THE STUDY ON THE ACCEPTANCE OF MALAY TRADITIONAL FOOD AMONG GENERATION- Z

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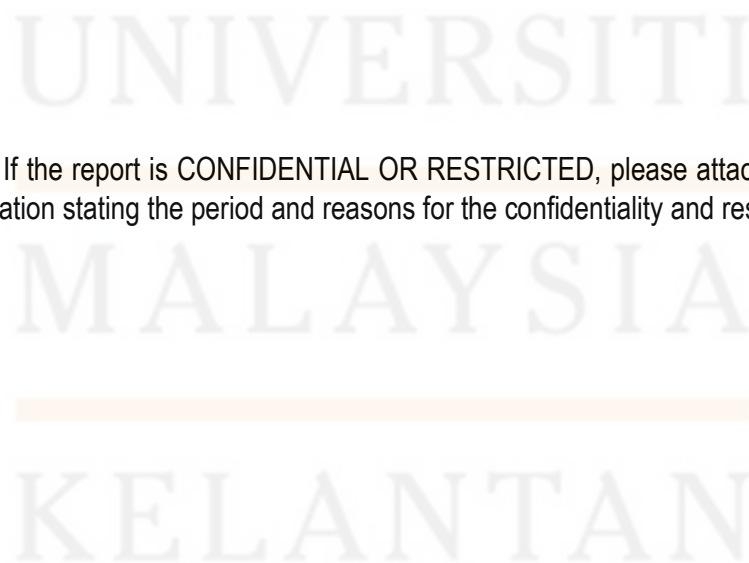The library has the right to make copies of the report for academic exchange

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SPSS Statistical Package for the Social Sciences

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ABSTRACT

Traditional food is the cuisine of the ethnic Malays in Southeast Asia who live in Malaysia, Traditional Malay food is characterised by its heavy use of spices. In this globalization era, most of the people from the generation Z in Malaysia prefer to eat fast food or 'modern snack' to be compared with the traditional food. The young generation food attitude nowadays has affected their choices. This is because, Fast food and modern food products are in high demand since they are convenient for clients' busy lifestyles. Therefore, the study aimed to examine the effects of food knowledge, food attitude and food image towards the acceptance of Generation- Z on Malay traditional food. There were 400 respondents participated in this study which had been conducted through questionnaire. This study focused on the Generation- Z that aged from 18 to 30 years old. The research design used in this study is quantitative research. The Pearson Correlation Coefficient was used in the analysis to analyse the link and effect that exists between the variables that are independent variables and dependent variables. According to the findings of this study, all of these variables have a role in influencing generation Z's acceptance of Malay traditional food. This is supported by the Pearson correlation values found by the researchers for each variable. The P value for the high positive and significant connection for gained food knowledge was 0.669. Second, with a P value of 0.697, positive and significant associations for food attitudes were also found. Finally, the P value for the high positive and significant association for the food picture was 0.674. This study found that food knowledge, food attitudes, and food image all impact generation Z's acceptance of Malay traditional food.

Keywords: Traditional Food, Generation Z, Food Knowledge, Food Attitude, Food Image

ABSTRAK

Makanan tradisional ialah masakan etnik Melayu di Asia Tenggara yang tinggal di Malaysia, Makanan Tradisional Melayu bercirikan penggunaan rempah ratus yang banyak. Dalam era globalisasi ini, kebanyakan masyarakat generasi Z di Malaysia lebih gemar memakan makanan segera atau 'snek moden' untuk dibandingkan dengan makanan tradisional. Sikap makanan generasi muda pada masa kini telah mempengaruhi pilihan mereka. Ini kerana, produk makanan segera dan makanan moden mendapat permintaan tinggi kerana ia sesuai untuk gaya hidup pelanggan yang sibuk. Oleh itu, kajian bertujuan untuk mengkaji kesan pengetahuan makanan, sikap makanan dan imej makanan terhadap penerimaan Generasi- Z terhadap makanan tradisional Melayu. Seramai 400 orang responden telah mengambil bahagian dalam kajian ini yang telah dijalankan melalui soal selidik. Kajian ini tertumpu kepada Generasi-Z yang berumur dari 18 hingga 30 tahun. Reka bentuk kajian yang digunakan dalam kajian ini ialah kajian kuantitatif. Analisis dilakukan dengan menggunakan Pearson Correlation Coefficient untuk mengkaji hubungan dan pengaruh yang wujud antara pembolehubah iaitu pembolehubah bebas dan pembolehubah bersandar. Berdasarkan kajian ini, pengkaji mengakui bahawa semua faktor ini penting dalam mempengaruhi penerimaan generasi Z terhadap makanan tradisional Melayu. Ini telah dibuktikan daripada nilai korelasi Pearson bagi setiap pembolehubah yang diperolehi oleh penyelidik. Kolerasi positif dan signifikan yang tinggi bagi pengetahuan makanan yang diperolehi nilai P ialah 0.669. Kedua, hubungan positif dan signifikan juga tinggi bagi sikap makanan yang mendapat nilai P 0.697. Akhir sekali, korelasi positif dan signifikan yang tinggi juga bagi imej makanan juga mendapat nilai P sebanyak 0.674. Melalui kajian ini, dapat ditentukan bahawa pengetahuan makanan, sikap makanan dan imej makanan mempengaruhi penerimaan generasi Z terhadap makanan tradisional Melayu.

Kata kunci: Makanan Tradisional, Generasi Z, Pengetahuan Makanan, Sikap Makanan, Imej Makanan

CHAPTER 1

INTRODUCTION

1.1   INTRODUCTION

The chapter will cover about generation Z's acceptance of Malay traditional food. The chapter will describe the study's background before moving on to the problem statement. The research questions and objective, definition of terms, significance of the study and lastly a chapter summary will follow.

1.2   BACKGROUND OF THE STUDY

The hospitality industry encompasses a wide range of service-related professions, including hotel, food and beverage service, event planning, theme parks, travel, and tourism. As a result, hotels, travel agencies, restaurants, and taverns are all involved. (Andrew, 2007). According to Brotherton (1999), hospitality is "a contemporaneous human transaction that is willingly entered into and aimed to increase the mutual well-being of the persons involved through the provision of shelter or food and drink."

Traditional cuisines have typically played an important part in numerous cultures' and regions' traditions, contributing to their feeling of identity and pride (Weichselbaum et al., 2009; Almli, 2012). These are meals prepared in a customary manner that have long been appreciated locally and regionally. (Almli, 2012; Weichselbaum et al., 2009.   Even if

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most individuals can recall at least one traditional cuisine from their region (Weichselbaum et al., 2009), describing traditional cuisines is difficult since traditional food might mean a million different things to a million different people. 2007 (European Commission). It is critical to understand the meaning of "traditional" in order to assess the likelihood of success of various production techniques in traditional cuisine (Guerrero et al., 2010).

The Malay ancestors contributed a diverse range of traditional foods to the Malay people in Malaysia, including ketupat palas, lemang, nasi lemak, and others. The Department of National Heritage Malaysia recognized these cuisines as Malay traditional foods (Department of National Heritage, Malaysia, 2019). Malay customs (for example, Malay traditional food and Malay language) were formed and widely diffused during the period by traders who traveled across Southeast Asia for business. As a result, Malay traditional food became well-known during the period. Furthermore, the advent of the Islamic faith among Malay communities in the 12th century established a distinct Malay custom and identity for the Malay people. Malay traditional food was intimately tied with Islamic teaching and life principles during that period.

For a great many years, millennials and research on new generations have dominated the news. The "millennial" generation is characterised as being young, intellectual, ambitious, and outgoing (Straussand Howe, 2003: Howe and Strauss, 2009). While research on millennials continues, a new generation, known as "Generation Z," has begun to capture the attention of many stakeholders such as corporate executives, entrepreneurs, colleges, parents, and experts.The characteristics of the Millennial generation differ from those of the previous generations. One of the millennial traits is

the indicated above shift in consumer behavior. They are more realistic, results-oriented, and selective. As the subject of our investigation, this study, have chosen the millennial generation. The millennial generation is clarifying to those born between 1980 and 2000 (Kotler and Armstrong, 2014). This study is focused in millennial generations Z as the subject research in acceptance of traditional food among generation Z.

1.3   PROBLEM STATEMENT

In this globalization era, most of the people from the generation Z in Malaysia prefer to eat fast food or 'modern snack' to be compared with the traditional food. In 2019, 87% of Malaysians reported eating out at least once a week at locations ranging from diners and cafés to fast-food restaurants and street food vendors. Malaysia's food services industry generates US$19 billion in sales annually, according to a 2019 Technomic estimate. A Rakuten Insight research conducted after COVID-19 rocked the nation predicted that by June 2020, 76% of Malaysians will have ordered fast food via a meal delivery app. In the same month and year, Food Panda overtook all other delivery service apps in Malaysia. During the COVID-19 outbreak, Malaysians were increasingly eager to order meals online and have it delivered to their door (Sharon, 2020).

The young generation food attitude nowadays has affected their choices. This is because, Fast food and modern food products are in high demand since they are convenient for clients' busy lifestyles. With the changing lifestyles of Malaysian customers, who are increasingly educated and affluent, they prefer to dine out, particularly at fast food restaurants. The fast food restaurant in Malaysia always filled with these young generation while the restaurant that offer traditional dishes just filled

with the people from gen-Y and older. Furthermore, most modern generations make excuses to be in the kitchen. Generation Z's frequent intake of fast foods could be ascribed to the foods' special attributes of being quick to prepare, convenient, and relatively inexpensive (Okki and Susi, 2019)

The lack of food knowledge toward malay traditional food also influence the generation Z in choosing what they want to eat. It is necessary for future generations to preserve traditional culinary knowledge since they will carry out significant cultural and ethnic identities for oneself.. However, owing to the impact of information technology, the younger generation in Malaysia, in particular, has rapidly abandoned the habit of traditional cuisine (Norazmir, 2012). Many of them may be familiar with traditional foods but are unfamiliar with how to prepare them. As a result, experts emphasised the necessity of preserving traditional food preparation techniques and abilities and passing them on to the next generation, as it is considered part of one's cultural identity (Kwik, 2008; Yohannes, 2009).

