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The Implication of Supply Chain Management on Consumer Purchasing Decision toward Food Industry in Melaka

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Abstract

Managing the supply chain is essential in order to supply end-customers with the goods and services. However, the notions of supply chain management can only indirectly linked to the problems of consumer purchasing decision and avoid customer satisfaction. The role of supply chain management is, without a doubt, an important factor for improving corporate success, as mentioned in many publications. The consumer behavior is also an important consideration for organizational viability in years to come from a distinct view. This study attempts to study the relationship between factors in supply chain management on consumer purchasing decision towards food industry in Malacca. The factors in supply chain management in this study are inventory management, traceability and customer service. 173 respondents in Melaka City took placed as the sample in this study. From the results, it showed, customer service, inventory management, and traceability has significant effect to the consumer purchase decision. This study provides the important for organizational to deliver good supply chain managements as the consumer nowadays are became aware about their needs and wants, it will results for organizational to deliver better supply chain and improved customer satisfaction towards food industry.

Keywords: Supply chain chain management, consumer purchasing decision, inventory management, traceability and customer service;

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1. Background And Significance Of Innovation Selection

The leadership of the supply chain management (SCM) has proven to be one of the principal mechanisms by which businesses manage expenses and enhance financial efficiency in today's increasingly dynamic industry. Nevertheless, businesses must turn their SC designs into evolving problems such as environmental protection, transparency, employee benefits and security concerns. Installing supply chains which are socially friends to harmonize with existence must be built instead of concentrating only on financial results. In today company globe, there is increasing rivalry between organisations and the difficulties of having an item and service at a good cost at the correct moment. SCM is an important idea for the efficiency and establishment of long-term relationships in the management of production service activities (Sambasivan et al, 2013). The worldwide supplier service forum was described as the inclusion of the main business processes from end-users to initial providers that provide extra importance for goods, facilities and customers and other stakeholders. From the definition stated, the main target of SCM seems to be maximising the chain's profitableness. When interactions between parties improve, it's expected that outcomes accelerate. Maybe this is frequently the case when higher inventory turnovers, timely delivery, responsiveness, quality, reduced prices, efficiency and efficiency will be transferred to customers.

Managers, scholars and advisors have gained ever greater attention to SCM ideas and methods (Hamister, 2012). Understanding and implementing SCM methods has played a significant role in making organisations. In the increasingly competitive world marketplace, competitive and profitable. The use of SCM methods has been used extensively in the retail market as well as by manufacturers (Randall et al, 2011). The introduction and execution of newer and more effective company best practices could be advocated for as portion of alternatives to the stresses of the food processing industry. The SC leadership that has become a main company exercise contributing to company results across various sectors is part of such company company activities (Janvier-James, 2012). The majority of operations in businesses, starting from production to utility delivery, have been focussed on SCM to produce the results, as Gupta and Palsule-Desai (2011) indicated. Management of the SC involves scheduling and leadership of all acquisition, transformation and operations. Channel partners who can be suppliers, intermediaries, third party utility providers and clients are coordinated and cooperated on the broadcasts (Supply Chain Management Professionals Council 2010). SCM primarily includes supply and demand management throughout different organizations (Tuominen et al, 2011). A supply chain can itself be regarded as a network between various

organizations, which produce and deliver products for inland and overseas end-customers immediately or indirectly (Chow et al, 2010). The SC links every stage of business, from raw materials to reverse product and information transmission (Zhou & Benton, 2010). It is the network that move continuously between organisations appropriate data, oods or facilities and taxation (Adebanjo, 2011).

Compared to other sectors, the food industry is an increasingly dynamic industry. This is because food is a vital necessity of existence. People usually consumed almost three times daily for food and beverages (F&B). According to Maslow's concept of structure, the individual will want higher lifestyle control when the vital demands of an individual are met. Therefore, when buying F&B goods, customers pursue worth when buying food products. It is not aimed only at satisfying desire but also at health, which prevents illness in their regular lives (Nikhashemi et al, 2015). But competition between national and international producers continues in order to satisfy consumer requirements. For producers, this is a great method for increasingly advanced products. It also creates a knowledge of customer requirements.

