

Factors Affecting Purchase Intentions of Home-Based Food Products

Izyan Liyana Zalani & Muhammad Izzat Zulkifly

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

Corresponding Authors Email: izzat1254@uitm.edu.my

To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v12-i11/15636> DOI:10.6007/IJARBSS/v12-i11/15636

Published Date: 12 November 2022

Abstract

COVID-19 has severely affected every point of humans' lives, including making a living, work, education, economy, politics, health systems, and many more. For some people, this unfortunate event is a blessing in disguise, where it has opened the doors for many opportunities and possibilities from a business perspective. Home-based food business, where operators make foods from their houses and sell them to customers, is one of the sectors that are raking in the 'benefits' since this pandemic has hit the world. Hundreds of thousands of individuals have lost their employment or had their primary source of income suddenly disappear due to the pandemic. Unsurprisingly, many of these people began venturing into home-based food enterprises, formed out of a dire necessity. However, it is important to note that consumers' intentions in purchasing food products from this new sector need to be understood. Associations between factors (health, price and convenience) and purchase intention were measured in this study. A quantitative survey through online questionnaires was used to collect the data from a total of 191 respondents. Regression analysis, apart from descriptive statistics, indicates that all hypotheses based on the above factors are significantly related to food purchase intention, with the 'price' as the most influential factor based on the R^2 value. Therefore, practitioners are responsible for keeping a close eye on the consumers' intentions to make purchases. Even when the quarantine period is over, customers will continue to exercise caution, and the majority of them will still choose to purchase at home because this is truly a long-term tendency that is expected to remain even after the epidemic is over

Keywords: Home-based Food Product, Health Factor, Price Factor, Convenience Factor, Food Purchase Intention

Introduction

World Health Organization (2020) reported that coronavirus disease 2019 (COVID-19) is a disease caused by a new coronavirus known as severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The report about the COVID-19 situation said that it has severely affected every point of humans' lives, including making a living, work, education, economy, politics, health systems, and many more (WHO, 2020). COVID-19 also affects the

interconnected supply, demand, and food access and affects food systems in a complex way (High-Level Panel of Experts, 2020). In addition, food management and consumption habits have drastically changed during the COVID-19 pandemic due to the strict lockdown restrictions imposed by the governments (Pérez-Escamilla et al., 2020).

On 4 February 2020, the first Malaysian was confirmed with COVID-19. It was a 41-year-old man who had just returned from a trip to Singapore with a fever and cough. And in March, the cases had risen to alarming numbers. Following the announcement of the first case, the government undertook a series of measures to contain the spread of SARS-CoV-2, including home confinement, social distancing, interstate travel restrictions, and institutional quarantine (Sukumaran, 2020). Consequently, the government imposed the first phase of the Movement Control Order (MCO), which required the business premises to be closed except for the supermarkets, public markets, grocery stores, and stores selling necessities (Tan et al., 2021).

The restrictions imposed are made to reduce the infection of COVID-19, and people are only allowed to go out and get their necessities, such as food supplies, and medical supplies or go to work (The Star, 2020). Throughout the lockdown, access to shops became restricted to prevent consequences such as long queues due to social distancing (Snuggs & McGregor, 2021). These measures then showed significant effects and changes in the food consumption patterns in Malaysia. Tamotia and Bhutada (2020) stated that 25 percent of meals were dined out before the pandemic, 16% opted for takeaways or delivery, and 59 percent were prepared at home. When the government implemented the lockdown, there was a noticeable shift in that 80 percent of meals were made at home, while 20% were still from takeout or delivery.

However, during the lockdown, all the practical implications can impact the individuals' motivation and priorities when planning their meals (Snuggs & McGregor, 2021). Furthermore, various factors, such as socio-demographic, household preferences, and attitudes, also influenced consumer behaviour during the COVID-19 pandemic (Borsellino et al., 2020). Nevertheless, ready-meals are still demanded, mainly because of factors such as ageing populations, changing family structures, women's greater participation in the workforce, and longer working hours (Basurra et al., 2021). In addition to that, the results of a poll on food delivery app usage done by Rakuten Insight in Malaysia revealed that 63 percent of respondents said they would continue to purchase food deliveries online as frequently, even after the COVID-19 outbreak (Hirschmann, 2022). Hence there are still demand for online food delivery businesses from consumers.

An activity that seems to sprout during this pandemic is a home-based food business, where operators make foods from their houses and sell them to customers (Food Standards Australia & New Zealand, 2021). The pandemic has served as a wake-up call to their failings for many Malaysians. Hundreds of thousands of individuals have lost their employment or had their primary source of income suddenly disappear. So, it's no surprise that a substantial number of these beginning home-based food enterprises were formed out of a dire necessity to feed hungry people and pay their bills in many cases (Durai, 2021). In Malaysia, there are a lot of events where people lost their jobs or needed to leave their jobs, and they ended up starting home-based food businesses. For example, Chuah Jay Mee, the founder of Herba & Rempah. She started Herba & Rempah when her public relations and events company was forced to

close due to the pandemic's effects (Durai, 2021). Since then, she has experienced significant growth and is currently concentrating on developing her business.

