

Meal Kit Perceived Value and Purchase Intention During Movement Control Order (MCO)

Muna Shakirah Mohamad & Raja Puteri Saadiyah Raja Abdullah

Faculty of Hotel & Tourism Management, Universiti Teknologi MARA, Selangor, Malaysia

Corresponding Author's Email: put@uitm.edu.my

To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v12-i11/15627> DOI:10.6007/IJARBSS/v12-i11/15627

Published Date: 09 November 2022

Abstract

Meal Kit has been one of the meal deliveries services that is well accepted by European countries such as Switzerland, Germany, and Denmark, and also in the United States of America too. The demand for the service has been rising for years since it was introduced. Thus, this research aims to determine the meal kit's perceived value and purchase intention during the MCO in Klang Valley, Malaysia. By using a quantitative approach, this study was conducted by sending out a questionnaire to the potential meal kit users in Klang Valley, Malaysia to understand their possible intention to purchase the product based on their view on the meal kit attributes, with a mediating role of perceived value. The research was analysed through SPSS analysis of the dataset for descriptive and multiple linear regression analysis once the data collection was fulfilled. The findings show that half of the objectives were met while the other two were partially achieved. Some of the findings in this study show a different pattern of results compared to previous findings regarding the factors that affect the perceived value and purchase intention. Hence, the research on meal kits in the setting of Malaysia is still far from being fully explored. There can be many more other factors that can impact a consumer's purchase intention and there are also many areas that future researchers can still study to help the industry practitioners.

Keywords: Meal Kit, MCO, Purchase Intention, Perceived Value

Introduction

Meal kit was invented by a Swedish, Kicki Theander in 2007 and was first called *Middagsfrid* translated in English as "Dinner Peace". It did not just stop there, the expansion of meal kit service got great acceptance in the United States and by 2017, the meal kit delivery services industry attracted a lot of attention with accelerating \$1.5 billion markets while enticing venture capital firms to back start-ups in this new marketplace (Goldman Sachs 2017 Market Report, as cited in Mailloux, 2017). Only recently, Malaysia has had companies mushrooming in investing towards this service and it keeps on growing, especially during the Covid-19 outbreak Movement Control Order (MCO) such as Myburgerlab, BoxAhead, Chef up, The Daily Chef, SedapTV Meal Kit and according to the researcher's observation, these are some of the numbers of meal kit services and products available are within the year of 2020

until 2021 which was the years MCO was implemented. Even though meal kit delivery starts, ups are not exactly considered newcomers in Malaysia, the attempt to make this service accepted and working years ago is quite a struggle to some business owners and causes the business to either pivot or shut down for good (Yu, 2020). However, during the MCO many people got their events and business in limbo and had nothing but time to kill at home. Hence, they attempted to replicate their favourite restaurant meals, which is how meal kits became a hit (Sekaran, 2020).

Table 1

List of Meal Kit Services in Klang Valley

Year	Before 2020	2020	2021
Meal Kit Provider	Urban Stove Fooddit OhMyGrocer Chef Up	myBurgerLab Tealive Mykori The Daily Chefs BoxAhead Yum Bridge Noodle Super Saigon – pho Mak’s Chee Authentic Wonton VCR Botanica + Co Entier Kanteen Little People Char Line	SedapTV A Pie Thing Bonjuk & Lunch Box Cafe Chef Wan Cafe Little People Cafe MyeonDong Toppoki Rebel Pasta Old Western Cowboy Steakhouse The Foodsmith Company Staple Dough Pandamart Meal Kit

(Koh, 2019; Lee, 2020; Goh, 2021; Tan, 2021; Places Malaysia, 2021)

Over the past few decades, researchers have discussed the link between perceived value and buying intention, which enhance overall customer satisfaction (Canny, 2014). Consumers have different preferences and priorities when choosing the food they want (Cho et al., 2018). Few researchers agreed on customers' value can be formulated through the specific search of information, safety, and experience attributes, perceptions about product quality, favorable, quality image, sustainability, price, convenience, taste, and security (Ali et al., 2010; Perrea et al., 2017; Spinks and Bose, 2002; Suryadi et al., 2018). Meanwhile, others emphasize the product's safety, nutrition, and health benefits (Brunso et al., 2002; Sanlier & Karakus, 2010; Darian & Tucci, 2011; Nguyen et al., 2015). Other than that, perceived value is also obtained through good advertising from a company (Chi et al., 2011). This current study is meant to focus on some of these attributes, including price, product quality, service quality, convenience, and advertisement, and discuss its relation between customers' perceived value. According to Elongoe (2020), the lockdown and restriction movement control order had given impact on Malaysian mental health. It can be draining and stressful to be cooped in a confined space while receiving bad news through the media about the current situation caused by the pandemic. Some lose their jobs and family members during the pandemic. Besides that, purchase intention also had a very close relation caused by perceived value. Many researchers agree on consumers' perceptions of value towards a product can motivate them to purchase it (Kim & Han, 2008; Jang, 2015; Yang et al., 1997). On the other hand, past research classified

perceived value as the indication of customers' buying decisions (Groth, 2001; Jang, 2015; Monroe, 1990; Zeithaml, 1988). Nevertheless, since the acceptance towards meal kits in Malaysia just got higher through the MCO period, this study is meant to fill in the gap on understanding the meal kit business opportunity through customers' perceived value on meal kits attributes and purchase intention in the setting of Klang Valley, Malaysia.

