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**TITLE:  
FACTORS INFLUENCE THE PURCHASE INTENTIONS TOWARDS  
FROZEN FOOD OF DAPURYAN**

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## **DECLARATION OF ORIGINALITY**

**TITLE : FACTORS INFLUENCE THE PURCHASE INTENTIONS  
TOWARDS FROZEN FOOD OF DAPURYAN**

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## **ABSTRACT**

The objective of this study is to analyse the factors that lead to the purchase of frozen food which are the product, promotion, quality service and accessibility. Here, we demonstrate the issue occurs in Dapuryan. The company had started in 2016, and the business is doing well, but it does not show a significant increase in the number of new customers. Thus, the researcher used primary data for this study which is directly collected from consumer by using a questionnaire to obtain the data survey. The questionnaire has been distributed to a resident of Taman Pelangi, Sentul Kuala Lumpur with sample size is 364 respondents. We targeted this group because most of them are working people and have sufficient purchasing power, particularly towards frozen foods. Then, from the result obtained using SPSS, it shows that the highest mean variable is the product(4.55), following by accessibility(4.53), service quality(4.49) and the lowest mean goes to promotion(4.37). All in all, the researcher concluded that the factors variable helped Dapuryan to examine which factors affected the customers the most to satisfy their needs.

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# **FACTORS INFLUENCE THE PURCHASE INTENTIONS TOWARDS FROZEN FOOD OF DAPURYAN**

## **CHAPTER 1: INTRODUCTION**

### **1.1 INTRODUCTION**

Frozen food is food that is preserved by lowering the temperature to the freezing point of slowing down the decay process (Christopher, 2016). Frozen food is created for someone busy and doesn't have the energy to prepare a dish for themselves (Lovell, 2011). The history of frozen food can be traced back to as early as 1000 BC. But Clarence Birdseye is credited with inventing in 1930 the quick-freezing method, which produces the type of frozen foods that we know today according to History of Frozen Foods is Long and Varied in 2009.

Globally in 2015, frozen food market size exceeded USD 250 billion. Asia Pacific is expected to witness significant growth at a CAGR of 5.0% over the next eight years. This is due to rapid expansion in fast food outlets in countries such as Malaysia, Indonesia, Singapore, China, India and Bangladesh (Aminul, 2013). In Japan, frozen food is widely used by large food providing organisations such as schools, companies and restaurants. Frozen food is capturing a larger and larger share of the industry year by year (Shinsei Fukaya).

Just like today, people are busy with their job and personal matters. However, to maintain stamina and energy, people have to eat (Yoga Estu , 2019). Frozen food is a kind of food that is consumed by most people in this era (Yoga Estu , 2019). People can save their time because frozen food does not require a long time to cook. The taste of frozen food these days are reliable. Frozen food is now a relatively common eating option in urban areas. In recent years, Malaysian Frozen Food industry showed a significant growth rate during the period from 2015 until 2019 according to google trends. Despite the growth, the factors that affect frozen food choice are still insignificant, especially in a developing country (Abid Saleem, Sadaf Zahra, Alah Wasaya 2017).

Despite the growing, factors affecting purchase intentions towards frozen food are still under emphasised. Customer evaluates information about the products features, quality, category and available brands before buying (Belch & Belch, 1998; Bughin, Doogan & Vetvik, 2010). Research conduct by Lovell (2011) shows that taste is the main reason for the purchase intentions followed by availability, packaging and price. For this research, we want to find out how product, promotion, serviced quality and accessibility affect the preferences of buyers in buying frozen food.

## **1.2 BACKGROUND RESEARCH**

Globally in 2015, frozen food market size exceeded USD 250 billion. Asia Pacific is expected to witness significant growth at a CAGR of 5.0% over the next eight years. This is due to rapid expansion in fast food outlets in countries such as Malaysia, Indonesia, Singapore, China, India and Bangladesh (Aminul, 2013). In Japan, frozen food is widely used by large food providing organisations such as schools, companies and restaurants. Frozen food is capturing a larger and larger share of the industry year by year (Shinsei Fukaya).

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### **1.3 PROBLEM STATEMENT**

According to Allied Market Research, frozen food market size was valued at \$291.8 billion in 2019, and is estimated to reach \$404.8 billion by 2027, registering a CAGR of 4.2% from 2020 to 2027. According to frozen food market analysis, based on product type, the ready meals segment is the largest revenue generator in the current scenario, followed by frozen meat and poultry products.

Based on a survey conducted by Vase.ai on Malaysian food shopping behaviour during the COVID-19 outbreak, it is found that 63% of the respondent stated that they have been stocking up frozen fast food during that time. This indicates that the demand for frozen food is increasing. The frozen food business has opportunities to rise.

Dapuryan is a sole proprietorship business that sells a variety of frozen food-based of Malaysian 'kuih traditional'. The business has been operating since 2016. The business is doing well and manage to maintain 100 loyal customers. But it does not show a significant increase in the number of the new customer within that time—the lack of new customer that has resulted in the business doing well enough but not expanding well.

### **1.4 RESEARCH OBJECTIVES**

The research objective is as below;

- 1) To determine the factors that lead to the purchase of frozen food.
- 2) To determine why these factors affect the purchase intentions.
- 3) To find out if these factor can be applied to local business in improving their product.

## **1.5 RESEARCH QUESTION**

The research question is as below ;

- 1) What are the factors that lead on purchasing of frozen food
- 2) What is the most important factor influenced purchase intention towards frozen food?
- 3) What is the relationship between product, promotion, service quality and accessibility and purchase intentions?

## **1.6 SIGNIFICANCE OF THE STUDY**

The finding of this study helps increasing new consumers in purchasing frozen food, especially for local business. It helps give fresh ideas and suggestion on how to attract new consumers by improving the weakness of the business.

This study also issued the most important factor to consider in improving business for frozen food according to the current standards.

## **1.7 SCOPE AND LIMITATIONS OF THE STUDY**

The scope and limitations of these studies explain the boundaries in conducting the survey. This research only limits to those who have purchased frozen food. The range of area only limited to people who live around Taman Pelangi Sentul, Kuala Lumpur. The respondents consist of adults such as mother, people that are busy working and teenagers. The results of these findings cannot be generalised as a whole and may not suit for other industries.

## **1.8 DEFINITION OF TERMS OF THE STUDY**

### **1.8.1 Consumers**

A consumer is an individual who purchases, has the capacity to purchase, goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants, or desire (*Walter, 1974*). A consumer is a person who identifies a need or desire, makes a purchase, and then disposes of the product (*Solomon, 2006*). Customers are the purchasers within the economy that buy goods and services, and they can exist as consumers or alone as customer.

Consumer also is the one that consumes, especially that acquires goods or services for direct use or ownership rather than for resale or use in production and manufacturing (*Heritage Dictionary of the English Language*). It also defined as a person who generally engages in the activities - search, select, use and dispose of products, services, experience, or ideas and a person who acquires goods and services for his or her own personal needs (*Collins English Dictionary - Complete and Unabridged*).

Malaysia Consumer Protection Act 1999 said that a consumer as a person buying a product or obtaining services from the market for his own use or consumption has come into existence acquires or uses goods or services of a kind ordinarily acquired for personal, domestic or household purpose, use or consumption does not acquire or use the goods or services, or hold himself out as acquiring or using the goods or services, primarily for the purpose of resupplying them in trade and consuming them in the course of a manufacturing process.

### **1.8.2 Purchase Intentions**

The intention is a determination or plans to do a specific thing. These nouns refer to what one intends to do or achieve. It merely signifies a course of action that one proposes to follow. According to (*Chandon Morwitz, and Reinartz 2004 & 2005*), consumer purchasing decisions are often very complex. Managers are the urge to emphasise these factors to measure customer satisfaction and repurchase

intentions. Purchase intentions are useful tools that can be used in trying to predict the purchase process (Ghosh, 1990).

### **1.8.3 Product**

According to Swastha (2009), the product is something that either can be touch or not including the packaging, colour, price received by customer to satisfy their needs and wants. As for Kotler and Keller (2009), they define it as something that can be offered in the market to be seen, wear, own and consume till it can satisfy the consumers' needs and wants. The product provided in the market includes the physical item, experience, event, people, places, properties and organisations. It can be concluded that a product is anything that can satisfy the needs and wants of a consumer.

### **1.8.4 Frozen food**

Frozen food is a method used to preserve food without using chemicals. It is done by lower the temperature to the freezing point. This is to slow down the decay process (Christopher, 2016). Frozen food created for someone that is busy and can't prepare a dish for themselves (Lovell, 2011). History of frozen food can be traced back to as early as 1000 BC. But Clarence Birdseye is credited with inventing in 1930 the quick-freezing method, which produces the type of frozen foods that we know today. ("History of Frozen Foods is Long and Varied", 2009).