Food image also has effects the generation Z acceptance towards the traditional food when many individual factors contribute to the total perception of the image of the food product. This entire perception is comprised of all visual sensations experienced when the food product is viewed on the shelf, while it is being prepared, and when it is delivered on the plate, and all three situations are vitally essential to the customer and thus to the processor. Food technologists are increasingly being expected to create delicacies such as steak from vegetable protein while also under increasing pressure to minimise the amount and level of chemicals in processed foods. (John, 2007). The modern food like fast food make Generation Z has a high standards of connection with the options on the menu. Even though there are significant regional and international differences with global chains like as McDonalds, customers can also expect to see

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particular products on the menus at each location or branch. Which ensures people actually recognize how well the meal should be when presented, how it will taste, and how much it will cost. (Munmun and Shatabdi, 2013)

Malay current culture, especially the younger population, has progressively refused to eat Malay traditional dishes. It is expected that changes in food consumption and practises would be influenced by societal transformation and boundless information technology (Norazmir et All, 2012). Malaysian traditional food, as well as its particular flavours and cultures, was historically the result of immigrant immigration from a variety of origins, including Arabs, Chinese, Indians, Thais, Indonesians, and Portuguese. Malaysia's multicolored displays of dishes have generated a country's identity, expressing the country's diversified culture and unique dietary habits. (Radiah and Nazirah, 2018). Rendang is a popular Malaysian dish that must be made with chicken, lambs and beef. That flavorful Indonesian beef dish has won the hearts of many Southeast Asians. Rendang is a regional dish that combines various rich spices with coconut milk to create a thick sauce that is cooked with the meat. As a consequence, a supper of tender beef with a rich flavour that is impossible to forget.

As a reason, this study will look at the aspects of food knowledge, food attitude, and food image in relation to Generation Z's acceptance toward Malay traditional food. According to Nor et al. (2012), younger generations have abandoned Malay traditional dietary practises in favour of convenience foods. It is important to shun traditional foods in order to prevent getting lost in time.

1.4   RESEARCH OBJECTIVE

1. To determine the effects of food knowledge towards the acceptance of Generation -Z on Malays traditional food.

2. To examine the effects of food attitude towards the acceptance of Generation -Z on Malays traditional food.

3. To examine the effects of food image towards the acceptance of Generation -Z on Malays traditional food.

1.5 RESEARCH QUESTION

1. What is the effect of food knowledge, food attitude and food image on Generation Z traditional food acceptance?

1.6 SIGNIFICANCE OF THE STUDY

1.6.1 Body of knowledge

Traditional food knowledge encompasses a wide range of disciplines, including sociological, culturally, and nutritional anthropology, as well as human ecology, agricultural, health promotion, parenting practices, community involvement, and education, to list a few. (Warren, 2001). Traditional food knowledge refers to systems that are seen as useful in terms of preserving the integrity of natural resources in the

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context of human nourishment. In this context, traditional cuisine, food expertise is perfected over generations of individuals in distinct places. Traditional food knowledge in ecology has been employed in Western communication from the late 1970s and early 1980s. (V.Kuhnlein et al., 2009).

As an essence, ecological traditional food knowledge, according to Warren (2001), piece of information acquired by societies and ethnic communities that is generally handed down from one generation by oral traditions and concentrates on the microenvironment in which food is produced. According to Mohd Zahari et al. (2011), cooking methods, culinary skills, and food propriety are linked and person-centered processes that need a set of abilities to offer and produce safe, nutritious, and culturally valued traditional meals.

1.6.2 Gastronomy Tourism

Communities are particularly concerned about the potential extinction of both food and traditional food skills, particularly among the younger generation. (Almli et al., 2011; Bonanno, 2011; Kamaruddin, Zahari, Radzi, & Ahmat, 2010) Many observers suggested that if traditional food preparation skills are really not transmitted down to the next generation, countries might lost parts of their traditional meals (Albayrak & Gunes, 2010; Bowen & Devine, 2011; Chenhall, 2011). There is a growing degradation of culinary cultural legacy due to a scarcity of professional practitioners of traditional food, particularly senior generations, to pass on skills and knowledge to the next generation. The government can construct procedures to encourage further study and development in traditional food through a Centre or Institute under the Ministry of Tourism Malaysia.

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This would enable the advancement of traditional food preservation in order to pass on traditional food knowledge to future generations.

1.6.3 Community

The findings of the study will serve as a wake-up call to generation Z leaders and government organisations to provide realistic recommendations for aiding generations Z in conserving traditional culinary knowledge and practises. Secondary school teens and youngsters interested in the food industry might be taught a traditional food module and curriculum. This will allow future generations to investigate and grasp ancient food techniques, maintaining ethnic food history in the long term.

1.7 DEFINITIONS OF TERMS

No.	Terms	Definition
1.	**Traditional Food**	A product that is commonly consumed or related to specific festivities and or seasons, which is normally passed down through generations, is made precisely in a particular way according with culinary heritage, with almost no preparation, is recognised because of its sensory characteristics, and is related to a specific area, geographical area, or nation. as of now, one of the most mentioned descriptions.Kristbergsson, Oliveira, 2016
2.	**Generation Z**	Known as the iGeneration, iGenners, GenZ, and Generation Now, is made up of people born between the mid-1990s and the late 2010s.

		Historical events that have shaped this generation's concept of safety as well as how they interact with others. In comparison to past generations, technological advancements (e.g., Smartphones, social media) have altered how Generation Z interacts, socialises, and consumes information. **Amanda Nicole,2019**
3.	**Food Knowledge**	The collective cultural expertise of food systems passed down through generations is known as traditional food knowledge. The processes of food production, processing, distribution, and consumption are all included in food systems. **Kwik, 2008**
4.	**Food Attitude**	Describes the reasons and processes by which humans consume, the foods they consume, with and who they eat, as well as the processes by which individuals get, store, utilise, and dispose food. People's eating habits are influenced by a range of elements, including individual, social, cultural, religious, economic, environmental, and political considerations. **Encyclopedia of Food and Culture, 2021**
5.	**Food Image**	Food image has causing the expression of all objective knowledge, prejudices, imagination and emotional thought of an individual or group such as generation Z in this globalization. **Valerie et all, 2010**
7.	**Acceptance**	Foods can sometimes be accepted or rejected for a range of factors, includes prospective health implications, perceived ethical or environmental appropriateness, or practical considerations such as price, availability, and convenience. Psychological emotions to a food's sensory characteristics odour, taste, flavour, and appearance the underlying premise for food acceptability.. **Encyclopedia of Food and Culture, 2021**

1.8 SUMMARY

This chapter described the problem statement of the study on the acceptance of traditional food among generation Z. Besides, it also stated the aim of the study which is to identify the relationship between the influence of marketing and the generation Z choices during this globalization era and to study the relationship between the knowledge towards traditional food and the generation Z choices during this globalization era. With the aim of study will help and give the impact about the acceptance of traditional food among gen Z at the end of the results.

CHAPTER 2

LITERATURE REVIEW

2.0   INTRODUCTION

This chapter will address generation Z's food knowledge, food attitude, food image, and acceptance of traditional foods. The research hypothesis and conceptual framework will be discussed next, followed by a chapter summary.

2.2 LITERATURE REVIEW

2.2.1   Traditional Food

The consumption of traditional foods has persisted for many generations or has been handed down through the centuries. By definition, traditional meals and dishes have a historical origin in a national dish, regional cuisine, or local cuisine. Traditional meals and drinks can be made in major food processing factories, at large and small manufacturing facilities, or at home. (2016) Kristbergsson and Oliveira

Although they are frequently used interchangeably, culinary anthropology considers "traditional" food and "typical" cuisine to be two distinct concepts. First relates to gastronomy customs that are invariably passed down orally, on a small scale in the family and on a huge scale in a community as a result of its culture and identity. On the other hand, when we refer about typical (or "popular") food, we're talking about something that the majority of people in a location enjoy and is frequently imitated

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(Midori, 2016). As a result, while traditional cuisine can be typical and vice versa, not all typical foods are traditional, and not all typical dishes are traditional.

The majority of traditional dishes are the result of housewives' abilities to combine their talents and ingredients to produce new recipes in a creative and sensible manner. If the recipe is well received, it will be worthy of replication. In other words, it has been widely reproduced and distributed to the point that it has become a classic recipe. As a result, the culinary history encompasses a diverse spectrum of traditional recipes intrinsically linked to a place of origin, unique resources, and different local practises. Classic recipes might fade into obscurity and vanish forever, but if they are widely consumed, they form part of a region's characteristic cuisine.

Traditional foods have been changed by a variety of factors over time. The availability of raw resources is one of these considerations. As a result, agricultural practises and geographic location have an impact on traditional cuisine. Lower-altitude locations, for example, have distinct vegetation than higher-altitude regions. When opposed to countries with a significant coastal region, countries without access to the sea usually have a lesser availability of fish and seafood. Traditional foods evolved over time, and while many of them still have a role in a balanced diet today, others may not satisfy today's nutritional needs due to their high energy or fat content. As a result, changing the nutrient makeup of some traditional foods to make them more fit for the 12th century makes sense. In the past, the Mediterranean diet, which has been demonstrated to be advantageous to one's health, may have served as a model for changing less-than-ideal compositions of traditional foods and encouraging the use of local ingredients.

2.2.2 Malay Traditional Foods

Traditional Malay cuisine is the cuisine of the ethnic of Malays in Southeast Asia, who live in Malaysia, . Traditional Malay food is characterised by its heavy use of spices. The rich, creamy flavour of Malay cuisine is further enhanced by coconut milk. The other component is belacan, or "prawn paste," which is used to make sambal, a hot sauce created from belacan, chilli peppers, onions, and garlic. In Malay cookery, lemongrass and galangal are commonly utilised (James 2006). Rice is a standard food in almost every Malay meal, and it is also a staple dish in many other cultures. A Malay lunch includes a variety of foods, however they are all served at the same time, rather than in stages. Food is typically consumed with the right hand's fingers, never with the left, which is reserved for personal ablutions, and Malays rarely use utensils.

Although the oldest mention of the practise goes back to the 15th century, when the Malacca Sultanate emerged as a significant commercial hub in the Malay archipelago, it is uncertain when Malay culinary traditions first emerged. Malacca's involvement in the spice trade, openness to the goods and culinary expertise offered by outsiders, notably Arabs, Persians, Chinese, and Indians, and formation of a rich, diversified gastronomy are what have left Malacca with the most lasting legacies. The fusion of Malay with Chinese and European traditions, known as Nyonya and Eurasian cuisines, respectively, was sparked by Malacca and resulted in the development of two additional rich and distinctive culinary cultures. In the centuries before and after Malacca, there were many non-Malay tribes, from the Buginese and Javanese to the Chinese and Indians (Rosemary 2007).

Most authentic Malay foods are made from scratch, and traditional Malay cooking methods require few culinary instruments. Malay cookery uses a variety of terms for

cooking methods, both of which may be categorized into two parts: wet heat and dry heat. A third method involves the use of moist and dry heat in addition to these two. Traditional Malay terms for dry heat techniques include "menumis," which refers to cooking paste, chiles, or spices in the wok over a moderately high heat before adding them to the main components (Mohd et All, 2017).

