

Factors Influencing Customers' Purchasing Intention of Pizza Chain Restaurants in Klang Valley, Malaysia

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Abstract: The importance of e-commerce practices among pizza chain restaurants spiked in recent years. This is mainly to the high internet penetration rate and trends moving toward online food delivery in the industry. Using website quality, electronic word-of-mouth and price consciousness as the independent variables, this research explore the influence of these factors towards online purchasing intention among pizza chain restaurant consumers. Using the quantitative research approach, the researcher conducted a series of statistical test relevant to the research objective. The results show that website quality, electronic word of mouth and price consciousness has an influence towards online purchasing intention among pizza chain restaurant consumers with the influence of website quality being the highest among the variables examined. Results provide important insights into the impact of website quality, electronic word-of-mouth and price consciousness has an influence towards online purchasing intention among pizza chain restaurant consumers compared to other previous researches.

Key words: Purchase Intention • Price Consciousness • Website Quality • Electronic word-of-mouth (eWOM) • Pizza Chain Restaurant • Klang Valley

INTRODUCTION

Total number of internet users in Malaysia as according to internetworldstats.com (2018) is recorded at 25.1 million users as recorded in December 2017. With an internet penetration rate of 78.3% among Malaysians, the e-commerce is one of the business sectors that are doing well in Malaysia. According to statista.com (2018), revenue generated from the food and beverage segment of e-commerce in Malaysia was recorded at 23.8 million USD, along with a penetration rate of 17.87%, the food and beverage segment in e-commerce is Malaysia is forecasted to experience a steady growth of 300,00 users per annum.

According to Trends and Challenges in the Fast Food Industry [1], the issue that most of the fast food industry often faced is late delivery service. Reports indicated an increasing preference to consume food at home which leads to an increase in usage of online food delivery services [1].

This highlights the importance of the understanding of customers' online purchasing intention in the food and beverage industry, specifically in the fast food industry.

To retain customer, the companies in the fast food industry must understand factors that influences online purchasing intention of their consumers which will affect the customers' purchasing decision.

Significant of Research: The role of a company website not only provides information to the consumers and allows online transactions to occur. It also helps in the generation of electronic word-of-mouth, which is also influence online purchasing decision of consumers. In addition, a well-developed food delivery order website will not only influence customers' online purchase intention but also the competitiveness of the company.

Researches in the past indicated that the influence of price differs among products and services of different industries. With the inconsistency in findings, this research attempts to explore the influence of price consciousness among pizza chain restaurant consumers towards their purchasing intention.

The aim of this research is to identify the factors that influence customer purchasing intention towards pizza chain restaurant in Klang Valley, Malaysia. With high internet penetration rate in Malaysia, the focus of this research will be on the influence of electronic word of

mouth (eWOM) and website quality as a factor influencing online purchase intention of pizza chain restaurant consumers. As price is also a critical factor that affects customer purchasing intention, the influence of price consciousness toward purchasing intention of pizza chain restaurant is also examined.

This research contributes to understanding the customer purchase intention. Besides that, using the three identified variables, through this study we able to understand the customer purchasing intention towards pizza chain restaurants. To retain the customer, the fast food outlets need to understand customer purchasing intention and improvement to meet customer demand and also increase customer satisfaction.

Literature Review

Customer Purchasing Intention: Customer's purchasing intention as mentioned by Rana, Osman & Othman [2] is the urge to buy products from a particular business. Online purchase intention is the customers' desire to purchase a product or service through the website [3]. There are many factors that will influence customer purchasing intention especially during product selection and decision making [4].

According to Gartenstein [5], customers will make a purchasing decision when they purchase any product or service. After they identify their demand, a customer will start to search for the product or service through person, online, word of mouth and more. After searching, they will evaluate and choose the product and service such as price, quality and more before they make purchases. The customer will continue to evaluate the product after they make a purchase for a next purchasing decision [6].