## **CHAPTER 2: LITERATURE REVIEW**

### **2.1 INTRODUCTION**

This chapter represents on how factors like quality perceived, pricing, product packaging, and accessibility influence the purchase intentions of consumers. In purchasing, there a lot of factors that lead someone to choose the products instead



of the competitors' products. Firms are aware of this and always adapt new technique and measure to top other competitors.

Current drifts in food demand indicated that consumption has transformed from home-cooked to the use of frozen food and in the frozen food market, it shows a rapid growth (Euromonitor International, 2003).

## **2.2 LITERATURE REVIEW**

### **2.2.1 Purchase Intentions**

Purchase intention is a situation where a consumer tends to buy a particular product in a specific condition (Y Sulaiman, 2017). It is essential to know the reason for purchase a particular brand by a consumer (Shah et al., 2012). Generally, it can be defined as “what they think we will buy” (Blackwell et al., 2001). Purchase intention also refers to willingness, desire and preference of consumers in deciding to what product to buy (Mirabi, Akbariyeh, and Tahmasebifard, 2015; Younus, Rasheed, & Zia, 2015). The probability of customers' willingness to acquire a specific product or service in the future is included in making purchase intention (Schmalfuß, Mühl, & Krems, 2017).

According to Dodds, Monroe, and Grewal (1991), and Shao, Baker, and Wagner (2004), purchase intention is the result of evaluating a product or service after judgement has been made. Purchase intention means the consumer has purchase behaviours after he/she considered and evaluated the product. During the buying process, consumers can be affected by internal or external motivations (Gogoi, 2013).

That there are three types of purchase intention, namely, unintended purchase, partially intended purchase and fully intended purchase. Unintended purchase is an impulse purchase that makes decision to purchase a product category or a brand. (JE Lee, ML Goh, MNBM Noor, 2019). In partially planned purchase, consumers would buy a product and decide on the brands and types

while they are in the store. Contrastingly, thoroughly planned purchase implies that consumers make a purchase decision before they enter the store.

It should be noted that these three types of purchasing behaviour may be affected by the level of awareness and the strength of the brand image. Purchase intention can also be influenced by an individual's feelings and impulsive situation (Kotler, 2003). While an individual's feelings involve personal preference, sudden situations refer to the circumstances that alter the purchase intention.

### **2.2.2 Product**

Product is the main factor when the customer wants to make a purchase, and it is anything that attracts attention, acquisition, use or consumption and that might satisfy a want or need (Kotler and Armstrong, 2006). The product also defined as a physical object that satisfies consumer desires with traits that are distinguishable from other products (Indumathi and Dawood, 2016). The product can be tangible good or intangible services. Entrepreneurs need to focus on product factors as it affects purchase decision (Rittiboonchai et al., 2019). Variety, quality, design, feature, brand name, packaging and services are the seven elements of the product (Kotler and Armstrong 2016). For this research, we only use five elements which are variety, quality, brand name, design and packaging.

The product variety is the range of different type offered within a single product line or category (Kim, 2006, para 1). Product quality and performance quality are two other things. Product quality refers to the characteristics and abilities of a product to fulfil customers' needs, but performance quality is the ability of a product to perform its function (Kotler and Armstrong, 2016). The brand name is an identification of product or service offered that can differentiate one seller from another. According to Kotler and Armstrong (2016), a brand is an integral part of a product, and the excellent branding of a product will have added value in the eyes of customers. It is crucial to ensure that consumers can remember a key attribute or benefit of a product. For example, Air Asia brand helps customer remember that they are the lowest fare fee in Asia and also with the tagline "Now

Everyone Can Fly”. Brand help customers to make inferences about the product they prefer.

Design is defined as the appearance of a product itself. Companies need to take consideration of the product’s usefulness if they want to have a good outline of a product (Kotler and Armstrong, 2016). A product needs good packaging to have adequate product design so that consumer’s recognition towards the brand can increase. The packaging is the resources of building brand identity (Orth and Malkewitz, 2006) and it plays a role as a useful tool to capture the consumer purchase intention (Ranjbarian, 2009) for the products and brand. It needs to be creative and innovative than another product manufacturer. Good packaging of a product can protect, facilitate the usage, be the promotion media and provide information about specific products (Mullins and Walker, 2010: 257).

Packaging must able to protect the product start from it been distributed until reach to consumers (Peter and Donnelly, 2013: 97). It also saves a product from the external environment and promotion purposes (Rahim, Ahmad, Vishnu & Imamuddin, 2014). Information given on packaging will stimulate consumer purchase intentions (OLLberding, Wolf & Contento, 2011) and help a consumer to get know the expire date and the ingredients of products (Bender & Derby, 1992; Ollberding, Wolf & Contento, 2011). Packaging design also needs to be suitable with the target audience of the product (Raheem, Vishnu, & Ahmed, 2014).

The different images of packaging can create interest of consumer for that product (Lynsey Hollywood, 2013). Consumer perception of product quality can directly be effected by product packaging (Wang, 2013). Packaging of any product can attract and persuades a consumer to purchase the product (Golnesa Ahmadi, 2013). The visual and functional aspects of packaging can impact the purchase of foods (Rahimniya et al., 2012). Packaging colour has a strong influence on consumer purchase intentions (Grossman & Winsenblit, 1999; Agariya et al.,2012). Adequate visualisation of attractive packaging colour will stimulate the purchase intention from a consumer (Becker et al., 2011)

Convenience can be the factors of why consumer wants to consume ready to eat foods or frozen foods. The food industry in Malaysia is paying much attention to the prepared foods that can help the consumer to prepare food quickly and easily. Convenience food is prepared or packaged manufactured food that offers a little effort before being used or consumed (Tillotson,2003). Product has a positive impact on consumer purchase intentions (Kuvykaite, 2009). As a result, according to the above discussion, the first hypothesis is proposed.

*H1: Product has a relationship with purchase intentions*

### **2.2.3 Service Quality**

Services is an action or activity that can be an offer by a party to another party. (Philip Kotler,1997) It may be related to tangible or intangible. Quality is a totality of the feature and characteristic of a product or service which can satisfy customer based on their needs. (Kotler and Keller,2014)

On the other hand, service quality is a focused evaluation that reflects the customer's perception of specific dimensions of services such as reliability, responsiveness, assurance, and empathy. (Zeithaml and Bitner,2003) Moreover, service quality is linked to consumer satisfaction. Services quality is an essential factor in customer care and making a worth alliance. Service quality is the extent to which delivered service meets customer expectations and beliefs. Services quality are wholly and significantly linked to the satisfaction of their favourite product and the customer's loyalty to that product as well.

Quality should be improved every moment. (Tariq Et Al,2013) Moreover, quality is an important tool for creating competitive advantage. (Zeeshan,2013) By providing a better service quality, it will increase customer's continuous purchase intention and decreases malicious customer intention. (Zeithaml) Service quality will result in massive sales and better overall market share. There is a positive association among service quality, customer satisfaction and purchase intention

(Waqas Mehmood, 2015). As a result, according to the above discussions, the second hypothesis is as the following:

*H2: Quality service has a relationship with purchase intentions.*

#### **2.2.4 Promotion**

Promotion is a communication channel to promote a product (Kotler and Armstrong, 2016), and it includes activities that communicate the merits of the product and persuade the target customer to buy it. Promotion can change or alter the consumer's belief, image and attention toward the brand or products which can influence purchase intention (Lovelock, 2010). For this research only use five medium of promotion such as advertising, sales promotion, online & social media marketing, direct & database marketing and personal selling. The primary purpose of promotional activities is to make products and services to become well known among target customers. According to Ismajli (2013), the promotion also helps to coordinate all effort to form channels, deliver and persuade customers in purchasing their product and services, or to push the concept.

Advertising is the form of communication to promote goods or service with the usage of print media, broadcast media, network media, electronic media and display media that need to be paid (Kotler and Keller, 2016; Wiley, 2009). Advertising is vital to create brand awareness in the minds of potential customers to decide to buy the product. Advertising is a powerful device to make brand awareness and affect purchase intention (Nabsyeh & Bostan; Kurdsholi & Bozjani, 2012).

Sales promotion is where the seller gives short-term incentives to encourage customers to try the products or services. Online and social media marketing is marketing tools with the purpose to attract consumer through online activities. Moreover, direct and database marketing is referred to as marketing activities that use e-mail, telephone, or internet to communicate with the consumer directly. Lastly, personal selling which refer activities that include to face – to – face interaction between seller and purchaser ( Kotler and Keller, 2016; Wiley, 2009).

