

Consumer's Purchase Decision towards Canned Pineapple Products in Malaysia

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Abstract

This study is to investigate factors influencing consumer's purchase decision towards canned pineapple products in Malaysia. A study of 200 purchasers of canned pineapple products in hypermarket was conducted throughout the survey method using convenience sampling. The conceptual framework from Theory of Planned Behaviour was used in this study. Current study is to understand the influence of labelling, prior knowledge, perceived value, and consumer's lifestyle, towards consumer's purchase decision of canned pineapple. The results reveal that labelling, perceive value and consumer's lifestyle have significant relationship with consumer's purchase decision towards canned pineapple products. The results also indicate that only profile respondent of race, occupation and level of concern about nutrient loss that have significant difference with variables tested.

Keyword: Consumer's purchase decision, canned pineapple product, labelling, prior knowledge, perceived value, consumer's lifestyle

1. Introduction

One of contribution to the national economy and development of modern Malaysia are from agriculture and agro-based industry. Malaysia are well known as one of the world pineapple suppliers. In fact, according to data from Malaysian Pineapple Industry Board in 2014, this industry also one of the important agricultural sectors in Malaysia which play a role in country's earnings. Referring to MPIB information 2014, the total value of pineapple exports which is pineapple juice, fresh pineapple and canned pineapple increased from 91.42 million of Ringgit Malaysia in 2013 to 114.11 million Ringgit Malaysia in 2014. Overall, the pineapple sector has been contributing to the gross domestic product (GDP) with 50 million of Ringgit Malaysia since 2011. As Malaysia economy's third engine of growth, agriculture sectors contribute approximately 10% of Malaysia GDP, and at least one-third of the country's population depends on its livelihood, with 14% employed on farms and plantation. (Austin and Baharuddin, 2012). Thus, this study will emphasize more on canned pineapple as the research will study on consumer preferences towards pineapple products compare to fresh pineapple. Canned pineapple also has market demand in countries like United States, Middle East, Japan, Korea, Singapore and European Union. However, according to statistical data of MPIB (2014), the production as well as export of canned pineapple was declining for the past five years. This was a result of changes in consumer taste and preferences as today's lifestyle give more importance on healthy and fresh foods. Therefore, studies of consumer's behaviour become an interesting issue as companies also will pursue a competitive advantage in order to sustain in the market for a long term.

1.1 Problem Statement

Rationally, pineapples are one of the fruit that contains high nutrients which needed by human health as it bring multiple benefit to the human body. Thus according to data of Malaysian Pineapple Industry Board (MPIB) in year 2013, consumption of pineapples increased from 11.63kg per capita in 2010 to 11.78kg per capita in 2013. Unfortunately, according to MPIB statistical data in 2012, from the year 2009 until 2012 there was declining trend for pineapple processed production compare to fresh pineapple production. Even though, there is increasing volume in pineapple consumption but the continuous declining of processes pineapple production compare to fresh pineapple production make this issue need to be addressed seriously. It is believed that the impact of food intakes by consumers has changed to fresh product produce as one of the reasons of this continuing declining trend. In addition, inconsistencies status of entrepreneurs who are active or inactive in pineapple products production also contribute to this issue. (MPIB, 2014).

Thus, this scenario will give an impact to processed and manufacturing industry in their marketing strategy. Moreover, another noticeable issues had raised which give more impact towards the decrement issue of pineapple processes production when there are also decreasing pattern in supplying fresh pineapple fruit towards the manufacturer of pineapple products from small farmers and estates. Decrement number of delivery for fresh pineapples to processing factory also supported that some issues and problems arise in demand of pineapples products (Canned pineapple products) among consumers. Continuous declining pattern had begun since year 2008 until year 2015, this issues had been persisted for so long and became a major concern for MPIB especially marketing department for any products of pineapples. Therefore, it is essential to analyse the consumer's behaviour which are related to the factors that will influence the consumer demand for canned pineapple products.