When the COVID-19 pandemic first struck Malaysia, Malaysians were forced to adjust their lifestyles in order to cope with the new reality that had emerged. Despite the fact that the pandemic has gone through changes over time, one aspect of the new normal has been permanently embedded in the local landscape: food delivery (Durai, 2021). Moreover, Julie Barratt from the Chartered Institute of Environmental Health (CIEH) mentioned that "little food businesses are popping up like mushrooms in lockdown" (Shaw, 2021). Thus, it shows how people jump into the food business during this pandemic. However, as the business grows, consumers are also concerned about the safety of the food they purchase online, primarily home-based food. Therefore, consumers demand that the appropriate authorities take proactive measures and regulate home-based food businesses to prevent adverse situations (Musa, 2020). Hence, in considering the increasing number of home-based food businesses, the Malaysian Ministry of Health (MOH) recently released an informative document or guidelines to assist home-based food operators in practising safe food handling. Consequently, the assist shows the growth of the business is noticed.

In this digitalised era, e-commerce and online meal ordering are two examples of technology that have been developed to make the food sector more efficient, where consumers can now acquire goods and services from anywhere, at any time, regardless of their physical location or the amount of money they have on hand to spend (Ramli et al., 2021). Additionally, Ramli et al (2021) mentioned that, given the always-changing environment, food operating businesses that do not transition to electronic food ordering are constantly missing out on some excellent opportunities to grow their businesses massively consistently.

Consequently, online ordering is one reason for a significant increment in the home-based food business, especially during this COVID-19 pandemic strike in Malaysia. What began as a platform to assist the followers of Malaysian cooking YouTubers in starting their food enterprises has fast evolved into a lifesaver for small food sellers and restaurants alike (Gomes, 2020). Gomes (2020) also mentioned that, due to the COVID-19 outbreak, the Home Food app, which started in April 2020, has now onboarded over 200 food vendors on its platform. Hence, it shows that operators of food businesses seek platforms that could help them market their food products and simultaneously help them survive during the pandemic. Besides, it could make the consumers feel at ease ordering food online and just waiting for the food to arrive at their doorstep.

However, it is important to note consumers' intentions in purchasing food products. Doing so will help the operators bring the business into a more outstanding position in the market. Marketing managers commonly use purchase intentions to anticipate sales and determine the characteristics related to an increased or decreased connection between purchase intentions and actual purchasing (Morwitz et al., 2007). Their significance stems from the fact that intentions are often regarded as the most important predictor of actual conduct (Montano and Kasprzyk, 2015).

Looking at the abundance of literature, there are many studies conducted on the purchase intentions of organic food as well as online food delivery (Ramli et al., 2021; Dangi et al., 2020). However, a lack of study focuses on the purchase intention towards this new sprouted

activity, home-based food business in Malaysia. In other words, what are consumers' intentions to purchase from home-based food businesses? Hence, in filling the gap, this study was undertaken.

Literature Review

Home-based Food Businesses: An Overview

A fledgling business that sprouts during this new era is known as a home-based food business. The main reason for the growth of this business is usually because of the unemployment that needs to be faced by some people in the country. The home-based food business is where operators make foods from their houses and sell them to customers (Food Standards Australia & New Zealand, 2021). Usually, the operators will do a delivery service of their food products to the customers. Many varieties of food products are provided by these home-based food businesses. The types are from snacks, main dishes for breakfast, lunch and dinner, and there are also varieties for desserts as well. It's interesting to note that operators sell their products only through WhatsApp (a messaging app). They will blast their advertisements across the app and eventually get orders. This is agreed by Hayat (2022), who mentioned that customers would place orders using mobile applications, websites, and Facebook pages. Food operators such as cloud kitchen owners and home-based food operators also actively market their items on social media at a minimal cost and price their products with their target clients' interests in mind (Hayat, 2022).

Furthermore, many people support home-based food businesses during the pandemic, especially local food businesses. In fact, since the implementation of the Movement Control Order, the slogan #SapotLokal has become a famous catchphrase to urge Malaysians to support local businesses as a way of supporting and helping them to survive with the current economic climate (Dewi, 2020). In order to encourage home-based food operators to implement good hygienic practices and safe food preparation while also complying with current regulatory requirements, MOH established the guideline. Home-based food operators can enhance sales by using logos on the product labels they make, thereby enhancing consumer confidence in the products they sell. This demonstrates how home-based food businesses have emerged throughout this epidemic. In addition, it illustrates how the government is paying attention to the issue and is taking action. Furthermore, the government ensures that home-based food operators and entrepreneurs know the significance of conducting their operations in a safe and clean manner, particularly in terms of safety and hygiene.

