

品牌形象、品牌忠誠度、購買意願及網絡評價為干擾變數之關係 —以馬來西亞烘焙產業為例

The Study of Brand Image, Brand Loyalty and Purchase Intention with Customer Online Review as Moderating Effect: Research on the Baking Industry in Malaysia

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摘要

本研究探討馬來西亞烘焙產業之品牌形象，品牌忠誠度，網絡評價和購買意願之間的關係。研究結果為：(a)品牌形象，品牌忠誠度，網路評價對於購買意願之間的關係顯著且有正向影響，(b)網絡評價在品牌忠誠度與購買意願之間具有干擾的效果，(c)品牌忠誠度在品牌形象與購買意願之間具有中介的效果。本研究使用便利抽樣調查表作為收集數據的調查方法。本文的樣本對象為曾經在馬來西亞任何一家麵包店消費過的馬來西亞公民隨機發放 380 份問卷。回收 380 份問卷中，有效樣本為 368 份。本研究運用了層級回歸，檢驗干擾或中介效果。本研究結果表示，網絡評價對忠誠度客戶沒有干擾影響。網絡評價對非忠誠客戶有輕微影響。

關鍵詞：品牌形象、品牌忠誠度、購買意願、網絡評價

Abstract

The study aims were to explore the effects of brand image, brand loyalty, customer online review, and purchase intention on the baking industry in Malaysia. The results are (a) the relations among the brand image, brand loyalty, customer online review to purchase intention are significant and positive effect, (b) customer online review has a moderate effect between brand loyalty and purchase intention, (c) brand loyalty has a mediating effect between brand image and purchase intention. The study uses a questionnaire by convenience sampling as the survey method to collect data. The sample in this thesis was collected by sending 380 questionnaires to a Malaysian citizen who has been consumed in any bakery in Malaysia and 368 were valid. The study applied hierarchical regressions, which tested moderating or mediating effects. The study showed that customer online reviews have no moderate effect on loyalty customers. Customer online review has influenced to non-loyalty customers.

Keywords: Brand Image, Brand Loyalty, Purchase Intention, Customer Online Review

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1.Introduction

1.1 Research Background and Motivation

According to the competitive marketing in baking markets also branding plays an important role in a bakery these days. According to the research of Bakery & Flour – Confectionery Trends in Malaysia Market Watch Report shows that the Sales of Baked Goods in 2012-2019 shows that the sales of baked goods have increased every year. This data proves that the baking business still has the potential to create a business in Malaysia and it shows that the markets of baking in Malaysia were competitive and have the potential to an established business in the future. Brands place an important role in imply business in competitive markets because new brands or currents brands may have the potential to affect customer's behavior. Nowadays there were many traditional bakeries that start branding in these few years. Many famous brands bakery such as Lavender, RT pastry, Roti Boy, Secret Recipe and foreign brand bakery such as Donuts, Harolds Bread also starts branding, providing membership service in these few years which mean that creating a good brand image and retaining existing customer creating brand loyalty towards brands is the important role in this competitive markets. Following this globalization internet market, customers will be making purchase behavior on the internet website and provide customers review to the company and other customers. Other than that, customers search through particular brand shops on Google, Google may provide the information of the shops and the customer online review with ratings below. Most of the customers will read the ratings and comments before making further movement. According to the habit of customer behavior, the customer will take the review from the internet before buying particular products (Özkara, 2014) this prove that customer online review plays an important role between brand image towards purchase intention.

