

## Influence of Social Media Food Advertisement Factors on Consumers' Purchase Intention in Seri Kembangan, Selangor

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### Abstract

Online shopping has become a new normal in Malaysia during the COVID-19 pandemic. More people tend to purchase food and groceries through social media and shopping online platforms. This study aimed to identify the influence of social media food advertisements factors on consumers' purchase intention in Seri Kembangan, Selangor. The study was conducted in Seri Kembangan, Selangor with 200 respondents chosen by convenience sampling. Data collection has been done through an online platform. The results showed that age, household income, household size, and education level influenced consumers' purchase intention towards food advertisements on social media. Marketing factors such as price and quality perception were not significantly related to the purchase intention of consumers ( $p > 0.05$ ), while convenience perception was significantly related to consumers' purchase intention ( $P < 0.05$ ) when it comes to food advertisements on social media. In conclusion, convenience perception is the only marketing factor that influences the purchase intention of consumers after viewing food advertisements on social media. Thus, this study can create awareness among consumers on the factors that influence food product purchasing and help marketers/food sellers by understanding the factors of food advertisements towards consumer purchase intention.

**Keywords:** Consumer, Purchase Intention, Marketing Factors, Social Media, Online Shopping

### Introduction

Social media is a website and application that allow users to exchange information and communicate over the internet using a computer or smartphone (Ogidi & Otulu, 2016). There are several types of social media in the market, such as Facebook, Youtube, Instagram, Twitter, Whatsapp, and many others. Among the several social media platforms, YouTube recorded the highest usage in Malaysia at 94%, followed by Whatsapp at 92%, Facebook at 89%, Instagram at 75%, and Twitter at 49% (Statista, 2021). Furthermore, Muller (2021) indicates that Malaysia has the highest video consumption in Southeast Asia, where

people spend an average of 7.2 hours a week watching online videos. Also, the average Malaysian spends about 3 hours a day on social media whereas over half of the social media users use social media for work purposes. The report also stated that by January 2021, there was a rise of 24% of Malaysians using social media which increased from 62% in 2016 to 86%.

Nowadays, many companies are increasingly using social media to promote their goods and services. As a result, social media advertising is becoming one of the marketing strategies companies use to promote their products. Advertisement is the medium through which businesses and the advertising industry convey their messages to customers. The goal is to persuade customers to buy products or services, change their minds, or generate interest. Social media advertising usually involves creating and posting content on social media platforms, engaging with followers, and creating and posting advertisements. According to Manjur (2015), Malaysians usually log in to and search social media platforms 14 billion times per month. This also indicates that Malaysia has a strong potential for social commerce as more than half of Malaysian consumers find their desired goods through company advertisements and marketing on Facebook (Manjur, 2015).

Furthermore, Banoo (2020) indicates that due to the outbreak of the pandemic and the Movement Control Order (MCO) imposed by the Malaysian government, shopping online for groceries became popular when people saw it as a safer alternative than going to a physical store. There are many types of advertisements on social media that are used by businesses to persuade consumers to make a purchase such as photography advertisement, videography advertisement, motion picture, flash banner advertisement, direct message or mail advertisement, graphics interchange format (GIF) advertisement and many others. Moreover, many businesses have shifted away from traditional media and into new media, as it allows the sellers to more effectively reach a larger audience via social media platforms (Ogidi & Utulu, 2016).

According to Manjur (2015), Malaysia has a strong potential for social commerce as more than half of Malaysian consumers find their desired goods through company advertisements and marketing on Facebook. Furthermore, online shopping also has become a new normal in Malaysia, especially during the COVID-19 pandemic. More and more people tend to purchase food and groceries through social media and shopping online platforms (Banoo, 2020). However, some consumers refrain from buying food online and opt to purchase food offline due to some reasons. Kruh (2017) found that some consumers choose to shop in physical stores instead of online for several reasons such as high delivery costs, unreasonable prices, and quality concerns. According to Banoo (2020), there are 57% of respondents indicated they were not willing to pay more when the prices online are expensive than buying from a physical shop during the COVID-19 pandemic.

