

*Research Article*

**Factors Influencing Consumer's Purchase Intention on New Seasonal Menu Selection (*Viral Food*)**

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**ABSTRACT**

The study evaluated consumers' purchase intentions for new seasonal menu selections (*Viral Food*). Three elements cited in the study greatly influenced someone's buying intention to acquire this *viral food* product. Personal attitudes, societal influences and product attributes. The study examines the link between personal attitude and buy intention, the impact of societal influences on someone's purchase intention, and how the product qualities of *viral food* influence someone's purchase intention. The data was collected using a quantitative technique through an online questionnaire. According to the findings of 405 respondents, numerous factors influence *viral food* purchasing intentions. This study might be useful for people working in the food industry since it provides a comprehensive understanding of consumers' purchasing intentions, expectations, and perceptions, particularly about *viral food*. Companies now have more information to build marketing tactics and customer preferences to boost the new seasonal menu choices (*viral food*).

**Keywords:** Purchase Intentions, Personal Attitudes, Social Influences, Product Attributes

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**INTRODUCTION**

Malaysians have traditionally appreciated food and beverages made in the country. Rice and side dishes, as well as beverages such as '*chicken curry*', '*rendang*', '*asam pedas*', '*sambal tumis*', and iced tea with sweetened condensed milk, are some of the most well-known and have been enjoyed by locals for many years. In addition, the weather, neighbouring countries, and locally accessible foodstuffs all impact Malaysian eating patterns. According to Mehmeti and Xhoxhi (2014), there have been significant modifications in consumer attitudes around food choices during the previous two decades. Malaysians' eating habits and culinary preferences have evolved as the nation is exposed to various foods. As a result of these factors,

Malaysians' eating habits and food preferences have evolved since the nation was exposed to a wider variety of foods.

Due to globalization, economic development, and expansion in the early 2000s, Malaysians' eating preferences also altered. In Asia's rapidly developing countries, food consumption has increased dramatically and has become more diverse. Other elements contributing to this phenomenon include high population growth, considerable gains in family income, and drastic changes in living style, all of which have evident consequences for economists and policymakers (Ishida et al., 2003). This might explain why people continue to spend on them despite the high expense of many viral foods. This is the effect of changing consumer attitudes over the previous two decades, with more people adopting foreign cuisines or culinary ingredients like cheese, Boba Milk tea, a new flavour of instant noodles, waffles, and many more that are now widely available nationwide.

A phrase for a remarkable selection of food frequently made by local consumers on social media and characterized as the most shared and in-trend food on social media. Furthermore, the phrase *viral food*, often known as 'food trends' refers to broad shifts in consumer tastes. Food trends are often discussed in culinary journals and on the internet. The restaurant intends to leverage digital platforms to provide information to Malaysian consumers, allowing them to access various data sources (Saaid, 2013). So, these *viral foods* have achieved international fame and are beginning to affect eating habits in our country. Certain viral foods emerged in Malaysia, and many restaurants began offering new menu items. Rainbow-coloured cakes and durian in collaboration with foreign treats such as Durian crepe, potato chip with salted egg flavour, and '*Milo Maggie*' are just a few examples.

To get more views and explanations of this study, researchers outlined some of the study's objectives below. There were three objectives of this research:

1. To identify the relationship between personal attitudes and purchase intention of *viral food*.
2. To investigate the impact of societal influences on someone's purchase intention on *viral food*.
3. To determine how product attributes of *viral food* influence someone's purchase intention.

## **Significance of the Study**

### **Marketer**

From a managerial standpoint, this issue may be valuable to restaurant owners. This research might help researchers better understand consumer behaviour and marketing skills in the viral food industry. Food manufacturers would understand customers' tastes. Furthermore, the restaurant owner may learn about current dietary trends and develop new recipes.

### **Consumer**

Based on this research, consumers may see why specific viral recipes have grown in popularity and are enjoyed by many people. They can understand the ingredients in these meals and make educated selections. They can also use viral food marketing to make informed meal choices

without being persuaded. Consequently, customers will have more dietary alternatives and more opportunities to find their favourite restaurants and *viral food*.