An effective advertisement of products can give a significant impact to the consumer, that lead them to brand promotion and make them have the desire to purchase the product. A positive response to an advertisement or brand will increase the likelihood of its positive evaluation (Tang et al., 2007; Khan et al., 2012). As a result according to above discussions, the third hypothesis is proposed as follows:

*H3: Promotion has a relationship with purchase intentions.*

### **2.2.5 Accessibility**

Accessibility is the extent to which the product is usable by people with the broadest range of capabilities (Drilon Polozani, 2017). It also can be viewed as the ability to access and benefit from some system or entity. Accessibility, on the other hand, is concerned with whether all users can access an equivalent user experience; however, they encounter a product or service. The concept focuses on enabling access for people (Drilon Polozani, 2017).

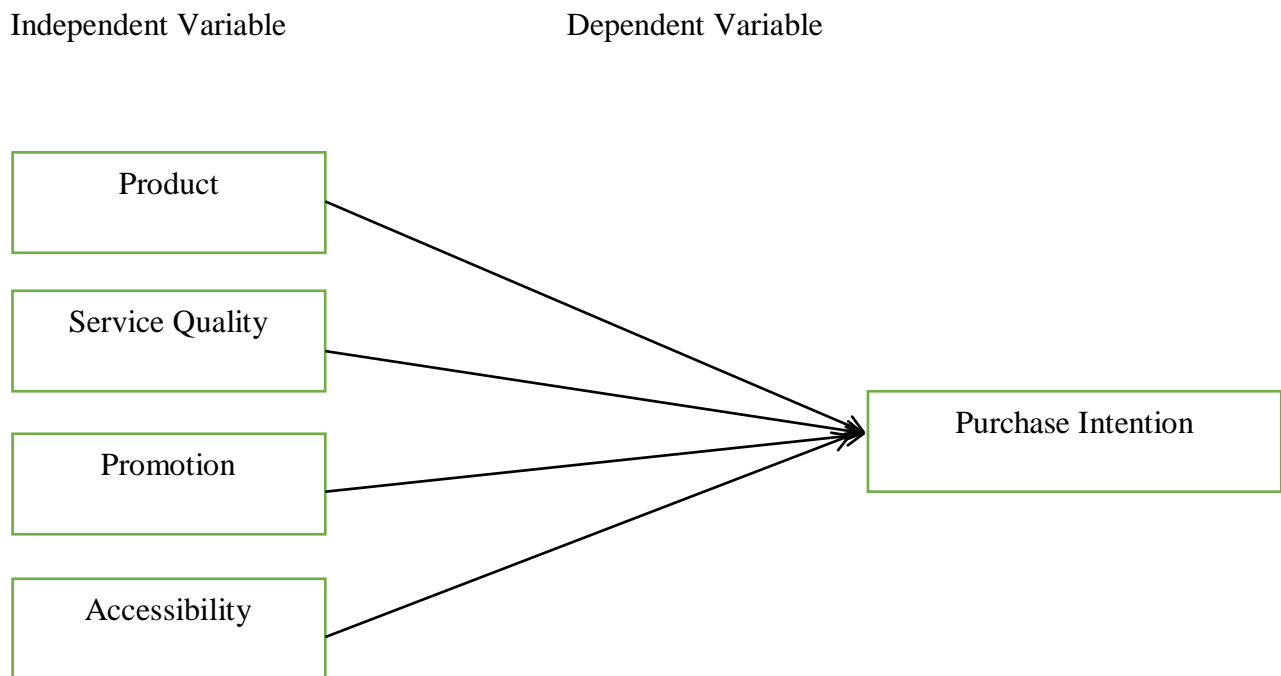
Accessibility is not only the right thing to do but often also brings benefits to all users. That's because accessibility features that help people with disabilities often help other people, too. When you design for all ability levels, you can create products and services anyone can use and enjoy or at least find it helpful or calming.

Low quality in terms of accessibility may translate into the loss of sales and also customers (Salam et al,2016; Ehrenthal and Stölzle,2013) When customers do not find the product that they seek, their behaviour will follows the SDL(Substitute, Delay, Leave) pattern. Understand how the conditions for customer response can be translated into the costs associated with low or high product accessibility. (Aastrup and Kotzab,2010). Product availability from a customer perspective is stated to be much more than just physical availability (Drilon Polozani, 2017). As a result, according the above discussions, the fourth research hypothesis is proposed as the following:

*H4: Accessibility has a relationship with purchase intentions.*

### **2.3 THEORETICAL FRAMEWORK**

Based on the above discussion, the antecedence of purchase intentions of frozen foods is the product, service quality, promotion and accessibility. A conceptual framework is present in Figure 1. This theoretical framework is adapt from Sania, Salman, Saira (2015).



**Figure 1.** Research framework

### **2.4 SUMMARY OF THE CHAPTER**

Based on the literature review, most researcher claim that product, service quality, promotion and accessibility have influenced on the customer's purchase intention.

## **CHAPTER 3: RESEARCH METHODOLOGY**

### **3.1 INTRODUCTION**

This chapter explains the method used to collect and analyse the data when conducting research on the factors influencing the purchase intention of frozen food: Dapuryan Enterprise. This section consists of a research design, population and sampling techniques, research instruments, data collection method, data analysis method, and data measurement. This research will be conducted by distributing a questionnaire to the Dapuryan Enterprise's customers.

### **3.2 RESEARCH DESIGN**

Research design is the researcher's overall plan for answering the research questions or testing the research hypotheses. It also defined as the set of methods and procedures in collecting and analysing measures of variables specified in the research problem (Andrew B Kirumbi, 2018). This research is a survey - type descriptive and quantitative study which relies on the application of structured questionnaire.

### **3.3 DATA COLLECTION METHOD**

Data collection can be gathered through one or more methods. Consideration towards few perspectives like the outcome and result should be made to ensure the research are valid and recognised. Commonly, two types of data can access by the researcher, which is primary data and secondary data.

#### **3.3.1 Quantitative Method**

Quantitative research is the process of collecting and analysing numerical data. It emphasises objective measurements and the statistical, mathematical, or



numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. It focuses on gathering numerical data and generalising it across groups of people or to explain a particular phenomenon. It can be used to find patterns and averages, make predictions, causal test relationships, and generalise results to broader populations.

### **3.3.2 Primary Data**

Primary data is an original and unique data, which is directly collected by the researcher from a source such as observations, surveys, questionnaires, case studies and interviews. It is collected directly from the primary sources. In this research, the questionnaire is used to collect data from the respondents to determine the factor influencing the purchase intention of frozen food at Dapur Yan Enterprise.

### **3.3.3 Secondary Data**

Secondary data is data that being gathered from studies, surveys, or experiments that have been run by other people or other research. Secondary data are available in written, typed or in electronic forms. Examples of secondary data are websites, books, journal articles and internal records. In this research, secondary data such as online journals, websites are being used to access the information related to the study. It enables the researcher to have more profound knowledge.

## **3.4 POPULATION, SAMPLE SIZE AND SAMPLING TECHNIQUE**

The population is defined by any number of characteristics within a group that statisticians use to conclude the subjects in a study. A sample is a smaller group drawn from the population that has the features of the entire population. To ensure this research meet the objective, the sampling techniques have been used in this research.

### **3.4.1 Target Population**

The target population for this research is a group of individuals that have the same characteristics of the people which they are customer that buying frozen food. The customer's age of the target population is eighteen and above, where most people of this group are working adults who have sufficient purchasing power.

### **3.4.2 Sampling Technique**

In this research, researcher use probability sampling techniques which is simple random sampling. It is the process of assigning the random numbers to the elements of the population and selecting some of them by way of a particular specific rule. This sampling technique has been chosen because it enables the researcher to rely upon assumptions of statistical theory to conclude from what is observed (Moore & McCabe, 2003). This technique is avoiding consecutive data to co-occur.

## **3.5 RESEARCH INSTRUMENT**

Research instruments is a measurement tool that is used to obtain, measure and analyse collected data from the survey. The type of instruments can be by questionnaire, interview, observation and experiment. For this research, the questionnaire is the instrument that will be used since it is a practical way to gather data, and it allows us to collect information from a broad audience. It also can minimise bias in formulating and asking the question.

### **3.5.1 Questionnaire Design**

The questionnaire is a set of questions that have been prepared to ask and collect answers from respondents relating to the research topic. The questionnaire will be printed (handout) and distribute via electronic form (Google Forms) to be

answered by the respondents. The questionnaires will consist of 3 sections which are Section A, Section B, and Section C.

Section A will ask about the respondent demographic profile and consist of general question such as age, ethnicity, occupational and marital status and the number of children.

Section B will be divide into four parts and consists of polar question that are related to four independent variables which are product purchase product, promotion, quality serviced and accessibility that influences the purchase intention of frozen food: Dapuryan.

Section C consists and emphasise about customer purchase intention at Dapuryan Enterprise.

