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Factors that Influence Customer Purchase Intention Towards Food Truck Product

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ABSTRACT

The food truck trend began in Malaysia in 2014, when a new food truck comer is offering restaurant menus at a lower price opened in the Klang Valley. Travellers and bloggers have coined the phrase "food porn" to describe the pleasurable sensation of eating and indulging in culinary experiences. Street food is consumed regularly by 2.5 billion people globally, making it the most common sort of public dining. Therefore, the study aimed to investigate factors influencing customer purchase intention towards food truck products. A minimum target of 384 samples has been decided to be collected in this study. With Google Forms, it is much better for collecting data because researchers could easily share the questionnaire and get respondents. This study focused on customer purchase intention towards food truck products: food price, convenience and brand personality. The result showed that some positively play a significant relationship between food price, convenience, brand personality and customer purchase intention towards food truck products.

Keywords: Food Truck, Food Price, Convenience, Brand Personality, Customers' Purchase Intention Towards Food Truck Product

INTRODUCTION

Over the last decade, the food industry has seen steady growth in competition and rapid and continual changes in people's lifestyles and eating patterns. This is evidenced by the rising interest in and success of street meals. Street foods are ready-to-eat foods and beverages produced and sold by vendors or hawkers, notably in the streets and other comparable places. Additionally, the food truck industry has grown at a 9.3 per cent annual rate since 2012.

The food truck trend began in Malaysia in 2014, when a new food truck comer is offering restaurant menus at a lower price opened in the Klang Valley. The food truck business has proliferated over time, with over 500 food trucks in Klang Valley by the end of 2016, including food truck entrepreneur initiatives run by government agencies and independent operators.

This study aims to provide an overview of the affective factors that influence customers' purchase intention towards food truck products. This study's findings are important because the purchase intention toward food truck products is growing. However, this study emphasises the factors influencing customers' purchase intention towards food truck products. There were three objectives of this research:

1. To determine the relationship between food price and customers' purchase intention towards food truck products.
2. To determine the relationship between convenience and customers' purchase intention towards food truck products.
3. To determine the relationship between brand personality and customers' purchase intention towards food truck products.

Significance of the Study

Researcher

The purpose of this study is to determine whether the pricing of food truck food, the convenience of food truck food, and the brand personality of a food truck brand influence consumers' interest in food truck experiences. The results of this study will aid the researcher

in developing a food truck business plan, identifying current issues in the mobile food market, and identifying sales potential and revenue sources. Furthermore, this research will open the door to previously undiscovered avenues of investigation.

Food and Beverage Industry

This research paper benefits the food and beverage industry because it provides insights into the food truck industry in terms of consumer attitudes and interest in food truck experiences. By understanding the level of interest in food trucks, operators and marketers can develop the proper market strategy and design to attract more customers to the industry. By meeting the wants and intentions of customers, the food and beverage industry gains a competitive advantage through better decision-making and profit.

Future Customer

This research identifies and clarifies the elements influencing customer attitudes toward and interest in food truck experiences. Food trucks are a safer and healthier option to street food in terms of health and hygiene. One can gratify the customers with budget-friendly meals because food costs are reasonable. Additionally, the food sold by street vendors is often regarded as dangerous to eat. As a result, customers will be influenced and attracted to buy food truck products.

LITERATURE REVIEW

Food Price

The most crucial reason for customers to dine in a restaurant is their perception of the price and their responses to the price. The term "price" refers to the sum of money spent by customers on a product or service (Claessens, 2015). This is backed up by Zhong & Moon (2020), who assert that pricing can influence a customer's purchasing behaviour. Food prices must remain steady to maintain stability and a sense of confidence among returning customers.

According to Alom et al. (2019), food prices affect customers' expectations of a restaurant's value. When customers evaluate the pricing of food, they consider various aspects, including service quality, food quality, and the physical environment (Zhong & Moon, 2020). The original five service quality characteristics, tangibles, dependability, responsiveness, empathy, and assurance, have also been applied to fine dining restaurants (Cheng et al., 2012; Ryu et al., 2012).