The MCO was executed and uplifted a few times in Malaysia as a way to encounter the rising numbers of cases. The first MCO was implemented on 18th March until 3rd May of 2020 with four phases and the second MCO was on January 2021 for the majority of states in Malaysia and the third MCO was from the 11th of June 2021 until 28th June 2021. Each MCO has almost the same rules of restriction regarding dining in. However, in between the MCOs, Malaysian were allowed to dine in (Hussin et al., 2022; Kamarudin et al., 2021). According to a study made by a local brand for gourmet burgers in Selangor and Kuala Lumpur, Malaysia, MyBurgerLab (2020), the situation before and after the MCO among restaurateur are changing. Before MCO, the ratio of dine-in vs delivery service needed in a restaurant was 80:20. However, since the SOP still allow restaurants to operate with restricted numbers of customer, they are now looking at the ratio of 20:80 instead. They depended on the third-party delivery service much more than serving the customers in the restaurant as before because they could not flip the business model overnight and make their delivery fleet without proper budgeting. This situation had caused them to have slim margins and need to hit a high target of volume or in order to have a breakeven.

Meal kit services can influence consumers in terms of food behavior, diets, and, subsequently, population health as their popularity grows (Moore et al., 2020). While the Covid-19 pandemic has forced everyone to live in the new normal where we prioritize our safety by staying home and having the food delivered from our favorite restaurant or having the takeaways and drive-thru, Sekaran (2020) stated that there is no amount of food delivery in plastic containers or brown paper bags can give us the same feeling or taste of dining at a fancy restaurant as before. Furthermore, this service also allows the beginner to have a good starting place to know what to cook or how to portion ingredients and it also helps them skip grocery shopping, especially during this pandemic (Tan, 2021). The increasing numbers of meal kit services providers and consumers in Malaysia rise the need for a proper study regarding this matter.

Over the past few decades, researchers have discussed the link between perceived value and buying intention, which enhance overall customer satisfaction (Canny, 2014). Consumers have different preferences and priorities when choosing the food they want (Cho et al., 2018). Few researchers agreed on customers' value can be formulated through the specific search of information, safety, and experience attributes, perceptions about product quality, favorable, quality image, sustainability, price, convenience, taste, and security (Ali et al., 2010; Perrea et al., 2017; Spinks and Bose, 2002; Suryadi et al., 2018). Meanwhile, others emphasize the product's safety, nutrition, and health benefits (Brunso et al., 2002; Sanlier & Karakus, 2010; Darian & Tucci, 2011; Nguyen et al., 2015). Other than that, perceived value is also obtained through good advertising from a company (Chi et al., 2011). This current study is meant to focus on some attributes including price, product quality, service quality, convenience, and advertisement, and discuss the relation between customers' perceived value.

Besides that, purchase intention also had a very close relation caused by perceived value. Many researchers agree on consumers' perceptions of value towards a product can motivate them to purchase it (Kim & Han, 2008; Jang, 2015; Yang & Peterson; Woodruff, 1997). On the

other hand, past research classified perceived value as the indication of customers' buying decisions (Groth, 2001; Jang, 2015; Monroe, 1990; Zeithaml, 1988). Nevertheless, since the acceptance towards meal kits in Malaysia just got higher through the MCO period, this study is meant to fill in the gap on understanding the meal kit business opportunity through customers' perceived value on meal kits attributes and purchase intention in the setting of Klang Valley, Malaysia. There are very little numbers of available studies regarding this matter particularly hence this study is vital to be explored.

As the issues and the gap had been identified in previous sections, this study aims to provide an understanding on the perceived values of meal kit attributes leading towards the consumers' purchase intention on the service in Klang Valley, Malaysia, especially during MCO since this is the time when meal kit is booming among Food & Beverages companies in Malaysia. Research objectives 1: To determine the relationship between meal kit attributes toward customer purchase intention in Klang Valley during the MCO period. Research objectives 2: To determine the relationship between meal kit attributes toward customer-perceived values in Klang Valley during the MCO period. Research objectives 3: To determine the relationship between customer perceived values and meal kit purchase intention in Klang Valley during MCO period. Research objectives 4: To investigate the role of perceived values in mediating the relationship between meal kit attributes and purchase intent in Klang Valley during the MCO period.

Literature Review

Research on the Meal Kit program was discussed previously in developed countries like Australia, the United Kingdom, the United States, and South Korea. This might be because the market shares for meal kit subscription services (MKSSs) is growing in developed nations (Moore et al., 2020). Meal kits are seen as the new wave of meal solutions (Sloan, 2017). Few researchers found that the reason people choose to subscribe to the meal kit service is that they do not have much time to prepare the ingredients to cook, however in demand of a healthy meal (Moores et al., 2020). That is why a meal kit is handy for them. However, since the pandemic started to spread and shifted the situation we are facing daily, people also are seeking meal kit service as one of the ways to feel like eating in restaurants without must step outside as we are restricted from doing so during MCO (Cho et al., 2020). This situation involved the transformation of consumers' behavior in dealing with food service (Chow, 2020). Apart from that, as mentioned by Ting and Essau (2021) eating behavior is one of the things that went through changes during MCO period.

Perceived value for money is a perception that consumers use in evaluating products and making purchases compared to the actual price of the product or service (Leonnard, 2018). The lockdown had a tremendous impact on the economy on jobs, income, livelihood, poverty, hardship, and much more, especially among the vulnerable (Lim, 2020). Every purchase made matters to everyone during the MCO. Meal kits service is one of the solutions for everyone to reduce food waste during this crucial time as meal kits provide pre-measured or pre-proportioned ingredients (Mickanuck, 2020).

