

I hereby confirm that I have examined this project paper entitled:

Investigation On Social Media Adoption Among The Food Truck Vendors In  
Malaysia

By

MUHAMMAD IHSAN BIN YUSRI

„I hereby acknowledge that I have read this thesis and in my opinion this thesis is  
sufficient in terms of scope and quality for the award of the Bachelor of Technology  
Management (Innovation)“

Signature : .....

Name of supervisor : Dr.Yusri bin Arshad

Date : June 2016

Signature : .....

Name of panel : .....

Date : June 2016

INVESTIGATION ON SOCIAL MEDIA ADOPTION AMONG THE FOOD  
TRUCK VENDORS IN MALAYSIA

MUHAMMAD IHSAN BIN YUSRI

This report is submitted in fulfilment of the requirement for the Bachelor of  
Technology Management (Innovation Technology)

Faculty of Technology Management and Technopreneurship  
Universiti Teknikal Malaysia Melaka

JUNE 2016

“I declare that this project is the result of my own research except as cited in the references. The research project has not been for any degree and is not concurrently submitted in candidature of any other degree.”

Signature : .....

Name : .....

Date : .....

## DEDICATION

I would like to dedicate the success of the Chapter 1, 2, and 3 of this project report especially to both of my parents, Yusri Bin Abd Jalil and Noraziah Binti Mohd Said. The hard work and sacrifices that they had made for me to further my studies would not be enough to pay back by just submitting the report but beyond that. Therefore, I am proud and honoured to have them as my parents. Secondly, dedication to all my siblings that has aid me a lot in term of spirit support. Last but not least, to my lecturer whom also my supervisor for this Final Year Project Report, Dr. Yusri Bin Arshad, my panel En. Amir bin Aris and also my Projek Sarjana Muda (PSM) friends.

## ACKNOWLEDGEMENT

In the Name Of ALLAH , the Most Gracious, the Most Merciful. Alhamdulillah, all praises to ALLAH for the strengths and His Blessing for me to complete the Bachelor Degree Dissertation. I would like to express my deepest gratitude to all my family members and friends who were always supporting me and encouraging me their best wishes.

Special appreciation goes to my supervisor, Dr. Yusri Bin Arshad who had guided, super excellence caring , patient in providing me excellent atmosphere for doing this research . The precious experience that he had in Technology Innovation has enhanced me to conduct a research based on Technology Adoption scope. Furthermore, for my panel, En.Amir bin Aris who also had been good evaluator during my presentation of this project report. Also sincere appreciation and thanks to Dr. Chew boon Cheong and Dr. Ismi Rajiani for sharing their experience and knowledge in the Research Methodology subject that really helped me through the writing of this research.

I am also deeply thankful to all the food truck vendors upon their willingness to help me in order to collect the primary data in the organisation. Their information help me to complete this dissertation regarding “Investigation on Social Media Adoption Among The Food Truck Vendors In Malaysia”

## **ABSTRACT**

This research is investigation the social media adoption among the food truck vendors in Malaysia. The objectives of this study are (1) to examine the factors that causes food services industry gain market with mobilizing, (2) To investigate the relationships between benefit of social media on the food services industry (food truck), (3) To suggest the innovative suggestion to this food service mobilizing. To meet the objectives, the theoretical framework has been developed. The method will be used during survey is using questionnaires and the scope of the survey is among the food truck vendors in Malaysia to collect quantitative data for analysis. The data will be analysed using the SPSS software.

