



PURCHASE INTENTION OF STREET FOOD AMONG MALAYSIAN

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ABSTRACT

This study focuses on the purchase intention of street food among Malaysian. In order to examine the purchase intention of street food, there are two objectives that are generated for this study. The first objective is to identify the most factors that influence the purchase intention of street food among Malaysian and the second objective is to identify the relationship between gender and household income with the factors that influencing purchase intention of street food among Malaysian. Furthermore, quantitative research was chosen for this study and to gather information towards the factors influencing the purchase intention of street food among Malaysian, questionnaire was used and distributed among the respondents. There are 384 respondents who participated in this study through the distribution of the questionnaire. From the data obtained through the questionnaire, the factors influencing the purchase intention of street food is health consciousness, value perceived, food safety and price. The most influencing factors towards purchase intention of street food is value perceived.

Keywords: *Purchase intention, street food, price, health consciousness, food safety, value perceived.*

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