

CHAPTER 1

INTRODUCTION

1.1 Background of Study

Nowadays, the increasing trend of adopting western dietary patterns in Malaysia has slowly changed the dietary habits of Malaysian. They have changed from consumption of traditional breakfast to ready-to-eat foods such as breakfast cereals. The popular brands of breakfast cereals that we can find in the market such as Kellogg's, General Mills and Post Food. According to Grand View Research (2016), there is increasing customers brand awareness towards the benefits associated with the breakfast cereals. They are looking for the value-added cereals which contain high nutrition value like low calorie and high carbohydrate. This is because people nowadays realize the importance of safe ingredients of foods to protect them from high incidence of terminal life diseases, particularly diabetes, high blood pressure and heart disorders (Greger,2016). The customers also demand for higher quality food products. These products can be differentiated through branding, labelling information and a variety of quality attributes to meet customer's diverse needs and preferences (Singh, 2015). Hence, as the breakfast cereals market grows, producers will focus on those aspects and analyse their needs to achieve customer satisfaction. As a result, companies try to gain a positive brand perception as it strongly related to customer buying decision or the willingness to buy reflecting demand for the products. Generally, customers will focus on five steps of customers buying process namely the need recognition, the information search, the evaluation

of alternatives, the purchase decision and the post-purchase decision. Subsequently, information search related to the customer perception helps creating the brand awareness and the brand attention so that the customers will know where to buy, what to buy and why should they buy (Armstrong and Kotler, 2010). They will use the information and interpret them before making any purchase. So, the studies of the whole purchase process become crucial for every company. As the variables are specific for the company that will affect the purchase intention to buy a product or service.

1.2 The Rise of Breakfast Cereals

The World Health Organization (WHO) recommends that each country should estimate their own food consumption pattern data. As we know, the people in developing countries like Malaysia adopted a busy and modern lifestyle where their workers and students left early for works and study. They did not have enough time to prepare for a normal breakfast and would opt for breakfast cereals.

Generally, breakfast cereals as a healthy food, are mainly made by 50% whole grains and corn that contains no artificial colour or flavour. It provides a wide range of nutrients including protein, fat, sugar, fibre and several vitamins and minerals. The whole grain and fibre of breakfast cereals could prevent from digestive cancers and chronic heart diseases. Besides, breakfast cereals can be an important contributor to mental and physical health (Smith, 1999). The whole grain, vitamins, iron and calcium also provided energy needed by the kids and children. In particular, the added calcium is very crucial to ensure children's bone, growth and development.

According National Health and Morbidity Survey (2015), Malaysia has been known as the top Asia country with the highest number of obesity cases. On the other

hand, Malaysian are becoming more concern about their healthy lifestyle. The growing worries about obesity rate has improved the breakfast cereals market as one of the key products for the people. In this sense, MILO breakfast cereals were seen become one of the most popular choices among the Malaysian (Hofbauer,2014).

1.3 Customer Preference of MILO Breakfast Cereals

Customer preference on MILO breakfast cereals are expectations, motivation, likes, dislikes that drive customer purchasing decisions. This will affect the plan of customer to purchase the MILO breakfast cereals in the future. Normally, the customers will search for relevant information based on their experience when they buy the goods. The customer preference can help in communicate with the Nestle brand in marketing communication and brand management.

Besides, customer preference on MILO breakfast cereals is the key to predict the customer tendency to purchase the cereals. Most of the time, the customers prefer to buy breakfast cereals compared to others is because MILO breakfast cereals offer the right product features, image or quality that can fulfil the need and want of customers.

Generally, customers prefer affordable MILO breakfasts cereals because they can get the unique characteristic that they want from the cereals products. This is the result from customer pre-purchase perception, evaluation of products and post-purchase evaluation. If the MILO breakfast cereals meet customer expectation, they will be satisfied. If the MILO breakfast cereals beyond their expectation, they will be disappointed.

Lastly, the customer preference of MILO breakfast cereals should be study to maximize their satisfaction.

1.4 Problem Statement

Customers nowadays are interest in a variety of convenient, low cost and nutritious breakfast cereals. All of this create competition among the competitors in breakfast cereals category. According to Euromonitor International Country Report (2017), Nestle (M) Bhd is the leading player in breakfast cereals with a 34% value share and sales of RM 103 million in 2016. Customer eat MILO breakfast cereals is because the good taste of breakfast cereals. They can prepare their breakfast in the shortest and fastest period. The breakfast cereals also provide a lot of nutrients to customer.

