FACTORS INFLUENCING CONSUMER'S PURCHASE INTENTION ON NEW SEASONAL MENU SELECTION (*VIRAL FOOD*)

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ABSTRACT

The study sought to evaluate the factors influencing consumers' purchase intentions for new seasonal menu selections (Viral Food). There are three elements cited in the study that greatly influenced someone's buying intention to acquire this viral food product. Personal attitudes, social influences and product attributes. The study's goal is to examine the link between personal attitude and buy intention, the impact of societal influences on someone's purchase intention, and how product qualities of viral food influence someone's purchase intention. The data was collected using a quantitative technique through an online questionnaire. According to the findings of 405 respondents, numerous factors influence viral food purchasing intentions. This study might be useful for people working in the food industry since it provides a comprehensive understanding of consumers' purchasing intentions, expectations, and perceptions, particularly with regard to viral food. Companies now have more information to build marketing tactics and customer preferences to boost the new seasonal menu choices (viral food).

Keywords: Purchase Intentions, Personal Attitudes, Social Influences, Product Attributes

ABSTRAK

Kajian ini bertujuan untuk menilai faktor yang mempengaruhi niat membeli pengguna untuk pilihan menu bermusim baharu (makanan *viral*). Terdapat tiga elemen yang disebut dalam kajian yang banyak mempengaruhi niat membeli seseorang untuk memperoleh produk makanan viral ini. Sikap peribadi, pengaruh sosial dan atribut produk. Matlamat kajian adalah untuk mengkaji hubungan antara sikap peribadi dan niat membeli, kesan pengaruh masyarakat terhadap niat membeli seseorang, dan bagaimana kualiti produk makanan virus mempengaruhi niat membeli seseorang. Data dikumpul menggunakan teknik kuantitatif melalui soal selidik dalam talian. Menurut penemuan 405 responden, banyak faktor mempengaruhi niat membeli makanan yang *viral*. Kajian ini mungkin berguna untuk golongan yang bekerja dalam industri makanan kerana kajian ini memberikan pemahaman yang menyeluruh tentang niat membeli, jangkaan dan persepsi pengguna, terutamanya berkaitan makanan virus. Syarikat kini mempunyai lebih banyak maklumat untuk membina taktik pemasaran dan pilihan pelanggan untuk meningkatkan pilihan menu bermusim baharu (makanan *viral*).

Kata kunci: Niat Membeli, Sikap Peribadi, Pengaruh Sosial, Atribut Produk

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter will explain the background of the study, problem statements, scope of the research, research questions and research objectives. This chapter also would also describe the significance of the study and will end with the definition of terms that will be used for this entire report.

1.2 BACKGROUND OF THE STUDY

Traditionally, Malaysians have always enjoyed food and drinks produced in the nation. Rice and side dishes and drinks including chicken curry, rendang, *asam pedas*, *sambal tumis* and iced tea with sweetened condensed milk are some of the most famous and have been consumed by local residents for many years. In addition, Malaysian food habits are influenced by the weather, neighbouring nations, and locally available products. Over the

years, according to Mehmeti & Xhoxhi (2014), there have been considerable shifts in consumer views around food choices during the last two decades. Eating behaviour and food choice among Malaysians have modernised since the country was exposed to other types of food selection. The urbanisation of the country with an increasing proportion of the urban population and new cities that have been developed and immigrants have started to enter Malaysia in recent years (Ali & Abdullah, 2017). For those reasons, eating behaviour and food choice among Malaysians had modernised since the country was exposed to other types of food selection.

Along with it, food choice among Malaysians changed due to globalisation and economic boom and expansion in the early 2000s. Food consumption has greatly grown and varied in Asia's fast-expanding nations. High population growth, significant increases in family income, and radical changes in living style are all other factors that contribute to this phenomenon, which has clear implications for economists and policymakers (Ishida et al., 2003). Customers increasingly value self-fulfilment, a higher quality of living, and a better work-life balance. There is no doubt that the average income of the people plays a significant role in determining what to eat. This might explain why, buyers continue to spend on many '*viral foods*' despite the high cost of many '*viral foods*.' This eventually is one of the impacts the shifting of consumers views changes over the last two decades and more open in accepting foreign dishes or food ingredient such as cheese, Boba Milk tea, a new flavour of instant noodle, waffles and many more that easily been found around the country now.

A terminology of '*viral food*' or notable selection of food usually on social media created by the local consumers defined as the most shared and in trend of food in social media. According to Rousseau (2012), social media has made the work of discovering and disseminating information unbelievably simple for anybody with an expert in the relevant interest in food. The food offered in *viral food* ranges from private house specialities to home- brewed fruit wine, from morning tea and nibbles to late-night munchies, from beauty soups to food supplements. Some vendors disguise handmade food as '*net celebrities*' and sell it effectively on the internet and in restaurants by using social media special advertising and marketing strategies (Yang, 2017). For example, research study has shown that individuals in a social media situation may encourage children and adolescents to reduce their confectionery consumption and prefer novel meals (Bevelander et al., 2013).

Moreover, the term *viral food* also known as 'food trends,' means widespread swings in consumer preferences. Food trends are regularly discussed in culinary magazines and on the world wide web. What began as a fad has evolved into a necessity, with chefs supporting local foods in the most inventive ways possible. Most chefs, home cooks and even well-known fast-food restaurants also injected the *viral food*'s dishes and ingredients with local delicacies. Consequently, the researchers discovered that social media impacts allow multiple food and beverage businesses to use various media interaction points to market their food products, including the '*viral food*' (Poon, 2014). From cheese to chocolate and anything in between, the moment for regionally focused local products is here, and the customers love it (Cherikoff, 2020).

In Malaysia, utilising social media in the food and beverage business is critical. The restaurant plans to use digital platforms as an information platform for Malaysian customers, giving them access to a range of data sources (Saaid, 2013). As a result, these '*viral foods*' have gained popularity worldwide and have started to influence our country's eating patterns. Some '*viral food*' started to arise in Malaysia, and many restaurants began to offer new menu items. Consumer attitudes on food selection have changed dramatically during the previous two decades. These changes affect not just customers' meal choices but also food suppliers' meal choices, since items that were popular 20 years ago are no longer accessible or are consumed by fewer people (Mehmeti & Xhoxhi, 2014). Figure 1.1 shows some of the food selection such as rainbow-coloured cakes, durian in collaborating with foreign desserts like Durian crepe, potato chip with salted egg flavour, '*Milo Maggie*', charcoal burger bun, '*boba ball*' (tapioca based edible ball), and others are examples of '*viral food*' in Malaysia, according to (Halim, 2021). For example, Boba tea (known as bubble tea) is a popular beverage in Malaysia, particularly among young working people and students. Due to social media advertising, there are already more than 100 Boba tea franchises and 4,000 stores throughout Malaysia in 2020. Using marketing strategies and social media channels, the owners encouraged consumers to upload pictures of their beverages on Instagram, Snapchat, and Facebook, resulting in trending until now in Malaysia (Roy, 2020).

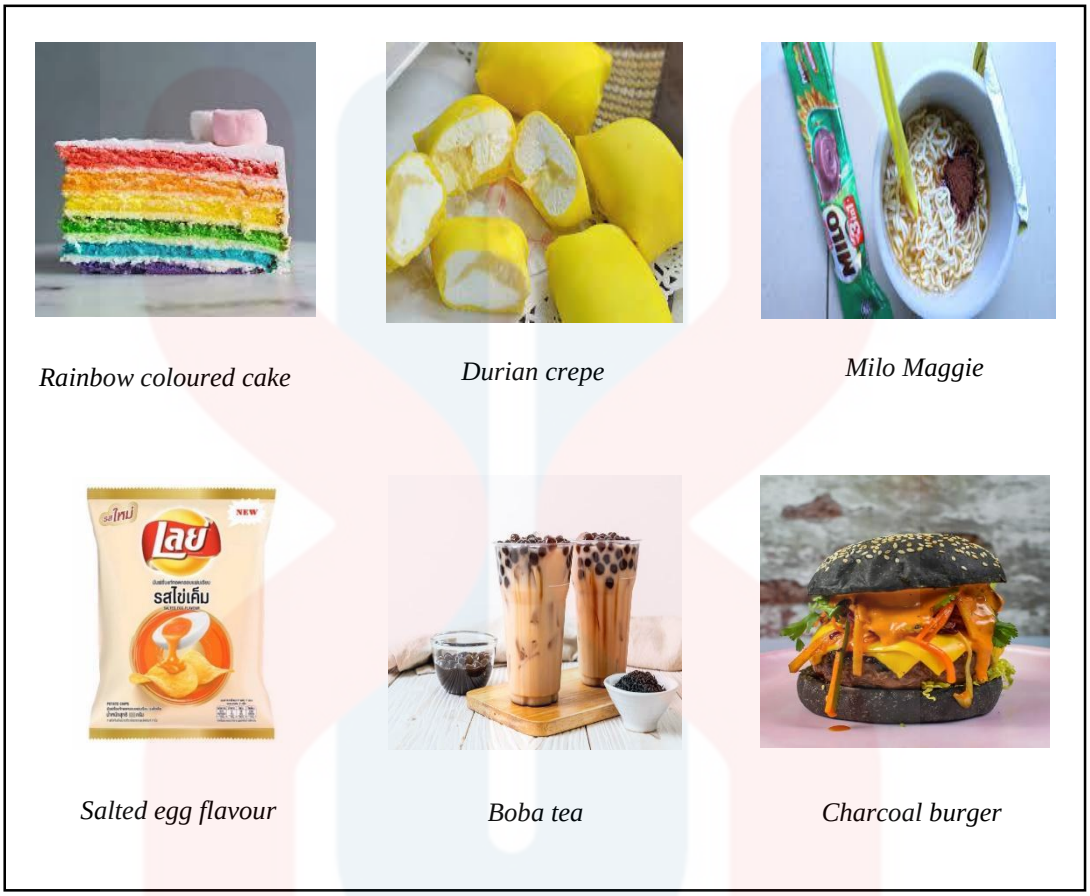

Figure 1.1: Examples of the '*viral food*s' in Malaysia.

People are increasingly seeing the phenomena known as eat and tweet, in which an increasing amount of persons share images of their prepared and consumed meals on social media platforms such as Instagram, Twitter, and Facebook. According to social media statistics, Instagram has over 600 million members, while Twitter has around 500 million daily postings (Babenko et al., 2014). These figures might provide a comprehensive and intriguing picture of what people are consuming throughout the globe in near real-time (Amato et al., 2017). For example, a person portrays a healthy character while engaging with viewers as a culinary influencer. He injects comedy throughout his video sessions and promotes the foods. The mere sight of his film of a gastronomic meal is enough to whet the appetite (Ang, 2021). And a celebrity like him might pique the

public's curiosity in trying new meals. Because of the widespread usage of the internet, many people are becoming aware of these delicacies and are enticed to purchase them.

As of June 2020, Figure 1.2 below shows the favourite types of food bought through online delivery applications among Malaysian customers mostly resulting from *viral food* trend in social media.

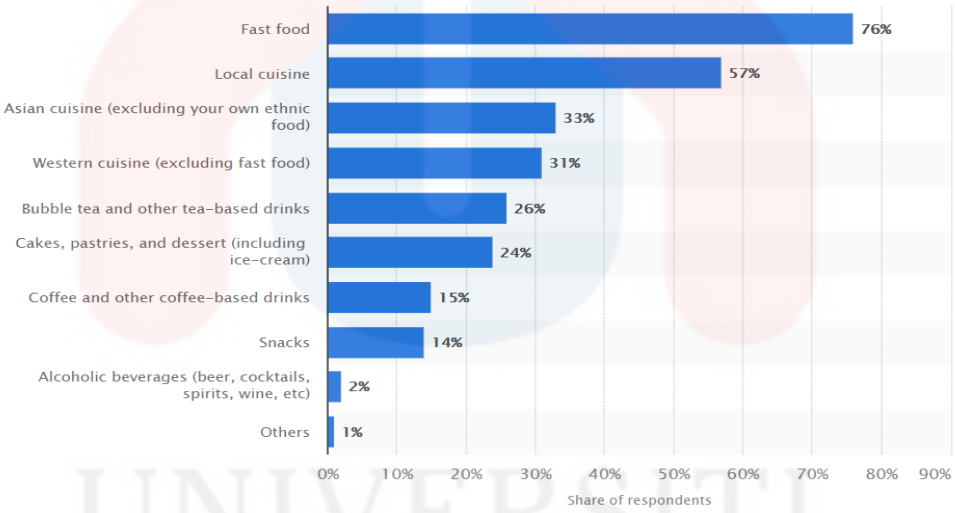

Figure 1.2: Type of food that is ordered on delivery apps in Malaysia 2020 (Statista, 2020).

It shows that '*viral food*' such as fast food is one of the most demanded or preferred foods by Malaysians in 2020. More than 76% customers indicated they have purchased fast food using takeout applications. Knowingly, the food that is mostly advertised on media platforms is fast food. KFC and McDonald's, for example, will provide seasonal menus to entice consumers. Such as McDonald's' limited menu may entice consumers to

buy and share their purchases on social media. For instance, *'Prosperity Burger'*, *'Nasi Lemak Burger'*, *'Ebi Burger'* and so on. These delicacies will get a lot of attention on social media and entice people to purchase them. This indicated that social media might help disseminate food and possibly modify people's eating habits. Similarly with other delicacies such as other Asian ethnic food such as Korean, Japanese and Chinese are also becoming more and more trending in Malaysia as many customers as portrayed by the amount ordered through the delivery applications. As mentioned previously, bubble tea is highly demanded among Malaysian delivery application users. Bubble tea has been the most popular '*viral food*' this year, with 26% of users favouring it.

1.3 PROBLEM STATEMENT

The term 'viral' refers to anything that spreads or becomes famous extremely fast via communication between individuals, particularly through the internet. Mostly the *viral food* will be containing with a lot of sugar, food colouring and sodium chlorite (salt), and the portion is not suitable for one serving, and one more thing is the over level of spiciness will have a bad impact on the body, especially the internal organs (Carter,2019). For examples of the '*viral food*' such as Bubble Tea, *Milo kepal,* Oden, Fried Chicken with Cheese, Dalgona Coffee or candy, Salted egg products, Black Charcoal Burger, Daebak Ghost Paper Noodles and Paqui One chips are high in salt, sugar, fat and whoever consume it may exceed their daily dietary recommended nutrients.

A healthy body, and hence a healthy mind, is synonymous with good food. People freely allow themselves to be affected by some people having a voice in today's period of surfing the internet for evaluations and opinions on things sublunary. It is because of their prominence on virtual platforms, and such engaged individuals are referred to as 'social media influencers' (Shriya & Vinod, 2021). Every day, influencers offer their thoughts on products, services, and companies on social media. These influencers are thought leaders who communicate with a large social network of individuals who follow them (Veirma et al., 2017). Food blogging and vlogging on social media have an impact on young people (Harrigan et al., 2021). The growth of the internet has increased the role of mavens and general social media influencers in the marketing sphere more than ever before. According to reports, more than 70% of consumers are more inclined to acquire a personally suggested product or service (Hubspot, 2019). Food bloggers and vloggers attract followers and become social media influencers by posting tempting food photos, vlogs that make viewers desire a certain dish, and flowery descriptions of dine-out experiences in blogs. Considering research shows that adolescents are the most active users of social media, they are more likely to come across the posts and be impacted by them (Shriya & Vinod, 2021).

Even though, social media influencers contributed the most of the someone purchase intention of *viral food*, but there are three factors mentioned in the literature that significantly triggered someone purchase intention to buy this *viral food* products. Personal attitudes, societal influences and product attributes are the among well-known factors that lead to someone actual purchasing behaviour. There are three factors

mentioned in the literature that significantly triggered someone purchase intention to buy these *viral food* products. The significance stems from the fact that intentions are seen to be the most important predictor of actual behaviour (Montano, 2020).