2.2.3   Food Knowledge

The cultural practise of passing down food-related information, skills, and cultural beliefs from generation to generation is known as traditional food knowledge. Traditional food knowledge may be utilised to develop cultural identity, especially for minority cultural groups; sharing this knowledge can enhance communal capabilities as well as individual food security and nutrition skills. Such information may also be utilised to reinforce the cultural identities of post-migration generations and to link cultural diasporas. Traditional food knowledge transmission, as an intergenerational practise, also contributes to socialisation. Traditional food knowledge may be lost within homes and communities when regional food systems and cultures evolve in response to global industrialisation, urbanisation, and cultural homogeneity forces. Particular expressions of flavour and geography suffer a continuity gap when traditional culinary expertise is not passed on and is instead reframed as a field of industrial production (Kwik, 2008).

Traditional culinary knowledge must be conserved throughout upcoming generations since it will have important spiritual and identification roles for individuals or groups. a few ethnicities have been reported to be losing their traditional culinary culture owing to older generations' failure to pass on traditional cooking expertise to

younger generations, in addition to coping with deskilling difficulties linked to domestic cooking skills (Bowen & Devine, 2011; Stringer, 2009). For example, the younger generation is overly reliant on pre-prepared, processed, and prepared foods, limiting their desire to adopt their mothers' domestic and traditional cooking methods.

H1: There is relationship between food knowledge and generation Z acceptance on Malay traditional food.

2.2.4 Food Attitude

Food attitude is a choice of foods by the generation Z is an area of concern for many people involved in the production and distribution of foods. It also relates to how individuals decide among available foods based on biological or economic considerations such as flavour, value, purity, ease or complexity of preparation, and the availability of fuel and other preparation equipment. There are many factors that influence young generation food attitude for instance – access, knowledge, expertise, and availability are just a few examples. Culture, relatives, friends, and dietary routines are examples of social factors. Emotion, tension, and guilt are examples of psychological factors. Food attitudes, beliefs, and knowledge

Food consumers' purchasing habits are evolving, and ethical and sustainable produce sales are rising. Food consumed away from home is getting more and more popular. Nowadays, individuals also like fast food and contemporary cuisine for a variety of reasons, and a number of policy levers may be used to affect consumers' dietary preferences. The elements that affect food attitudes include taste preference, sensory

quality, cost, availability, convenience, cognitive constraint, and cultural familiarity. Additionally, environmental signals and larger portions have an impact on the choice and intake of foods (Wansink and Brian 2004).

Every person has different eating preferences and dislikes. Encouragement to eat, exposure to a meal, family customs and rituals, advertising, and personal views are all examples of personal experiences is all impact these preferences over time. For example, despite the fact that frankfurters are a family favourite, one person may dislike them. A cultural group establishes rules for appropriate foods, food combinations, eating habits, and eating behaviours. Individuals who follow these standards develop a feeling of affiliation and identification. Subgroups within big cultural groups may practise variants of the group's eating practises, but they are still nevertheless, nonetheless regarded a component of the wider group.. A typical western meal, for example, consists of a cheeseburger, French fries, and a Coke.

H2: There is relationship between food attitude and generation Z acceptance on Malay traditional food.

2.2.5 Food Image

In this age of globalisation, the presentation of food has become a tool for the display of all subjective information, preconceptions, imagination, and emotional thought of an individual or group, such as generation Z. There is currently a lot of rivalry between traditional cuisine and modern food because of the range of meal options available in the market. Since it creates an expectation of familiarity with the goods on the menu even at different sites and branches, contemporary food looks to have an advantage for a variety of reasons.There is a rise in marketing initiatives concentrating on whole product categories, such as advertisements urging daily consumption. Modern food corporations have long exploited brand image to promote their products. Consumer expectations are raised by a favourable image, which may encourage product purchases. In order to ensure satisfaction and product repurchase, it is essential that consumers' expectations are met. Negative disconfirmation occurs when purchasers' expectations are not met, which increases the likelihood that they won't ever buy the product again. As a result, in order for a product or product category to be successful on the market, it must have qualities that both satisfy and/or surpass customer expectations (Valerie et All, 2010).

Traditional Malay food combines the flavorful aromas and hot heat of Southeast Asia's diverse flora and spices. Along with Chinese and Indian food, it is one of the three main cuisines in Malaysia, and its incredible variety and flavours never cease to wow visitors.

H3: There is relationship between food image and generation Z acceptance on Malay traditional food.

2.2.6   Food Acceptance

A person's acceptance or rejection of food involves many different factors. It is difficult to establish links between a person's physiological experience and behaviour when taking into account complicated dietary matrices. Food reactions are influenced by a variety of elements, including marketing, accessibility, prior experience, attitudes, and beliefs, in addition to the physiological and image aspects of the foodstuff. This study examines alternative techniques for gathering data on consumer attitudes, propensities, and intentions. The relationship between a meal and a person ultimately determines whether a food is accepted. Consumers' decisions to accept or reject a food are influenced by their own features (genetic, age group, gender, physiological and psychological condition), as well as those of their surroundings (family and cultural customs, religion, education, fashion, price or convenience. Food choice and consumption, or eating habits, should be heavily influenced by how much a person appreciates a particular food. Few people would argue against this reasonable supposition (Meiselman and Bell, 2003)

The hedonic dimension, or the capacity for pleasure, is how foods are viewed. Between individuals and civilizations, a dish's hedonic value might differ significantly. Pleasure is perhaps the most potent dietary influence, especially in industrialized countries. Almost all of the time, one's overall emotional response to a food's flavour determines whether or not they will eat it. This seemingly straightforward choice is accompanied by a wide range of emotions, from ecstatic pleasure of fine cuisine to severe rejection brought on by feelings of repulsion. The development of food preferences and dislikes, like many other complex human behaviours, reflects the action of numerous variables such as genetic inheritance, maternal nutrition, child rearing methods,

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knowledge, psychology, and cultural. In fact, the evolution of dietary choices may be a perfect illustration of the interaction of various forces throughout our lives. Food acceptance has a substantial cognitive component in that foods have specified times of the day when they will be eaten and other times of the day when they will not be consumed (Moskowitz, 2003)

2.3 RESEARCH HYPOTHESIS

The hypothesis of this study is to find out whether there is any relationship between independent variables and dependent variables. Based on the literature review and the research question that has been conducted, this is the following hypothesis.

H1- There is relationship between food knowledge and the acceptance of traditional food among generation Z.

H2- There is significant relationship between food attitude and the acceptance of traditional food among generation Z.

H3- There is relationship between food image and the acceptance of traditional food among generation Z.

2.4 Conceptual Framework

Based on figure below, conceptual frameworks were developed through the literature review and the objectives. There are, three independent variables used to measure an acceptance of traditional food.
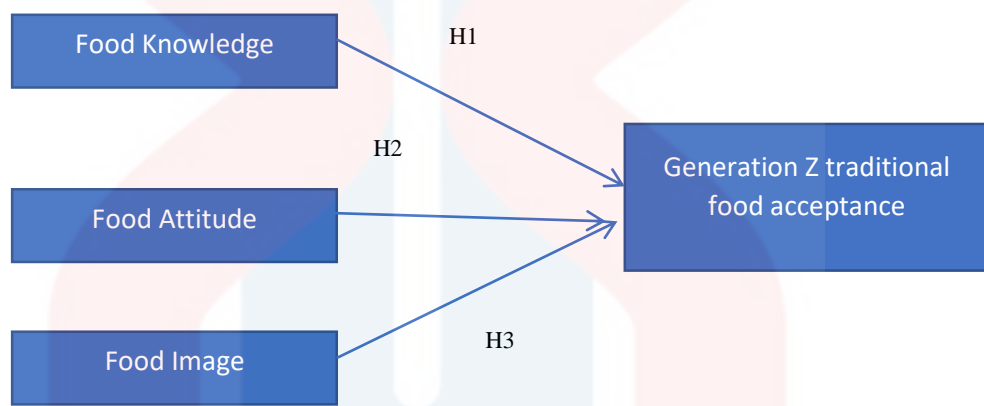
Figure 2.1: Conceptual Framework of The Relationship Food Knowledge, Food Attitude, Food Image Towards Generation Z traditional food acceptance.

Food knowledge

Traditional food knowledge refers to the unique practise of transmitting cultural ideas, practises, and methods for supplying food from one generation to the next. Traditional food knowledge may be utilised to develop cultural identity, especially for minority cultural groups; sharing this knowledge can enhance communal capabilities as well as individual food security and nutrition skills. This information may also be utilised to reinforce the cultural identities of post-migration generations and to link cultural diasporas. Traditional food knowledge transmission, as an intergenerational practise, also

contributes to socialisation. When regional food systems and cultures change in response to global industrialization, urbanisation, and cultural homogeneity factors, traditional food knowledge may be lost within households and communities. Particular expressions of flavour and geography suffer a continuity gap when traditional culinary expertise is not passed on but is rather interpreted as a field of industrial production.

Food Attitude

Food attitudes vary by generation. Many people involved in food production and delivery are concerned about Z's eating preferences. It also has to do with how people choose among the meals that are readily available based on biological or economic factors including flavour, price, purity, simplicity of preparation or complexity, and the availability of fuel and other tools for preparation. Access, education, skills (like cooking), and leisure are only a few of the many factors that influence the eating attitudes of the younger generation. Social influences include things like culture, family, friends, and eating habits. Examples of psychological elements include mood, tension, and guilt. Food attitudes, convictions, and information The way that people shop is changing, and more ethical and environmentally friendly products are being sold. Eating meals that were purchased outside of the home is becoming increasingly common. For a number of reasons, people today choose fast food and modern meals, and a number of policy levers may be used to influence people's dietary preferences.

Food Image

Food image also has effects the generation Z acceptance towards the traditional food when many individual factors contribute to the total perception of the image of the

food product. The variety types of food that offered in market nowadays has cause such a competition between the traditional food and the modern food. The modern food seems to has an advantage in a vary reasons as it make the modern food have an expectation of familiarity with the products that are on the menu even at different places and branches It is crucial that consumers' expectations are realised throughout product use in order to assure satisfaction and repurchase of the product. If buyers' expectations are not realised, there is a negative disconfirmation, and the product may never be purchased again.

2.5   SUMMARY

In summary, the definition and explanation of the variables for review were presented in this chapter. This chapter also lays out a clear path for the rest of the chapter to follow in order to meet the research objectives.

CHAPTER 3

METHODOLOGY

3.1   INTRODUCTION

This chapter explains how to acquire, manage, and analyze information in order to respond to hypotheses in a more methodical and organised way. It covers everything, including study design, target demography, sample size, sampling technique, data gathering techniques, research tools, and data analysis. In order to provide readers with a better understanding and evaluation of the research's findings, this chapter also aims to ensure that the proper research methodologies are used.

3.2   RESEARCH DESIGN

In general, a research design is a framework for organising and conducting out a specific design. A plan for collecting data is needed to fulfil the research objectives once the choice to undertake the study has been made (Aaker et al., 2000). This study's research method is quantitative research. A organised process of gathering and evaluating data from multiple sources is known as quantitative research. Quantitative research uses computational, statistical, and mathematical methods to produce results. This makes it a well-organized cause-and-effect link between problems and variables. A large-scale

research survey aids in the generation of statistics in quantitative research using a questionnaire or structured interviews (SIS International Market Research,2018). In this research, the researchers tested the relationship between knowledge, food attitude and food image (independent variables), and Generation Z traditional food acceptance (dependent variable).