Health Factor

The National Centre for Chronic Disease Prevention and Health Promotion (2021) imposed that adults who consume a nutritious diet live longer and are less likely to develop obesity, heart disease, type 2 diabetes, or cancer. Besides that, they also mentioned people with chronic illnesses might benefit from a healthy diet to help them control their symptoms and avoid complications. Consumers are aware of and concerned about their health and well-being. They are driven to improve, maintain, and enhance their health and quality of life to avoid ill health by engaging in healthy activities and being self-conscious about their health (Newson et al., 2005). Due to the COVID-19 pandemic spread, nutrition factors such as meal timing and the consumption of healthy food to build one's immune system have become more important throughout the primary quarantine period (Muscogiuri et al., 2020).

According to a study on Malaysian dietary patterns during MCO by Abd Rahman (2020), the dietary patterns of Malaysians during the MCO were found to be fairly high in all three aspects that were investigated, including features of pattern shifts toward healthy eating to avoid COVID-19, eating to be economical, and eating items with a long shelf life, all of which were relatively high. Moreover, a study conducted by Snuggs and McGregor (2021) also shows that health is significantly important to the respondents during the spread of COVID-19. Nevertheless, it is conceivable that the worry about health in this group is connected with or generated by a concern about weight increase rather than a concern about healthy eating behaviours in general (Snuggs & McGregor, 2021).

The concern is in line with Furst et al. (1996), stating that weight control, which is driven by health or aesthetics and physiological well-being (energy and optimal health), were included in the health and nutrition value because they were related to illness prevention or control, which for example, heart disease, cancer, or hypertension. Hence, it is crucial to be proactive and maintain health, especially during this pandemic (Joseph & Janet, 2020). Therefore, we hypothesize the following:

H1: Health factor has a positive relationship to home-based food purchase intention.

Price Factor

When customers are making a decision process, which is purchasing choice, the problem of price is always the most concerning to them (Smith & Carsky, 1996). Moreover, Nagle and Holden (2002) discussed the function of pricing as a monetary value that customers use in order to deal with sellers in exchange for the items or services they want to purchase. Research conducted by Ha and Jang (2013) indicates that the attribute "low prices" in their study was associated with the concept of "saving money," which finally resulted in the concept of "economy" value. The researchers also indicate that people who live economic lives frequent fast-food restaurants because they can save money in this way (Ha & Jang, 2013). Furthermore, besides fast-food restaurants, Ha and Jang (2013) study showed that the characteristic "reasonable cost" was shown to be associated with the advantage of "saving money" for dining restaurants. As a result of the benefit, "value-seeking" became the ultimate goal for consumers for their choice of dining restaurants. In this case, the fast-food restaurants and dining restaurants can be classified as food that is purchased out from home. Hence closely relates to the food that is purchased from home-based food businesses.

According to Yang and Mao (2014), a reduced price may also be seen as a factor impacting customers' purchase decisions. Consumers who are price sensitive will go to any length to find a cheaper priced item (Wakefield & Inman 2003). Many people's food choices are influenced by monetary factors, which include the price of the food and the perceived value of the food they intend to purchase (Furst et al., 1996). When it comes to food products, price is an obstacle to consumer purchase because a high price will lower consumers' capacity to purchase for the product, especially low-income consumers, and it causes consumers to perceive that purchasing food products is impossible, as well as making them feel uneasy or difficult in carrying out their purchase decision for the product, according to the research (Anssi & Sanna, 2005).

Furthermore, it may be argued that price is one of the factors of perceived behavioural control because of its capacity to limit the purchases of customers; some studies also assert that a large number of consumers base their purchases primarily on price considerations (Zeinab & Seyedeh, 2012). Thus, money is a very important consideration for many individuals and often determines their meal choices. Consequently, the service provider must concentrate on the prices that will impact the purchase intentions of customers rather than the services themselves. Therefore, the hypothesis below is proposed:

H2: Price factor positively relates to home-based food purchase intention.

Convenience Factor

Convenience is a complex term that has proven to be a critical component in consumers' purchase decisions. For some, as a result of their hectic schedules, working individuals are unable to prepare their own meals or access food ingredients, so they opt for quick and easy options in purchasing food. Parents pressed for time will choose quick and easy meals (Monsivais et al., 2014). Moreover, making greater use of takeout and restaurant meals, and basing family meals on prepared entrees and other quick options for their family, is one of the ways that working parents with low and middle incomes typically cope with time scarcity or time pressure (Devine et al., 2006).

Due to the fact that consumers are working for longer hours and spending more time trapped in traffic, as well as wanting to make the most of their free time, it is necessary to provide products and services that assist and simplify their hectic life (Basurra et al., 2021). According to research by Krishna and Somavarapu (2017), some of the reasons individuals select restaurant meals include the fact that there are more food options available at a restaurant and that it is more convenient than cooking. In Malaysia, and notably in Kuala Lumpur, it can be observed that the consumption of restaurant food is substantially higher than in other parts of the country, where people purchase and consume restaurant food regularly, with the primary reason being convenience (Basurra et al., 2021).