The exchange of data between the entirely of supply chain members contributing to the bullwhip has been recognized by Grosnika and Trkman (2012). The bullwhip effect relates to demand changes in the supply chain, which lead to important stock leadership efficiencies (Lee, 2010). One assumption states that when interactions between parties improve, results are expected to increase. This may also happen when the item is delivered on time, in terms of value, stronger stock turnovers, reductions in prices, efficiency and effectiveness for customers and end-users (Nguegan and Mafini, 2017). Richardson and Snaddon (2011) found that Strong market sharing competition remains a major problem in supply chains. Stiff competition in market share continues to be a major problem within supply chains. Lack of trust in buyer- supplier and cooperation, competence of supplier and interpersonal relationship as supreme obstacles to SC performance (Stuart et al, 2012).
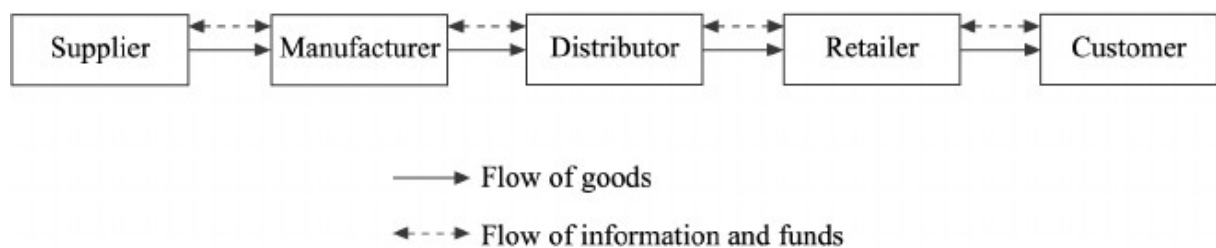
Source: Chopra and Meindl (2001)

1.1 Relationship between Supply Chain Management on Consumer Purchasing Decision

The leadership of the SC is the leadership and regulate of all purchasing, manufacturing, shipping and delivery procedures in all parts of the SC. SCM positions with its suppliers, third-party utility providers and clients and cooperates with them. The stream of products and data is the primary general job for managing the supply chain to satisfy customer requirements. The primary aim of the SC's presence is to satisfy the requirements and needs of clients and produce earnings at the same moment (Sweeney et al, 2011). Supply chain processes start when the client purchases and end when it pays for the item delivery to the fulfilled client. When a customer requirements are established, customer satisfaction results from supply chain operations that attempts to resolve the current issues. Retail sites have become extremely profitable globally, as customers are always looking for stronger services, stronger goods and reduced rates (Hübner, Kuhn & Sternbeck, 2013). SC Foresight has recognized three key objectives in the South African study: the need to improve profits (increases in rates and reductions in expenses), the need to improve the SC's competitiveness and boost efficiency and reactivity (Barloworld Logistics, 2014). Their research has been carried out in South Africa. SC efficiency has become a main variable in company achievement and has been improved by several businesses (Huo et al, 2014). The organizations has taken several actions to ensure loyalty of customer on their product. The connection between a company and its customers includes the use of individuals, procedures and technology to improve relationships and input loops. The method is aimed at optimizing the importance of our organization and our clients (Jasti & Kodali, 2015). The connection is controlled so that suitable goods or facilities, lines and relationships are monitored and improved to improve customer satisfaction. Furthermore, the food safety issue continues to be a problem for most customers, forcing authorities to closely check food processes and how they transport the item from manufacturing locations into the industry (Carter & Easton, 2011).

by producers. Increasing rivalry can offer the customer a range of products both national and international producers. Consumers have often reacted in a way to the willingness to buy, motivating others to attracts, by charging for prestigious products at greater rates. This doesn't apply to recreation but also to every economic and revenue category from rich to poor (Arsil et al, 2014). This refers not only to recreation.

