



***FACTOR INFLUENCING CONSUMERS' WILLINGNESS TO PAY FOR
BRANDED DESSERTS***

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**FACTOR INFLUENCING CONSUMERS' WILLINGNESS TO PAY FOR
BRANDED DESSERTS**

BY

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**A project report submitted to Faculty of Agriculture, University Putra
Malaysia, in fulfilment of the requirement of PPT4999 (Final Year Project) for
the award of the degree of Bachelor of Science (Agribusiness)**

**Faculty of Agriculture
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ENDORSEMENT

This project report entitled Factor Influencing Consumer's Willingness to Pay for Branded Dessert is prepared by Siti Nur Atifah Binti Mohd Jamil and submitted to the Faculty of Agriculture in fulfilment the requirement of PPT4999 (Final year Project) for the award of the degree of Bachelor of Science (Agribusiness)

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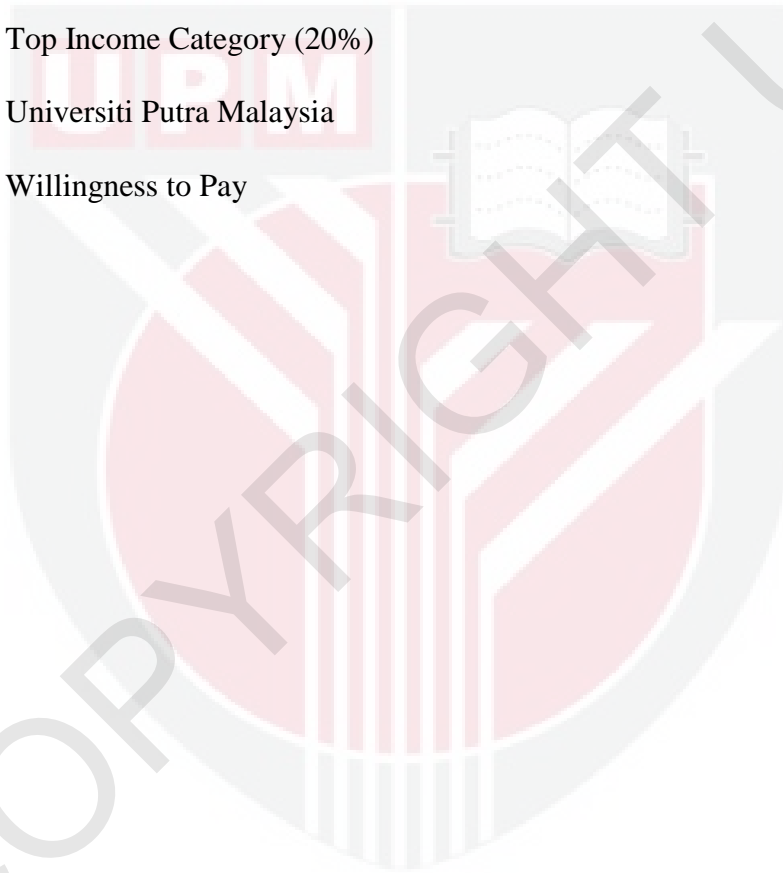
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LIST OF ABBREVIATIONS

B40	Below Income Category (40%)
HCT	Hokkaido Cheese Tart
M40	Middle Income Category (40%)
PCS	Pieces
RM	Ringgit Malaysia
T20	Top Income Category (20%)
UPM	Universiti Putra Malaysia
WTP	Willingness to Pay



