

FOOD SAFETY, EMOTIONAL EXPERIENCE AND HEALTH BEHAVIOUR INFLUENCE ON PURCHASE INTENTION OF NASI LEMAK AMONG MALAYSIANS

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DOI: <https://doi.org/10.37178/ca-c.23.1.162>

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Abstract

Nasi lemak is one of the traditional foods that has a significant role in the life of Malaysian society. This paper investigated the factors (food safety, emotional experience, health behaviour) that influence the purchase intention of nasi lemak among Malaysians. Survey method was applied in this study. The theoretical framework is based on the Theory of Planned Behavior (TPB). The data were collected from 718 convenience sample using 5-point Likert scale items. Smart PLS was applied to analyse the data. The study revealed the existence of a positive and significant relationship between Emotional experience and health behaviour towards the purchase intention of nasi lemak. It also shows that food safety does not have a significant influence on the purchase intention of nasi lemak. This study adds to the body of knowledge on nasi lemak purchase intent by improving our understanding of

consumers' emotional experiences and health behaviours. Only emotional experience and health behaviour were found to have a substantial favourable effect on nasi lemak purchasing intention in Malaysian culture in this study. These findings suggest that by stressing their distinctive benefits and environmentally friendly method, nasi lemak may better match the emotional value and health behaviour of consumers. We also found that food safety has no bearing on nasi lemak buying intent in this study. Other traditional meals should be studied in the future to understand what aspects influence Malaysians' purchasing intentions. Furthermore, this study adds to the knowledge of consumer intent to purchase nasi lemak in developing and rising countries by contributing to the literature on food consumption. In the developing Malaysian scenario, it enables an enlarged TPB model for forecasting nasi lemak purchasing intent.

Keywords: Food safety, emotional experience, health behaviour, purchase intention

Introduction

According to [1], consumer's intention to buy is his prediction of which product or service he will purchase. The intention to buy might be seen as a mirror of actual purchasing behaviour. A consumer's desire to buy increases as their purchasing intention increases [2]. [3] Defines intention as consumers' desire to acquire, dispose of, and use things or services in specific ways. As a result, customers may develop a desire to learn more about a product, tell others about their experience with it, purchase a specific product or service, or dispose of a product in a specific manner. [2] defines intention as the frequency of purchases, or the proportion of total purchases provided by consumers who are loyal to a certain food.

According to [4], purchase intention refers to a person's willingness to engage in transactions, which can be accomplished through interaction with others. A prearranged programme for definite purchase or receipt in the future can alternatively be defined as a buy intention. It's also thought to be a role in predicting consumer buying habits [5]. It is critical to understand the aspects that influence consumer purchasing intent, particularly of [6].

Nasi lemak is a Malaysian rice dish made with coconut milk and garnished with sauce, boiled egg, peanuts, cucumber, and fried anchovies. While it has a long history in Malay cuisine, it is now enjoyed by people from many walks of life in Malaysia. In most of the country's tourism brochures and promotional materials, nasi lemak is included as a national dish. Previous studies (e.g., [7-13] had examined the 'national dishes,' focusing on the role and contribution of political bodies, and yet, there is still a lack of research on the factors that influence purchasing intent, specifically in the context of nasi lemak. As a result, the focus of this research is on the factors that influence nasi lemak purchasing intention in Malaysian society, such as food safety, emotional experience, and health behaviour.

Theoretical

[14]proposed the TPB, which states that intention is described by three factors: attitudes, subjective norms, and perceived behavioural control. [15]defines attitudes as "beliefs about the likely outcomes or other features of the behaviour," whereas subjective norms are "beliefs about other people's normative expectations." The term "perceived behavioural control" (PBC) refers to "the perceived ease or difficulty of carrying out the behaviour" [15] The TPB has been shown to be successful in predicting numerous consumer behaviours, including the purchase intention of nasi lemak [16]. As a result, this theory serves as a theoretical foundation for the development of research model evaluated in this study. Food safety, emotional

experience, and health behaviour are predicted to influence consumer intention to purchase nasi lemak, according to the TPB. Furthermore, by including food safety, emotional experience, and health behaviour into the research paradigm, this study expands on the TPB. Figure 1 illustrates the research model. The next section will discuss the potential relationships between the variables.

