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# **FACTORS THAT INFLUENCE CUSTOMER PURCHASE INTENTION TOWARDS FOOD TRUCK PRODUCT**

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### LIST OF SYMBOLS AND ABBREVIATIONS

Symbols	Means
$\geq$	Higher than or equal to
$\leq$	Lower than or equal to
N	Population Size
S	Sample Size

Abbreviations	Means
SPSS	Statistical Package Social Sciences
DV	Dependent Variable
IV	Independent Variable



## ABSTRACT

Food trucks have arisen as a new and distinct restaurant segment, with service characteristics similar to quick service restaurants and food quality characteristics similar to fine dining establishments. Despite their popularity, research has been conducted on the characteristics of food truck products that are linked to customer purchase intention. This research explored the relationship between traditional restaurant qualities such as food price, convenience, and brand personality and customer purchase intention for food truck products. According to the findings, food price, convenience, and brand personality all had a substantial positive link with customer purchase intention. To analysis of all the data, descriptive analysis, reliability testing, and Pearson correlation were used to determine the link between independent variables and factors that influence customers' purchase intention towards food truck products. The result indicates that there is a significant relationship between all three factors. The researcher's findings on a survey conducted by 384 respondents have been randomly involved as respondents to answer the questionnaire. The results support all the variables. In addition, this study will determine the most important factors that can influence customers' purchase intention towards food truck products. This research and data can be used as reference materials for industry stakeholders to design a better experience to factors that influence customers' purchase intention towards food truck products.

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

## ABSTRAK

Trak makanan telah muncul sebagai segmen restoran yang baharu dan berbeza, dengan ciri perkhidmatan yang serupa dengan restoran perkhidmatan pantas dan ciri kualiti makanan yang serupa dengan pertubuhan santapan mewah. Di sebalik popularitinya, kajian telah dijalankan ke atas ciri-ciri produk trak makanan yang dikaitkan dengan niat membeli pelanggan. Hubungan antara kualiti restoran tradisional seperti harga makanan, kemudahan, dan personaliti jenama dan niat membeli pelanggan untuk produk trak makanan telah diterokai dalam penyelidikan ini. Harga makanan, kemudahan dan personaliti jenama semuanya mempunyai pautan positif yang besar dengan niat pembelian pelanggan, menurut penemuan. Untuk menganalisis semua data, analisis deskriptif, ujian kebolehpercayaan dan korelasi Pearson digunakan untuk menentukan pautan pembolehubah bebas terhadap faktor yang mempengaruhi niat membeli pelanggan terhadap produk trak makanan. Keputusan menunjukkan terdapat hubungan yang signifikan bagi ketiga-tiga faktor tersebut. Dapatan pengkaji terhadap tinjauan yang dijalankan oleh 384 responden telah melibatkan secara rawak sebagai responden untuk menjawab soal selidik. Keputusan menyokong semua pembolehubah. Di samping itu, kajian ini akan menentukan faktor terpenting yang boleh mempengaruhi niat membeli pelanggan terhadap produk food truck. Penyelidikan dan data ini boleh digunakan sebagai bahan rujukan untuk pihak berkepentingan industri untuk mereka bentuk pengalaman yang lebih baik kepada faktor-faktor yang mempengaruhi niat membeli pelanggan terhadap produk trak makanan.

Kata kunci: Trak Makanan, Harga Makanan, Kemudahan, Personaliti Jenama, Niat Pembelian Pelanggan Terhadap Produk Trak Makanan

## CHAPTER 1

### 1.1 INTRODUCTION

Chapter 1 of this research provides the study's introduction, which includes sections on the study's background, problem statement, study objectives, and research questions. This is the significance of this study, as well as the definition and overview of terms.

### 1.2 BACKGROUND OF THE STUDY

Eating out is a common occurrence, particularly in urban areas, as a result of lifestyle changes. Consumers demand food that is affordable, convenient, and delectable, as well as elicits sentiments of excitement and relaxation during consumption or purchase, (Auad et al., 2019; Burt et al., 2003). Over the last decade, the food industry has seen a steady growth in competition, as well as 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 percent annual rate since 2012, (Bandaru and Venkateshwarlu, 2017).

Food trucks meet the needs of customers by combining a wide range of food selections with an appealing and inventive marketing strategy. The food truck has increased in popularity since its inception, and it provides excellent opportunities and earnings (Mokhtar et al., 2017). Food trucks provide a variety of high-quality services to customers in order to run their businesses, which might lead to recurrent visits to their food trucks.



(Figure 1.2.1: The example of Food Truck.)



(Figure 1.2.2: Pandan Cendol Food Truck.)



(Figure 1.2.3: Ramly Burger Food Truck.)

Large vehicles outfitted with cooking and selling capabilities can be classified as food trucks. The number of food trucks on the road has been steadily rising over the last few years (Choi et al., 2020; Shin et al., 2019; Bandaru & Venkateshwarlu, 2017; Myrick, 2016). The food truck may be the most convenient food service operation for some people because of its portability and ability to operate anywhere as long as the area is adaptable in the highly competitive food industry (Humston, 2012). Furthermore, the food truck uses a unique technique to serve a range of common local foods such as cendol, tau fu fah, Ramlee burger, and luk-luk (Ragavan, 2014).

The food truck trend began in Malaysia in 2014, when a new food truck camer offering restaurant menus at a lower price opened in the Klang Valley (Durai, 2016). Food truck business has grown rapidly over time, with over 500 food trucks in Klang Valley by the end of 2016, including food truck entrepreneur initiatives run by government agencies as well as independent operators (Ishak, 2016).

In addition, traditional food trucks, modern and stylish (also known as gourmet) food trucks, and restaurant-based food trucks can all be classified as different sorts of food trucks based on their appearance and branding. On a moving truck or SUV, the typical food truck sells regional foods (Raga-van, 2014). Aside from that, there is a new generation of food trucks that have emerged with a modern concept and are owned by young entrepreneurs who have updated their trucks to appear clean and attractive (Ibrahim, 2011; Ragavan, 2014). The purpose of this study is to provide an overview of the affective factors that influence customers' purchase intention towards food truck products. The findings of this study are important

because the purchase intention for food truck product is growing. However, this study emphasizes the factors that influence customers' purchase intention towards food truck products.

### **1.3 PROBLEM STATEMENT**

Street meals are often an intrinsic part of local culture, providing both tourists and locals with unique cultural experiences. For unforgettable tourist experiences, travellers often taste local cuisine at various restaurants or indigenous cuisines at street food booths. Travelers and bloggers have coined the phrase "food porn" to describe the pleasurable sensation of eating and indulging in culinary experiences (Scott, 2018). Street food is consumed on a regular basis by 2.5 billion people globally, making it the most common sort of public dining (Food and Agriculture Organization, 2007; Kraig and Sen, 2013). Additionally, street food is one of the primary sources of employment for low-income households (Bhowmik, 2012; Freese et al., 1998).

It has been reported on occasion that the food service industry has been involved in news stories about foodborne illnesses caused by inappropriate food handling, lack of cleanliness, and other issues. Mobile and street food vendors (for example, food trucks) have been linked to a variety of environmental and public health hazards. Inadequate food preparation and service, a lack of food safety regulations, and poor waste management practices have all been linked to these types of incidents (Alimi, 2016; Food and Agriculture Organization, 2011; Kothe et al., 2016; Liu et al., 2014; Qureshi and Azim, 2016; World Health Organization, 1996).

Food quality is another attribute that has been extensively studied across all restaurant segments (Bujisic et al., 2014), despite the fact that there is no consensus among researchers on the dimensions that make it up (Bujisic et al., 2014). (Namkung & Jang, 2007). Taste, freshness, proper temperature, enticing smell, portion size, healthy options, variety of menu items, and presentation are some of the operationalization of food quality used by researchers (Clark & Wood, 1998; Ha et al., 2010; Namkung & Jang, 2007; Ryu et al., 2012; Sulek & Hensley, 2004).

In addition, branding and brand image have been a popular topic of study among corporations and academics from numerous fields. According to Majid et al. (2016), customer-based brand image in a family restaurant influences customers' intention to repurchase.

According to Tan et al. (2015), in order to stay in the market and gain client loyalty, local food entrepreneurs must increase their brand image expertise. However, there is a gap in brand image in the sorts of food services offered, which may range from one to the next (Hashim & DeRun, 2013). As a part of the food and beverage industry, food trucks are still relatively new in Malaysia, so monitoring brand image in this sector is warranted. In order to investigate the relationship between brand image and customer behavioural intention in the context of food trucks, the dimensions of customer-based brand image will be measured.

Moreover, bus terminals, industrial areas (e.g. construction sites), market places, schools, near shopping malls, nightclubs, and tourist attractions are also common locations for street food sellers such as food trucks. Food cleanliness and safety standards are frequently not met at these places (Choudhury et al., 2011). Food safety research in underdeveloped nations has indicated poor sanitary conditions and hygiene practices, with the major issue being vendors' lack of or unwillingness to follow safety procedures and the necessity for supervision (Kothe, Schild, Tondo, & Malheiros, 2016; Liu, Zhang, & Zhang, 2014).

In some circumstances, the lack of running water amenities contributes to food truck sellers' poor personal cleanliness. Food, cutlery, and dishes may be exposed to insects and dirt in other circumstances, or refrigeration may be absent (Campos, Bandeira, & Sardi, 2015; Muinde & Kuria, 2005). There are also situations where local or national institutions fail to effectively develop and manage strict food sanitary rules, licensing, training, and vendor monitoring (Khairuzzaman, Chowdhury, Zaman, Al Mamun, & Bari, 2014; Liu et al., 2014; Xue and Zang, 2013).