2. Literature Review

2.1 Consumer Behaviour and Preferences

Consumer Behaviour There are various definitions of consumer behaviour across researcher. Consumer behaviour includes emotional mental activity, physical and emotional that people use during selection, purchase, use and dispose of products and services that satisfy needs and desires (Kotler, 1999; Rostami, 2001; Solomon, 1998). According to Wike (2000), behavior is a tool to achieve objectives from his needs and desires. Thus, consumer's behaviour occur in various activities and process, each person have a different thought, feeling, perception and decision when purchasing the product, because they have different needs and wants. Abbasi & Torkamani (2010) also supported this view, pointing to the fact that each individual has different needs and preferences so their behavior will be different and consequently make consumer's behavior more complex, by categories the market it will be the best solution to resolve this problem. Therefore, consumer's behaviour is a process where it will involve an individual directly or indirectly to purchase the products. Consumer intention is commonly related with consumer behaviour, perception and attitudes where it will predict an individual intention to purchase.

2.2 Theoretical Approaches of Consumer Behaviour

A Theory of planned behaviour is basically rooted based on the beliefs that intention will directly influence behaviour. Intention on the other hand is been drive by three beliefs which are behavioural belief, normative belief and control belief (Ajzen, 1991). The theory of planned behavior is an extension of the theory of reasoned action made necessary by the original model's limitations in dealing with behaviors over which people have incomplete volitional control (Ajzen, 1991). According to Kalafodis, Pollard, East and Tsogas, (1999) the TPB model assumes three conceptual independent behaviours, the attitudes towards behaviour, subjective norms and perceived behavioral controls (perceived ease/difficulty in performing the behaviour). According to Liska (1984) and other researchers (Sheppard et al., 1988), the theory of reasoned action cannot deal with behaviors that require resources, cooperation, and skills. Theory of reasoned action came about as they want to test the relationship between attitude and behaviour. In their study, attitude is served as voluntary action, they later found out that attitude is not necessarily voluntary and there is element that cannot be controlled by the consumer. This particular element is the perceived behavioural control. In response to the criticism about the model, Ajzen (1985) proposed an adjusted model called, "Theory of Planned Behavior." In addition, it is indicated that TPB is best predicted by intention to perform the behaviour (Ajzen, 1991; Armitage & Corner, 2001). Several studies had been made by previous researcher also conclude that all additional independent variables namely labelling, prior knowledge, perceived value and consumer lifestyle in this study are the main derive of predicting the consumer's behaviour.

2.2.1 Labelling

The objective of nutritional labelling will give consumers with an information which may affect the consumer buying choices as a mechanism to help consumer to make an informed choice. Label can raise consumer's awareness and increase product transparency because it provides additional information about benefit of product. According to Larceneux (2004), the label capital can be defined as being "a set of associations and behaviors on the part of consumers of labeled products, which favors in a strong and differentiating way the products which are labeled over those which are not". From this definition, it provides an overview into the label's potential to influence the consumer's purchase decision towards canned pineapple products.

2.2.2 Subjective Norms

The predictor social factor termed subjective norm is the perceived social pressure to comply with expectations about engaging the behavior which should influence the individual's intention to perform or not the behavior. Subjective norms are originated variable from TPB model. So, in this study subjective norm will be tested and applied as to investigate the influence of subjective norms towards consumer purchase intention of canned pineapple products. . According to Shih-I Cheng, Hwai-Hui Fu and Le Thi Cham Tu study (2011), subjective norms also had been applied in counterfeits study, where the results indicated that subjective norms exert the greatest impact on customer intention to purchase counterfeits.

2.2.3 Prior Knowledge

Consumers decide whether to buy or not based on three main aspects: knowledge, attitude, and intention (Aryal et al, 2009). Consumers' knowledge is a construct that affects how and what consumers decide to buy. People's knowledge is affected by the type and quality of information made available to consumers. Advertisements, processing, awareness of certifications and labels, all play a pivotal role in knowledge enrichment. Product knowledge or customer knowledge helps in better evaluations of the product by the customers and purchase decision is easier to make. This view was also supported by Blackwell et al., (2006) who noted that consumers' knowledge is important because it strongly influences the decision-making process.