According to previous research, the pass concentrate on discussing, service quality (Jacoby and Mazursky, 1984; Keller,1993; Hogan,2005; Nindiani, Hamsal, Purdue, 2018) or products quality (Sygry, 1982; Dobni and Zinkhan,1990; Statt, 1997; Watanabe, Lima, and Torres, 2013) affect consumers experience and satisfaction of consumers, in Malaysia the journal discuss marketing strategies on the baking industry (Kiumarsi et al. 2014) and baking do-it-yourself (DIY) markets but lack of papers study about the relationship between brand image, brand loyalty, customer online review and purchase intention (Zhang, Anil, Jay & Lu, 2018). This may have a research gap on this globalization network markets in Malaysia baking industry for the baking business dealer so the study will focus on branding and customers online review towards influence purchase intention. In addition, researchers about how moderator and mediator variables affect the relationship between brand loyalty and purchase intention. Other than that, this topic focuses on the baking industry in Malaysia expanding brand image, brand loyalty, customer online review, and purchase intention in this topic has been a great motivation for study. This study aims to find out whether a connection between brand image, brand loyalty, customer online review, and purchase intention in the baking industry in Malaysia. Moreover, this topic examines what different the mediating effect of brand loyalty between brand image



towards purchase intention. It also tests how customer online review has moderating effects and brand loyalty towards purchase intention.

1.2 Research Objectives

Based on the above research motivation, the objectives of this study are as follows:

1. To examine the relationships between brand image, brand loyalty, customer online review, and purchase intention.
2. To investigate the mediating effects of brand loyalty for the influences of brand image on purchase intention.
3. To investigate the moderating effects of customer online review for the influences of brand loyalty on purchase intention.

2. Literature Review

2.1 Brand Image

Kotler (2000) stated that brand image could be differentiated by brand name, trademark, logo, symbol, or design or combination of all of these interdependent factors. Besides that, Oxen Feldt and Swann (1964) support that sign, logo, symbol, and design may help consumers to distinguish from competitors with a well-communicated image. The element of brand concept management includes developing, maintaining, controlling, and also includes positioning brand image (Park, Jaworski, MacInnis, 1986). Other than that, Park, Jaworski, and MacInnis (1986) demonstrate that brand image has three elements which are functional, symbolic, and experimental in all products and services and Dobni and Zinkhan (1990) agree with those three concepts in brand image. According to brand function, consumers will focus on the benefits or attributes of the products to find out the way to satisfy consumer's consumption problems or need. The functional elements could stand as a competitive strategy for a brand because it could help consumers to differ from other brands (Fennell, 1978). Brand symbolic elements include symbols identification of goods and have stated that symbols have a symbol language to contribute to consumers enabling them to translate on the symbolic nature of products, brands, institutions, and others.

2.2 Brand Loyalty

Aaker (1996) stated that consumer brand loyalty is a preference attitude towards a particular brand by consumer purchased experience. The characteristics of brand loyalty differ into two parts which were, behavioral loyalty and attitudinal loyalty. (Chaudhuri and Holbrook, 2001; Bandyopadhyay & Martell, 2007; Oliver 1999). Behavioral loyalty which also means purchase loyalty, purchase loyalty was consumer willing to pay money to continuously buying a particular brand and enhance to repurchase intention and derivative purchases and attitudinal loyalty includes some commitment and consumers stated towards particular brand have some particular unique or special value to them (Chaudhuri and Holbrook, 2001). According to the definition of Mao (2010) mentioned in customer brand loyalty means that customers willing to



keeping paying money buy a product to the same preferred brand and known high value of the brand may speak for them and trust their brand is better than the others brand. Willingness being regular customers and consumer desire buying or using service for a long time may create a long-time relationship with a company (Margarita, 2016).

2.3 Customer Online Review

Askalidis and Malthouse (2016) defined that online customer reviews as Electronic Word-of-Mouth (e-WOM), online customer reviews, and price are the most influential on customers decision-making It supports consumers buying decisions and building trust for them (Lackermair, Kailer & Kanmza 2013). Online reviews may help customers evaluate the product before making purchase decisions, customers willing to spends time on knowing customer's experiences with particular brands rather than spending money on useful products (Liu, Huang, and Yu, 2008). Hu, Koh, Srinivas (2014)defined customer's online reviews settled into two elements, it was variance in rating and volume of reviews, these may help customers search of consumers experience, evaluation of products, and purchase decisions of products.