*Table 3.1 Items for Each context.*

Context	Items	Sources
<b>Products</b>		
Dapuryan provides a variety of frozen foods to satisfy customer needs and wants	5	(The Influence of Marketing Mix Towards Purchase Intention on Self-Service Concept Salad Bar in Millennial Generation (Pizza Hut) - (Maria Renata Yan Varindra, 2018)
Dapuryan's product quality is good and meets the customer requirement		
The product packaging of Dapuryan is precise and suitable for customers		
Dapuryan's product ease the preparation of food for customer		
Dapuryan's product size portion is suitable and fulfills customer needs		
<b>Service Quality</b>		
	3	(Impact of Customer

It provides online services to customers		Satisfaction, Service Quality, Brand Image on Purchase Intention – (Wakas Mehmood, Owais Shafiq Islamia, 1984)
It physically facilitates or visually appealing		
When a customer has problems with the services, Dapuryan solve the problem patiently		
<b>Promotion</b>		
	3	(Sales Promotion and Price Discount Effect on Consumer Purchase Intention with the Moderating Role of Social Media in Pakistan (Anam Bhatti, 2018))
I recognise Dapuryan’s products from media social		
Purchase of Dapuryan’s products more inclined to promotion		
I prefer to find products that have promotions		
<b>Accessibility</b>		
	3	(Personal Report of Communication Apprehension, PRCA-24 by (McCroskey J., 1984))
Easy to interact or communicate with Dapuryan to make an order		
Food delivery by Dapuryan is convenient for customers		
How would you rate your experience with the accessibility of Dapuryan’s product?		
<b>Purchase Intentions</b>		
	4	(Product Packaging and Consumer Purchase Intentions by Sidrah Waheed, Marium
I will purchase the product from Dapuryan		
Most likely I will buy frozen products		

I will recommend the product from Dapuryan to my relatives and friends

I will put products from Dapuryan as an option when buying frozen food

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### 3.5.2 Pilot Test

Before distribution of the questionnaire, a pilot test has been conducted to discover the mistake done inside the questionnaires. The researchers checking out the possibilities to learn and treat a wide range of the capability problems to arise in getting ready the questionnaire and correct it before the actual questionnaire is distributed to the respondent (Pratt, 2008)

For this pilot test, 32 questionnaires have been allocated. It used to improve the understanding of the question. After the questionnaire was collected, a reliability test was performed using SPSS.

In order to test the reliability, Cronbach's Coefficient Alpha was followed. Table 3.2 display the result of the pilot test that has been carried out.

***Table 3.2 Result of Reliability Test***

---

<b>Context</b>	<b>Number of items</b>	<b>Cronbach's Alpha</b>
<b>Product</b>	<b>5</b>	<b>.845</b>
<b>Service Quality</b>	<b>3</b>	<b>.795</b>
<b>Promotion</b>	<b>3</b>	<b>.769</b>
<b>Accessibility</b>	<b>3</b>	<b>.843</b>
<b>Purchase Intention</b>	<b>4</b>	<b>.796</b>

---

## **3.6 DATA ANALYSIS**

Data analysis summarises collected data. It involves the interpretation of data gathered through the use of analytical and logical reasoning to determine patterns, relationships or trends. The researcher will analyse and interpret the collected data from the study into a more straightforward form.

### **3.6.1 Descriptive Analysis**

Descriptive analysis is the transformation of data that helps describe, show or summarise data in a meaningful way; for example, patterns might emerge from the data. It also allows us to make conclusions beyond the data we have analysed or reach conclusions regarding any hypotheses we might have created. They are simply a way to describe our data.

### **3.6.2 Scale Measurement**

Scale measurement is used to test the reliability and validity of this study. A self-administered questionnaire was used to collect data. The responses on all items were recorded on a 5-point Likert scale (1 being '*Strongly Disagree*' to 5 being '*Strongly Agree*'). This is to test how steady a measuring tool determines a selected concept (Cavana, 2001).

### **3.6.3 Reliability Test**

Reliability test is used to determine whether the size objects within the questionnaire are associated with each other. These methods differ in such fashion that no close estimate can be made of the results of one method, knowing the forecast obtain by other method (Richardson, 1937).

To test the reliability, we used Cronbach's Coefficient Alpha. The starting is from 0 to 1. The higher the number, the more dependable are the items is

measured. A range of 0.6 or less can be suggested as unsatisfactory consistency and reliability (Rob Eisinga, 2012)

### **3.7 SUMMARY OF THE CHAPTER**

This third chapter, determine/indicate the research design, population, samples and sampling techniques, research instruments, data collection method and data analysis method that are going to be used to complete this research. This chapter will help Dapuryan Enterprise to know about their customer needs, satisfaction and expectation towards frozen food they have been producing for all this awhile.

## **CHAPTER 4: DATA ANALYSIS**

### **4.1 INTRODUCTION**

This chapter will represent the analysis of the results based on the research questions. This chapter will further explain the result of the study based on the SPSS. A pilot test has been conducted with 32 respondents. The finalised questionnaire has been distributed to a resident of Taman Pelangi. The result was analysed for 364 respondents.

### **4.2 RESPONDENT DEMOGRAPHIC PROFILE**

The demographic profile has been filled and identifies by respondents in section A of the questionnaire. A total of 5 questions were asked to gain the data regarding the respondents' age, ethnicity, occupation, marital status and number of children.

<b>Profile</b>	<b>Frequency (N)</b>	<b>Percentage (%)</b>
<b>Age</b>		
<b>18 - 24 Years Old</b>	<b>196</b>	<b>53.8</b>
<b>25 - 31 Years Old</b>	<b>46</b>	<b>12.6</b>
<b>32 - 38 Years Old</b>	<b>52</b>	<b>14.3</b>
<b>39 - 45 Years Old</b>	<b>39</b>	<b>10.7</b>
<b>Above 45 Years Old</b>	<b>31</b>	<b>8.5</b>
<b>Ethnicity</b>		
<b>Malay</b>	<b>255</b>	<b>70.1</b>
<b>Indian</b>	<b>44</b>	<b>12.1</b>
<b>Chinese</b>	<b>33</b>	<b>9.1</b>
<b>Others</b>	<b>32</b>	<b>8.8</b>
<b>Occupational</b>		
<b>Working (Private or Government Sector)</b>	<b>126</b>	<b>34.6</b>
<b>Part Time or Freelance</b>	<b>39</b>	<b>10.7</b>
<b>Housewife</b>	<b>49</b>	<b>13.5</b>
<b>Student</b>	<b>150</b>	<b>41.2</b>
<b>Marital Status</b>		
<b>Single</b>	<b>233</b>	<b>64.0</b>
<b>Married</b>	<b>131</b>	<b>36.0</b>



**Number of Children**

<b>0 – 3</b>	<b>290</b>	<b>79.7</b>
<b>4 – 6</b>	<b>48</b>	<b>13.2</b>
<b>Above 6</b>	<b>25</b>	<b>6.9</b>

---

Source: Developed for the study

***Table 4.1 Respondents Demographic Profile***

As shown in Table 4.1, the analysis of respondents' age has revealed that 53.8% of the respondents are in the period between 18 – 24 years old, 12.6% for 25 – 31 years old, 14.3% for 32 – 38 years old, 10.7% for 39 – 45 years old and 8.5% for above 45 years old.

Besides, the majority of the respondent were Malay, with a percentage of 70.1% of the sample size. Indian came in second with 12.1%, followed by Chinese 9.1% and others 8.8%.

Next, nearly half of the respondent are students with 41.2%. 32.6% of the respondent are working in either the private sector or the government sector. Meanwhile, 13.5% are a housewife, and the least percentage come with 10.7% are part-timer and freelancer.

Furthermore, more than half of the respondents are single with 64%, and 36% represent respondents that are married.

Lastly, the percentage of students that don't have a child or have three children is 79.7%. While 13.2% of the respondents have 4-6 children and only 6.9% of the respondent have six and above the number of children.

### 4.3 VALIDITY AND RELIABILITY TEST

A total of 364 response were obtained from residents of Taman Pelangi Sentul, Kuala Lumpur through the distribution of google form that has been created to conduct the survey.

Reliability test was conducted after all the response needed has been collected. It was achieved through the *Statistical Package for Social Science (SPSS)*. Each of the measurement is significant because the Cronbach's Alpha value is more than 0.5. The result of the analysis is as the table below.

**Table 4.2 Reliability Statistic for Each Variable.**

	Cronbach's Alphas	Cronbach's Alpha Based on Standardised Items	No of items
<b>Product</b>	<b>.814</b>	<b>.814</b>	<b>5</b>
<b>Service Quality</b>	<b>.747</b>	<b>.747</b>	<b>3</b>
<b>Promotion</b>	<b>.657</b>	<b>.657</b>	<b>3</b>
<b>Accessibility</b>	<b>.805</b>	<b>.805</b>	<b>3</b>
<b>Purchase Intention</b>	<b>.820</b>	<b>.820</b>	<b>4</b>

(Source: Developed for the study)

The alpha coefficient that is below 0.6 portrays weak reliability of the variables according to Malhotra (2002). Coefficient range from 0.6 to 0.8 is considered to be moderate while coefficient alpha within the range 0.8 to 1.0 are considered to be very strong.