According to Peri (2006), quality can be defined as the requirements necessary to satisfy the needs and expectations of consumers. Quality is seen through many perspectives and perceived differently for each experience. Wong stated (as cited in Sekaran, 2020), this is the

way for consumers to travel and enjoy a restaurant-quality meal without leaving the kitchen at all. Other than that, it was also stated by Jung et al (2022), that consumers seem to prefer fresh and healthy premium meal kits besides demanding more customized meal kit. Interestingly, when associated with meal kits service, the quality that consumers are looking forwards does not entirely based on the food quality only. Instead, it also includes the overall experience of real cooking, while providing delicious food and ease of preparation through recipe cards and delivery of ingredients (Khan & Sowards, 2018).

Meal kits are highly associated with convenience as their purpose is to solve the modern struggles associated with cooking dinner and promoted as a bridge between convenience and scratch cooking but are also marketed as healthy due to their fresh ingredients (Intel, 2016 (as cited in Cho et al., 2020; Camilleri, 2018). Tan, Tan and Tan (2022) mentioned that after the pandemic, there is frequency of choosing home-cooking as a way of people avoiding the risk of infection. Meal Kit cut short the time spent outside which solves the problem of adapting MCO as the service includes meal planning by providing groceries attached with recipes that are delivered to consumers' doorsteps after placing the order either through a website or third-party delivery service (Mickanuck, 2020). Advertisements can be done conventionally and according to current trends. Some researchers did their study to investigate which medium is the best for business to reach customers in term of catching their attention to spend their money on. Firat (2019) focused on the effectiveness of YouTube advertising value and its effect on purchase intention. The findings prove that irritation provides negative response effect towards buying intention. However, YouTube has been able to attract consumers through informativeness and entertainment, and trendiness of advertisement. Apart from that, another study considered and focused on advertising endorsers as factor that can influence perceived value on customers' purchase intention (Chi et al., 2011). The result of the study shows that advertising endorsers have a significant influence on both perceived value and purchase intention. As Kristersson and Moberg (2021) stressed how meal kit companies' revenue stream depends on advertising platforms and spending more customer acquisition than expected.

Meal Kit Attributes

The meal kit's attributes usually have traits related to consumer perceived value. There are lists of factors that can impact consumers' perceived value, as stated earlier. Chandrasdasa (2010) listed some of the attributes she used in her study which include product quality, service quality, and convenience, along with some other attributes in understanding the perceived value of meal kits in the United Kingdom. Meanwhile, Barseghian (2019) emphasizes price and convenience when it comes to aspect that plays an important role to influence purchase intention besides increasing the perceived value. Other than that, concerning meal kit attributes influencing perceived value, Chi et al (2011) see advertising methods can attract consumers' preference on the purchase decision. Based on that, these five attributes are chosen to be explore in detail to understand Malaysian market of a meal kit.

Price

Previous studies were done by Boone (2020) regarding the drivers that affect buyers' purchase intention on meal kits. The study saw price were one of the factors that influenced the customer to purchase the meal kits offering and it was proven price meal kit does have a

relationship with buyers' intention. However, it affects both positively and negatively depending on the meal kits' price level. This shows how price reflected the decision-making whether the purchase is compulsory or shall not be made. It is also shown in a study made by Cho et al (2020) as the price was proven to have a significant positive effect on the functional value perceived by the multi-person household group consumers and their buying intentions.

Product Quality

Quality is seen through many perspectives and perceived in different ways for each experience. Wong stated (as cited in Sekaran, 2020), this is the way for consumers to travel and enjoy a restaurant-quality meal without leaving the kitchen at all. Other than that, it was also stated by Jung et al (2022), that consumers seem to prefer fresh and healthy premium meal kit besides demanding for more customized meal kit. Interestingly, when associated with meal kits service, the quality that consumers are looking forwards does not entirely based on the food quality only. Instead, it also includes the overall experience of real cooking while providing delicious food and ease of preparation through recipe cards and delivery of ingredients (Khan & Sowards, 2018).

Convenience

Meal kits are highly associated with convenience as their purpose is to solve the modern struggles associated with cooking dinner and promoted as a bridge between convenience and scratch cooking but are also marketed as healthy due to their fresh ingredients (Intel, 2016 (as cited in Cho et al., 2020; Camilleri, 2018). Tan et al (2022) mentioned that after the pandemic, there is a frequency of choosing home-cooking as a way of people avoiding the risk of infection. Meal Kit cut short the time spent outside which solves the problem of adapting MCO as the service includes meal planning by providing groceries attached with recipes and are delivered to consumers' doorsteps after placing the order either through a website or third-party delivery service (Mickanuck, 2020). Bittman mentioned (as cited in Severson, 2016) that engaging with meal kits omits the need for shopping and planning, but it is cooking with convenience.

Advertisement

Advertisement can be done conventionally and according to current trends. Some researchers did their study to investigate which medium is the best for businesses to reach customers in term of catching their attention to spend their money on. Firat (2019) focused on the effectiveness of YouTube advertising value and its effect on purchase intention. The findings proven that irritation provides negative respond effect towards buying intention. However, YouTube had been able to attract consumers through in formativeness and entertainment, and trendiness of advertisement. Apart from that, another study considered and focused on advertising endorser as factor that can influence perceived value on customers' purchase intention (Chi et al., 2011). The result of the study shows that advertising endorsers have a significant influence on both perceived value and purchase intention. As Kristersson and Moberg (2021) stressed how meal kit companies' revenue stream depends on advertising platforms and spending more on customer acquisition than expected.