A collection of feelings, beliefs, and actions toward a certain item, people, thing, or event is personal attitude. Attitudes are typically formed as a consequence of personal experience or upbringing, and they may have a significant impact on behaviour. While attitudes are lasting, they may change as a result of experience, role in the society and norm, classic and operant training, and finally, observation of individuals in their surroundings (Cherry, 2021). The customer believes, values, preferences, and health attitudes towards their food selection are among the important elements in shaping someone's perception toward their behaviour. Everyone has different tastes and perceptions of food choice terms. Attitudes are the result of the combination of ideas, emotions, values, and a desire to behave in certain ways. Personal attitudes aid in defining how circumstances are seen as well as the expected behaviour in response to a scenario, person, or item. (Australian Department of Health, 2013). For example, in terms of *viral food*, some people are very fond of Korean food concept foods such as *Paqui*, *kimchi* and *kimbap roll*. However, some communities are unable to accept this *viral food* due to the personal preferences such as Korean food is not their style of food. Likes and dislikes, unique eating styles, food centricity, moods, gender, age, health status, sensory preferences (or taste sensitivity), and state of hunger all affected the limits of food choices that a person has willing to make. Personal interests or characteristics had a part in determining personal eating preferences. People seemed to have various culinary styles, such as Korean cuisines, often represented as food inquisitiveness or perfectionist tendencies.

Sometimes the social environment especially friends, family, exposure to social media and reviews from the internet cause them to make food choices that should be avoided. The majority of eating takes place in the company of people. Types of connections have traditionally been associated with the social facilitation of food consumption. Meals shared with a spouse, family, friends, co-workers, or others were proportionally larger than meals consumed alone. Meals shared with friends were bigger and consumed over a longer period of time (Castro, 1994). For example, the items on the list of course that is popular on McDonald's selection menu such as BTS Meal, prosperity burger, *3x spicy fried chicken*, sea salt Mcflurry and more. When individuals eat alone, a social influences impact leads to decreased food intake and greater dietary intake when they dine in a group setting, particularly when the groups are made up of known people. Family members and friends serve as role models and sources of peer pressure for eating infectious meals, particularly those with greater fat content, as well as for trying new cuisines. As shown by research on cardiovascular disease risk reduction and the treatment of obesity and eating disorders, family engagement is critical in initiating and maintaining dietary changes (Nestle, 1998).

Moreover, internet-based programmes that enable users to create, produce, and share information are known as social media. Facebook, Twitter, LinkedIn, and Google+ are examples of social networks that enable users to establish their own websites. Hence, they will interact and share the information with family members and friends (Tan, 2017). A study indicated that both smartphone and internet technologies when evaluating social media as an effective tool, focusing on how users 'share, co-create, debate, and change

user-generated material' (Pütter, 2017). Beneficial opinions on social media platforms may have a positive influence, but bad comments might also be a part of the brand discussion and are difficult to regulate for businesses who use social media for marketing (Ho-Dac, 2013). For example, the '*viral food*' such as salted egg products, Bubble Tea and *Daebak Ghost Paper* noodles received positive comments on social media attracted customer intention.

Kotler and Keller (2012) employed several products attributes such as product development, quality, package design, and features. The findings demonstrated that product features such as product details, quality, and pricing had a favourable impact on purchase intent. Consumers assess many food product aspects such as cost, quality, appearance, brand recognition, style ability, and so on when making a purchasing choice. Furthermore, not all traits are equally relevant to customers' purchasing choices, and some are more significant than others (Littrell & Miller, 2001). According to Moreau et al. (2001), product details was the objective product information that elicited the greatest attention from customers and was the most widely used.

Moreover, a previous study revealed that product pricing was a link or procedure between the customer and the firm to pursue and complete a conversation between them (Blackwell et al, 2001). For example, the information contained on *Daebak Chicken Noodles* labels has attracted customer intention to purchase them. According to Blackwell et al. (2001), product participation was able to ascertain the consumers' product selection throughout the purchase process. Furthermore, Schiffman and Kanuk (2005) believed that a high-involvement purchase occurred when the product was essential to the customer,

and as a result, the client may have greater desire to learn more about the product or evaluate other options. Otherwise, a product with just a sliver of relevance to the buyer was less likely to entice them to look for more details and alternatives.

Customers seldom use nutrition information about the food labels, despite the fact that it is an essential source of nutritional knowledge (Lisa, 2015). When customers are supplied with attractive nutrition facts or health claims, they develop more favourable sentiments regarding the '*viral food*', nutritional attitudes, and purchasing behaviour, and they consider heart disease and stroke risks to be reduced. The nutritional context in which a restaurant menu option is presented has a moderating influence on customer judgments of both nutrition facts and a wellness claim (John et al., 2003). Calorie labelling on restaurant chains menus is one strategy that has been recommended to assist customers in making healthier restaurant meal choices. The current study assesses the empirical study on the effect of calorie info on meal options in restaurants and dining facilities (Lisa,2008).

For above mentioned, purchasing intention of *viral food* are determining from different factors which may begin with the effect of social media advertising on '*viral food*' purchasing choices. The mouth-watering advertisement to the majestic views of restaurant location usually influences someone to act upon their attention toward those food. With addition to the personal attitudes and feedback from friends or family contributed more towards the action. However, there is lack of evidence found in the literature on how consumer, particularly Malaysian be affected by these three factors towards purchasing intention of *viral food* in Malaysia. More and more restaurants, chefs,

celebrities and influencers are sharing and selling these *viral food* products over the internet in order to attract more customer to buy them. It is significantly beneficial to examine the situation contextually with current situation.

1.4 RESEARCH OBJECTIVES

1. To identify the relationship between personal attitudes and purchase intention of *viral food*.
2. To investigate the impact of societal influences towards someone purchase intention on *viral food*.
3. To determine how product attributes of *viral food* influence someone purchase intention.

1.5 RESEARCH QUESTIONS

1. What is the relationship between personal attitudes and purchase intention of *viral food*?
2. What is the impact of societal influences towards someone purchase intention on *viral food?*
3. How product attributes of influence someone purchase intention of *viral food*?

1.6 SIGNIFICANCE OF THE STUDY

The importance of the research is separated into two parts, which are management and literature aspects. This topic may be beneficial to restaurant operators from a management standpoint. This study may be used to better understand customer behaviour and marketing abilities in the '*viral food*' products. Food manufacturers would be able to comprehend customer preferences. In addition, the restaurant owner may learn about current nutritional trends and create a variety of new dishes. They may utilise the findings of this study to go out and purchase new ingredients and put together a completely new meal.

Consumers can understand why these *viral* recipes have increased in popularity and are liked by a significant number of people based on this survey. They can decipher the components in these meals and make informed decisions. They can also comprehend the *viral food* marketing technique so that they may choose the appropriate meal without being influenced. Following that, diners will be able to recognise many new delicacies and learn which restaurants are providing these *viral foods* as a consequence of this research. Hence, consumers can comprehend the marketing of *viral food* by the internet and conventional media, as well as the restaurant's new menus. Customers will have more dietary options and will have more opportunities to identify their favourite eateries as a result of this.

This research may be utilised for academic exchanges and transmitted to other institutions in terms of literature. In investigating this study, university students may learn about the elements that impact the choice of '*viral food*' in a new menu selection and apply what they have learned to other articles and books. Students and readers may then utilise this information to better understand the present state of '*viral food*' and the elements that influence it, making it simpler for them to enter this sector. By combining these resources, students also learned how to utilise diagrams and relate to report writing correctly. Students and academics may apply the charts and tables in this research to better understand people's preferences for '*viral food*.' As a consequence, they may use these findings in newspapers and magazines to remind the public how to pick these '*viral food*s' in their everyday lives. Following that, health institutions may learn more about the points to consider while selecting '*viral food*' in restaurants. As a result, they may use this research to advise people to avoid eating '*viral food*' in restaurants or purchase these goods with caution. They may document the findings of this study and compile a portion of it into a publication to highlight the health advantages or drawbacks of these foods.

1.7 DEFINITION OF TERM

Viral Food

*Viral food*s are meals that gain widespread public acceptance for a period of time as a result of internet marketing and exposure (Song et al., 2021).

Food trends

Food trends relate to broad shifts in consumer tastes. Certain trends, on the other hand, tend to be long-lasting. Food trends are often discussed in culinary periodicals and on the internet. They may also have an effect on eating habits and how individuals prepare meals at home (Fiona, 2021).

Social Media

The phrase 'social media' refers to websites and programs that emphasize conversation, community participation, communication, sharing of content, and cooperation. Individuals use social media to connect with and communicate with friends, family, and members of different societies (Lutkevich, 2020).

Personal Attitudes

Personal attitudes are formed by beliefs about the implications of one's behaviour, which are known as behavioural beliefs. In other words, if a person believes that a behaviour will result in a favourable outcome, that person will have a positive attitude, and vice versa (Anggadwita & Dhewanto, 2016).

Social Influences

The process ‘whereby one people's attitudes, perceptions, or behaviours are modified as a result of the actions of another’ has been characterised as social influences (Cialdini &

Griskevicius, 2010, p. 385). According to Gilovich et al. (2011), social influence also refers to the many ways in which individuals affect one another, such as shift in attitudes, beliefs, sentiments, and behaviour as a consequence of others' words, actions, or even just their presence.

Product Attributes

The features that characterise a product are known as product attributes. It encompasses both physical and ethereal features, as well as subjective and objective information. All of this data helps customers to locate, compare, and select items (Holmes, 2013).

Purchases Intention

Purchase intentions is a type of judgement that analyses why a customer might want to adopt a certain brand (Shah et al., 2012). Refer to Morinez et al. (2007), purchase intentions are a circumstance in which a customer intends to acquire a certain product under a specific condition.

1.8 SUMMARY

Overall, this Chapter 1 contains the subtopics covered throughout the study's preliminary phase. The study focused on factors affecting customer choice of new

seasonal menu items '*viral food*' in a restaurant environment. The first subtopic presented in this chapter is the study's background in relation to the overall research topic on how factors impact consumers' choices of *viral food*. Aside from that, this chapter also concentrates on the problem statement, which relates to the primary question of the research to be undertaken on the consequences of eating excessive *viral food* in daily basis. Furthermore, this problem statement is critical for creating questions connected to the objectives and assisting this study in providing responses that are relevant to the subject under investigation. The questions addressed the key research issues on the characteristics impact customer purchase intention of '*viral food*'. Then, this study is beneficial for managerial and literary features to reference. Finally, this chapter includes the definition of terms that will be continues used for this study.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter examines and expands on existing knowledge, assisting in the identification of important theories, methodologies, and constraints in current research. The key parts of this research on *viral food* consumption were summarised, explained, analysed, and reported. The data presented are the outcomes of revisions of unpublished or public research publications in related fields. The present state of *viral food* in Malaysia will be discussed first, followed by personal attitudes, social influences, and product attributes in terms of purchase intention. The link between the independent and dependent variables will then be further elucidated using the conceptual framework and hypothesis.

2.2 *VIRAL FOOD* SITUATION IN MALAYSIA

In recent years, Malaysians' eating habits have been increasingly impacted by the culture of other nations, such as South Korea, Japan, Thailand and European countries. The popular *'mukbang'* from South Korea is the most significant eating habit that impacts young people today. Actually, the growth of the Internet spawned *'mukbang'* videos and promoted a variety of meals. '*Mukbang'* (eating broadcast) is a live internet video broadcast in which the author or presenter consumes massive quantities of food (Kang et al., 2020). Watching *'mukbang'* through streaming video is an alternate option to satiate the need for social dining in this century. *'Mukbang'* watchers get vicarious delight, comparable to 'food porn' or 'eating shows' (Choi, 2015). According to Michelle Orange (2017), the majority of current '*mukbang'* shows feature people consuming a huge quantity of food from multiple different meals. Moreover, such videos have also gained attention in Malaysia.

Previous research has looked at the impact of exposure to cuisine broadcasts, as well as the fact that *'mukbang'* is becoming more popular throughout the globe. Previously, Koreans filmed *'mukbang'* videos and ate traditional Korean foods such as ramen, octopus, fried chicken, and so on (Joshi, 2021). Furthermore, drama might impact the popularity of certain dishes. Following the popularity of Netflix's original South Korean series *'Squid Game'* shops are trying to accommodate requests for Korean cuisine among foreigners. Customer demand in *Samyang Ramen* has skyrocketed since this drama was broadcast (Halim, 2021). With franchises like '*Bonchon'*, '*KyoChon'*, and famous chef David Chang's famed Momofuku, Korean fried chicken has become a significant worldwide export. In Malaysia, there are a slew of Korean fried chicken joints, ranging from '*KyoChon'* to *'Chir Chir Fusion Chicken Factory'*, *'Nene Chicken'*, and several others (Durai, 2019). And this kind of cuisine is quite popular in Asian nations. It

is praised for a variety of reasons, including its distinctive flavour, the impact of Korean dramas, and web exposure.

The other example for the '*viral food*' comes from Korea. Just like the *'Daebak Ghost Pepper Spicy Chicken Noodle'* was previously a popular dish in Malaysia. Customers find the hot chilli intriguing and really want to try it. The makers used the hashtag *#canornotchallenge* on media platforms to pique people's interest in taking on the challenge and inviting their friends to join in. They also teamed up with a number of influential youtuber to market the product, giving the impression that it is one-of-a-kind unique food (Daud, 2019). '*Mamee'*, an instant noodle company, has teamed up with *Tealive*, a bubble tea company, to create the unthinkable: Boba quick cup noodles (Nazren, 2021). This food has also sparked debate on social media and aroused the interest of individuals who like trying new cuisines. On YouTube, the viewers may watch footage of people purchasing and enjoying it. In 2018, 'my Burger Lab' chose to introduce a new dish, *'Milo - Coated Chicken Strips'* during the 2nd edition of the *'Ayam Lejen'* culinary festival. Amazingly, the meal was a tremendous success with the people at *'Ayam Lejen 2'*. According to *'my Burger Lab'*, more than 1,500 chicken strips were sold out in less than three hours (May, 2018). This demonstrates that certain unique meal combinations may be popular and eagerly attempted.

Following that, Japanese cuisine has a great impact on the meals in Malaysia, and is regarded as '*viral food*,' influencing the customer's preferred food. Fukuya Authentic Japanese Restaurant, for example, takes pride in its *'kaiseki'* cuisine and it's well-liked by guests in Malaysia. Traditional Japanese dishes like tempura sushi, grilled eel, teriyaki

beef, and fried chicken are all popular in our capital city. This is because to the fast rise of social media, these '*viral food*s' became very popular very rapidly (Eunice, 2020).

Then there is matcha cuisine, which is one of today's '*viral food*s' in Malaysia. In Malaysia, a Malaysian matcha manufacturer (CEIT Spreads) is focusing its branding and marketing development goals on catching customers looking for the genuine thing in matcha, with a heavy emphasis on offering the ‘true tea scent' in its spreads (Neo, 2021). Malaysia also has a few matcha speciality shops that attract internet celebrities who eat the tea and share images of themselves doing so. Kar Heng and his brother, for example, chose to experiment with matcha in their current cafés and offer a range of matcha-flavoured desserts and beverages (Maizura, 2020). As a result, network propaganda may give rise to a slew of new menu items, as well as new restaurant signature dishes.

In addition, some restaurants in Malaysia also sell '*viral food*' from other countries. After some customers tasting a delicacy in Kelantan that seemed like a sausage and was dubbed *'Tongmo,*' it became a phenomenon. Locals refer to *'Tongmo'* as "Cambodian Sausage" in addition to its formal name since it is said to have evolved in Cambodia. Actually, *'Tongmo'* is minced beef with fat marinated in unique seasonings and placed inside a cow's stomach. It would be baked and dried for several days once the procedure is completed before being cooked and offered to the general public (Norhaslinda, 2020). This kind of cuisine has become well-known in Malaysian restaurants, and it has influenced the creation of a new seasonal menu – selection.

To attain popularity, numerous Malaysian restaurants modified their menus to offer '*viral food*'. For instance, Tutti Frutti was formerly amongst the most famous frozen yoghurt brands; however, the firm has already gone bankrupt, and the brand that is gaining traction is *'llaollao*,' which is the true pronunciation of the phrase *'yao-yao'* and began in Spain. Throughout the season of the Movement Control Order (MCO), Kelantan would also introduce its first frozen yoghurt brand, 'froogurtz'. 'Froogurtz' is an intriguing mix of the terms "frozen" and "yoghurt," and the shop provides over 40 different toppings ranging from sweet to exquisite, including fresh fruits like mangoes and strawberries, cereals and biscuits, and even sauces like chocolate and honey (Rosliza, 2021). These newly produced foods or products also provide new menu options for the restaurant.