### **Researcher**

This study might be used for academic exchanges and communicated to other universities regarding literature. University students exploring this study may learn about the factors influencing viral meal choices in a new menu and apply what they've learned to other papers and books. Students and readers may then use this material to better understand the current status of *viral food* and the factors that impact it, making it easier for them to break into the industry. Students and academics may use the charts and tables in this study to better understand people's preferences for various cuisines. As a result, these results may be published in newspapers and periodicals. After that, health institutions may better understand the factors to consider while choosing *viral food* in restaurants. Consequently, they may utilize this finding to encourage consumers to avoid eating viral food at restaurants or be cautious while purchasing these products.

## **LITERATURE REVIEW**

### ***Viral Food Situation in Malaysia***

In recent years, Malaysians' eating habits have been more influenced by the cultures of other countries, such as South Korea, Japan, Thailand, and European countries. The famous '*mukbang*' from South Korea is today's youth's most influential eating habit. Korean fried chicken has become a prominent international export thanks to franchises such as *Bonchon*, *KyoChon*, and renowned chef David Chang's Momofuku. There are various Korean fried chicken restaurants in Malaysia, ranging from '*KyoChon*', '*Chir Chir Fusion Chicken Factory*', '*Nene Chicken*', and others (Halim, 2021; Patwary et al., 2020). Then, Japanese cuisine significantly affects Malaysian meals and is recognized as food influencing client preferences. For example, Fukuya Authentic Japanese Restaurant, is known for its '*kaiseki*' food and is popular with Malaysian visitors. Traditional Japanese foods such as tempura sushi, grilled eel, teriyaki beef, and fried chicken are popular in our capital city (James, 2021; Patwary & Rashid, 2016). Furthermore, several Malaysian restaurants serve *viral food* from other nations, such as Cambodia, China, and Thailand. For instance, '*Tongmo*', '*llaollao*', and '*frogutz*' have been viral and become the new preferences for customers during Move Control Order (MCO).

### **Personal Attitudes**

Attitudes are formed by a mix of ideas, emotions, and values, as well as a desire to behave in certain ways. A favourable attitude toward hiring disabled people, for example, is a well-established way of thinking or feeling usually mirrored in a person's actions (Patwary, 2022; Stranger et al., 2021). Furthermore, health attitudes impact the attention paid to food purchases. According to studies, beliefs about how organic and local items taste may influence taste perceptions more than the actual taste of certain buyers (Bernard, 2017). Despite evidence from other domains that emotions of the same valence, such as anger and fear, can lead to dramatically different decisions and behaviours, discrete emotions like anger, fear, sadness, or

disgust, as well as positive discrete emotions like gratitude or pride, have received less systematic attention (Izard, 2009).

### **Social Influences**

Food habits research has produced several models that explain causes, influencers and eating patterns, as well as various efforts to create more detailed pictures of the food selection process (Furst, 1996). Food crises and warnings about conventional foods have swiftly spread via social media and other outlets, leading people to investigate organic foods (Laguna et al., 2020). Family television and peers are the most essential sources of information that influence values, standards, and behaviour. The impact of children on family purchase choices has been investigated from numerous angles. Buy intentions are explained by peer pressure and societal norms, while highly unfavourable personal views can impact purchase intentions (Alom et al., 2019; Vermeir, 2006).

### **Product Attributes**

The product attributes are the distinguishing features that set it different from the competition. Attributes include size, colour, flavour, packaging type, and other features relevant to the subcategory. These variables determine the assessment set and influence the customer's ultimate purchasing intention. Physical objects, services, people, organizations, and desires are all examples of product characteristics that may be exploited to attract attention, adoption, or consumption (Drummond & Ensor, 2005). Characteristics are used in advertising to indicate that a product has a particular feature or provides certain benefits to the buyer (Patwary et al., 2022; Veres & Tarjan, 2014). Then there's pricing, a characteristic of a product that impacts product selections and selection, as well as playing a critical role in every purchase intention (Zanoli et al., 2013). Pricing has a significant and complex influence on a consumer's product evaluation. Then, product packaging may be characterized as one of the product aspects that impacts a consumer's purchase choice. Packaging plays a vital role in sales promotion. As packaging takes on a role similar to other marketing communications elements, the importance of package design as a communication and advertising tool is growing (Khan et al., 2018). Furthermore, product labelling may describe product qualities. In stores, purchasers make snap selections between things that differ in outward qualities, such as branding, packaging, labelling, and price. Customers may utilize food labels to get critical information and make better-informed purchase decisions (Harris, 2014). Finally, the product's taste or flavour is likewise a product characteristic. Consumer impressions and the probability of orders are influenced by food flavour (Earle et al., 2017).

