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Abstract: Brand equity adds value added to a business and can be a factor for success in a competitive market. In the competitive market of food truck business, food truck operators should understand that brand equity could give significant impacts on customer revisit intention. Therefore, this study examines the role of brand awareness; brand image and perceived quality as dimensions of brand equity from the perspective of food truck business, in creating the customer revisit intention. Through survey questionnaires distributed to 451 food truck customers in the Klang Valley; brand awareness, brand image, as well as perceived quality were measured together against customer behavioural intention. The results of this study indicate that brand awareness is the most significant dimension that influences revisit intention, followed by perceived quality and finally, brand image; providing a useful insight on brand equity and food truck business. Findings from this study can be used as a guideline for food truck operators to focus on and strategize their brand equity. It is hoped that this will create a healthy competition amongst food truck operators.
Keywords: Brand Awareness, Brand Image, Perceived Quality, Behavioural Intention, Food Truck

INTRODUCTION

The main element of a product is its brand. A brand is recognized by its name, term, sign, symbol or design, or the combination of all the above as a way of identifying the goods and services provided by one vendor, differentiating it from another The American Marketing Association (2015). Brand can also be recognized as the "definition" of a product or a business (Jones and Bonevac, 2013). A business with a successful brand is always at an advantage to compete in a highly competitive market (Prasad and Dev, 2000). Brand equity can add value for a business to sustain and increase its competency, making the brand successful, which eventually leads to a successful business (Hanaysha, 2016). All these indicate that every business owner should understand the importance of brand equity for their business.

　　Brand equity is commonly measured from two different perspectives, namely the financial based brand equity and the customer-based brand equity (Siali et al., 2016). The financial based brand equity measures the brand monetary value and marketability (Shuv-Ami, 2016). On the other hand, the customer-based brand equity can be expressed through customer's perception and response to the brand name the way they remember it (Chieng, and Goi, 2011). The customer-based

brand equity is widely considered to represent brand equity in numerous studies due to its significant value for customer and business (Shuv-Ami, 2016); Chieng and Goi (2011); Latif, et al. (2015).

Brand equity is defined as the set of brand assets and liabilities linked to a brand's name and symbol that can be subtracted from the value provided by the product or service for the firm and the customer of that firm (Aaker, 1992). The term of brand assets refer to brand awareness, brand association or brand image, perceived quality, brand loyalty and other proprietary brand assets (Aaker, 1992). Brand equity can also be referred to as the differential effect of brand knowledge, which can be identified by the customer through brand awareness and brand image (Keller, 2013). Brand equity indicates the customer perception, which can become an added value to the brand (Rodrigues and Martins, 2016). In reality, brand equity can be found in most of the products in the market. The logo, special packaging and specific trademark are in fact, part of brand equity.

As Aaker (1992) suggested, brand awareness, brand image, perceived quality, brand loyalty and other proprietary brand assets are the most appropriate dimensions to measure brand equity. On the other hand, Keller (2013) proposed that brand awareness and brand image represent brand equity. Apart from that, there are researchers who extend the dimensions of brand equity (Tan, 2012); (Calvo-Porral, et al., 2015). For instance, Tan (2012) suggested brand familiarity and brand trust could be the additional dimensions for brand equity. According to Calvo-Porral et al., (2015), brand reputation and brand commercial image could also be the attributes of brand equity. Although there are discussions on additional dimensions for brand equity, some researchers stick to the notion that brand awareness, brand image and perceived quality are the main attributes in measuring brand equity (Abdul Majid et al. (2016); (Singh and Pattanayak (2016). In the study by Calvo-Porral et al. (2015), brand awareness is validated as the strongest dimension in brand equity. Meanwhile, perceived quality and brand image were selected due to their strong impacts on brand equity (Seric, Gil-Saura, and Molla-Descals, 2016). However, brand loyalty can be excluded from brand equity, due to the fact that it is considered as a construct of customer behavioural intention (Mohamed, 2014).

On the customers' side, there is a tendency for them to be easily attached to a brand that they are familiar with Keller (2013). In most studies that have been carried out, it was found that customer-based brand equity is the best approach to measure brand equity due to the value and positive impacts that it has on customers, evident in many sectors such as the automotive industry [Satvati, Rabie, and Rasoli (2016), (Mohamed, 2014)], hospital industry (Kim et al., 2008), tourism industry Myagmarsuren, and Chen, (2011), hospitality [Hsu, Oh, and Assaf, (2016); Zhou and Jiang (2011)], as well as in the food and beverage industry [(Tan, 2012); Abdul Majid et al., (2016); Singh and Pattanayak, (2016); Hyun and Kim, (2011)]. More studies on brand equity in food and beverage industry focus on restaurant business. Despite this growing interest, brand equity in food truck business is still not widely understood. This study attempts to examine the relationship between brand awareness, brand image and perceived quality towards customer behavioural intention in the context of food truck business. Findings from this study could shed more light on the theoretical impacts of brand awareness, brand image as well as perceived quality towards customer behaviour intention. In addition, this study will contribute to the understanding on the effect of brand awareness, brand image and perceived quality on businesses operating in mobile version. Food truck operators can use the findings from this study to focus and strategize their brand equity and create healthy competition amongst food truck operators.