3.3   POPULATION

The target population is defined as "the whole collection of respondents who fulfill the specified set of criteria." (Burns & Grove 1997:236). In the cost-effectiveness analysis, the target population's characteristics and those of relevant groupings should be accurately recorded. The study's goals, the medical literature and practises, as well as the surrounding information, all have an impact on the variables used. (2018) Louise Barnbee & Son Ng Hiem. Identifying the target audience and product usage conditions is typically a key step in the product development process. College or undergraduate students are frequently utilized as study subjects in many academic studies owing to practical concerns such as convenience, time, and cost savings. (Zikmund & Babin, 2006). According to Department of Statistic Malaysia Official Portal (2010), census 2010 revealed the statistic population of Malaysian that 18 years old to 30 years old in 2021 was 6.9 Million. As a result, this data is usually defined during the product conception phase (David Tonucci, 2005).

3.4   SAMPLE SIZE

Sampling is the appropriate option of a population to represent that community as a whole in order to gather information on a particular subject. A sample is a segment of the population which has been picked to take part in a study. Two methods of sampling exist. The first generates probability samples where the response of each responder is assured. The other generates non-probability samples with a hazy selection probability. (1995:279) (Polit & Hungler). The researcher can gather information regarding generation Z's acceptance of traditional Malay food through a sample size of people who are between the ages of 18 and 30 using a google form, which will be distributed to the respondents. In quantitative research, the number of participants is required to get valid results or statistical significance (Fowler and Lapp, 2019). According to Krejcie and Morgan's (1970) table for determining sample size, a sample size of 400 would be supposed to reflect a cross section of a population of 6.9 Million. However, a researcher needs to examine if the sample size is sufficient to provide enough accuracy to make confident conclusions based on the findings. Furthermore, attaining a representative sample size remains vital for survey researchers due to the implications for cost, time, and sample estimate precision (Adam, 2020).

Table 3.1: Krejcie & Morgan's (1970) Sample Size Table

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	98	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	373
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	225	1900	320	30000	379

80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	**1000000**	**384**

Sources: Sample size table (Krejcie & Morgan's, 1970)

3.5   SAMPLING METHOD

Sampling is a subset of the population or a method for selecting actual members to generate statistical deductions and estimate the characteristics of the entire population. Sampling takes place in phases. The first step is to precisely define the target audience. A select sample frame is used in the second stage. A sample frame that is representative of the population must be chosen by researchers. The third step in the sampling process is choosing the sample methods. Probability sampling and non-probability sampling are the two different categories of sampling procedures. The sampling size will be determined next. It is because it can eliminate mistakes or biases introduced by the randomly selected sample. The fifth step is data collection. Finding the response rate is the last step in the sampling process. The response rate is crucial since low response rates might bias the study's final findings. Figure 3.2 illustrates the two primary sampling methods available.

(Churchill, 1995; Green, Tull & Albaum, 1988; Malhotra, 1996; Parasuraman, et. al (1991).
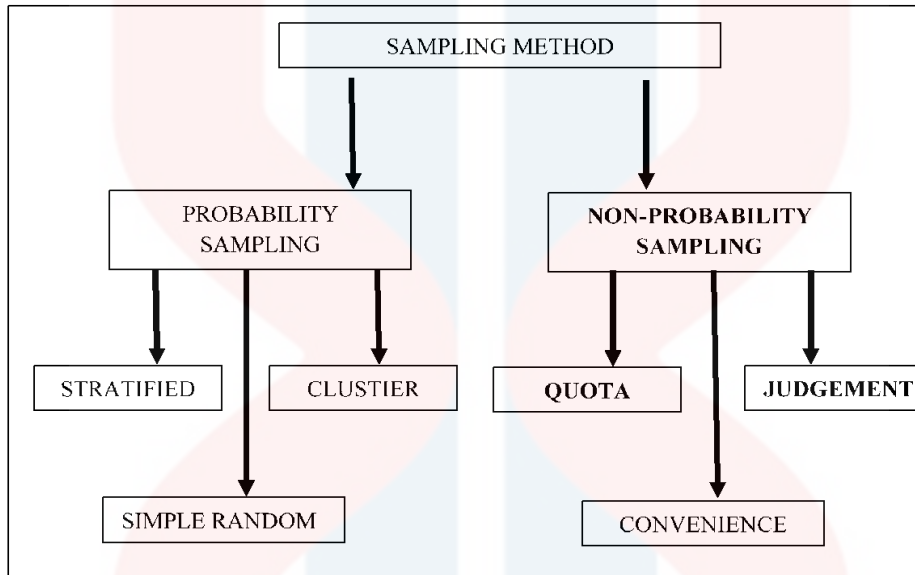
Figure 3.2 : Types of Sampling Methods

For probability sampling, Simple random, stratified random, cluster sampling, systematic sampling, and multi-stage sampling are all options. As opposed to probability sampling, non-probability sampling includes convenience, quota, snow, and judgement sampling. The gold standard in sampling techniques for the intended population, the probability sample ensures the generalizability of the study results. Despite being a sample picked at random, the non-probability sample exhibits selection bias. The researchers in the study used convenience sampling to obtain the research findings. Convenience sampling is the most prevalent type of nonprobabilistic sampling due of its widespread use. Convenience sampling is a method of collecting samples by acquiring samples from locations near an internet service that are conveniently placed (Edgar & Manz, 2017). The researcher will hand-pick a sample from the nearest portion of the population. 'What Apps' and 'Instagram' surveys or inquiries, for example, can be

classified as simple as well as popular examples for convenience sampling. Furthermore, this method also involves participants from wherever they can be found and appropriate. In other words, it does not focus on just one participant.

3.6   DATA COLLECTION PROCEDURE

Large-scale survey research approaches, such questionnaires, are being used to obtain quantitative data for this study. This is because it is an excellent alternative for more extensive research that might be distorted by the kinds of open-ended questions often associated with qualitative surveys. Methods for acquiring quantitative data are widely used because they are straightforward. Using these methods for data collection, researchers can pose queries to retrieve collections of facts and statistics. Researchers can use the data to develop generalisations since the questions and answers are standardised. Quantitative data can also be measured and described numerically. The questions are made available online or through an online survey. The generation Z, whose members varied in age from 18 to 30, was given the information gathered from the questionnaire via WhatsApp and Telegram apps. This survey seeks responses from Generation Z about their acceptance towards traditional foods.

3.7 RESEARCH INSTRUMENT

3.7.1 QUESTIONNAIRE

The research had applied the questionnaire because it is used to collect data. Marshall (2005) said that the questionnaire also can be an effective way to get the data from a huge number of the respondents in a short time because it is straightforward and fast to get the data. Questionnaire should be a properly planned to get the high quality of the data that can be used for analysis. The questionnaires also offer an objective way which is by collecting the information about people's knowledge, beliefs, attitudes, and the behavior. Sometimes, people decide to apply the questionnaire for the research questions that need a different method.

Additionally, researchers should gather data in greater detail so that the samples collected are adequate. To avoid the development of a shortage of information, the data collecting process must have a goal. After completing the questionnaire part, the questionnaire will be distributed to 400 people from generation Z that aged from 18 to 30 years old However, the collection of questions is only available by completing this sample, making it simpler for researchers to obtain more detailed information.

3.7.2   Questionnaire design

This questionnaire is divided into three sections: Section A, Section B, and Section C. Section A is a question regarding the respondent's demographic information such as gender, age, race, education level, and duration of the monthly income of generation Z. Section B contains questions on independent variables given by researchers, such as food knowledge, food attitudes, and food image. The food knowledge was created to assess

the food knowledge among Generation Z in terms of how they preserve traditional food preparations and skills. Next, attitudes are tested to see how generation Z attitudes influence their food choices. While food image aims to investigate generation Z's perceptions on Malay traditional cuisine. The dependent variable, adoption of Malay traditional food among Generation Z, was then explored in Section C.

3.7.2 Scale of measurement

Section A of the questionnaire use a nominal scale with intervals, but Sections B and C employ a Five-Likert scale. This Five- Likert scale is applied in this research since the reactions are easily measurable and abstract enough to compute scientific research. Furthermore, the Five- Likert scale includes Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree, and questionnaire data. The questionnaires were distributed by the researchers to members of Generation Z, who ranged in age from 18 to 30 years old.

Table 3.2: The Five-Likert scale

Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

3.7.3 Questionnaire composition

Table 3.3: Questionnaire composition

SECTION	DIMENSION	NUMBER OF ITEMS	SOURCE
Section A	Demographic Information	5	Nik ,2019

Section B	**Independent Variable**	22	Norazmir et All, 2012
	Food Knowledge		Hesamidin et All, 2016
	Food Attitude		Hesamidin et All, 2016
	Food Image		
Section C	**Dependent Variable**	5	
	The Acceptance of Malay Traditional Food Among the Generation- Z		Moskowitz, 2003

3.7.4 Questionnaire in Section A of the questionnaire

Section A concentrates on the respondents' demographic information. Gender, age, race, educational level, and occupation of generation Z are among the questions. The questions in this section are highlighted in Table 3.3.

Table 3.4: Questions Used in Section A of the Questions- Demographic Information

	Items
1.	Gender
	● Male
	● Female
2	Age
	● 18-20
	● 21-23
	● 24-26
	● 27-30
3	Race
	● Malay
	● Chinese
	● Indian
	● Others
4.	Education level
	● Primary school

	● Secondary school ● Diploma/ STPM ● Degree and above	
5	Occupation ● Student ● Employed ● Self employed ● Unemployed	

3.7.5   Questionnaire in Section B and C of the questionnaire

Section B was conducted to examine the link between food knowledge, food attitude, and food image in relation to generation Z acceptance. In this part, 22 questions were constructed to test specific statements for each component - food knowledge, food attitude, food image, and acceptance of Malay traditional food among Generation Z. Respondents were asked to indicate their degree of agreement on items such as Strongly Disagree, Agree, Neutral, Disagree, and Strongly Disagree. Table 3.4 displays the elements.

