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The Influence of Quality, Promotion and Price Perception to Consumer Purchase Candlenut Oil on at the Acelda Company in Baucau Minicipality, 2023

Afonso N. da S. Soares[1], Anastasia Sri E. Purwatiningsih[2], Olinda da Conceição[3], Antonio Guterres[4*]
Universitas Oriental Timor Lorosa'e, Timor Leste
antonioguterres85@gmail.com

ABSTRACT
Timor Leste possesses significant natural potential that, if supported by adequate human resources, can drive economic independence. Economic development in this country can be strengthened by optimizing various sectors to enhance competitiveness in innovation and income generation. One of the key indicators of economic progress is the growth of Gross Domestic Product (GDP) and Gross National Product (GNP). This research aims to analyze the influence of product quality, promotion, and price on consumer purchasing decisions for candlenut oil at Acelda L. Da Company in Baucau Municipality. A quantitative research approach was employed using multiple linear regression analysis. Data were collected through Google Forms interviews with 278 respondents. The findings indicate that product quality, promotion, and price significantly influence consumer decisions both simultaneously and partially. The ANOVA test results show an F-value of 44.73, which exceeds the critical F-table value (10.128), confirming that these three factors play a crucial role in shaping purchasing behavior. This research contributes to a deeper understanding of consumer behavior in the candlenut oil industry and provides insights for businesses to enhance their marketing strategies and competitiveness in global markets.

Keywords: Quality, Promotion, Price, Consumer Purchase Decision.

INTRODUCTION

Economic globalization has significantly reshaped market structures, intensifying competition across various industries, including the agro-business sector (Rossi et al., 2014). Developing countries, particularly those with rich natural resources, face both opportunities and challenges in fostering economic growth through private sector investments (Abdullahi, 2018). Business activities play a crucial role in driving national economies, especially in agricultural sectors where the adoption of modern technology can enhance productivity and global market access (Nasrullah & Rahim, 2014). Timor-Leste, a country endowed with abundant natural resources, holds substantial potential for developing its agro-business sector (Martins, 2014). From Jaco to Oe-Cusse, the country's rich biodiversity offers promising opportunities for expanding agricultural production and increasing its presence in international markets.

Despite its potential, Timor-Leste faces numerous obstacles in optimizing agricultural resource utilization, including limited infrastructure, inadequate investment, and constrained technological advancements (Correia, 2014). In this context, the private sector plays a vital role in fostering innovation, ensuring production efficiency, and establishing competitive market positioning. The need for strategic investment in agro-business, particularly in niche markets such as candlenut oil production, becomes increasingly important in achieving sustainable economic development.

Candlenut (Aleurites moluccanus) is a valuable commodity widely used in culinary, cosmetic, and medicinal applications (Variyana et al., n.d.). The growing consumer awareness of natural and organic products has contributed to the increasing demand for candlenut oil in both domestic and international markets. However, consumer purchasing decisions in this sector are influenced by various factors, including product quality, promotional strategies, and price perception (Wasik & Nugroho, 2023). Understanding these factors is essential for businesses like Acelda Lda. to enhance their competitive advantage and market share in Timor-Leste and beyond.

Several studies have explored consumer purchasing behavior in agricultural and agro-business products. For instance, (Menon, 2024) examined the influence of product quality and branding on consumer loyalty in organic oil markets, highlighting the role of perceived quality in shaping purchasing decisions. Similarly, research by (Hughes et al., 2019) investigated the impact of promotional strategies on consumer engagement, demonstrating how effective marketing campaigns can drive product preference. Moreover, a research by (Tahmasbi, 2024) analyzed the relationship between price perception and consumer decision-making in niche agricultural markets, underscoring the importance of competitive pricing strategies. These findings provide valuable insights into the dynamics of consumer behavior, which are relevant to the current research.

Given the rapid expansion of the agro-business industry and the increasing market competition, this research is crucial in understanding the specific factors influencing consumer purchases of candlenut oil at Acelda Lda. The research seeks to fill the gap in existing literature by focusing on the interplay between quality perception, promotional efforts, and pricing strategies in the context of Timor-Leste's emerging agro-business sector. Unlike previous studies that primarily focused on broader organic oil markets, this research emphasizes a localized approach, considering unique economic and cultural factors affecting consumer behavior in Timor-Leste. This constitutes the novelty of the research.