Literature Review

In this study, brand equity is looked at in terms of the brand awareness, brand image and perceived quality, all of which are thought to have significant impacts towards customer behavioural intention, in the context of food truck business.

Brand Awareness: Previous studies in brand equity have shown that brand awareness is the most significant construct in brand equity (Calvo-Porral et al., (2015); (Hyun and Kim (2011). This is due to the fact a customer has the tendency to choose the brand that they are familiar with when asked to make a choice (Hyun and Kim, 2011). In addition, a customer will avoid choosing the brand that they are not familiar with (Loomis, 2013). As the foundation of brand equity, the level of brand awareness influences the customer decision in many industries such as the hotel industry (Zhou and Jiang, 2011), as well as the food and beverage industry (Hyun and Kim, 2011). In restaurant business, particularly in the fast food restaurants, brand awareness has a significant relationship with customer revisit intention (Pham, Do, and Phung, 2016). Apart from brand awareness, brand image (also known as brand association) has been highlighted as one of the dimensions in brand equity (Aaker, 1992); Keller (2013); (Pham, Do, and Phung, 2016)].

Brand Image: Similar to brand awareness, a brand image enables a customer to differentiate one business from their competitors (Latif et al., 2015). Brand image or brand association can be defined as a certain characteristics of a product and service that leave an impression in a customer's mind (Myagmarsuren, and Chen, 2011). Previously, study on brand image and customer behaviour have been undertaken in the hotel industry [Seric, Gil-Saura, and Molla-Descals, (2016); (Zhou, and Jiang, 2011)], in indicating the active role it plays in the industry (Seric, Gil-Saura, and Molla-Descals, 2016). This applies particularly to budget hotels, where there is a significant relationship between brand image and customer revisit intention (Zhou, and Jiang, 2011). In response to Keller, (2013), who believed that brand equity is a reflection of brand awareness and brand image, therefore, brand image is used here as part of brand equity. While food truck business is always related to outstanding appearance and brand image (Sen et al., 2014), study on the brand image of food truck business is still very limited. The purpose of this study is to investigate the significance of brand image as one of the dimensions of brand equity in food truck business. Apart from brand image, perceived quality has also been suggested as one of the significant elements in food truck business.

Perceived Quality: Perceived quality is a common part of decision making, particularly in the event when customers need to choose a product from a variety of brands. Perceived quality can be referred to as the customer's finding on the advantages, excellence, credibility and any differences of a brand that can be compared with other brands (Pham, Do, and Phung, 2016). The significant effect of perceived quality on a brand has been discussed in various industries [Siali et al., (2016); Tan, (2012); Calvo-Porral et al., (2015)]. In the perspective of international shoe brand, perceived quality is the most influential element of brand equity towards consumer purchase decision (Siali et al., 2016). Furthermore, perceived quality was found to have a significant relationship with purchase intention in branded stores (Calvo-Porral et al., (2015). Perceived quality has also become one of the important elements in the early stage of brand building in fast food brands [Tan, (2012); Ramanathan, Di, and Ramanathan, (2016)]. Therefore, in this study it is assumed that perceived quality is one of the important elements of brand equity in food truck business, and can give a significant impact on

customer behaviour intention. In this research, perceived quality is defined as the way a customer perceives the quality of a food truck in relation to the food, service and price.

Customer Behaviour Intention: Customer behaviour intention can be defined as a customer's willingness to share positive word of mouth, intending to revisit, being loyal and spending more than expected (Sulaiman, and Haron, 2013). Having said that, customers should be the main priority for a business and it is crucial for the business owner to understand customer behaviour. Generally, a satisfied customer will have the intention to revisit in future and this is very crucial for a business [Abdelhamied, (2011); Ramanathan, Di, and Ramanathan, (2016)]. It is indicated in many research that repurchase intention will turn into revisit intention [Zhou, Y., and Jiang, J. (2011); Pham, Do, and Phung, (2016)]. Revisit intention is one of the important factors that contribute to the revenue of a company [Abdul Majid et al., (2016); Pham, Do, and Phung (2016)].