Another crucial consideration for consumers when selecting convenience foods is the amount of time they have available (Rahkovsky et al., 2018). Consumers who are pressured for a time due to job or childcare commitments are more likely to demonstrate different behavioural patterns than those who are not. The demand for full-service restaurant meals tends to rise as people's time constraints at work become more severe. Furthermore, research by Zahari et al. (2012) showed that some of working women disagreed with the statement "despite working, I make a point of cooking every night during weekdays", which indicates that working time does affect their cooking practises for their family, especially during weekdays. As a result, the convenience of food was to be the primary determinant in determining what individuals choose, as individuals frequently thought of time as a commodity to be spent or conserved (Furst et al., 1996).

Moreover, when people value convenience in preferences of their food, customers can therefore spend their time on other activities they perceive more essential, which are related to their ultimate goals, as a result of saving time while dining (Ha & Jang, 2013). A previous study into people's need for convenience in food preparation concluded that individuals want convenience in food preparation to save time and cognitive work throughout the preparation

process (Bava et al., 2008). Convenience food is defined as “any fully or partially prepared food in which significant preparation time, culinary skills, or energy inputs have been transferred from the homemaker’s kitchen to the food processor and distributor” (Traub et al., 1979). Therefore, because of these extra benefits, convenience saves time and allows people who find cooking a stressful or exhausting activity to completely bypass the cooking process (Krishna & Somavarapu, 2017). It was also shown that convenience is one of the most important factors that contribute to increased consumer satisfaction (Kimes, 2011b), good opinions about online food ordering services, and future intent to repurchase (Yeo et al., 2017). Thus, this led to the following hypothesis

H₃: Convenient factor has a positive relationship to home-based food purchase intention

Food Purchase Intention

As mentioned by Xiao et al (2019), purchase intention encourages additional effective businesses to enter the market, especially when customers are pleased with the product. Purchase intention has therefore been recognised as one of the most important portions in any business's data collection process to determine customers' likelihood to take purchasing action, which is used to quantify a consumer's likelihood to purchase a certain product (Schiffman & Kanuk, 2004). Customer satisfaction is often defined as the way in which consumers evaluate production after using a product as well as the way in which they evaluate the services of production by comparing it to goods from other firms in the same industry (Xiao et al., 2019).

On the other hand, the researcher also imposed that purchase intention is responsible for assessing whether or not a product fits the expectations and requirements of customers in order to further examine their perceptions of products and services (Xiao et al., 2019). It is said that consumers would be happier when the field of production and services matches the expectations of those who purchase from the company (Xiao et al., 2019). On the other hand, customers will be more disappointed if the product quality falls short of their expectations. However, purchase intention is the most significant factor in promoting long-term company success, which helps to retain consumers and increase customer lifetime value (CLV) (customer lifetime value) (Xiao et al., 2019).

Research Methodology

Since natural environments are favoured for analysing responders, this research was conducted in non-contrived settings to ensure the most accurate results. Additionally, correlation study design was used to answer the objectives of the study. In determining the factors of home-based food products purchase intention, questionnaires from previous studies by Phan and Mai (2016); Brewer and Sebby (2021) were adapted in this study. However, a few items were also generated by the researcher whenever necessary. The survey questions primarily asked respondents to enter the value of agreement using 5-points Likert scale. The respondent specifies his or her level of agreement or disagreement with a variety of assertions regarding the constructs outlined in the study.

Non-probability sampling through the snowball method was applied to collect the data from the respondents. A small number of people who meet the criteria for the study were selected as "seeds" by the researcher and then invited to participate in the study as participants.

Participants who agreed to participate in the survey were then asked to indicate additional people they know who meet the study's requirements and who might be interested in taking part, and so on. As a result, the participants who took part in it would then invited their friends and colleagues to participate, increasing the number of participants.

The power analysis was used in this study after a number of other approaches to determining sample size have been considered. According to the rules, the bare minimum for participants would be 103 people. This sample size was determined by the use of power analysis, specifically the G*Power analysis. Overall this study successfully captured 191 useable data for the analyses. It is worth to mention data collection process took place during Movement Control Order (MCO) thus the only option possible was to distribute the survey questionnaires online through various social media platforms.

Findings

Demographic Profiles of Respondents

Table 1

Descriptive Statistic of Demographic (n=191)

	Characteristic	Frequency	Percentage (%)
Gender	Male	40	20.9
	Female	151	79.1
Age Group	18-24 years	127	66.5
	25-34 years	27	14.1
	35-44 years	9	4.7
	45-54 years	14	7.3
	55-64 years	14	7.3
Marital Status	Single	149	78.0
	Married	40	20.9
	Others	2	1.0
Education Level	Secondary School	31	16.2
	University Level	140	73.3
	Others	20	10.5
Employment Status	Employed	83	43.5
	Unemployed	108	56.5
Income Range	< RM2,000	46	24.1
	< RM4,000	15	7.9
	< RM6,000	17	8.9
	> RM8,000	14	7.3
	No Income	99	51.8
Household Numbers	1	59	30.9
	2	31	16.2

	3	3	1.6
	4	24	12.6
	5	40	20.9
	≥ 6	34	17.8
Residence	City/Urban	115	60.2
	Sub-Urban	76	39.8