Based on the background above, this research aims to analyze the impact of product quality on consumer purchasing behavior of candlenut oil, evaluate the effectiveness of promotional strategies in influencing consumer decisions, and assess the role of price perception in shaping consumer preferences for candlenut oil at Acelda Lda. By understanding these aspects, businesses can optimize their marketing strategies and product offerings to better align with

consumer expectations. This research provides valuable insights for agro-business practitioners in Timor-Leste to enhance their market strategies and offers recommendations for policymakers to support sustainable agricultural development through targeted investments and regulatory frameworks. Additionally, it contributes to the academic literature on consumer behavior in the agro-business sector, particularly in emerging economies.

RESEARCH METHOD

This research uses a quantitative approach with a survey method to analyze the effect of product quality, promotion, and price on the decision to purchase candlenut oil at the company Acelda L. Da, Municipality of Baucau. The sampling technique was carried out using the Slovin formula with an adjusted error tolerance level, resulting in a sample of 279 respondents. Data was collected through a Google Forms-based questionnaire that included demographic information on the respondents as well as research variables. The research instrument consisted of statements regarding respondents' perceptions of product quality, promotion, and price, measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). In addition, the data were analyzed using multiple linear regression techniques to test the relationship between the independent variables (product quality, promotion, and price) and the dependent variable (candlenut oil purchase decision).

Statistical analysis was carried out in several stages, including descriptive tests, classical assumption tests (normality, heteroscedasticity, and multicollinearity), and multiple linear regression tests. ANOVA test is used to test the significance of the regression model simultaneously, while t-test is used to test the effect of each independent variable on purchasing decisions partially. The R Square value is used to measure how much the independent variable explains the variation in the dependent variable. The results of this research are confirmed by references to previous research to strengthen empirical findings related to factors that influence consumer purchasing decisions in the candlenut oil industry..

RESULT AND DISCUSSION

Research Object Description

Respondents in this research is the total number of customers who buy original candlenut oil that the researcher met and interviewed directly through google firms that found a total of respondents who interviewed 279 respondents, through sampling technique formula Slovine (1966) to give the researcher gender, location and information about each variable conducted in this research and analyzed to obtain samples from respondents are as follows:

Gender respondent breakdown

Respondents in this research through gender women and men who buy candlenut oil to use for their needs are women with a percentage of 42.7% of 279 total population of 119 people and men in 57.3% of 279 total population that is also included in the sample.

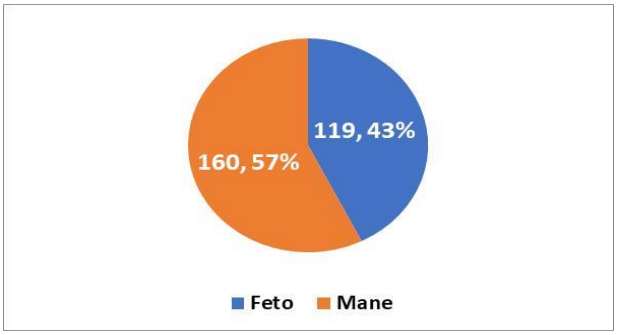

Figure 1. Distribution of Respondents by Gender in Candlenut Oil Purchases

Respondent Description based on Age

The researcher obtained the following age composition results. One of the minimum respondents is 19 years old and the oldest respondent is 68 years old. Therefore, using the class interval formula in the Saturges formula, (Umar, 2021) is as follows:

K = 1+ 3.3 log (n)

K = 1 + 3.3 log 279

K = 9 (9 for age group)

Ik = (Advanced age with maximum value – Young age with minimum value)

IK = 68 -19/9

Regression Analysis

Regression analysis to obtain results for the following steps:

1) To measure the relationship between independent variables such as product quality (X1), promotion (X2) price of candlenut oil (X3) consumer decision to buy candlenut oil and dependent variable consumer decision to buy candlenut oil (Y).
2) To measure the fit of the regression model between independent variables such as product quality variable (X1), promotion (X2), price of candlenut oil (X3) and the dependent variable is consumer decision to buy candlenut oil (Y).