2.3 PERSONAL ATTITUDES

Attitudes are the result of the combination of beliefs, feelings, and values, as well as a desire to act in specific ways. For example, a positive attitude toward employing disabled individuals, is an established way of thinking or feeling that is typically reflected in a person's behaviour (Jakobs, 2021). Moreover, a health attitudes influence the attention to the purchase of food products. Organic foods are usually compared to traditional foods as being healthier and one's preparedness to make health options is evaluated by their level of health consciousness (Wang, 2019). Health-conscious consumers, such as those who purchase organic foods, are motivated to enhance, or maintain their health and

quality of life because of their awareness and concern for their well-being, if compared with those who do not have strong attitudes towards health.

Food choices are influenced by ideas and identities and are conditioned by social images that influence attitudes by revealing to individuals what foods are 'good' and 'right,' and thus can be absorbed into medical prescriptions or reduced to a concern of rules. Taste is a function of beliefs, identity, and perceptions (Franchi, 2011). According to research, for certain customers, thoughts about how organic and local goods taste might have a greater impact on taste impressions than actual taste (Bernard, 2017). Sensory reactions to food, particularly taste, smell, and texture, influence overall dietary patterns. Taste judgments, taste preferences and food choices are all linked to the quantity of food ingested. A variety of genetic, physiological, and metabolic factors impact taste reactions (Drewnowski, 1997). Values determine what we consider to be correct, incorrect, good, or unjust. Our attitudes are our preferences for certain things, people, and objects. In nature, values are permanent. As example, evaluations or perceptions of food choices such as Boba drinks and *Milo Maggie* are not good for health if taken regularly.

Belief is one of the components in consumer attitudes that leads to behavioural intentions toward something a brand or retail store within the context of marketing (Pande, 2015). Customers interest in healthy eating and good outcome expectancies were sparked by health value, which increased intents to purchase healthy food items. Restaurant owners should devise innovative marketing methods to pique client interest in healthy menu items and to stress the benefits of their healthy menu products (Kang, 2015). Meanwhile, emotions also have a role in health-related risk assessments and health

decisions based on numerical data. Despite evidence in other domains demonstrating that emotions of the same valence such as anger and fear can yield dramatically different decisions and behaviours, less systematic attention has been paid to discrete emotions such as anger, fear, sadness, or disgust and positive discrete emotions such as gratitude or pride (Ferrer, 2010). For example, a customer wants to taste a food that suits his or her emotional state such as eating a cooling food like Boba Drinks while being angry.

2.4 SOCIAL INFLUENCES

Food choices are formed from people's beliefs, their perceptions about food, their attitudes about food based on cultural values and depend on psychosocial factor. (Marion Nestle, 1998). Both individual and social factors are involved in food choice, and research has considered the influence of norms and relationships (Shutz, 1998). Food habits research has presented several models that outline factors, influences and eating patterns and several attempts have been made to develop more comprehensive portraits of the food choice process (Furst, 1996). Food crises and many warnings about conventional foods have circulated quickly through social and other media, prompting consumers to consider organic foods (Wang, 2019).

Positive reviews, on the other hand, raise sales and attitudes, but negative reviews decrease them. Their impact, on the other side, is depending on review exposure, reviewer

attributes, and review source. Although both positive and negative ratings have ability to influence customer attention, some research has revealed that their impact fluctuates (Helverson, 2018). Negative reviews had the significant impact on the attitudes and effectiveness, demonstrating that negative reviews may carry more weight than positive ratings. For example, customer reviews and comments after enjoying a *viral food* such as Boba drinks and Samyang ramen noodles affect customer attention to make a purchase.

Family television and peers are the most important sources of information that influencing values, norms and behaviour. Children's influence on family purchasing decisions has been studied from various perspectives. These influences can be related to the product, such as breakfast cereal, snack foods, and another *viral food* such as cheese and soup menu selection (Marquis, 2004). Social pressure from peers as well as social norms explains purchase intentions, although relatively negative personal attitudes also influence purchase intentions (Vermeir, 2006). For example, a peer expressed his intention to eat *viral foods* like *Black pepper Noodles* and even *Nasi Ayam Gaprek* at a restaurant.

2.5 PRODUCT ATTRIBUTES

The product attributes are the unique characteristics that set it apart from others. Size, colour, taste, packaging type, and other aspects pertinent to the subcategory are examples

of attributes. These characteristics are what establish the evaluation set and impact the final purchase intention from the customer's standpoint. Product qualities help determine how arcades, divisions, and unit sets are structured in retail. Manufacturers utilise qualities to help clarify the competing set of their goods (Simon, 2014). Then, the physical things, services, people, organisations, and desires are all examples of product qualities that may be used to draw attention, adoption, or consume (Drummond & Ensor, 2005). One of the most powerful predictors is quality of the product. There are two judgments that will result in the increase of purchase intention and repurchases in the end. They are high product attributes and excellent customer service (Satit et al., 2012).

Product characteristics or product attributes help marketers better grasp the customer's perceived value for the qualities in relation to the brand's pricing (Gwin et al., 2003). This knowledge has special consequences for product design and price in related to marketing plan. Lancaster's (1966,1979) model believes that customer decision is dependent on a brand's traits or qualities. Within a financial limit, the customer derives value depending on the degree of these traits present in the brand customer picks. Food makers, on the other hand, are confronted with the issue of preserving the fundamental features that motivate customers to purchase a product, such as flavour, textures, and storage stability. The internal and extrinsic characteristics of goods influence customer attitude. Taste, fragrance, texture, and look, as well as the chemical or physical makeup of a food product, are examples of intrinsic qualities. Extrinsic characteristics, on the other hand, are associated with eating. Prior study on food product features has indicated that both sorts of qualities are relevant to customers when choosing meals, notably flavour, branding, and pricing (Bolha, 2020).

Customers and advertisers value product features equally. When buying a product and comparing competing brands, the customer utilises characteristics as the foundation for assessing a goods since attributes give the advantages that the buyer desires. The owners also assign a positive or negative value to qualities, which is thought to be significant in the choice process. The marketer utilises qualities to set his brand apart from competitors and as the foundation for future product creation. In advertising, characteristics are used to say that a product has a specific attribute or that its qualities bring certain advantages to the customer (Veres & Tarjan, 2014).

Then, price is a product feature that influences product choices and selection and plays a vital part in every purchase intention (Zanoli et al., 2013). In a consumer's judgement of a product, pricing has a significant and intricate impact. Besides, the price is regarded as a cost, indicating the sum of funds that customers must forego in order to make a purchase (Lichtenstein et al, 1993). According to Jain (2013), the sum of money that a customer must spend in order to get a product and service. Determine pricing goals and policies, price fixing, discount policy, credit terms, and other factors that influence sales volume (Sharma, 2008). Price, as according Satit et al. (2012), has been one of the marketing mix variables that has the most impact on client purchasing decisions. Marian et al. (2014) performed a study on the function of cost as a product attribute in the consumption of organic products. The findings demonstrate that a high price is a barrier to recurrent purchases of natural food products. Despite organic goods have a greater rate of repurchase intention than conventional products, throughout all types of products, a

premium cost results in less repeat consumption of organic items than a low to moderate price, but the scenario is the opposite for conventional food products.

Following that, product packaging may be described as being one of the product features that influences a consumer's decision to buy a product. Refer to Naidu (2016), packaging provides a valuable function in terms of sales advertising. Packaging design with attractive get-up targets consumers, and packaging therefore serves as a sales tool. A study on the relevance of packaging qualities was undertaken by the investigators (Silayoi et al., 2007). Food product companies employ a variety of package elements, including colours, styles, forms, logos, and statements, according to the findings of the research (Nancarrow et al., 1998). These draw and hold the viewer's attention, allowing them to identify with the visuals shown. As packing takes on a function comparable to other marketing communications aspects, the significance of package design through the use of packing as a tool for communication and advertising is expanding (Brewer, 2000).

Moreover, the labelling of product can define as product attributes. The buyers make quick decisions in shops between various items that vary in external features such as branding, packing, labelling, and pricing, as well as predicted intrinsic aspects such as flavour. Sensory data is lacking when buying a product for the first time, forcing customers to depend on external culinary qualities. In the lack of intrinsic sensory features, customers generate judgements based on heuristic deductions about the product's attributes, according to recent research in sales and marketing literature (Deng & Srinivasan, 2013). Refer to Mai et al. (2016), customers may resort to sensory data despite having to derive flavour from heuristic clues in post-purchase settings. According

to Harris (2014), customers may use food labels to get crucial information and make more educated purchasing choices. Food labels have progressed from simple product identification to possibly complicated labels throughout time. Specific nutritional statements as well as comprehensive nutrient content information may be included on the labels. The meat business must comprehend the function of meat in the food, the actual and potential hazards related with meat intake, strategies for increasing nutritional contents, and legal requirements for correctly labelling meat in order to stay competitive in the international market.

At last, the taste or flavour of the product is also a product attribute. Following the identification of sensory product features, the user may rate them on a scale of hate to like. When the customer's like or dislike score is combined with the item's other characteristics, the consumer is willing to accept or refuse the goods. In the person and the products, the stimuli, feeling, judgment, and reaction are all intertwined (Earle et al., 2017). The flavour of cuisine has an impact on consumers' perceptions and the likelihood of placing an order. A food like ice cream, for example, will have its own influence of temperature, and temperature has an impact on the consumer's sensitivity to tastes and scents as well as the solubility of the fragrance components. Customer expects items to be served at a specific temperature. Although a tinned stew is healthy and nutritious straight from the can, can manufacturers have gone to considerable efforts to provide quick-heating ways to make the stew presentable. The sequence in which the qualities occur, the quantity of the attribute, and the length of the characteristic are all key aspects in the sensorial characteristic of the food product (Civille & Lyon, 2017).

2.6 PURCHASE INTENTIONS

The intensity of one's desire to do a given activity or make the choice to acquire an item or brand is described as purchase intention (Lee, 2016). According to Dadwal et al. (2019), the meaning of purchase intention is total value of cognitive, emotional, and behavioural factors that affect the adoption, buying, and usage of a goods, service, concept, or specific behaviour. The purchase intention can be defined as a consumer's willingness to acquire a goods or services under a certain circumstance (Bowen et al., 2019). In social science field of study, intention is a powerful indicator that actual behaviour would be taken placed after someone has the intention to pursue the behaviour. For example, Sohn and Kim (2020) explored the elements that impact buying intention in consumer engagement where it was discovered that the economics, requirement, dependability, and promotional offers all had an impact on buy intentions.

Furthermore, there are other factors that influence a customer's intention to purchase. A customer is more inclined to consider an item that he or she recognises or recalls from a recent, positive consumption experience (Wright, 1975) or direct or accidental promotional exposure (Shapiro et al., 1997). Edge displays, feature advertising (Allenby & Ginter, 1995), discounts (Siddarth et al., 1995), goods display (Inman et al., 1990), and attractive shelf locations (Dre'ze et al., 1994) are all factors that customers examine when entering a shop to purchase some products. Experience shopping affects allegiance but not buying intention, discount perception has no bearing on buy intention or loyalty, data availability has an effect on time efficiency and fealty, and fealty has an impact on

consumer buying behaviour (Anderson et al, 2014). Item selection is observed to simply boost buy intentions, whereas socialising and personal referral agents significantly affect buying and WOM (World of mouth) intentions (Mikalef et al., 2017).

Chen and Chen (2011) looked at total service provider dependability as an essential element of perceived quality and found that it has an influence on the buying willingness. According to a study on food delivery buying intention, subjective norms imply that the effect of other individuals would influence the consumers' purchasing intention (Chen et al, 2020). Through that, getting response information from the website is fairly simple. As a result, subjective standards play a significant role in influencing customers' purchase decision. Customers' buying intentions are also influenced by their perception of behavioural control. For example, the customers would prefer purchase food personally than utilise an online meal delivery application if they believe it is tough to use or discover what they want.

Then there are several advantages to validating the customer's purchase intention. Marketers utilise stated buy intentions as one of the major inputs for predicting the future sales and determining how their activities will affect customers' buying behaviour. In a survey, between 70 and 90 % of consumer research consumers said they monitor and utilise buying decision on a monthly basis (Morwitz, 2012). Purchase intentions are sometimes used to gauge customer demand for food products or items via idea and product testing. Such studies are usually done to see whether sufficient people would purchase a new goods or food products to justify its release. Buying decisions are also

used by marketing executives to forecast potential need for their goods and to analyse how their promotional strategies will affect future revenues (Morwitz, 2012).

For businesses that wish to offer *viral foods*, research on purchase intentions is also necessary. Alexander et al. (2008) looked at the link between purchase intentions and purchases for what they considered really new items, as opposed to incrementally new ones. They performed extensive field research that revealed that customers are willing to state a favourable buying behaviour for a truly new good or service than with one that is progressively new, and are also less likely to purchase after stating a positive purchase intention for a truly new product than those who asserted a favourable purchasing behavior for a progressively new product. This demonstrates that consumer purchase intentions and interest in *viral foods* are negatively linked to eventual total sales.

In conclusion, knowing customers' purchasing intents may assist businesses in analysing the market and adjusting their goods or services to enhance profitability (Anastasiei & Dospinescu, 2019). According to Ariffin et al. (2018), consumers' risk perceptions, particularly social risk, have a considerable negative impact on their *viral food* purchasing behaviour. Furthermore, knowledge from other parties such as specialists, professors, and the news media influences customers' purchasing decisions for the food. According to Schlosser et al. (2006), customers' confidence in webpages has a strong and significant impact on the buying intention. Recent online purchasing history and e - loyalty have substantial influence on consumers' buy aspirations (Thamizhvanan & Xavier, 2013). Furthermore, the previous study from Chang & Chen (2008) found that the quality of a webpage and the reputation of a website influence customers' trust and

perceived risk, as well as their desire to buy *viral food*. Buy intentions are crucial to address with respect to *viral food* purchase intents, and it is the ultimate aim that the forum management desires for the customer, according to the previous research. Finally, the research recognises that there are other elements that might influence a consumer's decision, and this survey will shed light on some of them.

2.7 RESEARCH HYPOTHESIS

The aim of this study is investigating the relationship between the 3 independent variables (personal attitudes, social influences, product attributes) and the dependent variable (purchase intention of *viral food*). To achieve the objectives aforementioned in Chapter 1, here are the 3-hypothesis proposed in this study:

Objective 1: To identify the relationship between personal attitudes and purchase intention of *viral food.*

$H1_0$: There is no relationship between personal attitudes and purchase intention of *viral food*.

$H1_a$: There is a relationship between personal attitudes and purchase intention of *viral food*.

Objective 2: To investigate the impact of societal influences towards someone purchase intention on *viral food*.

$H2_0$: There is no relationship between social influences and purchase intention of *viral food*.

$H2_a$: There is a relationship between social influences and purchase intention of *viral food*.

Objective 3: To determine how product attributes of *viral food* influence someone purchase intention.

$H3_0$: There is no relationship between product attributes and purchase intention of *viral food*.

$H3_a$: There is a relationship between product attributes and purchase intention of *viral food*.

