



Faculty of Economics and Business

**CONSUMER'S INTENTION TOWARDS JAPANESE CUISINE
CONSUMPTION IN PENANG ISLAND**

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**Bachelor of Business Administration with Honours
(Marketing)
2015**

**CONSUMER'S INTENTION TOWARDS JAPANESE CUISINE
CONSUMPTION IN PENANG ISLAND**

LIM HUI WEN

**This project is submitted in partial fulfilment of the
requirement for the degree of Bachelor of Business
Administration with Honours (Marketing)**

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Abstract

CONSUMER'S INTENTION TOWARDS JAPANESE CUISINE CONSUMPTION IN PENANG ISLAND

By

Lim Hui Wen

The aim for this study is to determine the significant relationships between past behavior of Japanese cuisine consumption towards consumers' intention and actual Japanese cuisine consumption behavior in Penang Island. Besides, this study also determine the significant relationship between the consumers attitude, social norm, self-identity and the perceived behavioral control of availability of sources and perceived of knowledge towards the consumers' intention and actual consumption in Japanese cuisine consumption. Due to the development of unique theme of café in Penang Island, food and beverage industry become competitive in Penang Island. However, Penang Island was famous in street food which is the local cuisine. Therefore, the Theory of Planned Behavior will be employ in this study to form the framework to investigate the factors that influence the factors that influence the consumers' intention and actual consumption behavior of Japanese cuisine consumption. In additions, this study revealed that the social norms, self-identity and past behavior are the major factors that influence the consumers' intention towards actual Japanese cuisine consumption the most.

Abstrak

Tujuan kajian ini adalah untuk menentukan hubungan yang signifikan antara tingkah laku yang lalu penggunaan masakan Jepun terhadap niat pengguna dan tingkah laku penggunaan masakan Jepun di Pulau Pinang. Selain itu, kajian ini juga menentukan hubungan yang signifikan di antara sikap pengguna, norma sosial, identiti diri dan kawalan tingkah laku dilihat dari adanya sumber dan dilihat pengetahuan ke arah niat pengguna dan penggunaan sebenar dalam penggunaan masakan Jepun. Selain itu, pembangunan kafe tema unik di Pulau Pinang semakin menambah, industri makanan dan minuman menjadi berdaya saing di Pulau Pinang. Walau bagaimanapun, Pulau Pinang terkenal dalam makanan jalanan yang merupakan masakan tempatan. Oleh itu, *Theory of Planned Behavior (TPB)* akan mengambil kerja dalam kajian ini untuk membentuk rangka kerja untuk menyiasat faktor-faktor yang mempengaruhi faktor-faktor yang mempengaruhi niat pengguna dan tingkah laku penggunaan sebenar penggunaan masakan Jepun. Walaubagaimanapun, kajian ini mendedahkan bahawa norma-norma sosial, identiti diri dan tingkah laku yang lalu adalah faktor utama yang mempengaruhi niat pengguna terhadap penggunaan sebenar masakan Jepun.

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CHAPTER 1:

INTRODUCTION

1.0 Introduction

This chapter give the general idea of the research project by introducing the background of study, problem statement, research objective which include general objective and specific objective, rational of study, scope of study and conceptual framework will discusses.

1.1 Background of Study

According to Maslow (1943) stated that food is a basic physiological need that used to satisfy from hunger which has been exerted in role in human life. Over the past decade, food only needed for survive in human life but due to the change of the technology and demand of the consumer's, foods not just serve as basic human needs.

Food can also be symbolic as one's culture, it was a trait that human learn from childhood time (Birch & Fisher, 1998). Due to the change and development of modernization, food culture has been change and merge with various concept which cause by the force from the surrounding (Henderson, 2014).

Due to the dramatically change of the world, food not only served to satisfied hunger it has been innovates as a product for a company to sell it to their consumers to gain

profit which become a product in the food industry today. The modernization affect the change in service sectors, the development of the workforce to provide quality service to the market (Loveday, Williams & Scott, 2008). Due to the effect that bring after the change, the servicing market become more competitive especially in food service industry. In order to sustain their business operation in the competitive business world, the company in food service industry start to be more creative and innovative in order to attract more consumer to consume their products and service, increase their profit and revenue, increase the market share and strive to gain the competitive advantage (Matthyssens & Vandenbempt, 1998; Ma, 2004). Hence, the range of the food service industry become wider. The type of service that provided in food and service industry include quick service restaurant, table service restaurant, fine dining restaurant, institutional service restaurant and catering (Kasavana, 1994).

In order to increase their market share, some of the local food service company bring their own unique service to other country. The local food service that been transfer to the other country will consist the home country heritage status (Henderson, 2014). The iconic of the food for a place can bring through cuisine as the uniqueness of the selling point for the food service (Lin, 2009). The example for foreign cuisine which can represent their own culture is Japanese cuisine, Indian cuisine and Korean cuisine (Wright, Nancarrow & Kwok, 2001). Japanese cuisine can be claimed that it was one of the strongly represent its own Japanese culture as their business unique key terms to attract consumers to consume (Cwierka, 2006).

Since there are the past study which research in foreign cuisine was prove that foreign cuisine developed to become more globalize (Möhring, 2008). The change of the business trend shift the eating trend of the consumers for that particular place.

According to Warde and Martens (1998), the trend of eating out have become a common in the contemporary society. The trend of eating out become more common and popular in contemporary society (Choi & Zhao, 2014).

