

Menu Attributes and Students' Purchase Decision: A Case of Tealive

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Abstract

Menu attributes offer the customer convenience and option before the buying decision is made. Therefore, this study was conducted to explore the theory of menu attributes that influence purchasing decisions of Tealive products among students in UiTM Puncak Alam, Selangor. The data for this research is captured from a survey questionnaire that the researcher had developed and distributed to carry off research aims. The data was analyzed with SPSS to assess and identify the menu attributes and students' purchase decisions. This study found that beverage product, price, and services type have influenced the students of UiTM Puncak Alam to purchase the products offered by Tealive.

Keywords:

Menu attributes, Purchase decision, Beverage products, Services type, Price, Tealive

1 Introduction

The hospitality industry encompasses various businesses dedicated to delivering excellent customer service and memorable experiences. It is a service-oriented sector with distinct management requirements, particularly in the food and beverage domain where much of the production occurs on-site. The menu in this industry serves as a crucial tool for fulfilling and enticing customer desires, and the attributes of a menu play a pivotal role in the decision-making process. Notably, price, food product, and type of service are key attributes that can significantly influence consumer choices (Filimonau & Krivcova, 2017). The complexity and content of menu descriptions can impact customers' quality assessments, price expectations, and selections (McCall & Lynn, 2008). Creating descriptive menu items with a focus on food preparation can be advantageous for restaurateurs.

Consumer choice within the hospitality industry can be influenced by the plethora of options available. Traditional consumer choice theory assumes rational decision-making, aiming to maximize utility. However, psychological factors, such as advertising, timing of purchase, and word-of-mouth, can lead consumers to alter their perceptions of certain brands or products (Posavac et al., 2002). In this context, menu attributes act as key influencers in the consumer decision-making process (Wansink et al., 2005). Consumers scrutinize menus for features that align with their specific needs and preferences at any given time.

Tealive, an emerging tea brand in Malaysia, has rapidly evolved into a Southeast Asian phenomenon, boasting over 800 global locations. The rise of bubble tea culture in Malaysia and Southeast Asia, initiated by Taiwanese entrepreneurs in 2010, has witnessed substantial growth, particularly among youth and students (Lye, 2020). The demand for bubble tea in the region surged by 250 percent within a mere seven months in Malaysia (Grab, 2019), with individuals in Malaysia, Singapore, Indonesia, and Vietnam consuming an average of three cups per month (Lim, 2019). This surge in demand highlights the irresistible appeal of bubble tea.

This study will explore the impact of menu attributes—specifically, food product, price, and type of service—on consumer purchasing decisions, with a focus on students at UiTM Puncak Alam. Tealive, situated within UiTM Puncak Alam, Selangor, will serve as the research location. UiTM Puncak Alam, one of the largest institutions in the UiTM network, hosts approximately 20,000 students and 2,000 staff members. Consumer decision-making factors and sensitivities are influenced by individual profiles, motivating factors, and environmental factors, shaping their purchasing behaviors (Nelson, 1970). The study seeks to address the central question of whether Tealive's menu attributes indeed influence consumer purchasing decisions within this vibrant context.

2 Literature Review

In this study, the term "menu attributes" refers to the characteristics of a menu specifically tailored to entice and influence customers' purchasing decisions in the food and beverage sector. These attributes encompass beverage products, price, and service types, all of which are crucial in shaping consumer choices (Webster, 2022; tutorialspoint, 2019).

A purchase decision within the food and beverage sector refers to the act of a consumer choosing to buy or not buy a product or service. This decision-making process is influenced by several factors, such as quality, price, and the product itself (Kotler, 2000). It involves selecting one option from multiple alternatives and often involves multiple parties, including initiators, influencers, users, buyers, and deciders (Schiffman and Kanuk, 2008; Kotler & Armstrong, 2008; Buchari, 2004; Suryani, 2008; Kotler and Keller, 2012; Tjiptono, 2018; Berkowitz in Tjiptono, 2018).

Beverage products, in particular, refer to substances or drinkable liquids available to consumers. Tealive, a prominent player in this sector, offers a wide range of delicious and natural drinks, including tea-based products, coffee, and smoothies. Known for its focus on natural ingredients and a lack of additives and preservatives, Tealive has become a popular choice in Malaysia (Law Insider, n.d.; Tealive, 2019; Lola, 2019).

Price, a fundamental factor influencing purchase decisions, reflects the monetary and non-monetary aspects necessary to obtain a product or service. Lower prices tend to attract more purchase decisions, but it is essential to consider price in the context of competitors and perceived quality (Tjiptono, 2018; Brata et al., 2017; Sachitra and Chong, 2018; Nasar and Manoj, 2015; Harahap, 2018; Vidada and Rakhmanita, 2017).