Keywords : Malaysia , Food Truck , Social Media , Adoption

## **ABSTRAK**

*Kajian ini adalah siasatan penggunaan media sosial di kalangan vendor trak makanan di Malaysia. Objektif kajian ini adalah (1) untuk mengkaji faktor-faktor yang menyebabkan pasaran keuntungan industri perkhidmatan makanan dengan menggerakkan , (2 ) Untuk menyiasat hubungan antara manfaat media sosial pada makanan industri perkhidmatan ( trak makanan ), ( 3 ) mencadangkan cadangan inovatif ini pengemblengan perkhidmatan makanan. Bagi memenuhi matlamat , rangka kerja teori telah dibangunkan. Kaedah yang akan digunakan semasa kajian menggunakan soal selidik dan skop kajian ini adalah di kalangan vendor trak makanan di Malaysia untuk mengumpul data kuantitatif untuk dianalisis. Data ini akan dianalisis dengan menggunakan perisian SPSS.*

*Keywords: Malaysia, Trak Makanan , Media Sosial, Adoption*

## TABLE OF CONTENTS

| CHAPTER | TITLE                        | PAGE        |
|---------|------------------------------|-------------|
|         | <b>Title Research</b>        | <b>i</b>    |
|         | <b>Declaration</b>           | <b>ii</b>   |
|         | <b>Dedication</b>            | <b>iii</b>  |
|         | <b>Acknowledgements</b>      | <b>iv</b>   |
|         | <b>Abstract</b>              | <b>v</b>    |
|         | <b>Table of Contents</b>     | <b>vii</b>  |
|         | <b>List of Tables</b>        | <b>xii</b>  |
|         | <b>List of Figures</b>       | <b>xiii</b> |
|         | <b>List of Abbreviations</b> | <b>xiv</b>  |
|         | <b>List of Appendices</b>    | <b>xv</b>   |

## CHAPTER 1 INTRODUCTION

|     |  |   |
|-----|--|---|
| 1.0 | Introduction                           | 1 |
| 1.1 | Background of study                    | 1 |
| 1.2 | Problem Statements                     | 3 |
| 1.3 | Research Objectives                    | 4 |
| 1.4 | Scope, Limitations and Key Assumptions | 4 |
|     | 1.4.1 Scope                            | 5 |
|     | 1.4.2 Limitations                      | 5 |
|     | 1.4.3 Key Assumptions                  | 5 |
| 1.5 | Importance of the Study                | 6 |
| 1.6 | Structure Of Proposal                  | 6 |
| 1.7 | Summary                                | 7 |



| <b>CHAPTER</b> | <b>TITLE</b> | <b>PAGE</b> |
|----------------|--------------|-------------|
|----------------|--------------|-------------|

## **CHAPTER 2 LITERATURE REVIEW**

|       |  |    |
|-------|--|----|
| 2.1   | Introduction   | 8  |
| 2.2   | Definitions of Terms   | 8  |
| 2.2.1 | Food Truck   | 9  |
| 2.2.2 | Social Media   | 9  |
| 2.2.3 | Technology Adoption  | 10 |
| 2.2.4 | Street Vendor  | 10 |
| 2.3   | Factors Food Truck Gaining Market                                    | 11 |
| 2.3.1 | Social Media   | 11 |
| 2.3.2 | Street Food Culture  | 12 |
| 2.4   | Benefit Social Media On Food Truck                                   | 13 |
| 2.4.1 | Public Relations and Marketing                                       | 14 |
| 2.4.2 | Customer Service   | 15 |
| 2.4.3 | Real Time Sharing  | 16 |
| 2.4.4 | Customer Awareness   | 17 |
| 2.4.5 | Culture  | 17 |
| 2.5   | Review Of Theoretical Framework                                      | 18 |
| 2.5.1 | Technology Acceptance Model(TAM)                                     | 18 |
| 2.5.2 | Theory Of Reasoned Action (TRA)/<br>Theory Of Planned Behavior (TPB) | 19 |
| 2.6   | Theoretical Framework  | 19 |
| 2.7   | Hypothesis Development   | 20 |
| 2.7   | Summary  | 21 |