Revisit intention can be triggered by a number of factors. It is believed that a brand which provides extra value to their customer has the potential to prompt customer revisit intention (Vigripat and Chan, 2007). Findings from a study on the hotel industry have shown that revisit intention is influenced by brand awareness and perceived quality (Zhou and Jiang, 2011). By the same token, (Abdul Majid et al., 2016) argued that brand equity could lead to the repurchase intention in the restaurant industry. The argument was also supported by other researchers who agreed that brand awareness and brand images are the factors that influence customers to increase their intention to return (Pham, Do, and Phung, 2016). Apart from that, quality of the products and services may also have significant impacts on the decision to revisit a restaurant [Abdelhamied, (2011); Mohd Sefian et al., (2013)]. As food truck has become a phenomenon due to the attractive design and spectacular images, it is interesting to investigate whether the same situation applies in food truck business.

Food Truck Business: Since early in the 2000s, food truck business has gained a momentum and become a new phenomenon in the food and beverage industry [Ibrahim, (2011); Wessel, 2012)]. The food truck phenomenon was started in the United States and expanded to European countries such as Italy, France and the United Kingdom [Durai, (2016); Thomas, (2016)], as well as Asian countries including Singapore and Malaysia [Durai, (2016); Henderson, (2017)].

The popularity and potential of food truck business has attracted young entrepreneurs in Malaysia. Taking precedents from the United States and Europe, they strongly believe that food truck business can take off and become popular in the country. The first modern food truck was open in the Klang Valley, with positive feedbacks from the customers. Currently, there are approximately 500 food trucks in the Klang Valley, a number that include those participating in food truck entrepreneur programs by government agencies, as well as independent operators, as recorded in 2016 (Mokhtar et al., 2017). On a daily basis, there are about 70 food trucks operating in the Klang Valley area (Malaysian Digest., 2016). The increasing number of food trucks has been acknowledged by the Kuala Lumpur City Hall (DBKL). The DBKL has drafted a plan for food trucks to replace the hawkers by the year of 2020, attributed to the favourable brand image of the food truck and their practicality (New Strait Times., 2015).

The growth of the food truck industry is influenced by value added that come with the food truck. The food truck operators have included the element of branding as part of their marketing

strategy to attract customers (Durai, (2016). Catchy logos and graphics on their food trucks are purposely introduced to get customers' attention (Wessel, 2012). Food truck operators understand the importance of image and innovative technology, in getting the customers to visit (Pohopien, 2013). Furthermore, some of the food trucks operators believe that food truck is the best way to create brand visibility (Ibrahim, 2011). They believe that brand could represent their identity and products. As they all agree on this notion, therefore, the food truck operators have to be creative in making their food truck different and outstanding. Therefore, brand equity is one of the factors that food truck operators need to focus on, as it has significant impacts on customer behavioural intention.

From the customers' perspectives, food truck provides them with more dining options. For the younger generation however, it is a different story, as the food truck is more than just a dining option, but rather, a concept that has been widely accepted, which eventually becomes part of their lifestyle (Durai, 2016). The reasons for food truck to be increasingly favourable include the outdoor dining set up, quick service, offer healthy food as well as the variety of food that it has to offer [Conner, (2011); Hirsh, (2011)]. Most of the customers have chosen the food truck because of the appearance and the brand image. The logos and graphic display were applied with the intention to differentiate their brand from others, and also serve as marketable icon (Wessel, 2012). Thus, it is interesting to have a new insight on the positive roles of brand equity in this line of business.

Having briefly discussed the issue, the main objective of this study is to examine the relationship between all dimensions in brand equity and customer behavioural intentions. The sub-objectives of the study are as follow:

i. To examine the relationship between brand awareness and customer behavioural intentions in food truck business
ii. To the relationship between brand image and customer behavioural intentions in food truck business
iii. To examine the relationship between perceived quality and customer behavioural intentions in food truck business

METHODOLOGY

Research Model: Based on the objectives proposed in the previous section, the connections found in each dimension were translated into a research model. Hypotheses were formulated based on the research model. The hypotheses were developed and restated as follows.

Brand awareness and customer revisit intention: Calvo-Porral et al., (2015) suggested that brand awareness is the most important dimension in brand equity. A customer who is familiar with a brand will have no doubt to visit the brand again [Hyun, and Kim (2011); Loomis, (2013)]. Therefore, it is believed in this study that brand awareness has a significant relationship with customer revisit intention. Based on that, it is proposed that:
H1: Brand awareness has a causal relationship with customer behavioural intention

Brand image and revisit intention: A study by Singh and Pattanayak (2016) indicates that brand image has a significant relationship with customer general perception and feeling. A customer who is satisfied with a brand image tends to have the intention to revisit (Zhou and Jiang (2011).