Perceived Value

Perceived value has been discussed since a few decades ago. According to Nguyen et al (2015), some researchers agreed on the definition of perceived value as Zeithaml (1988)

mentioned as consumers' overall assessment of product usage based on the perception of what is received and what is given. However, other researchers found this definition too narrow hence they created structures or models of multiple values to have a better understanding of customer preference towards a product (e.g. Kotler & Keller, 2009; Petrick, 2002; Sheth et al., 1991). In later years, Sun (2013) classified perceived value as a comprehensive evaluation of cost and benefits which can be either tangible or intangible.

Jang (2015) listed out the research done previously and some of the dimensions listed is such as social value, emotional value, functional value, and more, before choosing behavioral price, monetary price, emotional response, quality, and reputation as the dimensions to study perceived value on fast-food restaurant franchises in the United States of America. Meanwhile, Nguyen et al (2015) also separated the dimension of perceived value into functional, economic, emotional, and social value to better understand the customer perceived value of food products in Vietnam. Based on these studies, the current research will narrow down and choose the only functional value, emotional value, and economical value to understand whether the perceived value through these dimensions will impact the purchase intention of meal kits in Klang Valley, especially during MCO.

Purchase Intention

Purchase intention is very much related to perceived value. Values are considered personal beliefs that people hold on to concerning themselves and the goals they strive for and its implicit criteria that influence a person in making a judgment (Rokeach, 1968; Rokeach, 1973, as cited in Sanchez-Fernandez & Iniesta-Bonillo, 2007). It is a personal prediction on the possibility of future action or the transaction behavior that customers tend to perform after assessing a product or purchase possibility according to the customers' response to a product (Dodds et al., 1991; Manski, 1990; Schiffman & Kanuk, 2000; Spears & Singh, 2004). Even outside of food-related businesses such as a bank, the perceived value of a product contributes to intention behavior among customers (Magotra et al., 2018). However, a purchase intention is a forecast, and the reality is still not guaranteed (Jang, 2015). Morrison (1979) study had a result of among all the respondents expressing their intention to buy. According to Toor et al (2017), consumers' engagement with a product increases the intention to purchase.

Methodology

The questionnaire was constructed using Google Forms for respondents' convenience to answer as it is an online self-administrated questionnaire. A pilot study was conducted a couple of months before the actual survey to test the validity of questionnaire items. The targeted respondents are among the potential meal kit consumers around Klang Valley, Malaysia, during MCO. The questionnaires were promoted through social media such as Instagram, Facebook, Twitter, Telegram, and WhatsApp to reach the consumers. The questionnaires introduced the details and the purpose of the study for the respondents to understand, together with a statement that the participation is voluntary and information is kept confidential and anonymous.

Findings

Table 2

Frequency of Gender

Gender	Frequency	Percent (%)
Male	87	34.8
Female	163	65.2
Total	250	100.0

Based on Table 2 above, we can see that the gender distribution in this study indicated that females responded to this survey more than males. 65.2% (N=163) of the respondents were women, meanwhile, only 34.8% (N=87) of the respondents were men. This can show that female respondents are much easier to approach and responded to surveys distributed through online mediums compared to male respondents.

Table 3

Frequency of Monthly spending on groceries

Monthly spending on groceries	Frequency	Percent (%)
Below RM100	11	4.4
RM100-RM199	32	12.8
RM200-RM299	68	27.2
RM300-RM399	50	20.0
RM400-RM499	45	18.0
Above RM500	44	17.6
Total	250	100.0

Table 3 above reported the respondents' monthly spending on groceries. 27.2% (N=68) of the respondents spent RM200-RM299 monthly specifically for groceries and followed by RM 300-RM399 with 20% (N=50) of respondents. Next, 18% (N=45) of the respondents spent RM400-RM499 and 17.6% (N=44) of the respondents spent above RM500 on groceries. 12.8% (N=32) of the respondents have monthly spending on groceries from RM 100- RM 199. Lastly, only 4.4% (N=11) of the respondents spent less than RM100 on their groceries monthly.

Table 4

Frequency of Occupation

Occupation	Frequency	Percent (%)
Housewife	15	6.0
Professional	34	13.6
Self-employed	33	13.2
Official/Educator	15	6.0
Student	29	11.6
Corporate Employee	78	31.2
Government Worker	30	12.0
Others	16	6.4
Total	250	100.0

The occupations of respondents were also recorded in the demographic data collection in this study as presented in Table 4.6. Most of the respondents work as corporate employees with 31.2% (N=78) respondents. This is followed by professional workers' respondents with 13.6% (N=34) and self-employed respondents with 13.2% (N=33). 12% (N=30) of the respondents

came from government workers and 11.6% (N=29) of the respondents were students. Both official/educator and housewives were among the least respondents with only 6% (N=15) respondents each. 6.4% (N=16) of the respondents that were listed as 'others' occupations include retirees and unemployed respondents. We can conclude that despite the differences in working fields and professions, most of the respondents are working people.

Table 5

Frequency of Monthly spending for Dine Out

Monthly spending for Dine In	Frequency	Percent (%)
Below RM100	21	8.4
RM100-RM199	56	22.4
RM200-RM299	72	28.8
RM300-RM399	57	22.8
RM400-RM499	21	8.4
Above RM500	23	9.2
Total	250	100.0

Besides monthly spending on groceries, the monthly spending on dining out was also reported in Table 4.9. Out of 250 respondents, only 8.4% (N=21) spent below RM100 and 22.4% (N=56) spent RM100- RM199 eating out. 28.8% (N=72) of the respondents, had monthly spending for dining out around RM 200-RM 299. 22.8% (N=57) of the respondents spent RM 300- RM399, 8.4% (N=21) respondents spent RM 400-RM499, and the other 9.2% (N=23) of the respondents spent above RM500 from their monthly income to dine out.

