The Influence of Foodscape on Young Generations' Satisfaction and Behavioral Intentions in Cafés, Johor Bahru, Malaysia

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ABSTRACT: In the food and beverage industry, foodscape is known as an important component in satisfy the customer and return patronage. However, it has been overlooked in the restaurant service quality as well as less examined in the hospitality journal. Thus, it causes that the restaurant managers have little knowledge on how the foodscape influences customer satisfaction as well as behavioral intention. Therefore, the purpose of this study is to analyze the role of foodscape attributes on customer satisfaction and behavioral intention in café in Johor Bahru, Malaysia. The sample size of the questionnaire in this study was 322 respondents who are Generation Y in the age group between 18 and 35 years old. Multiple regression was used in the study to identify the relative importance of foodscape attributes that lead to customer satisfaction and behavioral intention. Through this research, the restaurant managers would aware and realize that foodscape would have relationships between customer satisfaction as well as behavioral intention.

Keywords: foodscape, customer satisfaction, behavioral intention

INTRODUCTION

Nowadays, most of the food and beverage industries are facing the challenges of providing a good quality of food in order to satisfy the customer as well as to sustain in the competitive market. Tasty and freshness of food play an important role in the competitive advantage and thus foodscape is one of the best to maximize the success of the restaurant business (Namkung & Jang, 2007). Furthermore, Kivela, Inbakaran and Reece (1999) mentioned that foodscape would influence the diner's satisfactions well as behavioral intention. However, foodscape was not the major focus and interest in hospitality journal compare to atmospheric and service delivery. For example, Caldwell and Hibbert (2002) examined that music is one of the atmospheric element that affecting the customer's behavioral intention. Therefore, many restaurant managers do not consider foodscape as a potential opportunity for restoring customer satisfaction and behavioral intention. Several researchers such as Cronin and Taylor (1992) and Dabholkar, Shepherd and Thorpe (2000) have examined the customer satisfaction act as the mediating role between perceived quality and behavioral intention. However, very few study examined on the mediating role of satisfaction in foodscape and be-

havioral intentions. In order to fills this research gap, this study was mainly focus on the foodscape attributes in cafe. Therefore, this study was examined on how the food presentation, food variety, temperature and freshness of food which are part of the foodscape influence on the customer satisfaction and behavioral intention in cafés at Malaysia.

The objectives of this study were (1) to test the effect of food presentation on customer satisfaction, (2) to examine the impact of food variety on customer satisfaction, (3) to investigate the influence of temperature and freshness of food on customer satisfaction and (4) to identify the impact of customer satisfaction on behavioral intention.

BACKGROUND AND HYPOTHESES

Characteristic of Young Generation

Generation Y or known as Millennial generally refers to the young population who born during the period 1980s and early 1990s and currently in the age group between 18 and 35 years old. The size of Generation Y is three times of Generation X (Jang, Kim & Bonn, 2011). For year 2010 population forecast, Generation Y will increase by 26%～30% of the world population. In Malaysia, the Generation Y represents 26.9% or 6.9 millions of Malaysia's population (Kavitha, Souji & Prabhu, 2011).

Generation Y is the key target market of food and beverage industry. They not only have the most purchasing power due to more disposable income compare to other generations but they also have substantial degree of influence over their parents in making purchasing decision (Kavitha, Souji & Prabhu 2011). They spend $100 per week on disposable purchases and most of their expenditure was spent on food and drinks (Jang, Kim & Bonn 2011). According to Jang, Kim and Bonn (2011), the average of Generation Y eats out more than three times per week. Furthermore, they like to try new foods and restaurants as well as looking for products or facilities which can fulfil their needs and wants. In order to target this generation successfully, the restaurant manager should analyze and understand their characteristic well in order to

satisfy Generation Y.