2.2.4 Perceive Value

Numerous definitions of perceived value from previous studies; according to (Zeithmal,1998; Cronin, 2000; Sweeney and Soutar, 2001; Woodruff, 1997; Stonewall, 1992) a consumer's whole assessment of product attributes based on perception in terms of what they will gain and received from the product is known as perceived value. A study had been conducted by QI consultancy for MPIB and MOA (2009) found that consumers are willing to purchase pineapple products especially in canned pineapple if the price offered is affordable. Therefore, the consumer will make an assumption based on their evaluations or perceptions towards the product before purchasing. Thus, each consumer will have different assumption and perception based on what they believed and receive an information from other users or the companies offer through marketing tools.

2.2.5 Consumer's Lifestyle

As stated by Blackwell, Miniard and Engel (2001), lifestyle is a concept for comprehension of consumer behavior, shows the features that are more modern than personality and wider than personal values. On the other hand, according to Hung (2009) lifestyle usually reflects a person's attitudes, values or view of life, and describes their consumer's preferences. By the same view, according to Anderson and Golden (1984), the lifestyle relates to the economic level at which people live, how they spend their money, and how they allocate their time. In generally, the definition of "Lifestyle" is the way of an individual life, but in marketing definition it describes the behaviour of individuals, a small group of interacting people, and large groups of people (e.g. market segments) acting as potential consumers. Thus, in this study consumer more likely to be influenced by their lifestyle when making a purchase decision towards canned pineapple products.

3 Research Methodology

This study intends to explore the factors that influence customer's purchase decision towards pineapple products. The conceptual framework was constructed and modified based on other researcher and a few other authors. Thus, this study is interested in describing the characteristics of a population and to gain insight in the perceived importance of different food choice determinants on the influence of labelling, subjective norms, prior knowledge, perceived value and consumer's lifestyle factors on customer consumption and purchasing decision towards canned pineapple products.

Using convenience sampling with total respondents 200 among consumer include all range of age from male and female, who make groceries shopping in Tesco, Mydin, and Jusco hypermarket.

3.2 Survey Instrument

The instrument utilized was through the self-administered questionnaire containing closed-ended questions. Part II consist of independent variable labelling (Azzura Anunziata and Ricardo Vecchio, 2012), subjective norms (Ojas Desai, 2013), prior knowledge (T. Perera and Madhujith, 2012), perceive value and consumer's lifestyle (Chin Wei Chong, 2013) and dependent variable (consumer's purchase decision (Nicole Ponder, 2013). Meanwhile for objectives facts was used in part I, which consist of respondent profile and variable that use single direct question and use ordinal scaled set of answer category.

4 Results

4.1 Descriptive Analysis

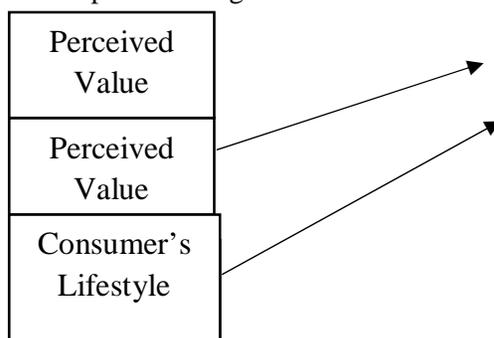
The results of the demographic profile shows that majority of the respondent are female (59.8%), age from 26 until 30 years old (31.6%), Malay in race (67%), married couple in marriage status with (66.1%), a degree holder in educational status with (32.8%), working in government sector with (67.8%) and belong to group level of income in RM 1,501.00 until RM 3,000.00 with (24.1%). In fact, most of respondent are having somewhat worried about food nutrient loss that they consume with (55.2%) and most of them will purchased canned pineapple per month with average of one canned only with (65.5%). Out of variety canned pineapple brand, majority of respondent more choose Ayam Brand as their preferences to purchase to compare than other brands with (51.7%). Table 1 demonstrated that the mean and standard deviation of labelling towards consumer purchasing decision toward canned pineapple product are 4.1067 and .51208 respectively which the highest mean compare other factors. This indicate that most of respondent more aware and concern about labelling of product that they consume daily. Meanwhile, the mean and standard deviation for subjective norms are the lowest value recorded with 3.0105 and .66959. It might be the respondent tend to believe of what they want to purchase and consume rather than followed other people's opinion