However, there are some of the Malaysian consumers still have no intention on purchasing breakfast cereals. This might due to different individuals have their own perception on purchasing breakfast. In the market, the range of cost of breakfast cereals in Malaysia is RM 6 to RM 15 which depends on size. Some of them might think healthful breakfast cereals are expensive and are not affordable. Although some previous studies have been conducted on the separate influences of these effects on customer perception, no studies address the combined effect of perceived price, perceived quality and perceived value on breakfast cereals.

In conclusion, the study focus on Milo breakfast cereals because it is one of the famous brand of breakfast cereals in Malaysia. Given the high demands of MILO breakfast cereals, understanding the customer perception is important for breakfast cereals producers, suppliers and marketer to implement the marketing strategies.

1.5 Research Questions

This research aims to answer the following research questions:

- a) Are there significant variables of the customer perception and purchase intention on MILO breakfast cereals?
- b) Are there significant correlation between the customer perception and purchase intention on MILO breakfast cereals?
- c) Are there significant relationship between customer perception towards the purchase intention on MILO breakfast cereals?

1.6 Research Objectives

Based on the research question, there are three objectives have been determined to be studied, which are:

- a) To explore variables of the customer perception and purchase intention on MILO breakfast cereals.
- b) To examine significant correlation between the customer perception and purchase intention on MILO breakfast cereals.
- c) To determine significant relationship between the customer perception toward purchase intention on MILO breakfast cereals.
- d) To confirm model of the study.

1.7 Scope and Limitation of Study

In this research, the scope of the study will be focused on the customers who know MILO breakfast cereals around Melaka. The general public have been chosen as respondent due to the needs to generalise the research findings as accurate as possible.

The main limitation of this research will be the time constraint due to the short research duration of two semesters along with other subjects. At the same time, it may take some efforts to identify the right research survey and ensure MILO breakfast cereals is the breakfast cereals that they know.

1.8 Significance of the Study

There are several importance of this research.

- a) The study of purchase intention of breakfast cereals can help marketers have better understanding in customer consumption behaviour.
- b) The research can provide knowledge for marketers, academicians and researchers of MILO breakfast cereals.
- c) The research will determine the factors that affect the behaviour of MILO breakfast cereals customers. Furthermore, the framework in this research will provide insight about the reasons affect the purchase intention of customer towards MILO breakfast cereals.

1.9 Summary

As conclusion of the whole chapter one, there are several parts that we study which are background, importance of MILO breakfast cereals, customer perception, problem statement, research objective and research questions. In the background of study, the customer perception on breakfast cereals and their willingness to buy it being introduced. The limitation of this research is the survey only carried out in Melaka due to the geographical area. In the previous research, it was found that most of the customers seldom concern about the price, product quality and nutrition of breakfast cereals. Therefore, in this research the customer perception on the breakfasts cereals and their buying intention will be discussed. So, the main objective is to study the relationship between customer perception and their buying intention in breakfast cereals.

The research study about the customer perception from several aspects such as price and quality of MILO breakfast cereals. The factors of customer perception will affect the purchase intention of customers. All the research completed will fulfil the objectives such as to explore the types of the customer perception contributed towards influencing the purchase intention on MILO breakfast cereals, to understand the characteristics of customer perception affects the customer intention to buy MILO breakfast cereals and to access the importance of customer perception to the customer intention of MILO breakfast cereals.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

As what show in chapter 1, the eating habit in the recent years have changed the customer perception on breakfast cereals in Malaysia. Customer perception is very important in the purchase intention. Customer perception are considered as the perception of a customer towards a products or service including perceived price, perceived quality and perceived value. The customer perception will influence the purchase intention such as brand awareness and customer satisfaction. Besides, the awareness of public to the quality of breakfast cereals which is rise in our country. In the price aspect, the customer will also concern and made comparison before they buy the MILO breakfast cereal. Customers now also concern about the perceived value if compare to before. Hence, it is important for the research to be carried to identify which factors of the customer perception is crucial for the MILO breakfast cereals to lead them into succeed.

In this chapter, the research will focus more into the several parts of customer intention such as brand awareness and customer satisfaction.

