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The Influences of Online Food Images Towards People's Behavioural Intention to Visit a Restaurant

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Abstract

The aim of this chapter is to determine the influence and relationship that exist between visual food images and behavioural intention to visit a restaurant. The focus of this study involved the observation of variables, which is presentation of food visually. This

study was conducted in Shah Alam. A set of questionnaires containing 37 items was distributed to 372 respondents in Shah Alam area. This study is using close-ended questionnaire. The construct for this study is, the visual food images and followed by the dimension which is presentation of food images to determine the behavioural intention to visit the restaurant. The results found that the presentation of food are positively influences peoples' behavioural intention to visit the restaurant. Understanding the influences of online food images leads to understand people's behavioural intention.

Keywords

Online food images **Presentation of food**

Behavioural intention

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