Descriptive statistic analysis result

Table 1. Descriptive statistical analysis test results

Description Statistics	XI (Kualidade)	X2 (Promosaun)	X3 (Presu)	Y (Derisaun Konsumidor Sosa Mina Kami)
Mean	27.30	16.62	22.68	20.46
Standard Error	0.19	0.09	0.17	0.12
Median	27	17	23	21
Mode	25	17	24	20
Standard Deviation	3.19	1.54	2.91	2.07

Description Statistics	XI (Kualidade)	X2 (Promosaun)	X3 (Presu)	Y (Derisaun Konsumidor Sosa Mina Kami)
Sample Variance	10.16	2.37	8.48	4.29
Kartosis	0.31	1.35	0.57	0.79
Skewness	0.17	-0.52	-0.64	-0.25
Range	19	9	16	11
Minimum	16	11	13	14
Maximum	35	20	29	25
Sum	7618	4638	6329	5709
Count	279	279	279	279
Largest(1)	35	20	29	25
Smallest(1)	16	11	13	14
Confidence Level (95.0%	0.38	0.18	0.34	0.24

Regression statistics for influencing Product quality factors, Promotion, price for consumer decision to buy candlenut oil.

Table 2. Regression Statistics analysis test results

Regression Statistics	
Multiple R	0.57
R Square	0.33
Adjusted R Square	0.32
Standard Error	1.71
Observations	279

Multiple Value Explanation R

The multiple value of the statistical regression shows the strength of the relationship between the free variable (X) and the dependent variable (Y) for this research. The value of multiple R in this research 0.57 verifies the relationship between the 3 free variables such as product quality (X1), promotion (X2) and price of candlenut oil (X3) with the independent variable consumer decision to buy candlenut oil (Y) is positive because its strength is 75%.

Explanation of the value of R Square (R square)

The value of R square (R square) is also called the coefficient of determination, the value of R Square in the statistical regression at 0.75 is verified for 75.0% of independent variables such as product quality (X1), promotion (X2) and price of candlenut oil (X3) candlenut oil (Y) is 0.33 which is influenced by other parts that do not belong to this research.

Explanation of Adjusted R Square Value

The adjusted R square value is also called the coefficient of determination. The value of R square in is 0.57. This value shows that the independent variable composed of product quality (X1), promotion (X2) and candlenut oil price (X3) has an influence on the dependent variable.

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Regression Model Analysis in Simultaneously

The next step of the regression analysis to measure the adjustment of the regression model between independent variables including product quality (X1), promotion (X2) and price of candlenut oil (X3) and the dependent variable is consumer decision to buy candlenut oil (Y). Simultaneously using the ANOVA table (analysis of variance) in the following table:

Results of ANOVA (analysis of variance) in the first part product quality (X1), Promotion (X2), Price of candlenut oil (X3) and Consumer Decision to buy candlenut oil (Y).

Table 3. Results of ANOVA (analysis of variance)

ANOVA I					
	df	**SS**	**MS**	**F**	**Significance F**
Regression	3	391.33	130.44	44.73	0.00
Residual	275	802.03	2.92		
Total	278	1193.35			

Test Regression model of F value in ANOVA

The results of this research showed an F value of 44.73 ANOVA is called F statistic (F count). This value in the inferential analysis used to test the hypothesis that we have prepared in part II states that H01: Consumer decision to buy candlenut oil (Y) is not influenced by product quality (X1), promotion (X2) and price of candlenut oil (X3). The F value test uses the same rule" if when the statistical F value (f count) < the table F value, then these X variables simultaneously influence significantly the Y variable. From this research the F value is counted as 44.73 > F table with df 1;3, 10.128, or reject H01 that consumer decision to buy candlenut oil (Y) is influenced by product quality (X1), promotion (X2) and candlenut oil price (X3).

Simultaneous Testing Use P test (significance test)

The results of ANOVA in this research showed that the significance value of F (0.000) is lower compared to the value of 0.05, so this research can reject H01 and accept the hypothesis H11 that consumers' purchase decisions are influenced by product quality factors (X1), Promotion (X2) and candlenut oil price (X3).