Therefore, brand image is one of the important factors that could attract a customer to revisit. Based on that, the author proposes that:

H2: *Brand image has a causal relationship with customer behavioural intention*

Perceived quality and revisit intention: Abdul Majid et al., (2016), (Seric, Gil-Saura, and Molla-Descals, (2016) and Hyun and Kim (2011) found that perceived quality could have a strong impact on brand equity. In previous study on restaurant settings, Hyun and Kim (2011) found that perceived quality has a significant relationship with brand loyalty, while (Kim et al., 2008) identified that it has significant relationship with customer revisit intention (Kim et al., 2008). Based on those studies, perceived quality is included as one of the important factors that could attract customers to revisit. Therefore, in this study, it is proposed that:

H3: *Perceived quality has a causal relationship with customer behavioural intention*
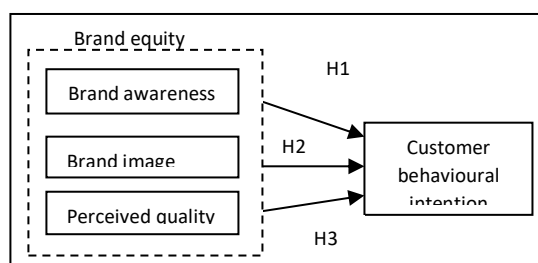

Figure 1: Research Model

Sampling and Population: The purpose of this study is to identify the relationship between brand equity and customer behavioural intention in the context of modern food truck business. This study employed a causal research design in order to identify the dimensions that could influence customer behavioural intention. This study was conducted as a descriptive research, and using the quantitative approach. The population was selected among the customers of the contemporary food truck business in the Klang Valley, Malaysia. Klang Valley was selected as the population area due to the fact that it has the highest number of food truck business recorded in the country (Mokhtar et al., 2017). The probability sampling was performed for this study in order to ensure that all samples in the population have the potential to be selected as a sample. By referring to the population size in the Klang Valley against the sampling error sample size table as suggested by Hirsh (2011) the appropriate sample size is 384. However, to ensure a valid response rate is achieved, 500 survey forms have been distributed in the research area.

Research Instrument: Self-administrated questionnaires have been used as the data collection instrument in this study. The set of survey questionnaires consist of three major sections that examined demographic profile (Section A), brand equity (Section B) and customer behavioural intentions (Section C). The first section was designed to identify the demographic detail of the respondents. Section B was created to measure brand equity with three subsections consisting of questions regarding brand awareness, brand image and perceived quality. Section C enabled the

author to understand customer behavioural intention in food truck business. The nominal scale was used in Section A, while the 7-point Likert Scale was used in Section B and C.

Data Collection: The survey was conducted in ten different areas under several municipalities in the Klang Valley. The data were collected within one month.

RESULTS

Respondent profile: Out of 451 respondents, the female respondents have outnumbered the male respondents, with a percentage of 64.5%. In terms of age, over half of the respondents is in the 18 to 25 age group (58.8%), followed by 27.5% from the 26 to 35 age group, and only 0.4% of the respondents are more than 56 year old. 71.6% of the respondents are single and only 28.4% are married. Most of them are students (41.0%), working in the private sector (24.8%), government servants (19.1%), self-employed (9.1%) and others (7.8%).

Hypotheses testing: The relationship between the dimensions of brand equity and customer behavioural intention was tested with multiple regressions. The results of the analysis are depicted in Table 1.

Table 1: Result of the relationship between dimension in brand equity and customer behavioural intention

Hypotheses	Std. β	T	Results
Brand awareness	0.409	8.851	Supported
Brand image	0.165	3.330	Supported
Perceived quality	0.180	3.856	Supported
R^2	0.419		
Adj. R^2	0.415		
F-Change	107.411		

The analysis revealed that the model of brand equity was accounted for 41.9% from the variance on behavioural intention (R^2=0.419, F=107.411, p<0.05). The significant value (p-value) is less than 0.05, and the t value is bigger than 1.645 (t>1.645). The result of the first hypothesis indicates that brand awareness has a significant influence with the highest value of β (β=0.409, t=8.851, p<.001). Thus, hypotheses H1 is supported. Meanwhile, the value of β for the brand image (β=0.165, t=3.856, p<.001) is reported as positively significant and the second hypothesis (H2) is supported. The analysis on the third hypothesis (H3) indicated that perceived quality become the second strongest significant predictor for customer behavioural intention (β=0.180, t=3.330, p<.001). Thus, it can be assumed that all hypotheses have been proven and supported.