2.4 Purchase Intention

Chi, Zhu & Yan (2016) defined purchase intention as customer behavior intend to buy a product. Purchase intention includes three components attitudes, perceived behavioral intention, and beliefs. They investigate consumers having attitudes, behavioral intentions, and beliefs towards a brand that may influence purchase intention. Attitudes stand on the psychological mind it may affect by the customer's external factor or internal factor (mood). Beliefs were customers put faith in a brand may depend on the brand image before purchasing or the consequence of experimental on the brand's products. Behavioral intention stands an important role because behavioral intention stands for final physical action in the entire purchase intention role (Azjen, Icek & Driver, 1991; Nancy and Surendra, 2004; Bagozzi & Burnkrant,1979). Kalwani and Silk (1982) mentioned that intention could be separate to the reliability, validity, bias, and Morrison(1979) assumed that (stability) instability in customer online review. This research mentioned the determination of purchase intention on reliability and stability by validity to response biases.

2.5 Hypothesis Development

2.5.1 Interrelationship between Brand Image with Brand Loyalty

The key components of creating brand loyalty towards a brand were consumers have significant consumer satisfaction influence from brand image (Ali & Qasim, 2015). Jacoby & Kyner (1973) pointed out that the key to the creation of brand loyalty was customer observed on a particular brand with a well brand image company for a while. Abdullah, Al-Nasser, and Husain (2000) pointed out brand image may influence customer satisfaction and create brand loyalty. Dalakas and Levin (2005) had supported that a well brand image may help the company to create a long-term relationship with customers or sponsorship and enhance brand loyalty towards a brand. Keller (1993) proposed a brand image towards brand loyalty because



customers who have high loyalty behavior towards particular brands will less sensitive towards product price. For this reason, this study proposed the following hypothesis:

Hypothesis 1. Brand image has a positively effect on brand loyalty.

2.5.2 Interrelationship between Brand Loyalty with Purchase Intention

Keller (1993) stated that customers will respond to brand loyalty due to products of the brands, price of the products, promotion that provided, and company distribution strategies. Anton (2015) stated that brand loyalty can maintain inherent customers and create new customers that can inspire customers to purchase intention to brand. Zeithaml, Gremler & Bitner (2010) stated that to measure purchase intention, by using loyalty, conversion, intention to pay more, external, and internal reactions. Oliver (1999) stated behavioral loyalty and attitude loyalty, behavioral loyalty had purchase intention on brands and attitude have a high attitude to purchase a brand product. For this reason, this study proposed the following hypothesis:

Hypothesis 2. Brand loyalty has a positively effect on purchase intention.

2.5.3 Interrelationship between Customer Online Review with Purchase Intention

Based on the shopping method changes nowadays online shopping has become a similar shopping method these days. Consumers nowadays are willing to spend time doing online reviews and obtain more information before decision-making (Özkara, 2014). Positive customer online reviews could help the company to save advertising expenses and could attract customers to purchase brand products (Reichheld & Sasser, 1990; Luca, 2011; Chevalier & Mayzlin, 2006). Customer Online Review influences may include customer's mood and it causes biased (McKnight, Choudhury and Kacmar, 2002). For this reason, this study proposed the following hypothesis:

Hypothesis 3. Customer online review have a positively effect on purchase intention.

2.5.4 The Mediation Effect of Brand Loyalty on Brand Image and Purchase Intention

A positive brand image and according to previous customer's purchase experience will lead to customer's brand loyalty, strengthen the brand in customer's minds, and influence purchase intention (Chen, Chen, and Lin, 2016). Customers have to increase loyalty to a particular brand image that may influence customer's purchase intention it creates a resistance towards customers to buy other brand products (Yoo, Donthu and Lee, 2000; Zhang, Anil, Jay & Lu, 2018). A well brand image gain brand trust and loyalty from customers, brand trust can help firms to gain loyal customers which means that customer known these brands well and trusted to this brand and influence customer purchase intention (Razak & Sjahrudin, 2019). For this reason, this study proposed the following hypothesis:

Hypothesis 4. Brand Loyalty has a significant mediating impact on the relation between brand image and purchase intention.