Food Presentation

According to Namkung and Jang (2007), presentation refer to how the food is presented and decorated attractively to arouse the appetite of the customer and also act as a clue for the customer to perceive the quality of the food. The presentation of the food and beverages is also known as the combination of the food on the plate and garnishes or decorations (Kasapila 2006). The food presentation is one of the product and service factors in TANGSERV (Raajpoot 2002). The color of foods and beverages does not only give an attractive appearance, but also help to enhance the product sales (Kasapila 2006). The food product chosen as display and sales by the restaurant manager is based on its color and appearance attributes so that the food product draws the customer attention easily and thus influence the purchase decision of the customer (Dollah, Mansor & Mohamed 2012).

Food Variety

Food variety is the choice of foods and beverages available on the menu (Kasapila 2006). In order to sustain the business and attract more customers, most of the restaurant managers develop new menus constantly in order to offer variety of foods and beverages to the customers (Namkung & Jang 2007). According to Rande (1996), wide selection of menu items is important to certain categories of customer especially health conscious has become an issue in the society. Palacio and Theis (2005) also agreed that wide variety of menu items is important because the customers of foodservice industry are generally from different country, cultural and economic backgrounds. Nowadays, the customers are more interested to order healthy menu while dining in the restaurant because they are more concerned about health (Sulek & Hensley, 2004).

Temperature and Freshness of Food

Food temperature is one of the factors that determine the customer's pleasure dining experience (Kähkönen, Tuorila & Hyvonen, 1995). According to

Kivela, Inbakaran and Reece (1999), temperature of food is an important element of food quality. The temperature of food implies that the food should be served in proper temperature and also influences the perception of food flavor with sensory properties such as taste, smell, and sight (Delwiche 2004). For example, if the food should serve hot but is deliver in cold temperature, this can significantly affect the customer perceptions of the food taste and thus leads to unpleasant dining experiences (Lim 2010). The concept of freshness is interacted with the sensory properties such as taste, smell and sight (Delwiche 2004). According to Peneau et al (2006), freshness refers to the fresh and physical state of the food that also related to the food properties such as crispness, juiciness and aroma.

Customer Satisfaction

According to Pizam and Ellis (1999), customer satisfaction is the feeling of comfort and pleasure from the results of received the product and services that the customer expected. Zeithaml and Bitner (2003) also agreed that satisfaction is a judgment that a product or service feature provides a pleasurable level of consumption. According to

Anderson, Fornell and Lehmann (1994), customer who are satisfied with the product or service is more willing to pay higher price, gives a good recommendation to others, uses the products or services often (Reichheld 1996) and develops brand loyalty (Fornell 1992). When customers are satisfied with the products or services they experiences, they would recommend the products or services to their friends and family through 'word of mouth' and it would lead to a positive impact on the success of the organization (Soderlund & Rosengren 2007).