In this study, it illustrates the reliability of 5 variables. Cronbach's alpha was adopted to examine the internal reliability of the table 4.2 items and to measure the five constructs.

Based on table 4.2, the results have revealed that the reliability of each construct has ranged from 0.657 to 0.820. The Alpha Coefficient of 0.5 was set as the minimum criterion.

#### 4.4 DESCRIPTIVE ANALYSIS

Descriptive analysis is used to explain the basic gestures of the data in a study. It provides simple summaries about the sample and measures. Descriptive research is used to present quantitative descriptions in a manageable form. Also, help to simplify large amounts of data sensibly. Data will be turned into a more straightforward summary. Descriptive analysis is different from the inferential statistic. Inferential statistic concludes a population based on a sample of data.

##### 4.4.1 Mean each item in variables (Product, Service Quality, Promotion, Accessibility and Purchase Intentions)

###### 4.4.1.1 Product

*Table 4.3*

	Mean	Std. Deviation
<b>Dapuryan provides a variety of frozen foods to satisfy customer need and wants</b>	4.56	.607
<b>Dapuryan's product quality is good and meets the customers' requirement</b>	4.52	.623
<b>The product packaging of Dapuryan is precise and suitable for customers</b>	4.54	.604
<b>Dapuryan's product ease the preparation of food for customer</b>	4.59	.561
<b>Dapuryan's product size portion is suitable and fulfils customers needs</b>	4.54	.586

(Source: Developed for the study)

Further profiling of the respondents showed that the highest mean in product factor is 4.59 by the question of "Dapuryan's product ease the preparation of food for customer". The second highest is " Dapuryan provides variety of frozen foods to satisfy customer need and wants " by the mean of 4.56. For the mean of 4.54 " The product packaging of Dapuryan is precise and suitable for customers " and " Dapuryan's product size portion is suitable and fulfills customers needs" . Ultimately, " Dapuryan's product quality is good and meets the customers requirement " managed to get a mean of 4.52.

#### 4.4.1.2 Service Quality

*Table 4.4*

	<b>Mean</b>	<b>Std. Deviation</b>
<b>It provides online services to customers</b>	4.49	.645
<b>It physically facilitates or visually appealing</b>	4.52	.623
<b>When the customer has problems with the services, Dapuryan solve the problem patiently</b>	4.46	.652

A majority number of respondents shows that " It physically facilitate or visually appealing " to be the highest mean 4.52. Subsequent, " It provides online services to customers " managed to get the second highest mean of 4.49. Ultimately, the least mean on the service quality factors is 4.46, that is " When a customer has problems with the services, Dapuryan solve the problem patiently ".

#### 4.4.1.3 Promotion

*Table 4.5*

	<b>Mean</b>	<b>Std. Deviation</b>
<b>I recognise Dapur Yan's products from media social</b>	4.32	.791
<b>Purchase of Dapur Yan's products more inclined to promotion</b>	4.29	.776
<b>I prefer to find products that have promotions</b>	4.51	.674

Referring to the promotion factors shows that " I prefer to find products that have promotions " be the highest mean of 4.51. Moreover, the mean of 4.32 managed to be obtained by the question " I recognise Dapur Yan's products from media social ". Lastly, " Purchase of Dapur Yan's products more inclined to promotion " managed to get the mean 4.29.

#### 4.4.1.4 Accessibility

*Table 4.6*

	<b>Mean</b>	<b>Std. Deviation</b>
<b>Easy to interact or communicate with Dapuryan to make an order</b>	4.56	.621
<b>Food delivery by Dapuryan is convenient for customers</b>	4.55	.635
<b>How would you rate your experience with accessibility of Dapuryan's product?</b>	4.48	.666

In terms of accessibility factors, the highest mean is 4.56, which carries the question of " Easy to interact or communicate with Dapuryan to make an order ". Moreover, the question of " Food delivery by Dapuryan is convenient for customers " managed to get a mean of 4.55. Lastly, " How would you rate your experience with the accessibility of Dapuryan's product? " managed to get a mean of 4.48.

#### 4.4.1.5 Purchase Intentions

*Table 4.7*

	<b>Mean</b>	<b>Std. Deviation</b>
<b>I will purchase the product from Dapuryan</b>	4.48	.632
<b>Most likely I will buy frozen products</b>	4.48	.657
<b>I will recommend the product from Dapuryan to my relatives and friends</b>	4.52	.614
<b>I will put products from Dapuryan as an option when buying frozen food</b>	4.48	.670

Referring to the purchase intention shows that the highest mean is " I will recommend the product from Dapuryan to my relatives and friends" by 4.52. Followed by the other questions which are " I will purchase the product from Dapuryan ", " Most likely I will buy frozen products ", and " I will put products from Dapuryan as an option when buying frozen food " managed to get the same mean of 4.48.

#### 4.4.2 Mean Scores and Standard Deviation for Major Variables

*Table 4.8 Overall Mean and Standard Deviation of Major Variables*

	<b>Mean</b>	<b>Std. Deviation</b>
<b>Product</b>	4.55	.45
<b>Service Quality</b>	4.49	.52
<b>Promotion</b>	4.37	.58
<b>Accessibility</b>	4.53	.54
<b>Purchase Intention</b>	4.49	.52

Referring to the overall descriptive statistic of significant variables shows that the product has the highest mean of 4.55. Furthermore, the mean 4.53 managed to be obtained by accessibility factors while service quality and purchase intention factors are 4.49. Promotion factors managed to get the mean 4.37.

## 4.5 HYPOTHESIS TESTING

### 4.5.1 Correlation Analysis

For study variables, the Pearson Correlation used to determine the inter-correlations among all the study variables.

#### 4.5.2 Relationship between factors influence between purchase intentions toward frozen food of Dapuryan.

The relationship is between Purchase Intention and Product, Service Quality, Promotion and Accessibility. Coefficient correlation is used in this studied. In contrast to Cohens' impression-based guidelines of 0.10 for small, 0.30 for medium and 0.50 for large correlations (Cohen, 1988). The relationship between purchase intention and product, service quality, promotion and service quality is weak if the value of the correlation ( r ) is low. If the value of the correlation ( r ) more than 0.50, the relationship between purchase intention and product, service quality, promotion and accessibility will be vital. The table below shows the effect size from (Cohen, 1992)

**Table 4.9**

Effect Size (Cohen)	
.20	Weak
.50	Moderate
.80	Strong

**Table 4.10**

		Correlations				
		Product	Service_qualified	Promotion	Accessibility	Purchase_intention
Product	Pearson Correlation	1	.744**	.559**	.657**	.676**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	364	364	364	364	364
Service_quality	Pearson Correlation	.744**	1	.616**	.722**	.695**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	364	364	364	364	364
Promotion	Pearson Correlation	.559**	.616**	1	.617**	.583**
	Sig. (2-tailed)	.000	.000		.000	.000

	N	364	364	364	364	364
Accessibility	Pearson	.657**	.722**	.617**	1	.740**
	Correlation					
	Sig. (2-tailed)	.000	.000	.000		.000
	N	364	364	364	364	364
Purchase_intention	Pearson	.676**	.695**	.583**	.740**	1
	Correlation					
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	364	364	364	364	364

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

According to the Malawi Medical Journal (2012), correlation is used to assess a possible linear association between two continuous variables. It is simple to calculate and easy to interpret. Pearson's product correlation coefficient is denoted as  $r$  for a sample. This correlation is often used when both variables being studied are typically distributed (Mukaka, 2012).

Based on the table above, a Pearson correlation coefficient was computed to assess the relationship between the independent variable (product, service quality, promotion and accessibility) and dependent variable, which is purchase intention.

Product and purchase intention are positively correlated, ( $r = 0.676$ ,  $p = 0.000$ ). The value shows that there is a moderate relationship exist between the variables. The results state that there is a significant relationship between service quality and purchase intention as  $p > .001$ . The first hypothesis is accepted. It can be said that the characteristic of the product can attract the consumer.

Service quality and purchase intention are positively correlated, ( $r = 0.695$ ,  $p = 0.000$ ). The value shows that there is a moderate relationship exist between the variables. The results state that there is a significant relationship between service quality and purchase intention as  $p > .001$ . The second hypothesis can be accepted. We can say that service quality will influence consumers' purchase intentions.