Convenience

"Throughout history, restaurant value has been placed on convenience and the substitution of time for money," indicating that convenience is essential to food service success, especially for quick service restaurants that utilise limiting the time required to be fed.
Convenience is done by simply with which consumers can purchase a service (Jekanowski, Binkley, & Eales, 2001). When it is related to food truck services, consumers think accessibility and convenience to be essential considerations. These qualities reflect the modern way of life and are considered one of the most significant factors in using the services of food trucks (Auad et al., 2019).

Researchers also consider easy meal solutions, effortless measures in finding sufficient time to shop, ability to access the product, and convenience of the purchase area, including ease of bus or car and availability of parking area, to still be essential to consumers during the food purchasing process. (Sulek & Hensley, 2004; Ulku, Hydock, & Cui, 2017).

Brand Personality

Customers may pay more attention to the truck's individuality, conveyed through its design and branding because gourmet food trucks (GFTs) lack a traditional ambience. In the context of a restaurant, brand personality has been described as consisting of four unique dimensions:

competence, honesty, excitement, and sophistication, among other things (Musante et al., 2008).

Gourmet Food Trucks' attractiveness stems partly from their innovative cuisine and distinctive brands, which are portrayed on the truck's exterior by the style and personality of the vehicle. When it comes to full-service and casual restaurants, brand personality has been shown to have a beneficial impact on consumers' positive emotions, which in turn are favourably connected with customer satisfaction.

Customers' Purchase Intention towards Food Truck Product.

A food truck is a large van prepared with a kitchen where meals are ready and served. They're bobbing up throughout the United States and are becoming increasingly popular. Many marketers select a food truck over an eating place due to the fact eating place places are pretty expensive, however, meal vans are some distance, much less so. Food and beverages are made and sold by vendors or hawkers on the street or in similar locations are known as street cuisine. Several studies have looked into the importance of hawkers about street food.

Despite the hawker, street food encompasses a broader idea, including mobile trucks, booths, and stands.

According to Wessel (2012), food trucks are vehicles with novel designs, equipped with restaurant-quality food prep capabilities, and providing ethnically diverse cuisine in tastefully, branded, well-equipped catering trailers. According to Petersen (2014), a modern food truck is equipped with modern equipment for cooking and selling meals. In other words, a food truck is a vehicle that sells food while also incorporating current technology into its operations.

Research Hypothesis

The literature review revealed that the independent variables, such as restaurant food price, convenience and brand personality, were independent. Based on the literature review that had been mentioned and the research question, the hypothesis of this study summarized in the following manner which are:

H₁ There is a significant relationship between food price and customers' purchase intention toward food truck products.

H₂ There is a significant relationship between convenience and customers' purchase intention toward food truck products.

H₃ There is a significant relationship between brand personality and customers' purchase intention toward food truck products.

Research Framework

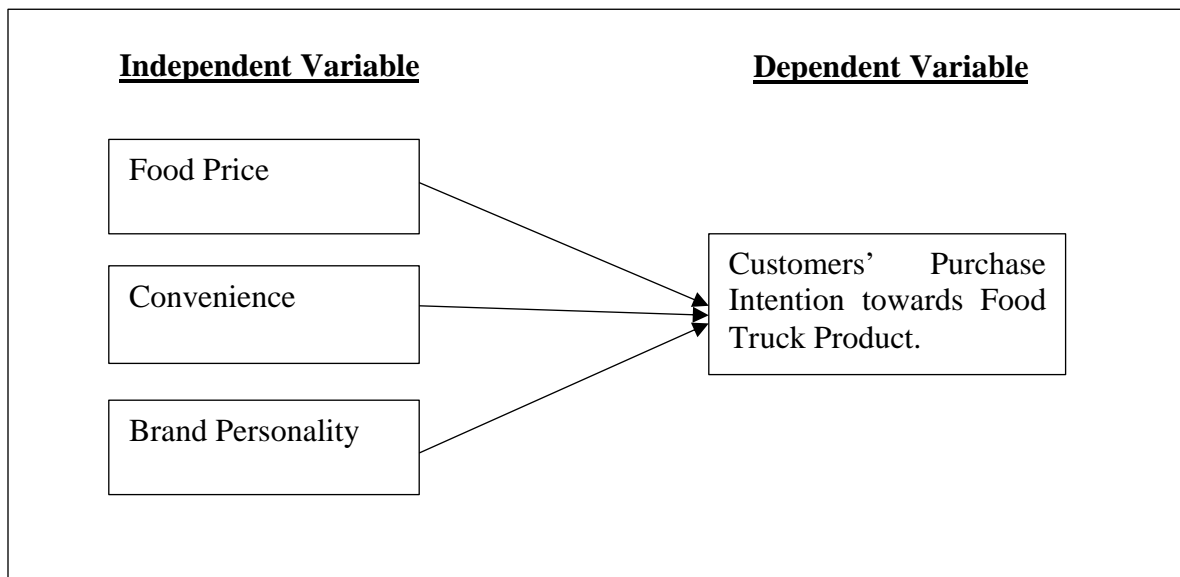Figure 1 below shows the research framework used for this study