Relationship between variables

Individuals' perceptions of the value of information are essential to food safety. It has to do with whether the information acquired can assist consumers in making purchasing decisions [17]. The clarity and understandability of information is frequently used to assess food safety [18]. The trustworthiness of the information disseminated, which influences consumer purchase intentions, is directly influenced by the quality of food safety information [19]. People will talk about their experiences with certain products and express their thoughts about them. As a result, the quality of food safety information has a direct impact on customers' perceptions of the information's trust [20] and purchase intent. An assessment of the essential aspects for influencing customer purchase intention is made through the dissemination of food safety information [21]. This finding is consistent with prior research, which found that information recommended by friends has a higher influence on consumers' decision-making than information recommended by strangers [22].

H1: There is a significant relationship between food safety and purchase intention of nasi lemak

Emotional experience

Emotional experience, according to [23], is defined as "the moods and emotions generated during the shopping experience." [24] claimed that emotional experiences generate beneficial experiences, ranging from somewhat favourable emotions to powerful feelings of joy and satisfaction associated with a brand. [25] discovered that the degree to which crucial occurrences were experienced had an effect on emotional reactions. Furthermore, "emotionally connected clients are more likely to invest in their relationships than customers who lack affective commitment" [26]. Consumers' emotional connection to a company, according to [27-29], is more strongly connected with their purchase intention in the near future. The emotions formed throughout the consuming phases of a help interaction are widely recognised as having an influence on experience and long-term personality intention of customer [30-32]. Emotional experience is a crucial role in generating the purchase intention [33]. This is in line with [24], who found that emotional experiences had a major influence on purchase intent. [34] discovered that when people have positive experiences with a product or service, they are more likely to tell others about it. Consumers who have come and consumed will have an enjoyable time.

H2: There is a significant relationship between emotional experience and purchase intention of nasi lemak

Health Behaviour

Health behaviour is a key component that influences buying intentions, according to previous studies [21, 35, 36]. When people become more conscious of their own health behaviours, they are more likely to make purchases [35]. Previous research has shown that consumers purchase foods for a variety of reasons, including health benefits. Consumer attitudes and purchasing intention are influenced by health [22, 37]. Similar findings were found by [36]. According to [26], health issues are the most important elements influencing consumers' propensity to purchase foods. [38] also stated that consumers' health is a critical component in influencing their purchasing

decisions, and that consumer buying intentions are weak in areas where health-related awareness is low. According to [39], health concerns are an important factor to consider when eating. When it comes to health and nutrition, however, individual consumer opinions are likely to vary greatly [40]. Nonetheless, concerns about one's own health and the health of family members are the most influential elements in buyers' decisions [41]. Consumers who are more health conscious are more likely to have their health positively impacted by their purchases [42]. According to [43], health concerns had an impact on purchasing intent. Many personal health behaviours, according to [44], are the outcome of attitudes, while others are the product of subjective norms. Also, depending on whether the action or objective is normatively or attitudinally regulated, health-related behaviours might lead to changes in subjective norms or attitudes.

H3: There is a significant relationship between health behaviour and purchase intention of nasi lemak

Conceptual Model.

Figure 1 represents a visual summation of the relationships hypothesized in this study. As indicated by the conceptual model, food safety, emotional experience, and health behaviour have direct and positive influence on purchase intention nasi lemak. The study objective is further support with three hypotheses as below:

H1: There is a significant relationship between food safety and purchase intention nasi lemak

H2: There is a significant relationship between emotional experience and purchase intention nasi lemak

H3: There is a significant relationship between healthy behaviour and purchase intention nasi lemak

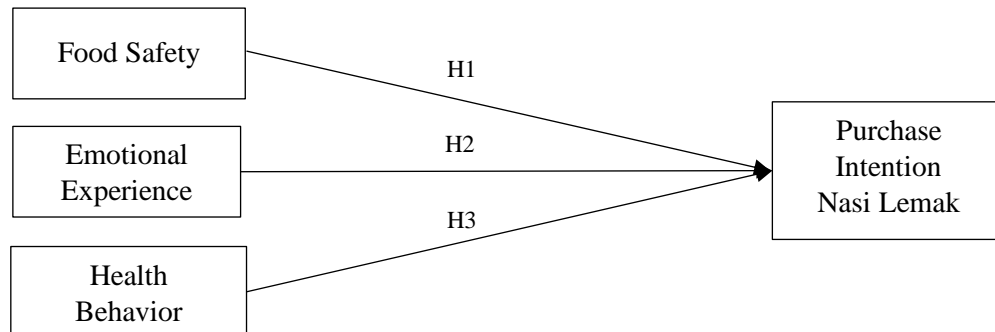


Figure 1. Proposed Framework

Methodology

This study used a quantitative approach to examine the factors influencing the purchase intention of nasi lemak. The samples were 718 respondents selected using convenience sampling techniques. The data were collected by distributing 5-point Likert scale questionnaires. The dependent variable was the purchase intention of nasi lemak and independent variables were food safety, emotional experience, and health behaviour. The data were analysed using Smart PLS software version 3.3. The PLS-SEM is a second-generation multivariate data analysis technique that examines the structural model with the primary goal of explaining variance in dependent variables and is thus primarily used in exploratory research. The Smart PLS 3.3 application of PLS-SEM was used in this study to evaluate the hypothesised relationships among the latent constructs within the structural model and to assess the measurement model in terms of reliability and validity [45].