ABSTRACT

Branded dessert nowadays has high demand from consumer especially in Klang Valley area, however this will lead to impact for the local and traditional dessert producer. By using the marketing mix strategy this will helping the local producer to compete with the branded dessert branch. The 7P's (product, place, promotion, price, physical evidence, people and process) elements in marketing mix are used to support the business. Past studies have proven that using marketing mix gave high impact towards company business in marketing the product. Furthermore, this study tends to investigate the factors influencing the consumers' willingness to pay (WTP) for the branded dessert. To obtain a more reliable result, a quantitative research is carried out to investigate the topic. A total of 400 questionnaires were distributed in the Klang Valley area and the results were analyzed using SPSS (Descriptive, Chi-square, Factor Analysis and Multiple Regression). Finding showed that experience, taste & packaging and culture & tradition have positive relationship toward consumer's willingness to pay towards branded dessert. The overall results for consumer's willingness to pay for branded dessert show a good experience infer the consumer's willingness to pay for branded dessert. However, to get a better understanding, further study can be done that covers the other district and enlarge sample size.

ABSTRAK

Manisan berjenama kini mendapat sambutan yang amat memberansangkan terutamanya di Kawasan Lembah Klang. Namun disebabkan peningkatan ini memberi kesan kepada pengeluar manisan tempatan dan tradisional yang semakin kurang mendapat sambutan berbanding manisan yang berjenama. Dengan menggunakan strategi pemasaran campuran akan membantu pengeluar produk manisan oleh tempatan dan tradisional untuk bersaing dengan produk manisan berjenama. Strategi pemasaran campuran mempunyai 7P element iaitu produk, tempat, harga, pasaran, bukti fizikal, manusia dan proses digunakan untuk membantu syarikat. Kajian lepas mendapati strategi pemasaran campuran sangat memberi impak kepada syarikat untuk memasarkan produk mereka. Tambahan pula, dalam kajian ini adalah untuk mengkaji factor yang mempengaruhi kesanggupan pengguna membeli manisan berjenama. Untuk mendapatkan hasil kajian yang sahih kajian kuantitatif dijalankan. Sebanyak 400 borang soal selidik diedarkan sekitar Lembah Klang dan hasil kajian dianalisis menggunakan SPSS (Deskriptif, Chi-square, Analisis Faktor dan Regresi Pelbagai). Hasil kajian mendapati factor pengalaman, rasa & pembungkusan dan budaya dan tradisi mempunyai hubung kait dengan faktor yang mempengaruhi kesanggupan pengguna untuk membeli manisan berjenama. Keseluruhannya menunjukkan bahawa dengan pengalaman yang baik yang diperolehi dari pembelian manisan berjenama membuatkan pengguna lebih sanggup membelinya. Namun untuk mendapatkan pemahaman yang lebih baik, kajian pada masa hadapan boleh melakukan kajian pada daerah yang lain dan menambah reponden.

INTRODUCTION

1.1 Background of the Study

1.1.1 The Branded Dessert Outlets in Malaysia

Nowadays, most of the consumers are enjoying to consume branded products and take it as Veblen goods (Malik, et.al, 2013). Even the price of branded products is usually higher, consumers are still willing to pay for it because of the perception of exclusivity. Recently, Malaysia's consumers are showing their higher demand on the branded desserts (Khor, 2016) such as Hokkaido chesses tart, Original Cake, etc. Due to the higher demand, the number of branded dessert outlets are spring up like mushrooms in the Malaysia, especially in Klang Valley area. The numbers of branded dessert especially in Klang Valley area already increased about 52.8% from 2016 to 2017 (Figure 1.1). In 2017, the Hokkaido Cheese Baked Tart is the higher number of outlets opened at the Klang Valley (Table 1.1). The Hokkaido Cheese Tart is very successful branded dessert which can sell up until 20,000 cheese tart per days (Hokkaido Cheese Tart, 2017).