### **Research Hypothesis**

This research aims to see how the three independent variables (personal attitudes, social influences, and product attributes) interact with the dependent variable (purchase intention of *viral food*). The three hypotheses given in this research to fulfil the goals are:

- H1<sub>0</sub>**        There is no relationship between personal attitudes and the purchase intention of *viral food*.
- H1<sub>a</sub>**        There is a relationship between personal attitudes and the purchase intention of *viral food*.

- H2<sub>0</sub>** There is no relationship between social influences and the purchase intention of *viral food*.
- H2<sub>a</sub>** There is a relationship between social influences and the purchase intention of *viral food*.
- H3<sub>0</sub>** There is no relationship between product attributes and purchase intention of *viral food*.
- H3<sub>a</sub>** There is a relationship between product attributes and purchase intention of *viral food*.

## Research Framework

Figure 1 below shows the research framework used for this study.

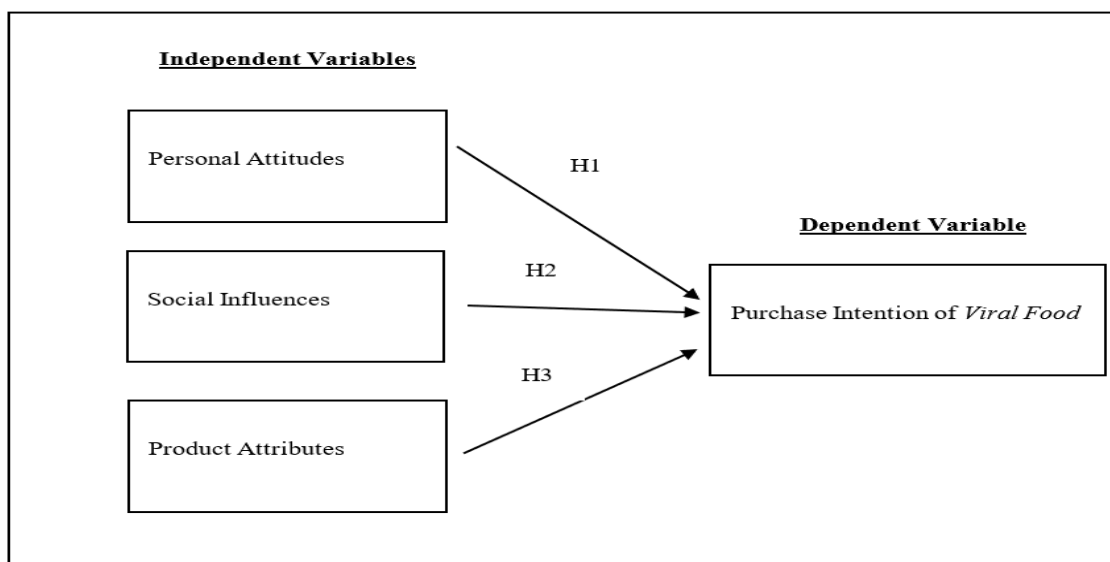


Figure 3: Research Framework

## METHODOLOGY

### Research Design

This study employed a quantitative statistical method to gather data by sending a series of questions using Google Forms. The research questions have been clearly stated, and objective replies are desired. Then, the questionnaire was developed to collect all information relevant to the study's aims. Following that, the demographic portion of the questionnaire includes multiple-choice questions. The Likert Scale was used in this study, and the options ranged from 1 to 5, with 1 being strongly disagreed and 5 strongly agreeing. This study's sample was made up of people aged 18 and up. These responders must have internet access and have already consumed *viral food*. They must also be Malaysian citizens, as this study focuses on *the*

increase in the number of viral foods in Malaysia. All the data were analysed using the latest version of SPSS, version 27.