Analysis and Results

Respondents' Profile

Table 1 illustrates the final sample's demographic background. As reported in the table, the respondents were 33.1% male and 66.9% were female. Regarding age group, more than half of the respondents were Gen Z (56.0) and the least number of respondents were baby boomers (1.8%). Based on education, the majority were degree holder (73.5%) and the lowest level education were certificate (2.1%). In term of income, the majority below RM1000 (58.8%) and lowest were income range RM2001 to RM3000 (6.8%). As for employment status, majorities were students (55.6%), and the lowest were government sector (15.0%). Based on question about Nasi lemak, majority respondents (75.1%) said nasi lemak was the favourite traditional food, were purchase frequently 1 to 2 times (48.5%) and were purchased nasi lemak last month (40.1%). Most of them had favourite stall nasi lemak (67.5%) and majority have intention to purchase nasi lemak for future (92.6%).

Table 1

Demographic Background

Attributes	Type	N	Frequency (%)
Gender	Male	238	33.1
	Female	480	66.9
Age	Baby Boomers	10	1.4
	Gen X	85	11.8
	Gen Y	221	30.8
	Gen Z	402	56.0
Education	Primary/Secondary	28	3.9
	Diploma	88	12.3
	Certificate	15	2.1
	Degree	528	73.5
	Master and above	59	8.2
Income	< RM1000	422	58.8
	RM1101 – RM2000	84	11.7
	RM2001 – RM3000	49	6.8
	RM3001 – RM4000	51	7.1
	RM4001 and above	112	15.6
Employment Status	Student	399	55.6
	Self employed	53	7.4
	Government	108	15.0
	Private	103	14.3
	Unemployed	55	7.7
Favourite Food Nasi Lemak	Yes	539	75.1
	No	179	24.9
Frequency Purchase	1 – 2 times	348	48.5
	3 – 4 times	217	30.2
	5 – 6 times	84	11.7
	7 times and above	69	9.6
Future Purchase Intention	Yes	668	92.6
	No	53	7.4
Favourite Stall	Yes	485	67.5
	No	233	32.5
Last Purchase	Yesterday	173	23.4
	Last week	257	35.8
	Last month	288	40.1

Instrument Analysis

To employ valid measurement instruments (Table 2), the scales used in this study were adapted from previous studies. The scales used were measured on a 5-point Likert scale. The statistical analysis was conducted using the software solutions SPSS (Statistical Package for Social Sciences, version 26) and Smart PLS version 3.3. First, an exploratory factor analysis (EFA) was conducted to test the factorial structure of the selected items from the questionnaire to develop reliable multi-item scales. The food safety with three statement (Cronbach’s Alpha = 0.880) and health behaviour (Cronbach’s Alpha = .869) with 5 statements adapted from [34] was operationalized. Emotional experience (Cronbach’s Alpha = 0.864), which was adapted from [46] were operationalized with five statements. Lastly, the purchase intention (Cronbach’s Alpha = .841) was adapted from [47] and operationalized with three statements.

Table 2

Measurement Construct using EFA

Items	Factor Loading	Cronbach’s Alpha
Food Safety		
FS1: I am not afraid of jeopardizing my health by consuming local and traditional nasi lemak food products.	.873	.880
FS2: Consuming local and traditional nasi lemak food products is not hazardous for my health	.921	
FS3: Consuming local and traditional nasi lemak food products can not cause irreversible damage to my health.	.905	
Emotional Experience		
EE1: I am happy to purchase traditional nasi lemak food	.746	.864
EE2: I am proud to purchase traditional nasi lemak food	.811	
EE3: I feel guilty if I do not purchase traditional nasi lemak food	.758	
EE4: I am feelings closeness when purchasing traditional nasi lemak food	.863	
EE5: I am feeling blessed to purchase traditional nasi lemak food	.870	
Health Behavior		
HB1: I intend to increase my consumption of local and traditional nasi lemak food products	.735	.869
HB2: Using local and traditional nasi lemak food products is a good practice for my health.	.847	
HB3: I want, from now on, to consume local and traditional nasi lemak food products.	.850	
HB4: Buying local and traditional nasi lemak food products is a good consumer behavior.	.774	
HB5: Consuming local and traditional nasi lemak food products is beneficial for my health	.844	
Purchase Intention		
PI1: I intend to purchase nasi lemak next time	.879	.841
PI2: I intend to purchase nasi lemak because it is my traditional food	.859	
PI3: I intend to purchase a nasi lemak because it is my favourite	.876	