2.8 CONCEPTUAL FRAMEWORK

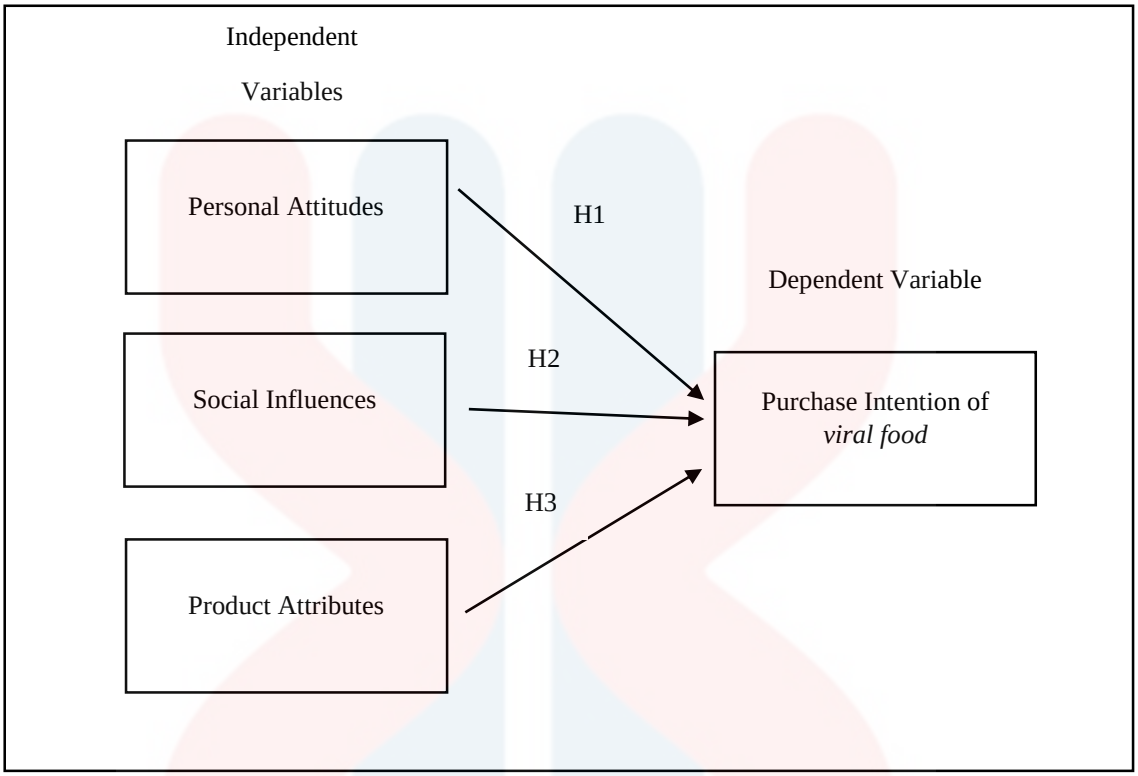

Figure 2.1: Conceptual Framework

The literature study served as the foundation for the conceptual framework. The purpose of this framework is to look at the link between the effect and *viral food* intake. It was created as a framework for understanding the link between the two features. The independent variables and dependent variable for this study are shown in Figure 2.1. The effect of personal attitudes, social influences, and product attributes have been established as independent variables. Purchase intention is the dependent variable.

The first independent variable is a measurement of personal attitudes that impact customer buying intent. For instance, customers' beliefs, healthcare attitudes, sentiments, and values. The second independent variable examines at how societal factors including friends, family, social media, and online reviews might impact a customer's decision to

purchase a product or food product include *viral food*. Finally, the third independent variable evaluates how product characteristics like as pricing, packaging, flavour, and labelling may influence the purchase intention for a product or service include *viral food*. The purpose of the dependent variable is to investigate the causes for consumers' purchasing intentions, and its significance that must be investigated by the marketers or researchers.

2.9 SUMMARY

Finally, the emphasis of this chapter is on the independent variable (IV), which includes personal attitudes, social influences, and product attributes, while the dependent variable (DV) is based on customer purchase intention for *viral food*. Personal attitudes are the first factor (DV) that impact purchase intention (IV). Then there is social influence (DV), which is a factor that influences consumer purchase intention (IV) on *viral food*. Finally, the third factor that influences consumer purchase intention (DV) is product attributes, which is the final independent variable discussed in this study's literature review. This chapter contains detailed explanations about three independent variables and one dependent variable from literature aspect. The study then developed research hypothesis for these three research objectives, with the goal of examining the link between all independent and dependent variables. At last, the suggested conceptual framework will be built on the findings of the literature research.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

The ideal data collection procedures in this study are discussed in this chapter. The study's method comprises of the methods and activities done in gathering and analysing data for this investigation of the elements that impact *viral food* consumption in restaurants. The chapter also goes into study design, data collecting methods, research population, sample size, sampling methodology, research instrument development, variable measurement, and data analysis processes. The data collection approach used in this research is related to quantitative data that can be used to construct statistics using larger sample investigations. When one starts with a theory and gets verification or support of that hypothesis, one uses a quantitative method.

3.2 RESEARCH DESIGN

A research design is essentially an analytical plan that specifies the methods that investigators must follow in order to fulfil their research goals or analyse the hypotheses that have been provided for their study. It's crucial in the study design process since it determines how relevant data may be collected. Many interwoven choices are made throughout the study design phase. Perform a software test. A systematic technique to tackling the research challenge is the research design.

Quantitative and qualitative studies are the two forms of research. The dissociation in characterising and quantifying phenomena is highlighted by quantitative research design. As a result, employing data, control, and statistics, the study strategy optimises objectivity. The disparity between the two has significant ramifications for the design's nature and the sorts of inferences that might be drawn. Quantitative research design, on the other hand, employs procedures that are distinct from qualitative research design. Quantitative research designs are divided into four categories: descriptive, correlation, quasi-experimental, and experimental. The main difference between the four categories is the amount of control the researcher set for the variable in the experiment (Fatima, 2019). The study then applies quantitative approaches, such as mass distribution of surveys to responders. However, a qualitative research design is based on the interpretive and constructive perspectives and seeks to understand a study topic intimately rather than anticipate results, as the positivist paradigm does (Denzin & Lincoln, 2011). Participant observations, in-depth interviews (face-to-face or over the phone), and focus group discussions are all types of approaches that may be explored during qualitative research design. Consequently, qualitative research is sometimes characterised as subjective, with results collected in a written manner rather than a mathematical style.

The aim of this study is to investigate the relationship between personal attitudes, social influences, product attributes and purchase intentions on *viral food* in Malaysia. According to the definition of the quantitative approach, this study suitably will employ the quantitative design. This is because the purpose of this study is to descriptively understand the perception of three variables that might have a strong or mild significant impact on someone intention to purchase and consume the *viral food* in a local setting. The quantitative technique was chosen by this study since it is more scientific. A significant quantity of data is collected and statistically examined. The study's outcome will also be more objective. It is because the study is isolated from the facts and tries for impartiality without prejudice. The study questions have been explicitly outlined, and objective responses are sought. Finally, the quantitative design might assist the study in dealing with bigger samples, which is the most essential reason. Because more individuals have access to *viral food*, the findings are based on bigger sample sizes that are reflective of the public. In order to get statistically valid findings in consumer insight, a high sample size is needed.

3.3 POPULATION

A study population is a big group of person or items that the study is aimed to collect the information. The target population, which refers to the group of individuals or items

to whom investigators want to generalise the results. The population's characterization and the members' shared structural attribute are generally shared the same aspects. In this research, there are criterion of target populations which are: Malaysian that had the opportunity to buy and eat *viral food* and population with the accessibility of the internet.

Viral foods are consumed by people of all ages. As a result, there are no age restrictions in this research. A prior survey in 2014 asked American women whether they look for popular food videos on the internet. 25.7 % of participants responded agree during the study (Statista Research Department, 2015). However, in order to broaden the scope of the study, this study will distribute questionnaires to people between the ages of 18 to 50. These respondents must be able to access the internet and they have eaten *viral foods* before. They must also be of Malaysian nationality since this study focuses on *viral foods* that are proliferating in Malaysia.

In 2019, 87% of Malaysians eat out at least once a week during establishments extending from food outlets to fast food restaurants to diners and cafés (Wei,2021). Malaysians consume out at a far greater rate than those in other nations, with 87 % dining out at minimum once a week, compared to 74% overall. They eat at a range of low-cost establishments, including that of the nation's famous street stalls, as well as fast food, cafés, and other convenience stores. Over the day, people often utilise food services. Customers think cafés or caterers provide 50% of daily breakfasts, 57% of daily lunches, 40% of their dinners, and two-thirds of daily snacks (Jourden, 2019). This indicates that Malaysians place a high value on their diet and are eager to eat anything they want. As a

result, *viral food* spreads quickly in Malaysia. This guarantees that a large number of respondents are available for this study.

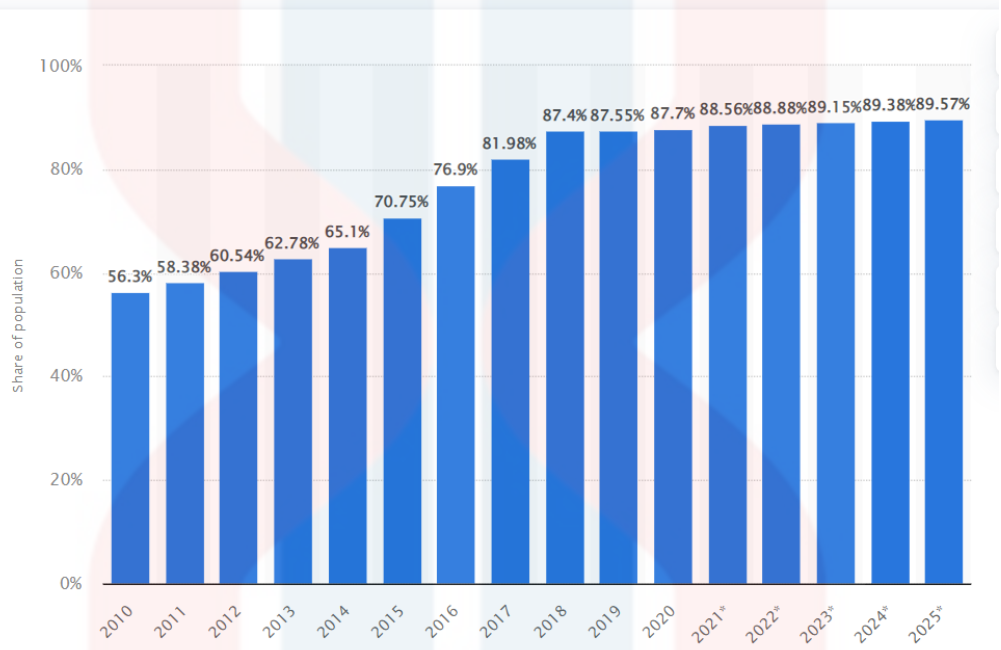

Figure 3.1: Population for internet usage rate among Malaysians (Muller, 2021).

Refer to Figure 3.1, Malaysian Internet users have increased from 56.3% in 2010 to 87.6% in 2020. This indicates that the number of internet users is quickly increasing. As a result, an increasing number of individuals have an internet connection, and they are aware of *viral food*. The graph showed the percentage rise in domestic menu searches on YouTube in Indonesia and Malaysia throughout Ramadan in 2017. Around Ramadan, there was a 35% spike in meal recipes search in Indonesia, and a 28 percent growth in Malaysia, according to reports (Muller, 2021). This demonstrates how the world wide web is progressively influencing Malaysians' eating culture. After that, social media plays a significant role in the popularity of the cuisine. People currently do not place as much

faith in advertisements as they do in social posts about food products made by other customers (Cornejo et al., 2013). Many others were drawn to eat the cuisine that the prominent peers had tasted before since they posted particular sorts of food photographs on their social media pages. As a result, the internet users are likely to have experienced *viral food* consumption, and they may be questioned for this research.

Even though Malaysians are from the same state, their food and culture would differ. Each kind of food's appeal is determined by the ideas and expertise that may be exchanged with others. People currently use the internet to obtain information on various types of food, which may assist them in making judgments prior to purchasing food products (Fathelrahman & Basarir, 2018). Before purchasing any food, each individual will do research on the pricing, the cuisine's nutritional content, and the dish's component composition. This is due to the fact that not all of the components are suitable for those with certain dietary requirements and preferences (Salleh et al., 2021). As a result, the vast majority of Malaysian internet users are eligible to participate in this survey. Because young and middle-aged individuals use the internet the most, this survey will concentrate on them. They may learn about new meals through YouTube, Twitter, Instagram, TikTok, and other sources, and they are eager to taste them. Some online users like to manufacture *viral food* at home and then share it with the rest of the world. As a result, the majority of Malaysian internet users are able to express their choices for *viral foods* as well as the reasons for purchasing them.

The goal of this study is to find out what variables impact consumer *viral food* consumption. To conduct research on the personal attitudes, social influence, and product

attributes of *viral food* intake among consumers, data is often gathered using a sample to get comprehensive data. By assessing personal attitudes, social influence, and product attributes of *viral food* consumption among consumers, the target population of the study could contribute in achieving the study's goals.

3.4 SAMPLE SIZE

A group of individuals selects a sample size from the regular populace to use as a representation of the actual population for the research. The sample size is determined by the number of responses rather than the set of questions sent out. The quantity is often increased to accommodate for non-response. In most societal and managerial surveys, the number of responses for physical and e-mailed questionnaires is rarely more than 100%. A group of people chooses a sample size from the general community to reflect the actual population of the research. The size of the sample, which are too small or too large, continues to impact the report's quality and reliability.

In 2020, 28.4 million Malaysians will have access to the internet. By 2025, this number is expected to exceed 30 million (Muller, 2021). As of January 2021, Malaysia has roughly 28 million people on social media. In only a year, the population had risen by 2 million, or 7%, from 2020, owing to the present epidemic crisis, which forced individuals to remain at home (Mentek, 2021). According to Mahadi (2013), the largest users of social

media in Malaysia are those around 18 to 24 (34.5%), led by those at 25 to 34 (29.5%), and then those aged 13 to 17 (16.3 %).

Table 3.1: Krejcie & Morgan Table

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*		

In this study, the sample size table of Krejcie and Morgan is employed, as shown in Table 3.1. The research employed the largest sample size, 384 people, to arrive at its conclusion based on the total population of Malaysians that have access to the internet. The target sample size is 384 respondents, but the research will collect 400 as the

consideration of the non-response rate. This research does not fairly disseminate the questionnaire to all age groups due to the unequal distribution of people on social media.

3.5 SAMPLING METHOD

The technique of sampling enables this study to obtain population information from the target population. The investigator should probably not be able to collect data from all situations in order to deal with research problems. As a result, a sample is required. The population refers to the total number of cases from whom the study's sample is drawn.

This study will use convenience sampling as a non-probability sampling strategy for this investigation. Indeed, convenience sampling is a method of selecting samples from a population that is readily accessible (Saunders et al., 2012). This sampling strategy has the advantage of collecting data rapidly. Many researchers use this strategy for rapid data collecting when they are short on time. The guidelines for collecting items for the samples are the easiest. After that, creating samples is rather affordable. When compared to convenience sampling, alternative probability sampling techniques require a significant amount of money and effort. It enables scientists to create additional samples with little or no expenditure and in a short amount of time. Extrapolation from convenience samples is a natural inclination (Taherdoost, 2016).

This sampling method, however, has certain drawbacks. When employing this sampling technique, it is natural to assume that the findings are representative, even if they are not. Many individuals are unaware of the theoretical foundations of probability sampling and mistakenly believe that any survey findings accurately reflect the intended group. While major media sources are less likely to report on the findings of polls that employed convenience samples, specific media organisations are more likely to do so, even if the technique is really not labelled as such. Finally, convenience sample findings are difficult to duplicate. When an investigator examines the findings of a convenience questionnaire by list source, they will frequently discover significant discrepancies in the responses from the various lists, often in ways that defy simple interpretation (Baker et al., 2013).

Because most Malaysians like to eat *viral foods* according to the season, the respondents are chosen at random in Malaysia because anybody may fill out the questionnaire. In general, the questionnaire is created using Google Form and will disseminate to all Malaysians through social media platforms such as WhatsApp, Instagram, Twitter, and Facebook. Using Google Forms and social media, this study believe able to gather more responses as the *viral food* information is usually accessible by the Malaysians through the internet.

3.6 DATA COLLECTION PROCEDURE

The practise of obtaining quantitative and qualitative data on particular factors with the goal of analysing results or gaining actionable insights is known as data collection. The act of collecting and evaluating data from a range of sources in order to provide a comprehensive and accurate picture of a subject is known as data collection. Data collecting allows a person or group of people to answer important questions, evaluate results, and estimate future probabilities and trends (McLaughlin, 2020).

This study will utilise Google Forms to develop the questionnaire, and this form is available online, which then will distribute through social media and communication applications to collect responses. The Workspace tool follows the same question and answer format as Google Forms and features multiple-choice, dropdown, and linear scale question and answer choices (Demarest, 2021).