## Data Collection

The electronic questionnaire was created utilising the Google Form application, with a filter question after the consent page. The filter was applied to the question on the variables influencing customers' purchase intentions for *viral food* consumption to identify prospective respondents who consume *viral food*. The respondents were then allowed to react to all variables and acceptance statements. The survey was circulated using internet platforms such as WhatsApp, Instagram, Twitter, and Facebook. Due to the present status of the decimated Covid-19 epidemic in Malaysia, the poll was performed online. The 400 surveys were distributed in March 2022.

## Sampling

Convenience sampling is an approach to non-probability sampling. It enables scientists to generate different samples with little or no cost and in a short period. Findings from convenience samples are difficult to replicate. The findings of convenience sample surveys are less likely to be reported on by major media outlets. Even if the approach is not labelled, media organizations are more inclined to use it. The questionnaire is built with Google Forms and distributed over social media channels, including WhatsApp, Instagram, Twitter, and Facebook.

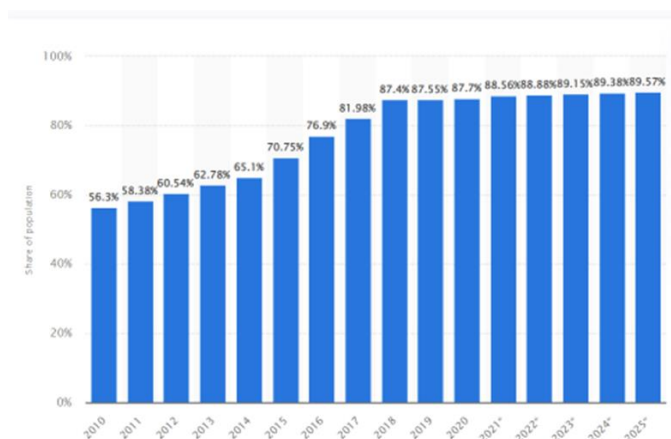


Figure 2: Population for internet usage rate among Malaysians.

(Source: <https://www.statista.com/statistics/553752/number-of-internet-users-in-malaysia/>.)

As shown in this figure, Malaysian Internet users have risen from 56.3% to 87.6% in 2020. Hence, a rapidly growing population have access to the internet and is aware of *viral food*. As a result, the researchers assumed that 87.6% of all Malaysians had access to social media and had the opportunity to taste *viral food*. So, the sample size was 400.

## Data Analysis

This study used four types of data analysis: frequency analysis, descriptive analysis, reliability analysis, and correlation analysis. The demographic profile of the respondents was analysed using frequency analysis, while the level of agreement of the variables was described using descriptive analysis. The goal of the reliability test was to guarantee that the data was dependable, that it fulfilled the purpose of the analysis for a certain period in a given environment, and that it could conduct an error-free operation. Correlation analysis was a statistical technique used to assess the strength of the link between independent and dependent variables.

## FINDINGS

### Result of Frequency Analysis

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage
<b>Gender</b>		
Female	203	50.1
Male	202	49.9
<b>Age</b>		
18 – 25 years old	125	30.9
26 – 33 years old	99	24.4
34 – 41 years old	94	23.2
42 – 49 years old	51	12.6
50 years and above	36	8.9
<b>Race</b>		
Malay	124	30.6
Chinese	175	43.2
Indian	64	15.8
Other	42	10.4
<b>Education Level</b>		
SPM	94	23.2
STPM / A – level	42	10.4
Diploma	59	14.6
Degree	124	30.6
Master's Degree	53	13.1
PHD	33	8.1
<b>Occupation</b>		
Employed	121	29.9
Self – employed	114	28.1
Unemployed	25	6.2
Student	126	31.1
Retired	14	3.5
Not seeking for work	5	1.2
<b>Annual Salary</b>		
Not earning	122	30.1
Below RM12,000	68	16.8

<b>RM12,001 to RM24,000</b>	76	18.8
<b>RM24,001 to RM48,000</b>	86	21.2
<b>Above RM48,000</b>	53	13.1

This questionnaire had 405 responses, which were tabulated. The most gender filled out this questionnaire is females, 203 questionnaires (50.1%). All respondents' ages were grouped into five categories. The 18-to-25 age group had the most responses, with 125 (30.9%). 175 (43.2%) were then identified as Chinese. This ethnicity was the most likely to answer the questionnaire. Then, 124 (30.6%) respondents held a bachelor's degree, the most educated group. Following that, 121 (29.9%) of respondents were employed in the occupation section. This group is the one who fills out the most questionnaires among all employment occupation groups. Finally, most respondents who filled out the questionnaire in the annual salary section are not earning. This group got 122 respondents (30.1%).