## **CHAPTER 3 RESEARCH METHODOLOGY**

|     |                              |    |
|-----|------------------------------|----|
| 3.1 | Introduction                 | 22 |
| 3.2 | Research Design              | 23 |
| 3.3 | Quantitative Research Method | 23 |

| <b>CHAPTER</b>   | <b>TITLE</b>                                  | <b>PAGE</b> |
|------------------|---|-------------|
|                  | 3.3.1 Correlation                             | 24          |
| 3.4              | Data Collection                               | 25          |
|                  | 3.4.1 Primary Data                            | 25          |
|                  | 3.4.2 Secondary Data                          | 25          |
| 3.5              | Sampling Data                                 | 26          |
|                  | 3.5.1 Target Population                       | 26          |
| 3.6              | Data Analysis                                 | 26          |
|                  | 3.6.1 Statistical Package Social Science      | 27          |
| 3.7              | Research Strategy                             | 27          |
| 3.8              | Scientific Canon                              | 28          |
|                  | 3.8.1 Issues Of Validity for Case Studies     | 28          |
|                  | 3.8.1.1 External validity                     | 28          |
|                  | 3.8.1.2 Internal Validity                     | 29          |
|                  | 3.8.1.3 Construct Validity                    | 29          |
| 3.9              | Pilot Test                                    | 29          |
| 3.10             | Summary                                       | 30          |
| <br>             |   |             |
| <b>CHAPTER 4</b> | <b>DATA ANALYSIS AND DISCUSSION</b>           |             |
|                  | 4.1 Introduction                              | 31          |
|                  | 4.2 Pilot Test Analysis                       | 32          |
|                  | 4.3 Descriptive Analysis                      | 33          |
|                  | 4.3.1 Gender                                  | 34          |
|                  | 4.3.2 Marital Status                          | 35          |
|                  | 4.3.3 Age                                     | 36          |
|                  | 4.3.4 Occupation                              | 37          |
|                  | 4.3.5 Academic Level                          | 37          |
|                  | 4.3.6 Do you Own Mobile phone                 | 38          |
|                  | 4.3.7 Do you Have Data Internet               | 38          |
|                  | 4.3.8 Do You Know Social Media                | 39          |
|                  | 4.3.9 Do You Use Mobile To Check<br>Promotion | 39          |
|                  | 4.4 Reliability Test                          | 40          |
|                  | 4.5 Correlation Analysis                      | 41          |
|                  | 4.6 Hypothesis Testing                        | 43          |
|                  | 4.7 Summary                                   | 46          |

|                  |  |    |
|------------------|--|----|
| <b>CHAPTER 5</b> | <b>CONCLUSION AND</b>  |    |
|                  | <b>RECOMMENDATIONS</b>   |    |
| 5.1              | Introduction   | 48 |
| 5.2              | Summary of Descriptive   | 48 |
| 5.3              | Discussion of Objectives   | 50 |
| 5.3.1            | To Examine The Factors That<br>Causes Food Services Industry<br>Gain Market With Mobilizing                          | 51 |
| 5.3.2            | To Investigate The Relationship<br>Between Benefits Of Social Media<br>On The Food Services Industry<br>(Food Truck) | 52 |
| 5.3.2            | To Suggest The Innovative<br>Suggestion To This Food Service<br>Mobilizing   | 53 |
| 5.4              | Limitations  | 54 |
| 5.6              | Recommendation for Future Research   | 54 |
| 5.7              | Conclusion   | 55 |
| REFERENCES       |  | 56 |
| APPENDIX         |  | 59 |

## LIST OF TABLES

| <b>TABLE</b> | <b>TITLE</b>  | <b>PAGE</b> |
|--------------|---|-------------|
| Table 3.1    | Pearson Correlation Coefficient Range                                 | 23          |
| Table 4.1    | Cronbach's alpha for pilot test                                       | 32          |
| Table 4.2    | Respondent's Gender   | 33          |
| Table 4.3    | Marital Status  | 34          |
| Table 4.4    | Respondent's Age  | 33          |
| Table 4.5    | Respondent's Occupation   | 35          |
| Table 4.6    | Respondent's Accademic  | 37          |
| Table 4.7    | Respondent Own Mobile Phone   | 38          |
| Table 4.8    | Respondent's Data Internet  | 38          |
| Table 4.9    | Respondent Know Social Media  | 39          |
| Table 4.10   | Respondent Use Mobile To Check Promotion                              | 39          |
| Table 4.11   | Cronbach's Alpha Coefficient Range and Its<br>Strength of Association | 41          |
| Table 4.12   | Cronbach's Alpha reliability Coefficeint                              | 41          |
| Table 4.13   | The Result Of Correlation Analysis For All<br>Variables               | 42          |
| Table 4.15   | Model Summary For Hypothesis  | 43          |
| Table 4.16   | ANOVA Result For Hypothesis   | 43          |
| Table 4.17   | Coefficient Result For Hypothesis                                     | 44          |