Table 1: Mean and Standard Deviation of Dependent and Independent Variables

Independent Variable	Mean	Std.Deviation
Labelling	4.1067	.51208
Subjective Norms	3.0105	.66959
Prior Knowledge	3.5839	.50314
Perceive Value	3.9112	.52280
Consumer's Lifestyle	3.4799	.53199
Dependent Variable	Mean	Std.Deviation
Consumer Purchase Decision	3.6389	.52524

4.2 Exploratory factor analysis (EFA)

Result shows that, all five variables can be accepted with attributes required for re-shufflements and reduction. Every item in each of variable with results less than 0.3 were omitted and disregarded from factor analysis. Usually, factor loadings lower than 0.30 are considered low, which is why researcher suppressed loadings less than .30. On the other hand, loadings of 0.40 or greater are typically considered high. This is just a guideline, however, and one could set the criterion for "high" loadings as low as .30 or as high as .50. Setting the criterion lower than 0.30 or higher than 0.50 would be very unusual. According to Hair et.al. (1998, pg. 111) recommend that following guidelines for practical significance: ± 0.3 minimal, ± 0.4 more important ± 0.5 practically significant.



4.3 Independent T-test analysis and One-Way Analysis of Variance (ANOVA)

There is no significant difference in labelling, subjective norms, prior knowledge, perceive value, consumer's lifestyle and consumer purchase decision of canned pineapple products between male and female respondents as shown in table 2. Meanwhile, all the variables will be tested through ANOVA analysis which is to identify the significant difference between profile of respondents with more than two groups (age group, race, level education, marriage status and occupation) with highly significant with ($p < 0.05$).

Table 2: Differences in Variable between Respondents of Different Genders

Variables	Category	Mean Score	t-test	p-value
Labelling	Male	4.0735	-0.702	0.484
	Female	4.1291		
Subjective Norms	Male	3.0976	1.411	0.160
	Female	2.9519		
Prior Knowledge	Male	3.5914	0.161	0.872
	Female	3.5788		
Perceive Value	Male	3.8667	-0.922	0.358
	Female	3.9412		
Consumer's Lifestyle	Male	3.5214	0.844	0.400
	Female	3.4519		
Consumer Purchase Decision	Male	3.6429	0.082	0.935
	Female	3.6362		

***Significant at 0.05**

Thus, the result revealed only few variable that have significant difference between profile respondent tested. Therefore, the results found that there is significant difference between race of respondents and three variables tested namely, perceived value, consumer's lifestyle and consumer purchase decision. The result also shows that, there is significant difference between types of occupations of respondent with consumer's lifestyle and consumer purchase decision. On other hand, the result also found that there is significant difference in terms of labelling between levels of concern about nutrient loss. Therefore, rest of variable in between of profile respondents tested do not have significant difference with each other where it highly not significant with ($p > 0.05$)

4.4 Multiple Regression analysis

Table 3 shows the R-Square and Durbin-Watson test, R-square test result of 0.276 can be accepted for the regression analysis. With the low value of R square, it can be claim that the model or equation doesn't make sense and weak.

Table 3: Results of R square and Durbin-Watson

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.545 ^a	.297	.276	.44680	1.935

However, many researcher claim that by having a low R square values in a field of human behaviour are normal. This is because human are simply hard to predict than, physical process. Therefore, it might be a lot of factors that can be a predictors of consumer purchase decision towards canned pineapple products other than current predictors for this study.