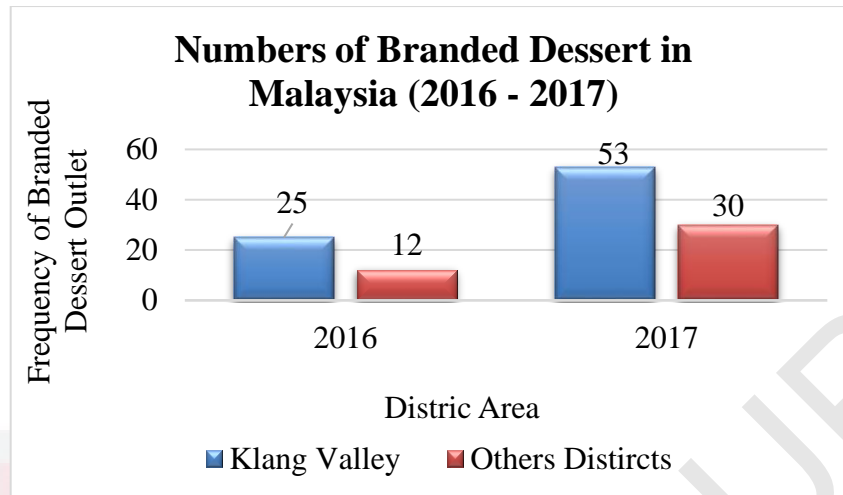


Figure 1.1: Numbers of Branded dessert in Malaysia, (2016 – 2017)

Source: Hokkaido Baked Cheese Tart (2017), TW Original Cake (2017), Street Churros (2017) & Pablo Malaysia (2017)

Table 1.1 Numbers of Branded Dessert in Malaysia, 2016 – 2017

Branded Dessert	Area	Year	
		2016	2017
Hokkaido Cheese Baked Tart	Klang Valley	19	40
	Others Districts	12	23
Pablo Cheese Tart	Klang Valley	2	2
	Others Districts	0	0
Original Cake	Klang Valley	0	5
	Others Districts	0	6
Street Churros	Klang Valley	4	6
	Others Districts	0	1

Source: Hokkaido Baked Cheese Tart (2017), TW Original Cake (2017), Street Churros (2017) & Pablo Malaysia (2017)

Hokkaido Cheese Tart (HCT) started their business in Malaysia since June 2016, even though the product newbies in the industry, they show that HCT is one of the stronger competitor of branded dessert especially in tart dessert and have high demand among consumer when Cleo Magazine in April Edition 2017 (Cleo, 2017) recommended HCT as

the best 8 must try cheese tart in Klang valley. These tart stores producing cheese tarts every day and the price of each tart for RM5.80 originals, chocolate, Matcha Azuki which is new flavour, and durian flavour RM6.60 that sizable about 4-inch tart (Hokkaido Baked Cheese Tart, 2017). The comparison between price branded cheese tart and local producer cheese tart, there are huge differences which are average of price local cheese tart for 1 box (25pcs) about RM 30 and the Hokkaido Cheese Tart a box (6pcs) is RM 29 (Mai's Putrajaya Cheese Tart, 2016).

Figure 1.2 shows that monthly household consumption expenditure of urban and rural area in Malaysia and urban area from year 2014 to 2016. As shown in the figure monthly household consumption expenditure in urban area increased by 5.8% from year 2014 to 2016 compare to in rural area only 5.7%. This increment of mean household consumption expenditure may due to rapid urbanization which consider enhancement of household income, and drastic changes in life style (Ishida et.al, 2003). Consumers' food perception will change from basic nutrition demand to food enjoying when their income level increase. Department of Statistic Malaysia (2017) based in figured 1.3 reported that median of income in Malaysian being increases from 2014 to 2016 about 6.6% for overall level of income category which including below income (40%), middle income (40%) and top income (20%). The statistics shows most of income of Malaysian peoples are in the B40 (below income 40%) and M40 (Middle income 20%). However, the middle income has being increasing more than others two, which is about 0.3% higher than below income and 0.7% higher than top income. Tey et al. (2009) stated that when income level increasing, Malaysian consumer will demand for higher quality of food product and willing to pay for the quality food.