Behavioral Intention

Hellier et al (2003) stated that repurchase intention is the customer's belief that they would purchase the products or service from the same organization in the future. The behavioral intention can be significantly affected and motivated by the past purchase experience. Behavioral intentions can be explained with two categories such as favorable and unfavorable behavioral intentions. According to Boulding et al (1993), the favorable behavioral intentions are that customers recommend the organization to others, spreading positive word of mouth recommendation and remain as loyal customer in the organization. Whereas, for the unfavorable behavioral intention explains that custo-
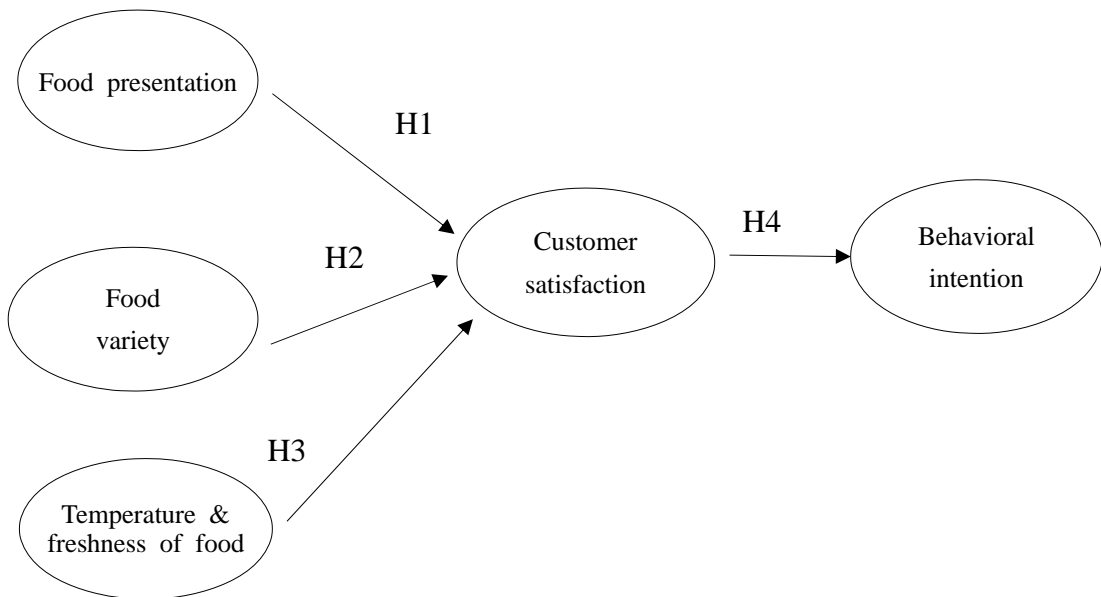

Figure 1. Conceptual model.

Table 1. Correlation matrix of the regression variables

Measures	FBP1	FBP2	FV1	FV2	FV3	FT1	FT2	FT3	FT4	CS1	CS2	BI1	BI2	BI3
FBP1	1.00													
FBP2	.32**	1.00												
FV1	.24**	.31**	1.00											
FV2	.31**	.35**	.41**	1.00										
FV3	.24**	.47**	.32**	.28**	1.00									
FT1	.26**	.34**	.39**	.29**	.31**	1.00								
FT2	.16*	.31**	.23**	.31**	.28**	.32**	1.00							
FT3	.36**	.41**	.23**	.37**	.39**	.35**	.41**	1.00						
FT4	.24**	.22**	.35**	.29**	.34**	.35**	.42**	.54**	1.00					
CS1	.29**	.27**	.32**	.36**	.44**	.38**	.25**	.23**	.28**	1.00				
CS2	.37**	.41**	.32**	.49**	.51**	.30**	.47**	.49**	.24**	.36**	1.00			
BI1	.39**	.27**	.33**	.32**	.31**	.14*	.22**	.29**	.33**	.32**	.20**	1.00		
BI2	.30**	.25**	.31**	.28**	.41**	.39**	.41**	.54**	.44**	.19**	.29**	.31**	1.00	
BI3	.21**	.19**	.34**	.42**	.17*	.32**	.34**	.25**	.22**	.20**	.26**	.35**	.39**	1.00

* Correlation is significant at .01 level.

** Correlation is significant at .05 level.

mers would switch to competitor's brand, spending less money in the organization and mention negative things about the organization to others (Fornell & Wernerfelt 1987). According to Oliver (1980), a high level of satisfaction of dining experience has a positive impact on the customer's behavioral intentions and also can retain the customer easily and longer.

METHODOLOGY

Survey and Sampling

1) Measure

A self-administrated survey was developed on the basis of the related literature. The self-administered questionnaire included forty three items divided into six sections.