Table 3.5: Proposed questions in Section B and C of the Questionnaire

Dimensions	Supporting References	Items
Food knowledge	Norazmir et All, 2012	1. My parents cook Malay traditional food at home. 2. I always help my parents when they cook Malay traditional food. 3. My parents teach me how to cook Malay traditional food. 4. My friends teach me how to cook Malay tradtional food. 5. I know how to cook Malay traditional food

		6.	I always eat Malay traditional food during festival such as Hari Raya Aidilfitri and Hari Raya Aidiladha
		7.	Malay traditional food is hard to cook and prepare
		8.	I was exposed to Malay traditional food since childhood.
Food Attitudes	Hesamidin et All, 2016	1.	I like to eat Malay traditional food.
		2.	I always eat Malay traditional food at restaurant.
		3.	I always Malay traditional food at restaurant.
		4.	I always eat Malay traditional food with my friend at restaurant.
		5.	I prefer to eat Malay traditional food because it is healthier.
		6.	I think Malay traditional food need a lot of time to cook.
		7.	I think that Malay traditional food is hard to prepare.
Food Image	Hesamidin et All, 2016	1.	Malay traditional food is easy to find at my place.
		2.	The raw material to cook Malay traditional food is easy to find at my place.
		3.	Malay traditional food was highly promoted in social media and internet.
		4.	Malay traditional food is cheaper than the other modern food such as fast food.
		5.	I am more satisfied with the quick-service that offered in modern food restaurant than Malay traditional food restaurant.
		6.	I was satisfied with Malay traditional food taste.
		7.	Malay traditional food has it own flavor.
Acceptance	Moskowitz, 2003	1.	I prefer to eat Malay traditional food more than any others food such as fast food and western food.
		2.	I always try to learn how to cook Malay traditional food.
		3.	I like the presentation and preference of Malay traditional food.
		4.	Malay traditional food is more delicious than the other modern food.
		5.	I will invite my friend to eat Malay traditional food.
		6.	I was familiar with Malay traditional food

3.8   DATA ANALYSIS

Data analysis is the procedure of organising, describing, representing, evaluating, and interpreting data using statistical techniques. When doing the analysis, it is critical to first comprehend the purpose of this research. Descriptive analysis is the most often used quantitative approach..

3.8.1   Descriptive Analysis

In research, descriptive analysis was employed to characterise the essential aspects of the data. It assists the researcher in summarising the data obtained and identifying trends. It refers to the numerical average of a group of values, known as the Median. Mode and percentage are commonly used to explain how a group of 400 respondents are connected to the data. These data analysis should be guided by the research objectives and design chosen for this project.

Before descriptive methods are applied, researcher need to have a clear mind on research question and what to show. For example, gender distribution of respondents are the best to show in percentage. Descriptive analysis is the best in a limited sample research and when larger population are not needed since descriptive analysis is mostly used for analysing single variable.

3.8.2 Reliability Analysis

Reliability analysis is a method of determining the accuracy of the data collection procedure used in a study or thesis. Reliability normally produces results that are consistent and of equal value (Blumberg et al., 2015). The measurement procedure must be reliable before the study's results can be considered valid. Consistency, or how close the questions used in a survey are the same type of information each time the respondent is asked, is what reliability is concerned with. This is important when it comes to tracking and comparing results to previous internal surveys and external benchmarks. Cronbach's Alpha is used in this study to test the consistency of internal data and to analyse the scale's reliability. The acceptance range for alpha value estimates, according to Nunally and Bernstain (1994), is between 0.7 and 0.8. Cronbach's Alpha is a rule of thumb for testing reliability, as shown in Table 3.1.

Table 3.6: Rule of Thumb Cronbach's Alpha

Cronbach's Alpha	Internal consistency
$0.9 \leq \alpha$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor

α < 0.5	Unacceptable

Source : Stephanie (2014)

3.8.3   PEARSON CORRELATION ANALYSIS

The Pearson correlation coefficient is a statistical test that determines how strong two metric variables are linked. The coefficient (r) represents the strength of the relationship between two variables and ranges from -1.0 to +1.0. (Chong, Lim, Ng & Wong, 2016). The relationship's trend is determined by the positive and negative sign of the outcome. This means that if the result is +1.0, the relationship is perfect positive, whereas if the result is -1.0, the relationship is perfect negative (Chong, et al., 2016). The absence of a relationship between the variables is indicated by a value of zero. Hair, Celsi, Money, Samouel, and Page (2016) provided guidelines for determining correlation strength in the table below.

Table 3.7 Rule of Thumb of Correlation Coefficient Size

Coefficient range	Strength of Association
± (0.91-1.00)	Very strong
±(0.71-0.90)	High
±(0.41-0.70)	Moderate
±(0.21-0.40)	Small but definite relationship
±(0.00-0.20)	Slight, almost negligible

Source : Hair, Celsi, Money, Samouel & Page (2016)

3.9 SUMMARY

This chapter has essentially completely detailed all of the specifics concerning the study's research technique. The quantitative research design was utilised in this study, which is a means of gathering and evaluating data from multiple sources in a structured manner. Quantitative research employs mathematical, statistical, and computational approaches to acquire results. As a consequence, there is a well-structured cause and effect relationship between issue elements. Furthermore, the instrument in this study was a Likert scale, which consists of five sections of the variables of the runners' experiential factors and re-participation intention, and data analysis is a process of organising, describing, representing, evaluating, and interpreting data using a statistical practise. Data analysis is a term used to define a method of organising, describing, representing, evaluating, and interpreting data utilising a statical methodology. When doing the analysis, it is crucial to fully comprehend the purpose of this study. Descriptive analysis is the most frequent method used in a quantitative method. This chapter will provide as direction for the data analysis in the following chapter of Chapter 4.

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

The descriptive analysis, Cronbach's alpha reliability analysis, and Pearson correlation tests are all covered in this chapter. Each inquiry will decode and resolve the research inquiries, while the descriptive analysis will depict the demographic profile of the respondents. Validity and reliability are critical in determining if the samples collected are valid and predictable. As a result, the reliability test will be conducted using Cronbach's alpha approach. Pearson correlation test will be used for more analysis and exploration of the link between the variables.

4.2 RESPONSE RATE

A total of 400 survey questions were delivered via the internet. The 400 surveys collected from the intended respondents could all be utilized. A total of 400 valid surveys were obtained over the internet.

Surveys can yield good response rates, and improved accuracy is less visible because it is based on relative sampling. People often use the response rate, which is the percentage of people who took the survey and met the quality standards, to figure out how widely the survey's results can be used.

Table 4.1: Response Rate of The Questionaire

Total Number of Questionnaire

Number of questionnaires distributed	400
Questionnaires Returned and Useable To Be Analysis	400
Response Rate	100%
The Questionnaire Used for Analysis	400

Source: Fieldwork Study (2020)

4.3   RESPONDENT'S DEMOGRAPHY

To ensure the effectiveness of this research, the researcher issued a questionnaire using Google Form Questionnaire, with a goal response rate of 400 people, reflecting the whole population from generation Z that aged from 18 to 30 years old. 400 respondents also refers to Krejceie, Robert V, Margon, and Daryle W's guide on determining sample size (1970).Demographics are population factors such as gender, age, race, education level, and occupation that are commonly utilised in this survey (Sorlie et al., 1995). To make sense of the data, researchers must first look at the demographics of the people who took the survey.

Respondent's Profile Gender	Frequency N= 400	Percentage (%)
Male	181	45.3%
Female	219	54.8%
Total	400	100%

Source: Fieldwork Study (2020)

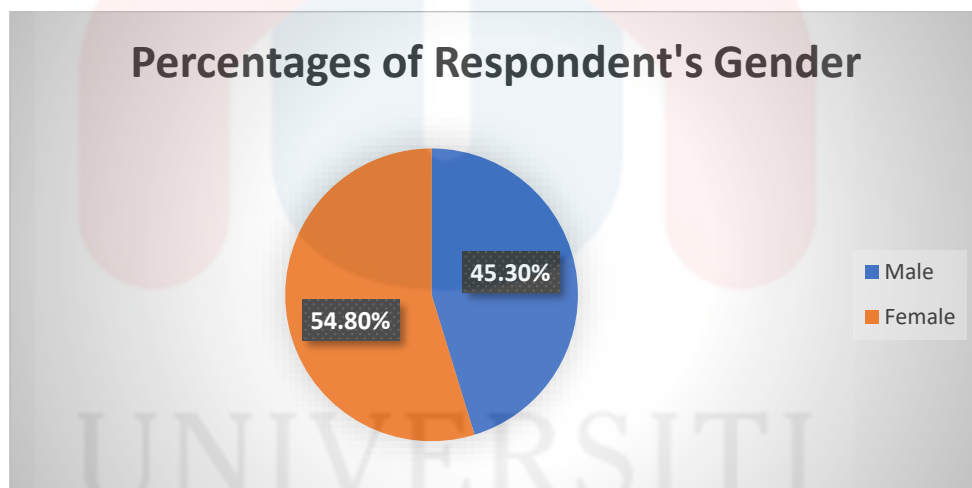Table 4.2: Respondent Demographic Profile of Gender

Figure 4.1: The Percentage of Gender

Based on the demographic data from 400 respondents, a total of 219 respondents are women, accounting for 54.8% percent of the total, while male respondents account for 181 people, accounting for 45.3% percent of the total.

Table 4.3: Respondent Demographic Profile of Age

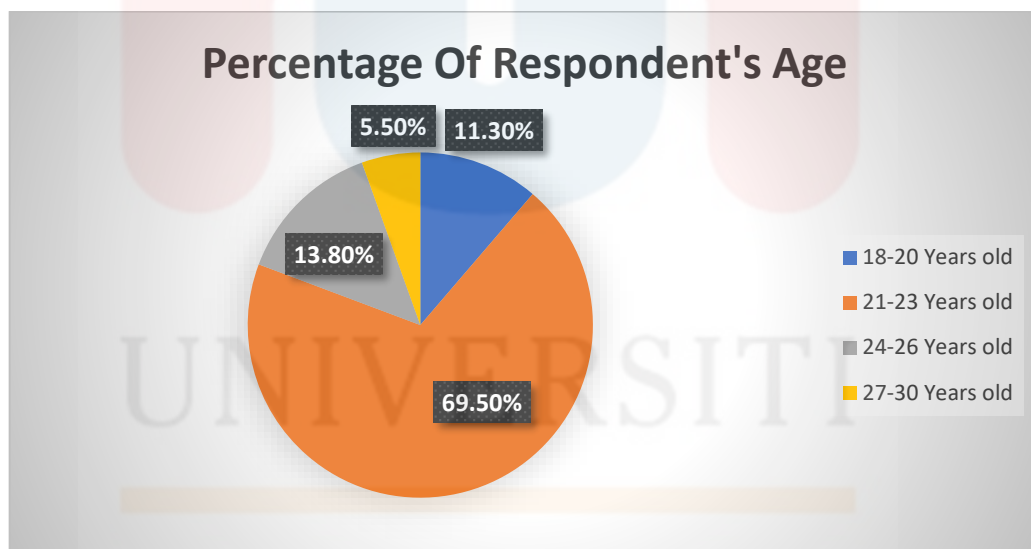| Respondent's Age	Frequency N= 400	Percentage (%)
18-20 Years old	45	11.3%
21-23 Years old	278	69.5%
24-26 Years old	55	13.8%
27-30 years old	22	5.5%
Total	400	100%

Source: Fieldwork Study (2022)

Figure 4.2: Percentage of Age

According to Table 4.3, respondents between the ages of 21 to 23 years old have the highest number of study participants (278), accounting for 69.5% of all study participants, while those between the ages of 27 to 30 years old have the lowest number

of study participants which is 22, accounting for 5.5 percent of all study participants. With a total of 55 people, or 13.8 percent of responses, the age group of 24-26 years old had the second largest total number of survey participants. There were 45 people which is 11.3% for the respondents that aged from 18 to 20 years old.

