



***CONSUMERS' PURCHASING BEHAVIOR TOWARDS FOOD TRUCKS'
PRODUCTS***

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**CONSUMERS' PURCHASING BEHAVIOR TOWARDS FOOD
TRUCKS' PRODUCTS**

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**This project report is submitted as partial fulfillment of the requirement for the
degree in
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DECLARATION FORM

The project entitled “Consumers Purchasing Behavior towards Food Trucks’ Products”, prepared by Nur Aina Burhanuddin and submitted to the Faculty of Agriculture in fulfillment of the requirement of PRT 4999 (Project Paper) for the award of the degree in Bachelor Science (Agribusiness) is based on my original works.

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ABSTRACT

Food truck in Malaysia has been brought in the early of 2000 and it is become phenomenal in year 2008 (Eksan et al., 2017). Risvik (2011), purchase decision regarding to the food products are very critical due to the food is becoming as part of human body once we consumed, so the decision of food product and purchase are issue to internal evaluation process. This purpose of this research is to study and understand consumers' purchasing behavior towards food trucks' products. Moreover to know more about what is factor contribute to construct the purchasing behavior of consumers towards food trucks products. Also to investigate the most significant factors that influence consumers' purchasing behavior towards food trucks' products. Significant of this study is for producers and marketers, consumers, researcher and academians. In this study, the factors used are attitudes, price, brand image, halal awareness, service quality, social influence and trust. The studies have been conducted in Bangi, Serdang and Putrajaya area. The sampling size is 400 respondents is selected to get desired outcomes. A well-structured questionnaire is filled out by consumers around that area. Data is processed in SPSS and the data analysis used are descriptive analysis, factor analysis and multiple regression analysis. Results from factor analysis shows five factors which are attitudes, brand image, halal awareness, social influence, service quality and brand image. After the multiple regression analysis, attitudes, brand image, social influence, service quality and brand image that have significant 1%. From this findings, the retailers of food trucks can focus and improve all these characters that can fulfill consumers' needs and wants. For future researcher, the area covered can be wider around Malaysia. Consumers are being advice to do research before purchasing the food trucks' products. Last but not least, food trucks' vendors can add varieties of the products so they can attract more consumers.

ABSTRAK

Trak makanan di Malaysia telah dibawa pada awal tahun 2000 dan ia menjadi fenomenal pada tahun 2008 (Eksan et al., 2017). Risvik (2011), keputusan pembelian mengenai produk makanan adalah sangat kritikal kerana makanan menjadi sebagai sebahagian dari tubuh manusia sebaik sahaja kita dimakan, jadi keputusan produk dan pembelian makanan adalah isu untuk proses evaluasi dalaman. Tujuan penelitian ini adalah untuk mengkaji dan memahami tingkah laku pembelian pengguna terhadap produk trak makanan. Tambahan pula, untuk mengetahui lebih lanjut mengenai faktor yang menyumbang untuk membina tingkah laku pembelian pengguna terhadap produk trak makanan. Juga untuk menyiasat faktor-faktor yang paling penting yang mempengaruhi tingkah laku pembelian pengguna terhadap produk-produk trak makanan. Terdapat sejumlah besar kajian ini. Terdapat untuk pengeluar dan pemasar, pengguna, penyelidik dan ahli akademik. Dalam kajian ini, faktor yang digunakan ialah sikap, harga, imej jenama, kesedaran halal, kualiti perkhidmatan, pengaruh sosial dan kepercayaan. Kajian telah dijalankan di Lembah Klang yang meliputi Bangi, Serdang dan Putrajaya. Saiz sampel ialah 400 responden dipilih untuk mendapatkan hasil yang diinginkan. Soal selidik berstruktur yang baik diisi oleh pengguna di sekitar kawasan tersebut. Data diproses dalam SPSS dan analisis data yang digunakan adalah analisis deskriptif, analisis faktor dan analisis regresi berganda. Keputusan dari analisis faktor menunjukkan lima faktor iaitu sikap, imej jenama, kesedaran halal, pengaruh sosial, kualiti perkhidmatan dan imej jenama. Selepas analisis regresi berganda, sikap, imej jenama, pengaruh sosial, kualiti perkhidmatan dan imej jenama yang mempunyai signifikan 1%. Dari penemuan ini, para peruncit trak makanan dapat memberi tumpuan dan memperbaiki semua aksara ini untuk memenuhi keperluan dan kehendak pengguna. Dari penemuan penyelidikan ini, para peruncit trak makanan dapat memberi tumpuan dan memperbaiki semua kriteria yang boleh memenuhi keperluan dan kehendak pengguna. Untuk penyelidik masa depan, kawasan yang dilindungi boleh menjadi lebih luas di Malaysia. Pengguna adalah nasihat untuk melakukan kaji selidik sebelum membeli produk trak makanan. Akhir sekali,

vendor trak makanan boleh menambah jenis produk supaya mereka dapat menarik lebih ramai pengguna.