Finally, unauthorised trucks are a serious hazard in many places (Anaya, 2015). This is due to the fact that the open cooking conditions will endanger both personnel and guests. Furthermore, the space is not the same as the kitchen. It is enclosed, with plenty of air space and a huge surface area. It's not the same as being on a food truck. Oil splashes and combustibles can occur in a tiny space. Truck explosions from propane tanks are also a risk, particularly in the case of unlicensed food trucks built in warehouses or even backyards by incompetent builders, and they cause a lot of truck explosions (Roman, 2015).

#### **1.4 RESEARCH OBJECTIVES**

The main objective of this research are three objectives:

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

## **1.5 RESEARCH QUESTIONS**

There are several research questions in this study, it includes:

1. To what extent do food price affect customers' purchase intention towards food truck product?
2. To what extent do convenience affect customers' purchase intention towards food truck product?
3. To what extent do brand personality affect customers' purchase intention towards food truck product?

## **1.6 SIGNIFICANT OF STUDY**

The title of the study is focused on factors that influence customers' purchase intention towards food truck product. The researcher will analyse and identify the reaction of dependent variables, which are factors that influence the interest in purchase intention towards food truck product, whereas the independent variables are the determinants of the facts such as food price, convenience, and brand personality. The identification of this study would benefit the researcher and the food and beverage industry.

### **1.6.1 To the 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.

### **1.6.2 To Food and Beverage Industry**

This research paper is beneficial to 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 will be able to 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.

### **1.6.3 To Future Customer**

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

## **1.7 DEFINITION OF TERMS**

### **1.7.1 Food Price**

Price is the reference level of the product, which is the weight, quantity, or other measure of the product or service that has value to people. The price, or the amount given in the exchange transferring ownership, is the most important factor in business transactions (Zeithaml, 1988). Researchers have researched in terms of the price of food offered through food trucks. Fairness, appropriateness, reasonableness, value, worthiness, and in comparison to other restaurants have mostly been used to operationalize perceived price and value in conventional restaurant research (Han & Ryu, 2009; Qin & Prybutok, 2008, 2009; Ryu et., 2012).

### **1.7.2 Convenience**

Businesses have valued convenience and the substitution of time for money," implying that convenience is important to the achievement of the food service sector (Muller, 2001). Initially, in marketing theory, the concept of convenience involves product classification.



Convenient products are those that have been designed to save customers' time and effort while buying and purchasing a product (Yale, L.; Venkatesh, 1986).

### **1.7.3 Brand personality**

"The set of human characteristics associated with a brand" seems to be how brand personality is defined. (Aaker, 1997). Throughout the context of businesses, brand personality can be defined as having four separate dimensions: competence, honesty, excitement, and refinement (Musante, Bojanic, & Zhang, 2008).

## **1.8 SUMMARY**

This study is needed to demonstrate that there is a link between food price, convenience, and brand personality that might attract and increase the population of food truck enthusiasts. In addition, this chapter also states the problem statement, the objective of the study, definition of terms and so on. There are three objectives, which are to determine the relationship between factors of food price and customer interest in food truck product. Secondly, to determine the relationship between factors of convenience and customers' interest in food truck products and to determine the relationship between factors of brand personality and customers' interest in food truck products. The next chapter will review the existing literature on food price, convenience, and brand personality as predictors of customer interest in food trucks.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

This study intends of customers purchase intention towards food truck product. Since the main focus of this study is on customers purchase intention towards food truck product, the first section of this chapter will explain about food tuck product. This chapter ends with determinants of factors that influence customer purchase intention towards food truck product which is food price, convenience and brand personality to find out the relationship and to explore the factors determined in interest of customer purchase intention toward food truck.

#### DEPENDENT VIRABLE

#### 2.2 CUSTOMER PURCHASE INTENTION TOWARDS FOOD TRUCK PRODUCT

##### 2.2.1 Definition of Food Truck.

A food truck is a large van prepared with a kitchen in which meals is ready and served. They're bobbing up all throughout the United States and are developing more and more popular. Many marketers select a food truck over an eating place due to the fact eating place places are pretty expensive, however meals vans are some distance much less so (Sean Peek, 2021).

Food and beverages made and sold by vendors or hawkers on the street or in similar locations are known as street cuisine (FAO, 2016). Several studies have looked into the importance of hawkers in relation to street food (Henderson, 2017). Despite the hawker, street food encompasses a broader idea that includes mobile trucks, booths, and stands.

The factors of affordability, convenience, and location on the street or at festivals attract customers' attention and influence their behaviour (Bellia, Pilato, & Séraphin, 2016). The concept of food truck must be determined before using it as a source of evidence regarding the relationship between brand equity and behavioural intentions. The mobile food truck is a new business that serves a wide range of cuisines, from simple comfort food to gourmet cuisine (Esparza, Walker, & Rossman, 2014).

Food trucks, according to Wessel (2012), 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 one that 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.

## **INDEPENDENT VARIABLE**

### **2.3 INTENTION TOWARDS FOOD TRUCK PRODUCT**

In this research the dependent variable is the purchase intention towards food truck product. Today's consumers are demonstrating their preference for eating outside, mainly in establishments close to their workplaces or homes (Euromonitor International, 2014). Changes in urbanites' lifestyles, particularly among young working adults and young families, have been seen in their dining patterns. Dining out is a popular recreational activity in Malaysia, where people mingle, thanks to the affordability of most meal options and the wide diversity of cuisine available, particularly in urban areas (Kueh & Boo, 2007). Full-service restaurants, cafes, fast food outlets, hawker stalls, and 'mamaks,' hugely popular Indian-Muslim dining are just a few of the options (Euromonitor International, 2008). Food trucks are one of the newest food options offered to Malaysian customers in recent years (Kueh & Voon, 2007).

As a result of this ever-increasing desire for outside food options, the Klang Valley has seen an influx of food trucks in recent years, which further adds to the options accessible to urban consumers (Kueh & Voon, 2007). Food eating habits and lifestyle changes (particularly for eating outside) are most noticeable among Gen Y (Bhuyan, 2011), which has influenced changes in the food market and associated consumer trends. There are almost 100,000 food truck operators registered in Malaysia as of this writing, ensuring a healthy, competitive market climate while delivering the numerous cuisine options that Malaysian consumer's need (Emms, Sia & Stantons, 2009). The rise of these food truck operators in Malaysia demonstrates a healthy and competitive market environment, accounting for up to 37% of the \$1.4 billion in road income recorded in Malaysia in 2011 (Jane 2013).

#### **2.3.1 Food Price**

The term "price" refers to the sum of money spent by customers on a product or service (Claessens, 2015). According to Mamun, Rahman, and Robel (2014), the most crucial reason for customers to dine in a restaurant is their perception of the price and their responses to the price. This is backed up by Zhong & Moon (2020), who assert that pricing can influence a

customer's purchasing behaviour. Food prices must remain steady in order to maintain stability and a sense of confidence among returning customers (LaMarco, 2019). According to Ryu and Han (2010), food prices have an effect on customers' expectations of the value of a restaurant. When customers evaluate the pricing of food, they consider a variety of aspects, including service quality, food quality, and the physical environment's quality (Zhong & Moon, 2020). The original five characteristics of service quality, namely tangibles, dependability, responsiveness, empathy, and assurance, have also been applied to fine dining restaurants (Cheng et al., 2012; Ryu et al., 2012).

Despite their cheaper pricing, the food quality in Gournment food trucks (GFTs) is most comparable to that of fine dining establishments that focus on providing the finest quality meals. According to Brindley (2015), customers are ready to travel considerable distances and wait in large lines to dine at GFTs, which consumers view as an indication of quality (Sulek & Hensley, 2004). The physical physical environment's quality of a restaurant is a critical factor in establishing a company's brand image and reshaping customers' perceptions of food pricing (Hanaysha, 2016). Additionally, the meal pricing is evaluated based on the menu variety, menu design, nutritional value and dietary acceptability (Kivela, 2000; Raajpoot, 2002; Sulek & Hensley, 2004; Namkung and Jang, 2007).

### **2.3.2 Convenience**

"Throughout history, restaurant value has been placed on convenience and the substitution of time for money," indicating that convenience is important to foodservice success, especially for quick service restaurants that utilise on limiting the time required to be fed (Muller, 2001). Convenience is done by simply with which consumers can purchase a service (Jekanowski, Binkley, & Eales, 2001). When it related to food truck services, consumers think accessibility and convenience to be important considerations. These qualities reflect the modern way of life and are considered as one of the most significant factors in using this 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). After that, given the conceptual similarities with (GFTs), one may think that greater convenience would be related to increased customer satisfaction. GFTs, but in the other side, may result in

extremely long lines for customers apparently content to wait much longer for the experience of dining at a popular GFT (Brindley, 2015;Hwang,2005).

(Howe 2017) traced the rise of the foodie, identified being someone who "considers food a hobby". He indicated that foodies devote a considerable amount of time to documenting food-related events, which has paved the opportunities for sustainable development of (GFTs). Because foodies are so focused on the cuisine and the experience, convenience may be less of a concern because the adventure and the wait are mostly part of the foodie experience.

### **2.3.3 Brand Personality**

Customers may pay more attention to the truck's individuality, which is conveyed through its design and branding, because gourmet food trucks (GFTs) lack a traditional ambiance. 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). GFTs' attractiveness stems in part from their innovative cuisine and their 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 have been shown to be favourably connected with customer satisfaction (Lee et al., 2009).