1. Demographic questions.
2. Food presentation was measured using two items developed by Raajpoot (2002). The two items consists of the attractiveness of the food and beverage in the café. The respondents rated these items by using five point likert scale which ranging from 1 (strongly disagree) to 5 (strongly agree).
3. To measure' food variety', three items were adapted from Raajpoot (2002). The respondents were asked to rate the variety menu items for food and beverages as well as healthy options in the café by using five point likert scale from 1 (strongly disagree) to 5 (strongly agree).
4. The freshness and temperature of the food and beverages in the café were operationalized with responses to the four items using a five point likert scale (1=strongly disagree and 5= strongly agree) as developed by Raajpoot (2002).
5. Customer satisfaction was measured by two items on a five point likert scale (1=strongly disagree and 5=strongly agree) based on Oliver's (1997) study. Respondents were asked to rate their satisfaction with the overall physical environment of the café.
6. Behavioral intention was measured using three

Table 2. Standardized regression coefficients predicting customer satisfaction

Independent variables	Customer satisfaction	
	Model 1	Model 2
Control variables		
Gender	.006	.005
Length of stay at the café		
Less than 1 hour	.068	.051
1~3 hours	.097	.057
3~5 hours	.076	.071
More than 5 hours	.018	.046
Time visited at the café		
Once a week	.075	.052
2~3 times a week	.081	.067
4~5 times a week	.089	.059
More than 5 times a week	.027	.036
Hypothesized variables		
Food presentation		.186*
Food variety		.095
Temperature and freshness		.328**
R^2	.025	.518

* $p<.05$, ** $p<.01$.

items developed by Zeithaml, Berry and Parasuraman (1996). The respondents ranged these items on a five point likert scale (1=strongly disagree and 5=strongly agree).

All the items were measured on a 5-point Likert scales ranging from 1 (Strongly disagree) to 5 (Strongly agree). The reliability of measurements was measured using Cronbach's alpha. It indicated that the alpha values exceeded the conventional cut-off point of 0.70 (Nunnally 1978).

Data Collection

The self-reported questionnaire was distributed directly (face-to-face) to 330 Generation Y customers over 2 months in January 2015 at several cafés in Johor Bahru, Malaysia. All respondents were given a concise explanation of the meaning of the term foodscape. Each respondent was asked to answer the questions in the questionnaire based on his or her personal experience or feeling regarding that café. Of the 330 returned questionnaires, 322 remained after discarding questionnaires with missing information (a usable response rate of 97.7%).

RESULTS

Demographic Profile of the Respondents

The sample (n=322) was 49.7% male (n=160) and 50.3% female (n=162). The age of respondents ranged from 18 to 35 years old. For 47.2% of the respondents, their personal monthly income was less than RM2000. Approximately 17.7% of the respondents reported their monthly income range between RM2001 and RM3000, 16.5% between RM3001 and RM4000, and 14.6% between RM4001 and RM5000. Only 4.0% of the respondents reported that they earned more than RM5001 monthly (1 USD=RM 3.5 as of Jan, 2015). In terms of the highest education

Table 3. Standardized regression coefficients predicting behavioral intention

Independent variables	Behavioral intention	
	Model 1	Model 2
Control variables		
Gender	.018	.019
Length of stay at the café		
Less than 1 hour	.074	.047
1~3 hours	.071	.056
3~5 hours	.067	.059
More than 5 hours	.046	.042
Time visited at the café		
Once a week	.078	.051
2~3 times a week	.067	.061
4~5 times a week	.068	.055
More than 5 times a week	.031	.043
Hypothesized variable		
Customer satisfaction		.516**
R^2	.032	.274

* $p<.05$, ** $p<.01$.

level of respondents, the results reported that 11.5% of the respondents were attended secondary school and form six, and 22.1% of the participants had a diploma certificate. 24.2% of the respondents were a degree holder and 9.9% of the respondents had a professional degree. The largest education category was most of the respondents are university/ college student with 32.3%.The majority of the respondents visited a café once a week (48.1%), followed by 41% of the participants revealed that they visited a café 2~3 times a week. 5.9% of the respondents visited a café 4~5 times a week, and 5% of the participants visited a café more than 5 times a week. The majority of the respondents spent between 1 and 3 hours at café (57.8%), followed by 26.7% of the participants reported that they spent less than 1 hour at café. Of the remaining respondents, about 14.9% spent between 3 and 5 hours at café and 0.6% spent longer than 5 hours at café. Over 54% of the respondents (55.3%) revealed that they visited a café for the beverages. 53.4% of the participants visited a café to meet their friends and 49.4% of the respondents visited a café to study. Other reasons for café visits were relaxing (39.4 %),

for a meal (8.4%), and 9% other. Note: multiple responses were permitted for this segment of the survey.