1.2 Customer Service

Coyle, Bardi and Langley (2012) define customer service idea in aspects of client service level participation (operation, efficiency, measurement and philosophy).

1. As an enterprise, customer service in this stage is a unique responsibility that has to fulfil in attempt to satisfy the customer's requirements. Typical instances of this type of customer service are ordering, accounting and invoicing, item requirements and processing of requests. This amount of customer service is also the responsibility of customer service departments which cope with client problems and criticisms.

2. As measurement of efficiency, in that level, customer service is emphasized in terms of specific performance measures, such as the percentage of ordered and completed orders within an acceptable time limit and the number of contracts processed. While this standard rises this amount, a firm must look beyond its own efficiency policies in order to guarantee that its services are genuinely client satisfied.

3. As a doctrine, this standard improves customer service in order to gain customer satisfaction through better customer service. This perspective of customer service fully reflects the current emphasis on performance and quality management by many businesses. This understanding does not include the consideration of customer service as a business or as a collection of efficiency policies but rather a commitment to customer service which covers the full firm and all its operations.

Kursunluoglu (2014) states that customer service involves customer service, data, booking and deposit, as well as distribution and shipping. It for instance offers data to stronger decisions or coaching clients in using the service, while they buy for example company, expertise and skill of frontline staff in meeting and reacting to the customer's requirements which until after purchased, in all the stages of service's life cycles. This aspect is part of the retail business offer. Service is provided before, during and after the acquisition by customer services (Dhammi, 2013). All of this involves retailer operations that boost consumer importance for retail. Customer facilities consist of sixty-one tangible-or intangible-value-added operations that fulfill client requirements, immediately or indirectly and eventually deliver product or service happiness and client allegiance (Kursunluoglu 2014).

1.3   Inventory Management

Inventory management is a structure used by businesses in Stevenson (2010). Inventory management is described. Control the participation in inventory. It involves inventory recording and tracking, estimates and arrangements for when and how to submit future requests (Adeyemi and Salami, 2010). Deveshwar and Dhawal (2013) suggested, on the other side, that inventory management is a technique used in the organization, stock and substitution of inventory by the businesses, while retaining appropriate supplies of products and minimizing expenses. Choi (2012) shows the need in the activity of any business for efficient inventory management. The storage of goods is therefore a key approach for businesses to satisfy customer demands without risking frequent weaknesses while retaining elevated levels of operation.

The inventory usually comprises three components, including raw materials, Work-In-Progress (WIP) and completed products (Cinnamon et al, 2010). The raw materials involve products that have not yet been moved into the method of manufacturing (Cinnamon et al, 2010) supplied to the warehouse of the customer by the vendor. When the item has departed the raw materials processing region until it is advertised for selling and distribution to clients, the WIP issues emerge. In attempt to decrease buffer stocks, remove manufacturing processes and decrease production cycle duration generally, work resources must also be taken into account. Minimization of pure and finished materials In the manufacturing sector. WIP must be closely regarded to warrant the length of time it requires to clean out products for purchase. This phase usually involves performance monitoring (Cinnamon et al, 2010). Completed products relate to the warehouse inventory awaiting sales and delivery by the customer.

1.4 Inventory Control

Operational inventory tracking which collects the customer access to products. Inventory provides assistance to a company in situations that can't meet the demands of its client delivery, logistics or production. The Inventory offers support for the purchasing and production of goods. The inventory control function seeks to optimize the three goals: client service, inventory and operating expenditures to sustain the company's activities. Good stock management implies that moment to complete and commands remain small (Ali et al, 2012) Investment monitoring is a method in which client request is managed at minimum costs and asset (Anil et al, 2012).