Measurement and Structural Model Assessment

Convergent and discriminant validity, as well as composite reliability, were used to evaluate the measurement model. All of the quality criteria were met for this

measurement model, as shown in Table 3, because all factor loadings (> 0.60), Cronbach's alpha (> 0.70), composite reliability (CR) (0.70), and average variance extracted (AVE) values (0.50) were above the recommended threshold [45]. The outer loading matrix was examined, and the discriminant validity was tested using [44] criterion. All square roots of AVE had greater values than the inter-construct correlations for the examined constructs, and all indicators loaded higher on their construct than all others, ensuring the model's external coherence, as shown in Table 3. Figure 2 displays the appropriate outcomes.

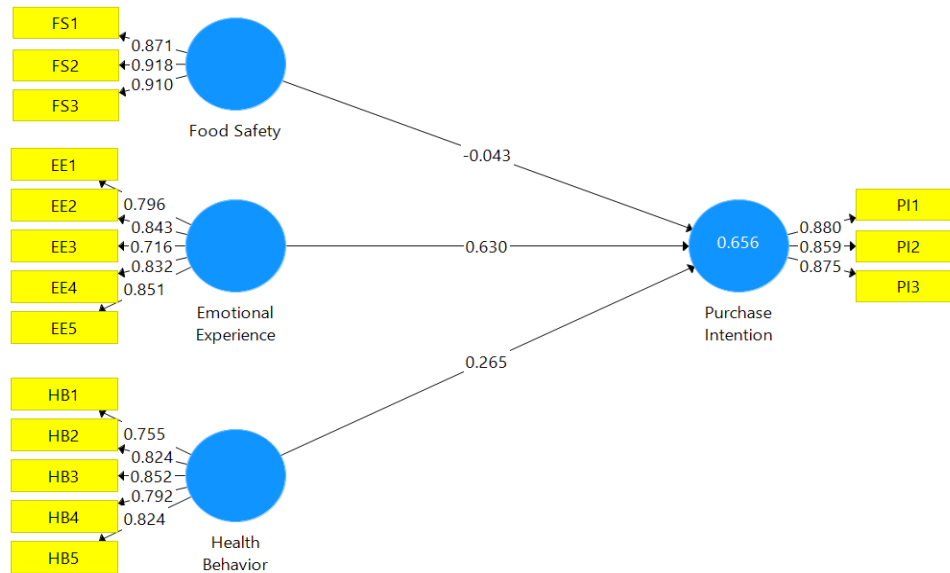


Figure 2. Measurement Model

Table 3

Internal Consistency, Convergent Validity, Composite Reliability, and AVE

	Outer Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	R2
Emotional Experience		0.869	0.904	0.655	-
EE1	0.796				
EE2	0.843				
EE3	0.716				
EE4	0.832				
EE5	0.851				
Food Safety		0.883	0.927	0.81	-
FS1	0.871				
FS2	0.918				
FS3	0.91				
Health Behaviour		0.869	0.905	0.656	-
HB1	0.755				
HB2	0.824				
HB3	0.852				
HB4	0.792				
HB5	0.824				
Purchase Intention		0.842	0.904	0.759	0.65
PI1	0.880				
PI2	0.859				
PI3	0.875				

The structural model was analysed in terms of the collinearity diagnostic, coefficients of determination (R^2), effect size (f^2), and relevance and importance of the model paths after the basic quality criteria for the measurement model were met. The R^2 coefficients of endogenous constructs were assessed to determine the structural model's predictive value. As can be seen in Figure 2, all the considered purchase intention were able to explain of the variance in the food safety, health behaviour and emotional experience 66% ($R^2 = 0.656$). In terms of effect size (f^2), the difference in the R^2 of the interest variable related to endogenous constructs when it is removed from the model [45] was found to represent a large effect of the emotional experience on purchase intention, and small effects of food safety and health behaviour on purchase intention.