Moreover, Google Form is much superior for data collection since it is an available internet application that can quickly capture a vast amount of data without restriction for subsequent analysis. The capacity to pose a range of queries to a large number of people and obtain real-time replies is a significant benefit. This programme is quite useful since it is so simple to use. Furthermore, since Google Form does not need the use of paper, expenses may be minimised, and responders simply need to use a smartphone, iPad, laptop, or any other interface that permits access at any time. It is considerably simpler for individuals to respond to questions without needing to leave their homes, and it also makes it more comfortable for them to do so.

Because of various considerations, including concerns about safety, the research will use online data collection method for the entire study. In general, it may be tested by employing online data collecting techniques that place a greater emphasis on the safety in order to acquire responses from respondents, particularly during this COVID-19 pandemic were collecting data physically might spread the contagious disease. Using online approaches, this study may access more relevant and infinite data without incurring expensive fees, particularly in terms of travelling costs. Furthermore, respondents with internet access, such as on social media sites, are prioritised in this study's target group because of the characteristic of the target population as mentioned in 3.3 above.

3.7 RESEARCH INSTRUMENT

This study opted to use a closed-ended questionnaire. According to Mills (2021), a closed ended question is one of the sorts of questions that needs participants to select one of the response options offered by the study in a basic form, such as yes or no or other multiple - choice questions. Furthermore, it states that this closed-ended inquiry is frequently used to acquire quantitative data from respondents. Questionnaires may come in a variety of forms, but they still have the opportunity to pick and respond to them. There are several advantages to completing this questionnaire's closed ended form. It is simple to complete and does not take long effort, and enhance answer consistency. After that, the analysis of this form of questionnaire is simpler, faster, and less expensive.

In this questionnaire, parts A, B, C, D, and E are the five main components of the instrument for this investigation. Part A is about the respondent's demographic profile, Part B is about the respondent's input on their personal attitudes on *viral food* consumption, and Part C is about the social influences that affect their decision to buy *viral food*. Then, Part D, will look at product attributes that are relevant to *viral food* products. Finally, Part E will examine at the customer's intentions to purchase *viral food*. The elements of the questionnaire are based on the study's independent and dependent variables. Then, the survey is bilingual, with questions written in both English and Malay for the convenience of respondents.

Part A of the questionnaire focuses on the respondent's demographic information, such as gender, ethnicity, age, relationship status, employment position, economic status, and *viral food* consumption experience. There are fixed-alternative questions (also known as fixed-choice question) in Section A that enable respondents to choose the one that is nearest towards their own standpoint. A fixed-alternative question is a quiz or questionnaire item in which respondents are asked to choose the right answer or the one that best reflects their choice from a list of numerous options.

In other parts of the questionnaire, three independent variables and the dependent variable will be measured by using Likert's Scale. The Likert scale is used to gauge people's feelings, preferences, and attitudes. According to Sekaran and Bougie (2009), the interval scale aids investigators in applying mathematical procedures in the collecting of data, such as calculating the severity of personal preference variances.

The respondents will be asked their thoughts on the impact of personal attitudes on the purchasing of *viral foods* in Part B. This choice will cover the respondents' personal dietary principles, as well as their views, health notions, and attitudes towards *viral foods*. Respondents will be able to pick if their personal values will influence their choice of *viral foods* by answering these questions.

The perspectives of the respondents on the influence of social impact on the consumption of *viral foods* will be explored in Part C. This part will include questions regarding the effect of family members, friends, social media, and networks. The respondents will be able to pick whether or not they will be influenced by these elements, as well as the magnitude of the effect, by answering the questions in this section.

The qualities of the product are discussed in section D. When respondents are asked these questions, they will be able to answer if the various characteristics of the food will impact them when they purchase *viral foods*. Price, packaging, and flavour are just a few examples. Lastly, the questionnaire will end with the measurement of customers' willingness to acquire *viral foods* in Part E. The emphasis of this section's inquiry will be on consumer acceptance of *viral foods*. This item will also inquire as to how much respondents like *viral foods* and how often they purchase them. The investigators can learn more about whether people are willing to purchase *viral foods* by asking these questions.

As previously stated, each of the study's questionnaires is being adapted and developed into five parts, with the Likert-scale instrument being used to determine the amount of agreement. Likert scales employ predetermined answer forms and are used to measure attitudes or views (Ogden & Lo,2012). Refer to Mcleod (2019), numerous academics debated whether to use the 3-point Likert scale or the 5-point Likert Likert scale when employing the Likert scale. The 5-point Likert scale that enables people to make their own decisions. To obtain the necessary data for this investigation, a personality survey was constructed. This research used a 5-point Likert scale using closed-ended questionnaire ratings ranging from 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), and 5 (Strongly Agree). This Likert 5 point is depicted in the table 3.2 below.

Table 3.2: 5-point Likert Scale

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

3.8 DATA ANALYSIS

By concentrating, collecting, and clarifying the information hidden in a mass of apparently chaotic data, analysis of the data is used to uncover the essential patterns of the thing under inquiry. People may use data analysis to help them make better judgments and take appropriate actions. Analysis is a way through which a business gathers information on goal, evaluates it, and transforms it into knowledge. This is a method that aids in the implementation of the quality control system. There are a variety of data analysis techniques, most of which are divided into two categories: quantitative data collection methods and qualitative methodology used in this study (Durcevic, 2020). The analysis of the data must be properly applied throughout the production process, comprising all activities from consumer research to after-sales servicing and disposal, in order to maximize productivity.

After that, this study will utilise SPSS. In social science, SPSS is a commonly used programme for statistical analysis. Market researchers, health researchers, survey companies, the government, education researchers, marketing organisations, data miners, and others use it as well. The original SPSS handbook (Nie et al, 1970) was hailed as one of ;sociology's most significant publications' because it allowed ordinary investigators to do their own statistical analysis. Data management (case selection, file reshaping, producing derived data) and data documentation (a description dictionary is kept in the datafile) are further features of the basic programme, in addition to statistical analysis.

In this study, there are two quantitative data analysis that will be employed to answer the objectives in Chapter 1. There is descriptive statistic, reliability analysis and correlation analysis.

3.8.1 DESCRIPTIVE STATISTIC

Descriptive analysis is a kind of analysis that summarises, explains, and shows data in a more understandable manner. The information is gathered from the sample population's replies. Central tendency and measures of variability are two types of descriptive statistics. The mean, median, and mode are used to calculate central tendency. It will also provide suggestions for choosing the right measure of central tendency. The tables, for example, have revealed the precise tables utilised in this study. Variability is measured by the dispersion of data, which may be done via graphs, tables, and group discussion. The tables, for example, have revealed the precise tables utilised in this study.

Table 3.3: The relationship between Mean and Level of Agree

Range of Mean	Level of Agree
4.51 – 5.00	Strongly agree
3.51 – 4.50	Agree
2.51 – 3.50	Neutral
1.51 – 2.50	Disagree
1.0 – 1.50	Strongly Disagree

For three independent factors and dependent variables, Table 3.3 depicts the assessment of how likely respondents agree with or disagree with the assertion. The table depicted the respondent's score range from agree to disagree. The responder will pick whether or not to agree with the survey statement that is presented to them.

The mean score varies from 4.51 to 5.00, indicating a high degree of agreement. Other participants, for example, chose to strongly agree that cultural factors impact someone's buy intention on *viral food*. The range between 3.51 and 4.5 implies an agreed-upon outcome, but the mean range between 2.51 and 3.50 is neutral. It signifies that the other responder has decided to agree with the statement and is neutral about it. Perhaps they believe that is natural since when a customer consumes *viral food*, the social influence will have an effect on the consumer's purchasing intention. The degree of agreement is disagreeing when the numbers vary from 1.5 to 2.50. It suggests that other participants will select this level since they disagree with the statement and have their own opinion about it. When the range of the mean is between 1.0 and 1.50, it strongly disagrees. It

signifies that other respondent chose this level because they completely disagree with the message for any reason.

3.8.2 RELIABILITY ANALYSIS

The degree to which test results are unaffected by random influences is known as reliability. Reliability is a test score's continuity reliable if it's consistent across different testing occasions, different editions of the test, separate questions or problems developed to test the same general skills or areas of knowledge and different scorings of the test takers' answers by the different respondent. (Livingston, 2018).

The reliability test is used to analyse the degree of structural variation in a scale by comparing the connection between all of the findings acquired from various administrators of the measure. In conclusion, if the consistency analysis shows that the scale delivers reliable readings, it may be accepted (Young et al., 2018).

Table 3.4: Rule of Thumb for Result

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

Table 3.4 depicts the Cronbach's Alpha thumb rules. The results are undesirable if the scores are less than 0.5. The strength of the correlation is weak once the coefficients are usually under 0.6 and more than 0.5. When the findings are between 0.6 and 0.7, the strength of the relationship is called into doubt. If the statistics are 0.7 or less than 0.8, the relationship is considered acceptable. A fair frequency of relationship is between 0.8 and 0.9. However, a Cronbach's Alpha value of 0.9 and higher indicates an outstanding degree of correlation.

Cronbach's alpha is sometimes misunderstood as a measure of internal consistency or within-person homogeneity of item answers. In other words, a greater value is thought to indicate better correlations between answers across all items. Although all the other things being equal, it is accurate. The greater is, the stronger the average correlation between item answers; this average may comprise correlations of varying sizes, as well as correlations of 0 or virtually zero. Cronbach's maybe the most often used measure of dependability in behavioural science, partly because its computation just needs unit and

total score variances, enabling it straightforward to explain in research techniques and statistics courses and demonstrate with basic hand calculations (Hayes & Coutts, 2020).

3.8.3 CORRELATION ANALYSIS

The evaluation of the indicators in the collective that have a substantial association is at the heart of the correlation test. It is the practice of employing quantitative indicators to characterise and express the amount to which objective elements are related to one another. When the probability distribution of the dependent variable is the same for all values of the independent variable, the dependent variable and the independent variable are not connected. If the dependent variable has separate values and the independent variable's distribution is distinct, there is a correlation between the two. The Pearson Correlation Coefficient, *r*, is employed in the research to assess the connection between the independent and dependent variables. The evaluation of the degree of a link between independent and dependent variables is shown in Table 3.5.

Table 3.5: Interpretation of Pearson Correlation Coefficient Value

Correlation Coefficient Value	Strength of Correlation
$r = 1$	Perfectly Positive
$0.5 < r < 1$	Strongly Positive
$r = 0.5$	Moderately Positive
$0 < r < 0.5$	Weakly Positive
$r = 0$	No Correlation
$-0.5 < r < 0$	Weakly Negative
$r = -0.5$	Moderately Negative
$-1 < r < -0.5$	Strongly negative
$r = -1$	Perfectly Negative

The correlation coefficient, *r*, reveals how closely two variables are related. The correlation coefficient, *r*, has a range of values from -1 to 1, although it may be any integer between those two numbers. In a positive correlation, the value of r is between 0 and 1 when one variable increase and the other decreases; when one variable grows and the other drops, the value of r is between -1 and 0. The closer the relative value of r is to 1, the greater the correlation between the two variables is, and the closer the absolute value of r is to 0, the weaker the correlation between the two variables is.

3.9 SUMMARY

In this section of the study methodology, this chapter has gone through the most common data collection techniques. The study uses a quantitative method using the questionnaire as a research instrument for this research. Google Forms uses to create the questionnaire, and the investigators shared it on online platforms, including WhatsApp, Telegram, and Facebook. The items will be adopted and adapted from previous study and significantly related to the variables being investigate. It is a closed-ended inquiry that respondents react to using Likert-scale responses that previously supplied. Moreover, Malaysian customers with the accessibility of the internet had eaten *viral food* and ages between 18 to 50 are the target demographic of this study. Convenience sampling, a non-probability sampling, is employed as the sampling method. Finally, three statistical analysis is planned to be conducted in this study: descriptive statistics, reliability tests, and correlation tests were all required for this study.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

This chapter will cover the results of a study of data obtained through surveys disseminated via social media platforms such as WhatsApp, Telegram, Instagram, and Twitter. The questionnaire data was analysed using a software application called Statistical Package for the Social Sciences (SPSS). Before administering the real questionnaire, a pilot test with a total of 40 respondents was conducted, and a reliability test was utilised to determine the acceptability of the variables.

4.2 RESULTS OF DESRIPTIVE STATISTIC

Descriptive analysis is used to explain the demographic profiles in section A of the questionnaire, as well as the mean and average mean of the dependent variable and

independent factors listed in section B, section C, section D and section E. It is possible to create a narrative or a basic quantitative summary of the data set that has been obtained. With this summarisation, the data gathered may be placed into context and turned into usable information, allowing the research to be better understood.

4.2.1 DEMOGRAPHIC PROFILE

Table 4.1: Respondents' Gender

Gender	Frequency	Percentage (%)
Female	203	50.1
Male	202	49.9
Total	405	100.0

The frequency and proportion of respondents' gender are shown in the table above. This questionnaire elicited responses from 405 people. 203 of them were female, accounting for 50.1 % of the total. Male respondents made up 202 of the totals, accounting for 49.9 % of the total. This result shows that the percentage of male and female respondents is fairly balanced, which increases the study's validity.

Table 4.2: Respondents' Age Group

Age	Frequency	Percentage (%)
18 – 25 years old	125	30.9
26 – 33 years old	99	24.4
34 – 41 years old	94	23.2
42 – 49 years old	51	12.6
50 years and above	36	8.9
Total	405	100.0

This table represents the age group of all respondents who completed our questionnaire. The ages of all respondents have been divided into five categories. The 18 to 25 age group was the biggest, with 125 (30.9 %) respondents belonging into this category. Following that, 99 (24.4 %) of those questioned were between the ages of 26 and 33. Following that, 94 (23.2 %) of respondents were between the ages of 34 and 41. This age group was the third most numerous to respond to our survey. In addition, 51 (12.6 %) of respondents were between the ages of 42 and 49. Finally, 36 (8.9 %) responders aged 50 and above completed this questionnaire.

Table 4.3: Respondents' Race

Race	Frequency	Percentage (%)
Malay	124	30.6
Chinese	175	43.2
Indian	64	15.8
Other	42	10.4

Total	405	100.0

The race of respondents who completed our questionnaire is shown in this table. Malays made up 124 (30.6 %) of those polled. This was the second most ethnic group to respond to the questionnaire. Following that, 175 (43.2 %) of responders were Chinese. This is the race that filled out the most questionnaires. The questionnaire was then completed by 64 Indians. They make up 15.8 % of the entire proportion. Finally, 42 responders are of another race. This group consisting 10.4 % of the total.

Table 4.4: Respondent's Education Level

Education level	Frequency	Percentage (%)
SPM	94	23.2
STPM / A - level	42	10.4
Diploma	59	14.6
Degree	124	30.6
Master's Degree	53	13.1
PHD	33	8.1
Total	405	100.0

The education level for all the respondents have been shown in the table 4.4. The SPM level was held by 94 (23.2 %) of those questioned. Following that, 42 (10.4 %) of those

polled held STPM or A-level credentials. Then there were 59 individuals with Diploma degrees that filled out this questionnaire. They accounted for 14.6 % of the total. Following that, a total of 124 respondents had a degree. This group completed the most questions, accounting for 30.6 %. Following that, 53 (13.1 %) of respondents had a Master's Degree certificate. Finally, 33 (8.1 percent) respondents with a PHD level completed this questionnaire. They are the group with the fewest responses from the total.

Table 4.5: Respondents' Occupation

Occupation	Frequency	Percentage (%)
Employed	121	29.9
Self - employed	114	28.1
Unemployed	25	6.2
Student	126	31.1
Retired	14	3.5
Not seeking for work	5	1.2
Total	405	100.0

The occupation of all respondents who completed this questionnaire is displayed in table 4.5. First, 121 (29.9 %) of those polled were employed. This was the second most numerous groups to complete the questionnaire. Following that, 114 (28.1 %) of respondents were self-employed. The total number of jobless respondents who completed the questionnaire was 25, or 6.2 %. Following that, a total of 126 students completed the questionnaire. This group accounted for 31.1 % and was the most likely to complete the questionnaire. In addition, 14 of the questionnaire respondents were retirees, accounting

for 3.5 %. Finally, 5 (1.2%) respondents who were not seeking for work completed the questionnaire. This category accounts for the least percentage of the total.