According to Morwitz [7], customer purchasing intention is very important in every industry as it is one of the primary inputs that industry uses to forecast sales and to decide the influence of business decisions on customers' purchasing behaviour. As purchase intention is not perfect to measure on customer behaviour, to retain customer, company needs to know when is to depend on them and how best to use them [4].

The steps of purchasing intentions are translated into purchasing behaviour. The customer behaviour towards on the product will influence their purchasing intention [7]. The fast food industry also no exception. Fast food industry has a very highly competitive environment so they need to understand customer purchasing behaviour to increase the customer purchasing intention to minimize the gap between fast food industry and customer [8].

Price Consciousness: Price consciousness is defined as "the degree to which the consumer focuses exclusively on paying low prices" [9]. Price consciousness customers are very concern to searching a low price in the market place. Besides that, customers derive emotional value and entertainment from shopping for lower prices. Price consciousness is similar with other customer personal characteristics relevant to price perception such as focus on paying a lower price [10].

According to Palazón & Delgado [10], price consciousness is an attitude as lasting predisposition that differs in intensity across individuals. According to Lee [11], price consciousness considers as the level when customers making a decision by using a price in a negative decision. Most of the high price conscious customers are less willing to pay for the product or service in higher prices.

As according to Anderson [12], most of the customers are price conscious. Anderson [12] suggested that customers are more focusing on price during purchase decision in store and online. In 10 customers, around 8 of the customers are looking for offer while they shop.

Relationship and Influence Between Price Consciousness and Customer Purchasing Intention:

Customer uses the price as the purchase decision standard [11]. Palazón & Delgado [10] highlighted the importance of price towards price conscious consumers and their purchase intention of a particular product or service. Most of the customers are more prefer the product in discounts price because they may think the product is worthwhile to purchase. Discount price will encourage price conscious consumers to buy.

Konuk [13] in his research concluded that there is a positive influence between price consciousness and purchasing intention. Customer with high price consciousness are willing to purchase the near perishable and near expiry product if the product in discount price. Changes in selling price of a product or service will directly influence purchasing intention as consumers' purchase intention is influence by the comparison between perceive value and price of the product [13]. This further reflects high price consciousness of consumers. Similarly, Zhang *et al.* [14] when conducting a research on willingness to pay premium prices for products concluded that price consciousness has an influence towards purchasing intention of consumers. Sthapit & Sharma [15] in a study conducted in Nepal also concluded price consciousness has a positive influence towards purchasing intention among smartphone users.

Shabrin *et al.* [16] in their study of factors influencing purchasing behaviour among Generation Y consumers found that there is a significant relationship between price and purchase intention, however price has no significant influence over purchase intention. Similarly Hashim *et al.* [17] also found that price consciousness has no significant influence towards purchase intention of home appliances in China.

Website Quality: Lowry, Wilson & Haig [18] suggested that website quality can be seen as attributes of a website that can lead to satisfaction of the end-users. Websites are part of our daily life and we used it to exchange and transmit information between user communities. Website quality is related to the customer satisfaction and the level of accomplishment of user's expectation [19].

Website quality formulates the preponderance opinion from the customers towards the website [20]. Website quality increases the effectiveness of websites to deliver the messages to audience and viewers. Website quality also forms conformance with the expectations of stakeholders [21]. According to Ali [22], website quality consider as multi-dimensional construct comprising three dimensions which are website usability, website functionality and website security and privacy.

In addition, website service quality is an e-service quality that to extent to a website and make it more efficient and effective in shopping, purchasing and delivery of product and service [23]. Ahmad, Rahman and Khan [24] suggested that the main dimensions of website service quality are ease of use, aesthetic design, speed process and security.

Customer demand is very important towards to the website. To reach customer demand, the creator will evaluate the features of the website to reach the demand of a user's and also ensure the overall of the website is excellent [22]. Not only that, Ali [22] was comparing the website as an online store of the company or service provider here users need to rely on websites' attributes to reach a purchase decision. Besides that, website quality must be define more detail and specific. The website will become more easy to use or useful to the customer [21].