Table 4.4: Respondent Demographic Profile – Race

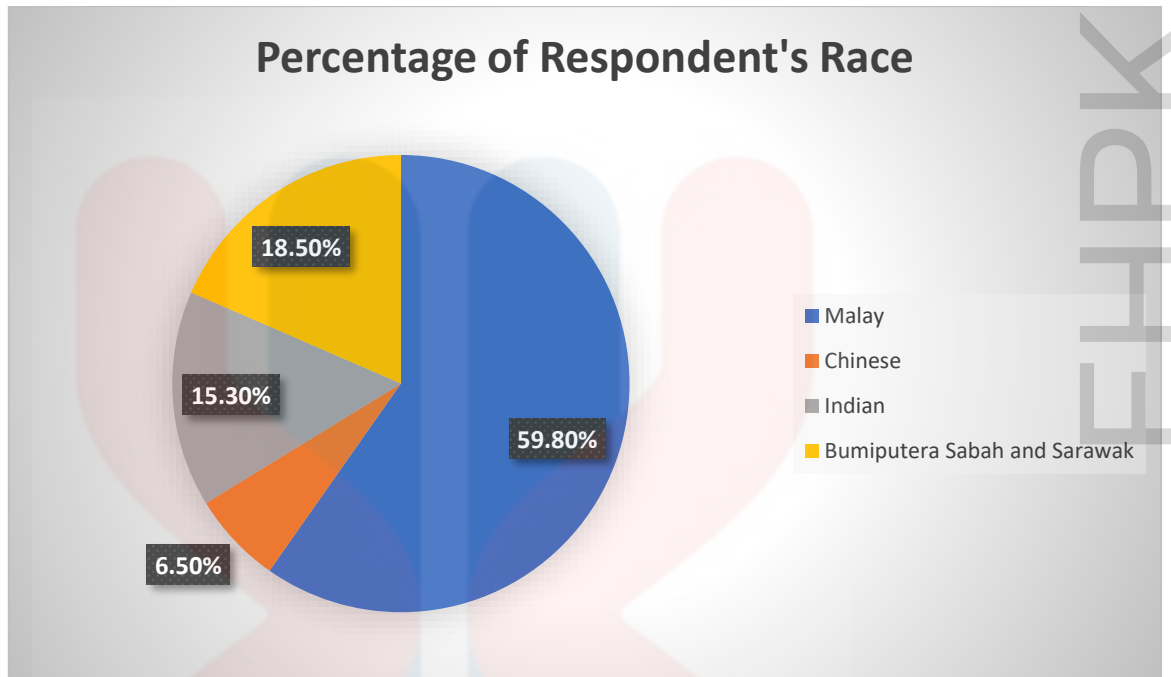| Respondent's Race	Frequency N= 400	Percentage (%)
Malay	239	59.8%
Chinese	26	6.5%
Indian	61	15.3%
Bumiputera Sabah And Sarawak	74	18.5%
Total	400	100%

Source: Fieldwork Study (2022)

Figure 4.3: Percentage of Race

According to the data, Malay respondents had the greatest value of 239 respondents, or 59.8 percent, while Chinese had the lowest value of 26 respondents (6.5%). While Bumiputera Sabah and Sarawak had the second-highest number with a total of 74 respondents (18.5%), Indian came in third with a value of 61 respondents (15.3%).

Table 4.5: Respondent Demographic Profile – Educational Level

Respondent's Education Background	Frequency N= 400	Percentage (%)
Secondary School	45	11.3%
STPM-Diploma	90	22.5%
Degree	259	64.8%

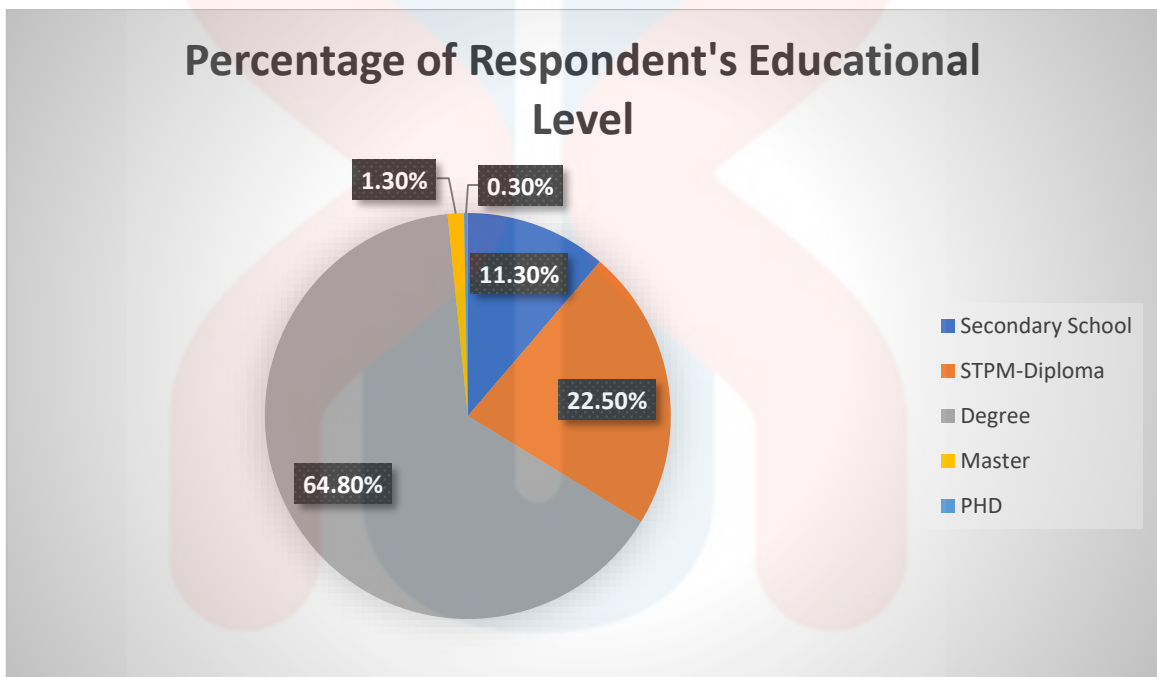| Master	5	1.3%
PHD	1	0.3%
Total	400	100%

Figure 4.4: Percentage of Educational Background

The findings of table 4.5 show that the majority of respondents in this study have a degree, with a total of 259 people, or 64.8%. In addition, STPM-Diploma recorded the second-highest value with 90 respondents (22.50%), followed by Secondary School in third place with 45 respondents, leading to a value of 11.3%, while Master recorded the second-lowest value with a reading of 5 respondents (1.3%), and PHD was the lowest position with only 1 respondents, or equivalent to 0.3%.

Table 4.6: Respondent Demographic Profile – Occupation

Respondent's Occupation	Frequency N= 400	Percentage (%)
Student	286	71.5%
Employed	85	21.3%
Self-employed	22	5.5%
Unemployed	7	1.8%
Total	400	100%

Source: Fieldwork Study (2020)

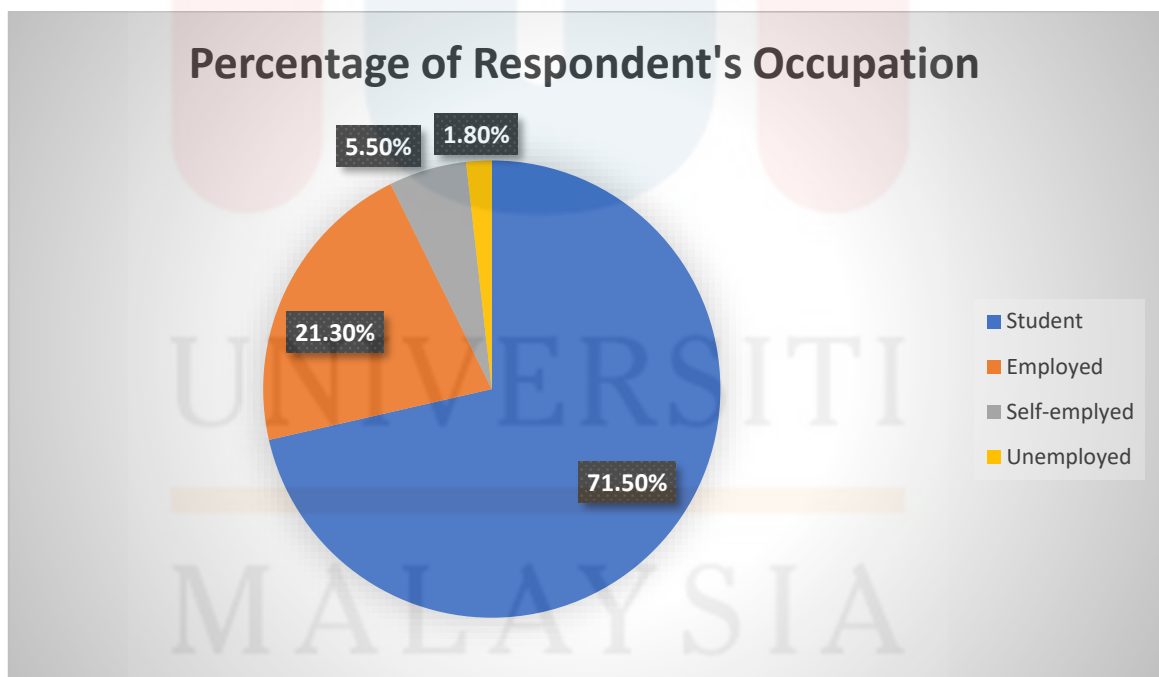
Figure 4.5: Percentage of Occupation

The findings of table 4.6 show that the majority of respondents in this study are student, with a total of 286people, or 71.5%. In addition, people who employed recorded the second-highest value with 85 respondents (21.3%), followed by self-employed in third place with 22 respondents, leading to a value of 5.5%. And lastly, unemployed was the lowest position with only 7 respondents, or with 1.8%.

4.4 RELIABILITY TEST

The test's reliability implies an element of objectivity (error-free) and so ensures the computation of accuracy throughout time and across different instrument elements (Kumar, 2013). Measurements are precise enough to yield obvious results. Although reliability is a crucial component of validity, it is not a sufficient condition. A simple example of a weighing instrument can be used to explain the relationship between reliability and validity. The weight is exact and valid if it is determined accurately by the weighing system. The apparatus is inaccurate and cannot be accurate if it calculates unpredictably from time to time. An instrument's computational dependability is how well it can figure out the definition consistently and accurately, which leads to good measurements.