Independent Variable	**Dependent Variable**

Figure 9: Research Framework

METHODOLOGY

Research Design

This research discusses factors that influence customers' interest in food truck experiences in Malaysia. The research design refers to overall of the research to address the research question by integrating the different components, including how, when and where of the study. The quantitative method will be used in this research to gain all the data through a questionnaire. The Quantitative method is the process to collecting and analysing numerical data. The unit analysis is a factors that influence customer's customers' interest about in food truck.

In this research, the researcher wants to identify the factors that influence customers' interest in food truck experience in Malaysia. Second, descriptive research can be used to gain through questionnaires and will collect the data from respondents to data.

Data Collection

Data collection is the systematic approach to assembling and measuring the information from an assortment of sources in order to get detailed and accurate data. Data collection enables a person or researcher to answer related questions, evaluate results and analyse accurate insights for research regarding upcoming probabilities and trends (Rouse, 2020). With Google Forms, it is much better for collecting data because researchers could easily share the questionnaire and get respondents.

Sampling

The sampling method is the technique for selecting an appropriate number of rudiments from the population. For researchers, sample analysis and understanding of its properties or explanation will simplify the properties or characteristics of the rudiments of the population. Researchers choose certain population rudiments as the study subjects in the sampling process. The sampling method can be divided into two groups: probability sampling and non-probability sampling.

Convenience sampling is a technique where samples are selected from the population as it is conveniently available. In this study, a non-probability sampling technique which is convenience sampling, was selected due to the current situation. Most customers began to recognize this food truck product, so the respondents were selected randomly as anyone could answer the questionnaire given. The questionnaire is designed using Google Form and distributed throughout social media: WhatsApp, Instagram, Twitter and Facebook. By using Google Forms and social media, the researchers could get more respondents.

Data Analysis

The Statistical Package for Social Sciences (SPSS) version 26 is a program that uses descriptive analysis and correlation to describe the relationship between independent and dependent variables. This system is one of the most widely used statistical structures, yet it can be challenging to operate and evaluate using a straightforward manner. Data analysis is the process through which analysts transform a large amount of data into specific findings.

The Statistical Package for Social Sciences (SPSS) could compile tabulated files from nearly any folder, including maps and distribution plots. Reliability analysis, descriptive analysis, and Pearson's Correlation Coefficient are the three types of data analysis.

FINDINGS

Results of Frequency Analysis

Table 42: Frequency Analysis

Characteristics	Frequency	Percentage
Age		
18-25 years old	165	43.0
26-35 years old	97	25.3
36-45 years old	76	19.8
45 years old and above	46	12.0
Gender		
Male	112	29.2
Female	272	70.8
Income Level		
Less than RM1000	68	17.7
RM1001 to RM3000	85	22.1
RM 3001 to RM5000	87	22.7
RM5001 to RM8000	31	8.1
RM8000 and above	20	5.2
No fixed income	93	24.2

This study shows that the age group of 18-25 years is the highest at 165 respondents' equivalent to 43%. While the group aged 45 and above is the lowest at 46 respondents, equivalent to 12%. Furthermore, gender shows that women are the highest at 272 respondents' equivalent to 70.8%. While 112 males, equivalent to 29.2%. In addition, the income level shows that the non-fixed income group is the highest at 93 respondents' equivalent to 24.2%. In contrast, the lowest in the group with an income of RM3001 to RM5000, which is 87 respondents, equivalent to 22.7%. Occupation shows the highest value is private employees, which is 142 respondents, equivalent to 37%. At the same time, the lowest is other occupations, with 23 respondents, equivalent to 6%.