Relationship and Influence Between Website Quality and Purchasing Intention: Website quality is one of the major parts to develop purchasing intention. A wonderful website quality will enhance customer purchasing intention [21]. As noted by Ali [22] website quality has caught the attention of academic and practitioners because of its vital role in developing customer purchase intentions.

According to the result of the research from Octavia & Tamerlane [21], there is a relationship between website quality and customer purchasing intention.

Fazli and Hayati [24] in a research based on low cost carrier and purchase intention of customers found that there are the relationship between website quality and customer purchasing intention. Jiménez-Barreto & Campo-Martínez [20], suggested that maintain the high levels of website quality will influence the loyal and satisfaction of the customers. Besides that, this also will influence customer have repurchase behaviour, promoting "electronic word of mouth (eWOM)" and generating benefits derive from online activities. This all will influence the customer purchasing intention [20].

Web qualities have a positive influence towards customer purchasing intention. In websites, advertising is the key indicator to transmit information and signals in conveying the product quality [25]. Good quality website can invoke positive feelings and stimulate the cognition or emotions of the customer. Company can do the product offer to conveying positive information to attract customer through website [25].

Electronic Word of Mouth (eWOM): Electronic word of mouth (eWOM) define as a positive or negative statement made by potential, actual or former customers towards a product or company, which is made available to a large of people or institutions through internet [26]. "Electronic word of mouth (eWOM)" is the name of the new trend. According to the research, Electronic word of mouth (eWOM) has a critical role on the preferences and the behaviour intention of the customers [26].

According to Matute, Polo-Redondo & Utrillas [27], the internet has given customers the opportunity to have more alternative to do the information searching and sharing before and after making an online purchase. Customers have various motivations to do the online searching or generating electronic word of mouth (eWOM) through posting the reviews and experiences in the product and services [27].

Besides that, electronic word of mouth (eWOM) also define as an informal communications direct to customers via internet which is based on the technology related to the usage and characteristics of particular goods and services or their sellers'. This consists of the communication between producers and customers and also those between customers themselves. Both integral parts of the "Words of mouth" flows and both distinctly distinguish from communications via mass media [26].

Relationship and Influence between Electronic Word of Mouth (eWOM) and Customer Purchasing Intention:

There is a relationship between electronic word of mouth (eWOM) and customer purchasing intention. The numerous researchers had confirmed that electronic word of mouth (eWOM) will influence the customer purchasing intention [28].

Based on Cheung, Lee and Thadani [29], there is a positive relationship between electronic word of mouth (eWOM) and purchase intention. The positive message of electronic word of mouth (eWOM) will encourage the purchase decision. The positive communications of electronic word of mouth (eWOM) are very valuable to promote the product and services [29].

According to Schmäh, Wilke, & Rossmann [28], while there is a significant influence between eWOM and purchase intention, customers are more likely influenced by negative “electronic word of mouth (eWOM)”.

Nadarajan, Bojein & Khalid [30]. also suggested that electronic word-of-mouth has an influence towards customer purchase intention. Nadarajan, Bojein & Khalid [30] when discussing about negative electronic word of mouth (eWOM), suggested that the experience in consuming and purchasing the product or service will influence their purchasing intention. Customer may have lower purchasing intention and customer loyalty when negative eWOM is high [30].

Theoretical Framework

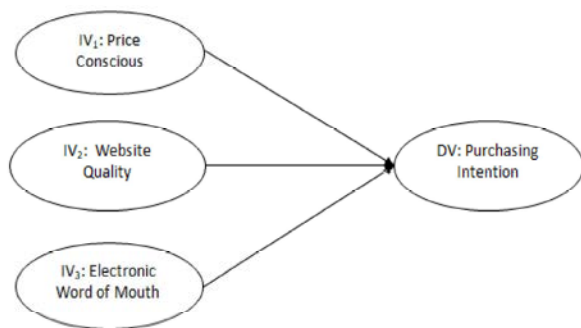


Fig. 1: Theoretical Framework

Research Methodology

Research Design: Quantitative research method was used for data collection to investigate the influence of service quality and service recovery towards customer satisfaction. It was a cross sectional study where the data was collected once at a particular time.