Table 4.7: Result of Reliability Coefficient Alpha for the Independent Variable and

Dependent Variable

Variable	Number of items	Reliability Cronbach's Alpha	Comment
Food Knowledge	8	0.824	Very Good
Food Attitude	7	0.786	Good
Food Image	7	0.759	Good
Acceptance	6	0.892	Very Good

Source: Fieldwork Study (2022)

4.5 DESCRIPTIVE ANALYSIS

A descriptive statistic is a basic descriptive coefficient that represents a particular data set, which may represent the entire population or only a subset of the population. Descriptive statistics are often used in conjunction with inferential statistics. A descriptive statistic that is broken down into measures of the central tendency and the variability of the population (expansion). Measures of central tendency include the meaning, median, and mode, while measures of variability include the standard deviation, variance, minimum and maximum variables, kurtosis, and skewness. Examples of central tendency measurements include the meaning, median, and mode. (From Will Kenton's work in 2019)

In order to organise the data that have been collected, descriptive statistics are utilised to describe the relationships that exist between the many variables that make up a sample or population. Calculating descriptive statistics is an essential initial stage in any research endeavour, and it is recommended that this phase be completed before moving

on to making inferential statistical comparisons. Measures of frequency, central tendency, dispersion/variation, and location are all included in descriptive statistics, in addition to a variety of different types of variables (nominal, ordinal, interval, and ratio). Because descriptive statistics condense the data, they make it possible for decision-makers in the healthcare industry to create assessments of specific populations that are easier to interpret. (Kaur P, 2018)

4.5.1 Overall Mean Score for Variables

This part of the research provides an explanation for the mean score that was acquired as a consequence of the descriptive analysis. A Likert scale with five points was used to determine the mean and standard deviation of each variable and subvariable. On the Likert scale, 1 indicates " strongly disagree ", 2 indicates disagreement, 3 indicates neutral, 4 indicates agree, and 5 indicates strongly agree. The overall mean (M) and standard deviation (SD) for each variable and measurement are presented in the following table, as can be seen in the demonstration given there.

According to the table below, Altogether the dimension variables scored a moderate mean score where food knowledge 3.8284 (SD=00.74711), Food attitude 3.6968 (SD=0.71664), and lastly food image 4.1225 (SD=0.60325).

Table 4.8: The Overall Mean Score on Each Variable and Dimension

Section	Dimension	N	M	SD
Part 1	Food Knowledge	400	3.8284	0.74711
Part 2	Food Attitude	400	3.6968	0.71664
Part 3	Food Image	400	4.1225	0.60325
Part 4	Acceptance	400	3.9792	0.78119

Source: Fieldwork study (2022)

4.5.2 Descriptive Analysis for Independent Variable (IV) toward generation Z acceptance

Table 4.9: Descriptive Analysis for Independent Variables – Food knowledge

Food Knowledge	N	Mean	SD

My parents cook Malay traditional food at home.	400	4.03	1.107
I help my parents when they cook Malay traditional food.	400	3.78	1.112
My parents teach me how to cook Malay traditional food.	400	3.84	1.155
My friends teach me how to cook Malay traditional food.	400	3.38	1.314
I know how to cook any Malay traditional food.	400	3.58	1.137
I always eat Malay traditional food during festival such as Hari Raya Aidilfitri and Hari Raya Aidiladha.	400	4.51	0.816
Malay traditional food at is hard to cook and prepare.	400	3.28	1.231
I was exposed to Malay traditional food since childhood.	400	4.23	0.987

Source: Fieldwork study (2022)

Based on the table above, there are eight (8) questions that have been asked in the questionnaire. The mean score of the eight (8) questions Is in ranges from 3.28 to 4.51. The query with the highest 'I always eat Malay traditional food during festival such as Hari Raya Aidilfitri and Hari Raya Aidiladha..' (M=4.51, SD=0.816) followed by 'I was exposed to Malay traditional food since childhood.' (M=4.23, SD=0.987), 'My parents cook Malay traditional food at home.' (M=4.03, SD=1.107), 'My parents teach me how to cook Malay traditional food.' (M=3.84, SD=1.155), 'I help my parents when they cook Malay traditional food', (M=3.78, SD=1.112), 'I know how to cook any Malay traditional food.' (M=3.58, SD=1.137), 'My friends teach me how to cook Malay traditional food.' (M=3.38, SD=1.314) and lastly 'Malay traditional food at is hard to cook and prepare.' (M=1.231, SD=1.231).

Table 4.10: Descriptive Analysis for Independent Variables – Food attitude

Food Attitude	N	Mean	SD
I like to eat Malay traditional food.	400	4.42	0.784
I always eat Malay traditional food at restaurant.	400	3.57	1.148

I always eat Malay traditional food at home.	400	3.82	1.162
I always eat Malay traditional food with my friend at restaurant.	400	3.50	1.155
I prefer to eat Malay traditional food because it is healthier.	400	3.59	1.079
I think that Malay traditional food need a lot of time to cook.	400	3.62	1.048
I think that Malay traditional food is hard to prepare.	400	3.36	1.151

Source: Fieldwork study (2022)

Based on the table above, there are seven (7) questions that have been asked in the questionnaire. The mean score of the seven (7) questions in food attitude ranges from 3.36 to 4.42. The highest to lowest score was reported as 'I like to eat Malay traditional food.' (M= 4.42, SD=0.784), 'I always eat Malay traditional food at home.' (M=3.82, SD=1.162), 'I think that Malay traditional food need a lot of time to cook.'(M=3.62, SD=1.048), 'I prefer to eat Malay traditional food because it is healthier.' (M=3.59, SD=1.079), 'I always eat Malay traditional food at restaurant.' (M=3.57, SD=1.148), "I always eat Malay traditional food with my friend at restaurant.' (M=3.50, SD= 1.155).

Lastly, the lowest mean is 'I think that Malay traditional food is hard to prepare' with (M=3.36, SD=1.151)

Table 4.11: Descriptive Analysis for Independent Variables – Food image

Food Image	N	Mean	SD
Malay traditional food is easy to find at my place.	400	4.31	0.830
The raw material to cook Malay traditional food is easy to find at my place.	400	4.25	0.829
Malay traditional food was highly promoted in social media and internet.	400	3.86	1.251
Malay traditional food is cheaper than the other modern food such as fast food.	400	3.96	0.925

I am more satisfied with the quick-service that offered in modern food restaurant than Malay traditional' food restaurant.	400	3.93	0.968
I was satisfied with Malay traditional's food taste.	400	4.16	0.838
Malay traditional food has it own flavor.	400	4.38	0.888

Source: Fieldwork study (2022)

There are seven (7) items for food image. The mean score of the six (7) substances ranges from 3.86 to 4.38. The lowest to highest score was stated as 'Malay traditional food was highly promoted in social media and internet.. ' (M=3.86, SD=1.251). 'I am more satisfied with the quick-service that offered in modern food restaurant than Malay traditional' food restaurant.' (M=3.93, SD=0.968), 'Malay traditional food is cheaper than the other modern food such as fast food.' (M=3.96, SD=0.925), 'I was satisfied with Malay traditional's food taste. ' (M= 4.16, SD= 0.838 , 'The raw material to cook Malay traditional food is easy to find at my place.' M=4.25, SD=0.829, "Malay traditional food is easy to find at my place.", M=4.31, SD=0.830. Last but not least, 'Malay traditional food has it own flavor.' got the highest mean score (M=4.38, SD=0.888)

4.6 PEARSON CORRELATION ANALYSIS

The Pearson correlation coefficient is a statistical test that determines how strong two metric variables are linked. The coefficient (r) represents the strength of the relationship between two variables and ranges from -1.0 to +1.0. (Chong, Lim, Ng & Wong, 2016). The relationship's trend is determined by the positive and negative sign of the outcome. This means that if the result is +1.0, the relationship is perfect positive, whereas if the result is -1.0, the relationship is perfect negative (Chong, et al., 2016).

H1:   Food knowledge positively influences the acceptance of generation Z

In this hypothesis, food knowledge and acceptance stated as the independent and dependent variables. The result of the relationship between these two variables are shown in Table

Table 4.12: Correlation between food knowledge and acceptance.

		Food Knowledge	Acceptance
Food Knowledge	Pearson Correlation	1	.669**
	Sig. (2-tailed)		.000
	N	400	400
Acceptance	Pearson Correlation	.669**	1
	Sig. (2-tailed)	.000	
	N	400	400

**. Correlation is significant at the 0.01 level (2-tailed).

The link between food knowledge and acceptance was found to be 0.669 in Table. The existence of a link between the variables is revealed by this finding. The correlation coefficient's positive value of 0.669 revealed that their link is quite moderate. As a result, H1, which is used to evaluate the relationship between food knowledge and acceptance, is considered valid or accepted.

H2:   Food attitude positively influences the acceptance of generation Z

In this hypothesis, food attitude and acceptance stated as the independent and dependent variables. The result of the relationship between these two variables are shown in Table

Table: 4.13 Correlation between food attitude and acceptance.

		Food Attitude	Acceptance
Food Attitude	Pearson Correlation	1	.697**
	Sig. (2-tailed)		.000
	N	400	400
Acceptance	Pearson Correlation	.697**	1
	Sig. (2-tailed)	.000	
	N	400	400

**. Correlation is significant at the 0.01 level (2-tailed).

According to Table 4.12, the link between food attitude and acceptance was calculated to be 0.697. The existence of a link between the variables is revealed by this finding. Their association is moderate, as demonstrated by the positive correlation coefficient of 0.697. As a result, H2, which is used to evaluate the link between food attitude and acceptance, has been approved.

H3:   Food image positively influences the acceptance of generation Z

In this last hypothesis, food image and acceptance are the independent and dependent variables in this hypothesis. Result of the relationship between the variables are shown in Table.

Table: 4.14: Correlation between food image and acceptance

		Food Image	Acceptance
Food Image	Pearson Correlation	1	.674**
	Sig. (2-tailed)		.000
	N	400	400
Acceptance	Pearson Correlation	.674**	1
	Sig. (2-tailed)	.000	
	N	400	400

**. Correlation is significant at the 0.01 level (2-tailed).

The association between food image and acceptance is reported at 0.674 in Table 4.13 which indirectly enhances the reasonably significant relationship between variables. There is a moderate link between food image and the acceptance of generation Z, according to this study. As a result, H3, which is used to assess the relationship between food image and acceptance, has been accepted.

