488**	.508**	.558**	1	.534**	.481**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	300	300	300	300	300	300
PL	Pearson Correlation	.486**	.609**	.560**	.534**	1	.464**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	300	300	300	300	300	300
PI	Pearson Correlation	.465**	.432**	.524**	.481**	.464**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	300	300	300	300	300	300

6. SPSS Output: Multiple Linear Regressio Analysis**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.608 ^a	.369	.359	.64632

a. Predictors: (Constant), PL, Adv, PR, PV, BA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.898	5	14.380	34.423	.000 ^b
	Residual	122.814	294	.418		
	Total	194.712	299			

a. Dependent Variable: PI

b. Predictors: (Constant), PL, Adv, PR, PV, BA

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	.427	.225	1.898	.059
	Adv	.163	.063	.163	.010
	BA	.054	.070	.051	.441
	PV	.275	.066	.256	.000
	PR	.185	.067	.168	.006
	PL	.131	.070	.121	.063

a. Dependent Variable: PI