2.5.5 The Moderation Effect of Customer Online Review on Brand Loyalty and Purchase Intention

Constantinides & Holleschovsky (2016) stated that the best way of retaining customers is to create brand loyalty towards customers and customers search for product information or reviews and Ismail (2017) supported this point because it has decided the customers purchase intention. Zhu & Zhang (2010) stated that according to brand loyalty, consumers have loyalty towards a certain brand and it might influence customers to give fair reviews or comments on products (Muñiz and O’Guinn, 2001). Chua and Banerjee (2015) stated that consumers will be having really hard times to distinguish the helpful reviews from customers because consumers with brand loyalty towards brand may provide biased reviews and it may influence the other customers purchase intention. In this situation most of the customer will have biased decision-making some of the customers willing to trust negative customer reviews rather than positive reviews. This may impact on the customers brand loyalty. For this reason, this study proposed the following hypothesis:

Hypothesis 5. Customer Online Review has a significant moderating impact on the relation between brand loyalty and purchase intention.

3. Research Methodology

3.1 Research Model

According to the literature review in chapter two, this study develops a research framework; Moreover, based on the research model, the hypotheses will be mentioned, as shown in Figure 1.

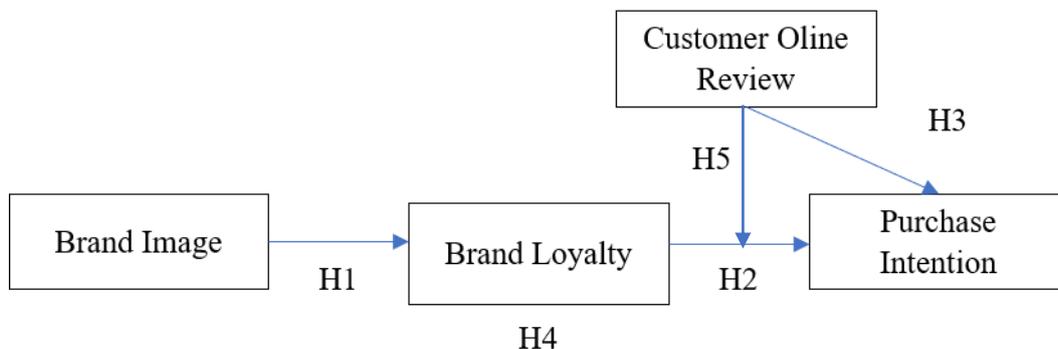


Figure 1 Research Model

The independent variables of this study are brand image, brand loyalty. On the other hand, purchase intention is the dependent variable of this study. Additionally, customer online review acts as the moderating variable.

3.2 Research Design, Sampling and Construct Measurement

The questionnaire of this study consists of the following 5 constructs and: Brand image (12 items) and select questionnaire items from the Park, Jaworski, and Macinnis (1986) of functional, symbolic, and experimental. Moreover, brand loyalty (9 items) and select



questionnaire item from Chaudhuri and Holbrook (2001) of behavioral loyalty and attitudinal loyalty. Other than that, customer online review (7 items) and customer online review select questionnaire item from the Purawirawan, Eisend, Pelsmacleer, and Dens (2015) of perceived usefulness reviews. Lastly, purchase intention (7 items) and purchase intention select questionnaire items from the Bagozzi & Burnkrant (1979); Azjen and Driver, (1991) of attitudes, perceived behavioral intention, and beliefs.

A preliminary version of this questionnaire was designed by the author based on a critical review of previous literature. Likert-type scales (1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree) were used to measure the questionnaires of variables. The questionnaire items were further revised based on the results of the pre-test before being put into the final form. The entire questionnaire was designed in English. Respondents were asked to view and rate based on their opinions for all of the questionnaire items.

