



FACTORS INFLUENCING MUSLIM CONSUMERS'
INTENTION TO REVISIT *MAMAK* RESTAURANTS IN
MALAYSIA

BY

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ABSTRACT

Malaysia is a multiracial country. There are various races and ethnicities of people living together in harmony and peace making Malaysia known as food paradise locally and internationally. *Mamak* restaurants are popular ethnic based restaurants among Malaysians. They are restaurants that serve *Mamak* food, which is a culinary fusion of Malaysian tastes, ingredients and cooking styles. These restaurants are easily available nationwide. Due to the popularity of *Mamak* restaurants, this study examines the factors influencing Muslim consumers' intention to revisit *Mamak* restaurants in Malaysia. This study applies a partial and an extended model of Theory of Planned Behaviour (TPB) which uses the original concept of TPB based on individual factor. Therefore, this study includes *Halal* certification as an extended element apart from the three main elements in the original TPB framework to demonstrate and improve the identification of intention to revisit *Mamak* restaurants. A total of 255 self-administered questionnaires were collected from Muslim consumers of *Mamak* restaurants in the Klang Valley, Malaysia. The data was analyzed using SPSS Version 23. A multiple regression analysis assessed the factors influencing Muslim consumer's intention to revisit *Mamak* restaurants. The findings reveal that attitude, subjective norm and perceived behavioural control support the applicability of the original TPB framework. However, this study finds that *Halal* certification does not influence Muslim consumers' intention to revisit *Mamak* restaurants significantly. The findings broaden the understanding of the causes to revisit *Mamak* restaurants as a predictive ability by Muslim consumers.

خلاصة البحث

ماليزيا دولة متعددة الأعراق، يعيش فيها مختلف الأعراق في وئام وسلام حتى صارت ماليزيا معروفة باسم جنة الغذاء محليا ودوليا لتنوع مأكولاتها. انتشرت مطاعم "ماماك" الشعبية العرقية بين الماليزيين. فهي المطاعم التي تقدّم أطعمة ماماك الهندي التي تُمثّل مزيجا من الأذواق الماليزية وموادّ الطبخ وطرق إعدادها. تتوفر هذه المطاعم بسهولة على الصعيد الوطني، ونظرا لشعبية مطاعم ماماك، قامت هذه الدراسة بدراستها وتهدف إلى دراسة العوامل التي تؤثر على تردّد المستهلكين المسلمين في زيارة متكررة لمطاعم ماماك. تطبق هذه الدراسة نموذجا جزئيا وموسّعا لنظرية السلوك المخطط (ت.ف.ب) التي تستخدم المفهوم الأصلي لنظرية السلوك المخطط (ت.ف.ب) بناءً على عامل فردي. إضافة إلى ذلك، فإن هذه الدراسة تُدخل "شهادة الحلال" عنصرا موسّعا إضافيا إلى العناصر الرئيسية الثلاثة في الإطار (ت.ف.ب) الأصلي لإظهار نية المستهلكين وتقويتها لإعادة الزيارة المتكررة لمطاعم ماماك. وتمّ جمع مجموعة من 255 استبيانا ذاتيا من المستهلكين المسلمين في مطاعم ماماك في منطقة الوادي كلانج، ماليزيا. وتمّ تحليل البيانات باستخدام حزمة SPSS 23. وقامت هذه الدراسة بتحليل الانحدار المتعدد بتقييم العوامل التي تؤثر على نية المستهلك من المسلمين في إعادة الزيارة لمطاعم ماماك. وتكشف النتائج أن هذا الموقف، والقاعدة الذاتية، والمراقبة السلوكية المتصورة تدعم قابلية تطبيق الإطار الأصلي لنظرية (ت.ف.ب). ومع ذلك، وجدت هذه الدراسة أن شهادة الحلال لا تؤثر على نية المستهلكين المسلمين لإعادة الزيارة لمطاعم ماماك بشكل ملحوظ. وهذه النتائج توسّع الفهم عن أسباب تنبؤية للزيارة المتكررة لمطاعم ماماك من طرف المستهلكين المسلمين.