DISCUSSION

Previous study in the food and beverage industry has shown that brand equity has a significant relationship with customer behavioural intention. Therefore, the same framework has been tested on the new phenomenon in the food and beverage industry, namely food truck business. Data analysis revealed that brand awareness is the most significant dimension in the relationship between brand equity and customer behavioural intention (β=0.409, t-value=8.851). The findings of this study are similar to those of previous study, agreeing that brand awareness is the most influential dimension in brand equity (Hyun and Kim (2011). Despite the fact that this study was carried out in the food truck business operating in mobile setting, the findings are still parallel with those of previous study in chain restaurants (Hyun and Kim (2011) and ethnic-themed restaurants (Pham, Do, and Phung, 2016). Clearly, customer of food and beverage have tendency to choose the brand that they are familiar with Koapaha and Tumiwa (2016).

Brand image was found to have a causal relationship with customer behavioural intentions (β=0.165, t-value=3.330). The result is parallel to the present study in fast food restaurants (Singh and Pattanayak, 2016). The findings are also similar to those of previous study, recognizing that brand image plays an active role in the hotel industry (Latif et al., 2015), and has a significant relationship with revisit intention among guests in budget hotels (Zhou and Jiang, 2011).

H3 proposed a causal relationship between perceived quality and customer behavioural intention. The result of the proposed hypothesis has shown that perceived quality has a significant relationship with behavioural intention (β=0.180, t-value=3.856). The findings confirmed that perceived quality is a significant dimension of brand equity in the restaurant industry [Tan, (2012); Abdul Majid et al., (2016)]. The findings support the argument by [Latif et al., (2015); Calvo-Porral et al., (2015); Chieng, and Goi, (2011)], who suggested that there is a relationship between perceived quality and behaviour intention.

Overall, the analysis revealed that the model of brand equity has accounted for 41.9% from the variance on behavioural intention (R^2=0.419, F=107.411, p<0.05). Likewise, all the three dimensions in brand equity show a significant relationship with behavioural intention. The result is parallel with previous study in the food and beverage industries, in which it was found that brand equity has a causal relationship with behavioural intentions [Tan, (2012); Abdul Majid et al., (2016); Pham, Do, and Phung, (2016)]. The results also enhanced the findings from number of studies, in which brand equity is associated with customer behaviour intention in other industries, such as tourism, store brand, and the automotive industry [Latif et al., (2015); Calvo-Porral et al., (2015); Satvati, Rabie, and Rasoli, (2016)].

CONCLUSION

This aim of the study is to identify the relationship between brand awareness, brand image and perceived quality with revisit intention in food truck business in the Klang Valley. A significant relationship was found between brand awareness and customer behavioural intention. Brand awareness is also the most important dimension in brand equity; therefore, building strong brand awareness could influence customer revisit intention. In the context of food truck business, the operators need to increase their customer awareness to increase customer revisit intention. Through this study, it was also identified that perceived quality has a significant impact on customer revisit intention. In addition, it was also discovered in this study that brand image has significant impacts on

customer revisit intention. However, the impact of brand image on revisit intention is not strong enough to influence customer revisit intention. Extra emphasis should be given on brand image as a way for food truck operators to increase customer revisit intention.

In conclusion, the results from this study confirmed that brand awareness, brand image and perceived quality have a significant relationship with customer revisit intention. The findings can be generalized for any business operating in mobile settings.

Managerial Implications: These findings indicate that brand equity has a causal relationship with customer revisit intention. All the dimensions in brand equity namely brand awareness, brand image and perceived quality could influence customer revisit intention to the food trucks. As brand awareness has proven to be the most significant factor for customers to revisit, food truck operators should understand its importance and significance. Apart from that, food truck operators need to also take serious action in improving the food and service quality, due to the fact that perceived quality is another factor that influences customer revisit intention. Poor quality food and service will drive customers away. Finally, food truck operators should continue to invest on food truck image, because brand image gives positive influence on revisit intention, while at the same time, making sure that the investment is worth every cent spent.

LIMITATIONS AND FUTURE RESEARCH

The findings from this study provide a new body of knowledge on the relationship between brand equity and customer behavioural intention from the food truck customers' perspectives. In response to the limited study discussing the relationship between brand equity in food truck business, it is hoped that the findings from this study will serve as a guide for future research in shedding more light on brand equity and food truck business. However, the limitation of this study is that the respondents are limited to only food truck customers in the Klang Valley, Malaysia. Therefore, the result could not be generalized on the entire population of food truck business in Malaysia. Expanding the study into a broader area in future research would be beneficial in providing a deeper understanding of the topic.

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