The enthusiasm and innovation of food trucks distinguish them from other forms of transportation. Customers and passersby can tell they have a unique personality from their cheesy names and imaginative designs. In addition, a positive indirect association between brand personality and positive word-of-mouth behaviour exists through the mediators of brand preference and attitudinal loyalty, and this relationship is positive (Kim et al., 2011). Researchers discovered that the appearance of food trucks has a favourable link with customer happiness, perceived value, and customer behavioural intentions (Sen et al., 2014). The brand personality of GFTs will have a statistically significant positive link with customer satisfaction.

## **2.4 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:

### Hypothesis 1

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

### Hypothesis 2

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

### Hypothesis 3

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

## 2.5 CONCEPTUAL FRAMEWORK

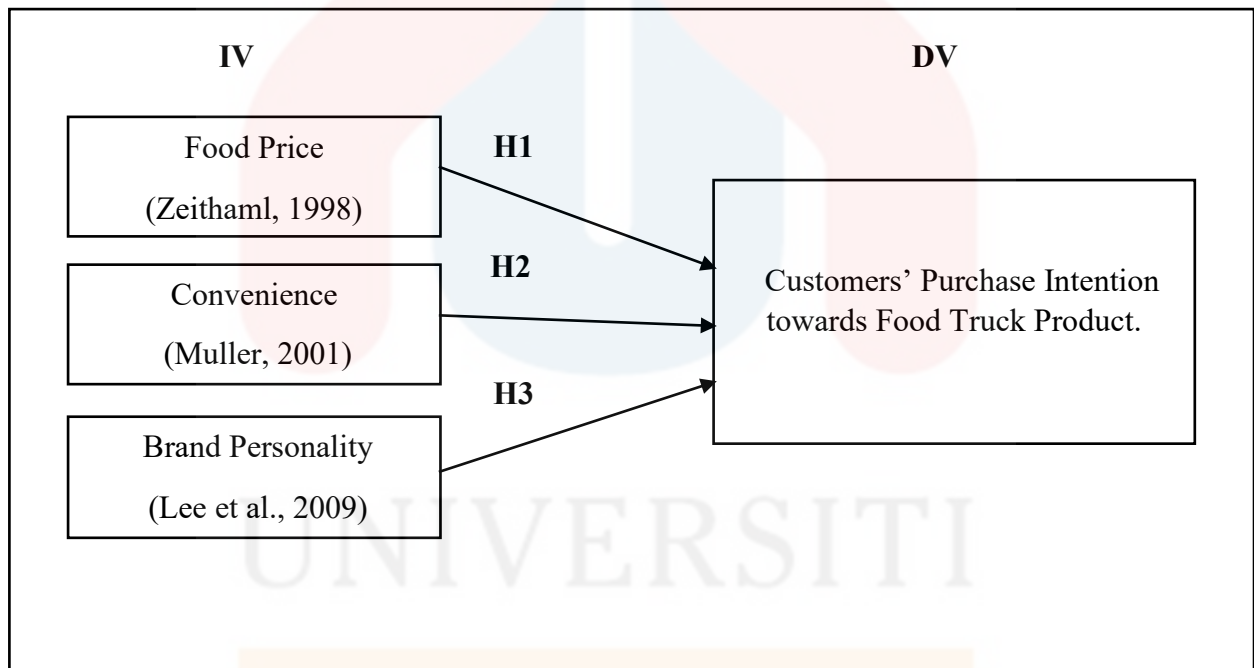


Figure 2.1: Conceptual Framework

A conceptual framework is a structure that a researcher believes best explains the natural course of the topic under investigation (Camp, 2001). The conceptual framework, according to Liehr & Smith (1999), "presents an integrated method of looking at the subject under research in a statistical viewpoint," and "describes the relationship between the primary concepts of a study." It is organised in a logical order to aid in the creation of a picture or visual representation of how the ideas in a study relate to one another (Grant & Osanloo, 2014).

This figure indicates the independent variables (IV) and dependent variable (DV) of this research. The research framework consists of two variable which are independent variable and dependent variable. The independent variable are food price, convenience and brand personality. Whereby, the dependent variable is the affective factors that influence customers' purchase intention towards food truck product. This figure shows the relationship between food price, convenience, and brand personality of affective factors that influence customers' purchase intention towards food truck product.

## **2.6 SUMMARY**

In brief, a variable is one of the qualities of features stated in a specific or user-managed environment. Variables, on the other hand, are matters in the study that can be measured, controlled, or changed. Aside from that, in this study, the independent variable (IV) or dependent variable (DV) is crucial. It is because this variable can make the researcher to know and get information that this research can give effective purchase intention towards food truck product. In fact, all variables will be related to any of them which affect the the factors that influence customers' purchase intention towards food truck product. Then, the following chapter will be discussing the types of methods that the researchers will use to explore the outcome of the study. Thus, the researchers will narrow down the target of the study in order to obtain better results for the research. The specific method will be adopted to measure the data obtained.

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 INTRODUCTION**

This chapter will define studies techniques that had been accompanied with inside the study. It offers in records at the contributors, that is, the standards for inclusion within side the studies, who the contributors had been and who had been pattern. This researcher describe the studies design, goal populace and pattern length technique, sampling technique, statistics series procedure, studies tool and ultimately statistics analysis. It includes a precise for every method and statistical technique for attempting the hypothesis.

#### **3.2 RESEARCH DESIGN**

This research discuss about 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 integrate the different components include how, when and where of the study. Quantitative method will be used in this research for gaining all the data through a questionnaire. The unit analysis is a factors that influence customer's interest about food truck. The Quantitative method is the process to collecting and analysing numerical data.

In this research, the researcher want to identify the factors that influence customer's interest in food truck experience in Malaysia. Second, descriptive research can be used to gain through questionnaire and will collected the data from respondent to data.

#### **3.3 TARGET POPULATION**

A population is a large group of people or items that is the focus of a scientific inquiry. A population can also be defined as a well-defined bunch of participants or items who have comparable features. A common, binding attribute and trait is frequently shared by all individuals or items within a population. However, because of the large sizes of populations, it is often impossible to evaluate every single person because it is too costly and time-consuming. This is why researchers rely on the sampling technique.

According to the Department of Statistic Malaysia in 2021 , the whole populace in Malaysia at 32.67 million. The public (Malaysian) modified into the purpose populace, which covered key ethnic agencies in conjunction with Malay, Chinese, and Indian. Malaysian



residents normally made from 69.8 percentage Bumiputera (Malay and exceptional ethnic agencies from Peninsular Malaysia and Malaysia East), 22.4 percentage Chinese, 6.8 percentage Indian, and 1.0 percentage others (DOSM, 2021). The 3 ethnicities agencies had been decided on due to the truth their cuisines are extensively time-commemorated amongst Malaysians, consequently qualifying them to be categorized as Malaysian meals and recommended as ancestral past meals (Bernama, 2012) and listed under the National Food Heritage Program (Negara, 2012).

The food truck industry has been dominated by the youngest generation (Gen-Y), who prefer experiencing new and interesting things in their lifestyles. Furthermore, Gen-Y chooses to work in this profession since they are not limited by any convention, and they also have the additional advantage of being their own boss (Venner-Pack, 2014).

### 3.4 SAMPLE SIZE

Sample size is the subset of a population (Kumar et al, 2013). The samples for this study would be customers' purchase intention towards food truck product. When conducting questionnaires, the table shown below can be used to determine sample size based on a given population. As this research has a large population and total of customers are unknown, a minimum target of 384 samples have been decided to be collected in this study. The table below can be used to determine sample size based on a particular population while conducting questionnaires.

Table 3: The Table for Determine Sample Size from a Given Population.

Source: Adopted from Krejcie and Morgan (1970)



*Table for Determining Sample Size of a Known Population*

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

*Note: N is Population Size; S is Sample Size* *Source: Krejcie & Morgan, 1970*

The Sample Size in This Study

### 3.5 SAMPLING METHOD

Sampling method is the technique for selecting an appropriate number of rudiments from the population. For researchers, a 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 subjects of the study in the process of sampling. The sampling method can be divided into two groups which are probability sampling and non-probability sampling.

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

### **3.6 DATA COLLECTION**

Data collection is the systematic approach to assemble and measure the information from an assortment of sources in order to get thorough 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 Form, it is much better for collecting data because researchers could easily share the questionnaire and get respondents. The targeted number of respondents is 384. Therefore, the survey method could not be used due to the large number of samples. Not only that, but the Google Form is also a free online tool which can easily collect a large amount of data and information for analysing later on.

Moreover, using Google Form is also efficient and cost saving because it reduces the cost of using paper and it also makes it comfortable for people to answer the questions provided. The interface is simple to use. For example, all of the respondents can answer this question by phone, iPad, and laptop or on any interface that allows access, and it also makes it much easier for people to answer the questions anywhere and anytime without having to leave their house.

### **3.7 RESEARCH INSTRUMENT**

Research instruments are measurement tools such as questionnaires, tests or scales that are designed to help researchers obtain data on the topic of importance from the research subjects. Besides that, research instruments include information such as the population addressed, the purpose of the instrument and the variables measured. There are different types of measurement such as survey, case study or questionnaire that can be used by researchers for their study depending on the nature of research that has been carried out (Umoh, 2019).