APPROVAL PAGE

I certify that I have supervised and read this study and that in my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a thesis for the degree of Master of Science (Marketing).

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DECLARATION

I hereby declare that this dissertation is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at IIUM or other institutions.

Nurhidayu Binti Saidi

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This thesis is dedicated to my beloved parents, my supportive husband and my adorable sons for their continuous love, support and prayers

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LIST OF ABBREVIATIONS

JAKIM	Jabatan Kemajuan Islam Malaysia
KIMMA	Kongres Indian Muslim Malaysia
KMO	Kaiser-Meyer-Olkin
PRESMA	Persatuan Pengusaha Restoran Muslim Malaysia
SPPI	Services Producer Price Index
SPSS	Statistical Package for the Social Sciences
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
et al.	<i>(et alia)</i> : and others
etc	<i>(et cetera)</i> : and so forth pages that follow
i.e.	<i>(id est)</i> : that is

CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

Malaysia is a multiracial country consisting of people from different ethnicities. Despite the ethnic differences, Malaysians live in harmony and enjoy the blend of cultures, religion, beliefs, languages, customs and food (Omar et al., 2014) since Malaysia had its independence in 1957. For over 60 years, Malaysian people live peacefully and in harmony in a peaceful, friendly and loving environment.

In February 2018, the Official Portal of the Department of Statistics Malaysia reported that the population of Malaysia is 32.3 million in the fourth quarter of 2017. Based on ethnic composition, Malay is the largest group with 68.8 percent, Chinese 23.2 percent, Indians 7.0 percent and others at 1.0 percent. The above statistics show that Muslim consumers are considered as a niche consumer segment in the market as Malaysia is a developing Muslim country with predominantly Muslim consumers, which represent more than half of the population. Thus, this current study will focus on Muslim consumers' consumptions and preferences since they are the dominant group in the market.

The Services Produce Price Index (SPPI) obtained from the Official Portal of the Department of Statistics Malaysia, show that the accommodation and food & beverage service sub-sector have had the highest growth compared to other sub-sectors by 4.2 percent on the yearly basis and contribute to the positive growth of 0.8 percent on the quarterly basis. The activities in the sub-sector involved are hotels and resorts, restaurants and nightclubs, cafeteria or canteens, fast-food restaurant, food

stalls or hawkers, event catering, events or food caterers, pubs, bars, coffeehouses and coffee shops. The optimistic growth of the food service industry, as reflected by the robust changes in the prices shows that the food service industry in Malaysia is a highly competitive business environment. Table 1.1 presents a summary of the latest SPPI:

Table 1.1: Services Producer Price Index (2010=100) Fourth Quarter of 2017

Subsector	Index		% Change		
	(Q4) 2016	(Q3) 2017	(Q4) 2017	(Q4) 2017/(Q3) 2017	(Q4) 2017/(Q4) 2016
Total	106.8	108.1	108.5	0.4	1.6
Transportation	103.1	103.2	103.2	0.3	0.4
Accommodation and Food & Beverage Service Activities	122.3	126.4	127.4	0.8	4.2
Information and Communication	100.6	100.7	100.7	0.0	0.1
Real Estate Activities	121.1	122.9	123.0	0.1	1.6
Professional	102.7	103.0	103.0	0.3	0.6
Education	110.1	112.6	112.6	0.0	2.3
Health	102.9	105.0	105.1	0.1	2.1
Arts, Entertainment & Recreation	99.0	98.9	99.9	1.0	0.9

Source: Department of Statistics Malaysia, Official Portal, 2018

Malaysia is a well known as the food paradise locally and internationally because of the variety of food choices and tasty cuisines available in the country.