## LIST OF FIGURES

| <b>FIGURE</b> | <b>TITLE</b>                              | <b>PAGE</b> |
|---------------|---|-------------|
| Figure 2.1    | Theoretical Framework                     | 18          |
| Figure 4.1    | Respondent's Gender                       | 34          |
| Figure 4.2    | Respondent's Marital Status               | 35          |
| Figure 4.3    | Respondent's Age                          | 36          |
| Figure 4.4    | Respondent's Occupation                   | 37          |
| Figure 4.5    | Respondent's Academic                     | 38          |
| Figure 4.6    | Respondent's Use Phone To Check Promotion | 40          |

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.0 Introduction**

In this chapter, the researcher will further in detail about the background of study for this research and the problem statement in this chapter include the past literatures and the current problem faces by the food truck vendors in Malaysia as well as other country.

#### **1.1 Background of Study**

Food variety can increase access by the modeling exercise on how simple way mobile communication technology can enable the food truck industry. Brynjolfsson , Hu and Smith (2003) study how the market effected by the internet which example of IT has increased the access. While the utilization of online networking by firms is about widespread, there has been little examination of its viability in helping little organizations which is in this food truck service industry succeed in a profoundly competitive market sector.

In the course of the most recent decade, the move towards an affair economy made administration advancements pervasive and crucial for making financial development and wellbeing .The mobile vending industry is on pace to its income stream throughout the following five years, unfortunately, most urban areas are legitimately badly prepared to bridle this extension. Numerous city statutes were composed decades back, with an alternate sort of versatile mobile food supplier personality a primary concern, similar to frozen yogurt trucks, hot canine trucks, walkway sellers, and comparative administrators. According to Ginette (2012) despite the fact that road distributing has contributed toward the imperativeness of urban life for quite a long time, urban communities all through the United States are presently its development emergence as a highly mobile food service industry. Food variety can increase access by the modeling exercise on how simple way mobile communication technology can enable the food truck industry

Food trucks have increased exceptional ubiquity as of late. A quickly developing business, they represented 37 percent of the \$1.4 billion in road income across the country in 2011. The examination paper expects to answer the subject of why and how food trucks have multiplied in late years, looking at the demographics, showcasing procedures, and business sector division of the versatile food industry( Jane 2013). The first presence of mobile “food truck” in America was in the form of a chuck wagon when a Texas rancher Charles Goodnight invented it in the 19th century to carry food and cooking equipment during the American expansion into the West (Thompson 2013).

Today, as more consumers dine on the run, a smattering of restaurant operators are moving past misgivings and investing in meals on wheels. According to Surekha (2014) KL's road nourishment scene is actually quickening. Our city's most recent nourishment free for all is the new-wave sustenance truck, the altered bistro demonstrate that works exclusively from within a truck.

## 1.2 Problem Statement

In Malaysia, the growths of this food truck service industry are still not considered as the phenomena in Europe country. The technology of communication rapidly growth and it opens new ways in open new sector of marketing. So, there was Kogi's food truck that use Twitter to communicate with customer back there in 1996 (S.Irene, 1996). It was an incremental innovation that did not make an industry yet rather changed and extended it.