2. Conceptual Research Framework

Figure 1. Theoretical Framework
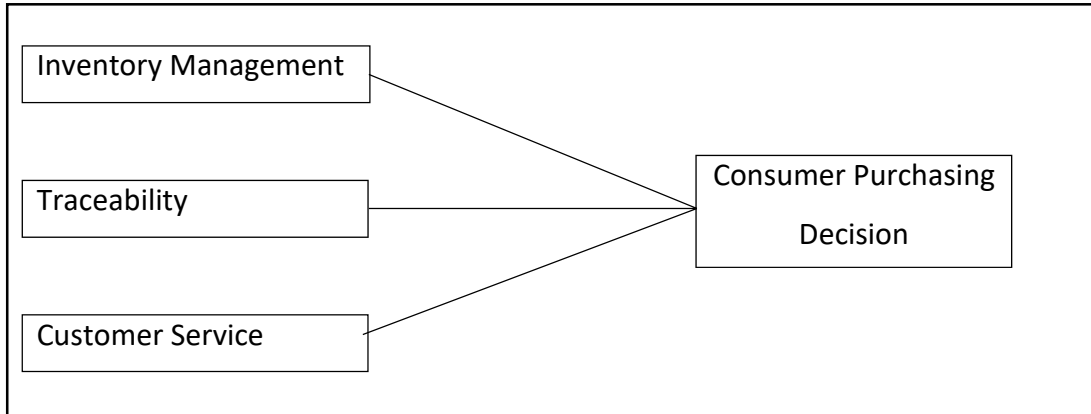
Supply chain management and consumer purchasing decision:

H1. There is a significant relationship between inventory management and consumer purchasing decision.

H2. There is a significant relationship between traceability and consumer purchasing decision.

H3. There is a significant relationship between customer service and consumer purchasing decision.

3. Discussion and Conclusion

Table 1. Correlation between Inventory Management, Traceability, Customer Service and Consumer Purchasing Decision

	1	2	3	4
1. Inventory Management	1			
2. Traceability	.459**	1		
3. Customer Service	.367**	.342**	1	

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4. Consumer Purchasing Decision	.396**	.447**	.459**	1

**. Correlation is significant at the 0.01 level (2-tailed). N = 173 respondents

This study design refers to the overall flow and strategy on how to integrate different teaching elements in a coherent argument and logical way, in which knowledge is made to understand the interests of interest. This research approach evolved through descriptive study. Descriptive research aims to obtain information that illustrates the nature of theme of interest for research. This research design is generally organized and relates to the quantity of quality illustrated in the research questionnaire. The data or information collected does not, as a rule, include some structured procedures, whether data observation or information or interviews containing embedded structured questions.

This research are based on quantitative method. The function of this research is to identify the implication of supply chain management on consumer purchasing decision towards food product. This research is about a valuable understanding of the dynamic of consumer purchasing decision. Studies on implication of SCM on consumer purchasing decision are still unexplored and the findings cannot be concluded. There are three research design in research study which are explanatory, exploratory, descriptive and evaluating. But in order to get better understanding and clearly information, this researcher suggest to use explanatory research design which are most suitable method for this study.

Objective 1: To identify the factors in implication of supply chain management on consumer purchasing decision towards food industry.

The researcher has used simple linear regression study to determine whether or not the first objective has been obtained in the hypothesis testing to determine the impact of each independent variables and dependent variable. The findings show that all independent variables affect the dependent variable significantly. The findings for the hypothesis tests also indicates that all independent variables and dependent variables in buying food products in Melaka are significantly linked to this. From the results in chapter 4, its shows that inventory management, customer service and traceability has 0.00 significant value to the consumer purchasing decision towards food industry.

According to Djoko (2018), as the safety and quality are important for the consumer's perception of food on decision making to purchase food products. Traceability usually have relation with food risk and safety issues, and were used to ascertain food safety and quality. The consumer are become interested in traceability as its can help the consumer to confirm the quality of assurances of food products (Agrawal, 2019). When the quality of the products can be confirmed, people are tend to buy the food product as the wants to avoid buying contaminated food products.