Table 1 shows that of 191 total respondents, there are 151 female respondents or 79.1 percent. As presented in the table above, the highest age group of respondents is within the range of 18 to 24 years old, which accounted for 66.5 percent (n = 127). This is followed by the 25 to 34 years old category, with 27 respondents (14.1%). The majority of the respondents (n=149) are single, which accounted for 78 percent of them. In terms of education level, 140 respondents (73.3%), are in tertiary level of education, much higher than the other categories on the list. The next demographic background information is the income range of the respondents. The highest number of the respondents are with no income range with 99 respondents (51.8%) followed by 46 respondents with <RM2,000 income range, which is 24.1 percent. With regards to household numbers, the highest numbers are 59y. This shows that the majority of the respondents are living alone. This is followed by 40 respondents (20.9%) from 5 households. Aside from that, there are 34 respondents with greater or equal to 6 households. Lastly, 115 respondents live in city or urban areas, while 76 respondents live in sub-urban areas.

Descriptive Statistics

In this section, the mean score and standard deviation on every item in the questionnaire will be discussed briefly in sequential order; health factor, price factor, convenience factor and food purchase intention.

Health Factor

Table 2

Result of Mean Score and Standard Deviation for Health Factor.

Variable	Mean	S.D
Health Factor		
I consider carefully health status when coming to home-based food.	4.36	0.807
I am aware of eating home-based food excessively would be harmful to health.	3.26	1.219
I am biased in the kind of home-based food containing less fat and more vegetables	3.83	1.048
I think home-based food provides enough energy like main dishes do.	3.98	0.785

Note: 1 - Strongly Disagree, 2 - Disagree, 3- Neutral, 4 -Agree, 5 - Strongly Agree

Based on Table 2, the highest mean score for the construct of health factor is 4.36. Respondents agreed that they consider carefully health status when coming to home-based food products. It is then followed by mean score 3.98, where respondents think home-based food provides enough energy like main dishes do. The lowest score is 3.26 whereby the respondents are neutral that eating home-based food excessively would be harmful to health.

Price Factor

Table 3

Result of Mean Score and Standard Deviation for Price Factor.

Variable	Mean	S. D
Price Factor		
I concern about the quality and safety of home-based food with the price I pay.	4.45	0.708
I think price of home-based food is affordable nowadays.	3.84	0.910
I compare prices of many home-based food before buying	4.16	0.938
I think the cheap price may lead to low quality of food and risks.	3.30	1.087

Note: 1 - Strongly Disagree, 2 - Disagree, 3- Neutral, 4 -Agree, 5 - Strongly Agree

Based on the above table, the highest score for mean score is 4.45, with 0.708 standard deviations attained by the first item. The respondents agreed that they are concerned about the quality and safety of home-based food nowadays. Meanwhile, the lowest score is 3.30, where respondents are neutral with the construct which depicts that they think the cheap price may lead to low quality of food.

Convenience Factor

Table 4

Result of Mean Score and Standard Deviation for Convenience Factor.

Variable	Mean	S. D
Convenient Factor		
I like the ability to order food without leaving home	4.50	0.781
I like the ability to make the online transaction	4.51	0.760
I like having food delivered right to my home	4.57	0.771
I like having food ready for me to pick up as soon as I arrive at the location.	4.59	0.665
Online food ordering allows me not to have to think about preparing my meals	4.36	0.827

Online food ordering allows me to avoid crowds	4.71	0.511
Online food ordering will make my daily lifestyle easier during the pandemic	4.63	0.635

Note: 1 - Strongly Disagree, 2 - Disagree, 3- Neutral, 4 -Agree, 5 - Strongly Agree

Table 4 depicts the mean score of convenience factors. The highest value is 4.63, where the respondents agreed that online food ordering makes their daily lifestyle easier during the pandemic. It is followed by a score of 4.59 on the pleasure of having food ready for them to pick up as soon as they arrived at the location. In the meantime, the lowest mean score is 4.36 where respondents agreed that with online food ordering, they do not have to think about preparing their meals.

Food Purchase Intention

Table 5

Result of Mean Score and Standard Deviation for Food Purchase Intention.

Variable	Mean	S.D
Food Purchase Intention		
I will continue buying home-based food products.	3.96	0.810
I will buy home-based food at least once a week.	3.43	1.073
I intend to increase the frequency of purchasing for home-based food products.	3.24	1.073
I am willing to recommend my family and friends to purchase home-based food products	3.85	0.925

Note: 1 - Strongly Disagree, 2 - Disagree, 3- Neutral, 4 -Agree, 5 - Strongly Agree

The highest score in Table 5 is 3.96 where respondents agreed that they will continue to buy home-based food products. Meanwhile, the item on the intention to increase the frequency of purchasing home-based food products attained a mean score of 3.24, the lowest among all items in the table.