Besides that, the mixture of different ethnics' culinary traditions makes Malaysian food as a source of tourist attraction (Quee Ling et al., 2010). Ethnic diversity has accelerated the growth of the food service industry as shown by the increasing number of Malays, Chinese, Indians, Punjabis, *Mamak* and other ethnic-based restaurants (Shuhaida et al., 2003; Yoshino, 2010). It is also common for Chinese restaurants to serve Malay food such as *nasi lemak* (chili paste served over fragrant rice with peanuts, cucumber and egg) and *curry mee* (noddle in spicy coconut gravy), Malay restaurants to include Chinese menus such as *young tau fu* (bean curd with fish paste) and *pau* (puddings) and Indian restaurants to serve *roti canai* or *roti naan* (the dough is like a pizza, fried and served with dhal curry) (Yoshino, 2010; Omar et al., 2014). The intercultural culinary tradition creates a unique and food tradition in Malaysia. The Prime Minister of Malaysia, Datuk Seri Najib Tun Razak has claimed that Malaysian food stands out because of its taste variety (Office of The Prime Malaysia, Official Website).

1.2 BACKGROUND OF STUDY

Mamak restaurants are highly popular among Malaysian consumers. *Mamak* restaurants serve *Mamak* food, which is a culinary fusion of Malaysian tastes, ingredients and cooking styles (Omar et al., 2014). According to the president of Malaysian Indian Muslim Congress or *Kongres Indian Muslim Malaysia* (KIMMA) Datuk Syed Ibrahim Kader, there are 12, 000 of *Mamak* restaurants operating nationwide and the growth of *Mamak* restaurants has contributed approximately RM 10 billion to annual revenue of Malaysia's service industry as reported in December 2017 (Mohamed Radhi, 2017).

Meanwhile, more than 90 percent of the population are living in urban areas (Malaysia's Statistics on Population, 2017). A report stated that more than 85 percent of Malaysian's urban population prefers to dine at restaurants (LinkedIn, 2016; Ali and Abdullah, 2012). This common phenomenon reflecting the increase in the purchasing power and the diversification of cuisines choices in Malaysia (Khalek and Ismail, 2015). The current consumer lifestyle has brought growth opportunities to the food service industry (Ali and Abdullah, 2012). Here, it is stipulated that the growth of the level of urbanization and economic performance are expected to influence consumers to spend more on food services restaurants.

Mamak restaurants are popular choices among urbanites. Realising this, *Mamak* restaurants have taken an advantage of this current phenomenon by opening more branches in new township and catering their target market to attract newer consumers to their restaurants and retain the existing (Abu Bakar and Farinda, 2012). Their popularity among Malaysians allows these restaurants sustain and survive the competitive advantage in the challenging business world. Obviously, the above scenario illustrates that *Mamak* restaurants is one of the businesses that could impact the future of economic growth in the food service industry in Malaysia as supported by Prime Minister of Malaysia, Datuk Seri Najib Tun Razak who accredited the *Mamak* community as a part of Malaysia's growth due to their huge contribution in the restaurant business (The Star, 2017).

In Malaysia, the consumption of cross-ethnic Malays, Chinese and Indians food is quite accepted as normally seen in *Mamak* restaurants. It is often observed that *Mamak* restaurants are fully packed with consumers during breakfast, lunch, dinner even supper. *Mamak* restaurants have efficiently and effectively attracted new consumers and retain current consumers and made restaurants popular and successful

(Othman et al., 2009; Omar et al., 2014; Othman et al., 2013). As *Mamak* restaurants are well-known as a gathering place for diverse consumers with different backgrounds, for Muslim consumers, there must be a consciousness of their food preferences. Eventually, this study aims to focus on Muslim consumers' intention to revisit Mamak restaurants. In addition, this study aims to examine the capability of *Mamak* restaurants in capturing a bigger Muslim consumer market to grow in the industry, as Muslims in Malaysia make up more than 60 percent of the total population.