According to Olga (2017), company's relationship with the consumer are important as it could lead to the buying decision on the food products in retails store. The organizations have learn what the consumer experience from the moments they are purchase these types of food. It can help the organizations to analyse consumer behaviour that can involve to purchasing decision. The consumer wants great customer service from the organizations as they have high expectations with the service such as information that were provided which can help to satisfy the consumer needs (Alyssa, 2019).

According to Atnafu Daniel (2018), inventory management are related with the customer interaction in old traditional inventory system, most inventory in the organizations are required to fulfil the consumer's need which require them to ensure the product always at its place.. The good inventory system can ensure the organizations see the trends of the purchasing products and make the organization to make a good forecast in their inventory (Wei et al, 2017). This will benefits to the customers as they can buy the product in the retail store without facing out of stocks with the products that they want to buy.

Objective 2: To investigate the dominant implication in supply chain management on consumer purchasing decision towards food industry.

The researcher has also used MRA to analyze the second goal (based on the table of coefficient). The three of the independent variables is inventory management, traceability and customer service while the dependent variable is consumer purchasing decision. The customer service has the most significant factor which show the β is 0.308 and with the value of significant factor is 0.00. Traceability is the second highest factor that affecting the customer purchasing decision with $\beta = 0.268$ and the value of the significant is 0.00 while inventory management are the lowest or weak in contribution that affecting the consumer purchasing decision with $\beta = 0.159$ and the value of significant is 0.032. Therefore, the most significant factor that affecting the consumer purchasing decision is customer service.

According to Aftab et al. (2016), organizations that provide good customer service can ensured satisfied customers, the satisfied customers are tends to affect the repurchase the products. Excellent customer service are associated with the consumer purchasing decision while the organizations keep maintaining their product quality and keep satisfy their consumer's needs and wants. As the customer loyalty is a main focus in organizations, they will ensure that the customers to come again to repurchase goods and keep maintaining a good reputations with their customers (Nancy, 2018). According to Suman (2016), the customer service are the main factor that influence the consumer buying the food products as they think the consumers as an investments which it can be significant turnover if there had positive mouth-to-mouth review that were spread widely.

Objective 3: To recommend the solution of safety issues on food products arise in supply chain management.

To analyse third objective, the researchers have analyse the third objective with the previous research. The questions for this section is an open-ended questions which wants the opinions from the respondents regarding the solution towards safety issues on food products arise in supply chain management. Some of the response have been analyse to achieve this objective.

One of the response is to conduct the pest control. According to Trematerra & Pasquale (2015), Pest is dangerous things that carries germs, dirt and bacteria. This bacteria are easily can be transferred to the food if the food are exposed to this kind of pest. Pest will cause nasty fumes and odours through the air. The organizations need to conduct regular inspections in the organizations building for the crack and holes in the walls, window or door. This is because, it will create the opportunity when there had smallest spaces. Pest control is necessary prevention of pest and for optimum food safety. In supply chain, the contaminations could happen along supply chain from raw material, production and distribution. According to Meetu & Mathur, (2018) lack of traceability in this supply chain could costs the organizations defects product. Food contamination could be done by pest infestation, unhygiene food handling practices and warehouse issues.

Another responses is to conduct the proper Standard Operating Procedure (SOP). Previous research stated that SOP is a standard process with step by step and it such as instructions that will ensure the employees to operate task in a proper way. By following SOPs, employees in the organizations will follows the steps by steps in the instructions that were stated in SOPs documents. SOP will help to achieve organization goals, if they are consistently wants to provide safe, high quality food to the consumers (Japan External Trade Organization, 2015). According to Lombardo (2014), SOP is a backbone for the food safety and quality. SOP also promotes the quality when performing task. It could prevent food recalls from the market if the employees in the organizations could follow the right procedure that were set up by the organization. By maintaining the SOP, the organization could achieve efficiency, quality and also reduce the miscommunications and failure to comply with industry regulations.