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CHAPTER 1

INTRODUCTION

1.0 BACKGROUND OF FOOD TRUCK

Food truck was invented by Charles Goodnight at Texas in 1866 (PBS, 2001). He was a successful cattleman before deciding to introduce food truck. According to Taylor Moore, (N/A) the content marketing manager mentioned that Charles Goodnight is known as Father of Texas Panhandle (PBS, 2001). According to Rishi (2013), food truck is any truck that is providing food on streets. The trucks are including taco trucks and gourmet food trucks (Rishi, 2013).

Statista.com (2017) stated that food truck is originally selling ice cream, ethnic cuisine, hamburgers and street food and trucks can store the food and sell it from the vehicle, whereas others are equipped to also for preparation and cooking. Food trucks bring the different style in food industry and deliver to consumers attractively (Eksan et al., 2017). The selling food through food trucks leads the sellers to move from one place to another and reach consumers easier (Ibrahim, 2011). The rising of the food trucks are also affected across the world including Asia and asia's food trucks' cuisine offered is normally needs simple skills, basic facilities and a small capital to start (Arts, Soc, & M, 2015).

Food truck industry in United States is showing a greater expansion from 2012 to 2015 (IBISWorld, 2016). In 2015, U.S. food truck industry increased to \$856.7 million and was estimated to increase by \$140 million by 2020 (Statista, 2017).The statistics shows a massive difference in term of profit making in food truck industry between 2 years. In 2012, Ibis World (2016) declared that in 2012, the annual profit made by food truck is \$650 million while in 2015 the annual revenue increasing more

than 100% which is \$1.2 billion. The expansion industry also shows that, most of the consumers that go to the food trucks in is 59% from adult as referred to National Restaurant Association (2011) (Eksan et al., 2017).

The food truck phenomenal is accepting by all countries. It is expanding in Europe and Asia.

1.1 FOOD TRUCK IN MALAYSIA

Food truck in Malaysia has been brought in the early of 2000 and it is become phenomenal in year 2008 (Eksan et al., 2017). In Malaysia, food truck is a modern business that using large vehicles with fully equipment to cook and sell food from one location to the strategic location daily (Ibrahim, 2011). A fully equipped food truck can cost about RM100, 000 until RM150, 000 and food truck must pass the Computerized Vehicle Inspection Centre (Palansamy, 2016). Majlis Pemandaran (MP) Klang stated food truck in Selangor is also known as “Smart Truck” (Palansamy, 2016).

At year 2017, Selangor is one of the states that encouraging food truck industry. According to the Young Generation Exco, Sports, Culture and Entrepreneur Development, Amirudin Shari said Selangor became the first state to issue a 'Food Truck' concept of business license to allow business operations in several townships throughout the state (Muhammad, 2017).

The State Government has embarked on an existing mobile trucking operator to register with the Local Authority, thereby giving space entrepreneurs and opportunities to business entrepreneurs in the designated area of the Local Authority (Muhammad, 2017). Amirudin also stated that as of March of 2017, a total of 138 Smart Trak businesses are registered with local authorities (PBT) in Selangor (Muhammad, 2017).

Federal Territories Minister Datuk Seri Tengku Adnan Tengku Mansor said there will be an increase in food trucks in the Federal Territories as the Government gears up to issue around 1,000 licences to operators by the end of the year. The plan is to replace the roadside stall concept with food truck alleys or centers in Kuala Lumpur, Putrajaya and Labuan by 2020 (Adnan, 2018). Kuala Lumpur City Hall (DBKL) has issued more than 220 food truck licensees (DBKL, 2018).

Minister of Federal Territories deputy secretary-general, states that Food trucks will color the culinary and tourism industry in the capital since it characterizes the lifestyle of urban people. Food trucks is joining big event such as Food Mega Karnival (Amirudin, 2017).