2.2 Theory of Planned Behaviour

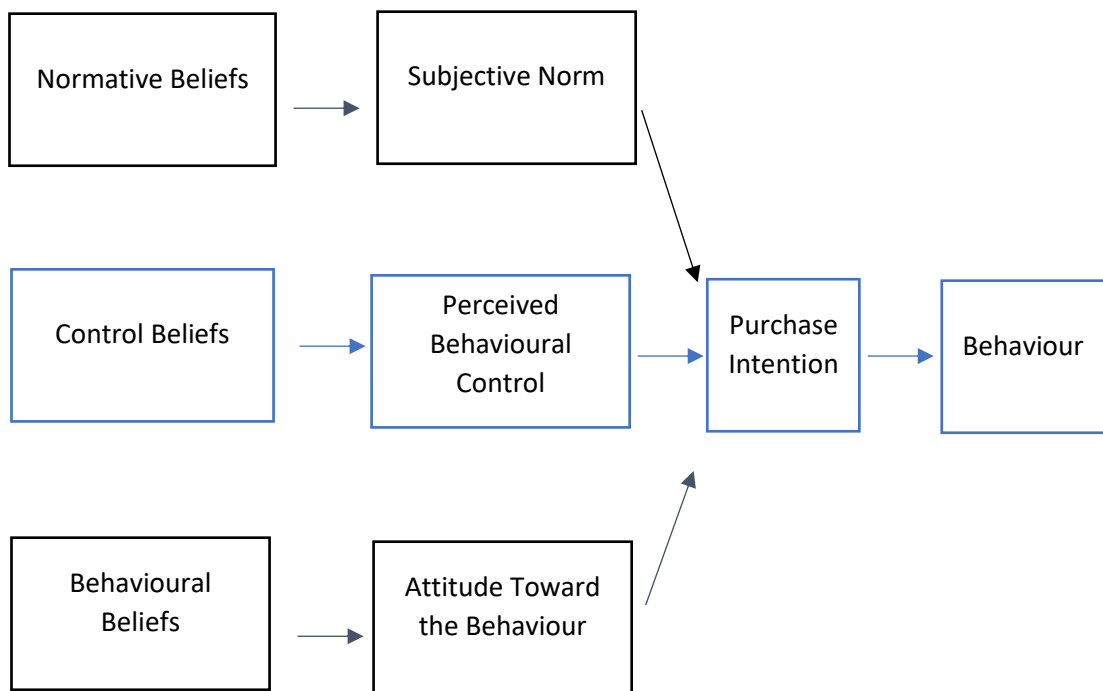


Figure 1: Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB) is one of the most popular social psychological method to study customer behaviour (Ajzen,2012). It acts as a framework to understand, predict and change the human behaviour. In Theory of Planned Behaviour, it states that the intention to perform the behaviour is the motivation to have certain behaviour. Then, the intention can be determined by three types of beliefs. The first type of belief is normative beliefs which the perceived expectation and behaviour of important reference of individuals and groups. The normative beliefs in their memory will form a subjective norm that perform a behaviour. The second type of beliefs is control beliefs which the perceived presence of factors that can affect the person's ability to perform the behaviour. The control beliefs will produce the certain level of perceived behavioural control which related to behaviour. The third type of belief is called behavioural beliefs which means that the perceived positive or negative consequences of performing the behaviour. The behavioural beliefs in their memory will form the attitude toward the behaviour. The

combination of attitude towards behaviour, subjective norm and perception of behavioural control will form the behavioural intention. This research will be focus in the customer perception which affect the purchase intention of MILO breakfast cereals.

2.3 Customer Perception

According to Kotler and Keller (2009), the customer perception is a marketing concept that focus on customer's impression, awareness and consciousness about a company or its offering.

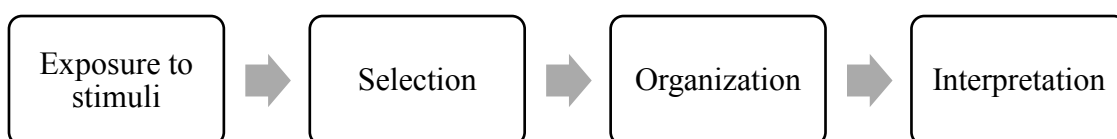


Figure 2: Customer Perception Process

In customer perception process, the customer organise and interpret the information can be divided into four parts which is exposure to stimuli, selection, organization, interpretation (Arnould,2017). Firstly, the information of product will be further process if the information that obtained can draw their attention. Secondly, customers will select the information that they exposed and will ignore other information. Thirdly, customers organize perception into different categories. Lastly, customers will interpret the information of products.