Further as shows in table 4, the results shows that out of five factors, only labelling, perceive value and consumer's lifestyle are significant ($p < 0.05$) influence towards consumer purchase decision with Beta 0.156, 0.163 and 0.225 respectively. However, subjective norms and prior knowledge are less significant impact ($P > 0.05$) with low beta 0.113, and 0.128 respectively. As for interpretation, only labelling, perceive value and consumers lifestyle have significant influence toward consumer purchase decision towards canned pineapple products.

Table 4 : Result of coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.821	.360		2.283	.024		
Labelling	.160	.078	.156	2.052	.042	.727	1.376
Subjective Norms	.089	.062	.113	1.425	.156	.660	1.515
Prior Knowledge	.133	.087	.128	1.534	.127	.603	1.659
Perceive Value	.164	.078	.163	2.112	.036	.698	1.433
Consumer's Lifestyle	.222	.075	.225	2.964	.003	.725	1.379

a. Dependent Variable: PURCHASE.DECISION

5 Discussion

The statistical result shows that Malaysian consumers place relatively high level of importance on labelling, perceive value and consumer's lifestyle whereas low level of importance of subjective norms and prior knowledge in their purchase decision towards canned pineapple products. Result indicated that consumer's lifestyle are the strongest relationship with consumer purchase decision towards canned pineapple followed by perceive value and labelling. It is not a surprise that consumer's lifestyle plays an important role in determining the consumer purchase decision in canned pineapple consumption since that consumer lifestyle nowadays more complex and unpredictable of their needs and preference. Hence, this view was also supported by the definition of lifestyle by Lazer (1963) as "a systematic concept representing the living characteristics of a certain society or group of people, which also differ from those of other societies and groups of people." Perceive value is not all about the price alone. It also about the benefits of having, using or consuming a product. Perceive value has a great influence on consumer purchase intention and decision where the definition itself is a consumer's whole assessment of product attributes based on perception in terms of what they will gain and received from the product (Stonewall, 1992) In addition, the consumer decision to purchase depends on the relationship of value they receive and the cost they have to pay for the product. If the consumer received more gains than perceived cost, then the consumer perceived value for the product is high. Dodds and Monroe (1985) proposed the relationship model of price, quality and perceived value and they mentioned that perceived value is an important factor in consumers' purchasing decision process, and consumers will buy a product with high perceived value. The results shows labelling also have significant relationship with consumer purchase decision towards canned pineapple product. According to Larceneux (2004), the label capital can be defined as being "a set of associations and behaviors on the part of consumers of labeled products, which favors in a strong and differentiating way the products which are labeled over those which are not". From this definition, it provides an overview into the label's potential to influence the consumer's purchase decision. (Krystian Majewski, 2008) In addition, the product information also leads to consumer decision making of canned foods. For instance in this study, the result show that consumer are really concern with labelling of product as it will easily for them to make comparison. Labelling should full with information and accurate labelling from the manufacturer in order to inform the consumer the exact nature and characteristics of the canned food product, enabling them to make a more informed choice. The lack of information on the packaging makes people would not purchase the product.

6. Conclusion

This study has advanced knowledge by addressing the consumers' behaviour towards canned pineapple products, and its impact on consumer's purchase decision. Based on the abstract ideas derived from the Theory of Planned Behavior (TPB), it is believed that the research model is more realistic and reliable within the context of Malaysia. Data for this study were collected throughout from a different range of age and gender. Thus, the findings also provide useful guidelines for the producers and marketers of canned pineapple food products to focus on the factors tested that have significant relationship in this study.

As with other research studies, the identification of limitations serves as the basis for recommendations regarding future research to cross-validate the results of the present study, as well as to determine the generalizability of these results. Since this research was concentrated in Malaysia, it is important to widen the scope of this study both geographically and sample-wise to allow of generalization of findings. Furthermore, the number of respondent may not portray the population response with regard to canned pineapple consumption. In order to obtain a more generalised result, a larger sample is required (Costello, 2009). So, for further research, it is suggested that a higher amount of respondents will be accounted for a better result. Therefore, additional studies are required in order to understand the consumer's behaviour in making a purchase decision towards canned food product or in more specifically toward canned pineapple products.

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