In February 2018, Federal Territories Minister Datuk Seri Tengku Adnan Tengku Mansor continues said for the loan issues and has been discussed Majlis Amanah Rakyat and National Entrepreneurial Group Economic Fund on ways to assist them to get the programme underway.

Food Truck Park in Klang Valley are including TAPAK: Urban Dining, PKNS Bangi, Putrajaya, Taman Seri Serdang, Sri Kembangan, Shah Alam and many more. There are a few places we are looking at to set up food truck centers or alleys in locations such as car parks, which will be provided during lunch hours or at night (Tengku Adnan, 2018). Subang Jaya Municipal Council's (MPSJ) designated food truck park. According to the acting president of MPSJ Mohammad Zulkarnain Che Ali in September 2017, the new food truck park will be hoped can adopt "Tapak: Urban Street Dining" in Jalan Ampang, Kuala Lumpur concept. MPSJ has set its sights on a parking lot at 3K Complex in SS13 which has been operating as a food truck park since Sept 9. Zulkarnain (2017) also stated that in future the council attempted to create food truck

parks in Puchong Utama and Bandar Kinrara 5. In 2017, Zulkarnain added that combining car boot sales with food trucks was a good plan.

1.1.1 TYPES OF FOOD TRUCKS' PRODUCTS

I. Local Cuisine

Malaysian cuisine represents a culinary diversity originating from Malaysia's multiethnic societies which are Malay, Chinese, Indian, Nyonya, Eurasian, and so on (Yoshino & Kosaku, 2010). Malaysian cuisine represents a significant range of culinary diversity originating from Malaysia's multi ethnicity. As of 2018, the three main categories of this country—Bumiputra (Malays and indigenous people), Chinese and Indians—account for the vast majority of the population, at 61.3%, 20.8% and 6.2% respectively, and the remaining part of the population consists other 0.9%, non-citizens 10.4% (2017 est.). Malays in Malaysia are the descendants of proto-Malays mixed with Indian, Thai, Arab and Chinese forebears. Malay cultures, and therefore Malay cuisine, were formed under the strong influences of such ethnic groups as Indians, Thais, Javanese, Sumatran, and others. The Chinese brought with them their cultures, languages and skills as well as their cuisine with its different styles. The basic ingredients for Chinese dishes included noodles, tofu, and soy sauce (Yoshino & Kosaku, 2010). Indian food became assimilation with Malaysia which is normally not found in India (Yoshino & Kosaku, 2010). The diverse spices used in Indian cooking are what really make their cuisine different than other world cuisines (Schinkel, 2013). There are many Malaysian favourites such as nasi lemak, beef rendang, bak kut teh, char kway teow, curry laksa, roti canai, nasi goreng, nasi dagang, and more. All the local cuisine can be found in food truck such as Laksa Beras at PKNS Bangi, Nasi Lemak Turbo at Shah Alam and Ampang Lok-Lok at Ampang.

Figure 1.1.1A Example of Food Truck's Product of Local Cuisine



Food Truck's name: Laksa Beras

Location: PKNS Bangi

Type of Products: Local Cuisine, Laksa Penang.

Source: New Straits Time, 2017.

II. Western Cuisine

It is normally related to The Straits of Malacca were a part of the main Asiatic trade route, and Malacca. Malacca has a natural harbor and was one of the major hubs. According to the study, Western cuisines have a tendency to pair ingredients that share many of the same flavor compounds (Diaz, 2011). The influence of these European occupations is still present in today's Malaysian Eurasian cuisine (Bureau, 2011). The western food is including Portuguese-influenced cuisine, Dutch-influenced cuisines, British-influenced cuisine and Eurasian cuisine (Bureau, 2011). Desserts include curry puffs, which are reminiscent of Spanish empanadas or Indian samosas. These puff pastries are filled with curried ground beef, potatoes, and peas, brushed with egg wash, and baked. Pineapple jam tarts are a pastry tart topped with homemade pineapple jam.

The western cuisine in food truck is including chicken wings and tacos by Cowboys food truck in SS15, Subang Jaya. Cowboys' food truck is adopting food from Texas.

Figure 1.1.1 B Example of Food Truck's Product of Western Cuisine



Food Truck's name: Cowboy's Food Truck

Location: SS15, Subang Jaya

Type of Product: Western Cuisine, Chicken Wing and Tacos

Source: Cowboysfoodtruck.com, 2017

III. Gourmet Style Cuisine

According to the Cambridge dictionary, gourmet is a very high quality food. It is also can be defined as producing or serving food that is very high quality. This is including gourmet restaurant and gourmet food. In addition it is refining in terms of cooking skills and also cooking arts. The arts are including the presentation of the food.