Sampling: The sampling method used in this study was convenience sampling which is a type of non-probability sampling. Data collection was done through online survey whereby online questionnaires were distributed to 392 online respondents who have experience purchasing from pizza chain restaurant online to collect primary data, participants were asked to answer the questions related to purchase intention, price consciousness, website quality and electronic word-of-mouth. By using the Google Survey Forms design, the survey had been distributed through online method. Valid respondents of this research were those who have experience purchasing from pizza chain restaurant. Individuals had been asked to answer all questions based on their most recently experience purchasing from a pizza chain restaurant. Aside from the restrictions of targeting only respondents residing currently in the Klang Valley area, there are no regional restrictions on the distribution of questionnaires on Internet and more surveyed areas can be reached, which is conducive to the comprehensiveness of the data.

Instrumentation: Data for the study were obtained by distributing the set of questionnaires to the target sample group. Self-administered online questionnaire were used to conduct the study. It will consist of four sections. A 4-point Likert scale (1 = strongly disagree, 4 = strongly agree) were used to measure Section A, Section B, Section C and Section D of the questionnaire. **Section A** of the questionnaire consist of 7 questions related to customer purchasing intention. **Section B** consists of the questionnaire 7 items used to measure price consciousness. **Section C** of the questionnaire refers to the 8 questions used to measure website quality. **Section D** of the questionnaire refers to the 6 questions used to measure electronic word-of-mouth. **Section E** of the questionnaire refers to the 4 questions used to obtain the demographic information and general information from the respondents.

The result revealed that the Cronbach’s Alpha coefficients for all the variables tested were relatively high: purchasing intention (0.932), price consciousness (0.855), website quality (0.887), electronic word-of-mouth (0.832).

Assumptions of Parametric: Before choosing a statistical test to apply to the data collected, the researcher addressed the issue of whether the data are parametric or not. Statistical tests are used to analyse some aspect of a sample. The assumptions of parametric were met when:

sample data are continuous and measurements met the minimum sample size requirement [31], the ratio of cases/samples (N) to variables (IV) exceeded 5:1 [32], more than 70 percent of the questionnaire can be measured using scale, there was a linear relationship among the two variables and data collected were normally distributed based on the results obtained from the normality test conducted [33].

Statistical Analysis: The data collected from the questionnaires were analysed through a series of statistical test. The data collected were analysed using the SPSS statistical analysis software for Windows. The statistical procedures for quantitative research include reliability analysis, normality test, descriptive statistics, Pearson’s correlation and multiple regression analysis.

RESULTS AND DISCUSSION

The Relationship between Purchase Intention, Price Consciousness, Website Quality and Electronical Wordof Mouth: A Pearson correlation was run to determine the relationship between purchase intention (PI), price consciousness (PC), website quality (WQ) and electronical word-of-mouth (e-WOM). The data in Table 1 showed no violation of normality and linearity. There are significant relationship between price consciousness, website quality and electronical word of mouth towards purchase intention.

Regression Analysis: The R² value as shown in Table 2 is 0.392. With this, it can be deduce that 39.2 percent of the variance in the dependent variable – purchase intention (PI), can be explained by the variance of the independent variables, which are price consciousness (PC), website quality (WQ) and electronical word-of-mouth (e-WOM).

The F-ratio in Table 3 tests whether the overall regression model is a good fit for the data. The F-test result was 86.099 with significance (‘Sig.’) of .05. This meant that the probability of these results occurring by chance was less than 0.05. The table shows that the independent variables (price consciousness, website quality and electronical word-of-mouth) statistically significantly predict the dependent variable (relationship quality), F (3, 401) = 86.099, p < 0.05. Thus it can be deduced that the regression model is a good fit of the data.