### Result of Descriptive Analysis

Table 2: Descriptive Analysis

<b>Variable</b>	<b>Items</b>	<b>Mean Score</b>	<b>Standard Deviation</b>
<b>Personal Attitudes</b>	Taste judgement will affect my desire to buy <i>viral food</i> .	4.47	0.709
	Emotion's beliefs will affect my desire to buy <i>viral food</i> .	4.02	1.013
	I want to be among the first people to try a new <i>viral food</i> .	3.22	1.148
	I am willing to take a risk when it comes to investing for new <i>viral food</i> .	3.12	1.194
	Before purchasing <i>viral foods</i> , I considered the amount of calories my body needs.	3.12	1.208
	Before consuming <i>viral foods</i> , I considered the amount of calories my body needs.	3.13	1.193
<b>Social Influences</b>	I always read consumer evaluations and comments before purchasing <i>viral food</i> .	4.14	0.832
	I always read consumer evaluations and comments before eating <i>viral food</i> .	4.22	0.865
	I would not interested in purchasing meals that have received negative reviews on <i>viral foods</i> .	3.91	1.001
	I always watch video reviews on current food trends.	3.87	1.052
	I always keeping up with current food trends on social media.	3.90	1.086
	I always influenced to try <i>viral foods</i> after seeing advertising on television.	3.14	1.102
	I prefer to eat meals that are high in nutrients for myself and others over foods that are low in nutrients and can harm the body's health.	4.01	0.813
	I always rate a food through the reviews given in the comments section on the authentic source of <i>viral food</i> .	3.36	1.187



<b>Product Attributes</b>	The offered <i>viral food</i> has a more appealing colour combination, particularly on the packaging, which makes me want to buy it.	4.10	0.890
	I am tempted to try <i>viral food</i> because of the colour of the food exhibited.	3.49	1.138
	I am tempted to try <i>viral food</i> because of the form of the food exhibited.	3.76	1.038
	I am quickly attracted to portion size of <i>viral foods</i> .	3.79	1.100
	When making a purchase, I would be more concerned with the physical appearance of a <i>viral food</i> .	3.88	0.852
	I never actually consider a seller's pricing for a <i>viral food</i> .	3.07	1.277
	<b>Purchase Intention of Viral Food</b>	I like purchasing <i>viral food</i> in the future.	3.83
I like eating <i>viral food</i> in the future.		3.89	0.976
I will be consuming <i>viral food</i> on a regular basis.		3.23	1.125
Purchasing <i>viral food</i> will demonstrate my distinct taste and personality.		2.99	1.228
Eating <i>viral food</i> will demonstrate my distinct taste and personality.		3.15	1.241
Purchasing <i>viral food</i> has the potential to enhance my quality of life.		2.50	1.319
Eating <i>viral food</i> has the potential to enhance my quality of life.		2.62	1.306

Since respondents agreed or were neutral on the majority of the items, the results from the table indicate that 'personal attitudes' influence the purchase intention of *viral food*. The taste judgment will influence respondents' willingness to purchase *viral food* (mean=4.47, SD=0.709). According to respondents, emotional beliefs will influence their desire to buy viral food (mean=4.02, SD=1.013). Furthermore, some respondents said they would try *viral food* as the first people (mean=3.22, SD=1.148) and would be prepared to take a risk when eating *viral food* (mean=3.12, SD=1.194). Finally, while purchasing *viral food* (mean = 3.12, SD=1.208) and eating *viral food* (mean=3.13, SD=1.193), some respondents may consider the number of calories their bodies need.