Results of Descriptive Analysis

Table 43: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Food Price	The food truck offered good value for the price.	4.25	0.894

483

	This food truck experience was worth the money.	4.17	0.924
	This food truck provided me great value as compared to other food truck.	4.18	0.876
	This food truck offered competitive pricing for its food.	4.21	0.825
	The prices charged at this truck were rational.	4.18	0.870
Convenience	I waited in a long line to place my order at this food truck.	2.91	1.137
	I made an effort to eat at this food truck.	3.95	1.041
	I had to wait a long time to receive my food after placing my order at this food truck.	2.77	1.126
	In my opinion, this food truck provide a fast service.	4.08	0.874
	I think this food truck is easy to find.	4.00	1.035
Brand Personality	Food truck is so trendy because the variety of unique and attractive appearances displayed by food truck owner.	4.25	0.866
	I'm excited to know about food truck product because many ethnic foods from all over the world have them there.	4.19	0.879
	I feel that food truck need to follow today's ever changing trends to attract more customers.	4.31	0.830
	I think that food truck are more unique than regular eateries.	4.20	0.864
	In my opinion, food truck are only for young people who want to relax.	3.36	1.315
Customers' Purchase Intention Towards Food Truck Product.	In my future, I would consider returning to this food truck.	4.28	0.878
	I would recommend this food truck to friends and family.	4.24	0.864

In my opinion, I would say positive things about this food truck to all of my friends and family.	4.21	0.889
I am glad and satisfied to have satisfied this food truck.	4.23	0.899
Overall, I'm satisfied with my experience at this food truck.	4.27	0.816

The mean and analysis of the independent variable of food price among clients with a food truck buy intention. Item 1 had the highest mean of 4.25 and the highest standard deviation of.894. This demonstrates that food trucks offer reasonable prices to customers. Item 2 had the lowest mean of 4.17 and a standard deviation of.924, indicating that the food truck experience was worthwhile.

After that, the independent variable is the convenience amount among customers' purchase intention food trucks, as well as the mean and standard deviation analysis results. Item 4 had the highest mean of 4.08 and the highest standard deviation of.874, indicating that respondents believed that food trucks give speedy service to their clients. Item 3 has the lowest mean of 2.77 and the highest standard deviation of 1.126.

Moreover, the result of a mean and standard deviation study on the independent variable of brand personality among customers' purchase intention is food trucks. Item 3 had the highest mean of 4.31 and standard deviation of.830 indicates that the respondent believed that food trucks must keep up with today's ever-changing trends to attract more customers. Item 5 has the lowest mean of 3.36 and a standard deviation of 1.315, indicating that the respondent does not believe that food trucks are exclusively for young people looking to relax.

And the last one is the dependent variable's purchasing intention towards food truck products was the subject of a mean and analysis. Item 1 had the highest mean of 4.28 and the most significant standard deviation of.878; the respondent agreed that they would return to this food truck. Item 3 has the lowest mean of 4.21 and the lowest standard deviation of.889, with the question "in my opinion, I would recommend this food truck to every one of my friends and family."

Result of Reliability Analysis

Table 4 below shows the result of the reliability analysis

Table 44: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Food Price	5	0.871
Convenience	5	0.530
Brand Personality	5	0.744
Customers' Purchase Intention towards Food Truck Product.	5	0.902

Reliability analysis showed that the independent variable food price from Cronbach's Alpha Coefficient is 0.871, and the result is good. Next, convenience shows that Cronbach's Alpha Coefficient is 0.530, and the result is poor. Moreover, Cronbach's Alpha Coefficient for brand personality is 0.744 equivalent result acceptable and for the dependent variable is 0.902 equivalent result excellent.

Result of Pearson Correlation Analysis

Table 4 below shows the Pearson Correlation Analysis

Table 45: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/ Not Supported)
H_1 There is a significant relationship between food price and customers' purchase intention towards food truck product.	0.740	H_1 is supported.
H_2 There is a significant relationship between convenience and customers' purchase intention towards food truck product.	0.402	H_2 is supported.
H_3 There is a significant relationship between brand personality and customers' purchase intention towards food truck product.	0.643	H_3 is supported.