To test the effect of price consciousness, website quality and electronical word-of-mouth towards purchase intention, regression analysis is being used to test the direct effect between dependent and the independent variable. The dependent variable of this study is Purchase Intention (PI) while the independent variables of this study are Price Consciousness (PC), Website Quality (WQ) and electronical Word-of-mouth (e-WOM)

The results in Table 4 shows that the price conscious has a weak and positive influence on customer purchasing intention ($\beta=0.135, n=405, p<0.05$). This indicates that price consciousness has a significant

Table 1: Correlations between the Four Variables

Variable	PI	PC	WQ	eWOM
Purchase Intention (PI)	-			
Price Consciousness (PC)	.425**	-		
Website Quality (WQ)	.571**	.443**	-	
Electronical Word-of-mouth (eWOM)	.552**	.508**	.683**	-

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

Table 2: Regression Analysis: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.626a	.392	.387	.41687

a. Predictors: (Constant), Electronical Word-of-mouth, Price Conscious, Website Quality

Table 3: Regression Analysis: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.888	3	14.963	86.099	.000 ^b
	Residual	69.687	401	.174		
	Total	114.575	404			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), electronical word-of-mouth, Price Consciousness, Website Quality

Table 4: Regression Analysis: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.950	.143		6.652	.000
	Price Consciousness	.135	.041	.151	3.305	.001
	Website Quality	.327	.053	.336	6.226	.000
	Electronical Word-of-mouth	.241	.055	.246	4.375	.000

a. Dependent Variable: Purchase Intention

influence towards purchasing intention. The result was similar to the findings of past researchers indicating that price consciousness does influence purchase intention [14, 115].

Next, as illustrated in Table 4, website quality has a weak and positive influence towards customer purchasing intention ($\beta=0.327$, $n=405$, $p<0.05$). This indicates that website quality has a significant influence towards purchasing intention. The results were similar with the researches done in the past where website quality has an significant influence towards purchasing intention [20, 21, 25].

The results in Table 4 shows that the electronic word-of-mouth (eWOM) has a weak and positive influence on customer purchasing intention ($\beta=0.241$, $n=405$, $p < 0.05$). This indicates electronical word-of-mouth has a significant influence toward purchase intention. The results were similar to the findings of Nadarajan,Bojein& Khalid [25] and Schmah, Wilke, & Rossmann [28] where electronic word-of-mouth has a positive influence towards customer purchasing intention.

Based on results tabulated in Table 4, website quality (β -Value = 0.327) has a greatest influence among 3 factors in purchase intention. This is followed by electronic word-of-mouth ($\beta = 0.241$) and price consciousness ($\beta=0.135$).

CONCLUSION AND RECOMMENDATION

In conclusion, there are 4 objectives in this research. The first 3 objectives are to identify the influence price consciousness, website quality and electronical word of mouth towards the customer purchasing intention. Based on the results, it is shown that all three variables has a significant influence towards the customer purchasing intention.

The fourth objective is to identify the factor that has the strongest influence towards customer purchasing intention. The results of the research show that website quality has the strongest influence towards customer purchasing intention among the 3 factors.

Results of this research indicate the importance of website quality towards customer online purchasing intention of pizza chain restaurants. Businesses should focus their effort on developing and sustaining the quality of their website to increase online purchase intention. A good quality website will also help to generate positive electronic word-of-mouth among consumers.

Suggestions for Future Research: Future research should focus on the possible factors affecting online purchase intention of pizza chain restaurants. In addition, a comparative study could be conducted to see the differences in online purchase among different generations in different cities in Malaysia.

Researchers can also further explore the antecedents of website quality among online pizza chain restaurants patrons as it will influence online purchasing intention of the customers.

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