Secondly, since respondents agreed with most of the elements in the table, the 'social influences' impacting the purchase intention of *viral food* can be shown. Before purchasing *viral food* (mean=4.14, SD=0.832) or eating *viral food* (mean=4.22, SD=0.865), respondents agreed that they would always read customer reviews and comments. Most respondents agreed that they would not buy meals that had received poor evaluations on *viral foods* (mean=3.91, SD=1.001). Furthermore, most respondents watch video evaluations of current food trends regularly (mean=3.87, SD=1.052) and keep up with current food trends on social media (mean=3.90, SD=1.086). Then, when respondents were constantly encouraged to try *viral foods* after viewing advertisements on television (mean=3.14, SD=1.102), they were indifferent. Following that, most respondents choose to consume high-nutrient meals over foods that are low-nutrient and harmful to the body's health (mean=4.01, SD=0.813). Finally, some respondents acknowledged that they always grade a meal based on the comments section on the genuine source of *viral food* (mean=3.36, SD=1.187).

Thirdly, since respondents agreed with most of the items in the table, the ‘product qualities’ impact the purchase intention of *viral food*. According to respondents, the viral food has a more appealing colour combination, particularly on the packaging (mean=4.10, SD=0.890). Because of the colour of the food shown, respondents were somewhat more likely to sample *viral food* (mean=3.49, SD=1.138). Then, due to the food form shown (mean=3.76, SD=1.038) and the portion size of *viral foods* (mean=3.79, SD=1.100), respondents agreed they are enticed to eat *viral food*. They would be more concerned with the physical appearance of a *viral food* when making a purchase (mean=3.88, SD=0.852). Finally, some respondents never consider a seller’s pricing for a viral meal (mean=3.07, SD=1.277).

Finally, the table’s results demonstrate that most respondents are neutral on purchase intention of purchasing *viral food*. In the future, respondents answered they would want to buy *viral food* (mean=3.83, SD=0.970) and consume *viral food* (mean=3.89, S=0.976). After that, some responders decided to eat *viral food* daily (mean=3.23, SD=1.125). Following that, several of them believed that buying *viral food* (mean=2.99, SD=1.228) and consuming *viral food* (mean=3.15, SD=1.2241) would demonstrate their distinct taste and personality. Purchasing *viral food* has the opportunity to improve the performance of respondents’ lives (mean=2.50, SD=1.319). Lastly, some respondents felt that consuming *viral food* had the potential to improve their quality of life (mean=2.62, SD=1.306). In conclusion, the majority of respondents were neutral.

### Result of Reliability Analysis

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Personal Attitudes	6	0.482
Social Influences	8	0.683
Product Attributes	6	0.746
Purchase Intention of <i>Viral Food</i>	7	0.899

There are 3 independent variables and 1 dependent variable in total. According to the table, the first independent variable is personal attitudes. With a Cronbach’s Alpha of 0.482 and an unacceptable internal consistency ( $0.5 > \alpha$ ), this variable contains 6 entries. The second independent variable, social influences, was investigated using eight questions. Cronbach’s Alpha for this variable is 0.683. Internal consistency is questionable with this result ( $0.7 > \alpha \geq 0.6$ ). The third independent variable in the research is product attributes. There are 6 entries in this variable, with a Cronbach’s Alpha of 0.746. This value is acceptable in terms of internal consistency ( $0.8 > \alpha \geq 0.7$ ). The dependent variable, purchase intention of *viral food*, contains seven elements underneath it that call into doubt its validity. Cronbach’s Alpha for this variable is 0.899, which is considered good in terms of internal consistency ( $0.9 > \alpha \geq 0.8$ ).

## Result of Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
<p><b>H1<sub>0</sub></b>: There is no relationship between personal attitudes and purchase intention of <i>viral food</i>.</p> <p><b>H1<sub>a</sub></b>: There is a relationship between personal attitudes and purchase intention of <i>viral food</i>.</p>	0.404	H1 <sub>a</sub> is supported.
<p><b>H2<sub>0</sub></b>: There is no relationship between social influences and purchase intention of <i>viral food</i>.</p> <p><b>H2<sub>a</sub></b>: There is a relationship between social influences and purchase intention of <i>viral food</i>.</p>	0.467	H2 <sub>a</sub> is supported.
<p><b>H3<sub>0</sub></b>: There is no relationship between product attributes and purchase intention of <i>viral food</i>.</p> <p><b>H3<sub>a</sub></b>: There is a relationship between product attributes and purchase intention of <i>viral food</i>.</p>	0.592	H3 <sub>a</sub> is supported.