However, the researchers choose to use the types of measurement is questionnaire. This researcher is probability of a variety of respondents that will answer the questionnaire. So, this questionnaire will be provided in English and Malay for the all question on Section A, Section B and Section C. The questionnaire will be separated with three sections such as Section A, Section B and Section C. Section A discusses the demographic segmentation. Demographic

profile is a market segment according to the respondent age, gender, religion, race and education (Gigli, 2018). Section B focused on all the independent variables which are provided by the researchers such as food price, convenience and brand personality. Section C discussed the dependent variable which is the Customer purchase intention towards Food Truck Product.

The questionnaire will use the 5-point Likert scale as the measurement scale in both Section B and Section C. Rensis Likert 1932 is the scale that will be developed. A typical Likert scale might apply a 5-point ordinal scale to determine whether respondents agree or disagree with a statement (Sullivan & Artino, 2017). The questionnaire for this study would ask close-ended questions and respondents would be given the opportunity to range from 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree) and 5 (Strongly Agree). The respondents will select only one choice from each question.

### Five-point Likert Scale

**Strong Disagree   1   2   3   4   5   Strong agree**

Scale Standard	Scale
Strongly disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

*(Table 3.1: Shows the Scale of marks for the 5-point Likert Scale.)*

Section	Variables	Item	Authors
A	Demographic profile	5	Gigli, (2018).
B	Food Price	5	Zeithaml, (1998).
	Convenience	3	Muller, (2001).
	Brand Personality	3	Lee et al., (2009).
C	Customer purchase intention towards Food Truck Product	5	Loh, Z., & Hassan, S. H., (2021).

*(Table 3.2: Overview of Research Instrument.)*

Section	Factors	Content	Question
A	Demographic Profile (Gigli, 2018).	Gender / <i>Jantina</i>	<ul style="list-style-type: none"> <li>• Male / <i>lelaki</i></li> <li>• Female / <i>perempuan</i></li> </ul>
		Age / <i>Umur</i>	<ul style="list-style-type: none"> <li>• 18 – 25 years / <i>tahun</i></li> <li>• 26-35 years / <i>tahun</i></li> <li>• 36-45 years / <i>tahun</i></li> <li>• 45 years old and above / <i>tahun ke atas</i></li> </ul>
		Income Level / <i>Tahap Pendapatan</i>	<ul style="list-style-type: none"> <li>• Less than RM 1000/ <i>Kurang Daripada RM 1000</i></li> <li>• RM 1001 to RM 3000/ <i>RM 1000 ke RM 3000</i></li> <li>• RM 3001 to RM 5000/ <i>RM 3001 ke RM 5000</i></li> <li>• RM 5001 to RM 8000/ <i>RM 5001 ke RM 8000</i></li> <li>• RM 8 000 And Above/ <i>RM 8 000 Dan Keatas</i></li> <li>• No fixed income / <i>Tiada pendapatan tetap</i></li> </ul>
B	Independent Variables	Occupation / <i>Pekerjaan</i>	<ul style="list-style-type: none"> <li>• Student / <i>Pelajar</i></li> <li>• Private Sector / <i>Sektor Swasta</i></li> <li>• Government Sector / <i>Sektor Kerajaan</i></li> <li>• Others / <i>Lain-lain</i></li> </ul>
		Food Price (Zeithaml, 1998).	<ul style="list-style-type: none"> <li>• The food truck offered good value for the price. <i>Trak makanan menawarkan nilai yang baik untuk harga.</i></li> <li>• This food truck experience was worth the money. <i>Pengalaman trak makanan ini berbaloi.</i></li> </ul>

			<ul style="list-style-type: none"> <li>● This food truck provided me great value as compared to other food trucks <i>Trak makanan ini memberikan saya nilai yang hebat berbanding dengan trak makanan lain</i></li> <li>● This food truck offered competitive pricing for its food. <i>Trak makanan ini menawarkan harga yang kompetitif untuk makanannya.</i></li> <li>● The prices charged at this food truck were rational. <i>Harga yang dikenakan pada trak makanan ini adalah rasional.</i></li> </ul>
		<p>Convenience (Muller, 2001).</p>	<ul style="list-style-type: none"> <li>● I waited in a long line to place my order at this food truck. <i>Saya beratur panjang untuk membuat pesanan di trak makanan ini.</i></li> <li>● I made an effort to eat at this food truck. / <i>Saya berusaha untuk makan di trak makanan ini.</i></li> <li>● I had to wait a long time to receive my food after placing my order at this food truck. <i>Saya terpaksa menunggu lama untuk menerima makanan saya</i></li> </ul>

			<p><i>selepas membuat pesanan di trak makanan ini.</i></p> <ul style="list-style-type: none"> <li>● In my opinion, this food truck provide a fast service. / <i>Pada pendapat saya, trak makanan ini memberikan perkhidmatan yang cepat.</i></li> <li>● I think this food truck is easy to find. / <i>Saya berpendapat trak makanan ini senang dijumpai.</i></li> </ul>
		<p>Brand Personality (Lee et al., 2009).</p>	<ul style="list-style-type: none"> <li>● Food truck is so trendy because the variety of unique and attractive appearances displayed by food truck owner. / <i>Trak makanan begitu trendy kerana kepelbagaian penampilan unik dan menarik dipamerkan oleh pemilik trak makanan.</i></li> <li>● I'm excited to know about food truck product because many ethnic foods from all over the world have them there. / <i>Saya sangat teruja untuk mengetahui tentang produk trak makanan kerana banyak makanan etnik dari seluruh dunia ada di sana.</i></li> <li>● I feel that food truck need to follow today's ever changing trends to attract more customers. / <i>Saya merasakan bahawa trak makanan perlu</i></li> </ul>

			<p><i>mengikuti trend masa kini yang sering berubah untuk menarik lebih ramai pelanggan.</i></p> <ul style="list-style-type: none"> <li>• I think that food truck are more unique than regular eateries. / <i>Saya berpendapat bahawa trak makanan lebih unik berbanding kedai makan biasa.</i></li> <li>• In my opinion, food trucks are only for young people who prefer to relax. / <i>Pada pendapat saya, trak makanan hanya dikhususkan kepada golongan muda yang suka bersantai.</i></li> </ul>
C	Dependent Variable	Customer purchase intention towards Food Truck Product (Loh, Z., & Hassan, S. H., 2021).	<ul style="list-style-type: none"> <li>• In the future, I would consider returning to this food truck. / <i>Pada masa akan datang, saya akan mempertimbangkan untuk kembali ke trak makanan ini.</i></li> <li>• I would recommend this food truck to friends and family. / <i>Saya akan mengesyorkan trak makanan ini kepada rakan dan keluarga.</i></li> <li>• In my opinion, I would say positive things about this food truck to all of my friends and family. / <i>Pada pendapat saya, saya akan mengatakan perkara positif tentang trak makanan ini kepada rakan dan keluarga saya.</i></li> </ul>



			<ul style="list-style-type: none"> <li>● I am glad and satisfied to have satisfied this food truck. / <i>Saya gembira dan berpuas hati dapat melawat trak makanan ini.</i></li> <li>● Overall, I'm satisfied with my experience at this food truck. / <i>Secara keseluruhan, saya berpuas hati dengan pengalaman saya di trak makanan ini.</i></li> </ul>
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(Table 3.3: It shows the proposed form of the questionnaire in Google Form.)

By using the Likert scale the respondent can only select one option based on the answer chosen by the respondent. To carry out this study, a questionnaire approach was used to collect data. A questionnaire is a type of basic sampling tool that consists of a series of questions or other types of prompts intended to obtain information from respondents. Research questionnaires often consist of closed-ended items.

### 3.8 DATA ANALYSIS

Researchers utilize the Social Sciences Statistical Program (SSPS) to examine data for descriptive 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.

Depending on the study's scope, there are various common forms of data processing. In the meanwhile, here is an easy-to-use program. 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.

### 3.8.1 Reliability Analysis

Reliability analysis is a method of determining the accuracy of the data collection procedure employed in a study or thesis. The degree to which an evaluation tool generates reliable and consistent outcomes is measured by its reliability. The result generally provided by reliability is a consistent result of equal value (Mohajan, H. K, 2017). When it comes to tracking Cronbach's Alpha, which is utilised in this research to assess the consistency of internal and measure the scale on reliability, this is critical. The acceptability range for alpha value estimates, according to Nunally and Bernstein (1994), is between 0.7 and 0.8. Cronbach's Alpha is a rule of thumb for measuring reliability, as shown in Table 3.3.

Table 3.4: Rule of Thumb Cronbach's Alpha

Source: Adopted from Stephanie (2014)

Cronbach's Alpha	Level of Reliability
$0.9 \leq \alpha$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

### 3.8.2 Descriptive Analysis

Descriptive analysis is a method of evaluating data that may explain and summarise all of the facts in a succinct and comprehensive manner in order to foster a better knowledge of the data when the data represents the entire population or subset. When conducting research, calculating descriptive statistics is a critical initial step that should always be completed before performing inferential statistical comparisons (Kaur P, Stoltzfus J, Yellapu V, 2018). The research questions and research design chosen for this study should be referenced in these data analysis.

Standard deviation and interquartile range, on the other hand, might demonstrate how respondents react to items in the questionnaire. Section A, where respondents will answer some background information such as gender, age, race, working status, and frequency of selecting Korean food, is valuable for summarising respondents' profiles. Thus, it can be used to identify and analyse the factors determinants that influence customers' purchase intention towards food truck product.