The data in this thesis was collecting by sending 380 questionnaires to the citizens of Malaysia. The sampling was developed to assure that certain forms of respondents are encompassed in this study. The citizen who lived in Malaysia were asked for answering the survey. Due to the mine and convenience of collecting data, a part of the survey questionnaire was sent to 380 citizens of Malaysia. In total 380 survey questionnaires were delivered directly to the citizens of Malaysia afterward 368 were returned and used. Data collection consisted of five steps. Firstly, identifying related research variables. Second, complete the drafting of the survey questionnaire. Third, translate the research questionnaire into Chinese and translate it back into English to ensure the meaning of the item remained the same. Fourthly, running a pre-test of the English questionnaire to check the α (Alpha) value. 100 respondents were invited for the pre-test. Based on the pre-test, an internal consistency reliability coefficient of each item was computed. If the consistency reliability coefficient of each question cannot be achieved, the questionnaire will be modified again. Lastly, the English Chinese questionnaire will be delivered to Malaysian respondents. When the data was all completed, it could be used to analyze the following step.

3.3 Data Analysis Procedure

The software program named SPSS version 18 was used to calculate the data. To test the hypothesis developed from this study, six methodological techniques were adopted:

- Descriptive Statistic Analysis
- Factor Analysis and Reliability
- Independent Sample t-test
- One Way Analysis of Variance (ANOVA)
- Simple Linear Regression
- Hierarchical Multiple Regression Analysis

4. Data Analysis and Finding

4.1 Descriptive Statistics



The majority of respondents were male, which counted at 161 (43.8%), and there were 207 (56.2%) female respondents. Nearly 39.4% of respondents were between 21 to 30 years old (a total of 145), followed by 51 years old and above 21.5% (a total of 79). Also, the majority of the occupation is in other with a total of 118 responses (32.1%), followed by the students, with a total of 95 responses (25.8%). Concerning monthly income, the majority of respondents earned income less than RM1,800 with a total of 130 respondents (35.1%), and 79 respondents (21.5%) earn income between RM2,501~RM3,500. Lastly, most respondents had higher education experience, including a bachelor's degree and master's program, which is 177 respondents (48.1%) and 30 respondents (8.2%).

4.2 Validity Test and Reliability Test

The research validity test conducted expert consultations by 2 professors who are experts in managerial courses in the Department of Business Administration of Nanhua University and the factor loading is higher than 0.7 in each variable. The reliability tests of Cronbach's α coefficients of the brand image was 0.863, brand loyalty was 0.92, purchase intention was 0.912, and customer online review was 0.846. The reliability values for all constructs exceeded 0.7. Hence, it can be considered that this questionnaire was consistent and had a high level of reliability.

4.3 Relationship Among the Four Constructs

According to the analysis of the result, brand image is significantly positively correlated with the variable of brand loyalty ($r=0.735$, $p<0.01$), significantly positively correlated with customer online review ($r=0.592$, $p<0.01$) and significantly positively correlated with purchase intention ($r=0.675$, $p<0.01$). Brand loyalty is significantly positively correlated with customer online review ($r=0.71$, $p<0.01$) and significantly positively correlated with purchase intention ($r=0.83$, $p<0.01$). Purchase intention is significantly positively correlated with customer online review ($r=0.657$, $p<0.01$). As shown in Table 1.

Table 1 Correlation and Reliability Test in This Research

Variables	1	2	3	4
1.Brand Image	1	--	--	--
2.Brand Loyalty	0.735**	1	--	--
3.Customer Online Review	0.592**	0.710**	1	--
4.Purchase Intention	0.675**	0.830**	0.657**	1

Note: * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

Source: Original Study

4.4 Regression Analysis

The study uses simple regression analysis to examine the relationship between brand image, brand loyalty, customer online review and purchase intention. As shown in Table 2, brand image ($\beta=0.735$, $p<0.001$) has positively affected on brand loyalty. Also, brand loyalty



($\beta=0.830$, $p<0.001$) has positively effected on purchase intention. Moreover, customer online review ($\beta=0.657$, $p<0.001$) has positively effected on purchase intention. This brings the results that H1, H2, H3 are all supported.