Multiple Regression

Research Question 1: The first research question for this study is to check whether there is any relationship between meal kit attributes and customers' purchase intention in Klang Valley. The tables below help to present the report on the relationship between the independent variable and dependent variable.

Table 6

Research Question 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.875 ^a	0.765	0.761	2.83330

Table above shows the linear regression computed to discuss how much the independent variable can explain the dependent variable. The R Square shown was 0.765 which indicated that the meal kit attributes price, product quality, convenience and advertisement were able to explain 76.5% of the variance in consumers’ purchase intention.

Research Question 2: The second research question for this study is to check whether there is any relationship between meal kit attributes and consumers’ perceived value of the product in Klang Valley. The tables below helped to present the report on the relationship between the independent variable and mediating variable.

Table 7
Research Question 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.884 ^a	0.782	0.779	0.40231

The R square value in the table above shows that the four meal kit attributes have the ability to explain 78.2% of the total variance in the mediating variable, perceived value.

Research Question 3: The third research question was is there any relationship between consumers’ perceived value and their purchase intention on the meal kit product in Klang Valley during MCO. The tables below helped to present the report on the relationship between the two variables.

Table 8
Research Question 3

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.884a	.782	.779	.40231

Based on the model summary above, all three dimensions of perceived value can explain 78.2% of the total variant of purchase intention. The three dimensions include functional value, emotional value, and economical value.

Research Questions 4: The last research question to know is there any mediation effect of perceived value in between meal kit attributes and their purchase intention on the meal kit product in Klang Valley during MCO. The figures below helped to illustrate the report on the relationship between the three variables - independent, mediating, and dependent variables.

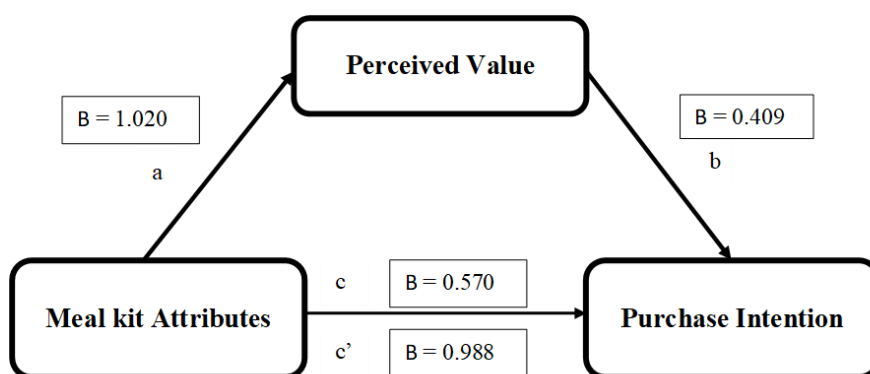


Figure 1 above presented the mediation model for this study whereby a, b and c indicate the relationship path for independent variables, mediating variables, and dependent variables. Firstly, the regression between meal kit attributes and purchase intention was tested and it was shown that the Beta value score was 0.988 and the p-value was 0.000. These scores indicate that in a direct relationship, the meal kit attributes as a whole can describe 98.8% of the total variant in purchase intention. Besides that, meal kit attributes were also reported to be significantly associated with the perceived value with a Beta value of 1.020 and p-value 0.000. These scores show that the meal kit attributes as a whole can explain more than 100% of the total variant in perceived value.

A large number of the respondents disclosed to the researcher their ignorance of the meal kit product, stating that they were not aware of the information that was provided in detail regarding the meal kits. Other than that, the respondents were cooperative. It's possible that the outcomes of this study could be impacted by a lack of understanding and familiarity with the product. Even if an infographic containing the product's fundamental information was passed around before the survey was distributed to participants, there are still some of them who do not have an adequate understanding of the product's particulars and how it operates.

Further, the meal kit attributes and consumer's perceived value were regressed together against purchase intention. The results reported that the Beta value score 0.570 with a significant value of 0.000. The significant value indicates that the mediation is significant. However, the beta score was much lower compared to when meal kit attributes were regressed by itself against purchase intention. According to Kim (2016), as the prediction through mediation score was lower than direct regression, it can be considered that there was partial mediation occurred. Hence, hypothesis 4 was partially supported.

Hypotheses Summarization

Primary Hypotheses	Sub-Hypotheses	Statement of hypotheses	Result
H1	-	There is a significant relationship between meal kit attributes and customers' purchase intention in Klang Valley during MCO period.	Supported
	H1a	There is a significant relationship between price of meal kit and customers' purchase intention in Klang Valley during MCO period.	Supported
	H1b	There is a significant relationship between product quality of meal kit and customers' purchase intention in Klang Valley during MCO period.	Supported
	H1c	There is a significant relationship between convenience of meal kit and customers' purchase intention in Klang Valley during MCO period	Supported
	H1d	There is a significant relationship between advertisement of meal kit and customers' purchase intention in Klang Valley during MCO period.	Supported