### 3.8.3 Pearson Correlation Coefficient

When a researcher has two quantitative variables and wants to discover if there is a linear relationship between them, he or she uses Pearson Correlation Analysis. The research hypothesis is that by asserting that one outcome influences the other in the right direction, the other is influenced in the right direction. The Pearson Correlation coefficient analysis was utilised in this study to determine the link between the independent variables of food price, convenience, and brand personality, and the dependent variable of factors that influence customers' purchase intentions towards food truck product.

The correlation coefficient will yield a figure ranging from -1 to 1, with -1 indicating a perfectly negative correlation and 1 indicating a perfectly positive correlation between the two variables. The size of the Pearson Correlation Coefficient is shown in table 3.5.

Table 3.5: Rule of Thumb of Correlation Coefficient size

Sources: Hinkle, Wiersma and Jurs (2003)

Correlations Range (r)	Strength of Correlation
<b>0.9 to 1.0 / -0.9 to -1.0</b>	Very High
<b>0.7 to 0.9 / -0.7 to -0.9</b>	High
<b>0.5 to 0.7 / -0.5 to -0.7</b>	Moderate
<b>0.3 to 0.5 / -0.3 to -0.5</b>	Low
<b>0.0 to 0.3 / -0.0 to -0.3</b>	Little, if any

### 3.9 SUMMARY

To summarise, the purpose of this study was to investigate the elements that influence customers' purchase intentions for food truck products. Furthermore, this work might be utilised as a reference by other scholars who are conducting research on food trucks. The results acquired in Chapter 4 using the Statistical Package for the Social Sciences (SPSS) were discussed further, and inferences were drawn as a result of the findings. As a result, it can be inferred that food price, convenience, and brand personality are all important aspects that influence customers' purchase intentions for food truck product. As a result, it is hoped that all of the information gathered during this study will assist associated parties in generating cash and profit, thereby boosting Malaysia's economy.

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## RESULTS AND DISCUSSIONS

### 4.1 INTRODUCTION

This chapter discusses the outcomes of a survey that had 384 respondents. The questionnaire data was analysed using descriptive and inferential statistics. Researchers utilized the Statistical Package for the Social Sciences (SPSS) to analyse the data in this study. The results were subjected to descriptive analysis, reliability testing, and Pearson's correlation analysis. The discussion of the findings was offered at the conclusion of this chapter.

#### 4.1.1 Response Rate

The questionnaire distribution started in March 2022 and ended in April 2022, with around 384 questionnaire forms received from respondents. All students at University Malaysia Kelantan got questionnaires, with the Faculty of Hospitality, Tourism, and Wellness receiving the most. However, it also receives responses from the general public. However, the survey was completed and returned within two months, with no missing responses.

A number of surveys have been coded and will be evaluated using the statistical system SPSS (Version 22). The total number of questionnaires distributed resulted in a response rate of 100% of the 384 distributed questionnaires. According to Baruch (1999), claiming a 100% response rate in behavioural science academic studies is permissible.

### 4.2 Descriptive Analysis

The demographic profiles in section A of the questionnaire, as well as the mean and average mean of the dependent and independent variables in section B, are explained using descriptive analysis. The demographic profiles in section A of the questionnaire, as well as the mean and average mean of the dependent and independent variables in section B, are explained using descriptive analysis. It is feasible to write a narrative or a simple quantitative summary of the information gathered. The data acquired can be put into context and translated into meaningful information with this summary, making the study comprehensible.

#### 4.2.1 Respondent demographic profile

The frequency analysis is part of the study's fundamental analysis. The data from section A of the questionnaire contained demographic questions like age, gender, income level, and occupation. The data respondents' demographic profile is given in the shape table and pie chart.

Table 4.1: Profile of the Respondent

Demographic	Categories	Frequency	Percentage (%)
<b>Age</b>	18-25 years old	165	43.0
	26-35 years old	97	25.3
	36-45 years old	76	19.8
	46 years old and above	46	12.0
<b>Gender</b>	Male	112	29.2
	Female	272	70.8
<b>Income level</b>	Less than RM1000	68	17.7
	RM1001 to RM3000	85	22.1
	RM3001 to RM5000	87	22.7
	RM5001 to RM8000	31	8.1
	RM8001 and above	20	5.2
	No fixed income	93	24.2
<b>Occupation</b>	Student	135	35.2
	Private sector	142	37.0
	Government	84	21.9
	Others	23	6.0

#### 4.2.1.1 Age

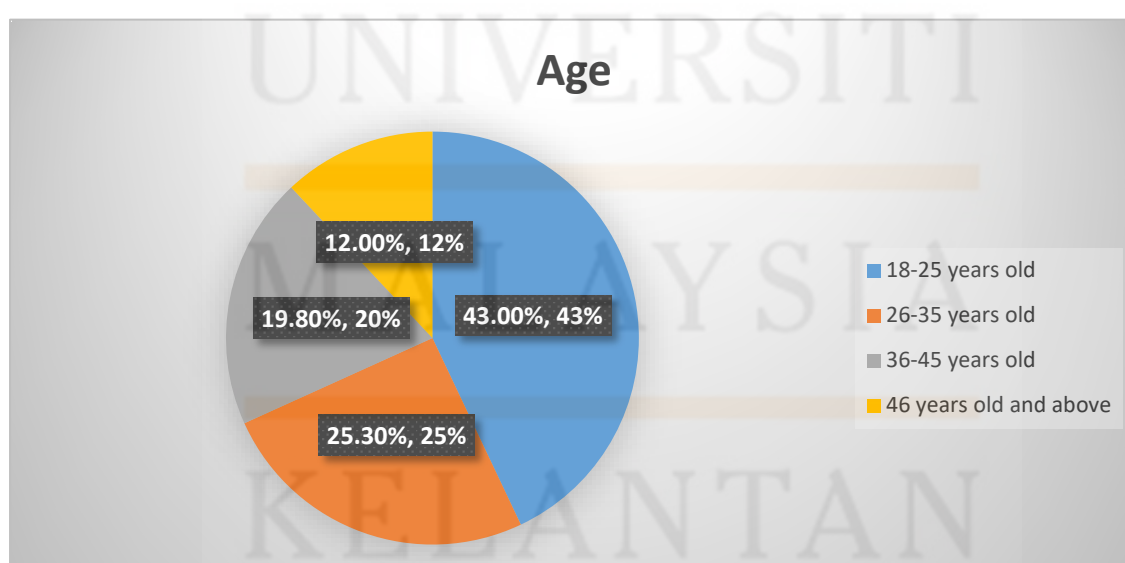


Figure 1: The Percentage of Age

Figure 1 shows the number of respondents by percentage age. The majority of respondents in this survey are between the ages of 18 and 25, accounting for 165 people, or 43.0%. 26–35 years old is the second highest age group. That is, 97 people, or 25.3 percent of the population. The group aged 36–45 years has 76 people, equivalent to 19.8%, and the group aged 46 and above has 46 people, equivalent to 12.0%.

**4.2.1.2 Gender**

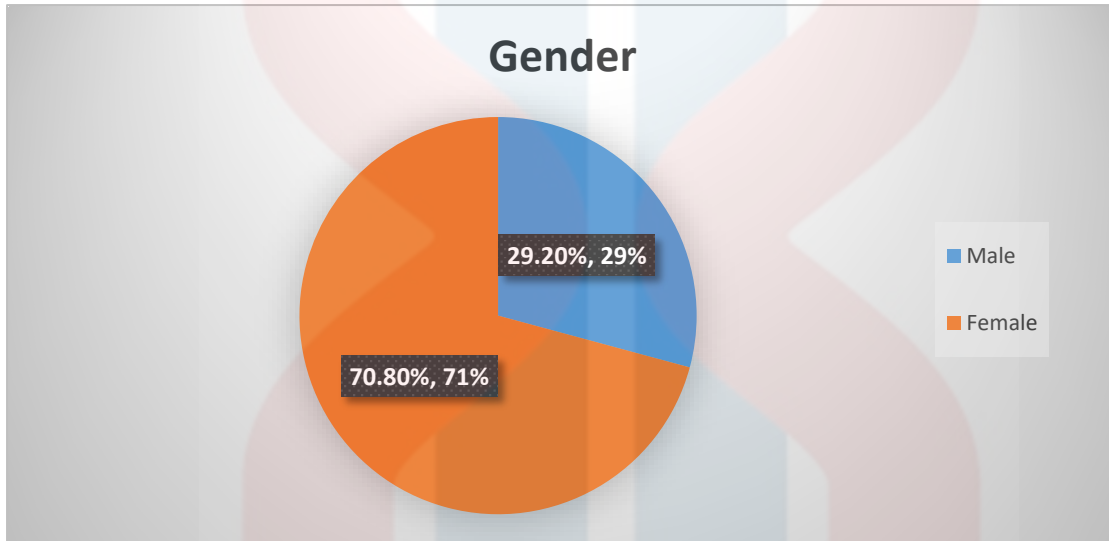


Figure 2: The Percentage of Gender

The percentage of gender responders is shown in figure 2 as 384 respondents. The majority of them are female, with a total of 272 people, or 70.8%, while the diverse genders have a total of 112 people, or 29.2%.