According to Beth (2015) Food truck back there before Kogi, had three options to build a stable business: (1) set up a steady area to assemble a reputation with a constrained, hyper local client base;(2) sell predictable food from a nonspecific menu to draw in individuals needing quick, cheap, conventional sustenance, paying little mind to the individual truck's reputation; or (3) sell from area of such helpful that they were client's just feasible choice.

In Malaysia, there are not specific regulations about this food truck vendor. So, lack of license or permit to sell, there have to move and remained in the same spot is forbidden if there are not license to show. So, according to (Ng, 2014) the owner they have to keep moving wherever the enforcement officers came around. But, Twitter as social medium allowed Kogi to build a customer base on across another country and the unpredictable appearances of Kogi given location made its arrival a specific event. So, with concentrated business and we tend to find the innovative ways to gain the market. Twitter (Social media) simply flashed a message of alert for thousands of people around the world. Technological innovations really made mobile food truly mobile (Jonathan 2012). So, what the researcher observed, in Malaysia, the trend of food truck is not quite trending in the social media as the brick and mortar restaurant.

So the researcher eager to find what are the way that the new innovative marketing for the food truck services industry gain the market profit and does the adoption of social media help among the food truck vendors to be sustain and gain the customer awareness. The consequently, the following questions arise



- i. What are the factors that cause food services industry gain market with mobilizing?
- ii. What are the relationships between benefit of social media on the food services industry (food truck)?
- iii. What are the innovative suggestions to this food service mobilizing?

### **1.3 Research Objectives**

Throughout the study on the impact on food truck by adoption of social media, the researcher aims to achieve research objectives such follow:

- i. To examine the factors that causes food services industry gain market with mobilizing.
- ii. To investigate the relationships between benefit of social media on the food services industry (food truck).
- iii. To suggest the innovative suggestion to this food service mobilizing.

### **1.4 Scope, Limitation and Key Assumptions of the Study Scope.**

In this section, the researcher will further explains the scope, limitation and key assumptions for the research study on Investigation on Social Media Adoption among the Food Tuck Vendors in Malaysia.

### **1.4.1 Scope**

The researcher will focus on the research study in food trucks in Malaysia. Which in Malaysia there are the Mobile Food Truck and Street Food Association (MSA), so this organization can help me getting info the food truck in Malaysia and the upcoming events. The scope of the research covers the social media adoption among the food truck vendors. The respondents involve the customers and the owner themselves in Malaysia as the primary data regarding the social media adoption.

### **1.4.2 Limitation**

According to BCPS (2014), limitations are influences beyond the researcher control. Throughout this study, researcher has limitations that become challenges. First, researcher will cover the social media impact on the food truck vendors. The researcher will not be covering in regulations and laws for food trucks in Malaysia.

### **1.4.3 Key Assumptions**

All through the exploration think about, the researcher had accepted the accompanying presumption before directing the examination such all respondents will answer all review addresses genuinely and to the best of their capacities.

## **1.5 The Importance of the Study**

The main importance of the research study is the researcher want to investigate the social media adoption among the food truck vendors. There are factors that related the customers awareness through the social media. The food truck services industry mostly depends upon the social media as a medium to reach the customers. It is also importance that this study is revealing what are the factors that social media help in this innovative marketing for the food truck services industry. In addition, throughout this research study, the researcher aims to increase the significant existing literatures on the social media adoption among the food truck in Malaysia.

## **1.6 Structure of Proposal**

Chapter 1:

From this chapter, it is about the introduction of what the researcher wants to research and study. It is including background of the project, problem statement, research questions, objectives and scope.

Chapter 2:

From this chapter, the researcher will explain the literature review according to previous research and will shows the theoretical framework that relates with the research objective.

Chapter 3:

From this chapter, the researcher will explain the method that will be used to implement the research.

## **1.7 Summary**

The basic understanding and purpose of this research are mentioned in this chapter. The way to conduct also briefly provides guidelines for further explanation and proceeds in the chapter 2 for the next step.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

In this chapter, the research will discuss in detail regards to the social media and related food truck services industry. In past literature, the researcher will find the factors on how the food truck services industry gain market in order to fulfill the first research objective. Next, the researcher will relate on the social media to achieve the second research objectives. Finally, throughout this chapter the researcher will come out with a theoretical framework for the research study.