Table 4.6: Respondents' Annual Salary

Annual Salary	Frequency	Percentage (%)
Not earning	122	30.1
Below RM12,000	68	16.8
RM12,001 to RM24,000	76	18.8
RM24,001 to RM48,000	86	21.2
Above RM48,000	53	13.1
Total	405	100.0

The yearly pay grades of all responders are shown in Table 4.6. A total of 122 (30.1 %) of those questioned were unemployed. This is also the biggest category in terms of total questionnaires. Following that, 68 (16.8 %) of respondents reported an annual income of less than RM12,000. In addition, 76 respondents (18.8 %) reported an annual income of between RM12,001 and RM24,000. Following that, 86 (21.2 %) respondents had an annual income ranging from RM24,001 to RM48,000. Finally, 53 (13.1 %) of respondents earned RM48,001 or more each year. These statistics show that the respondents who completed the questionnaire came from a variety of income levels and were reasonably evenly distributed.

4.2.2 MEAN AND AVERAGE MEAN OF INDEPENDENT AND DEPENDENT VARIABLES

Descriptive analysis was also utilised to characterise the mean and average mean of both dependent and independent variables. Each statement is examined to establish its mean and then interpreted based on the degrees of agreement. This study will look at how respondents agree on personal attitudes, societal influences, product attributes, and intention to buy *viral foods*. This approach divides the obtained data and computes the average.

Table 4.7: Range of Mean and Level of Agreement

Range of Mean	Level of Agree
4.51 – 5.00	Strongly Agree
3.51 – 4.50	Agree
2.51 – 3.50	Neutral
1.51 – 2.50	Disagree
1.0 – 1.50	Strongly Disagree

Table 4.7 presents the mean range and degree of agreement for each of the questionnaire's questions. It strongly disagrees when the mean range is between 1.0 and 1.50. The degree of agreement then differs as the numbers range from 1.5 to 2.50. The mean range between 2.51 and 3.50 is thus neutral. It indicates that the respondents did

not agree or disagree with the statement on the question. Following that, the range of 3.51 to 4.5 denotes an agreed-upon answer to the question. Finally, the mean score is between 4.51 to 5.00, showing a high level of agreement (strongly agree).

Table 4.8: Descriptive Analysis Statistic of Personal Attitudes

No.	Item Description	N	Mean	Level of Agreement
1	Taste judgement will affect my desire to buy *viral food*.	405	4.47	Agree
2	Emotion's beliefs will affect my desire to buy *viral food*.	405	4.02	Agree
3	I want to be among the first people to try a new *viral food*.	405	3.22	Neutral
4	I am willing to take a risk when it comes to investing for new *viral food*.	405	3.12	Neutral
5	Before purchasing *viral foods*, I considered the amount of calories my body needs.	405	3.12	Neutral
6	Before consuming *viral foods*, I considered the amount of calories my body needs.	405	3.13	Neutral
Average Mean		405	3.51	Agree

This table shows the average mean for each question in the first independent variable, that is personal attitudes. The item with the greatest mean was 'taste judgement will affect my desire to purchase *viral food*.' It had a 4.47 mean, which is on the agreeable scale. The question with the second highest average, again at the level of agreement, was 'emotion beliefs will affect my desire to buy *viral food*,' with a mean of 4.02. The

remaining questions for this independent variable, according to the data in the table, are at the neutral level. The highest result is 3.22 for the question 'I want to be among the first people to try a new *viral food*.' And 'I am willing to take a risk when it comes to investing in new *viral foods*' and 'before purchasing *viral foods*, I considered the amount of calories my body needs' both had the same mean value of 3.12. Finally, the average score for 'before consuming *viral foods*, I considered the amount of calories my body needs' is 3.13. For many responders, the average of these four questions showed a neutral stance regarding these questions.

This independent variable's average mean is 3.51, which is at the level of agreement. As a result, the majority of respondents agree that personal opinions will impact consumers' intention to purchase *viral food*.

Table 4.9: Descriptive Analysis Statistic of Social Influences

No.	Item Description	N	Mean	Level of Agreement
1	I always read consumer evaluations and comments before purchasing *viral food*.	405	4.14	Agree
2	I always read consumer evaluations and comments before eating *viral food*.	405	4.22	Agree
3	I would not interested in purchasing meals that have received negative reviews on *viral foods*.	405	3.91	Agree
4	I always watch video reviews on current food trends.	405	3.87	Agree

5	I always keeping up with current food trends on social media.	405	3.90	Agree
6	I always influenced to try *viral foods* after seeing advertising on television.	405	3.14	Neutral
7	I prefer to eat meals that are high in nutrients for myself and others over foods that are low in nutrients and can harm the body's health.	405	4.01	Agree
8	I always rate a food through the reviews given in the comments section on the authentic source of *viral food*.	405	3.36	Neutral
Average Mean		405	3.82	Agree

The table 4.9 above shows the mean values for the independent variable, social influences. 'I always read consumer evaluations and comments before eating *viral food*,' with a 4.22 average mean, was the question with the highest average mean. This figure suggests that the vast majority of respondents agree with this statement. Next, with a rating of 4.14, 'I always read consumer evaluations and comments before purchasing *viral food*' is likewise in the agreed water grade. Then, 'I prefer to eat meals that are high in nutrients for myself and others over foods that are low in nutrients and can harm the body's health' also has an average value of 4.01, it indicating that it is at an agreed level. Furthermore, 'I would not be interested in purchasing meals that have received negative reviews on *viral foods*,' 'I always keeping up with current food trends on social media,' and 'I am always watching video reviews on current food trends' have comparable mean values. They were 3.91, 3.90, and 3.87 respectively. All of these scores indicate that the majority of respondents agree with these questions. Following that, the average value of 'I always rate a food through the reviews given in the comments section on the authentic

source of *viral food*' is 3.36, indicating a neutral level. And the question with the lowest average value in this independent variable, 3.14, is 'I always influenced to try *viral foods* after seeing advertising on television.' This suggests that the majority of responders had a neutral view about this statement.

The mean of all questions in this independent variable is 3.82, indicating agreement. As a result of this research, the majority of respondents believe that social influences are favourably associated to customers' intention to purchase *viral food*.

Table 4.10: Descriptive Analysis Statistic of Product Attributes

No.	Item Description	N	Mean	Level of Agreement
1	The offered *viral food* has a more appealing colour combination, particularly on the packaging, which makes me want to buy it.	405	4.10	Agree
2	I am tempted to try *viral food* because of the colour of the food exhibited.	405	3.49	Neutral
3	I am tempted to try *viral food* because of the form of the food exhibited.	405	3.76	Agree
4	I am quickly attracted to portion size of *viral foods*.	405	3.79	Agree
5	When making a purchase, I would be more concerned with the physical appearance of a *viral food*.	405	3.88	Agree
6	I never actually consider a seller's pricing for a *viral food*.	405	3.07	Neutral
Average Mean		405	3.68	Agree

The mean value of product attributes is another independent variable for this study, as shown in Table 4.10. The conclusion with the greatest numerical value is 'the offered *viral food* has a more appealing colour combination, particularly on the packaging, which makes me want to buy it.' It had a rating of 4.10, indicating that the vast majority of respondents agreed with the question. The question with the second highest mean average is 'when making a purchase, I would be more concerned with the physical appearance of a *viral food*.' Its numerical value of 3.89 is likewise within the agree level. The average values for 'I am quickly attracted to portion size of *viral foods*' and 'I am tempted to try viral food because of the form of the food exhibited' are 3.79 and 3.76, respectively. The average values for both questions are at the level of agreement, indicating that the majority of respondents agree on this item. Furthermore, the value of 'I am tempted to try *viral food* because of the colour of the food exhibited' is 3.49, indicating that it is at a neutral level. Finally, the mean value of 'I never actually consider a seller's pricing for a *viral food*' was the lowest among the independent variable questions, that is 3.07. On this statement, the majority of respondents had a neutral stance.

Product attributes have an average mean of '3.68'. As a result, this data shows that the majority of respondents agree that product attributes would influence customers' intention to purchase *viral foods*.

Table 4.11: Descriptive Analysis Statistic of Purchase intentions of *viral food*

No.	Item Description	N	Mean	Level of Agreement
1	I like purchasing *viral food* in the future.	405	3.83	Agree
2	I like eating *viral food* in the future.	405	3.89	Agree
3	I will be consuming *viral food* on a regular basis.	405	3.23	Neutral
4	Purchasing *viral food* will demonstrate my distinct taste and personality.	405	2.99	Neutral
5	Eating *viral food* will demonstrate my distinct taste and personality.	405	3.15	Neutral
6	Purchasing *viral food* has the potential to enhance my quality of life.	405	2.50	Disagree
7	Eating *viral food* has the potential to enhance my quality of life.	405	2.62	Neutral
Average Mean		405	3.17	Neutral

Table 4.11 shows the mean values for the dependent variable in this study, which is purchase intention of *viral food*. From this table, the highest average value is 'I like eating *viral food* in the future.' The average value for this statement is 3.89. Then, the average value of 'I like purchasing *viral food* in the future' is 3.83. Both questions' average values are at the agree level. This signifies that the vast majority of responders agree with this statement. Then, 'I will be consuming *viral food* on a regular basis,' and 'eating *viral food* will demonstrate my distinct taste and personality' have identical values, which are '3.23' and '3.15', and they are both at neutral levels. In addition, questions 'purchasing *viral food* will demonstrate my distinct taste and personality,' and 'eating *viral food* has the potential to enhance my quality of life' are also at neutral levels. This shows that the majority of respondents were agnostic about the dependent variable. In the end, the

average score for statement ‘purchasing *viral food* has the potential to enhance my quality of life’ was 2.50. This question earned the lowest score of all of the questions and was marked as disagreeable. As a result, the majority of responders do not agree with the question's point of view.

This dependent variable has a mean value of 3.17 and is at a neutral level. As a result, the majority of respondents are neutral in their desire to purchase *viral foods*. This might be related to the respondents’ personal sentiments regarding *viral foods* or their comprehension of the questionnaire’s questions.

4.3 RESULTS OF RELIABILITY ANALYSIS

The term of reliability refers to a measurement of a certain spectacle that is steady and produces reliable findings. It is also linked to the occurrences of repeatability. If repeated measurements with consistent variables provide the same findings, a test or research is called dependable. Cronbach’s alpha was utilized to assess the study’s reliability. Cronbach’s alpha is a numerical measure of internal consistency that ranges from 0 to 1. The validity and reliability of the study’s questionnaire may be verified using this method.

Table 4.12: Cronbach Alpha Coefficient Values (Rule of Thumb for Result)

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

Cronbach's Alpha thumb rules are shown in Table 4.12. If the scores are less than 0.5, the findings are unacceptable. When the coefficients are often less than 0.6 and higher than 0.5, the association is poor. When the results are between 0.6 and 0.7, the relationship's strength is questionable. The association is regarded acceptable if the statistics are 0.7 or less than 0.8. Between 0.8 and 0.9 is a good frequency of correlation. A Cronbach's Alpha score of 0.9 or above, on the other hand, shows an excellent degree of association.

Table 4.13: Overall Result for Reliability Analysis

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
0.881	0.881	27

The following table displays the total outcome of the reliability analysis of variables, which includes both independent and dependent variables. The variables' Cronbach's alpha coefficient value is 0.881, which is considered good in terms of internal consistency. As a result, the questionnaire employed in this research is trustworthy, and the data gleaned may be utilized.

Table 4.14: Results for Reliability Analysis

Item Description	N.	No. of items	Cronbach's Alpha
Personal Attitudes	405	6	0.482
Social Influences	405	8	0.683
Product Attributes	405	6	0.746
Purchase Intention of *Viral Food*	405	7	0.899

For each independent and dependent variable, the table 4.14 presents the results of the Cronbach's Alpha reliability analysis. There are three independent variables in total, the first of which is personal attitudes. This variable has a total of 6 items, with a Cronbach's Alpha of 0.482 and an unacceptable internal consistency ($0.5 > \alpha$). It is indeed possible that this is because the researchers did not continuously improve their instruments and questions for this questionnaire's independent variable. Next, it may because the researchers did not rephrase the questions, and some of them cause respondents to get confused. Finally, it is possible that some respondents did not follow the instructions while answering the questions.

Social influences is the next independent variable, with 8 questions used to examine its reliability and validity. This variable has a Cronbach's Alpha of 0.683. This figure is questionable in terms of internal consistency ($0.7 > \alpha \geq 0.6$). This might be owing to the respondents' concentrated ethnicity or the fact that most of them come from the different background, resulting in distinct perspectives. Furthermore, this might be owing to respondents' differing perspectives on the topic, which could lead to inaccuracies.

Product attributes is the study's third and final independent variable. This variable also has 6 items under it, with a Cronbach's Alpha value of 0.746. This figure is likewise acceptable in terms of internal consistency ($0.8 > \alpha \geq 0.7$). This independent variable is thus more stable than the other two independent variables.

The dependent variable, purchase intention of *viral food*, has four items beneath it that question on its validity. This variable has a Cronbach's Alpha of 0.899, which is regarded good in terms of internal consistency ($0.9 > \alpha \geq 0.8$). This indicates that respondents had similar perspectives on purchase intentions of *viral food*.

All of the studies in this research are stated to be reliable, although they are less stable since they vary from unacceptable ($0.5 > \alpha$) to good ($0.9 > \alpha \geq 0.8$). Finally, the total reliability test for all variables is 0.881, which is regarded good for reliability. This may be because the researchers' questions were written in such a manner that the respondents were perplexed, or because the questions were more radical, and the respondents'

responses were less consistent. Furthermore, respondents' views and their comprehensions for the questions may lead to ambiguous replies to some variables.

4.4 RESULTS OF INFERENTIAL ANALYSIS (CORRELATION ANALYSIS)

Inferential Analysis (Correlation Analysis) are often employed in research and studies to find variances or correlations between variables. Personal attitudes, social influences, and product attributes are the independent variables, whereas purchase intention of *viral food* is the dependent variable. In this research, the coefficient will be utilized to assess the strength of the link between the independent and dependent variables. The table 4.12 below shows the coefficient correlations and the strength of the association based on their values as a reference.

Table 4.15: Interpretation of Pearson Correlation Coefficient Value

Correlation Coefficient Value	Strength of Correlation
$r = 1$	Perfectly Positive
$0.5 < r < 1$	Strongly Positive
$r = 0.5$	Moderately Positive
$0 < r < 0.5$	Weakly Positive
$r = 0$	No Correlation

$-0.5 < r < 0$	Weakly Negative
$r = -0.5$	Moderately Negative
$-1 < r < -0.5$	Strongly negative
$r = -1$	Perfectly Negative

Hypothesis 1

$H1_0$: There is no relationship between personal attitudes and purchase intention of *viral food*.

$H1_a$: There is a relationship between personal attitudes and purchase intention of *viral food*.

Table 4.16: Relationship between Personal Attitudes and Purchase Intention of *Viral Food*

		Personal Attitudes	**Purchase Intention of *Viral Food***
Personal Attitudes	Pearson Correlation	1	.404**
	Sig. (2-tailed)		.000
	N	405	405

Purchase Intention of *Viral Food*	Pearson Correlation	.404**	1
	Sig. (2-tailed)	.000	
	N	405	405

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

The table above depicts the link between personal attitudes and purchase intention of *viral food*. The explanation of the result 0.404 is that there is a weakly positive correlation between the two variables. This indicates that the majority of respondents feel that personal attitudes will influence customers' willingness to purchase *viral food*, but that this is not the primary factor.

Hypothesis 2

$H2_0$: There is no relationship between social influences and purchase intention of *viral food*.

$H2_a$: There is a relationship between social influences and purchase intention of *viral food*.