Behavioural intention is essential for the restaurant business as it decides the level of consumers' satisfaction. The higher level of consumers' satisfaction leads to favourable and positive behavioural intention to revisit and this creates a positive and continuous bond with the organisation (Othman et al., 2013). Consequently, the most successful restaurants business is able to compete and deliver outstanding services. They also aware that consumer behaviours are essential in order to attract future consumers and to build a continuous relationship with current consumers in the highly competitive business environment of today (Othman et al., 2013; Aren et al., 2013; Nezakati et al., 2011).

As previously noted, behavioural intention is vital for the restaurant business as consumers' revisit intention will build a positive and continuous bond with the restaurants (Othman et al., 2013). Thus, restaurants business need to investigate the factors that help to retain and create loyalty, as well as creating positive behaviour, consumers' choices and preferences to enhance behavioural revisit intention in order to endure the intense competition in the industry. Hence, the study intends to examine the factors influencing Muslim consumers' intention to revisit *Mamak* restaurants in Malaysia.

1.3 PROBLEM STATEMENT

Muslim consumers are cautious and concern about their behaviour consumption to ensure that their decision-making is based on *Shariah* guidelines. As restaurants business is seen as catering to one's basic need for food and is important for economic growth, consumers tend to develop strong preferences in consumption, hence, the intention to revisit would be a part of their process of decision-making choices (Fauzi et al., 2016).

Most prior studies were aimed to evaluate consumers based on satisfaction elements towards *Mamak* restaurants (Omar et al., 2014; Aziz et al., 2014; Ibrahim et al., 2017), while a study by Shuhaida et al. (2003) integrated the factors of attributes on customers patronising *Mamak* restaurants and the effects of service quality and food attributes of *Mamak* restaurants (Abu Bakar and Farinda, 2012; Wong and Khoo-Lattimore, 2011). Prior studies have focused on the foods and services quality provided by *Mamak* restaurants to serve to the consumers. Consequently, it constructs the gap as these studies did not discuss consumers' behavioural intention to revisit *Mamak* restaurants.

Theory of Planned Behaviour (TPB) is a theory-driven framework which predicts how behavioural intention is influenced by attitude, subjective norm and perceived behavioural control (Ajzen, 1991). Given this, it can be contended that the intention to revisit *Mamak* restaurants is influenced by attitude, subjective norm and perceived behavioural control. However, there is limited research that examined the effect of attitude, subjective norm, perceived behavioural control on intention to revisit *Mamak* restaurants.

Marketing literature revealed the importance of various significant factors that significantly influence consumers' intention to dine at *Mamak* restaurants. These

include staff (Omar et al., 2014), food quality (Omar et al., 2014; Aziz et al., 2014), price (Omar et al., 2014; Wong and Khoo-Lattimore, 2011), environment (Omar et al., 2014; Ibrahim et al., 2017), service delivery and atmospherics (Aziz et al., 2014), location (Ibrahim et al., 2017) as well as convenience, freedom, relaxation (Wong and Khoo-Lattimore, 2011). Extant literature also noted that the importance of understanding consumers' behavioural intention in regards to consumers' loyalty towards *Mamak* restaurants, further research is recommended to study the other dimensions such as perceptions and willingness to revisit (Omar et al., 2014; Aziz et al., 2014; Othman et al., 2013). Other studies posited that *Halal* certification has also been proved as an intention predictor (Awan et al., 2015; Nurcahyo and Hudrasyah, 2017; Aziz and Chok, 2013; Marzuki et al., 2012). In this regard, Muslim consumers are extra conscious about their choices of food preferences and this leads to confidence, trust and loyalty. Hence, examining *Halal* certification element is of great importance.

It is also argued that studies related to consumers' intention to revisit *Mamak* restaurants and the use the TPB are needed for further research development. Unfortunately, there is no previous research on Muslim consumers' intention to revisit *Mamak* restaurants that have examined the elements of TPB and *Halal* certification. Thus, integrating the elements of TPB (attitude, subjective norm and perceived behavioural control) and *Halal* certification will provide additional insight for explaining Muslim consumers' intention to revisit *Mamak* restaurants.