Promotion and purchase intention are positively correlated, ( $r = 0.583$ ,  $p = 0.000$ ). The value shows that there is a moderate relationship between the variables. The resulting state that there was a significant relationship between promotion and



purchase intention as  $p < .001$ . The third hypothesis can be accepted. We can say that promotion activity will attract consumer more.

Accessibility and purchase intentions are positively correlated, ( $r = 0.740$ ,  $p = 0.000$ ). The value shows that there is moderate relationship between the variables. The results state that there is a significant relationship between accessibility and purchase intention as  $p < .001$ . The fourth hypothesis can be accepted. We can say that the accessibility of a product influenced the purchase intention of a consumer.

Overall, there is a positive relationship between all independent variables and dependant variables.

#### **4.6 CONCLUSION**

The research study the factors that influence the purchase intentions of frozen towards Dapuryan. The factors that influence the purchase intention is the product, service quality, promotion and accessibility. The results revealed that person that are single are more inclined to buy frozen food rather than those who are married. This due to frozen food is easy to prepare and very convenient.

Next, among four contexts of purchase intentions, the mean values were found similar. However, the mean value of purchase intentions in terms of product is slightly higher that then the other context. The reason for is that frozen food is easy and very convenient for the consumer to prepare. The portion of the food meets consumers' needs and the variety of choices to choose. This lead to the consumer in influencing their purchasing intention.

Thus, with the finding in this study, it is hoped to help Dapuryan to improve its product by applying the result of the survey which can help achieve the goals and objectives.

## **4.7 SUMMARY OF THE CHAPTER**

In this chapter, descriptive analysis and scale measurement were used to analyse the result of the data that have been collected. Next chapter will provide more information in detail of the findings and conclusion of the study.

## **CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATION**

### **5.1 INTRODUCTION**

This chapter explains the discussion and conclusion that have been made throughout this study. This section consists of the discussion of major findings, the implication of the study, the recommendation for future research and the conclusion for the research.

### **5.2 DISCUSSION OF MAJOR FINDINGS**

The purpose of this study was to identify factors influencing the consumer's purchase intention towards frozen food. This research has answered three research questions by testing four hypotheses, which are the factors and the influence as well. The elements are summarised as follow ;

#### **5.2.1 Scale of measurement**

The Cronbach's Alpha was used to examine the reliability among four independent variables. Among five constructs measured, product score the highest coefficient (0.814), followed by accessibility (0.805), service quality (0.747), and promotion (0.657). All the result appears to be reliable because the value is more significant than 0.6.

## 5.2.2 Hypothesis

### **Hypothesis 1: Product has a relationship with purchase intention**

Based on the correlation analysis table 4.9, it shows that the product variable has a strong positive and significant relationship towards purchase intention ( $r = 0.676$ ,  $p = 0.000$ ). This is in line with the previous research where they also suggested that product characteristic had a significant influence on customer purchase decision (*Indumathi & Dawood, 2016; Moslehpour, Aulia, & Masarie, 2015*). The study also found that the higher a product's variety is, the higher the consumer's purchasing intention is. High product quality, as well as increased customer satisfaction, will lead to high consumers' purchase intention (*Satit, tat, Rasli, Chin and Sukati, 2012*). These findings are also aligned with the theory stating that the product's ability to satisfy needs influences consumers to have the intention to buy a specific product (*Eavani & Nazari, 2012*).

Prior studies also have found that packaging is an essential tool for promoting products and stimulating purchase intentions (*Rundh, 2007*). Packaging of the product can hold consumer's pleasure feelings (*Fung et al., 2014*), and the designer must consider emotion in the packaging to obtain customer attraction (*Khalid et al., 2006*). Product packaging and product design have a strong influence on consumer perceived value, resulting in the intention to purchase (*Ann, 2008*). Furthermore, the packaging is an integral part of the company reputation that plays a significant role in communicating the product image, and better packaging shows that it is a quality product (*Dileep, 2006*). All of these previous findings support the fact that product has significant impact on purchase intention. Therefore, this indicates that product need to be variety, have good packaging, and serve with good quality. This also means that Dapuryan needs to improve on the product. Thus, Hypothesis 1 is accepted.

### **Hypothesis 2: Service Quality has a relationship towards purchase intention**

Service quality exhibited a moderate positive and significant relationship towards purchase intention ( $r = 0.695$ ,  $p = 0.000$ ). Thus, hypothesis 2 is accepted.

Service quality is a customers' evaluation on the level of service provided by the service provider (Sharma, 2014). Generally, the service quality is evaluated by the attitude of the customers, also known as 'perceived service quality' (Sharma, 2014). On the other hand, Hassan et al. (2014) noted that the perceived service value is the level of service performance perceived by customers based on their expectations and experiences. Moreover, Rahman (2012) revealed that service quality normally is based on five-main aspects such as touchable level, reliability, attentiveness, assurance, and response. Many researchers found that the service quality affects purchase intention positively as identified in the findings of Sharma (2014), Fen and Lian (2007), and Laroche et al. (2005). Several studies, as Sharma (2014), Fen and Lian (2007), and Laroche et al. (2005) revealed that there is a significant effect of service quality on purchase intention.

**Hypothesis 3: Promotion has a relationship towards the purchase intention of frozen foods.**

Promotion variable also showed a moderate positive and significant relationship towards purchase intention ( $r = 0.583$ ,  $p = 0.000$ ). Thus, hypothesis 3 is accepted. Promotion plays an important role to build the awareness of the product among the customers. Thus, hypothesis 3 is accepted. This echoes the findings of by Familmaleki, Aghighi and Hamidi (2015) wherein order for success in promotional strategy, consumers need to be receptive of the message and able to digest the promotional strategy in a way that encourages them to have purchase intention. The majority of respondents agrees that they have often seen the company's promotion through media social. The research by Varindra M.R (2018) also suggests that the company has to concern on their sales promotion that related to discount from the store itself.

**Hypothesis 4: Accessibility has a relationship towards the purchase intention of frozen foods.**

Accessibility also exhibited a moderate positive and significant relationship towards purchase intention ( $r = 0.740$ ,  $p = 0.000$ ). Thus, hypothesis 4 is accepted. This is in line with past research which the store location is significant with

purchase intention (*Hanaysha, 2017*). Retailers who are in a suitable location with good products will gain more visibility among their consumers. Hence, the proximity to nearby facilities increases the tendency of consumers to patronise the shop. The adoption of electronic commerce also may be another option to consider for widen the accessibility of the products to consumers (*Sultan & Noor, 2017*).

### **5.3 IMPLICATION OF STUDY**

The finding of this study helps in understanding the factor that affects purchase intention towards the frozen food among the respondents. This finding applies to the Small Medium Enterprise (SME) companies that produce frozen food and help them in understanding consumer purchase intention towards frozen food better.

#### **5.3.1 Managerial Implications**

Based on the data and information gathered, the researcher has defined several implications that can be useful in assisting Small Medium Enterprise (SME) company to increase the demand for frozen food in the target market. As a result, it is necessary for Dapuryan Enterprise and other companies to make improvements and used a variety of marketing strategies to boost the sales of frozen food.

According to the research done, accessibility has the highest significant impact among other independent variables in influencing the purchase intention of frozen food. Consumer wants the frozen food product easy to access, which means Dapuryan itself should expand their business network through the drop ship programme, hire an agent to distribute and sell the frozen food at the potential area. It is crucial for Dapuryan to ensure their product accessibility because it affects the market share they will on and the sustainability in the market. The more accessibility towards the Dapuryan frozen food, the more potential for the business to grow in the future.

Dapuryan and other frozen food companies also can expand the variety of their products and serve them with the right high quality of frozen food to ensure the customer is satisfied with the product offered. Taste is the essential things to maintain and improve to fulfil customer satisfaction. The more pleasure they get, the more purchasing towards the frozen food. The result also could help companies, especially ones with limited resources, to focus on designing which aspect of product experience that they want to explore and develop more.

#### **5.4 LIMITATION OF STUDY**

In this study, the researcher found some limitations that need to be faced and while conducting it. The first limitation is the findings of this research cannot be generalised and might be not accurate. This is because the amount of respondents is only confined from the residential of Taman Pelangi Condominium, and it does not represent the whole population of Malaysia.

Secondly, the unwillingness and honesty of respondents to complete the survey questionnaire. This questionnaire is distributed by sharing the link of Google Form, the respondents are not willing to fill it since they are not familiar with the company's name. Thirdly, the honesty of respondents also become the limitation of the study because the respondents would agree on a desirable answer and disagree towards undesirable solution rather than honestly give honest opinions. Hence, the respondents may not answer the questions precisely according to what they think.

Lastly, the limitation of this study is the variables or factors used for this study which are product, service quality, promotion and accessibility. There may have other suitable factors that are did not take in this research. Those factors that were not included in this study may impact on consumer purchase intention of Dapuryan.