1.2 Problem Statement

For many years, people have debated about, globalization become one of the important facts for company to expand their business. It became one of the critical issues for the business world. Malaysia Productivity Corporation (2014) stated that Malaysia is the 6th easiest place to do business in the world. In additions, stability of politics, investment guarantee with the country, reliable supply of power, water and gas, tax incentives and other factors that increase the interest of the foreign company to make investment in Malaysia (Saadun, 2007). Thus, many companies tend to expand their business to other countries in order to increase their profit and expand in the business world, especially in food and beverage industry.

In additions, Wilhelmina, Joost, George & Guido (2010); Henderson (2014) stated food globalization trend affect the merging of local cuisine and foreign cuisine. A sociologist stated that “cuisine is food transcended, nature transformed in a social product, an aesthetic artifact, and linguistic creation, a cultural tradition.” (Clark, 1957, p. 32). Each cuisine have its own unique selling point which can be easily identify the food origin places based in the cuisine. The way of food serving and the preparation method can help in differentiation process. Besides, cuisine can be defined as the

manner in which culture manipulate and transform potential foodstuff into which proper food for the human consider based on their culture (Rath, 2008).

The foreign cuisine that can easily be found in Malaysia includes Western, Asian, Middle East, and other foreign cuisine. Thus, the competitiveness of the foreign cuisine becomes higher in Malaysia. In order to create the competitive advantage and sustain their business life in Malaysia it is vital for the foreign cuisine company and the marketers to understand the consumer behavior.

However, the effects of immigrants in Malaysia are other factors that bring the competitiveness of the foreign cuisine. Past study had found that the immigrants effect with the international business activities (Enderwick, Tung, & Chung, 2011). After the immigrants come in to Malaysia they will increase the diversity of Malaysia. However, a person's culture and habit be accustomed since they born. Although they will easy to adapt to the environment but the root of their own culture will still remain (Möhring, 2008). When they trying to search for the food from their own roots or their own country they will found the opportunity and threat of business in the new country that they immigrant it is because they may face the problems of finding their own country food in another country. This may lead them to have a thought of sharing of their own cuisine in Malaysia.

The understanding of consumer behavior is vital for the foreign cuisine company this is because they are selling food with different way of preparation and presentation of food. Better understanding of consumer behavior helps them to predict or planned stimuli the consumer intention to consumption the foreign cuisine. The price for the foreign cuisine is higher compare to the local it is because the ingredient and the tools

that needed may need to import from the foreign country. Malaysia is a multi-racial and full of diversity country, there are many type of cuisine to be serve but the study of foreign cuisine is still limited in this country. Thus, this study is conduct to identify the factors (past behavior, consumer attitude, social norms, self-identity and perceived behavioral control of availability of source and perceived of knowledge) are positive significant to influence consumers' intention towards Japanese cuisine consumption. Also, determine whether the consumer attitude, subjective norm, self-identity and perceived behavioral control significant and positively influence the consumer's intention toward the Japanese cuisine consumption.

1.3 Research Question

- a) What is the major factors that influence the consumer intention to consume Japanese cuisine hence perform the actual consumption towards Japanese cuisine?
- b) What are the most significant factors that influence the consumer intention to consume the Japanese cuisine hence perform the actual consumption towards Japanese cuisine?

1.4 Objective of Study

1.4.1 General Objective

To identify the factors that influence consumer intention toward foreign cuisine consumption behavior thus perform the actual consumption of the Japanese cuisine.

1.4.2 Specific Objective

- a) To determine whether the past behavior has significantly and positively influence consumer intention towards Japanese cuisine consumption.
- b) To identify whether the past behavior has significantly and positively influence actual consumption behavior towards Japanese cuisine consumption.
- c) To identify whether the consumer attitude has significantly and positively influence consumer intention towards Japanese cuisine consumption.
- d) To identify whether the social norm has significantly and positively influence the consumer intention towards Japanese cuisine consumption.
- e) To identify whether the self-identity has significantly and positively influence the consumer intention towards Japanese cuisine consumption.
- f) To identify whether perceived behavioral control has significantly and positively influence the consumer intention towards Japanese cuisine consumption.
- g) To identify the perceived behavioral control has significantly and positively influence the actual behavior towards Japanese cuisine consumption.
- h) To identify the consumer intention towards Japanese cuisine consumption has significantly and positively influence the actual consumption behavior towards Japanese cuisine consumption.

1.5 Significance of the Study

This study will focus on the dimension of the consumer intention and the consumption of the foreign cuisine in order to provide better understanding on the study. This

research also helps to determine the factors that will affect the consumer intention towards consumption of foreign cuisine. This will provide the better understanding of existing market of the influence of the attitude, subjective norm, self-identity, perceived behavioral control and past behavior that create the consumer intention towards Japanese cuisine consumption. Thus, the company can have better strategy in future business planning.

1.6 Scope of Study

This study will focus on the consumer intention towards foreign cuisine consumption in the area of Penang Island and the factors that will affect the actual consumption of the Japanese cuisine. This study determines the factors that may affect consumer's actual consumption towards Japanese cuisine in Penang Island. The factors that stated are shrink down to past behavior of consumer's, consumer's attitude, social norms, self-identity and perceived behavioral control of availability of sources and perceived of knowledge while each of the factors consist of different point of view. The relationship of each factor will be identified with the consumer intention towards Japanese cuisine in Penang Island thus performing the actual consumption of Japanese cuisine in Penang Island.

As the study will conduct based on Central Seberang Perai, North East Penang Island (George Town), and South west Penang Island area of Penang Island, the respondents will be the consumers of choosing Japanese cuisine in Penang Island. This is because those three area are the popular places for consumer and food and beverage business