Table 4.17: Relationship between Social Influences and Purchase Intention of *Viral Food*

		Social Influences	Purchase Intention of *Viral Food*
Social Influences	Pearson Correlation	1	.467**
	Sig. (2-tailed)		.000
	N	405	405
Purchase Intention of *Viral Food*	Pearson Correlation	.467**	1
	Sig. (2-tailed)	.000	
	N	405	405

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

The relationship between independent variable (social influences) and dependent variable (purchase intention of *viral food*) is shown in the table above. The correlation between the two variables is weakly positive, which explains the result of 0.467. This means that a lot of respondents believe that social influences will impact consumers desire to buy *viral food*, but that the two factors are not necessarily linked.

Hypothesis 3

$H3_0$: There is no relationship between product attributes and purchase intention of *viral food*.

$H3_a$: There is a relationship between product attributes and purchase intention of *viral food*.

Table 4.18: Relationship between Product Attributes and Purchase Intention of *Viral Food*

		Product Attributes	**Purchase Intention of *Viral Food***
Product Attributes	Pearson Correlation	1	.592**
	Sig. (2-tailed)		.000
	N	405	405
Purchase Intention of *Viral Food*	Pearson Correlation	.592**	1
	Sig. (2-tailed)	.000	
	N	405	405

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

The table above shows the link between the independent variable (product attributes) and the dependent variable (purchase intention of *viral food*). The strong positive correlation between the two variables explains the result of 0.592. This demonstrates that many respondents feel there is a strong correlation between product attributes and viral food purchasing intentions. As a result, the dependent variable will be influenced by the independent variable.

Table 4.19: Relationship of Factors Affecting Purchase Intention of *Viral Food*

		PA	**SI**	**PT**	**PI**
PA	Pearson Correlation	1	.426**	.329**	.404**
	Sig. (2-tailed)		.000	.000	.000
	N	405	405	405	405
SI	Pearson Correlation	.426**	1	.435**	.467**
	Sig. (2-tailed)	.000		.000	.000
	N	405	405	405	405
PT	Pearson Correlation	.329**	.435**	1	.592**
	Sig. (2-tailed)	.000	.000		.000
	N	405	405	405	405
PI	Pearson Correlation	.404**	.467**	.592**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	405	405	405	405

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

The association between the dependent variable, purchase intention of *viral food* and the three independent variables, personal attitudes (PA), social influences (SI), and product attributes (PA) are shown in Table 4.19. Personal attitudes and social influences have a positive correlation with purchase intention of *viral food*, but the correlation is weak. The connection between product attributes and purchase intention of *viral food*, on

the other hand, is positive and has a strong correlation. As a result, this information demonstrates that all independent variables are linked to dependent variable.

4.5 FRAMEWORK ANALYSIS

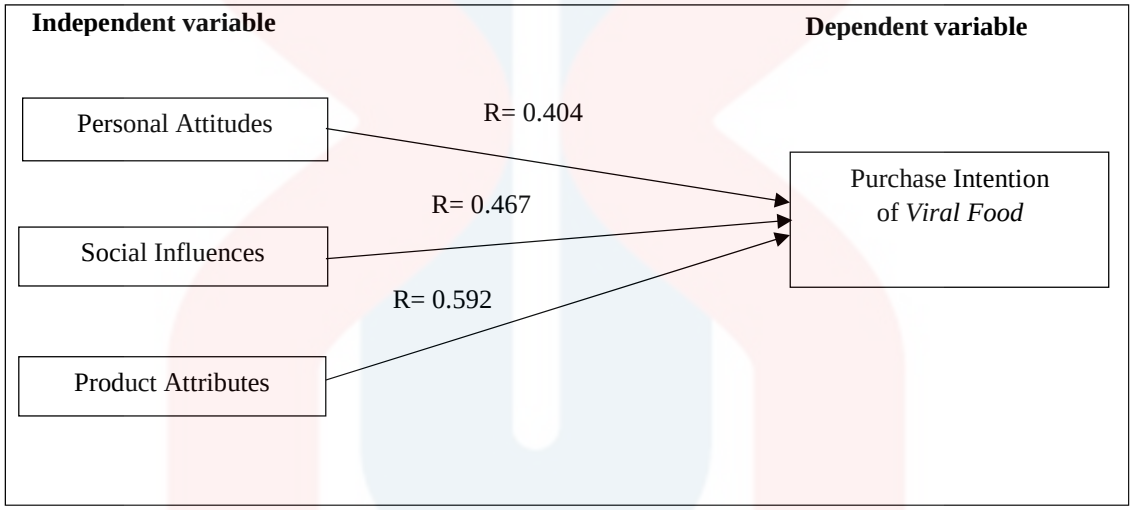

Figure 4.1: Correlation between personal attitudes, social influences, product attributes and purchase intention of *viral food*

Figure 4.1 shows the data values for the significant independent variables to the dependent variable. The dependent variable, *viral food* purchase intention, showed a significant relationship with three independent variables: personal attitudes, social influences, and product attributes. Among these independent variables, product attributes have the highest Pearson correlation value of 0.592. The Pearson correlation value for social influences is 0.467, which is the second highest. Meanwhile, the Pearson correlation value for personal attitudes and purchase intention of *viral food* is 0.404. As a consequence, personal attitudes, societal influences, and product attributes are three

separate elements that have a connection with purchase intention of *viral food* among customers. However, the correlation between the dependent and independent variables is only moderate since the strength of the correlation between them is modest.

4.6 SUMMARY

The findings of this research show that purchase intentions of *viral food* have many factors to affect it. There are 405 people who have taken part in this research. According to the findings, the respondents were from all of Malaysia's main ethnic groups, with the Chinese and Malays being the most numerous. The majority of responders are working or self-employed workers, as well as students. However, many of the responders fall into the other groups. They were also between the ages of 18 and 50, demonstrating that the study's variety was ensured.

The higher mean score is 3.82, which is a descriptive analysis statistic of social influences, while the second highest mean score is 3.68, which is a descriptive analysis statistic of product attributes, according to the data analysed. The third greatest mean score is 3.51, which is a descriptive analysis statistic of personal attitudes, and the lowest mean score is 3.17, which is a descriptive analysis statistic of *viral food* purchase intention. The majority of respondents agreed that the content of these independent variables impacts the dependent variables, according to the findings of the descriptive analysis.

Next, the purchase intention of *viral food* was the variable with the greatest reliability test score. It had an index of 0.899. Product attributes, with a score of 0.746, is the second highest reliability test result. The third highest reliability test result is for social influences, which has an index of 0.683. Finally, the personal attitudes' reliability test result is the lowest, with a score of just 0.482. This might be due to the researchers' failure to consider the consistency and correlation of the questions while drafting them, resulting in the instability of the reliability test index.

At last, the highest Pearson Correlation value is product attributes, it has a correlation value of 0.592, followed by social influences with a correlation value of 0.467, and personal attitudes with a correlation value of 0.404. As a result, there is a positive but modest association between social influences and personal views and *viral food* purchase intention. The link between product attributes and purchase intention of *viral food* is also favourable, although there is a strong correlation between the two. This indicates that the majority of respondents think that these independent variables are related to dependent variables but are not the most important determinants.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter elaborates on the results presented in Chapter 4. The researchers will bring the discussion to a finish and leave the reader with a lasting impression. Aside from that, this chapter explains the limitations that the researchers faced as well as the recommendations that might be taken in the future about this study. Finally, this chapter concludes with the dissemination of research findings to the general public.

5.2 RECAPITULATION OF THE FINDINGS

The discussion on recapitulation gained from the results is written in this section of the chapter, and it is based on the research purpose, research questions, and hypothesis for this study.

5.2.1 RELATIONSHIP BETWEEN PERSONAL ATTITUDES AND PURCHASE INTENTION OF *VIRAL FOOD*

The association between personal attitudes and viral food purchase intention was the study's first research topic. This also serves as a response to the initial aim and hypothesis. The study aims, questions, and hypotheses are listed in Table 5.1.

Table 5.1: Research Objective 1 and Research Question 1

No	Research Objective (RO)	Research Question (RQ)
1	To identify the relationship between personal attitudes and purchase intention of *viral food*.	What is the relationship between personal attitudes and purchase intention of *viral food*?

$H1_a$: There is a relationship between personal attitudes and purchase intention of *viral food*.

To answer RQ1, the outcomes of hypothesis H1 in Chapter 4 were evaluated. According to H1, there is a strong link between personal attitudes and purchase intention

of *viral food*. According to the results, there is a weakly positive correlation coefficient of 0.404 at a p value of 0.00, which is lower than the highly significant threshold of 0.001. As a result, H1 was approved. According to the findings, customers' willingness to purchase *viral food* is influenced by their own opinions. It is possible that the reciprocal relationship or impact between the two is due to the fact that most consumers buy food based on their own views or notions. Many consumers choose their meals based on their own preferences, beliefs, and emotions. Some individuals, for example, may purchase a *viral food* out of joy. Following that, some responders were really intrigued about the flavour of *viral food* and were prepared to face risks in order to be the first to try it. Furthermore, some clients may choose appropriate *viral foods* based on health and nutritional concerns. As a result, it may be deduced that the more positive a customer's personal attitude is, the more likely they are to purchase *viral food*. The reason for this is because when consumers in Malaysia have more positive personal views, they are more likely to detect and purchase *viral food*.

5.2.2 RELATIONSHIP BETWEEN SOCIAL INFLUENCES AND PURCHASE INTENTION OF *VIRAL FOOD*

The association between social influences and purchase intention of *viral food* was the study's second research topic. This is also in order to respond to the second aim and hypothesis. The study aims, questions, and hypotheses are listed in Table 5.2.

Table 5.2: Research Objective 2 and Research Question 2

No	Research Objective (RO)	Research Question (RQ)
2	To investigate the impact of societal influences towards someone purchase intention on *viral food*.	What is the impact of societal influences towards someone purchase intention on *viral food*?

$H2_a$: There is a relationship between social influences and purchase intention of *viral food*.

To answer RQ2, the data of hypothesis H2 were evaluated. According to H2, there is a strong link between social influences and purchase intention of *viral food*. According to the data, there is a weakly positive relationship with a correlation coefficient of 0.467 and a p value of 0.00, which is less than the highly significant threshold of 0.001. As a result, H2 is accepted. This might be due to the fact that most consumers are affected by other people or their surroundings when they comprehend and purchase *viral food*. The majority of consumers are likely to be interested in a certain meal as a result of a television commercial or widespread social media promotion. According to the results of the poll, the majority of respondents would always pay attention to food trends and make food purchases based on comments and feedback from other social media users. Most Malaysians, for example, will discover about new meals via social media platforms such as TikTok, Instagram, and Facebook, and will opt to taste the dish that has received

positive feedback. Furthermore, many individuals will be ready to try these novel cuisines as a result of their relatives' and friends' appreciation for a certain *viral food*. As a result of these facts, it can be concluded that when social influence is greater, the customer's willingness to purchase *viral food* is greater.

5.2.3 RELATIONSHIP BETWEEN PRODUCT ATTRIBUTES AND PURCHASE INTENTION OF *VIRAL FOOD*

The association between product attributes and purchase intention of *viral food* was the study's third research question. This is also in order to respond to the third aim and hypothesis. The study aims, questions, and hypotheses are listed in Table 5.3.

Table 5.3: Research Objective 3 and Research Question 3

No	Research Objective (RO)	Research Question (RQ)
3	To determine how product attributes of *viral food* influence someone purchase intention.	How product attributes of influence someone purchase intention of *viral food*?

$H3_a$: There is a relationship between product attributes and purchase intention of *viral food*.

To answer RQ3, the outcomes of hypothesis H3 were evaluated. According to H3, there is a strong link between product attributes and purchase intention of viral food. According to the data, there is a moderate positive correlation coefficient of 0.592, with a p value of 0.00, which is less than the highly significant threshold of 0.001. As a result, H3 was approved. This indicates that the major element influencing customers' willingness to buy *viral food* will be product attributes. According to the survey's findings, the majority of respondents will examine the appearance, colour, or portion of food before deciding whether or not to purchase it. For example, many consumers will discuss their online food shopping experiences and evaluate the product's flavour, look, price and portion. Even if it is a new *viral food,* these qualities will make buyers inclined to purchase food that appears or is the proper size. As a consequence, the findings of this study indicate that the better the product features of *viral foods,* the more inclined people are to purchase them.

5.3 LIMITATIONS

This study has restrictions that made it difficult for the researchers to finish it. This research had various drawbacks, one of which being the number of responders. Not all Malaysian citizens especially youths who wished to answer questions or get a

questionnaire from the researchers were eligible to participate in this study. This is because some respondents believe that responding to the researchers' questions is a waste of time. Furthermore, several respondents were uninterested in *viral food* studies or lacked experience with or knowledge of such meals.

Then, some respondents had a negative attitude about completing the questionnaire, which gave them the opportunity to fill in the answers at their leisure. These factors will have an impact on the survey's findings. Because of the respondents' personal preferences or opinions, some responses may go against common sense. These responses all point to the study's weaknesses, which might be shown through conflicts with data from other sources. When filling out this questionnaire, some respondents, for example, selected different responses than others based on their personal perceptions and experiences. Positive occurrences and results are attributed to their own agency, whereas bad events and consequences are attributed to external factors. As a result, individuals will loathe *viral food* and be hesitant to purchase it due to previous negative experiences. Furthermore, some participants opted to embellish their responses. They pick replies that are not appropriate for their situations or selections in order to project a more positive image or due to the impact of vanity. Furthermore, some respondents selectively remembered certain ideas and experiences that were useful to them, while choosing answers that did not match their personal circumstances. They only picked the responses that made them feel good, and they disregarded the answers that reminded them of unpleasant experiences. As a consequence, the questionnaire's findings will be skewed, and the consistency of the responses will be compromised.

A little lack of accessible and accurate data is also a limitation of this research. Although the number of individuals who filled out the questionnaire met the target, the majority of them had similar backgrounds, resulting in a lack of variety in the findings. These respondents have similar perspectives on the topics and are more likely to provide the same responses. They may also be perplexed by some of the questions and be unable to determine the best answer. Furthermore, the researchers were unable to determine the genuine background and attitudes of those who replied to the survey. As a consequence, researchers are unable to thoroughly verify the accuracy of the responses and data.

The method of data collecting is also one of the study's limitations. The only way to disseminate the questionnaire in this research is via an internet survey. Because to the COVID-19 epidemic, it is hard to gather data via interviews or face-to-face meetings. Furthermore, responding to a questionnaire with insufficient data might lead the responder to be late in providing useful information. The researchers were unable to identify appropriate respondents and encourage them to complete the survey in specific locations, such as restaurants or beverage shops. Furthermore, respondents were unable to explain these difficulties to respondents in a timely way, therefore resolving their concerns.

The absence of prior research on this topic is a final limitation of this study. It is difficult for researchers to identify earlier studies that form the foundation of a literature review and set the framework for the research question due to the new subject matter of this study. Researchers are also unable to go to libraries that are too far away to obtain paper papers or books because of Covid-19. Furthermore, since *viral foods* are relatively

new and lack academics' definitions and summaries, it is difficult for researchers to find news and reports on them throughout the study time to expand the research material. As a result, it is difficult for researchers to completely grasp the notion of *viral food* and formulate effective study questions.

5.4 RECOMMENDATIONS

The first recommendation is that researchers should seek out more respondents in order to boost the credibility of the findings. Although the general study limit is 384 respondents, responders may still gather extra data to boost the research's variety and dependability. Additionally, researchers must simplify the questions in the questionnaire so that respondents can reply more quickly and readily. To increase the accuracy of the findings, researchers should strive to find more individuals who are interested in *viral foods* on the internet to answer questions.

The researchers should re-examine the definitions of the questions in the questionnaire and re-write some of them, according to the second proposal. Researchers must ensure that the question's description is clear and unappealing to responders. As a result, researchers must reconsider the breadth of each inquiry to ensure that it does not offend particular responders. To increase respondents' comprehension of the questions, researchers must ensure that the questions cover all of the respondents' areas.

Furthermore, researchers must craft questions that do not trespass excessively on respondents' privacy, allowing them to make more accurate and factual decisions. As a result, the questionnaire's dependability will be enhanced.