## **5.5 RECOMMENDATION FOR THE FUTURE STUDY**

After conducting this research, we observe that there is deficiency to upgrade it this study in future. First of all, future research should consider the potential effects on promotion variable more carefully, for example, about the medium of their promotion. Researchers should spend more time on promoting Dapuryan towards customer such as enhancing the creativity of advertising through social media or giving a testing food towards target customers.

In addition, future research should further develop these findings by distributing more questionnaire among working parents and housewife out there. By spreading to them, we might get the solution on how to upgrade the lack of promoting towards Dapuryan's customer especially to customer like them. Parents who have kids might purchase more frozen food due to their busy days with work and personal matters.

Regardless, future research could continue to explore on direct selling more often. With direct selling, it helps us to target our ideal customers of Dapuryan. By taking the time to research and identify the customers who are most likely to need or want your product, we can focus our marketing efforts where they have the highest chance of achieving results.

## **5.6 FOR DAPURYAN**

Dapuryan has to identify the weakness in the company to make it a strong company and stay in the market for a long time. The company should be concerned more on promotion factor that can be the primary source to increase the brand image of the company. The mean value is high, so, the company can use these factors to improve its business. The company must overcome this weakness with the best ways to become a company that stands firm and always take place in a customer's heart. However, other factors like product, service quality and accessibility should not be ignored even though they are in fine fettle.

Optimistically, all over the research, Dapuryan can generate more chances and goals after considering all four factors through the respondent's answer. The weaknesses will not desist the company to satisfy their customers plus they will promote customers in the best way to increase the sales.

## **5.7 CONCLUSION**

The discovery of this study consist of four variables; they are product, service quality, promotion and accessibility are an enticement to influence customers to purchase frozen food notably from Dapuryan. Therefore, we can conclude that product is the influential factor towards customers to control them in choosing frozen food. Most of the customers are keen with Dapuryan's product because of its variation, quality, packaging and preparation of food. They engrossed the most with the preparation of food from Dapuryan cause it is easy for them to equip by themselves.

To be able to sustain a frozen food company, the first essential ingredients is to be able to make good food. Dapuryan needs to know what the potential customer wants or in other words, create the want for the product offerings. To augment the company brand image, firstly, we need to make the customer aware of Dapuryan products are all good. Those products can meet the tastes of customers.

Other than that, future research is necessary to rectify the issue appear in the current study of Dapuryan like promotion variable. It can address the effects of a specific event, the emergence of a new theory or evidence on the research problem. Moreover, future research can also address unanswered aspects of the study.



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<http://www.agc.gov.my/agcportal/uploads/files/Publications/LOM/EN/Act%20599%20-%2029.08.2016.pdf>

## **APPENDICES**

APPENDIX A Questionnaire

APPENDIX B Gann Chart

APPENDIX C Krejci and Morgan

APPENDIX D SPSS Result Analysis

## APPENDIX A



### **FACTORS INFLUENCE THE PURCHASE INTENTIONS TOWARDS FROZEN FOOD OF DAPURYAN**

Dear Sir / Madam

We are students of Diploma in Business Studies from Polytechnic Sultan Salahuddin Abdul Aziz Shah who are currently involved in business projects. We are seeking help from sir and madam to answer our question to help with our research survey. Thank you very much for your time and cooperation

*Tuan / Puan*

*Kami adalah pelajar Diploma Pengajian Perniagaan dari Politeknik Sultan Salahuddin Abdul Aziz Shah yang kini terlibat dalam projek Perniagaan. Kami meminta pertolongan dari tuan dan puan untuk menjawab soalan kami untuk membantu tinjauan penyelidikan kami. Terima kasih banyak atas masa dan kerjasama anda*

<b>NO.</b>	<b>GROUP MEMBERS</b>	<b>MATRICES NUMBER</b>
1	Rabia'tul A'dawiyah binti Ahmad Faizal	08DPM18F1085
2	Nur Hadirah binti Sarbini	08DPM18F1086
3	Nur Rahmah binit Zulkifli	08DPM18F1190
4	Noor Atikah binti Zainal	08DPM18F1101
5	Faiqah Umairah binti Ayob	08DPM18F1123

## **SECTION A : DEMOGRAPHIC / BAHAGIAN A : DEMOGRAFIK**

This section requires respondents to answer their background / *Bahagian ini menghendaki responden menjawab latar belakang mereka*

1.	Age / Umur	i) 18 – 24 Years Old/Tahun	
		ii) 25 – 31 Years Old/Tahun	
		iii) 32 – 38 Years Old/Tahun	
		iv) 39 – 45 Years Old or Above/Tahun atau Keatas	
		v) Above 45 Years Old / Tahun atau keatas	
2.	Race / Bangsa	i) Malay/Melayu	
		ii) Indian/India	
		iii) Chinese/Cina	
		iv) Others/Lain-lain	
3.	Occupational / Pekerjaan	i) Working (Private or Government Sector) / Bekerja (Sektor Swasta atau Kerajaan)	
		ii) Part – timer or Freelance / Separuh Masa atau Bebas	
		iii) Housewife / Surirumah	
		iv) Student / Pelajar	
4.	Marital Status / Status Perkahwinan	i) Single / Bujang	
		ii) Married / Sudah Berkahwin	
5.	Number of children / Bilangan anak	i) 0 – 3	
		ii) 4 – 6	
		iii) Above 6 / Lebih dari 6	

## **SECTION B**

This section requires respondents to answer several factors that affect the purchase intention of frozen food: Dapuryan Enterprise. / *Bahagian ini menghendaki responden menjawab beberapa faktor yang mempengaruhi niat membeli makanan sejuk beku: Dapuryan Enterprise.*

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

Tick the appropriate answer. / *Tandakan pada jawapan yang sesuai.*

<b>Product - Produk</b>					
Dapuryan provides variety of frozen foods to satisfy customer needs and wants. <i>Dapuryan menyediakan pelbagai makanan sejuk beku untuk memuaskan keperluan dan kemahuan pelanggan.</i>	1	2	3	4	5
Dapuryan's product quality is good and meets the customer requirement. <i>Kualiti produk Dapuryan memenuhi keperluan pelanggan.</i>	1	2	3	4	5
The product packaging of Dapuryan is precise and suitable for customer <i>Pembungkusan produk Dapuryan adalah tepat dan sesuai untuk pelanggan</i>	1	2	3	4	5
Dapuryan's product ease the preparation of food for customer <i>Produk Dapuryan memudahkan penyediaan makanan untuk pelanggan</i>	1	2	3	4	5
Dapuryan's product size portion is suitable and fulfills customers needs <i>Saiz produk Dapuryan sesuai dan memenuhi keperluan pelanggan</i>	1	2	3	4	5

<b>Service Quality - Kualiti Servis</b>					
It provides online services to customers <i>Ia menyediakan perkhidmatan dalam talian kepada pelanggan</i>	1	2	3	4	5
It physically facilitates or visually appealing <i>Ia menyediakan perkhidmatan dalam talian kepada pelanggan</i>	1	2	3	4	5
When a customer has problems with services, Dapuryan is solving the problem patiently <i>Apabila pelanggan mempunyai masalah dengan perkhidmatan yang ditawarkan, Dapuryan menyelesaikan masalah dengan sabar</i>	1	2	3	4	5

<b>Promotion - Promosi</b>					
I recognise Dapuryan products from their social media <i>Saya mengenali produk Dapuryan dari media social</i>	1	2	3	4	5
Purchase of Dapuryan's products more inclined to promotion <i>Pembelian produk Dapuryan lebih cenderung kepada promosi</i>	1	2	3	4	5
I prefer to find products that have promotions <i>.Saya lebih suka mencari produk yang mempunyai promosi</i>	1	2	3	4	5

<b>Accesssibility - Kebolehcapaian</b>					
Easy to interact or communicate with Dapuryan to make an order. <i>Mudah untuk berinteraksi atau berkomunikasi dengan Dapuryan untuk membuat pesanan.</i>	1	2	3	4	5
Food delivery by Dapuryan is convenient for customers <i>Penghantaran makanan oleh syarikat ini adalah bersesuaian bagi pelanggan</i>	1	2	3	4	5

How would you rate your experience with Dapuryan's products? <i>Bagaimanakah anda menilai pengalaman anda dengan produk dari Dapuryan?</i>	1	2	3	4	5
---	---	---	---	---	---

**SECTION C**

<b>Purchase Intentions - Niat Membeli</b>					
I will repurchase product from Dapuryan <i>Saya akan membeli semula produk dari Dapuryan</i>	1	2	3	4	5
Most likely I will purchase frozen food from Dapuryan <i>Kemungkinan besar saya akan membeli makanan sejuk beku dari Dapuryan</i>	1	2	3	4	5
I will recommend my relatives and friends to buy this product <i>Saya akan mengesyorkan saudara dan rakan saya untuk membeli produk ini</i>	1	2	3	4	5
I will put this product as a choice when buying frozen food <i>Saya akan meletakkan produk ini sebagai pilihan ketika membeli makanan sejuk beku</i>	1	2	3	4	5