Next response from other respondents is focus on cleanliness. According to Salma (2016), to keep the foods is safe it is important for the organizations take necessary actions towards cleanliness. The cleanliness and better sanitation could help improving food safety. The key for cleanliness is using proper equipment during handling food products to prevent cross-contamination. The cross-contamination will lead harmful bacteria that can cause food poisoning. According to Kinsey (2019), communication top and bottom line are very important as the bottom line can get a clear information regarding the situation in the workplace as they need to provide safe products to the consumers. Lack of communication within top and management and bottom line workers could lead to low productivity and increasing defects. The top managers should influence the others workers to kept in touch with the rules and SOP within an organizations and regular monitoring the handling of the raw materials which become top priority of the organizations to ensure the raw materials are being handle in a best way.

One of the response from these respondent is get the organizations for regular inspections. Based on previous research, had recent inspections will results a feedback regarding certain conditions in the organizations that related

to the foodborne illness. The inspector may suggests for the organizations to take necessary actions to improve the conditions in the organizations. This actions may reduce the impact of foodborne illness and increase food safety (Mondelez International, 2016). According to Trevir (2018), product recalls is a biggest challenges that were faced by the organizations. When the organizations make a recalls on their products, it could outcome a lot of cost to replacing defective products. It is important for the organizations to ensure the defective products never reach the markets by make a regular inspections before distribution process.

Lastly is, care for the personal hygiene. According to Khemraj (2017), the management must take the responsibility in production area to perform personal hygiene inspection on their employees. The management must had relevant training or experience before starting or conduct the inspection. By doing the inspections, it will lead for the employees to take corrective or preventive actions and ensure them before joining manufacturing zones, take charge of their personal hygiene. According to David (2018), every employees in storage warehouse are required to check their personal hygiene before the workers entering the warehouse. Infected workers should not be allowed to entering the production or warehouse without a proper equipment. The warehouse contains a lot of materials and need a lot observations by the employees not only the food products but through entire warehouse. It is important to ensure the warehouse are clean and aware on the environment in the warehouse that could impact on food contaminations. As the warehouse holds different types of products, the organizations should take proper handling on these types of the products in the warehouse to maintain its quality and safety.

H1: There is significant relationship between inventory management and consumer purchasing decision.

Based on the result, inventory management has a significant relationship with the consumer purchasing decision towards food products. This is because the significant value is less than 0.05 which make the hypothesis is accepted. According to Atnafu, Daniel (2018), a key for the organizations to success is by managing the inventory with effective and efficient. The organizations should have enough inventory to satisfy consumer's needs and demands so they will not lost sales due to inventory stock-outs. This will lead customer to satisfy and loyal with the brands which also build long-term relationship between the organization and consumer. The inventory management have become crucial and vital part for the organizations that need to be supervised and be a priority. Previous research also has stated that if the organization wants to maintain their customer satisfaction, they also need to manage well in product return. If the product is damaged, they customers get the instantly swap which this could make the customers feels happy (Ali et al, 2012). According to Fang et al. (2016), the consumers are concerned with the product in inventory. The consumers become sensitive to the discounted product and resulted more consumer buying these products. It is important for the organizations to have excellent forecasting in

H2: There is significant relationship between traceability and consumer purchasing decision.

Based on the results, traceability factor has significant value that an affect consumer purchasing decision. This is because the significant value is 0.000 which is less than 0.05. So the hypothesis is accepted. The help of the media that have covered the food quality and safety related scandals have made the increasing the awareness of the consumers before purchasing food products. According to Djoko (2018), the consumers are begin to questions the reliability of the detail and information that have been provided in packaging as they had limited insight in product chain. The frequency of the consumers that wants to receive additional information regarding the origin of food has increased as they want to ensure the food that they want to consume is safe as they concern about the safety and quality which the consumers seek the confidence before purchasing the products (Fuzesi, 2018). According to Hou et. al (2019), the consumer are preferred the food products with quality and certification as it ensures the products is safe. More consumers are targeting accurate information regarding the product that they want to purchase. Previous study has stated that the consumers are willing to buy traceable product which it can guarantee the safety of the products. Thus, it will effect on the importance of the traceability system in the organizations. Consumers' willingness to buy product will increase if the food product are traceable (Ravindran,2015).