#### **2.2 Definition of Terms**

The researcher will begin looking the definition in order to find the key words for the past literature and exploring the relationship specifically on the social media and the food truck services industry.

### **2.2.1 Food Truck**

The food truck also known as many names. According to Froeb, Ian (2012), mobile vendors also known as food truck. Begin from history of chuck wagon (Thompson, 2014). It came with the new food service industry. From the dictionary, food truck means a large vehicle equipped with facilities for cooking and selling food. There a new level of street- food to higher level. This mobile –food industry are begin to growth in Malaysia. The food vehicles referred to in this paper as loncheras represent a distinct branch of a subsector of the mobile-food scene in Los Angeles, that of the “hot trucks,” those kitchen-equipped vehicles designed for cooking and serving hot meals. The Health and Safety Code refers to a wheeled kitchen designed for the preparation of ready-to-eat meals as a Mobile Food Preparation Unit (MFPU), which may be either a wagon to be towed by a motor vehicle or a gasoline-powered step van. There also known as meal-on-wheel. A food truck is a mobile, miniature commercial kitchen.

### **2.2.2 Social Media**

All figuring frameworks, and in this manner all web applications, furthermore all types of media can be considered as social on the grounds that they store and transmit human learning that starts in social relations in the public eye. According to this view, individuals have certain cognitive features that they use to interact with others so that shared spaces of interaction are created. In some cases, these spaces are used not just for communication but also for the coproduction of novel qualities of overall social systems and for community building ( Trottier , Fuchs 2013)

### **2.2.3 Technology Adoption**

There are 5 step process in adoption of technology which is :

- i. Awareness – potential clients learn enough about the innovation and its advantages to choose whether they need to explore further
- ii. Assessment – potential clients assess the helpfulness and convenience of the innovation, and the straightforwardness or trouble of embracing.
- iii. Acceptance – potential clients decide to acquire and use the technology, or decide not to adopt
- iv. Learning – users develop the skills and knowledge required to use the technology effectively
- v. Usage – users demonstrate appropriate and effective use of the technology

### **2.2.4 Street Vendor**

A mobile non-store retailer whose operations usually occur by cart or truck. A street vendor's stock may include perishable goods, nonperishable merchandise, or both.

## **2.3 Factors Food Truck Gaining Market**

### **2.3.1 Social Media**

The incorporation of online social networking for advertising purposes has turned out to be to a great extent imperative for prospering gourmet food trucks. Presently perceived as fundamental segments in the achievement and fervor credited to gourmet food trucks, are informal communities, for example, Twitter, Facebook, Foursquare, and Instagram. These sites have permitted gourmet food truck owner/administrators to add to an online and physical group around their brands. Twitter also exploded in 2009 and attracts “more than seven million unique visitors” (Armano, 2009). What is even more impressive is that Twitter reached its 10 billionth tweet on March 4, 2010, doubling the amount of tweets in just four months (Patterson, 2010).

The past decade has seen tremendous growth in mobile communication technology (smartphones, 3G) and social media, which are software applications that allow individuals and groups to easily share information at any time, from any location. A key question about the role of mobile technology in economic growth is the extent to which it creates positive externalities for other markets (Aker and Mbiti ,2010)

The utilization of online networking goes a long ways past just redesigning clients to a trucks areas or new increments to the menu. Los Angeles’ Kogi Korean BBQ has been identified as a leading pioneer in the use of social media and has been "dubbed 'America's First Viral Eatery' by Newsweek" (Choy 2010). Through this technique, they find themselves able to construct social capital that, with time, will interpret into financial capital once their charm spreads and reaches progressively more potential clients.

According to M. Chan, Moonhee, Sangwon (2013) this study examines the user perceptions of six main groups of social media blogs, micro-blogs, social networks, wikis, forums, and content communities on five dimensions: participation,