



TERENGGANU

**THE IMPACT OF WORD OF MOUTH ON CONSUMER
PURCHASE DECISION FOR CASUAL DINING
RESTAURANT IN MALAYSIA**

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ABSTRACT

The presence of a large number of food service organizations in Malaysia has resulted in tough competition. Data suggest increased market competition, thereby encouraging casual dining restaurants to invest in establishing personal relationships with customers through word of mouth. There has been few attempt to define the important WOM on consumer purchase decision. This conceptual study thus aims to study the impact of word of mouth on consumer purchase decision for casual dining restaurant in Malaysia. This research was designed to specifically explore four focus attributes representing service quality, food quality, physical environment and price fairness. The restaurateurs must have a deep understanding of the customers' desires, expectations and perceptions in order to attract and maintain the customers. This paper is using review analysis based on previous articles that has been done by other researchers. Literature review was conducted to gather all information about WOM affecting consumer purchase decision. The result found out that consumers have a positive perception towards all four attributes. The research findings can help those who are looking for zero cost marketing strategy. Restaurant operators will be able to identify the factors that significantly contribute to consumer purchase decisions and use the recommendations from this research for further improvement.

Keywords: Word of Mouth, Casual Dining Restaurant, Consumer Purchase Decision, Service Quality, Physical Environment

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