Regression Analysis

Table 5

Model Summary for Health Factor, Price Factor and Convenience Factor with Food Purchase Intention

Model Summary

	R	R Square	Adjusted Square	R	Std. Error of the Estimate
ALL_HEALTH	.324 ^a	.105	.100		.72658
ALL_PRICE	.378 ^a	.143	.139		.71097
ALL_CONVENIENCE	.320 ^a	.103	.098		.72754

Based on Table 4.6 the coefficient of determination, $R^2 = 0.105$. This indicated that the health factor is able to explain 10.5% of the variance in food purchase intention. Besides, the r^2 value for the price factor is = 0.143 which indicated that the price factor is able to explain 14.3% of the dependent variable of food purchase intention. Additionally, the coefficient of determination, R^2 of convenient factor is 0.143, which indicates that the convenient factor is able to explain 14.3% of the dependent variable. The R values meanwhile suggested that all independent variables (Health, Price and Convenience) significantly influence the dependent variable (Food Purchase Intention). Additionally, all of them are statistically significant with *p-value* of less than 0.001. Therefore, all the hypotheses (H^1 , H^2 and H^3) of the study are supported.

Implications of the Study

The purpose of this study was to investigate the aspects that customers consider when deciding whether or not to purchase home-based food items. The results of the investigation provide evidence that corroborates each and every hypothesis regarding independent variables. In Malaysia, home-based businesses that produce food goods are still in their infancy but they are growing rapidly throughout this country. As a result, the findings of this research may be of use to people who run businesses out of their homes that sell food goods by assisting them in establishing appropriate and more robust guidelines for running their business in the market. One of the factors that contribute significantly to the overall mean score is convenience. Respondents agreed with the notion that "online food ordering allows me not to have to think about preparing my meals." It demonstrates how customers are taking advantage of the convenience offered by home-based food products when they intend to make a purchase of those products. Therefore, in order to attract the attention of the market, practitioners need to put considerable effort into advertising the convenience of their food products to the market.

Apart from that, the findings of this study might have more to offer in terms of the practical consequences. The practitioners have a responsibility to consider the fact that the consumers' purchasing intentions are influenced by independent variables such as price, health, and

convenience. In spite of the fact that the levels of intent held by each of the respondents are distinct, it is still believed to be relevant. This is due to the fact that some of those involved in the business are the ones attempting to make a life for themselves. Therefore, in order for practitioners to generate businesses that are more involved with their customers and successful, practitioners need to understand their customers. The practitioners also need to keep in mind that the current trend of changes in food consumption will assist them in developing and expanding their business. This is something that they should keep in mind.

The findings of this research have the potential to contribute to the academic community by providing new perspectives on developing business practices in Malaysia. This study, in particular the literature review, can provide the academic with the knowledge that can be useful for future research. In addition, the academician will benefit from this study because it will assist them in better understanding the elements that influence the food buy intentions. This will assist them in becoming more enlightened on the information regarding the company as well as the characteristics of the study. Finally, the findings might be helpful to researchers in the future, who might be able to compare their findings to those of earlier studies that were conducted on topics comparable to this one.

Limitations and Recommendations for Future Research

There are various limitations to the study especially when not many publications relevant to the subject are available, be it home-based food goods or businesses. In order to substantiate the statement made in the study, the topic still does not have enough preceding literature. As a result, the purpose of this study is to contribute new literature to the subject. As a result, it is strongly suggested that researchers in the future carry out studies that are comparable to the one being discussed here in the near future. Home-based food items and businesses are still in their early stages of development in Malaysia. Therefore, it would be beneficial for scholars of the future to investigate the characteristics that motivate individuals to buy the products so that the findings of this study can be correlated with those of the practitioners and their implications may be drawn from them.

In addition, when the researcher collected the data for the study, the researcher noticed that there was a somewhat narrow spread of respondents in the data. For instance, there are a very small number of male respondents compared to the number of female respondents. The number of respondents who are unemployed is more than those who are employed. It is recommended that future researchers gather data from a variety of sources and locations in order to ensure that the findings of the study are accurate. This research was carried out as a cross-sectional study which led to a restriction on the amount of time that could be spent collecting data. This was due to the fact that the researchers only had a limited amount of time at their disposal to carry out the survey. Therefore, in the future, researchers will need to handle the data collection in a more thorough and meticulous manner in order to avoid not receiving enough data within a stipulated time.

Conclusion

In conclusion, all of the problems that were discussed earlier may be solved if further in-depth research is conducted by future researchers. In addition, this research that is being conducted is looking into the factors that have an effect on the home-cooked food products sold in Malaysia. The hypotheses of the study about the independent factors were also supported.

Therefore, practitioners have a responsibility to keep a close eye on the consumers' intentions to make purchases. Even when the quarantine period is over, customers will continue to exercise caution, and the majority of them will still choose to purchase at home because this is truly a long-term tendency that is expected to remain even after the epidemic is over (Ramli et al., 2021). In order for this to be useful, the practitioners need to seize the significant potential presented to engage with customers.