H2	-	There is a significant relationship between meal kit attributes and customers' perceived value in Klang Valley during MCO period	Supported
	H2a	There is a significant relationship between price of meal kit and customers' perceived value in Klang Valley during MCO period.	Supported
	H2b	There is a significant relationship between product quality of meal kit and customers' perceived value in Klang Valley during MCO period	Not supported
	H2c	There is a significant relationship between convenience of meal kit and customers' perceived value in Klang Valley during MCO period	Not Supported
	H2d	There is a significant relationship between product advertisement of meal kit and customers' perceived value in Klang Valley during MCO period.	Supported
H3		There is a significant relationship between the customers' perceived value on meal kit and their purchase intention in Klang Valley during MCO period.	Supported
	H3a	There is a significant relationship between customers' perceived functional value on meal kit and their purchase intention in Klang Valley during MCO period.	Supported
	H3b	There is a significant relationship between customers' perceived emotional value on meal kit and their purchase intention in Klang Valley during MCO period.	Supported
	H3c	There is a significant relationship between customers' perceived economical value on meal kit and their purchase intention in Klang Valley during MCO period.	Supported
H4		Perceived values mediate the relationship between meal kit attributes and customers' purchase intention in Klang Valley during MCO period.	Partially Supported

Implication of the Study

The findings of this research can benefit future researchers to explore more about meal kit products academically. There are still so many aspects of a meal kit that has not yet been explored in the setting of Malaysia perspectives. The meal kit products have so much to offer, and it will be helpful to the industry and to the practitioners to improve the meal kit service in Malaysia. This study finding helps to add to the body of literature by providing insight into the perceived value and purchase intention during an unprecedented situation such as the pandemic of covid-19 an emergency lockdown, or MCO. Previously, it was found that product quality and convenience had been closely related towards perceived value. However, this study shows otherwise. The respondents did not get influenced as much by the product

quality and convenience during MCO. It was no longer considered as a central predictor of perceived value for the consumers once there were in lockdown. This study shows that different environments can significantly impact consumers' decisions, and this has opened up the opportunity for future researchers to investigate the role of these items in a different set of situations besides MCO and any other possible situations that may affect the meal kit business.

References

- Adam, A., & Choong, J. (2021). Mixed feelings among Malaysians as they grapple with updated MCO 3.0 rules. Malay Mail. MSN News. <https://www.msn.com/en-my/news/national/mixed-feelings-among-malaysians-as-they-grapple-with-updated-mco-3-0-rules/ar-AAKkSle>.
- Ali, J., Kapoor, S., & Moorthy, J. (2010). Buying behaviour of consumers for food products in an emerging economy. *British Food Journal*, 112(2), 109-124. <http://dx.doi.org/10.1108/00070701011018806>
- Altinay, L., & Paraskevas, A. (2007). Planning research in hospitality and tourism. *Planning Research in Hospitality and Tourism*. Oxford: Elsevier Ltd.
- Boone, T. (2020). The Drivers of Purchase Intention for Meal-Kits Offerings. Thesis The Drivers of Purchase Intention for Meal-Kits Offerings, Radbound Universiteit Nijmegen.
- Camilleri, B. A. (2018) It is a social business: Mapping the influence of meal kit services in user value and co-created experiences. Master of Philosophy thesis, Queensland University of Technology.
- Carvalho, M., Rahim, R., & Tan, T. (2021, October 25). Roughly 600,000 families went from M40 to B40 due to pandemic, says Tok Pa. *The Star*. Retrieved from <https://www.thestar.com.my/news/nation/2021/10/25/roughly-600000-families-went-from-m40-to-b40-due-to-pandemic-says-tok-pa>
- Chandrasa, G. D. M. (2010). Value Creation Model of the Online Meal-Kit Delivery Service (thesis). Sheffield Hallam University, Sheffield, United Kingdom.
- Cho, M., Bonn, M. A., Moon, S., & Chang, H. (2020). Home chef meal kits: Product attributes, perceived value, and repurchasing intentions the moderating effects of household configuration. *Journal of Hospitality and Tourism Management*, 45, 192-202. Doi: 10.1016/j.jhtm.2020.08.011
- Cho, M., Bonn, M. A., & Li, J. J. (2018). Differences in perceptions about food delivery apps between single-person and multi-person households. *International Journal of Hospitality Management*, 77, 108–116. <https://doi.org/10.1016/j.ijhm.2018.06.019>
- Costa, A. I. D. A., Dekker, M., Beumer, R. R., Rombouts, F. M., & Jongen, W. M. (2001). A consumer-oriented classification system for home meal replacements. *Food Quality and Preference*, 12(4), 229–242.
- Dawes, J. (2008). Do Data Characteristics Change According to the Number of Scale Points Used? An Experiment Using 5-Point, 7-Point and 10-Point Scales. *International Journal of Market Research*, 50(1), 61–104. <https://doi.org/10.1177/147078530805000106>
- Firat, D. (2019). YouTube advertising value and its effects on purchase intention. *Journal of Global Business Insights*, 4(2), 141–155. <https://doi.org/10.5038/2640-6489.4.2.1097>
- Goh, H. Y. (2021). 5 Places For Ready-To-Cook Meal Kits Delivery In The Klang Valley. *Tatler Asia*. <https://www.tatlerasia.com/dining/digest/6-places-for-ready-to-cook-meal-kits-delivery-in-the-klang-valley>