Despite e-commerce becoming more popular and accepted by the public, there are still several issues that need to be addressed and improved. Businesses need to listen to and act on the feedback of their customers so that they can retain online customers by delivering the price, quality, and service that consumers demand cost-effectively. As such, the customers will feel like they belong to a community, and it feels important for them to be heard, valued, and respected.

To explain consumers' purchase intention, the Theory of Planned Behaviour (TPB) (Ajzen, 1991) has been used in this study. TPB stated that an attitude towards behavior in which subjective norms and perceived behavioral control are present can predict one's behavioral intention as well as one's actions. Furthermore, the intention is another crucial indicator of a person's actions (Ajzen, 1991). Moreover, TPB also stated that people's behavior is affected by their ideas, attitudes, subjective norms, and other uncontrollable factors (Crespo & Bosque, 2008). It is critical to understand how consumers perceive products, and how they experience products heavily influenced by their judgments.

Therefore, this study aims to identify and examine different factors that may influence consumers' purchase intention after viewing the social media food advertisements such as price perception, quality perception, and convenience perception. Additionally, the hypothesis of the study was price perception, quality perception and convenience perception had a significant relationship with consumer purchase intention.

## **Literature Review**

### *Consumer Purchase Intention*

The definition of purchase intention needs to be clarified to understand the buying behavior of the consumer. Purchase intention is the consumer's willingness and ability to purchase a product or service (Dodd et al., 1991). According to Zeithaml (1988), purchasing decisions are influenced by perceived benefits and value. The purchase intention of consumers varies depending on their intrinsic, extrinsic, and objective characteristics, as well as their perceptions of value. In a study, Schiffman and Kanuk (2000) showed that purchase intention is the likelihood of buying a certain product or service and that higher intentions indicate a higher likelihood of purchase. It was argued by Morwitz and Schmittlein (1992) that a purchase intention can be used to predict a consumer's actual behavior. If consumers have a positive impression of a product or service, or if they have a positive attitude towards the product or service, they will have the intention to purchase it. Thus, purchase intention is defined as the likelihood of a customer purchasing a certain product or service.

### *Consumer Price Perception*

In general, most consumers want to purchase goods and services with the best quality and lowest price. In some cases, a customer may be dissatisfied with the price because it does not reflect the value of the product. According to Nguyen and Gizaw (2014), prices are closely correlated with quality. Moreover, Nguyen and Gizaw (2014) describe that perception is a significant external factor, particularly when consumers decide on a purchase. Although consumers have different price points of view for the same product, some won't pay more than a certain amount, while others will (Albert et al., 2013). It is commonly believed that certain types of high-priced products are high quality and vice versa. Hence, to convince people to buy a product, the product must perform at a sufficiently high level to attract customers. The study by Xu (2016) examined the relationship between the purpose of social media and the perceived benefits or advantages of using social media. Small and medium-sized businesses can become more competitive if they utilize social media, and it helps generate sales and revenue by creating opportunities and attracting customers.

Based on Li and Ohlsson (2017), purchase intention has a negative relationship with the product price, meaning that when the price of goods is perceived as increasing, customer purchase intention tends to decrease. Occasionally, the online sales of grocery products will

have a discount that the physical stores do not provide. Due to these differences, online and offline shoppers perceive prices differently and their purchase intentions change as well.

### *Consumer Quality Perception*

When referring to quality perception, Kharim (2011) reported that product quality was the ability of a product or service to meet the expectations of the consumer. Thomas and Alex (2011) also defined product quality as the extent to which a product meets customer expectations or exceeds them. A product's quality is determined by how well it meets the needs of the consumer. In this sense, quality is a constant process of creating and maintaining fulfillment of in-demand as well as necessary desires. Quality assurance is crucial in food products, and it is a promise that the manufacturer or service provider will produce good quality products (Khan & Noor, 2012). Consumers typically evaluate the quality of food before (quality expectation) and after purchase (quality experience) based on search, experience, and credibility, which are the three quality attributes. Therefore, this indicates that the quality expectation and the quality experience are related to consumer satisfaction or dissatisfaction (Chamhuri and Batt, 2015).