Table 4

Discriminant Validity

	Emotional Experience	Food Safety	Health Behaviour	Purchase Intention
Emotional Experience	0.809			
Food Safety	0.489	0.900		
Health Behaviour	0.684	0.617	0.810	
Purchase Intention	0.790	0.428	0.669	0.871

As per Table 3, all square roots of AVEs have values that are larger than their corresponding constructs correlations. This implies that the variance of each construct is greater than the measurement error variance [45]. This eludes to a conclusion that the discriminant validity of the measurement instrument is confirmed.

Testing Research Hypotheses

The path coefficients, t-statistics, and their bias-corrected confidence intervals, computed by a bootstrapping process with 5000 resamples, were examined within the structural model to assess the relevance and significance of all of the interest direct and indirect effects. The results of the SEM as shown in Table 4 provide support for Hypotheses 1, 2 and 3. According to [45] the significant level is when the p value is below 0.05 and t value of more than 1.64. From the result, it was found that emotional experience (t value = 17.99, p = 0.00), and health behaviour (t value = 7.417, p = 0.00), have a significant influence on the purchase intention, and emotional experience is the most contribution ($\beta = 0.630$) in influence purchase intention. Meanwhile food safety has no significant influence on the purchase intention (t value = 1.533, p = 0.12). Thus, H2, H3 hypotheses are supported and H1 is not supported.

Table 5

Hypotheses Result

	Original Sample	Standard Deviation	T Statistics	P Values	Result
H1: Food Safety → Purchase Intention	-0.043	0.028	1.533	0.12	Not Supported
H2: Emotional Experience → Purchase Intention	0.630	0.035	17.99	0.00	Supported
H3: Health Behaviour → Purchase Intention	0.265	0.036	7.417	0.00	Supported

Discussion

This research examined the factors such as food safety, emotional experience and health behaviour influence on the purchase intention of nasi lemak among Malaysians.

The first hypothesis, that food safety does not influence the purchase intention of nasi lemak, and it is contradicted by the findings. [19, 48], which mentioned that food safety has influence on purchase intention. They responded that food information is critical in persuading people to make a purchase. When people share their feelings and experiences about food, it influences other people to buy it. The importance of food information helps consumers in making purchasing decisions. As a result, the food safety of nasi lemak is not a criterion that influences their decision to buy. They are familiar with nasi lemak and understand that it is a Malaysian national dish. As a result, food safety is not a factor that influences their decision to buy nasi lemak in the future.

The second hypothesis is that emotional experience has influence on purchase intention of nasi lemak, which is confirmed by the results of this research. This is supported by [37]. Consumers who believe that using a food product does not require much effort believe that their subjective experiences with an object, person, or circumstance are important in deciding whether or not to buy it. Furthermore, customers learn to buy things based on their previous experiences with cognitive adaptations to environmental and social circumstances [49]. According to a study by [50], emotional experience is the closest construct to respondents' conceptions about judgments connected to prior experiences because it is independent and occurs before perceptions and cognitive acts in purchase intention. As a result, respondents in our study tend to make purchasing decisions based on prior experience.

Finally, third hypothesis, it was predicted that health behaviour has influence on the purchase intention of nasi lemak and the outcome supported it. This is supported by [10, 35, 36]. This finding was also backed up a study by [43], who discovered that health behaviour influences purchase intention. The most important elements influencing customers' decision to purchase foods are health concerns [26]. Consumers who are more health conscious, according to [41], are more likely to have their health positively impacted by consumption. Individual concern for health and increased health awareness will result in a favourable boost in buying intent. Concern about one's health is an important factor to consider when consuming [39]. As a result, before purchasing nasi lemak, respondents in this survey were concerned about their health.

Conclusion

This study contributes to the literature stream on the purchase intention of nasi lemak by enhancing our understanding of consumer's emotional experience and health behaviour. In this study, it identified that only emotional experience and health behaviour had a significant positive effect on purchase intention of nasi lemak among Malaysian society. These results may be interpreted that nasi lemak can attract consumers to better meet the emotional value and health behaviour by emphasizing their special benefits and environmentally positive manner. In this study, we also examined that food safety is not a significant influence towards the purchase intention of nasi lemak. Future research should focus on other traditional foods to see what factors influence Malaysians' purchase intentions. Furthermore, this research contributes towards expanding the literature on food consumption and adds to the understanding of consumer intent to purchase nasi lemak in developing and emerging countries. It supports an expanded TPB model for predicting nasi lemak purchasing intent in the growing Malaysian setting.

Authors' contributions

All authors contributed to the idea and overall construction of this manuscript. The authors reviewed and approved the final manuscript.

Funding

Not applicable.

Availability of data and materials

Data and material of this study is not provided

Competing interests

The authors declare that they have no competing interests.

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