Regression Model Test Using Significance F Value in ANOVA

This inferential analysis is used to test the hypothesis that states that consumers' decision to buy candlenut oil (Y) is not influenced by product quality (X1), promotion (X2) and candlenut

oil price (X3). This can use the significance value F. The hypothesis test using regression is as follows: "when the significance value of F is less than 0.05, then these independent variables simultaneously have a significant influence on the dependent variable (Y). The results of ANOVA in this research showed that the significance value F (0.000) is small compared to the value of 0.05, so this research can reject Ho and accept the hypothesis H1 which declares that consumers' decision to buy candlenut oil (Y) is influenced by product quality (X1), promotion (X2) and price of candlenut oil (X3).

Simultaneous Regression Equations

The simultaneous regression equation is constructed from the value of the coefficient in Table 4 and the equation can be written as follows:

Y = 5.41 + 0.22 X1 + 0.32 X2 + 0.16 X3

Justification:

Y = Consumer decision to buy candlenut oil, 5.41 = Regression coefficient value for product quality variable

X1 = Product quality 0.22 = Regression coefficient value for product quality variable

X2 = Promotion 0.32 = regression coefficient value for promotion variable

X3 = Candlenut oil price 0.16 = Regression coefficient value for the price variable of candlenut oil

Second part ANOVA (analysis of variance) results for variables Product quality (X1) Promotion (X2) price candlenut oil X3 and consumer decision to buy candlenut oil.

Table 4. Second part ANOVA (analysis of variance)

ANOVA II				
	Coefficients	***Standard Error***	***t Stat***	***P-value***
Intercept	5.41	1.35	4.02	0.00
Quality (X_1)	0.22	0.03	6.67	0.00
Promotion (X2)	0.32	0.07	4.47	0.00
Price X3	0.16	0.04	4.32	0.00

This simultaneous regression equation explains that the value of X1 product quality = 0.22, the value of X2 promotion = 0.32 and the value of X3 = 0.16 after the consumer's decision to buy candlenut oil = 5.41. This simultaneous regression equation explains that if when the value of X1 (product quality) = 1 points, X2 (promotion) = 1 points, X3 (price of candlenut oil) = 1 points is the value of consumer purchase decision at 5.41 points.

Normality Assumption Test for Regression Model

The results of regression analysis in this research are strengthened by the Normal Probability Plot (NPP) test which is often used in regression analysis to test the assumption of normality, to identify whether the random error is normally distributed or not. This analysis to ensure that the multivariate regression method used in this research is appropriate, the Normal Probability plot (NPP) analysis uses a scatter-plot between the prediction data and the residual with the following rule:

Normal probability plot analysis results of quality variables product (X1), promotion (X2) price (X3) and consumer decision to buy candlenut oil (Y).

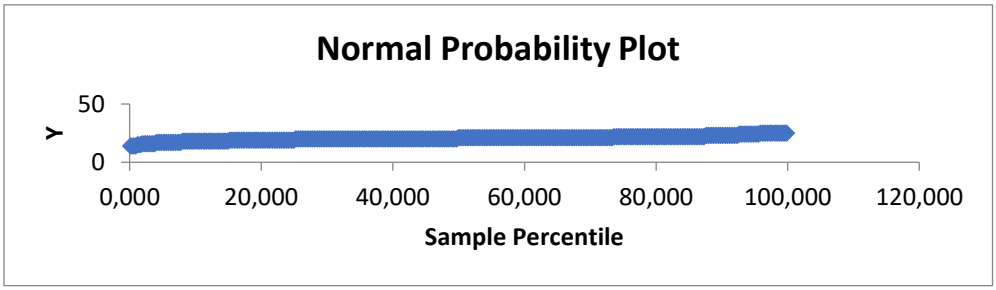

Figure 2. Results of Normal Probability Plot Analysis

Partial Regression Analysis

The third step is to measure the adjustment of the regression model between independent variables such as product quality (X1), promotion (X2), price of candlenut oil (X3) and the dependent variable consumer decision to buy candlenut oil (Y) partially. In the statistical analysis ANOVA part II gives the opportunity to the researcher to explain in more detail about the influence of each independent variable on the dependent variable using a test with a T value with a significant P test