The theory of Olson and Jacoby (1972), provides a framework for analyzing consumers' perceptions of food quality. They claimed that more consumers rely on internal and external cues to assess the quality of a product. As an example, intrinsic characteristics are those that cannot be changed without affecting the physical characteristics of the product, while extrinsic characteristics are all the others, such as price, brand, and place of sale. The study found that intrinsic quality factors such as flavor, color, and freshness were often more influential on consumers' overall perceptions of food quality than external factors such as price, brand, and packaging. Peterescu (2020) also noted that consumers most frequently use freshness, flavor, and visual appearance when rating food quality. Thus, two aspects of advertisements, namely the usefulness and features of the products can have a significant positive impact on consumer purchasing behavior (Jan et al., 2019).

Before purchasing, all customers establish some quality standards and judgment. However, if customers don't find the quality they expect, they switch to another brand, which can be a significant loss for a company. Customers spend their time, effort, and money on purchasing goods, therefore purchasing has high importance in their life (Saleem, 2015). Buying decisions are always influenced by a customer's perceptions and preferences. A product's perceived quality refers to the consumer's assessment of the product based on both basic and outer dimensions (Grunert, 2005). Consumer behavior differs greatly in terms of how consumers search for, select, use, acquire, assess, and dispose of the items they believe will satisfy their needs (Pelau, 2011).

### *Consumer Convenience Perception*

The perceived convenience of a particular food product is often measured in terms of how consumers perceive the ease of planning, purchasing, preparing, serving, and eating the food (Candel, 2001). The convenience orientation theory is another dominant approach used to explain convenience's increasing significance. This concept refers to how much a consumer wants to save time, mental effort, and physical effort on consumption (Candel, 2001). Consumer convenience also refers to people's desire to save time and energy when engaging in consumption activities such as planning, shopping, storing, preparing, eating, cleaning up,

and disposing of leftovers and wastes (Scholderer & Grunert, 2005). According to Pham (2018), convenience has a positive effect on the repurchase intention of consumers to conduct online shopping. The study of Raman (2019) also indicates that convenience has a significant impact on female consumers' intention to shop online. Another study tested the same result, where the perceived convenience of online food ordering directly influenced consumers' intention to purchase (Brewer & Sebby, 2021). However, Zeithaml (1988) argued convenience only influences buying trends indirectly through perceived value.

### *Advertisement*

A few studies have been done to know more about advertisement. Advertising is a form of communication intended to encourage a specific group to purchase a certain product (Bronner & Neijens, 2006). Advertisements usually can be done through print media such as newspapers, magazines, and billboards; electronic media such as radio and television; digital media such as the internet, smartphone, and gaming. The role of advertising is to increase brand awareness and purchase intentions. Effective advertising is dependent upon two important factors which are the reach of the commercial message, as well as the features of the message, such as providing new information, useful advice to the potential consumers, and being able to generate curiosity or enjoyment about the brand or product (Bronner & Neijens, 2006).

Nasir et al (2021) found a positive correlation between consumer perception and online advertising since an increase in consumer perception coincides with an increase in online advertising. One of the studies indicates that both information and entertainment were important elements in the advertisement on social media (Logan et al., 2012). Several implications have been identified in assessing consumers' empathy expression concerning informativeness and advertising creativity (Lee & Hong, 2016). There is a strong association between the intention of customers to purchase and the intention to express empathy (Lee & Hong, 2016). There are some researchers indicate that when the advertisement is perceived as informative, it will turn out to affect a consumer's attitude towards advertisements (Wang & Sun, 2010; Weismueller et al., 2020). Consumers consider advertisements to be a useful and important source of information as product information shown in advertisements can help consumers to make informed and right purchase decisions (Jamali & Khan, 2018). As a result, spending a little effort on advertising will benefit both buyers and sellers.