Furthermore, customer perception is a concept that used frequently to analyse and evaluate the customer satisfaction (Malik,2012). From this aspect, what customer feel and perceive about the quality, price and value of products and service can be checked. The way that customers look at the quality and price of products reflect the

interaction of products of customers with the company but it does not really mean that the actual quality that in the products (Baboo&Robert,2011).

Last but not least, customer perception is one of the way company used to check whether the products and service meet the expectation of customers. As a result, the company can manage and monitor the business progress well. The customer perception play an important role in the attraction of new customers and able to maintain good relationships with current customers. Besides, it is fundamental to understand because customer perception shapes the customer buying decision and affect the customer's actual behaviour (Zolait,2010).

2.3.1 Perceived Price

Perceived price can be defined as the customer's perceptual representation or subjective perception of the objective price of the object (Holston,2013). Perceived price also can be characterized as the customer's judgement about a service's average price in comparison to its competitors (Han & Ryu, 2009). According to Senguputa (2014) proposed perceived price theory which state that customers have a minimum and maximum value which is acceptable for them to purchase the products. Consumers always compare the objective price with the internal reference price which is the overall price level or range the price perception for the product category when they are making purchase decision (Diaz,2011).

The adaptation level theory has been used to describe the interaction of objective price and reference price that influence the product evaluations (Helson,1964). Adaptation level theory predicts that the change in stimulation required for a person to adapt a change in the environment. Moving on, there are three classes of cues determine the stimuli influencing the adaptation levels which are focal,

contextual and organic cues. Focal cues are the stimuli that people are direct respond to, for example price. Contextual cues which also called background cues are all the stimuli present in the environment which will affect the perception of people. Then, organic cues are inner physiological and psychological processes that will influence behaviour (Cheng & Monroe,2013). The adaptation theory plays important role in price context because customers will evaluate the current selling prices by using the initial reference price.

The previous price research show that the price perception of people are related to the internal and external reference price information (Kalyanaram et al.1998). Internal information means the prior prices in the mind of customers and external information means the other perceived price around the observed price. The perception of price may depend on other cues, the last price paid, the range of prices for similar alternatives, the lowest alternative price, the highest alternative price, conscious concern of price and the frame of reference for evaluating the alternative offers.

Then, the last price paid called as closing price or settle price. The last price is calculated based on the weighted average of prices traded during the closing minutes of the trading day. Range of prices for similar alternatives means that the range of prices for similar alternatives are the price for a substituted item which is added or deducted from the original price. Besides, alternative price defined as the amount of money specified by the suppliers for an alternative item. The alternative price stated as an addition, a deduction, or no change to the original price. Other than that, conscious concern of price is know how much an item would cost and avoiding buying things which are expensive for them. Moreover, psychological frame of reference refers to people's perceptual frame of mind when they enter a communication environment. The factors that determine the people perception when evaluate the alternative offers are physiology, past experiences and needs.

Lastly, perceived price is important to marketers because it represents that marketer's will know what customers see in product and service and the willingness

of customers to pay. In the opinion of marketers, price is an essential element in understanding customers behaviours. Hence, adjusting the price has a big impact on the marketing strategy and affect the sales and demand of breakfast cereals.

2.3.2 Perceived Quality

According to the Total Food Quality Model, quality is not an aim in itself but it helps to satisfy purchase motives or values. Quality can be defined as superiority or excellence. Perceived quality is different from objective or actual quality. Perceived quality is defined as the customer's judgement about an entity's services containing overall excellence or superiority (Snoj et al,2004). The consumer's perceived quality process begins with the identifying the types of product features like intrinsic and extrinsic product features (Gellynck,2009). Customers tend to use the extrinsic and intrinsic cues concurrently when evaluating product quality (Szibillo and Jacoby,1974; Richardson et al, 1994; Gooner &Nadler,2012; Akdeniz et al,2014).

Cues are pieces of information used to form perceived quality. The intrinsic quality cues are related to the customer's knowledge, expertise, belief about good quality. Intrinsic product feature is appearance, colour and packaging of product. The appearance of breakfast cereals means that customers can assess the breakfast cereals on functional, symbolic, comfort motive. Packaging mean its provide protection, special physical, chemical or biological needs.