Following that, the third recommendation for this study is that researchers should check the respondents' backgrounds to ensure the data is reliable. Researchers may visit additional locations and facilities in order to recruit more respondents from various backgrounds to complete the survey. To guarantee the data source's dependability, researchers may pick more respondents of various races and ages at specified sites such as cafés, beverage shops, and so on. Furthermore, by the promotion of individuals from various backgrounds to fill out the questionnaire, researchers may collect responders of the same class and opinions as them. The accuracy of the study findings may be substantially enhanced by publicizing it and sharing it with genuine friends and instructors.

Furthermore, the researchers might instruct the responder on how to complete the questionnaire. This is due to the fact that some respondents are unsure how to complete an online questionnaire. The reply also stated that everyone should be aware of our research, which is about purchase intention of *viral food*. Based on this research, this study focuses only on the independent variables of personal attitudes, social influences, and product attributes in relation to *viral food* purchase intention. Researchers may clarify the definitions of each component to respondents so that they can make better informed decisions. Personal attitude, for example, encompasses a customer's desire to purchase *viral food* depending on their own values, personal perspectives, and mood. Next, social

influences are exterior variables in life that impact a customer's inclination to pick *viral food*, such as television advertisements, social media, and food videos. Finally, product qualities refer to the look, weight, colour, and other characteristics of *viral food* that may influence consumers' purchasing decisions. Respondents will not be confused while answering questions if they are well aware of the meanings of these parts. As a result, all responders will be able to provide more and better information.

Finally, researchers can utilize the media to get more information from other nations. More articles on food trends, as well as publications in other languages, may be found by searching social media and academic websites. This data will most likely include information that is difficult to find on the Internet and will aid researchers in refining the concept of *viral foods*. The researchers could then submit different portions of the study to academics as well as give extensive data for others to refer to. It may also be utilized as a prepared knowledge for *viral food* purchase intention based on the data's outcome. So that the owners or sellers of *viral food* in Malaysia may be more vigilant in improving and increasing client approval of these foods.

5.5 SUMMARY

As a conclusion, this study was conducted to learn more about the elements that influence customers' *viral food* purchase intentions. Also, this study may be utilized as a

reference by other academics who are doing research on *viral food* purchasing intentions. The results acquired in Chapter 4 using the Statistical Package for the Social Sciences (SPSS) were explored further, and inferences were drawn as a consequence of the findings. So, it can be inferred that personal attitudes, social influences, and product attributes have a moderate impact on customer purchase intentions for *viral food*. As a result, it is intended that all of the information gathered during this study would assist associated parties in generating cash and profit, therefore boosting Malaysia's economy and promote the food culture of Malaysia.

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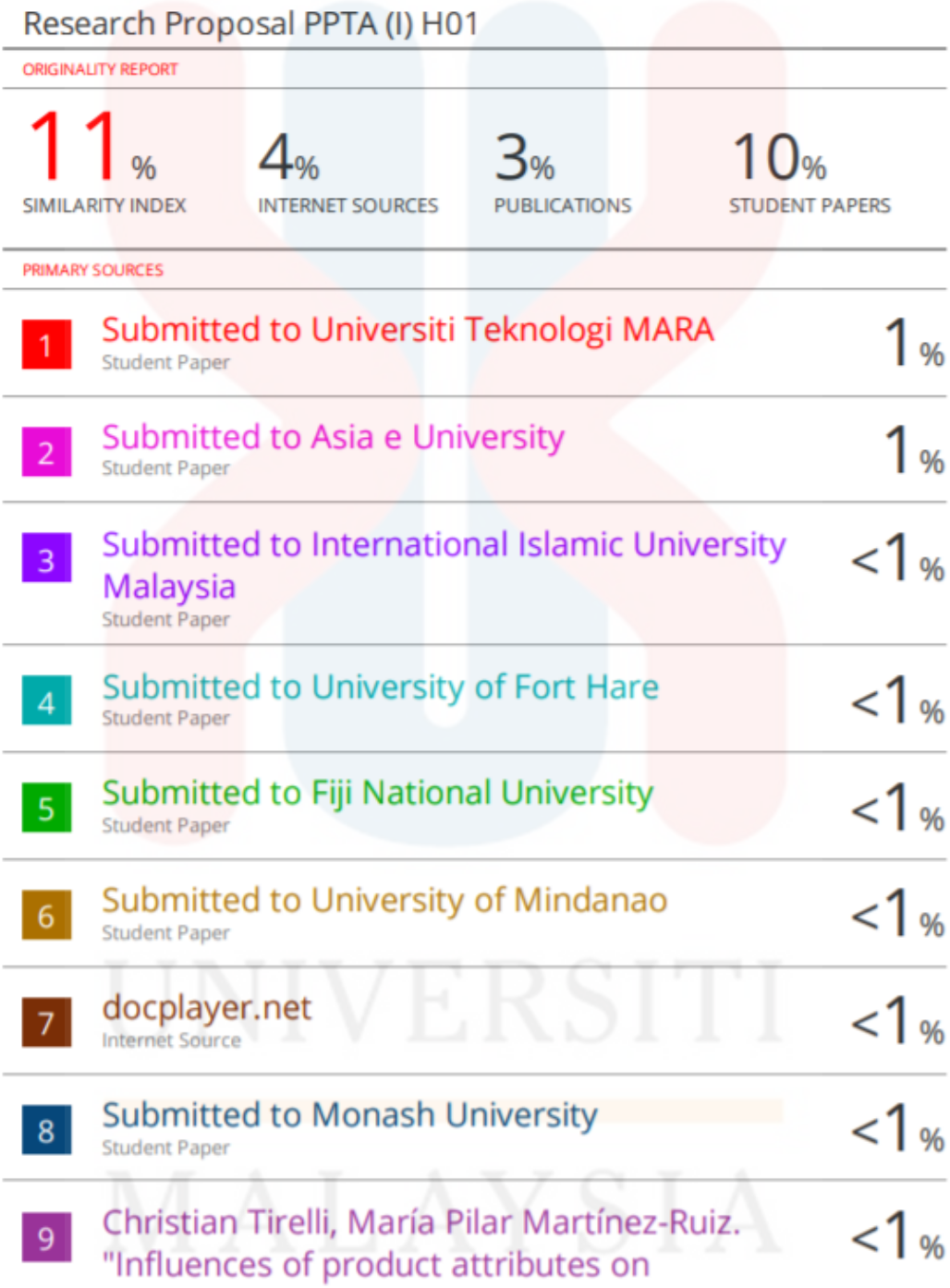
APPENDICES



Research Proposal PPTA (I) H01

ORIGINALITY REPORT

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Factors Influencing Consumer's Purchase Intention on New Seasonal Menu Selection (*Viral Food*)

Dear respondents,

We are undergraduate students at Universiti Malaysia Kelantan's Faculty of Hospitality, Tourism and Wellness (FHPK), Pengkalan Chepa, Kota Bharu, studying Bachelor of Entrepreneurship (Hospitality). We are now working on our final year project and will be doing the research described above. The goal of this research is to see how many different factors impact a customer's decision to buy a new seasonal menu item (*viral food*). The term '*viral food*' refers to innovative foods or internet-famous food that have been widely disseminated via conventional and social media in many countries including Malaysia. Bubble Tea, Milo kepal, Oden, Fried Chicken with Cheese, Dalgona Coffee, salted egg products, Black Charcoal Burger, Daebak Ghost Paper Noodles, and Paqui One chips are some examples of '*viral food*'.

Your participation is voluntary and there is no right or wrong answer. All replies will be kept private and used only for academic reasons. Thank you for your help and time.

Please spend your time to read this short guideline for this questionnaire:

1. Please respond to ALL questions. There are no correct or incorrect answers to any of the questions; they must all be answered honestly.

2. The survey data will be used purely for educational and research purposes, with no exposure of the owner's personal information.

3. All information collected is confidential and not disseminated to others.

Responden sekalian,

Kami merupakan pelajar sarjana muda di Fakulti Hospitaliti, Pelancongan dan Kesejahteraan (FHPK) Universiti Malaysia Kelantan, Pengkalan Chepa, Kota Bharu yang mengikuti pengajian Sarjana Muda Keusahawanan (Hospitality). Kami sedang mengusahakan projek tahun akhir kami dan akan melakukan penyelidikan yang diterangkan di atas. Matlamat penyelidikan ini adalah untuk mengkaji tahap untuk beberapa faktor berbeza yang memberi kesan kepada keputusan pelanggan untuk

membeli item menu bermusim baharu (*viral food*). Istilah 'makanan *viral*' merujuk kepada makanan inovatif atau makanan terkenal di internet yang telah disebarkan secara meluas melalui media konvensional dan sosial di banyak negara termasuk Malaysia. *Bubble Tea*, *Milo* kepal, Oden, Ayam Goreng dengan Keju, Kopi *Dalgona*, Produk telur masin, *Black Charcoal Burger*, *Daebak Ghost Paper Noodles* dan kerepek *Paqui One* adalah beberapa contoh 'makanan *viral*'.

Penyertaan anda adalah secara sukarela dan tiada jawapan yang betul atau salah. Semua respon akan dirahsiakan dan digunakan hanya untuk tujuan akademik. Terima kasih atas bantuan dan masa anda.

Sila luangkan masa anda untuk membaca garis panduan ringkas untuk soal selidik ini:

1. Sila jawab SEMUA soalan. Tiada jawapan yang betul atau salah untuk mana-mana soalan; semuanya mesti dijawab dengan jujur.

2. Data tinjauan akan digunakan semata-mata untuk tujuan pendidikan dan penyelidikan, tanpa pendedahan maklumat peribadi pemilik.

3. Semua maklumat yang dikumpul adalah rahsia dan tidak disebarkan kepada orang lain.

Afiqah Liyana Binti Abd Razak H19A0007

Ahmad Aliff Hakimi Bin Mat Nasir H19A0010

Aida Roshaiza Binti Mohd Zaki H19A0019

Chua Yi Fan H19A0089

Part A: Demographic / Demografik

1. Gender / Jantina

(a) Female / Wanita
(b) Male / Lelaki

2. Age Group / Kumpulan Umur

(a) 18-25 years old / 18-25 tahun
(b) 26-33 years old / 26-33 tahun
(c) 34-41 years old / 34-41 tahun
(d) 42-49 years old / 42-49 tahun
(e) 50 years and above / 50 tahun dan ke atas

3. Race / Kaum

(a) Malay / Melayu
(b) Chinese / Cina
(c) Indian / India
(d) Other / Lain-Lain

4. Education level / Tahap pengajian

(a) SPM
(b) STPM / A-levels
(c) Diploma
(d) Degree
(e) Master's degree
(f) PhD

5. Occupation / Pekerjaan

(a) Employed / Bekerja

(b) Self-employed / Bekerja sendiri

(c) Unemployed / Pengangguran

(d) Student / Pelajar

6. Annual salary / Gaji tahunan

(a) Not earning / Tiada pendapatan

(b) Below RM12,000 / RM12,000 dan ke bawah

(c) RM12,001 to RM24,000 / RM12,001 hingga RM 24,000

(d) RM24,001 to RM48,000 / RM24,001 hingga RM 48,000

(e) Above RM48,001 / RM48,001 dan ke atas

Part B: Personal Attitudes / Sikap Peribadi

Please rate the following sentences on the scale below to express your views. / Sila nilaikan ayat berikut pada skala di bawah untuk menyatakan pandangan anda.

1-Strongly disagree / Sangat tidak setuju

2-Disagree / Tidak setuju

3-Neutral / Neutral

4-Agree / Setuju

5-Strongly agree / Sangat setuju

1. Taste judgments will affect my desire to buy *viral food*. / Pertimbangan rasa, kepercayaan akan mempengaruhi keinginan saya untuk membeli makanan *viral*.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

2. Emotion's beliefs will affect my desire to buy *viral food*. / Kepercayaan emosi akan menjejaskan keinginan saya untuk membeli makanan *viral*.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

3. I want to be among the first people to try a new *viral food*. / Saya ingin menjadi antara orang terawal yang mencuba makanan baru yang *viral*.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

4. I'm willing to take a risk when it comes to investing for new *viral food*. / Saya sanggup mengambil risiko apabila melabur untuk makanan *viral* baharu.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

5. Before purchasing *viral foods*, I considered the amount of calories my body needs. / Sebelum membeli makanan *viral*, saya mempertimbangkan jumlah kalori yang diperlukan oleh badan saya.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

6. Before counsuming *viral foods*, I considered the amount of calories my body needs. / Sebelum menikmati makanan *viral*, saya mempertimbangkan jumlah kalori yang diperlukan oleh badan saya.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

Part C: Social Influences / Pengaruh sosial

1. I always read consumer evaluations and comments before purchasing *viral food* / Saya selalu melihat ulasan dan komen pelanggan sebelum membeli makanan *viral*.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

2. I always read consumer evaluations and comments before eating *viral food* / Saya selalu melihat ulasan dan komen pelanggan sebelum menikmati makanan *viral*.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

3. I would not interested in purchasing meals that have received negative reviews on *viral foods*. / Saya tidak akan tertarik dan membeli dengan ulasan negative terhadap makanan *viral*.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

4. I always watch video reviews on current food trends / Saya selalu melihat video review dalam perkembangan trend makanan semasa.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

5. I always keeping up with current food trends on social media / Saya sentiasa mengikuti trend makanan semasa di media sosial.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

6. I was always influenced to try *viral foods* after seeing advertising on television. / Saya selalu terpengaruh untuk mencuba makanan *viral* selepas menonoton iklan di televisyen.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

7. I prefer to eat meals that are high in nutrients for myself and others over foods that are low in nutrients and can harm the body's health. / Saya suka makan makanan yang mempunyai banyak khasiat untuk diri sendiri dan orang lain berbanding dengan makanan yang tidak berkhasiat yang boleh menjejaskan kesihatan badan.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

8. I always rate a food through the reviews given in the comments section on the authentic source of *viral food*. / Saya selalu menilai sesuatu makanan melalui ulasan yang diberikan diruangan komen pada sumber sahih makanan *viral*.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

Part D: Product Attributes / Atribut produk

1. The offered *viral food* has a more appealing colour combination, particularly on the packaging, which makes me want to buy it. / Makanan *viral* yang ditawarkan mempunyai kombinasi warna yang lebih menarik, terutamanya pada pembungkusan, yang membuatkan saya ingin membelinya.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

2. I am tempted to try *viral food* because of the colour of the food exhibited. / Saya tergoda untuk mencuba makanan *viral* kerana warna makanan yang dipamerkan.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

3. I am tempted to try *viral food* because of the form of the food exhibited. / Saya tergoda untuk mencuba makanan *viral* kerana bentuk makanan yang dipamerkan.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

4. I am quickly attracted to portion size of *viral foods*. / Saya cepat tertarik dengan saiz porsi makanan *viral*.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

5. When making a purchase, I would be more concerned with the physical appearance of a *viral food*. / Apabila membuat pembelian, saya akan lebih mementingkan penampilan fizikal makanan *viral*.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

6. I never actually consider a seller's pricing for a *viral food*. / Saya tidak pernah benar-benar mempertimbangkan harga penjual untuk makanan *viral*.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

Part E: Purchase intentions of *viral food* / Niat pembelian bagi makanan *viral*

1. I like purchasing *viral food* in the future. / Saya suka membeli makanan *viral* pada masa hadapan.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

2. I like eating *viral food* in the future. / Saya suka makan makanan *viral* pada masa hadapan.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

3. I will be consuming *viral food* on a regular basis. / Saya akan menikmati makanan *viral* secara kerap.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

4. Purchasing *viral food* will demonstrate my distinct taste and personality. / Membeli makanan *viral* akan menunjukkan rasa dan personaliti saya yang berbeza dengan orang lain.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

5. Eating *viral food* will demonstrate my distinct taste and personality. / Menikmati makanan *viral* akan menunjukkan rasa dan personaliti saya yang berbeza dengan orang lain.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

6. Purchasing *viral food* has the potential to enhance my quality of life. / Membeli *viral* berpotensi meningkatkan kualiti hidup saya.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

7. Eating *viral food* has the potential to enhance my quality of life. / Menikmati *viral* berpotensi meningkatkan kualiti hidup saya.

(a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju

(c) 3 – Neutral / Neutral

(d) 4 – Agree / Setuju

(e) 5 – Strongly agree / Sangat setuju

_____END / TAMAT_____