Calculated T-Value Test on Product Quality Variable (X1)

The results of the research reference analysis for partial regression showed that consumers' decision to buy candlenut oil (Y) is influenced by product quality (X1). The T value of the second part of the ANOVA table (in table no) is called T statistic (T count) in the inferential analysis for partial regression used to test the hypothesis that belongs to chapter III, namely Ho2; consumer decision to buy candlenut oil (Y) is not influenced by product quality (X1). The T value test is used to regulate: “when the statistical T value (T count) is greater than the table T value, the product quality variable (X1) partially gives a significant influence to the variable (Y) Consumer decision to buy candlenut oil. In this research, the T value calculated for the independent variable X1 = 6.67 is greater than the T table with df 3 = 2.3534 indicates that the product quality variable (X1) has a significant influence on the consumer decision variable to buy candlenut oil (Y). which is significant from product quality (X1) to consumer decision to buy candlenut oil (Y)

Significant P Value Test on Product Quality Variable (X1)

From the results of this research, the inferential analysis of the partial regression indicates that consumers' decision to buy candlenut oil (Y) is influenced by product quality (X1). The significant P value in the ANOVA II table called P Significance in the inferential analysis of the partial regression is used to test the hypothesis. Ho2 about Consumer decision to buy candlenut oil is influenced by product quality (X1). The significant P value test uses the following rule: When the significant P value is greater than the value of 0.00, the variable X1 partially gives a significant influence to the variable Y. has a significant influence on consumers' decision to purchase candlenut oil (Y). The result of the significant P value test in the quality variable (X1) can reject

the hypothesis Ho2 that there is a significant influence of the product quality variable (X1) on consumers' decision to buy candlenut oil (Y).

From the regression equation shows that the value of the coefficient of consumer purchase decision (Y) = 12.641 with the value of the coefficient of product quality variable (X1) is lower with a value of 0.2865.) thus has a significant influence

This graph is the result of a linear regression of the value of the variable product quality (X1)

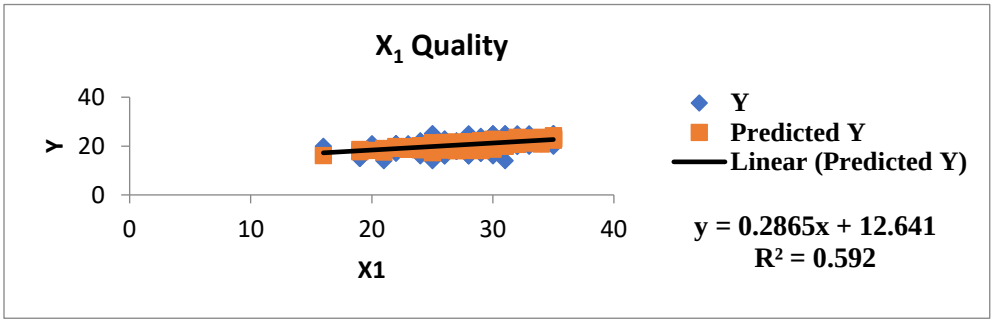

Figure 3. Linear Regression of Product Quality (X1) on Purchasing Decisions (Y)

This graph is the result of regressing the value of the variable Product Quality (X1) to consumer purchase decision (Y)'s multivariate regression equation Y= 13.682 + 0.2865*(X1).

T value test count on Promotion Variable (X2)

In this research, the value of T calculated for variable X2 with its value of 4.47, which is higher compared to the value of T table df 3 = 2.3534, indicating that the promotion variable (X2) has a significant influence on consumers' decision to buy candlenut oil (Y). The result of the T value test calculated on the variable (X2) for the promotion variable can accept the hypothesis Ho2 that there is a significant influence of the promotion variable (X2) on the consumer's decision to buy candlenut oil (Y)

Significant P Value Test on Promotion Variable (X2)

From the results of the research reference analysis for partial regression shows that consumer decision to buy candlenut oil (Y) is influenced by promotion variable (X2), significant P value in table ANOVA II called P Significant in reference analysis for partial regression to test the hypothesis Ho2 that consumer purchase decision (Y) is influenced by promotion variable (X2). The significant P value test uses the rule that “when the significant P value is greater than the value of 0.05, the variable X2 is partially giving a significant influence to the variable (Y), in this research the significant P value for the independent variable X2 is 0.17 greater compared to the significant P value of 0.05 (X2). significant influence on consumer decision to purchase candlenut oil (Y). The result of the significant P value test for the variable (X2) in the promotion variable can reject the hypothesis H03 That there significant influence of promotion variable (X2) on consumer decision to buy candlenut oil (Y).