Correlation Analysis

In order to analyze the convergent and discriminant validity of the obtained measures, a correlation matrix of the measurement items was used in this study (Taylor & Baker 1994). Discriminant validity is show if the correlation sequences within constructs are different from the correlation sequences between constructs. According to Taylor and Baker (1994), it is convergent validity if the within construct item correlations are commonly greater than the between construct items correlations. In Table 1, it shows that the correlation patterns within indices are different from correlation patterns between indices and the correlations within indices are commonly greater than those between indices. Thus, discriminant and convergent validity of the measures used in this study is relatively suitable.

Regression Analysis

Multiple regression was used to examine the dependent variables. The Table 2 shows the relationship of customer satisfaction and selected other variables. The regression analysis indicated that food presentation (t=4.608, p<.01), and temperature and freshness (t=5.312, p<.01) had significant influences on customer satisfaction. Thus, hypothesis 1 and 3 were supported. Food presentation, temperature and freshness, and control variables (i.e., gender, length of stay at the café, time visited at the café) explained 51.8% of variance in customer satisfaction.

The Table 3 shows the relationship between customer satisfaction and behavioral intention. The regression analysis indicates that customer satisfaction was a significant predictor of behavioral intention (t=9.454, p<.01), thus supporting hypothesis 4. Customer satisfaction and control variables explained 27.4% of variance in behavioral intention.

CONCLUSION

The Generation Y in nowadays likes to spend their time in the café. However, few studies have been conducted with the background of café. Drawing upon Sulaiman and Haron (2013) conceptual model of the role of foodscape in casual dining restaurant, the purpose of this study was to analyze the influence of foodscape on young generation's satisfaction and behavioral intentions in cafés in Johor Bahru, Malaysia. The result showed that the food presentation, temperature and freshness of food have positive relationship towards the Generation Y's satisfaction. It is interesting that temperature and freshness of food were the most significant contributors to Generation Y's satisfaction among the three foodscape factors. According to Delwiche (2004), the customer evaluates the food based on the combination of the sensory interaction of temperature with taste and the physical interaction of temperature with odor while dining. Thus, the café owners should pay more attention on the food temperature at the time of service to their customers as well as know the proper way in keeping their food fresh. Presentation also plays an important role in satisfy the young

generation. Most of the young generation likes to take picture while dining in the café and share it to social networking website such as Facebook and Instagram. Thus, the café owner should take this as an opportunity to increase their sales and brand reputation by putting effort in decorating their product with an attractive presentation such as having a theme or cute cartoon as a topping in the beverages. However, the result revealed that food variety was not a significant predictor of Generation Y's satisfaction. Thus, the café owner should maintain the quality of their signature dish and offer menu based on the latest trend as well as the taste and preference of the young generation. Furthermore, the result also showed that there was positive relationship between customer satisfaction and behavioral intention. Once the customer is satisfied with the product and service, there is a high chance of repurchase intention. Thus, the café owner should retain their loyalty customer by providing good quality of product and service that make them feel worth it on purchase it.