References

- Abd Rahman, N. (2020). Dietary Patterns of Malaysians During the Movement Control Order (MCO) During the Covid-19 Pandemic. *International Journal of Academic Research in Business and Social Sciences*, 10(10), 97–109. <https://doi.org/10.6007/ijarbss/v10-i10/7654>
- Anssi, T., & Sanna, S. (2005). Subjective norm, attitudes and intentions of finish consumers in buying organic food. *British Food Journal*, 808-822.
- Basurra, R. S., Tunung, R., Kavita, C., Ribka, A., Chandrika, M., & Ubong, A. (2021). Consumption practices and perception of ready-to-eat food among university students and employees in Kuala Lumpur, Malaysia. *Food Research*, 5(1), 246–251. [https://doi.org/10.26656/fr.2017.5\(1\).357](https://doi.org/10.26656/fr.2017.5(1).357)
- Borsellino, V., Kaliji, S. A., & Schimmenti, E. (2020). COVID-19 drives consumer behaviour and agro-food markets towards healthier and more sustainable patterns. *Sustainability*, 12(20), 8366. <https://doi.org/10.3390/su12208366>
- Dangi, N., Gupta, S. K., & Narula, S. A. (2020). Consumer buying behaviour and purchase intention of organic food: a conceptual framework. *Management of Environmental Quality: An International Journal*, 31(6), 1515–1530. <https://doi.org/10.1108/MEQ-01-2020-0014>
- Devine, C. M., Jastran, M., Jabs, J., Wethington, E., Farell, T. J., & Bisogni, C. A. (2006). “A lot of sacrifices:” Work–family spillover and the food choice coping strategies of low-wage employed parents. *Social Science & Medicine*, 63(10), 2591–2603. <https://doi.org/https://doi.org/10.1016/j.socscimed.2006.06.029>
- Dewi, T. L. A. (2020). The daily digest: How to #sapotlokal, and why. BFM 89.9. Retrieved from <https://www.bfm.my/podcast/the-bigger-picture/the-daily-digest/how-to-sapotlokal-and-why>
- Durai, A. (2021). Why home food businesses have multiplied during the pandemic. The Star. Retrieved from <https://www.thestar.com.my/food/food-news/2021/11/16/why-home-food-businesses-have-multiplied-furiously-since-the-start-of-the-pandemic>
- Food Standards Australia & New Zealand. (2021). Home-based food businesses. Home-Based Food Businesses.
- Furst, T., Connors, M., Bisogni, C. A., Sobal, J., & Falk, L. W. (1996). Food choice: A conceptual model of the process. *Appetite*, 26(3), 247–266. <https://doi.org/10.1006/appe.1996.0019>
- Gomes, V. (2020). Home Food App gets unexpected boost from covid-19. The Edge Markets. Retrieved from <https://www.theedgemarkets.com/article/home-food-app-gets-unexpected-boost-covid19>
- Ha, J., & Jang, S. C. (2013). Attributes, consequences, and consumer values: A means-end chain approach across restaurant segments. *International Journal of Contemporary Hospitality Management*, 25(3), 383–409. <https://doi.org/10.1108/09596111311311035>

- Hayat, A. (2022). Let ghost and cloud kitchens thrive. The Express Tribune. Retrieved from <https://tribune.com.pk/story/2345563/let-ghost-and-cloud-kitchens-thrive>
- Hirschmann, R. (2022). Malaysia: Food Delivery Apps Usage Post covid-19 2021. Statista. Retrieved from <https://www.statista.com/statistics/1143486/malaysia-food-delivery-apps-usage-post-covid-19-2020/>
- High Level Panel of Experts (2020). Impact of COVID-19 on Food Security and Nutrition (FSN). March, 1–8.
- Joseph, J., & Janet, A. (2020). Covid-19: Lifestyle tips to stay healthy. Military Health System. Retrieved 2022, from <https://health.mil/News/Articles/2020/05/22/COVID-19-lifestyle-tips-to-stay-healthy-during-the-pandemic>
- Kimes, S. E. (2011). The current state of online food ordering in the US restaurant industry. *Cornell Hospitality Report*, 11(17), 6-18. Retrieved from www.scopus.com
- Krishna, R., & Somavarapu, S. (2017). Preference for Restaurant Foods Over Home Made. *STM Journals*, 6(3), 32–48.
- Monsivais, P., Aggarwal, A., & Drewnowski, A. (2014). Time spent on home food preparation and indicators of healthy eating. *American Journal of Preventive Medicine*, 47(6), 796–802. <https://doi.org/10.1016/j.amepre.2014.07.033>
- Montano, D., Kasprzyk, D. (2015). Theory of reasoned action, theory of planned behavior, ~ and the integrated behavioral model. *Health Behav. Health Educ. – Theory Res. Pract.* 70, 350, 4.a ed. <http://annals.org/article.aspx?d>.
- Morwitz, V.G., Steckel, J.H., Gupta, A., 2007. When do purchase intentions predict sales? *Int. J. Forecast.* 23 (3), 347–364.
- Musa, Z. (2020). Register home-based food businesses, Say Folks. The Star. Retrieved from <https://www.thestar.com.my/metro/metro-news/2020/06/24/register-home-based-food-businesses-say-folks>
- Muscogiuri, G., Barrea, L., Savastano, S., & Colao, A. (2020). Nutritional recommendations for CoVID-19 quarantine. *European Journal of Clinical Nutrition*, 74(6), 850–851.
- Nagle, T. T., & Holden, R. K. (2002). *The Strategy and Tactics of Pricing: A Guide to Profitable Decision Making*. New Jersey: Prentice-Hall.
- National Center for Chronic Disease Prevention and Health Promotion. (2021). Poor Nutrition. Centers for Disease Control and Prevention. <https://www.cdc.gov/chronicdisease/resources/publications/factsheets/nutrition.htm>
- Pérez-Escamilla, R., Cunningham, K., & Moran, V. H. (2020). COVID-19 and maternal and child food and nutrition insecurity: A complex syndemic. *Maternal and Child Nutrition*, 16(3). <https://doi.org/10.1111/mcn.13036>
- Rahkovsky, I., Jo, Y., & Carlson, A. (2018). Consumers Balance Time and Money in Purchasing Convenience Foods. *United States Department of Agriculture*, 251, 1–35.
- Ramli, N., Abd Ghani, F., Nawawi, W. N. W., & Abd Majid, H. A. M. (2021). Intention to Use Online Food Ordering Services Among Universities Students During COVID-19 Pandemic. *International Journal of Academic Research in Business and Social Sciences*, 11(13), 394–405. <https://doi.org/10.6007/ijarbss/v11-i13/8556>
- Schiffman, L., & Kanuk, L. (2004). *Consumer behavior*. New Jersey: Prentice Hall.
- Shaw, D. (2021). At-home food selling concerning, says Food Standards Agency. BBC News. Retrieved from <https://www.bbc.com/news/business-56032185>
- Smith, M. F., & Carsky, M. L. (1996). Grocery Shopping Behavior: A Comparison of Involved and Uninvolved Consumers. *Journal of Retailing and Consumer Services*, 73-80. [http://dx.doi.org/10.1016/0969-6989\(95\)00048-8](http://dx.doi.org/10.1016/0969-6989(95)00048-8)