PROJECT GANTT CHART

SESSION : JUNE 2020  
 DEPARTMENT : COMMERCE  
 COURSE / CODE : DPB 6043 BUSINESS PROJECT

WEEK/ PROJECT ACTIVITIES	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16
Identify the problem statement and select the chosen industry used for research.	█	█														
Find the related and suitable journal, dependent variable and independent variable for research.			█	█												
Division of task for preparing proposal : Chapter 1 Chapter 2 Chapter 3					█	█										
Submit research proposal to supervisor.						█										
Make amendment towards the research proposal.							█									
Prepare questionnaires and distribute them through Google Form.								█	█		█	█				
Run Pilot Test for questionnaire data from 30 respondents.										█						
Key in questionnaire data into SPSS and analyse findings. - <b>Descriptive Analysis</b> - <b>Reliability Test</b> - <b>Correlation</b>												█	█			
Division of task to prepare the full report of research. (Chapter 4 & 5)													█	█		
Submit full report draft.																
Viva Presentation																

## APPENDIX C

### Krejci and Morgan

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

## APPENDIX D

### RELIABILITY

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/SUMMARY=TOTAL.
```

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	364	100.0
	Excluded <sup>a</sup>	0	.0
	Total	364	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.814	5

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Dapuryan provides variety of frozen foods to satisfy customer need and wants	18.18	3.267	.666	.758
Dapuryan's product quality is good and meets the customers requirement	18.22	3.300	.623	.771
The product packaging of Dapuryan is precise and suitable for customers	18.20	3.512	.538	.796
Dapuryan's product ease the preparation of food for customer	18.15	3.644	.532	.797
Dapuryan's product size portion is suitable and fulfills customers needs	18.20	3.347	.656	.761

RELIABILITY

```

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**Case Processing Summary**

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Cases	Valid	364	100.0
	Excluded <sup>a</sup>	0	.0
	Total	364	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.747	3

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
It provides online services to customers	8.98	1.234	.557	.681
It physically facilitate or visually appealing	8.96	1.268	.565	.673
When customer has problems with the services , Dapuryan solve the problem patiently	9.01	1.176	.598	.633

RELIABILITY

```

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/SUMMARY=TOTAL.

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**Case Processing Summary**

		N	%
Cases	Valid	364	100.0
	Excluded <sup>a</sup>	0	.0
	Total	364	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.657	3

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I recognise Dapur Yan's products from media social	8.80	1.490	.455	.581
Purchase of Dapur Yan's products more inclined to promotion	8.83	1.427	.520	.487
I prefer to find products that have promotions	8.61	1.760	.436	.604

RELIABILITY

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/SUMMARY=TOTAL.

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**Case Processing Summary**

		N	%
Cases	Valid	364	100.0
	Excluded <sup>a</sup>	0	.0
	Total	364	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.805	3

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Easy to interact or communicate with Dapuryan to make an order	9.03	1.344	.645	.741
Food delivery by Daouryan is convenient for customers	9.04	1.282	.676	.708

How would you rate your experience with accessibility of Dapuryan product?	9.10	1.262	.636	.751
--	------	-------	------	------

```
RELIABILITY
/VARIABLES=c1 c2 c3 c4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.
```

### Case Processing Summary

		N	%
Cases	Valid	364	100.0
	Excluded <sup>a</sup>	0	.0
	Total	364	100.0

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

### Reliability Statistics

Cronbach's	
Alpha	N of Items
.820	4

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I will purchase the product from Dapuryan	13.47	2.514	.694	.750
Most likely I will buy frozen products	13.47	2.625	.585	.800
I will recommend the product from Dapuryan to my relatives and friends	13.43	2.659	.632	.778
I will put products from Dapuryan as an option when buying frozen food	13.47	2.464	.661	.765

GET

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DATASET ACTIVATE DataSet1.

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DATASET ACTIVATE DataSet1.

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DATASET ACTIVATE DataSet1.

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b.ii.3 b.iii.1 b.iii.2 b.iii.3 b.iv.1 b.iv.2 b.iv.3 c1 c2 c3 c4
/ORDER=ANALYSIS.

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## Frequencies

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Latest.sav

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		Age	Ethnicity	Work	Marital	Kids	b.i.1
N	Valid	364	364	364	364	364	364
	Missing	0	0	0	0	0	0

## Frequency Table

**Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 – 24 Years old	196	53.8	53.8	53.8
	25 – 31 Years old	46	12.6	12.6	66.5
	32 – 38 Years old	52	14.3	14.3	80.8
	39 – 35 Years old	39	10.7	10.7	91.5
	Above 45 Years old	31	8.5	8.5	100.0
	Total	364	100.0	100.0	

**Ethnicity**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	255	70.1	70.1	70.1
	Indian	44	12.1	12.1	82.1
	Chiese	33	9.1	9.1	91.2
	Others	32	8.8	8.8	100.0
	Total	364	100.0	100.0	

**Work**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Working (Private or Government Sector)	126	34.6	34.6	34.6
	Part – time or freelance	39	10.7	10.7	45.3
	Housewife	49	13.5	13.5	58.8
	Student	150	41.2	41.2	100.0
	Total	364	100.0	100.0	

## Marital

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	233	64.0	64.0	64.0
	Married	131	36.0	36.0	100.0
	Total	364	100.0	100.0	

### Kids

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 – 3	290	79.7	79.7	79.7
	4 – 6	48	13.2	13.2	92.9
	Above 6	25	6.9	6.9	100.0
	Total	354	100.0	100.0	

DESCRIPTIVES VARIABLES=Pr.i Pr.ii Pr.iii Pr.iv Pr.v Product  
/STATISTICS=MEAN STDDEV MIN MAX.

## Descriptives

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Dapuryan provides a variety of frozen foods to satisfy customer needs and wants	364	3	5	4.56	.607
Dapuryan's product quality is good and meets the customers requirements	364	2	5	4.52	.623
The product packaging of Dapuryan is precise and suitable for customers	364	2	5	4.54	.604
Dapuryan's product eases the preparation of food for customers	364	3	5	4.59	.561
Dapuryan's product size portion is suitable and fulfills customers needs	364	3	5	4.54	.586
Valid N (listwise)	364				

DESCRIPTIVES VARIABLES=Sc.i Sc.ii Sc.iii Service\_quality  
 /STATISTICS=MEAN STDDEV MIN MAX.

## Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
It provides online services to customers	364	2	5	4.49	.645
It physically facilitate or visually appealing	364	3	5	4.52	.623
When customer has problems with the services, Dapuryan solve the problem patiently	364	2	5	4.46	.652
Valid N (listwise)	364				

DESCRIPTIVES VARIABLES=Pro.i Pro.ii Pro.iii Promotion  
 /STATISTICS=MEAN STDDEV MIN MAX.

## Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I recognise Dapur Yan's products from social media	364	1	5	4.32	.791
Purchase of Dapur Yan's products more inclined to promotion	364	1	5	4.29	.776
I prefer to find products that have promotions	364	1	5	4.51	.674
Valid N (listwise)	354				

DESCRIPTIVES VARIABLES=Ac.i Ac.ii Ac.iii Accessibility

/STATISTICS=MEAN STDDEV MIN MAX.

## Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Easy to interact or communicate with the Office and to make an order	364	2	5	4.56	.621
Food delivery by Daouryan is convenient for customers	364	2	5	4.55	.635
How would you rate your experience with accessibility of Dapuryan product?	364	2	5	4.48	.666
Valid N (listwise)	364				

DESCRIPTIVES VARIABLES=c1 c2 c3 c4 Purchase\_intention  
/STATISTICS=MEAN STDDEV MIN MAX.

## Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I will purchase the product from Dapuryan	364	3	5	4.48	.632
Most likely I will buy frozen products	364	1	5	4.48	.657
I will recommend the product from Dapuryan to my relatives and friends	364	3	5	4.52	.614
I will put products from Dapuryan as an option when buying frozen food	364	2	5	4.48	.670
Valid N (listwise)	364				

```

CORRELATIONS
  /VARIABLES=Product Service_quality Promotion Accessibility
Purchase_intention
  /PRINT=TWOTAIL NOSIG
  /STATISTICS DESCRIPTIVES
  /MISSING=PAIRWISE.

```

## Correlations

Descriptive Analysis			
	Mean	Std. Deviation	N
Product	4.5478	.45153	364
Service Quality	4.4927	.52159	364
Promotion	4.3718	.57686	364
Accessibility	4.5284	.54331	364
Purchase Intention	4.4870	.51860	364