This study has theoretical and managerial implications. In terms of a theoretical point of view, this research contributes to knowledge about foodscape, satisfaction and behavioral intention of young generation in dining a café. This study revealed that food presentation, temperature and freshness of food have positive effect on young generation's satisfaction as well as there is a significant correlation between customer satisfaction and behavioral intention. Thus, the café owner should consider the factor of food presentation, temperature and freshness in evaluating the young generation's satisfaction and behavioral intention regarding the café. Whereas the managerial point of view, the café owner should emphasize on the food presentation, freshness and temperature of food while deliver the food and beverage to their customer. By providing attractive presentation and serving fresh food at appropriate temperature, it is more likely to satisfy the young generation as well as increase the customer approach behavior (e.g., intention to visit again, spread positive things about the cafe, intention to recommend). This study may be the only one or few research that analyze on the influence of foodscape on customer satis-

faction and behavioral intention in café. As most of the food and beverage industry would like to target on young generation. Thus, this study was meaningful in studying how young generation (Generation Y) perceives the relationships among three major foodscape factors, customer satisfaction, and behavioral intentions within the context of café. Overall, the findings suggest that the café owner can satisfy and retain the young generation customer by offering fresh andvisually attractive food at appropriate temperature. The café owner should not only emphasize on the service delivery and atmospheric in their operation and management, but also need to consider the foodscape. The current study has some limitations. First, the findings of this study should not be generalized to the population of all café in Malaysia as the data was collected by using convenience sampling method and the data collection was conducted at several cafés in Johor Bahru, Malaysia. Thus, the results can be generalized to only café that are in similar demographic areas. Second, few research have been conducted on the impact of foodscape on young generation's satisfaction and behavioral intention in a café setting in Malaysia where the café market is booming recently. The future researchers could target on other generations such as Baby Boomer, Generation X and Generation Z to analyze the relationship between foodscape, satisfaction and behavioral intention within the context of café as this relationship has not been explored yet. Thus, this future research could contribute to offer a better understanding for the food and beverage industry to know well about the taste and preference of different generation. The future studies would be able to identify more about the independent variable and moderator. With the growth and competitive of café industry, the café owner may provide more than just food, beverage and relaxing atmosphere in the future. For example, Nazzzam Café in South Korea is known as 'nap café' where the customer can take a break from their busy lifestyle (Yoon, 2015). Furthermore, this study only explored three foodscape elements and it may not reflect the whole features of the foodscape in a café setting. Thus, the future study need to explore the roles of others aspect ele-

ments such as the food taste and healthy option in determining the foodscape in a café setting.

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말레이시아 조호바루 지역에 거주하는 신세대 소비자들의 카페 Foodscape에 대한 만족도와 행동의도 분석

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국문초록

　본 연구의 목적은 말레이시아의 조호바루 지역에 거주하는 신세대 소비자들의 카페의 foodscape가 만족도와 행동의도에 어떠한 영향을 미치는지에 관한 것이다. 총 330명의 카페 고객을 대상으로 설문조사를 하였다. 말레이시아 조호바루 지역은 이웃국가인 싱가폴과 인접한 국경도시로, 말레이시아의 타지역에 비해서 신세대들이 보다 많이 거주하고 있다. 이에 따라 본 연구는 말레이시아의 타 지역과 인구통계학적으로 차별화가 되는 조호바루 지역을 선택함으로써 보다 차별화된 결과를 지니고 있다고 할 수 있다.

　본 연구는 카페 고객이 느끼는 foodscape 요인들이 만족도와 향후행동에 어떠한 영향을 미치는지에 알아보고 있다. 카페의 음식의 presentation과 temperature와 freshness는 만족도에 긍정적인 영향을 미친다. 하지만 food variety는 만족도에 긍정적인 영향을 미치지 않는 것으로 나타났다. 또한, 만족도는 향후행동 의도에 긍정적인 영향을 미치는 것으로 나타났다. 향후 말레이시아의 국경도시인 조호바루에 진출하려는 cafe 관련 식음료 사업체들에 어떤 점이 고객들에게 어필할 수 있는지를 보여주는 중요하고 의미 있는 연구라고 할 수 있다.

　주제어: 푸드 스케이프, 고객만족, 행동의도