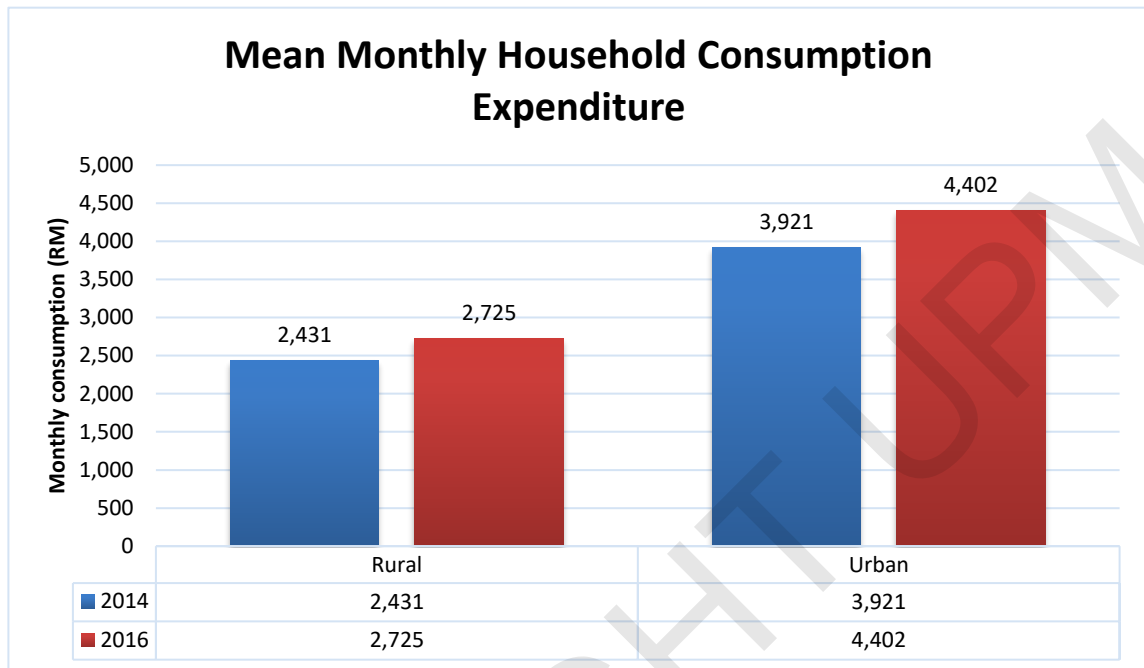


Figure 1.2: Mean Monthly Household Consumption Expenditure of Rural and Urban in Malaysia 2017
 (Source: Department of Statistic Malaysia, 2017)

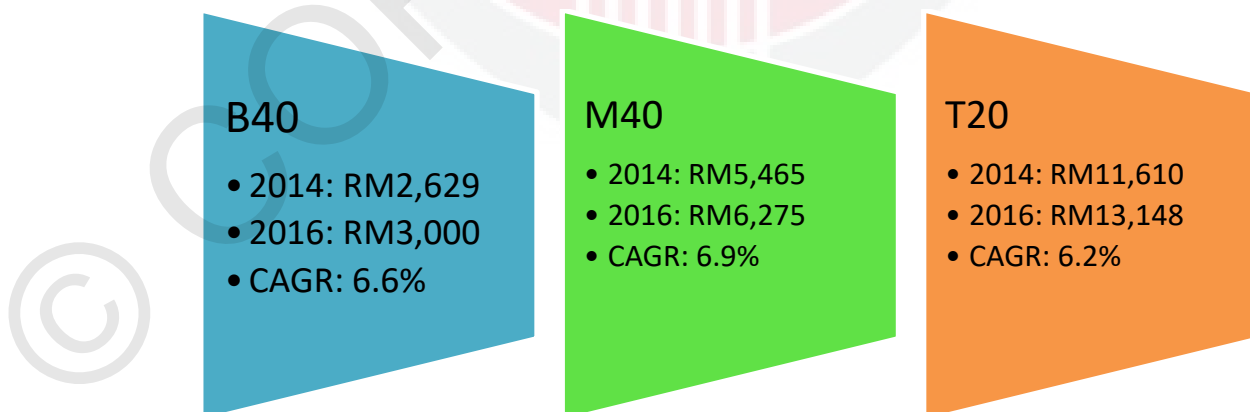


Figure 1.3: Median of Income in Malaysia, 2017
 (Source: Department of Statistic Malaysia, 2017)