Meanwhile, the extrinsic quality related to intangible sources which cannot be checked by the customers and observed by them easily. The extrinsic product feature is brand name, store type, label information, production information and nutritional information, etc (Ares, Gimenez & Deliza, 2009). Brand name is the brand element that help the customers to identify and differentiate one product from another. Store type mean supply of stock. Then, the label information will provide detail about the

price, quantity and quality. This is due to customers buy the product without hesitation and doubt. The production information about the process of combining various material inputs in order to make something for consumption. It is the act of creating products which has value and contributes to the utility of individuals. Then, the nutritional information means that the nutrition facts label which label in the packaged food in many countries

The customers having the quality expectation that based on extrinsic and intrinsic quality cues. This will make a product have an excellent differentiation and become a selective brand in the customer's mind. Product attribute information is an elemental form of information whereas perceived quality is considered as summarization of all the information (Zeithaml,1988).

2.3.3 Perceived Value

Customer perceived value (CPV) is identified by terms of value or customer value. It can be known as customer's overall assessment of the utility of product based on perception of them to what is received and what is given (Zeithaml, 1988). Normally, most of the research will focus on the monetary price that should be paid but another factor that should be focus which is what customers give up to get something like time, activity and behavioural effort (Zeithaml, 1988). Hence, there are three aspects that affect the customer perceived value which are customer pre-purchase perception, evaluation during the transaction and also post-purchase perception.

In post-purchase aspect, customer perceived value defined as the emotional bond that build up in between the supplier and customers when the customers found that the excellence of products and the products have an added value (Zeithaml,1988). Customer perceived value also can be known as a dynamic variable that is also

experienced after consumption (M.A. Moliner et al, 2007). However, Woodruff (1997) propose that customer perceived value is a customer's perceived preference for an evaluation of these product attributes, attribute performance and consequences that after using the products that will achieve the customer's goal and purpose in the situations.

Customer perceived value is developed from total customer benefit and total customer cost (Yang & Peterson, 2014). Total customer benefit can be defined as perceived monetary value of the economic, functional and psychological benefits that the customers expected from the product. It referred to product benefit, service benefit, personnel benefit and image benefit. Product benefits refer to the attributes of products. This will encourage potential customers to buy the products. Service benefits refer to the attributes of services. This will make the experience of using the product enhanced. Personnel benefit is the perceived value offered by the personnel involved in the buying and using process (Smith & Colgate, 2007). This will help them to make the right choice depending on their requirement. Image benefit is manifested through the brand name and image that the company has created for it.

Meanwhile, total customer cost is the perceived bundle of costs that customers expect in evaluating, obtaining, using and disposing of the given market offering which include the monetary, time, energy and psychological costs (Santosa, 2015). A brand name is the result of years of consistent and quality output. It is the literal cost, maximum retail price paid to buy the product. The effort made by customers is the energy cost. The mental effort and exertion that the customers undertake and use the products.

Lastly, the importance of perceived value for marketer is to pursue the customers need.

2.4 Purchase Intention

Intention is defined as the origin that stimulate and encourage customers' purchases of products and services (Hawkins & Mothersbaugh, 2010). Purchase intention means that the attempt to buy a product or service and it plays an important indicator in actual purchase (Diallo,2012). Moreover, Engel et al (1995) clarified that purchase intention consists on problem identification, information search, evaluating the alternatives and make a purchase behaviour.

Then, there are three types of responses of attitude formation which are cognitive, affective and behavioural categories (Crites, Fabrigar & Petty,1994). In cognitive response, people thought about the object. The thought of people is termed as beliefs. The beliefs are shaped by positive and negative attributes towards an object. Affective categories are related to people's feeling to the objects. The feeling in affective process might form favourable and unfavourable feeling of people to objects. Behavioural category deals with people's action to a product. The response in behavioural response will in positive way or negative way. All of the responses will be regarded as intention to an attitude object. Positive evaluation will create positive intention while negative evaluation will create negative intention.

The three psychological elements which are cognitive, affective and behavioural that involved customer satisfaction and brand awareness. Customer satisfaction is an overall psychological state that reflects the evaluation of a relationship between the customer and products. Meanwhile, brand awareness is the extent to which the customers are familiar with the qualities or image of a particular brand of good and service.

2.4.1 Customer Satisfaction

Customer satisfaction can be measured with specific attributes that describe the product features (Smith,2014). According Jamal and Naser (2002), customer satisfaction is defined as a feeling or judgement by customers towards the products and service that they used. Customer satisfaction also have three components which are the result of an evaluation processes with cognitive and affective elements, the comparison of expectations with the perceived performance and after the purchase of products (Giese & Cote,2000).