### 4.2.1.3 Income Level

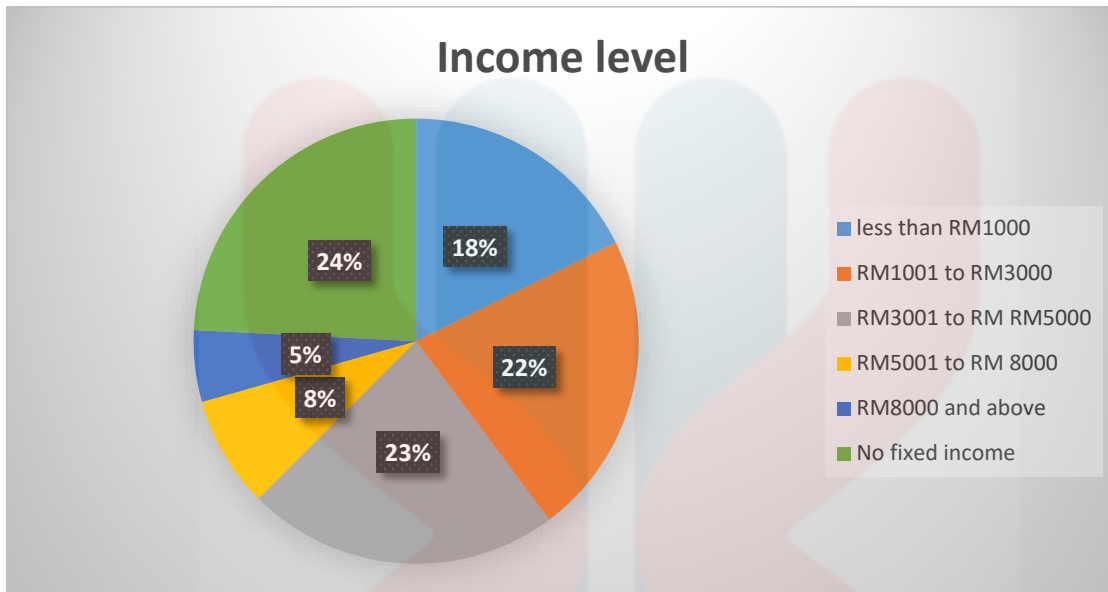


Figure 3: The Percentage of Income Level

The percentage of respondents who conducted this study is shown in the table. The most common income level among respondents is no fixed income, accounting for 93 respondents (24.2%). Aside from that, the second income category has 87 people, or 22.7%, earning between RM3001 and RM5000. Furthermore, 85 people, or 22.1%, fall into the third income bracket, which ranges from RM1001 to RM3000. The fourth income category is less than RM1000, which represents 68 people, or 17.7% of the population. The fifth level is between RM5001 and RM8000, which is a total of 31 respondents, equivalent to 8.1%, and the last is the level which fewer respondents answer, which is the income level of RM8001 and above, which is a total of 20, equivalent to 5.2%.

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#### 4.2.1.4 Occupation

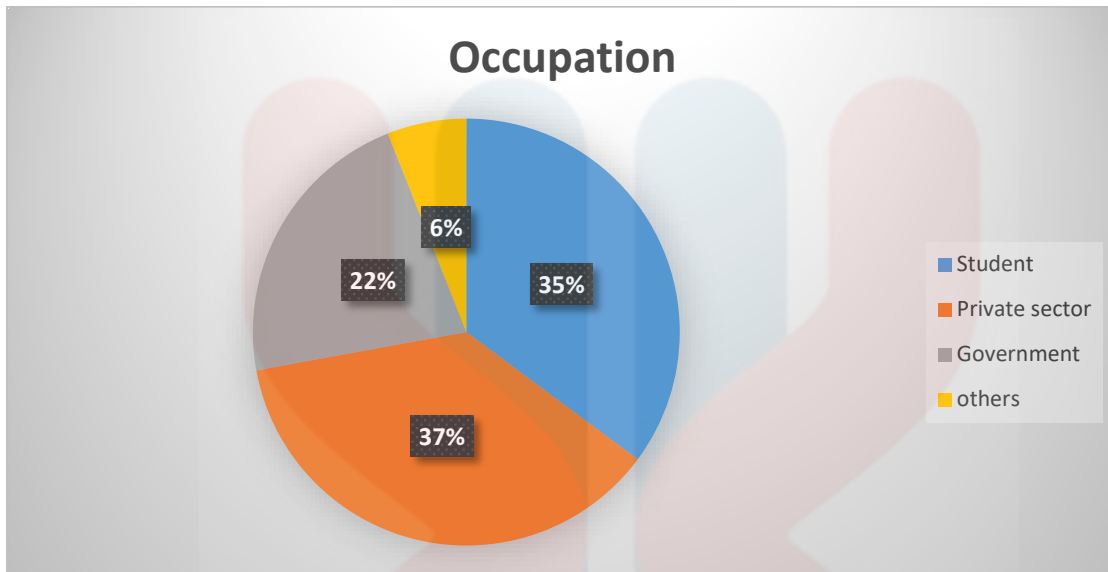


Figure 4: The Percentage of Occupation

Figure 4 depicts the percentage of occupations that responded to the survey. The private sector, with 142 responses (or 37.0%), has the most occupants. This includes those who work as entrepreneurs, farmers, construction workers, and so on. Furthermore, the number of students includes 135 students, or 35%, from several universities, including UMK. Government employment is rated third with 84 respondents, or 21.9%, and employment from diverse sectors is ranked last with 23 respondents, or 6.0%.

#### 4.2.2 INDEPENDENT VARIABLE AND DEPENDENT VARIABLE

This study will use the Likert-scale to determine the level of purchase intention, which is scale (1) is strongly disagree. Scale (2) is disagree. Scale (3) is neutral. Scale (4) is agree and the last scale (5) is strongly agree.

##### 4.2.2.1 Independent variable: Food Price

No.	Measurement items						Mean
		1	2	3	4	5	Standard deviation
1	The food truck offered good value for the price.	6	13	42	141	182	4.25
		1.6%	3.4%	10.9%	36.7%	47.4%	.894

2	This food truck experience was worth the money.	9	9	55	154	166	4.17
		2.3%	2.3%	14.3%	37.8%	43.2%	.924
3	This food truck provided me great value as compared to other food truck.	3	13	61	140	167	4.18
		0.8%	3.4%	15.9%	36.5%	43.5%	.876
4	This food truck offered competitive pricing for its food.	4	8	50	162	160	4.21
		1.0%	2.1%	13.0%	42.2%	41.7%	.825
5	The prices charged at this truck were rational.	7	5	59	152	161	4.18
		1.8%	1.3%	15.4%	39.6%	41.9%	.870

Table 4.2: Descriptive Statistic of Food Price.

Table 4.2 shows the result of the mean and analysis on the independent variable of food price among customers intending to purchase food trucks. The highest mean was item 1, which had a 4.25 standard deviation and a mean of 4.25. This shows that food trucks give a good price for people. Item 2 shows the lowest mean, which is 4.17, while the standard deviation was 0.924, which shows that the food truck experience was worth the money.

#### 4.2.2.2 Convenience

No.	Measurement items						Mean
		1	2	3	4	5	Standard deviation
1	I waited in a long line to place my order at this food truck.	39	107	129	67	42	2.91
		10.2%	27.9%	33.6%	17.4%	10.9%	1.137
2	I made an effort to eat at this food truck.	12	18	91	118	145	3.95
		3.1%	4.7%	23.7%	30.7%	37.8%	1.041
3	I had to wait a long time to receive my food after placing my order at this food truck.	61	85	148	61	29	2.77
		15.9%	22.1%	38.5%	15.9%	7.6%	1.126
4	In my opinion, this food truck provide a fast service.	4	8	84	145	143	4.08

		1.0%	2.1%	21.9%	37.8%	37.2%	.874
5	I think this food truck is easy to find.	8	27	76	119	154	4.00
		2.1%	7.0%	19.8%	31.0%	40.1%	1.035

Table 4.3: Descriptive Statistic of Convenience.

Table 4.3 shows the independent variable, which is the convenience amount among customers' purchase intention food trucks, and the result of mean and standard deviation analysis. The highest mean was item 4, which was 4.08 and the standard deviation was 0.874. The respondent agreed that food trucks provide fast service to their customers. The lowest mean is 2.77 and the standard deviation is 1.126, which is item 3.

#### 4.2.2.3 Brand Personality

No.	Measurement items						Mean
		1	2	3	4	5	Standard deviation
1	Food truck is so trendy because the variety of unique and attractive appearances displayed by food truck owner.	4	9	57	132	182	4.25
		1.0%	2.3%	14.8%	34.4%	47.4%	.866
2	I'm excited to know about food truck product because many ethnic foods from all over the world have them there.	5	14	46	156	163	4.19
		1.3%	3.6%	12.0%	40.6%	42.4%	.879
3	I feel that food truck need to follow today's ever changing trends to attract more customers.	4	8	43	139	190	4.31
		1.0%	2.1%	11.2%	36.2%	49.5%	.830
4	I think that food truck are more unique than regular eateries.	3	11	61	139	170	4.20
		8%	2.9%	15.9%	36.2%	44.3%	.864
5	In my opinion, food truck are only for young people who want to relax.	39	74	78	97	96	3.36
		10.2%	19.3%	20.3%	25.3%	25.0%	1.315

Table 4.4: Descriptive Statistic of Brand Personality

The result of the mean and standard deviation analysis on the independent variable, which is brand personality among customers' purchase intention towards food trucks, The highest

mean was item 3, which had a mean of 4.31 and a standard deviation of 0.830, where the respondents agreed that food trucks needed to follow today's ever changing trends to attract more customers. The lowest mean is item 5, which has a 3.36 standard deviation and a 1.315 where the respondent did not agree that food trucks are only for young people who want to relax.