1.2 Problem Statement

Recently, the growth of branded dessert becomes a challenge for a non-branded dessert industry producer. Focusing on, the urban areas like Klang Valley, branded dessert like Street Churos, Hokkaido Cheese Tart are available in most shopping center which about 53 outlets of branded dessert from 255 malls (Noel, 2017). Increasing shopping centre also give opportunity to start up the branded dessert business (Musil, 2011). As known, the price for branded dessert are 2-3 times expensive than the non-branded dessert. For example, one piece of Hokkaido Cheese Tart costs about RM5 compare to non-branded cheese tart only RM1 per piece. However, what are the factors that make the consumer willing to buy the branded dessert product rather than non-branded dessert even the price is expensive? Furthermore, most of the consumers especially the middle-income group and the young group customers are willing to pay higher price for that branded dessert and can related to the quality of the products (Ollila, 2011).

In this century, the media social such as Facebook, Instagram and Twitter become a daily basis in life especially among young generation. This young generation also very easily to be influenced by western culture those have been promoted through media social. Thus, branded dessert companies also use this platform to promote their product especially toward young generation customer. Based on the content of the media social of communities can share and upload photos and video about their experience and feelings towards the branded dessert (Ai Ling & Loo, 2014). This can give positive impact of the business where using the media social as the marketing medium and not just to introduce the product at the same time the faster way to promoting the product to customer.

Giving a promotion is also a good way to introduce the branded product to the new consumer. People nowadays really like promotion and a unique shape and packing really give attraction to the customer because it looking in-trend, convenience, and recyclable packaging to used (Kojima & Ishikawa, 2017). For example, Pablo Cheese Tart Malaysia likes offering 50% discount of the price in certain time in order to attract consumer to buy and have a taste of their product. Then, of course consumer will come back or repeat buying the good quality taste of product such as branded dessert. In this study also will prove willing to pay for branded dessert closely related to the taste and quality of product.

1.3 Research Objective

The main objective of this study is to investigate the factors influencing the consumers' willingness to pay (WTP) for the branded dessert. To be more specific, this study is conducted:

1. to determine the impact of consumer perception on the consumers' willingness to pay for the branded dessert; and
2. to examine the impact of consumers' demographic profiles on their willingness to pay for branded dessert.

1.4 Significance of the study

This study attempted to gain knowledge about the factor influence consumer willing to pay for branded dessert that high price. Also, it will help new dessert producer known what the best factor might be and can be used in their marketing strategy. Moreover, dessert producer can examine which independent variables are chosen by the consumer when making the decision to a willingness to buy the product or brand. It is important for dessert producer to make sure the customer's reason while buying the product. Therefore, dessert producer can match the product or brand with factors like variety of flavour on the dessert, ingredients quality of the dessert, packaging of dessert and shape of dessert might be the reason consumer willingness to pay the premium price of the branded dessert.

Results of this study can assist in future research of other types of consumer willingness in premium food production. It can also help dessert producer and retail companies when selecting their marketing strategy for the product. For the marketers especially those in the advertising industry, this finding will help them to understand what factors stimulate consumers to buy brand or product.

The focuses on changing consumer behaviour will soon help young entrepreneurs identify consumer wants from time to time. A better understanding of the consumer willingness towards branded dessert. In addition, this study also can help set guidelines for future researchers to get more information regarding this issue. The future researchers can use this paper as reference for the basis for their future research regarding this topic. Furthermore, they also can get more accurate information by overcoming the limitation that might occur in this research.

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