4.6   SUMMARY

The study on the acceptance of malay traditional food among generation-Z, which reveals the data collected in this study. All of the hypotheses in this investigation were determined to be unacceptably false. Based on the hypotheses investigated, it appears that each of the study's objectives is related to the fact that there is no significant association between the independent and dependent variables in this study. Food knowledge, food attitude and food image. The dependent variable is the acceptance of generation Z. In the

next chapter, Chapter 5, the conclusions, recommendations, and guidelines based on this study will be talked about, as well.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter will discuss the overall findings of the research project. The conclusion, findings, and discussions about generation-acceptance z's of traditional Malaysian food will also be discussed. Finally, in order to support the study's future, this chapter will discuss the study's limitations and recommendations.

5.2   RECAPITULATION OF THE FINDINGS

5.2.1 THE EFFECTS OF FOOD KNOWLEDGE TOWARDS THE ACCEPTANCE OF GENERATION -Z ON MALAYS TRADITIONAL FOOD.

Table 5.1 The effect of food knowledge towards the acceptance of Generation-Z on

Malays traditional food.

Research objective 3 : To determine the effects of food knowledge towards the acceptance of Generation -Z on Malays traditional food.
Research question 2 : : What is the effects of food knowledge towards the acceptance of Generation -Z on Malays traditional food?

Table 5.1 shows the research objective and hypothesis (H_1) for the effect of food knowledge towards the acceptance of Generation-Z on Malays traditional food. H_1 is accepted because according to table 4.11 the research found that the p-value is 0.000 which is less than alpha value of 0.01. Therefore, it's shows that there is relationship between food knowledge and the acceptance of traditional food among generation Z.

KEKKWA has provided evidence that supports these results (2008). According to the findings of the study, there is a substantial relationship between the effect of food knowledge and the acceptance of traditional Malay food by Generation Z. Knowledge about food plays such an important function that it ought to be kept for all time for future generations so that they can continue to carry out key spiritual and ethnic identities for themselves or for people as a whole. A collaborative effort is being made by the Malaysian Cultural Association, the Ministry of Information, Communication, and

Culture, and other government entities to preserve the traditional culinary skills of the Malay people. This became abundantly obvious when the former Minister of Culture, Arts, and Legacy requested Malaysians to preserve the culinary delights that are part of their cultural heritage by passing on their knowledge, skills, and traditions to the succeeding generation (KEKKWA, 2008).

Thus, food knowledge has shown that it does give and effect to the acceptance of generation Z on Malays traditional food. The objective of the study that the effect of food knowledge towards acceptance of generation Z on Malays traditional food has been achieved. The research question "What is the effects of food knowledge towards the acceptance of Generation -Z on Malays traditional food?" has also supported in this study.

5.2.2 TO EXAMINE THE EFFECTS OF FOOD ATTITUDE TOWARDS THE ACCEPTANCE OF GENERATION -Z ON MALAYS TRADITIONAL FOOD.

Table 5.2: To Examine The Effects Of Food Attitude Towards The Acceptance Of Generation Z On Malays Traditional Food.

Research objective 2   : To determine the effects of food attitude towards the acceptance of Generation -Z on Malays traditional food.

Research question 2   : What is the effects of food attitude towards the acceptance of Generation -Z on Malays traditional food?

Table 5.2 shows the research objective and hypothesis (H$_2$) for the effect of the food image towards the acceptance of Generation-Z on Malays traditional food. H$_2$ is accepted because according to the table 4.12 the research found that the p-value is 0.000 which is less than alpha value of 0.01. Therefore, this shows a significant relationship between food attitude towards the acceptance of generation Z on Malays traditional food.

Based on the study by Wansik and Bryan, (2004) there is significant relationship between food attitude towards the acceptance of generation Z on Malays traditional food. Attitude is mostly driven by the behavior of belief, which is a significant aspect that contributes to the intention of generation Z to consume Malay traditional food. The consumption of Malay traditional foods is dependent on knowledge and dietary habits, which will shape a favorable or negative attitude. According to Ajzen (1991b) and Pudun, Nor, and Chung (2016), subjective norms are social sentiments or pressures based on the influence or views of a group of individuals. People may have consumed the dish as part of a cultural custom, but they may not have ingested it at all. It stems from people's unfavorable perceptions of their surroundings.

Whereas, food attitude shown that it does give and effect to the acceptance of generation Z on Malays traditional food. The objective of the study that the effect of food knowledge towards acceptance of generation Z on Malays traditional food has been achieved. The research question "What is the effects of food attitude towards the

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acceptance of Generation -Z on Malays traditional food" has also supported in this study.

5.2.3 TO EXAMINE THE EFFECTS OF FOOD IMAGE TOWARDS THE ACCEPTANCE OF GENERATION -Z ON MALAYS TRADITIONAL FOOD.

Table 5.3 To Examine The Effects Of Food Image Towards The Acceptance Of Generation -Z On Malays Traditional Food.

Research objective 3   : To determine the effects of food image towards the acceptance of Generation -Z on Malays traditional food.
Research question 2   : : What is the effects of food image towards the acceptance of Generation -Z on Malays traditional food?

Table 5.3 shows the research objective and hypothesis (H_3) for the effect of food image towards the acceptance of generation -Z on Malays traditional food. Hypothesis (H_3) is accepted because according to the table 4.13 the research found that the p-value is 0.00 which is less than alpha value of 0.01. Thus, there is significant relationship between food image and generation-Z acceptance on Malay Traditional food.

Perception of an image or visualization can be used to predict emotional tendencies. Thus, many studies in the field of psychology have utilized this type of visualization technique to explain perception (e.g., Peterson & Kimchi, 2013; Wagemans et al., 2012) and it truly depends on a person's aim and focus (e.g., Vecera et al., 2004;

Desimone & Duncan, 1995). Furthermore, for a few decades, the Gestalt theory of imagery has assisted many academics in understanding perception (Koffka, 1935; Kohler, 1938). This theory has contributed to and addressed numerous issues in the fields of visual science and emotion research. The valence factor is a component of emotion study that translates a person's subjective feelings and experiences that may be quantified on a 'pleasure-displeasure' scale (Russel 1991).

Hence, based on the study (Barrett, 2006 a, b) the findings also show the significant relationship between the effect food image and generation-Z acceptance on Malay Traditional food. Through food image, valence is an element within someone that provides feedback to both good and negative stimulation that is triggered by numerous resources in the form of an object or a non-object. Valance is stressed as a fundamental and primary component of one's emotional life and is fully discussed in several psychological theories (Rolls, 1999; Russell, 2003; Smith & Ellsworth, 1985; Scherer, 1984).

Therefore, food image shown that it does give and effect to the acceptance of generation Z on Malays traditional food. The objective of the study that the effect of food image towards acceptance of generation Z on Malays traditional food has been achieved. The research question "What is the effects of food image towards the acceptance of Generation Z on Malays traditional food?" also supported in this study.

5.3 Limitations

The findings of this study are limited in a few important ways. The researcher noticed that the respondents took a long time to complete the questionnaire because to a lack of testing, despite the fact that this research was painstakingly prepared and carried out. Despite this, the researcher was satisfied with the results of the study. This is due to the fact that the vast majority of people who reply to surveys that are based on questionnaires reside in remote and isolated areas. This, coupled with the fact that the respondent had a slow internet connection, rendered it difficult for him to finish filling out the form.

In conclusion, this study is flawed quantitatively; the researcher made the remark that qualitative testing is insufficient to establish a study since it requires proof supported by in-depth observation. The researcher would be unable to create additional in-depth results regarding the association between food image and generation Z acceptance because of the study observation. This is a new item that has been applied in general, and it has been observed that generation Z is more accepting of new foods.

5.4 RECOMMENDATIONS

5.4.1 THEORETICAL RECOMMENDATIONS FOR FUTURE RESEARCH

Communities are greatly worried, particularly among the younger age, about the possibility of losing both their food and their traditional methods of preparing food. (Almli et al.,2011; Bonanno, 2011; Kamaruddin, Zahari, Radzi, & Ahmat, 2010). A great number of observers were of the opinion that nations risk losing some of their traditional cuisines if the methods for preparing traditional dishes are not passed down to subsequent generations (Albayrak & Gunes, 2010; Bowen & Devine, 2011; Chenhall, 2011). There

is a dearth of skilled practitioners of traditional food, particularly among older generations, which is leading to an erosion of culinary cultural traditions. This makes it difficult for older generations to pass on their skills and knowledge to new generations.

The government of Malaysia must develop procedures to support further study and development in traditional food by means of a Centre or Institute if it works via the Ministry of Tourism. This would make it possible to create traditional methods of preserving food, which would be beneficial for passing on traditional culinary knowledge to future generations.

5.4.2 METHODOLOGICAL RECOMMENDATION FOR FUTURE RESEARCH

The researcher suggests that future study on this area should continue to use quantitative methods. Because it is considerably faster and easier to analyse data than the qualitative technique. However, the qualitative technique is equally appropriate for this research because it may give the researcher with detailed information on the issue (Beckers, 1963; Aspers & Corte, 2019).

Moreover, the designated demographic, which is made up of generation Z in Malaysia that aged 18 to 30, is made up of a total of 6.9 million individuals, yet the sample size was only 400 responses. The questionnaire set was distributed in groups on Whatsapp, Facebook, and Instagram to collect data. As a result, the researcher recommends that future studies utilise this approach since the results is displayed statistically, making it highly apparent and easy to discuss. Quantitative methods are often more precise, relevant, dependable, and broad in their approach to a bigger population. In fact, if the pandemic

has ended, the research might be carried out using qualitative analysis, which would enable the researcher to elicit more information and more in-depth responses from the students. This tactic is implemented by discussion with students, careful observation, and critical examination of their feedback (Alford, 1998; Aspers & Corte, 2019).

On the other hand, forthcoming research may continue to make use of the aforementioned data and study as a guide in order to develop and advance their research of the subject matter. In conclusion, quantitative research is excellent for investigating this topic; however, the qualitative method is strongly recommended for usage in the future because it can deliver a more nuanced and comprehensive understanding of the data (Gilbert, 2009; Aspers & Corte, 2019).

Last but not least, other research in the future could make use of the data and findings of this study as a reference when developing a more extensive and comprehensive investigation into this topic. To summarise, quantitative analysis is very helpful for the study of this subject; however, qualitative analysis is strongly recommended for potential applications in the future because it provides a more comprehensive and in-depth analysis (Gilbert, 2009; Aspers & Corte, 2019).

5.5 SUMMARY

The purpose of this study is to see how food knowledge, food attitude, and food image affect acceptance of Malay traditional food. Furthermore, the research parameters are for Malaysians aged 18 to 30 years old, which is generation Z. Furthermore, the study includes three variables: food knowledge, food attitude, and food image.

The purpose of Peasrson Correlation is to assess independent and dependent variables. This demonstrates that the dependent variable influences the independent variable. The findings reveal that there is a strong relationship between food knowledge, food attitude, and food image. In conclusion, this study demonstrates that the independent factors, namely food knowledge, food attitude, and food image, are related to generation Z's adoption of Malay traditional food.

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