The type of service is another menu attribute with a substantial impact on consumer choices. Service quality is assessed based on the extent to which it meets or exceeds customer expectations. Improving services are divided into four categories: consultative, hospitable, safeguarding, and exceptions services. By offering advice and enhancing the overall service experience, companies can provide added value to consumers (Lewis and Booms, 1983; Tjiptono, 2011; Tealive, 2019).

2.1 Hypotheses development.

In the context of the food and beverage industry, menu attributes such as food products, prices, and types of service play a crucial role in influencing the purchasing decisions of consumers, particularly the younger generation, including students. This demographic is known for its propensity to share their experiences, including dining experiences, on social media platforms, which can significantly impact the choices of others (Ruhizat et al., 2021).

H1: There is a significant relationship between menu attributes and students' purchase decisions.

Consumers make choices based on various factors, including the attributes of food products, their presentation, and production processes. Attitude and brand influence

their choices. Flavors, colours, packaging, and nutritional information have been found to affect consumer purchasing decisions significantly (Sari et al., 2019).

H1a: There is a significant relationship between beverage products and students' purchase decisions.

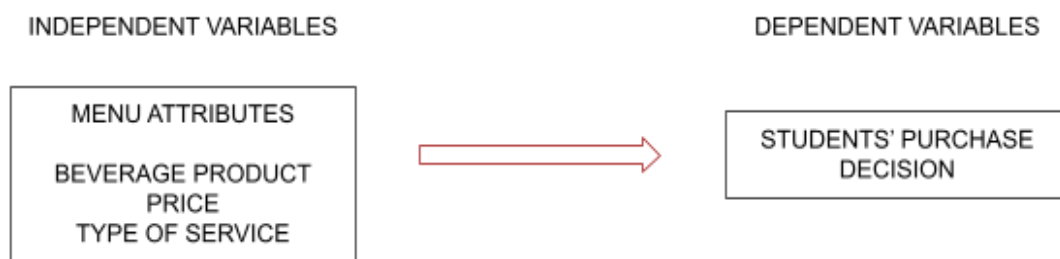
Price is a critical factor that influences consumers' decisions. Customers exchange their money for products or services they believe meet their needs and wants. Four factors define prices: affordability, quality, benefits, and competitiveness. Consumers may actively seek price information and react to special offers, impacting their purchase decisions (Urbany et al., 1996; Siddhi Kamble, 2022).

H1b: There is a significant relationship between price and students' purchase decisions.

Service quality is a dynamic factor that interacts with people, processes, and the environment. Providing customers with a warm and welcoming experience can influence their purchase decisions. Purchase decisions involve a thorough evaluation of options, including the location, price, and manner of service (Nurfadilah, 2019; Azizah, 2020). For students, the quality of service offered by Tealive can significantly impact their purchase decisions.

H1c: There is a significant relationship between the type of service and students' purchase decisions.

Understanding these relationships is crucial for businesses, like Tealive, as they can tailor their menu attributes, prices, and service offerings to meet the expectations and preferences of their target consumers, particularly students. These factors play a pivotal role in shaping the purchasing decisions of this tech-savvy and influential demographic.



3 Methodology

3.1 Research design

This study has used quantitative methods to investigate the relationship between Tealive menu attributes and student purchase decisions. Therefore, the study was focused on students from UiTM Puncak Alam, Selangor.

3.2 Population and sample

In this study, the population consists of all 20,406 students of UiTM Puncak Alam, Selangor, who are considered potential respondents that could influence the study's outcomes. These students were chosen as the target population for the research, encompassing individuals who participated in the questionnaire. The age range of the participants in this study falls between 20 and 31 years. The research was conducted at Tealive, located within UiTM Puncak Alam, making it the study's designated location. Due to the absence of a readily available sampling frame, a non-probability convenience sampling method was employed. To determine the sample size, G*Power 3.1.9.4 was utilized. The sample represents a subset of the entire student population across all faculties at UiTM Puncak Alam. According to Sekaran (1992), sample sizes exceeding 30 and fewer than 500 are considered acceptable. In line with this, the estimated number of students participating in the Tealive questionnaire was 89. To account for potential attrition, 115 questionnaires were distributed (Sekaran, 1992). This approach enabled the study to encompass a representative sample while managing any potential dropouts.

3.3 Research instrument

Data collection from UiTM Puncak Alam students involved the utilization of a self-administered survey questionnaire as the chosen method for gathering information related to each study variable. The questionnaire was thoughtfully crafted to be multilingual, encompassing both English and Malay languages. To gauge respondents' sentiments effectively, a five-point Likert scale was employed by the research team.