Table 2 Regression Analysis of Brand Image, Brand Loyalty, Customer Online Review and Purchase Intention

Variables	β	R ²	F	Sig.
Brand Image to Brand Loyalty	0.735	0.540	429.499	p<0.001
Brand Loyalty to Purchase Intention	0.830	0.689	811.542	p<0.001
Customer online review to Purchase Intention	0.657	0.432	278.555	p<0.001

Note: *p<.05, **p<.01, ***p<.001

Source: Original Study

Brand Loyalty will mediate between Brand Image and Purchase Intention

According to Table 3, examining the mediating effects in Model 4, when the mediating variable (Brand Loyalty) is controlled, it shows that the Brand Image ($\beta=0.141$) and Brand Loyalty ($\beta=0.727$) are significantly affected to Purchase Intention ($p<0.001$), and the regression coefficient of the Brand Image reduces from 0.675 to 0.141 (see Table 3). Brand Loyalty has a partial mediation effect and the value of a partial mediation effect is 0.534. Therefore, Brand Loyalty is a partial mediation effect between Brand Image and Purchase Intention. In here concluded that customers were more willing to buy particular brands products that they always loyal to because they trust that brands always met their desire and needs. H4 is supported.

Table 3 The Mediation Test of Brand Loyalty on Brand Image and Purchase Intention

Independent Variables	Dependent Variable			
	Model 1	Model 2	Model 3	Model 4
	Brand Loyalty	Purchase Intention	Purchase Intention	Purchase Intention
Brand Image	0.735***		0.675***	0.141**
Brand Loyalty		0.830***		0.727***
R ²	0.540	0.689	0.455	0.698
Adj-R ²	0.539	0.688	0.454	0.697
F-value	429.499	811.542	306.167	422.483

Note: *p<.05, **p<.01, ***p<.001

Source: Original Study

Customer Online Review will moderate between Brand Loyalty and Purchase Intention

Model 1 is included in Table 4 shows that the regression between Brand Loyalty and Purchase Intention. See the results from Table 4, Model 2 indicates that the Customer Online Review has a significantly positive influence on Purchase Intention. Model 3 shows that the influence of both Brand Loyalty and Customer Online Review on Purchase Intention. It is



concluded that both Brand Loyalty and Customer Online Review have a significant but negative relationship to Purchase Intention which means that consumer has brand loyalty towards particular brands, the consumer won't significantly concern on customer online review no matter negative or positive information or and feedback from others customer towards preferred brands. Model 4 in the table explains the moderating effect of Customer Online Review. Regression β coefficient is 0.022 and significant ($p < 0.001$). $R^2 = 0.699$ and the adjusted R^2 is 0.696, F-value (281.065, $p < 0.001$). The next part is the Tolerance and VIF values. The tolerance value is 0.301 (1- R^2) together with a VIF range is 1.049. Accordingly, the result indicates that Customer Online Reviews have significant but negative interaction on the relationship between Brand Loyalty and Purchase Intention. H5 is not supported.

Table 4 The Moderation Test of Customer Online Review on Brand Loyalty and Purchase Intention

Independent Variables	Dependent Variable			
	Model 1	Model 2	Model 3	Model 4
	Purchase Intention	Purchase Intention	Purchase Intention	Purchase Intention
Brand Loyalty	0.830***		0.733***	0.737***
Customer Online Review		0.657***	0.137***	0.130***
Brand Loyalty * Customer Online Review				-0.022
R^2	0.689	0.432	0.698	0.699
Adj- R^2	0.688	0.431	0.697	0.696
F-value	811.542	278.555	422.704	281.0655

