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Investigation of the relationship of brand personality, subjective norm and perceived control on consumers' purchase intention of organic fast food

(Article)

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Abstract

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Organic fast food among the Malaysian consumers is an emerging theme of discourse. As more people are eating foods bought from fast food restaurants, this eating out lifestyle further heightened the problems of unhealthy eating and unbalanced diets (Azlina et al., 2011). So, to help consumers improve their personal wellness, fast food restaurants should consider various organic meals into their extended services. Indeed, this work intends to weigh into the proposed factor (TPB constructs; subjective norm and perceived dominance and brand personality dimensions; sincerity, excitement, competence, sophistication and ruggedness) towards purchase intention of organic fast food in Malaysian perspective. The outcomes distinguish that three of the factors have a significant positive association with organic fast food intention to purchase normally, sincerity, competence and sophistication. Hence, the outcome proposed that the strongest ingredients in this relation are sincerity. Therefore, the researchers agreed that fast food operators may successfully incorporate brand personality variables such as sincerity, competence and sophistication to influence on the formation of customers' intention of organic fast food. Hence, this study successfully develop theoretical and pragmatic aspects to discover the purchase intention of organic fast food on the perspective of Malaysian consumers' © by the author(s).

Author keywords

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