The result of the influence of the promotion variable (X2) has a significant influence on the decision of consumers to buy candlenut oil (Y) can be seen from the linear regression graph,

which indicates the value of the promotion variable (X2) together in a linear line. From the regression equation indicates that the value of the coefficient of consumer decision to buy candlenut oil (Y) has a value of 12.004 with the value of the coefficient of the promotion variable is lower because it has a value of 0.5088.

This graph is the result of a linear regression of the value of the variable Promotion (X2)

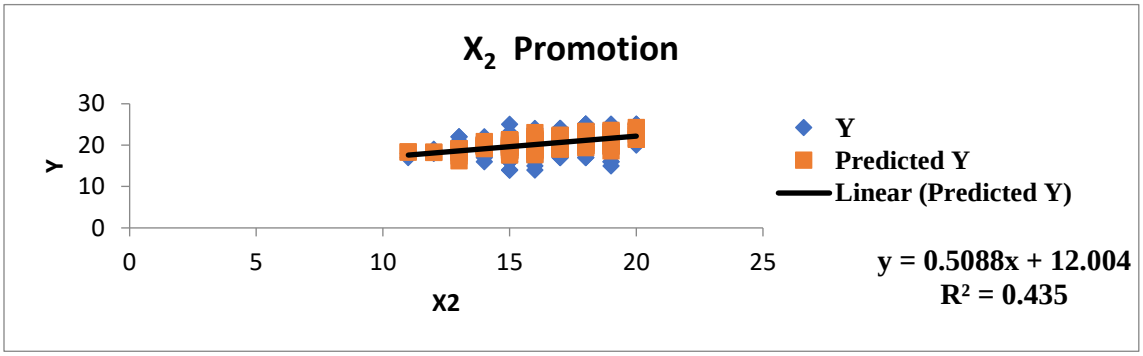

Figure 4. Linear Regression of Promotion (X2) on Purchase Decision (Y)

consumer's decision to buy candlenut oil (Y) multivariate regression equation is Y = 12.004 + 0.5088*(X2).

T-Value Test Calculated in candlenut oil Price Variable (X3)

In the research ANOVA table, the T value calculated for the independent variable X3 = 4.32 (12,004) is higher compared to the T value of the table with df 3 = 2.3534, indicating that the price variable of candlenut oil (X3) has a significant influence on the variable of consumer decision to buy candlenut oil (Y). The results of the T-value test calculated on the price variable of candlenut oil (X3) can accept the hypothesis that there is a significant influence of the variable of candlenut oil price (X3) on consumer purchase decision (Y).

Significant P Value Test on Candlenut Oil Price Variable (X3)

From the results of the research, the inferential analysis of the partial regression showed that the consumer's decision to buy candlenut oil (Y) was influenced by the price variable of candlenut oil (X3). Significant P value in the second part ANOVA table with the name P significant in the inferential analysis for partial regression to test the hypothesis that Ho3: consumer decision to buy candlenut oil (Y) is influenced by the variable candlenut oil price (X3). The significant P value test uses the following rules: when the significant P value is greater than 0.05, the variable X3 partially influences the variable Y. In this research, the significant P value = 0.05, which shows that the variable price of candlenut oil (X3) has a significant influence on consumer purchase decisions (Y). in this research, the significant P value for the independent variable X3 = 0.000 is lower compared to the significant P value = 0.05, which shows that the price variable of candlenut oil (X3) has a significant influence on consumer purchase decision (Y). The result of the significant P value test calculated in the variable (X3) of the price of candlenut oil can accept

the hypothesis Ho3 that there is a significant influence of the variable (X3) of the price of candlenut oil on consumers' decision to buy candlenut oil (Y).