## **Methodology**

### *Study Location*

The location selected for the present study was the Seri Kembangan city of Selangor. Seri Kembangan is now considered a developing city since the population and household size keeps increasing and expanding. Starting from the year 2000 onwards, more and more empty land is being developed to become residences and businesses (Ai Leng, 2018). Seri Kembangan is one of the urban areas in Klang Valley, which is located nearby Kuala Lumpur and easier to notice that many food riders are riding on the road in Seri Kembangan, and many food stalls are collaborating with food delivery companies such as Foodpanda, Grab, ShopeeFood, and others. As the demand for food delivery increases, the number of food riders is increasing to meet the demand and needs of the local consumers. Statista (2022) reported that the Online Food Delivery segment in Malaysia is projected to reach US\$336.30m

in 2022 and is expected to show an annual growth rate of 9.83%, resulting in a projected market volume of US\$489.40m by 2026.

### *Sampling*

The sampling method of the present study was convenience sampling. Convenience sampling is a non-probability sampling method in which the sample is drawn from a group of people who are easy to contact or reach. Therefore, the present study was limited to those respondents who live in the Seri Kembangan area and feel comfortable answering the online survey. Furthermore, due to the Restricted Movement Order 2.0 by the Malaysian Government, this sampling method was the best method to get respondents as the face-to-face data collection cannot be done. This sampling method also helps the researcher more conveniently approach the respondents. The process of questionnaire distribution was conducted online, where the researcher distributed the google form through the Facebook group and Whatsapp group. Before answering the questionnaire, participants were required to meet a set of criteria such as must be aged 15 years old and above, live in Seri Kembangan, and have previously attempted to purchase food via any online platforms or delivery applications. According to Statista 2022, consumers who are 25 to 34 years old use food delivery apps on average once or twice a week. A small percentage of respondents (16-24 years old) order several times a day. Online food ordering is not just for those who already work, but also for students who are studying. The distribution of the online questionnaire was 300 questions, however, only 200 respondents responded to this question. Thus, the sample size of the study was 200 respondents. As part of the analysis, the probability of having incomplete or non-suitable responses was considered to ensure the accuracy of the results.

### *Instrument*

The instruments that were used for this study were designed to include questions that are minimal to answer the research questions. The questionnaire consisted of five parts. Part A had 10 questions to determine the socio-demographic of respondents and their frequency of online food purchasing. Open-ended questions and close-ended questions were included in this part. Open-ended questions were the respondents' age, household size, and household income. Close-ended questions were the respondents' gender, studying or working status, marital status, educational level, frequency of viewing food advertisements in a week, frequency of having purchase intention, and frequency of buying food online. Part B, C, and D of the questionnaire had 10 questions each, asked about the perception of consumers the food advertisements on social media such as price perception, quality perception, and convenience perception respectively. The questions were five-point Likert scale, which enables the respondents to express their agreement level on each question. Part E of the questionnaire had asked about the consumer purchase intention after viewing the food advertisement on social media. The questions of this part also consisted of a five-point Likert scale, which enables respondents to express how much they agree or disagree with the statements on how the price perception, quality perception, and convenience perception affect consumers' purchase intention in response to social media food advertisement.

To confirm the questionnaire's validity and reliability, a pre-test of the questionnaire has been conducted. In this study, 10% of the total number of respondents has been used for the pre-test, which consisted of 30 respondents. A pre-test was conducted to ensure the validity and

reliability of the questionnaire. Based on Table 1 below, all variables were recorded with an acceptable reliability score during Pre-test, which was scored 0.7 and above, which means that the questionnaire was valid and reliable. Price perception, quality perception, convenience perception, and purchase intention were recorded with a Cronbach's Alpha value of 0.755, 0.759, 0.808, and 0.772 respectively during the pilot test. In the next step, the researcher started to collect the actual data from the respondents.

After collecting the data, the researcher went through the reliability test to ensure the variables are valid and reliable before data analysis. Based on the table below (reliability test column), the Cronbach's alpha value for the variables (price perception, quality perception, convenience perception, and purchase intention) were all greater than 0.7. This indicates that all the variables of this study are within the acceptability level. Price perception, quality perception, convenience perception, and purchase intention were recorded with a Cronbach's Alpha value of 0.923, 0.894, 0.701, and 0.730 respectively during the reliability test.