The relationship between personal attitudes and purchase intention of *viral food* is seen in the table above. The correlation between the two variables is weakly positive, which explains the result of 0.404. Hence, H1<sub>a</sub> is used to assess the association between personal views and the propensity to acquire *viral food*. So, respondents agreed that personal attitudes, including taste judgments and emotional beliefs would influence their decision to buy these meals. Food choices are impacted by ideas and identities and are conditioned by societal images that shape attitudes by exposing people to what meals are good and proper (Franchi, 2011).

The purchase intention of *viral food* is linked to social influences (P-Value=0.467). As an outcome, social influence has a weakly positive impact on the purchase intention of *viral food*. Hence, H2<sub>a</sub>, used to assess the association between social factors and *viral food* purchase intent, was accepted. It implies that social influences such as television or social media influence the consumer's decision to buy *viral food*. According to Vermeir (2006), social pressure from peers and societal norms explains buy intentions, while somewhat unfavourable personal views also impact purchase intentions.

The product attributes (P-Value=0.592) strongly correlate with the purchase intention of *viral food*. As a result, product attributes have a strong positive influence on the purchase intention of *viral food*. Hence, H3<sub>a</sub> used to assess the association between product features and purchase intention of *viral food* was approved. It shows that most respondents were eager to buy viral food due to its colour, shape, or portion size. Therefore, it is relevant to the previous research by Gwin et al. (2003), that product traits or features assist marketers in better understanding the customer's perceived value for the qualities in connection to the brand's price.

## DISCUSSIONS AND RECOMMENDATIONS

Some limitations could not be prevented from hindering the research process from running smoothly mainly due to the spread of Covid-19 during the entire study. The first recommendation is that researchers should seek out more respondents to boost the credibility of the findings. The general study limit is 384 respondents. Respondents may still gather extra data to boost the research's variety and dependability. Besides, the primary data of this study was collected by distributing questionnaire using online Google Form. Researchers should strive to find more individuals interested in *viral foods* on the internet to answer questions to improve the accuracy of the findings further.

Cronbach's alpha was utilized to assess the reliability of the study, which indicated the range from 0 to 1. The variables' Cronbach's alpha coefficient value is 0.881, considered good in terms of internal consistency. Next, the future researcher should increase consciousness among respondents of *viral food* in the food and beverage field for sample size. This is because the researcher had just circulated the questionnaires to the society in Malaysia. Furthermore, researchers must craft questions that do not trespass excessively on respondents' privacy, allowing them to make more accurate and factual decisions. Following that, the third recommendation for this study is that researchers should check the respondents' backgrounds to ensure the data is reliable. Researchers may visit additional locations and facilities to recruit more respondents from various backgrounds to complete the survey.

Furthermore, the researchers might instruct the responder on how to complete the questionnaire. Researchers may clarify the definitions of each component to respondents to make better-informed decisions. Respondents will not be confused while answering questions if they know these parts' meanings. Finally, researchers can utilize the media to get more information from other nations. More articles on food trends and publications in other languages may be found by searching social media and academic websites. The researchers could then submit different portions of the study to academics and give extensive data for others to refer.

## CONCLUSION

This study has provided empirical evidence on how consumer purchase intention affected new seasonal menu selection (*viral food*). 405 respondents took part in this study through the online survey method. The data were collected and analysed by SPSS software version 27 based on descriptive, reliability, and correlation analysis. The results acquired in Chapter 4 using the Statistical Package for the Social Sciences (SPSS) were explored further, and inferences were drawn from the findings. So, it can be inferred that personal attitudes, social influences, and product attributes moderately impact customer purchase intentions for *viral food*. As a result, it is intended that all of the information gathered during this study would assist associated parties in generating cash and profit, therefore boosting Malaysia's economy and promoting the food culture of Malaysia.

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