This graph is the result of a linear regression of the value of the variable Price (X3)

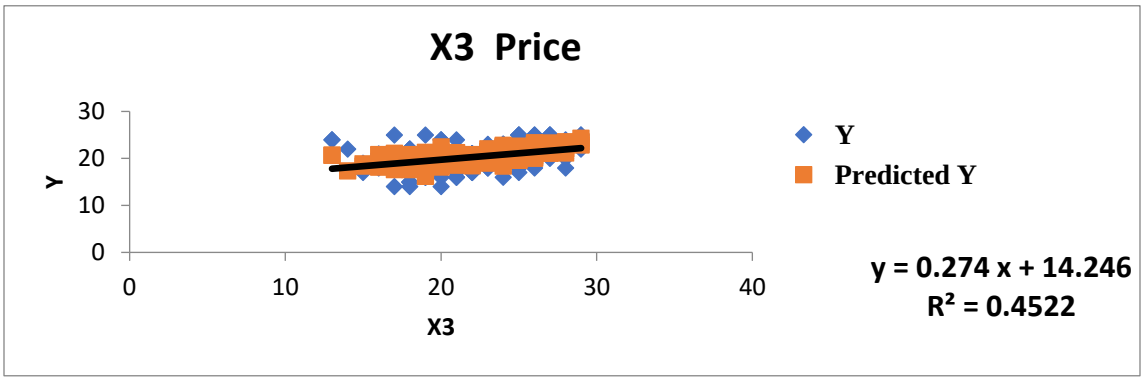

Figure 5. Linear Regression of Price (X3) on Purchase Decision (Y)

This graph is the result of the linear regression of the value of the variable price of candlenut oil (X2) to the decision of consumers to buy candlenut oil (Y)'s multivariate regression equation Y= 14.246 + 0.274*(X2).

The result of the influence on the price of candlenut oil (X3) has a significant influence on the decision of consumers to buy candlenut oil (Y) which can be seen from the graph above shown in the linear regression line. From the regression equation indicates that the coefficient value for the price of candlenut oil (X3) runs close to each other in a linear line. From the regression equation indicates that the value of the coefficient of consumer decision to buy candlenut oil (Y) = 0.274, with the price variable of candlenut oil (X3) which is 14.246 is greater compared to its own account value.

Discussion

The results of this research are in line with previous studies which state that product quality plays a crucial role in consumer purchasing decisions (Brata et al., 2017). Good product quality increases consumer confidence and encourages brand loyalty (Diputra & Yasa, 2021). In addition, research by (Nurhayati & Hendar, 2020) shows that an effective promotion strategy can increase consumer awareness and interest in purchasing a product. In this research, promotion was proven to have a significant influence on purchasing decisions, as shown by the regression coefficient value of 0.32 and the T-value of 4.47, which is greater than the T-table (2.3534). These findings support the results of a research by (Hanaysha, 2018) which states that intensive promotion through various media can increase consumer purchasing decisions.

In addition, price is also an important factor in influencing the decision to buy candlenut oil. This is in line with the findings of (El-Adly, 2019) which state that price has a direct relationship with the perceived value obtained by consumers. In this research, the price variable has a regression coefficient value of 0.16 with a T-value of 4.32, indicating that consumers consider the balance between price and benefits obtained before making a purchase. A research by (Ford,

2020) also confirms that consumers are more likely to buy products at competitive prices if they are accompanied by good quality and promotions.

CONCLUSION

The conclusion of this research shows that product quality, promotion, and price significantly influence consumer purchasing decisions for candlenut oil, as evidenced by a multiple R value of 0.57 and an overall influence of 75%. The ANOVA results (p-value 0.000) validate that these factors together influence consumer behavior, with individual regression tests reinforcing the significant contribution of each variable. These findings highlight the important role of product attributes and marketing strategies in shaping consumer choices. Future research can build on this research by exploring additional factors such as brand perception, distribution channels, and digital marketing strategies. In addition, examining the impact of government policies on domestic production and consumer preferences, as well as analyzing behavioral differences across demographic segments, can provide deeper insights. The potential for product diversification and market expansion should also be investigated to enhance the competitiveness of kemiri oil in the broader market.

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