Meanwhile, the customer will highly satisfied when the product performance exceeds the expectations (Kotler & Armstrong, 2010). The customers will dissatisfy when the product's performance outs of expectation. There are two concepts in customer satisfaction which are transaction-specific and cumulative customer satisfaction. Transaction-specific satisfaction provides specific-diagnostic information about a product or service (Lam et al.2004). In contrast, cumulative customer satisfaction is an overlook and the evaluation based on the total purchase and consumption experience of products and service (Anderson et al.1994). Cumulative customer satisfaction is more important than transaction-specific satisfaction in predicting a customer's subsequent behaviour.

Customer satisfaction seemed as an important goal of all business activities and well-recognised in the marketing concept (Anderson, Fornell and Lehmann, 1994). This is because it is generally assumed to be a significant determinant of repeat sales, positive word-of-mouth and customer loyalty. It also plays as an important indicator to show the willingness of customers to purchase again. The customers may not repurchase when they dislike the experience of buying. The high customer satisfaction has many benefits to the company such as increased loyalty for current suppliers, reduce price elasticities, insulation of current suppliers from competitive efforts, lower costs of future transactions, reduced failure costs, lower costs of attracting new customers and enhanced reputation for the firm (Anderson et al, 1994).

2.4.2 Brand Awareness

Brand awareness is also an important element that affect purchase intention. Brand awareness can be defined as how to aware the current and potential of customers towards the product or services (Gustafson & Chabot, 2007). Brand awareness also can be known as the probability that customers recognize the existence and availability of a product's or service. Another factor that affects the purchase decision of customers is brand awareness although the customers are familiar and willing to buy the products (Macdonald & Sharp, 2000). Hence, the products or service will have the high reputation or high acceptable from public when the brand having the high brand awareness (Gustafson & Chabot,2007).

The role of brand awareness in the mind of customers can be evaluate at different stages such as recognition, recall top of mind, brand dominance, brand knowledge (Aaker D.,1996). The brand awareness of a product can be look from two parts which are depth and width. Depth means that the ways that influence customers recall and identify the brand easily while width means that customers want to purchase a product, they will remember and intend to buy the products. If a product owns brand depth and width at the same time, consumers will think of a specific brand when they want to buy a product. So, the product has higher brand awareness.

Last but not least, customer satisfaction and brand awareness are crucial in purchase intention because customer willingness to purchase a popular product. It has a great impact on selection and consideration of purchase decision.

2.5 Theoretical Framework

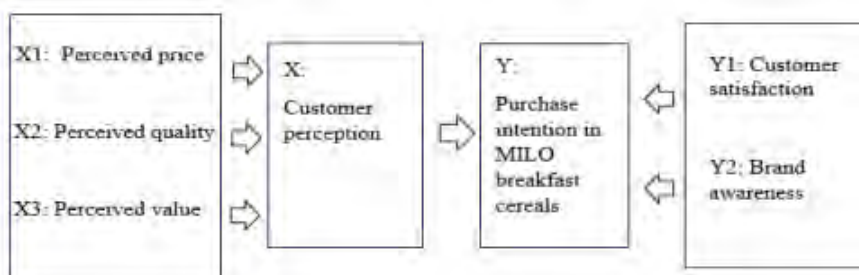


Figure 3: Theoretical Framework

The theoretical framework shows the interrelationship among the independent variables and dependent variables clearly. Based on the Figure 1, the model has three independent variables based on three aspects which are price (X1), perceived quality (X2), perceived value (X3), while the dependent variables are purchase intention in MILO breakfast cereals.

Nevertheless, the build-up of the theoretical framework helps to postulate the hypothesis testing the relationship between those variables. In order to achieve the research objective of this study, a total of three hypothesis have been designed.

Hypothesis 1:

H₀: Perceived price in customer perception will not influence the purchase intention in MILO breakfast cereals based on customer satisfaction.

H₁: Perceived price in customer perception will positively influence the purchase intention in MILO breakfast cereals based on customer satisfaction.

Hypothesis 2:

H₀: Perceived quality in customer perception will not influence the purchase intention in MILO breakfast cereals based on customer satisfaction.

H₁: Perceived quality in customer perception will positively influence the purchase intention in MILO breakfast cereals based on customer satisfaction.

Hypothesis 3:

H₀: Perceived value in customer perception will not influence the purchase intention in MILO breakfast cereals based on customer satisfaction.