#### 4.2.2.4 DEPENDENT VARIABLE: CUSTOMER PURCHASE INTENTION TOWARDS FOOD TRUCK PRODUCT

No.	Measurement items						Mean
		1	2	3	4	5	Standard deviation
1	In my future, I would consider returning to this food truck.	5	9	52	126	192	4.28
		1.3%	2.3%	13.5%	32.8%	50.0%	.878
2	I would recommend this food truck to friends and family.	2	15	51	137	179	4.24
		5%	3.9%	13.3%	35.7%	46.6%	.864
3	In my opinion, I would say positive things about this food truck to all of my friends and family.	3	13	62	127	179	4.21
		8%	3.4%	16.1%	33.1%	46.6%	.889
4	I am glad and satisfied to have satisfied this food truck.	7	7	58	132	180	4.23
		1.8%	1.8%	15.1%	34.4%	46.9%	.899
5	Overall, I'm satisfied with my experience at this food truck.	2	11	45	151	175	4.27
		5%	2.9%	11.7%	39.3%	45.6%	.816

Table 4.5: Descriptive Statistic of Customer Purchase Intention towards Food Truck Product

Table 4.5 shows the result of the mean and analysis on the dependent variable, which is the customers' purchase intention towards food truck products. The highest mean was item 1, which had a 4.28 standard deviation and a mean of 0.878, where the respondent agreed that they would consider returning to this food truck. Item 3 shows the lowest mean, which is 4.21, and the standard deviation is 0.889 with the question "In my opinion, I would say positive things about this food truck to all of my friends and family".

### 4.3 REALIBILITY TEST

The questionnaire's dependability was assessed using reliability analysis. Alpha Cronbach analysis was used to ensure the data's trustworthiness and interior consistency. The table below shows the Alpha Cronbach coefficient size by The Rules of Thumb for each construct.

**Table 4.6**

<b>Cronbach`s Alpha Range</b>	<b>Level of Reliability</b>
<b><math>\alpha &gt; 0.9</math></b>	<b>Excellent</b>
<b><math>\alpha &gt; 0.8</math></b>	<b>Good</b>
<b><math>\alpha &gt; 0.7</math></b>	<b>Acceptable</b>
<b><math>\alpha &gt; 0.6</math></b>	<b>Questionable</b>
<b><math>\alpha &gt; 0.5</math></b>	<b>Poor</b>
<b><math>\alpha &gt; 0.4</math></b>	<b>Unacceptable</b>

Source: George & Mallery (2016)

This article uses the assessment of Cronbach’s Alpha values on produced instruments to assess the degree of instrument dependability. A value of Cronbach's alpha greater than 0.6 is regarded as a reliable and appropriate index. If the Cronbach Alpha value is less than 0.60, the instrument is unreliable, which is undesirable. Readings in the range of 0.60 to 0.80 indicate that the value is excellent. The stability and consistency of the instrument developed are referred to as its reliability. In this study, Cronbach's alpha values for each construct were much greater than 0.8, which is considered highly high and acceptable.

#### 4.3.1 REALIBILITY ANALYSIS FOR INDEPENDENCE VARIABLE AND DEPENDENT VARIABLES

<b>Variables</b>	<b>Instruments</b>	<b>Cronbach's Alpha Coefficient (<math>\alpha</math>)</b>
<b>Independent Variable</b>		
<b>Food price</b>	5	0.871
<b>Convenient</b>	5	0.530
<b>Brand personality</b>	5	0.744

Dependent Variable				
Customers purchase intention towards food truck product	5		0.902	

Table 4.7: Result of Reliability Test

Table 4.7 showed the overall value of Cronbach's Alpha Coefficient for the independent and dependent variable in this study. The variables were more than 0.9 and the average variable was 0.902. A total of three independent variables have been tested using reliability Cronbach's Alpha.

The food price was measured using five questions. Regarding table 4.7, the Cronbach's Alpha for this section's question was  $\alpha = 0.871$  which resulted as good. As a result, the coefficients found for the social variable were reliable.

After that, the five questions that were required to determine the convenient Cronbach's Alpha coefficient in this section is  $\alpha = 0.530$ , which indicates that it is poor. As a result, the coefficients obtained for the question in the social variable were reliable, even though those in the situational variable were not.

Moreover, the five questions were used to analyse brand personality. The Cronbach's alpha for this section question was  $\alpha = 0.744$ , indicating acceptable. As a result, the coefficients reported for the question in the situational variable were reliable.

The dependent variable reported Cronbach's Alpha score  $\alpha = 0.902$ . Therefore, the coefficients generated for these five questions about customers' purchase intention towards food truck products were the most reliable among all the variables.

#### 4.4 RESULT OF INFERENCE ANALYSIS

These data analysis approaches are used to establish how representative the sample results are of the overall population. Furthermore, based on the statistics from a sample, inferential analysis is utilized to form inferences about the parameters (Schober, Boer, and Schwarte, 2018).

##### 4.4.1 Pearson Correlation Coefficient

The Pearson correlation coefficient analysis is one of the important analyses which measures the strength of the linear relationship between the independent variables (IV) and dependent

variables (DV). This analysis is to identify whether a correlation exists between the independent variables (food price, convenience, and brand personality) and dependent variables (customers' purchase intention towards food truck products). If the researchers found a correlation, they had to decide the strength and direction of the association between the variables. Thus, the level of strength of the association determines whether it is acceptable to maintain the relationship.

Table 4.8: Table of Pearson Correlation Coefficient

Size of Correlation	Interpretation
<b>0.90 to 1.0 (-0.90 to 1.0)</b>	Very high positive (negative) correlation
<b>0.70 to 0.90 (-0.70 to -0.90)</b>	High positive (negative) correlation
<b>0.50 to 0.70 (-0.50 to -0.70)</b>	Moderate positive (negative) correlation
<b>0.30 to 0.50 (-0.30 to -0.50)</b>	Low positive (negative) correlation
<b>0.00 to 0.30 (-0.00 to -0.30)</b>	Negligible correlation

Source: Agunbiade and Oqunyika, (2013)

<b>*The Overall Pearson Correlation result between IV and DV. Correlations</b>					
		Compute_IV1	Compute_IV2	Compute_IV3	Compute_DV
<b>Food Price_IV1</b>	Pearson Correlation	1	.443**	.530**	.740**
	Sig. (2-tailed)		.000	.000	.000
	N	384	384	384	384
<b>Convenience_IV2</b>	Pearson Correlation	.443**	1	.505**	.402**
	Sig. (2-tailed)	.000		.000	.000
	N	384	384	384	384
<b>Brand Personality_IV3</b>	Pearson Correlation	.530**	.505**	1	.643**
	Sig. (2-tailed)	.000	.000		.000
	N	384	384	384	384
<b>Customers' Purchase Intention towards Food Truck Product_DV</b>	Pearson Correlation	.740**	.402**	.643**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	384	384	384	384

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

**Hypothesis 1**

H<sub>01</sub>: There is a significant relationship between food price and customers’ purchase intention towards food truck product.

\* The relationship between food price and customers’ purchase intention towards food truck product.

Table 4.9: Result Food Price of Pearson Correlation Coefficient

		Food Price	Customers’ Purchase Intention towards Food Truck Product
Food Price	Pearson correlation	1	.740**
	Sig. (2-tailed)		.000
	N	384	384
Customers’ Purchase Intention towards Food Truck Product.	Pearson correlation	.740**	1
	Sig. (2-tailed)	.000	
	N	384	384

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

Table 4.9 shows the relationship between food price and customers’ purchase intention towards food truck products is highly positive with a correlation coefficient of 0.740.

Both significant values are .000, which is less than the highly significant level of 0.05. It shows a significant statistical relationship between food price and customers’ purchase intention towards food truck products.

**Hypothesis 2**



Ho2: There is a significant relationship between convenience and customers' purchase intention towards food truck product.

\* The relationship between convenience and customers' purchase intention towards food truck product.

Table 4.10: Result Convenience of Pearson Correlation Coefficient

		Convenience	Customers' Purchase Intention towards Food Truck Product
Convenience	Pearson correlation	1	.402**
	Sig. (2-tailed)		.000
	N	384	384
Customers' Purchase Intention towards Food Truck Product.	Pearson correlation	.402**	1
	Sig. (2-tailed)	.000	
	N	384	384

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

Table 4.10 shows the relationship between convenience and customers' purchase intention towards food truck products is low positive with a correlation coefficient of 0.402. Both significant values are .000, which is less than the highly significant level of 0.05. It shows a significant statistical relationship between convenience and customers' purchase intention towards food truck products.

**Hypothesis 3**

Ho3: There is a significant relationship between brand personality and customers’ purchase intention towards food truck product.

\* The relationship between brand personality and customers’ purchase intention towards food truck product.

Table 4.11: Result Brand Personality of Pearson Correlation Coefficient

		Brand Personality	Customers’ Purchase Intention towards Food Truck Product
Brand Personality	Pearson correlation	1	.643**
	Sig. (2-tailed)		.000
	N	384	384
Customers’ Purchase Intention towards Food Truck Product.	Pearson correlation	.643**	1
	Sig. (2-tailed)	.000	
	N	384	384

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

Table 4.11 shows the relationship between brand personality and customers’ purchase intention towards food truck products is moderately positive with a correlation coefficient of 0.643. Both significant values are .000, which is less than the highly significant level of 0.05. It shows a significant statistical relationship between brand personality and customers’ purchase intention towards food truck products.

#### 4.5 Discussion Based on Research Objective

The research study's objective is to see how food price, convenience, and brand personality impact customers' purchase intention towards food truck products. The data shows a significant relationship between the independent variables of food price, convenience, and brand personality and the dependent variable of customers' purchase intention towards food truck products. A previous study has found a relationship between independent and dependent variables, which supports this theory.