H3: There is significant relationship between customer service and consumer purchasing decision.

Based on the results, customer service has a significant value on consumer purchasing decision towards food products. This is due to the significant value is 0.000 which is less than 0.05. Thus, the hypothesis is accepted. According to Moretta (2019), by providing good customer service on the organizations, it can help to increase the customer loyalty and build good reputations to the organizations. The organizations are tend to improve the consumer's satisfaction and must ensure the consumers get what they want. Some customers may want to get some information regarding existing product or new product, it is important for the customer service crews to provide

useful information or recommendation to the customers which it can delight consumer and build everlasting relationship with them. According to Olga (2017), previous study has stated that 62% of the consumer purchased more after they receive good customer service while others that has stopped buying the product after they receive bad customer service. Customer service plays the vital role in the organization as they perform it function related at point of sales or the ability to generate income or revenue for the organization. Customer service are related with the consumer purchasing decision as it can brings good perception to the consumer regarding food product and the attention that were received by the them could influence potential customers to buy the food product (Moretta, 2019). Hanaysha (2018) has stated that the consumer are really satisfy if the organization deliver excellent customer service which tempted to favour consumers spend more on the food product and influence new potential customers.

There are several limitation during conduct this research. First, some respondent did not answer the questionnaires based on their own experiences. This is because some respondents lack of time and rushing to do their own activity. Meanwhile some potential respondent refuse to participate answering questionnaires. Moreover some respondents does not seriously to answer the questionnaires and do not answer the open-ended questions in the space provided as they only answer spontaneously only. The findings of this study may not represent all consumers in Melaka because only 173 respondents was took part in this study.

4. Contribution and recommendation

From this research, it shows that customer service is the most influence factor on consumer purchasing decision towards food industry in Melaka. The retailers should improve or maintaining their customer service to ensure the organization gain revenue from selling food products. The customer service crew must be prepared with the knowledge and information regarding the food products in the store. The organization should create a strategy to provide excellent customer service where it can satisfy customer needs and wants. If the organizations could provide excellent customer services, it will increase the loyal customers to the retailers.

Based on the research that has been done, there are some recommendations that can be considered. Future researchers have to put more related elements or factor in supply chain management because there are some factors that could affect the consumer purchasing decision towards food industry in Melaka. Furthermore, future researcher should conduct further studies without any restrictions on the research, such as location and the sample size of participants. The future research can increase number of respondents to get more reliable data and analyze other factors. Future research also need to seek more information about the element in the SCM that are involved in this study to get more understanding if the future researcher search the associated subjects for more papers and libraries.

In addition, besides quantitative research, the future research can carry out qualitative research in order to acquire better information through interviews consumers and also can interviews the manufacture or retailers which can get a lot of useful information.

In conclusion of this research is about the implications of the SCM on consumer purchasing decision towards food industry in Melaka. The food-processing sector are about 10% from manufacturing output and has been exported more than RM11 billion (Malaysian Investment Development Authority, 2018). Increasing awareness regarding food contamination food are becoming concern in SCM to provide safe and quality product to the market.

In this research, the factors of the SCM are inventory management, traceability and customer service where these variables in this study that can be declare as factors that affecting the consumers purchasing decision. It can be concluded that all the factor in the SCM had influence with the consumer purchasing decision towards food industry. Based on the results, the customer service is the most significant factor that affect the consumer purchasing decision towards food industry followed by traceability and inventory management.

The researcher also provide some suggestions for the future studies. It can be identified that research questions have been answered in this chapter using data collection from 173 respondents that have been analyse from the previous chapter and also the researcher have answered the objective for this study.

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