Table 1

*Pilot Test and Reliability Test on Independent Variables and Dependent Variable*

<b>Variables</b>	<b>Cronbach's Alpha (Pilot Test)</b>	<b>Cronbach's Alpha (Reliability Test)</b>
Price Perception	0.755	0.923
Quality Perception	0.759	0.894
Convenience Perception	0.808	0.701
Purchase Intention	0.772	0.730

### **Data Collection and Data Analysis**

Data collection had been conducted through the Google Form application to minimize face-to-face contact and ensure people's safety during COVID-19. The Google Form was distributed through Facebook groups and WhatsApp groups. The duration of data collection was about one month, from 2nd December 2021 till 9th January 2022. This allows the researcher to have sufficient time to collect the data from different age groups, different educational levels, different household sizes, and different household incomes of respondents. The data were analyzed by using IBM SPSS Statistics Software version 23. Descriptive statistics were used to identify the socio-demographic factors of respondents and the frequency of respondents' exposure to food advertisements on social media. The Pearson Correlation test was used to test the hypothesis of the study. The multiple linear regression test was used to measure which marketing factors (price perception, quality perception, and convenience perception) were more predicted to the purchase intention of respondents.

### **Results**

#### *Socio-demographic Background of Respondents*

The demographic characteristics of the respondents of this study was shown in Table 2. There are 200 respondents in total. From these 200 respondents, 119 respondents (59.5%) are female while 81 respondents (40.5%) are male. This shows that female respondents have a considerably high percentage compared to the male respondents in this research. The results showed that the majority of respondents are from the age group of 45-59 years old with 71 respondents (35.5%), followed by the age group of 35-44 years old with 49 respondents

(24.5%), the age group of 15-24 years old with 38 respondents (19%) and the age group of 25-34 years old with 34 respondents (17%). The minority of the respondents are from the age group of 60 years old and above with 8 respondents (4%).

In this study, most of the respondents are in the state of working which involves 151 respondents (75.5%), while the remaining 49 respondents (24.5%) are still studying. 84 out of 200 respondents (42.0%) are single while the remaining 116 respondents (58.0%) are married. The results also revealed that not all the participated respondents in Seri Kembangan had a formal education. About 62 respondents or 31% of the respondents graduated from secondary schools, followed by the second highest education level among the respondents was Bachelor's degree, which accounts for 27.5% or 55 respondents. While 28 respondents (14%) received a minimal education which is only a primary school, whereas 25 respondents (12.5%) did not have a formal education. The results also showed about 95 respondents (47.5%) have 1 to 4 members in their family while the other 105 respondents (52.5%) have 5 family members and above in their house.

In the aspect of household income level, most of the respondents in this study were from the category of B40 (Below 40) households, as about 139 respondents (69.5%) had a monthly household income between RM2500 and RM4800. Whereas 46 respondents (23%) are M40 households, which have a monthly income between RM4801 - RM10000. Only 7.5% or 15 respondents are having monthly income of less than RM2500.

Table 2  
*Socio-demographic Background of Respondents (N=200)*

<b>Variables</b>	<b>n</b>	<b>%</b>
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<b>Gender</b>	81	40.5%
Male	119	59.5%
Female		

**Age group**

15-24	38	19.0
25-34	34	17.0
35-44	49	24.5
45-59	71	35.5
≥ 60	8	4.0

**Employment Status**


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Studying	49	24.5
Working	151	75.5

**Marital Status**

Single	84	42.0
Married	116	58.0

**Educational Status**

Primary School	28	14.0
Secondary School	62	31.0
Diploma/ Certificate	22	11.0
Bachelor's degree	55	27.5
Master's degree	8	4.0
No formal Education	25	12.5

**Household Size**

1-3	45	22.5
4-6	142	71.0
≥ 7	13	6.5

**Household Income Level**

≤ RM2500	15	7.5
RM2500 - RM4849	139	69.5
RM4850 – RM10959	46	23.0
≥ RM10960	-	-

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*Frequency of Respondents in Purchasing Food Products Online*

The frequency of consumer exposure to food advertisements on social media also has been surveyed in this study. Table 3 shows that 81 respondents (40.5%) were exposed to food advertisements on social media about 2 to 4 times a week, followed by 64 respondents (32.0%) exposed to online food advertisements once in a while and 55 respondents (27.5%) are often exposed to food advertisements.