**To determine the relationship between food price and customers' purchase intention towards food truck product.**

The result shows that there was a high positive correlation strength and a significant statistical relationship between food price and customers' purchase intention towards food truck products. This indicates that a food truck's success in generating customer satisfaction and positive behavioural intentions depends on providing good value and effective menu pricing (Han et al., 2009; Kim et al., 2006; Ryu et al., 2012). Food truck customers, who may be especially sensitive to paying much more for what would be considered a casual to-go lunch, may be interested in the food price relationship. The importance of food price varies depending on the type of customer and his or her food-related lifestyle (Brunso & Grunert, 1995). It's possible that those who eat out frequently are more aware of the cost of their food. Nonetheless, given the strong link between meal pricing and customer pleasure discovered in this study, food truck owners should prioritise producing value.

**To determine the relationship between convenience and customers' purchase intention towards food truck product.**

As a consequence of the findings, it can be determined that there is a low positive correlation strength significant statistical relationship between convenience and customers' purchase intention towards food truck products. Howe (2017) traced the rise of the foodie, defined as someone who "considers eating a hobby". He claimed that foodies devote a significant amount of time to documenting food-related events, which has paved the way for the success of food trucks. Because foodies are so focused on the cuisine and the experience, convenience may be secondary. Perhaps food trucks are about more than just getting fed, but also having a unique and fascinating culinary experience. Lines are commonly considered as an indication of a quality product being given, according to research, and people are ready to wait for quality (Sulek & Hensley, 2004; Ulku, Hydock, & Cui, 2017). As a result, food truck customers value convenience less.

## **To determine the relationship between brand personality and customers' purchase intention towards food truck product.**

It can be summarised as, there is a moderate positive correlation strength, significant statistical relationship between brand personality and customers' purchase intention towards food truck products. Customers' purchase intention was linked to brand personality, according to the findings. Shin et al. (2017) discovered that the strongest motivator for customers to visit food trucks was a positive expected feeling, implying that appealing décor delivers emotional cues that lead to the desire to attend. On social media, food trucks showcase their distinct identities through their design and cuisine (Shin, Kim, & Severt, 2017). Customers and passers-by may see their individuality in their quirky names and innovative designs. Food trucks are appealing because of their inventive cuisine and distinct brands, which are reflected in the truck's external appearance and personality. The creative names and eye-catching designs of food trucks help to showcase the truck's brand and personality. As a result, brand personality may be a good predictor of food truck visits and purchase intentions.

### **4.6 SUMMARY**

This chapter has discussed the objective of the study, which is to determine the relationship between food price, convenience, and brand personality and customers' purchase intention towards food truck products. All hypotheses are accepted as a consequence of the findings, and 384 people responded to this research survey. It also discusses the results and inferences reached from the descriptive analysis, reliability test, and inferential analysis performed on the data obtained from questionnaires.

## **CHAPTER 5**

### **5.1 INTRODUCTION**

This chapter discussed a recapitulation of the study, the findings, and discussion about the relationship between food price, convenience, and brand personality of customers' purchase intention towards food truck products. The hypothesis test was also discussed by the researchers in order to determine whether the research hypothesis was accepted or rejected. Furthermore, in this chapter, we also deliberated the limitations of the study and suggested several recommendations for future studies.

Below are the research objectives of this study:

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

Following with the research questions for this study:

1. To what extent do food price affect customers' purchase intention towards food truck product?
2. To what extent do convenience affect customers' purchase intention towards food truck product?
3. To what extent do brand personality affect customers' purchase intention towards food truck product?

## **5.2 RECAPITULATION OF THE FINDINGS**

The discussion of recapitulation from the findings that researchers created in the previous chapter, Chapter 4, which is based on the study's research objective, research question, and hypothesis.

### **5.2.1 Food Price**

**Research Objective 1:** To determine the relationship between food price and customers' purchase intention towards food truck product.

**Research Question:** To what extent do food price affect customers' purchase intention towards food truck product?

For Hypothesis 1 (H1), there is a significant relationship between food price and customers' purchase intention towards food truck products. According to Pearson Correlation analysis, the result shows that the food price and customers' purchase intention towards food trucks have a moderate correlation with a correlation coefficient of 0.740 while  $p < 0.05$ . This shows that the hypothesis for H1, which is the relationship between food price and customers' purchase intention towards food truck products, answers the research question. Thus, H1 is accepted.

### 5.2.2 Convenience

**Research Objective 2:** To determine the relationship between convenience and customers' purchase intention towards food truck product.

**Research Question:** To what extent do convenience effect customers' purchase intention towards food truck product?

The second hypothesis (H2) predicted a significant relationship between convenience and customers' purchase intention towards food truck products. The Pearson Correlation analysis shows that the convenience and customers' purchase intention towards food truck products have a moderate positive with a correlation coefficient of 0.402 while  $p < 0.05$ . This shows that the hypothesis for H2, which is that there is a significant relationship between convenience and customers' purchase intention towards food truck products, answers the research question to what extent does convenience affect customers' purchase intention towards food truck products. Therefore, H2 was accepted.

### 5.2.3 Brand Personality

**Research Objective 3:** To determine relationship between brand personality and customers' purchase intention towards food truck product.

**Research Question:** To what extent do brand personality effect customers' purchase intention towards food truck product?

As the result for hypothesis 3 (H3) shows, there is a significant relationship between brand personality and customers' purchase intention towards food truck products. According to Pearson Correlation analysis, the result shows that the brand personality and customers' purchase intention towards food truck products have a moderate correlation with a correlation coefficient of 0.643 while  $p < 0.05$ . This result shows that the research question was answered. Hence, H3 was accepted.

### **5.3 RESEARCH LIMITATIONS**

One of the study's limitations is the methodology that impacted or influenced the interpretation of the findings. The researchers had a rewarding experience doing this full study. As a result, there are some limitations to the research process that cannot be avoided.

The main limitation to generalizing these findings is that researchers had trouble locating respondents in a timely manner. This is due to the fact that each respondent does not have enough time to complete the questionnaire. As a result, researchers sent the questionnaire to responders numerous times over WhatsApp, Facebook, and Telegram, requesting that they complete it.

Aside from that, several respondents were hesitant to complete the survey. Respondents are concerned that the information gathered about them would be utilized for other unauthorized purposes. They were concerned that the researchers might share their knowledge with others. This is due to the fact that numerous fraudsters may now access their profile information.

The other limitation is that researchers experienced trouble collecting data from respondents using Google Forms. This is because some older people have trouble using their cell phones to access Google forms. Some folks are unaware of how to complete the questionnaire using Google forms. They find it challenging to view and respond to each inquiry on their smartphone. As a result, researchers had to wait a long time to receive a comprehensive set of replies from respondents.

### **5.4 RECOMMENDATION**

This research creates new ground by highlighting research suggestions for how food pricing, convenience, and brand personality influence customers' purchase intentions towards food truck products. The recommendations may give a two-fold advantage if fresh researchers utilize any other independent factors or dependent variables from this study.

The first recommendation is to switch from quantitative to qualitative data collection methods. Qualitative data gathering approaches may be more suited for determining what characteristics of food trucks appeal to customers and lead to purchase intention towards food truck products. Quantitative research does not appear to produce data in the same way that qualitative research does. Future researchers can gather data using a variety of qualitative approaches, including telephone surveys and face-to-face interviews, in addition to

questionnaires. Specifically, during face-to-face or telephone interviews, the questions given might reveal the respondents' behavior. As a consequence, more precise, consistent, and efficient data is available for study into how food pricing, convenience, and brand personality impact customers' buy intentions for food truck products.

In addition, while distinctive menu items have been mentioned as a feature of food trucks, participants in this study were not asked about the food's originality. Originality was only measured in terms of brand personality, but future studies should look at the uniqueness of menu items and or cuisine. However, the aspects of uniqueness must be identified.

Furthermore, ambience as a characteristic of food trucks might be broadened to include both the social and physical environments. While food truck names and exterior design are certainly appealing to foodies and food truck fans alike, social interactions among customers waiting in line, the opportunity to chat with up-and-coming chefs peering through their service windows, and being part of the food truck "scene" in a way that reinforces and/or elevates the foodies' self-image may all be crucial components of the food truck experience. If the definition of ambience is broadened, it may be possible to explain why convenience has a low statistically significant association with customers' purchase intention.

In brief, the journal will also be reproducible for future scholars. The link between food pricing, convenience, and brand personality, as well as customers' purchase intentions for food truck items, was investigated in this study. Future scholars can use Google Scholar and My Athens to obtain more material about this study from other nations, as well as look for journals in public libraries.

## **5.5 SUMMARY**

This chapter has concluded and discusses the necessary findings on food price, convenience, brand personality, and customers' purchase intention towards food truck products. The objectives of the study were achieved, the research questions were answered, and the hypotheses were confirmed and accepted in this study based on the analysis of a total of 384 questionnaires that could be used. The overall relationship shown in this study is between customers' purchase intention towards food truck products. This research can help other researchers in making research on the level of customer interest in food truck products and can be used as their reference.



The results obtained in chapter 4 through the Statistical Package for the Social Sciences (SPSS version 22) were discussed further and at the same time conclusions were made based on the results obtained from the responses from the respondents. The results can be concluded that there are some significant relationships between food price, convenience, brand personality, and customers' purchase intention towards food truck product. Therefore, all the information provided during this research is expected to help the other next researcher to make research about the customers' interest towards food truck product for their research.

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