Table 4 shows the relationship between food price and customers' purchase intention toward food truck products is highly positive, with a correlation coefficient is 0.740.

While both significant values are .000, less than the highly significant level 0f 0.05, it shows a significant statistically relationship between food price and customers' purchase intention towards food truck products. Consequently, hypothesis H1 is accepted. In addition, the relationship between convenience and customers' purchase intention towards food truck products is low positive with a correlation coefficient of 0.402. At the same time, both significant values are .000, which is less than the highly significant level 0f 0.05. It shows a significant statistically significant relationship between convenience and customers' purchase intention towards food truck products.

Consequently, hypothesis H2 is accepted. Furthermore, the study shows the relationship between brand personality and customers' purchase intention toward food truck products is moderate positive, with a correlation coefficient is 0.643. At the same time, both significant values are .000, which is less than the highly significant level 0f 0.05. It shows a significant statistically relationship between brand personality and customers' purchase intention toward food truck products. Consequently, hypothesis H3 is accepted. All the result seems to be consistent that food price, convenience and brand personality influenced customers' purchase of food truck products

DISCUSSION AND RECOMMENDATION

The study aims to determine how food pricing, convenience, and brand personality influence customers' purchase of food truck products. The data reveal an important link between the independent factors of food pricing, convenience, and brand personality and the dependent variable of customers' buy intent for food truck items. This notion is supported by previous research that revealed a link between independent and dependent factors.

The findings reveal a strong positive correlation and statistically significant association between meal price and customers' purchase intent for food truck products. This means that a food truck's ability to generate customer satisfaction and positive behavioural intentions depends on offering good value and menu pricing (Han et al., 2009; Kim et al., 2006; Ryu et al., 2012). The food price relationship may interest food truck consumers, who may be especially sensitive to spending substantially more for what would be considered a casual to-go lunch. The importance of food prices varies depending on the type of customer and their food-related lifestyle. People who eat out regularly are likely more conscious of their food's

expense. Food truck owners should prioritise generating value, considering the strong correlation between meal pricing and customer satisfaction identified in this study.

As a result of the findings, it can be concluded that there is a statistically significant low positive correlation strength association between convenience and customers' buy intention for food truck products. The growth of the gourmet, defined as someone who "considers eating a hobby," was traced by Howe (2017). He noted that foodies spend a lot of time documenting food-related activities, which paved the path for food truck success. Because foodies are so concerned with the dish and the experience, convenience may take a back seat. Food trucks may be more than just about getting fed; they may also be about enjoying a unique and exciting gastronomic experience. According to the study, lines are frequently thought to indicate a high-quality product being provided, and customers are willing to wait for it (Sulek & Hensley, 2004; Ulku, Hydock, & Cui, 2017). As a result, food truck customers place a lower importance on convenience.

There is a statistically significant moderate positive link between brand personality and customers' purchase intention for food truck products. According to the findings, customers' purchase intent was linked to brand personality. The most significant motivator for customers to visit food trucks, according to Shin et al. (2017), was a favourable predicted feeling, meaning that appealing décor provides emotional cues that lead to the desire to attend. Food trucks use social media to display their different personalities through their design and cuisine. Customers and passers-by can recognize their uniqueness in their creative names and designs. Food trucks attract customers because of their innovative cuisine and distinct brands, mirrored in the truck's external appearance and personality. Food trucks' innovative names and eye-catching graphics highlight the truck's brand and personality. As a result, brand personality may be an accurate predictor of food truck visits and purchases.

CONCLUSION

In conclusion, this study has evaluated how food price, convenience, and brand personality relationships influence customers' purchase intention towards food truck products. Three independent variables, namely food price, convenience, and brand personality, have been chosen to examine their relationships with the dependent variable: the customers' purchase intention toward food truck products. 384 respondents aged 18 years old and above were selected to examine customers' purchase intention towards food truck products. Overall, based on Pearson's correlation analysis, the food price scored a value of *0.740, followed by the convenience with *0.402, and brand personality with *0.643.

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