The frequency of consumers having purchase intention after watching the food advertisements on social media showed that 68 respondents (34%) have purchase intention once a while when watching the food advertisements on social media. There were 99 respondents (49.5%) having purchase intentions after viewing the food advertisements on social media. However, 33 respondents (16.5%) quite often have purchase intentions when they watch food advertisements on social media. This shows that almost half of the respondents are having purchase intentions after watching the food advertisements on social media. Frequency of buying online food products after watching food advertisements showed that 99 respondents (49.5%) had purchase intention after viewing the food advertisements on social media while 70 respondents (35%) said they purchase online food 2-4 times a week. The respondents who quite often purchase food products online consist of 31 respondents (15.5%).

Table 3

*Frequency of Respondents in Purchasing Food Products Online (N=200)*

	Frequency (n)	Percentage (%)
<b>Frequency of Consumers Exposed to Food Advertisement on Social Media</b>		
Once in a while	64	32.0
2-4 times a week	81	40.5
Very Often	55	27.5
<b>Frequency of Consumers having Purchase Intention after viewing Food Advertisement on Social Media</b>		
Once in a while	68	34.0
2-4 times a week	99	49.5
Very Often	33	16.5
<b>Frequency of Consumers Buying Food Products Online</b>		
Once in a while	99	49.5
2-4 times a week	70	35.0
Very Often	31	15.5

*The Relationship Between Price Perception, Quality Perception, and Convenience Perception with Consumer's Purchase Intention towards Social Media Food Advertisements*

The relationship between price perception, quality perception, and convenience perception with consumers' purchase intention was tested in this study. The results show that the p-

value for testing the relationship between price perception and purchase intention of respondents towards social media food advertisements was more than 0.05 ( $p=0.465$ ), which meant that there was no significant relationship between price perception and purchasing intention of consumers. Moreover, there was no significant relationship between quality perception and consumers' purchase intention toward social media food advertisements ( $p=0.110$ ). Thus, this showed that the purchasing intention of respondents was not affected by the quality of food products. However, the p-value for the relationship test between convenience perception and purchasing intention of respondents towards social media food advertisements was 0.000. This meant that there was a significant relationship between convenience perception and the purchase intention of consumers. The result had shown that the convenience perception did affect the purchase intention of respondents.

Table 4

*The Relationship between Price Perception, Quality Perception, and Convenience Perception with Consumer's Purchase Intention towards Social Media Food Advertisements (N=200)*

Variables	r-value	p-value
Price Perception	0.052	0.465
Quality Perception	0.113	0.110
Convenience Perception	0.348**	0.000

\*\* $p < 0.01$

#### *Marketing Factors and Purchase Intention of Consumers towards Social Media Food Advertisements*

In this study, a few marketing factors were used to measure the purchase intentions of consumers when watching food advertisements on social media. The marketing factors used were price perception, quality perception, and convenience perception. The multiple linear regression was used to test whether marketing factors are taken significantly predicted the purchase intention of consumers toward social media food advertisements in a sample of 200 respondents ( $N=200$ ). Table 5 shows the results of this test. The equation for the regression line shows that the price perception and quality perception were not significantly predicted the purchase intention of consumers toward social media food advertisements ( $\text{Beta}=-0.02$ ,  $t(200)=0.984$ ,  $p>0.05$ ); ( $\text{Beta}=0.003$ ,  $t(200)=0.974$ ,  $p>0.05$ ), however, the convenience perception did significantly predicted the purchase intention of consumers toward social media food advertisements ( $\text{Beta}=0.347$ ,  $t(200)=4.913$ ,  $p<0.01$ ). To clarify, by using the enter method it was found that price perception, quality perception, and convenience perception explain a significant amount of the variance in the value of purchase intention of consumers toward social media food advertisements, ( $F(3, 3934.77) = 9.008$ ,  $p < 0.05$ .  $R^2 = 0.121$ ,  $R^2\text{Adjusted} = 0.108$ ). Even though the value of The value  $R^2$  was low in this study, the value of 10% is still acceptable for social science studies as any study that attempts to predict human behavior will tend to have  $R^2$  values less than 50% (Frost, 2017). The value of  $R^2$  (12.1%) and adjusted  $R^2$  (10.8%) in this study are generally acceptable due to human behavior cannot be accurately predicted. Therefore, a low R-square is often not a problem in studies in the arts, humanities, and social science fields (Muralidhar, 2021).