- Groth, J. C. (2001). Perceived value and psychological thresholds: implications for marketing. *Marketing Intelligence & Planning*, 19(3), 145-152.
- Hati, S. R. H., Zulianti, I., Achyar, A., & Safira, A. (2020). Perceptions of nutritional value, sensory appeal, and price influencing customer intention to purchase frozen beef: Evidence from Indonesia. *Meat Science – An International journal*. doi.org/10.1016/j.meatsci.2020.108306
- Ho, J. M., & Sia, J. K. (2020). Embracing an UNCERTAIN future: COVID-19 and mice in Malaysia. *Local Development & Society*, 1(2), 190-204. doi:10.1080/26883597.2020.1818533
- Hussin, H., Sulaiman, A., Taha, A. Z., & Mohtar, M. (2022). Covid-19 Pandemic and Work From Home (WFH): Experiences Among University Staff. *Handbook of Research on Asian Perspectives of the Educational Impact of Covid-19*. p21. DOI: 10.4018/978-1-7998-8402-6.ch008
- Ibrahim, H. M., Ghazali, A. M., & Jaafar, Z. (2021). Exploring Factors Influencing Purchase Intention on Semi-Prepared Food Among Malaysia Consumer. *Journal of Tourism, Hospitality & Culinary Arts*. 13(2), 21-32
- Jang, Y. (2015). Perceived Value of Fast-food Restaurant Franchises in the USA. *FIU Electronic Theses and Dissertations*. <https://doi.org/10.25148/etd.fi15032187>
- Jung, S., Ryu, G., Lim, J., Kim, H. (2022). A Study on the Consumer Perception and Keyword Analysis of Meal-kit Using Big Data. *International Journal of Internet, Broadcasting and Communication Vol.14 No.2* 206-211 .<http://dx.doi.org/10.7236/IJIBC.2022.14.2.206>
- Sun, J. K. H. (2013). Experience, Attraction, and Perceived Value of the Seniors Community Chorus Concert. *International Review of Management and Business Research*, 2(1), 234-249.
- Kamarudin, S. N., Jasni, N. S., & Mohamed, Z. S. S. (2021) The Implications of Covid-19 Pandemic on Consumer Burden in Malaysia: An Analysis. *Journal of International Business, Economics and Entrepreneurship*, 6(2), 82-95. DOI: 10.24191/jibe.v6i2.16682
- Khan, S. A., & Sowards, S. K. (2018). It's not Just Dinner: Meal Delivery kits as Food media for Food Citizens. *Frontiers in Communication*, 3. doi:10.3389/fcomm.2018.00039
- Kim, Y. H., & Chung, J. (2011). Consumer purchase intention for organic personal care products. *Journal of Consumer Marketing*, 28(1), 40–47. <https://doi.org/10.1108/07363761111101930>
- Kim, B. (2016). Introduction to Mediation Analysis. *Research Data Services + Sciences*. University of Virginia Library. Retrieved from <https://data.library.virginia.edu/introduction-to-mediation-analysis/>
- Koh, R. (2019). This M'sian Duo Is Taking On A "Failed" Business Model, And They're Armed With Only RM1,000. *Vulcan Post*. <https://vulcanpost.com/678247/chef-up-meal-kits-delivery-klang-valley/>
- Kwon, H. H., Trail, G., & James, J. D. (2007). The Mediating Role of Perceived Value: Team Identification and Purchase Intention of Team-Licensed Apparel. *Journal of Sport Management*, 21(4), 540–554. <https://doi.org/10.1123/jsm.21.4.540>
- Lee, A. (2020). 9 Restaurants That Provide Home Cooking Kits To Recreate Your Favourite Dishes Right In Your Kitchen. *The Smart Local Malaysia - Travel, Lifestyle, Culture & Language Guide*. <https://thesmartlocal.com/malaysia/home-cooking-kits/>
- Leonard, D. (2018). Perceived Service Quality, Perceived Value for Money, Satisfaction and Repurchase Intention: An Evaluation on Private University Services. *International Journal of Commerce and Finance*, Vol. 4(1), 40-51.

- Levy, A. (2018). Should you invest in Meal Kits? Retrieved February 5, 2021, from <https://www.fool.com/investing/2018/07/07/should-you-invest-in-meal-kits.aspx>
- Lim, L. L. (2020, July 21). The socioeconomic impacts of COVID-19 in Malaysia: Policy review and guidance for protecting the most vulnerable and supporting enterprises (Publication). Retrieved December 15, 2020, from International Labour Organization (ILO) website: https://www.ilo.org/asia/publications/WCMS_751600/lang-en/index.htm
- Places Malaysia. (2021). Explore A New Culinary Journey Safely At Home Through pandamart. Places Malaysia - Best Travel & Lifestyle Guide In Malaysia 2022. <https://www.placesmy.com/pandamart-meal-prep-kit/>
- Magotra, I., Sharma, J., & Sharma, S. K. (2018). Investigating linkage between customer value and technology adoption behaviour: A study of banking sector in India. *European Research on Management and Business Economics*, 24(1), 17-26.
- Mailloux, M. H. (2017). Impacts on the Interest Level of Consumers Toward Meal Kit Delivery Services. HON499 Projects. 26. Website: https://digitalcommons.lasalle.edu/honors_projects/26
- Mickanuck, K. (2020). Investigating Food Safety Implications of Meal-Kit Delivery Subscription Services in Toronto. Retrieved on January 2, from <https://www.ryerson.ca/content/dam/occupational-public-health/PosterPDFs/2020/2020-katrina-mickanuc-investigating-food-safety-implications-of-meal.pdf>
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A Study of Factors Affecting on Customers Purchase Intention Case Study: The Agencies of Bono Brand Tile in Tehran [Review of A Study of Factors Affecting on Customers Purchase Intention Case Study: The Agencies of Bono Brand Tile in Tehran]. *Journal of Multidisciplinary Engineering Science and Technology*, Vol. 2(Issue 1).
- Monroe, K. B. (1990). *Pricing: Making profitable decisions* (2nd ed., p. 52945454). New York: McGraw-Hill
- Moore, C. J., Bell, L. K., Buckingham, M. J., & Dickinson, K. M. (2020). Are meal Kits Health promoting? Nutritional analysis of meals from an Australian meal kit service. *Health Promotion International*, 1-9. doi:10.1093/heapro/daaa095
- MyBurgerLab. #KitaJagaKita DineIn/Takeaway vs Food Delivery: How do they affect your favourite restaurants (cafe/hawkers)? (2020, October 29). Retrieved January 2, 2021, from <https://www.instagram.com/p/CG7PjzbLOAt/>
- Nemoto, T., & Beglar, D. (2014). Developing Likert-scale questionnaires. In N. Sonda & A. Krause (Eds.), *JALT2013 Conference Proceedings*. Tokyo: JALT.
- Nguyen, T. N., Vu, P. A., Phan, T. T., & Cao, T. K. (2015). An Exploratory Investigation into Customer Perceived Value of Food Products in Vietnam. *International Business Research*, 8(12), 1. <https://doi.org/10.5539/ibr.v8n12p1>
- Perrea, T., Krystallis, A., Engelgreen, C., & Chrysochou, P. (2017) Much too new to eat it? Customer value and its impact on consumer-product relationship in the context of novel food products. *Journal of Product and Brand Management*, 26(6), 616-630.
- Peri, C. (2006). The universe of food quality. *Food Quality and Preference*, 17(1-2), 3-8. doi: 10.1016/j.foodqual.2005.03.002
- Sánchez-Fernandez, R., & Iniesta-Bonillo, M. A. (2007). The concept of perceived value: a systematic review of the research. *Marketing Theory*, 7(4), 427-451. <https://doi.org/10.1177/1470593107083165>