H₁: Perceived value in customer perception will positively influence the purchase intention in MILO breakfast cereals based on customer satisfaction.

Hypothesis 4:

H₀: Perceived price in customer perception will not influence the purchase intention in MILO breakfast cereals based on brand awareness.

H₁: Perceived price in customer perception will positively influence the purchase intention in MILO breakfast cereals based on brand awareness.

Hypothesis 5:

H₀: Perceived quality in customer perception will not influence the purchase intention in MILO breakfast cereals based on brand awareness.

H₁: Perceived quality in customer perception will positively influence the purchase intention in MILO breakfast cereals based on brand awareness.

Hypothesis 6:

H₀: Perceived value in customer perception will not influence the purchase intention in MILO breakfast cereals based on brand awareness.

H₁: Perceived value in customer perception will positively influence the purchase intention in MILO breakfast cereals based on brand awareness.

2.6 Summary

Throughout the whole chapter, all the keywords and important criteria has been discussed in order to understanding the background of the research. Apart from reviewing all the related literature to the research topic, the researcher has designed a theoretical framework to show the interrelationship between the customer perception and purchase intention. After setting up of the theoretical framework, three hypotheses have been designed to investigate the relationship among the independent variable and dependent variable.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

First and foremost, this chapter will further study about the research methodology that used to obtain the data and data analysis. The research methodology is used to solve an existing problem (Rajasekar,2013). Research methodology also can be defined as the methods that reflects the shares of beliefs within community and it also shows in the ways where the questions are asked, respondents are sampled and procedures are used to generate insights (Murshed & Zhang,2016).

Furthermore, quantitative research is used in this research because it helps researcher to obtain the understanding of customer perception that influence the purchase intention of MILO breakfast cereals. It provides insights into problem or help to develop ideas or hypothesis for potential quantitative research. The questionnaire will be distributed through google chrome. The data collection will be documented to endure that this study is fully clarified and valid on topic.

In this research, the period of this research will be a guidance to the researcher to make sure that the study is accomplished in time without any suspension. Besides, the

geographical area on the location of the study conducted, the study design, strategy and population and tool collect data are describes too. This chapter also includes the study instruments as well as the validity test results for pilot test (Dudovskiy,2016).

3.2 Research Design

A research design is the outline in gathering or analysis the data and information based on the research objective and research questions. Furthermore, it contains the collection, measurement and analysis of data (Trochim,2016). The author emphasizes that research problem determines the type of design that the study should use. In general, research design is the general plan of how a researcher carry out the research to meet the research objectives, provide reasoned justification for choice of data resources, collection method and analysis technique. The main function of a research design is to ensure the evidence obtained enable the reader to answer the initial question as ambiguously as possible (Anon, 2012).

Additionally, there are three types of research designs such as exploratory, descriptive and explanatory. The research design allows the researcher to know which types of the research design is the most suitable design for the whole research process as a tool to obtain the information for research. In this research, descriptive quantitative method is used as research design because it can help us to provide the accurate information and it is effective to describe the customer perception influence purchase intention in breakfast cereals. This research design can also help to obtain accurate data that study the customer perception that influence the purchase intention of breakfast cereals.

3.3 Methodology Choices

Methodological choices can be defined as select a right method of study to carry out the data collection of the research. There are three types of methodological choice which is qualitative, quantitative and multiple methods (mixed method). According to Saunders (2015) quantitative research examine the relationships between variables, often joins controls to make sure the validity of the data.

In this research, quantitative method was used by the researcher to obtain the information regarding the customer perception influence purchase intention of breakfast cereals like graph and pie chart. The quantitative approach includes post positive claims, experimental strategy of inquiry and pre and posttest measures of consumer behaviour. The researcher tests a theory by specifying narrow hypothesis and the collection of data to support or reject the hypothesis. Then, an experimental design is used in which attitudes are assessed both before and after the experimental treatment. The data are collected through an instrument that measures attitudes, and the information collected is analysed using the statistical procedures and hypothesis testing (Creswell et al.2007). Hence, the questionnaire is used in this study.

Quantitative method was used in this research. Quantitative research is a way that the collection of data is present in the numerical form and often used as a synonym for any data collection technique such as data analysis procedure or questionnaire. Apart from that, the quantitative research can help to set the data in number and build graphs and tables. The purpose of the research is to study the opinions of respondents towards certain topics and obtain the final results in general pattern.