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Source: Original Study

5. Conclusion and Suggestion

5.1 Research Conclusion

The main purpose of this study was to identify what factors will affect the consumer's purchase intention in the bakery. Through hypothesis H1: the study reveals that there are positive influences between brand image and purchase intention were supported. The result is the same as the findings of Ali & Qasim, 2015; Jacoby & Kyner, 1973; Abdullah, Al-Nasser and Husain, 2000, Dalakas and Levin, 2005; Keller, 1993. Hypothesis H2: the study reveals that there is a positive influence between brand loyalty and purchase intention. The result is the same as the findings of Keller, 1993; Anton, 2015; Zeithaml, Gremler & Bitner, 2010; Oliver, 1999. Bakery shops owner should know that a consumer's brand loyalty can influence their purchase intention, thus, building strong brand loyalty in consumer's mindsets is very important, and it will increase their purchase intention as well. Moreover, hypothesis H3: the



study reveals that there is a positive influence between customer online review and purchase intention. The result is the same as the findings of Özkara, 2014; Reichheld & Sasser, 1990; Luca, 2011; Chevalier & Mayzlin, 2006; McKnight, Choudhury, and Kacmar, 2002. Some of the customers especially new customers for the bakery shops may easily affect their purchase intention by the customer online review because customers need to know some feedback from the others users who had purchase products from the bakery shops. Other than that, hypothesis H4: There is a mediation effect of brand loyalty between customer online review and purchase intention. The result is the same as the findings of Chen, Chen, and Lin, 2016; Yoo, Donthu, and Lee, 2000; Zhang, Anil, Jay & Lu, 2018; Razak & Sjahrudin, 2019. Well brand image bakery shops could help customers to established brain image in their mind and transform loyalty towards particular bakery shops and affect more purchase intention or re-purchase intention, it may help bakery shops owner to create a long-term income for the bakery shops. In a nutshell, hypothesis H5 customer online review has no significant moderate between brand loyalty and purchase intention, because loyalty customer won't easily affect by customer online review (Duan, 2008). Chua and Banerjee (2015) and the other reason is customer known some of the customer online reviews included biased and hard to distinguished this may cause customer don't thrust customer online review.

5.2 Managerial Implications

In this study, a few suggestions can be given to the bakery shop owner. Firstly, to increase the consumer's purchase intention, a designated bakery shop owner should improve the brand image and brand loyalty. For an example of Malaysia bakeries such as Lavender Bakery and RT Pastry do have membership cards to gain more customer loyalty and intend to create purchase intention or repurchase intention. This is because brand image and products affect brand loyalty is being built in consumer's beliefs when they tried and experienced it, and it will be capture in their mind for a long time, and this will lead to a consumer choose a designated bakery shop to compare to others. Further, once a consumer has a strong brand loyalty towards a specific bakery shop, although it doesn't have a good customer online review, yet consumers will still purchase product in the bakery shop, perhaps the consumer thinks that the product given by the bakery shop is more important than the customer online review and loyalty customer willing to trust themselves rather than negative customer online review by other customers as the example of small bakery shops name Golden Smart Confectionary in Kuala Lumpur, Malaysia although there were few negative reviews on the products from the customers there were still many customers still buying their products. Lastly, in these globalization competitive internet markets, bakery owner should put more time on building a good image and well customer online review because this may help to increase purchase intention and increase bakery income.

5.3 Research Limitation and Future Research Suggestion



Results of this research are typically supportive of all of the hypotheses. However, this study has several limitations. First of all, due to some difficulties and the period of time that survey was conducted, the way to choose a sample for this study is mainly based on convenience. Thus, the results somewhat cannot be representative of the whole bakery markets in Malaysia. Second, further study should be done with a larger size and different sample groups for example there were different races in Malaysia: Malay, Chinese, India and others races in order to increase the representation of all generational groups. Third, due to the time limit of this research, it only examines the significant effect of both moderators, so future research should be compared to whether which one is important, and to understand the issues more deeply, qualitative research could be used in the future. The respondents might have different opinions based on the bakery product's purchase intention.

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