- Snuggs, S., & McGregor, S. (2021). Food & meal decision making in lockdown: How and who has Covid-19 affected? *Food Quality and Preference*, 89(November 2020), 104145. <https://doi.org/10.1016/j.foodqual.2020.104145>
- Tamotia, M., & Bhutada, B. (2020). Quick-Service Restaurants in Southeast Asia — Quickly Bracing for a New Normal. 6.
- Tan, S. T., Tan, C. X., & Tan, S. S. (2021). Trajectories of food choice motives and weight status of Malaysian youths during the covid-19 pandemic. *Nutrients*, 13(11), 1–11. <https://doi.org/10.3390/nu13113752>
- TheStar.(2020). Primer on Movement Control. Retrieved from <https://www.thestar.com.my/opinion/letters/2020/03/19/primer-on-movementcontrol?fbclid=IwAR3k-d4aaCizVz6H4M7r3zw8qiQuuvRQce8el1reivjaxeAuhjluS3IZRY>
- Traub, L.G. and Odland, D. D., 1979, Convenience food and home-prepared foods: Comparative costs, yield and quality, Washington, DC: US Department of Agriculture Scholderer., & Grunert (2005), Consumers, food and convenience: The long way from resource constraints to actual consumption patterns, *Journal of Economic Psychology*, 26(1), pp.105– 128.
- Wakefield, K. L., & Inman, J. J. (2003). Situational price sensitivity: the role of consumption occasion, social context and income. *Journal of Retailing*, 79(4), 199-212.
- WHO (World Health Organization). (2020). 2019 Novel Coronavirus (2019-nCoV): Strategic preparedness and response plan [Online]. https://www.who.int/docs/default-source/coronaviruse/srp-04022020.pdf?sfvrsn=7ff55ec0_4&download=true.
- Xiao, A., Yang, S., & Iqbal, Q. (2019). Factors affecting purchase intentions in generation y: An empirical evidence from fast food industry in malaysia. *Administrative Sciences*, 9(1). <https://doi.org/10.3390/admsci9010004>
- Yang, L., & Mao, M. (2014, June). Antecedents of Online Group Buying Behavior: from Price Leverage and Crowd effect Perspectives. In PACIS (p. 89).
- Yeo, V. C. S., Goh, S. K., & Rezaei, S. (2017). Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services. *Journal of Retailing and Consumer Services*, 35, 150–162. <https://doi.org/10.1016/j.jretconser.2016.12.013>
- Zahari, M. S. M., Othman, Z., Hashim, R., & Suhaimi, M. . (2013). Routine of cooking practices among Malaysian working women. *Current Issues in Hospitality and Tourism Research and Innovations*, October 2015, 349–353. <https://doi.org/10.1201/b12752-69>
- Zeinab, S. S., & Seyedeh, M. S. S. (2012). The main factors influencing purchase behavioural of organic products in Malaysia. *Interdisciplinary Journal of Contemporary Research in Business*, 98-116