It is vital to creating more on loyalty atmosphere regards revisit or repurchase intention towards *Mamak* restaurants as there are 12, 000 *Mamak* restaurants in Malaysia (Abd Majid, 2017; Mohamed Radhi, 2017), thus, in order to survive in the

highly competitive of restaurants business as well as to benefit the food service industry in Malaysia.

Therefore, this study attempts to provide a clearer and more comprehensive picture of factors influencing consumers' intention to revisit *Mamak* restaurants by focusing on Muslim consumers in Malaysia that enable both restaurant operators and Muslim consumers to have a good position to take advantage of the cultivating trend.

1.4 RESEARCH OBJECTIVES

The research objectives of the study are divided into the two parts: general objectives and specific objectives.

1.4.1 General Objectives

The study is aimed to examine the factors influencing Muslim consumers' intention to revisit *Mamak* restaurants in Malaysia.

1.4.2 Specific Objectives

In order to generate a useful implication of the findings, the specific objectives of this study are:

1. To investigate the influence of attitude on Muslim consumers' intention to revisit *Mamak* restaurants.
2. To investigate the influence of subjective norm on Muslim consumers' intention to revisit *Mamak* restaurants.

3. To investigate the influence of perceived behavioural control on Muslim consumers' intention to revisit *Mamak* restaurants.
4. To investigate the influence of *Halal* certification on Muslim consumers' intention to revisit *Mamak* restaurants.
5. To determine the most significant factor that influences Muslim consumers' intention to revisit *Mamak* restaurants.

1.5 RESEARCH QUESTIONS

In relation to the objectives, the research questions are as follows:

1. How does the effect of attitude on Muslim consumers' intention to revisit *Mamak* restaurants?
2. How does the effect of subjective norm on Muslim consumers' intention to revisit *Mamak* restaurants?
3. How does the effect of perceived behavioural control on Muslim consumers' intention to revisit *Mamak* restaurants?
4. How does the effect of *Halal* certification on Muslim consumers' intention to revisit *Mamak* restaurants?
5. What is the factor that has the most influence on Muslim consumers' intention to revisit *Mamak* restaurants?

1.6 SIGNIFICANCE OF STUDY

The findings of this study are important in giving better understanding of Muslim consumers' intention to revisit *Mamak* restaurants in Malaysia. The findings and conclusions derived from previous research have provided evidence on the significant

influence of the tested factors involved in their studies about *Mamak* restaurants. However, there are limited studies that have explored consumers' intention to revisit. Therefore, this study is important from several perspectives.

This study is focused on Muslim consumers and included *Halal* certification as a predictor to measure intention to revisit and is predicted to have a significant effect on Muslim consumers' decision making based on *Shariah* rulings. Moreover, the study is significant in predicting consumers' intention to revisit *Mamak* restaurants. This study is expected to have some academics values and contribute to the existing the body of literature and to fill the gap by using the basis of the theory-driven framework to construct a conceptual framework that is based on the original concept of TPB in order to predict future consumers' behavioural intention from their current behaviour. While prior studies have emphasised on various of consumers' satisfaction elements, this study will specifically focus on measuring consumers' future behavioural intention to provide new insights from the context of consumers' willingness and determination to make choices for their current consumption. It could also contribute to the literature on the extended theory-driven model used for this study.

This study could also contribute to the managerial perspectives. Empirical tests in this study were based on information gathered from Muslim consumers regarding their intention to revisit *Mamak* restaurants. The new knowledge and insight from the result could be used to adapt and adjust with the current strategies in order to develop future and better strategies as well as initiatives to enhance the economic growth of food service industry in Malaysia. Moreover, policy-makers are able to set new goals, keep positive and make a good decision towards the expansion of economic growth as the platform to go internationally. This study is beneficial to marketing managers as it