The price of the gourmet is considered expensive in culinary world. Gourmet style are serving both Asian and Western dish. In food truck the price of the food is much cheaper than in gourmet restaurant (Eksan et al., 2017). The example of gourmet concept food

truck is Little Fat Duck at SS15, Subang Jaya that's served high quality food with cheaper price.

Figure 1.1.1 C Example of Food Truck's Product of Western Cuisine



Name of Food Truck: Flaming Wheels

Location: Putrajaya

Type of Food Truck: Western and Asian with Gourmet Style Cuisine

Source: Flamingwheels.com, 2017

1.2 PROBLEM STATEMENT

Food trucks have been existed in Malaysia for a long time but it is become viral on 2008 and above. Food trucks have a reputation for selling the local cuisine, gourmet cuisine and western food. However, controversies over price have increased in public and give image to the food trucks in consumers' brain since food trucks should be cheaper. Deputy Tourism and Culture Minister (2016) mentioned that the concept of the food truck should providing affordable food as well as quality (Koh, 2016).

The developments of urbanization lead to the increase in the number of food truck businesses (Eksan et. Al, 2017). The increasing of the population will lead to the increasing of food demand. The phenomenon of city culture leads the food truck has a potential to activate unused space and walks through food attractions (Kettles, 2006). This can be seen in Klang Valley area for example Putrajaya, the unused space is becoming a food truck park.

Young generation more open with western and other countries culture started to come in variety of form of mass media (Hamzah, et. al, 2015). This is can be seen clearly that some of the consumers' are normally getting information via internet. The review from the social media such as Twitter, Instagram and facebook seem can influence consumers to consume and purchasing the products. Consumers are finding information, reviews of the food trucks' products, menu, location and price (Elliot, 2015). This can be concluding that consumers do research before purchasing it. Search engine Google's trend in 2017 shows the food trucks' trend mostly searches in Selangor.

Figure 1.2 Search engine Google's trend for food trucks' trend mostly search in Malaysia



Source: Google Trends, 2017

According to the Ministry of Domestic Trades Consumer Affairs, he received a lot of complaints about the price of food trucks' products is high (Muhammad, 2017). Focusing on food products, which are needed by the consumers in daily basis, give the impression that the consumers have little thought in purchasing than other product like cloths, mobile phones and cars. Nevertheless, consumers are exposed to the diversity of food product types which is varieties in price, quality, packages and size. Consumers are price sensitive but it is not always that the consumptions are based on price-factors, especially in food consumptions. It is including the price that they pay is money worthy with products they get. Therefore, consumers are more discreet on their spending. What are the factors that leads consumer to purchase food trucks' products even though the price is high?

1.3 RESEARCH QUESTIONS:

This study attempts to answer the following questions:

1. What are the factors influencing consumers' purchasing behavior towards food trucks' products?
2. Which are the most significant factors on consumers' behavior in purchasing food trucks' products?

1.4 OBJECTIVES OF THE STUDY

The Malaysian food products purchasing are changing from years to years with the emergence of hipster café, urbanization and also with the existence of food trucks among youngster and adult. As a result, it has affected the purchasing behaviors of consumers since they got a plenty of choices can be chosen.

General Objective

To study and understand consumers' purchasing behavior towards food trucks' products.

Specific Objectives

1. To explore the factors on consumers' purchasing behavior towards food trucks' products.
2. To investigate the most significant factors that influence consumers' purchasing behavior towards food trucks' products.

1.5 SIGNIFICANCE OF THE STUDY

There have been a significant amount of studies that examine the Consumers' Purchasing Behavior towards Food Trucks' Products. The studies have been conducted in Bangi, Serdang and Putrajaya area.

1. Producers and marketers

It is important for the retailers or food vendors to gain better understanding of the consumer's purchasing behavior towards food trucks' products in Malaysia. As such, this study will be helpful for giving a better picture of the food truck industry as it focused on purchasing behavior of consumers.

2. Consumer

This research can help consumers to choose the best food trucks products. Since the products of food truck are varies so consumer have more choices to be chosen. It is also help consumers to find the food truck park around them.

3. Researcher and academicians

This study can contribute additional information to the currently available information. Moreover, this study can help others to generate idea as guidance for those interested to conduct a deeper research related to consumers' purchasing behavior towards food trucks' products.

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