The questionnaire begins with an informative cover page providing a concise introduction and an overview of the study's objectives. Subsequently, the questionnaire is segmented into three distinct sections: Section A, Section B, and Section C. Section A is dedicated to inquiries regarding Tealive's menu attributes, specifically focusing on price, service type, and product type. Section B delves into the exploration of the dependent variable, which centers on students' purchase decisions. Lastly, Section C captures descriptive data, including information on gender, age groups, and marital status. This well-structured questionnaire facilitates a comprehensive data collection process and ensures that essential variables are effectively addressed.

Study Variable	Number of Item	Type of Scale
Price	4	A five point Likert-Scale from (1) "Strongly Disagree" to (5) "Strongly Agree"
Types of service	4	
Types of beverage product	4	
Student Purchase decision	6	

3.4 Data collection

Data collection in this study was conducted through the utilization of a self-administered survey questionnaire, a method wherein participants independently complete the survey without any direct involvement from a researcher, whether in print or online. This approach is particularly advantageous when dealing with a widely dispersed population or when cost and time considerations are of utmost importance. The researchers opted for this method as it afforded them the convenience of easily disseminating their questionnaire to the intended study population. To facilitate the online administration of the questionnaire, Google Forms was employed, with respondents receiving access via a link.

Subsequently, data analysis was carried out using the Statistical Package for Social Science (SPSS). In order to ensure the quality of the collected data, a rigorous screening and cleaning process was conducted prior to analysis. This procedure involved undertaking a thorough examination of minimum and maximum values to detect and rectify any data entry inaccuracies or discrepancies. A total of 115 responses were gathered, thus meeting the stipulated minimum sample size requirement for the study (n=89). This comprehensive approach ensures the reliability and integrity of the research findings.

4 Findings

4.1 Respondents profile

Analysis of the SPSS data reveals that the survey received 115 responses, of which 34.8% (40 individuals) identified as male and 65.2% (75 individuals) identified as female. In terms of age distribution, 2.6% of respondents (3 people) were under 20 years old, 9.3% were between 21 and 30 years old (107 people), and 4.3% were at least 31 years old (5 people). Regarding marital status, the vast majority of respondents (95.7%; 110 individuals) reported being unmarried, while a smaller proportion were married (3.5%; 4 individuals) and an even smaller proportion were married with children (0.9%; 1 individual). The data indicate a higher proportion of female respondents and a larger number of young singles in the population surveyed.

4.2 Descriptive analysis

Model	R ²	F-value	df	P-value
1	0.551	45.386	3	0.000

The table displays the results of the regression analysis conducted to examine the relationship between menu attributes and students' purchase decisions. The model's R-squared value, which represents the proportion of the variance in the dependent variable (students' purchase decisions) explained by the independent variables (menu attributes), is 0.551. This suggests that the menu attributes included in the analysis collectively account for 55.1% of the variability in students' purchase decisions.

Furthermore, the F-value for the model is 45.386, with 3 degrees of freedom for the numerator and denominator. The associated p-value is 0.000, indicating that the overall regression model is statistically significant. In other words, there is strong evidence to suggest that the menu attributes, including price, service type, and product type, have a significant influence on students' purchase decisions.

These results demonstrate the importance of menu attributes in shaping students' choices when it comes to making purchases. The significant model and high R-squared value signify that the menu attributes considered in the analysis collectively have a substantial impact on students' decisions to make a purchase. This information is valuable for businesses, such as Tealive, in understanding how these attributes can be leveraged to influence consumer behaviour and drive sales.

4.3 Hypotheses testing

Hypothesis	B	P-value	Result
H1.1 There is a significant relationship between price and students' purchase decisions.	0.316	0.000	supported
H1.2 There is a significant relationship between type of service and students' purchase decisions.	0.315	0.000	supported
H1.3 There is a significant relationship between beverage products and students' purchase decisions.	0.546	0.000	supported

5 Conclusion

The findings of this study have yielded valuable insights into the fundamental correlation between menu attributes and students' purchasing decisions in the context of Tealive. Hence, the outcomes of our study, derived from the data that has been collected and analysed, have substantiated and corroborated our proposed hypotheses. In summary, the three hypotheses (H1a, H1b, H1c) pertain to the correlation between menu attributes and their impact on students' purchasing choices at Tealive. The presence of a wide range of beverage options, competitive pricing tailored to students, and a high standard of service quality are key factors that contribute to the attraction and satisfaction of student customers. The comprehension and utilization of these

connections will empower Tealive to optimize its menu characteristics and more effectively accommodate the preferences and requirements of students, thereby augmenting customer satisfaction and loyalty within this crucial demographic.

6 About the author

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