- Schijndel, T. V. (2020). Meal-Kits: What Drives Consumption? Master Thesis Marketing, Radboud University Nijmegen.
- Sekaran, R. (2020). Jom Masak: Gourmet meal kits to satisfy lockdown cravings. Retrieved February 11, 2021, from <https://www.freemalaysiatoday.com/category/highlight/2020/10/31/jom-masak-gourmet-meal-kits-to-satisfy-lockdown-cravings/>
- Sekaran, U., & Bourgie, R. (2013). Research methods for business: A skill-building approach. Chichester, West Sussex: Wiley & Sons Ltd.
- Severson, K. (2016). It's dinner in a Box. But are Meal Delivery Kits Cooking? (Published 2016). Retrieved February 11, 2021, from <http://nyti.ms/1W68LGh>
- Shafiq, R., Raza, I., & Zia-ur-Rehman, M. (2011). Analysis of the factors affecting customers' purchase intention: The mediating role of perceived value. *African Journal of Business Management*, 5(26). <https://doi.org/10.5897/ajbm10.1088>
- Sharnock, T. R. (2018). Factors That Influence the Consumer Purchase Decision to Subscribe to a Meal-kit Delivery Service. Master Thesis of Factors That Influence the Consumer Purchase Decision to Subscribe to a Meal-kit Delivery Service.
- Sloan, A. E. (2017). Easy Eats: The New Wave of Meal Solutions. *Food Technology Magazine*. Retrieved on January 2, from <https://www.ift.org/news-and-publications/food-technology-magazine/issues/2017/september/columns/consumer-trends-convenient-meal-solutions>
- Suryadi, N., Suryana, Y., Komaladewi, R., & Sari, D. (2018). Consumer, Customer and Perceived Value: Past and Present [Review of Consumer, Customer and Perceived Value: Past and Present]. *Academy of Strategic Management Journal*, Volume 17(Issue 4).
- Sweeney, J. C., & Soutar, G.N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*. 77(2), 203-220. DOI: [doi.org/10.1016/s0022-4359\(01\)00041-0](https://doi.org/10.1016/s0022-4359(01)00041-0)
- Tan, J. (2021). 13 restaurants in Klang Valley Selling Meal kits for you to recreate their dishes at home. Retrieved February 11, 2021, from <https://vulcanpost.com/732181/meal-kits-restaurant-dishes-klang-valley-mco/>
- Tan, S. T., Tan, C. X., Tan, S. S. (2022). Changes in Dietary Intake Patterns And Weight Status during the COVID-19 Lockdown: A Cross-Sectional Study Focusing on Young Adults in Malaysia. *Nutrients*.
- The New York Times. (2020). Coronavirus travel restrictions, across the globe. The New York Times. Retrieved November 10, from <https://www.nytimes.com/article/coronavirus-travel-restrictions.html>
- Ting, C. H., & Essau, C. (2021). Addictive Behaviours among university students in Malaysia during COVID-19 pandemic. *Addictive Behaviour Reports*. 14. 100375.
- Toor, A., Husnain, M., & Hussain, T. (2017). The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: Consumer Engagement as a Mediator [Review of The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: Consumer Engagement as a Mediator]. *Asian Journal of Business and Accounting*, 10(1).
- Veal, A. J. (2006). Research methods for leisure & tourism: A practical guide. Harlow: Pearson.
- Woodruff, R. B. (1997). Customer value: the next source for competitive advantage. *Journal of the academy of marketing science*, 25(2), 139-153.

- Yu, Z. (2020). This rm100+ meal kit per pax must be a joke, right? Nope, this start-up's serious about it. Retrieved February 11, 2021, from <https://vulcanpost.com/705345/boxahead-malaysia-meal-kit-delivery-premium-steaks/>
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22.
- Zeithaml, V. A., & Bitner, M. J. (2003). *Service Marketing: Integrating Customer Focus Across the Firm* (3rd ed.), McGraw-Hill/Irwin,
- Zuniga, M. A. (2016), African American Consumers' Evaluations of Ethnically Primed Advertisements. *Journal of Advertising*, 45 (1), 94-101.