Table 5

*Coefficients Table of the Multiple Regression Model (N=200)*

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Standard Error	Beta		
Constant	26.484	3.098		8.549	0.000
Price perception	-0.01	0.052	-0.002	-0.020	0.984
Quality perception	0.02	0.058	0.003	0.032	0.974
Convenience perception	0.072	0.072	0.347	4.913	0.000**

\*\*p<0.001

### Discussion

Finding from this study shows that most of the respondents were exposed to food advertisements on social media. It seems that consumers more communicate using social media mostly because they became attached to modern communication technology, mobile devices, and social media (Dabija & Grant, 2016). When it comes to social media, the consumer exhibit default behavior because modern communication technology is constant and became the main tool to assess reality and anything they do (Dabija et al., 2018). Dabija et al (2018) also reported that consumers gave either more or less credence to comments, recommendations, and suggestions from third parties or advertisements, and found more information to do online food purchasing.

As social networks and the online environment were essential to consumers' life now (Eastman & Liu, 2012), most consumers focused on retailers' technological incentives before deciding on online purchasing. The Internet was used as the main source of information and reflected in a large number of social networking websites (Bolton et al., 2013). The emergence of social networks has enabled food producers and food companies to build brand affinity with their customers (Dabija et al., 2018). The food advertisements expressed through social media have led to virtual communities group which bring together consumers interested in, or who have a passion for certain food products (Bolton et al., 2013). A shift in individuals' behavior, identity, values, preferences, and expectations of product performance and quality as influenced by social networks. Thus, consumer purchase intention on food was more easily influenced by social media (Bolton et al., 2013).

Besides the exposure to food advertisements on social media, the marketing factors also be tested. The Pearson Correlation test shows that no significant relationship between price perception and purchase intention towards social media food advertisements. Price perception is not the main factor of purchase intention among consumers, maybe because consumers are willing to pay more for the service fees to order food online as it is more convenient than the drive-thru. Besides, consumers also will be more likely to buy food online if the delivery fee is reasonable as well as many food vouchers are given. Prices that are too high will increase the costs for the customer, thus reducing their willingness to purchase the product (Dodds et al., 1991; Kim et al., 2011).

Another study reported that there was a negative relationship between perceived price and purchase intention where the perceived price can negatively affect purchase intention for both repeated customers and potential customers (Setiawan & Achyar, 2013). Repeated

customers believe that there is a lower risk and a higher degree of certainty when dealing with online vendors due to their past experiences (Kim et al., 2011). However, this study was not supported by other studies that show price perception influenced the purchase intentions of consumers (Ika Septiani & Chaerudin, 2020; Rifai & Harlina, 2015; Paramiswi, 2010).

In the present study, the result shows there is no significant relationship between quality perception and purchasing intention of consumers toward social media food advertisements. This is maybe because the fast delivery of products is more important for consumers compared to quality. Another possible reason is that customers may not place quality as their main important element in the purchase of online products. The “actual need” is rarely fully known or understood by the customer. There are different objectives and priorities, the situation which has generated the “need” is not completely known, and the effects of any change are not predictable (Shaharudin, 2013). However, according to a report by Al-dweeri et al (2018); Hsu et al (2018), perceived service quality is the most important factor in online shopping trust. In most cases, online selling platforms gain customer trust and build long-term relationships by providing high-quality services (Ibrahim et al., 2019) and a significant relationship has been found between perceived retailer service quality and trust (Das, 2016). Additionally, the quality of the product can influence consumers' purchase intention and decisions to buy a product (Anic, 2010).

Furthermore, the present study shows that there is a significant prediction between convenience perception and consumers' purchase intention toward social media food advertisements (sig. = 0.000). Another study tested the same result, where the perceived convenience of online food ordering directly influenced consumers' intention to purchase (Brewer & Sebby, 2021). According to Pham et al (2018), convenience has a positive effect on the repurchase intention of consumers to conduct online shopping. The study of Raman (2019) also indicates that convenience has a significant impact on female consumers' intention to shop online. The findings of this study are supported by previous studies where it indicates that the communication used in social media and the frequency of respondents seeing food advertisements on social media will influence the purchase intention of respondents. Furthermore, the convenience perception of respondents also influenced their purchase intention.

### **Conclusion and Study Implication**

Purchasing intention shows how consumers have the intention to purchase products. Many factors affect consumer perceptions of food products, especially those advertised on social media. Since food products advertised on social media cannot be touched, tasted, or smelled, consumers tend to make a judgment based on what they see in the advertisement. The purpose of this study is to find out if a consumer's purchasing intention is affected by different factors that may influence consumers' purchase intention after viewing the social media food advertisements such as price perception, quality perception, and convenience perception. In conclusion, the present study found that marketing factors such as price perception and quality perception were not directly influencing the purchase intention of consumers while the convenience perception marketing factor was shown to have a positive relationship with the purchase intention of consumers when it comes to food advertisements on social media.

Food advertisements are now more focused on digital marketing as most consumers spend their time on the internet for work and leisure. This study can help marketers or food sellers by understanding the factors of food advertisements on social media towards the consumers' purchase intention and upgrade their food promotions method not only traditionally but modernly to increase their sales. By using online advertisements, food products can be promoted to all levels of consumers. However, the advertisements should not confuse consumers and the information must be accurate.

Besides that, this study can be used by the authorities to protect consumers' rights. The authorities need to reinforce the law and regulations on online food businesses to protect consumers from being deceived by food sellers that sell substandard food products. The authorities with the help of consumer associations can educate consumers on how to choose quality foods based on the advertisements provided by the seller.

For the consumers, this study can help them understand the factors of food advertisement on social media towards the consumers' purchase intention and create awareness of the factors that influence their intention to purchase food products after viewing the food advertisement on certain social media. Consumers will be more alert and smarter when looking at food advertisements that flash on social media and will avoid overrated and exaggerated advertising appeals or product descriptions, preventing their fall into the trap of marketing strategies. The consumer should always be educated and knowledgeable on market trends and current issues to avoid being misled by advertising.

#### **Limitation and Recommendation**

Most studies had their limitations and this is included also in this study. The main limitation of this study is in terms of the number of respondents. The small number of respondents that focused on only one location resulted in the study data cannot being represented for a whole population of a state or country. Thus, it is recommended that the number of respondents and the location of the study should be expanded to ensure that the data obtained is better and more cohesive. Furthermore, the data collection was carried out during the COVID-19 pandemic and this led to the limitations in the questionnaires distributions. Although the data collection is carried out online, the response rate that answers questions and reinstates questionnaires is quite low. Therefore, the collection of data for future studies should be conducted through both methods either online or face-to-face to ensure that the data returned by the respondents is satisfactory and reliable.

Apart from that, future studies are suggested to identify more factors of food advertisement on social media which can bring the information and awareness to the consumers on how the advertisement arouses the interest of consumers to purchase food products such as safety perception, value perception, and risk perception. As such, the consumers will be more aware and be more alert when viewing the food advertisement on social media. At the same time, the food sellers can make some improvements on their mistakes and re-measure their marketing plan.

It is also suggested that future studies examine other socio-demographic factors, such as the average number of working days and the average number of working hours of respondents. In general, people often purchase groceries online, probably because they are busy with work

or house chores and do not have a lot of time. As such, futures can determine if the total number of working days and the total number of working hours in a day have impacted the frequency of consumers making an online purchase of food products.

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