CONSUMER ACCEPTANCE OF INNOVATION IN TRADITIONAL FOODS AMONG UNDERGRADUATES' STUDENT

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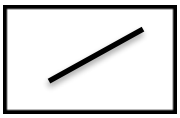 OPEN ACCESS I agree that my report is to be made immediately available as hardcopy or online open access (full text)

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LIST OF SYMBOLS AND ABBREVIATIONS

Abbreviation	
DV	Dependent Variable
IV	Independent Variable
SPSS	Statistical Package for Social

ABSTRACT

The research study analyzes consumer acceptance of innovation in traditional foods among undergraduate students and investigates the relationship between consumer acceptance knowledge, attitude, and practice. A questionnaire-based survey was done with 384 Malay traditional cuisine consumers. The data was analyzed using descriptive and correlation analysis. The findings demonstrated that among the three factors substantially connected to customer approval, attitude had the largest association, while perception had the least relationship. The study's implications and recommendations were presented to future scholars.

Keywords: Consumer Acceptance, traditional food innovation, knowledge, attitude, practice among Undergraduates student

ABSTRAK

Kajian penyelidikan menganalisis penerimaan pengguna terhadap inovasi dalam makanan tradisional dalam kalangan pelajar sarjana muda dan menyiasat hubungan antara pengetahuan, sikap dan amalan penerimaan pengguna. Tinjauan berasaskan soal selidik telah dilakukan terhadap 384 pengguna masakan tradisional Melayu. Data dianalisis menggunakan analisis deskriptif dan korelasi. Penemuan menunjukkan bahawa antara tiga faktor yang berkaitan dengan kelulusan pelanggan, sikap mempunyai perkaitan terbesar, manakala persepsi mempunyai hubungan paling sedikit. Implikasi dan cadangan kajian telah dibentangkan kepada sarjana masa depan.

Kata kunci: Penerimaan Pengguna, inovasi makanan tradisional, pengetahuan, sikap, amalan dalam kalangan pelajar prasiswazah

CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter is divided into seven sections: the background of the study, the problem statement, the research objective, the research questions, the significance of the study, the definitions of terms, and the conclusions.

1.2 Background of The Study

Malaysia has become recognised for its diversity in terms of culture, ethnicity, and religion. Ismail (2021) claims that Malaysia's cultural legacy is unique, distinctive, and colorful, with a variety of national cuisines from the country's many tribes. Malaysians may be very proud of their wide variety of culinary options as a consequence. According to Bertozzi, traditional foods "describe a community, they relate to a specific area, and they are associated with cultural factors that indicate that an individual is involved in that area" (1998). As a result of this sociological definition, (Jordana, 2000) concludes that: "In order for a product to be classified traditional, it must be related to the area and also be an element of the traditional system, thus helping to automatically guarantee its continued existence throughout time."

Traditional food around the world is strongly anchored in local cultures, constituting the culinary heritage of a nation or a region and contributing to its identity and pride (Licitra, 2010; Bessière, 1998). An expression of this is that national and regional traditional foods are unfailingly served to foreign visitors, as a way to let guests learn to know their hosts through culinary traditions. Dimensions of culinary heritage and rationality are the basis for the definition of

Traditional Food Products (TFPs) from professional perspectives. Malay traditional food may be classified generally based on area. Penang, Perlis, and Kedah have a fiery scorching hot and bitter flavour. (2016) (Muhammad et al.). Laksa, for instance, was a preferred meal in the northern regions. Gulai Tempoyak and rendang are two distinctive traditional foods that are frequently offered in Perak and Pahang for everyday meals or festival celebrations, according to Rahman (2010). As evidenced by preparation, cooking methods, ingredient availability, and the use of components like ginger, turmeric, chiles, lemongrass, and dried prawn paste, among many others, Sabah's and Sarawak's culinary features were also equivalent in terms of strength, spice, and aroma. (Evaland) 2011 research by Muhammad (2015), the majority of today's younger generations grew up consuming ready or quick foods like fast food, which may risk the viability as well as quality of traditional cuisines.

Next, Innovation is a continuous process of learning, searching, and exploring that leads to new goods, processes, organizational structures, and markets (Lundvall, 1995). The three phases of attempts, actions, and outcomes make up the continual process of innovation. Resources that a company invests in activities for the creation of innovations include human and financial resources. These efforts are all resources. Results include the impacts of these innovative efforts on both more and less visible parts of the business, such as firm stability and efficiency (Gellynck et al., 2006) as well as more and less visible aspects, such as increase of market share and profit. Malaysian traditional food consumption was quickly falling in this period of globalization due to technological improvements. A study by Dogan (2015), traditional food innovations involve making traditional food's product, process, and distribution similar to non-traditional food while preserving the natural food identity of those products, such as regular, recognisable, genuine, standard, and acquired. Malaysian cuisine was difficult to emerge as a separate character as a

subset of traditional meals. Ismail (2013) states that advances in technology and the appearance of pre-made commodities have led to a radical reversal in the way traditional Malay food is prepared on a big scale. For instance, instant rendang ayam, which may utilize sea water or other liquid and heat it, has been developed from Kembara meals rendang ayam with nasi lemak, preparation, and packing. The taste, flavor, shape and form, texture of the product, and ingredients of new traditional food products faced considerable challenges in maintaining their cultural and real values.

Figure 1: Kembara meals Nasi lemak with chicken rendang is one of the well-known Malay cuisines that has been reinventing meals that are prepared as the ideal time-saver, quick, and hassle-free for contemporary student lifestyles.

To compete and satisfy customer needs, the food sector is always inventing food items. The main motivations behind innovation for food companies may be to increase production efficiency, evolve their product range, build up a reputation as an innovative enterprise - which has a beneficial effect on their image (Henard & Dacin, 2010) - or meet national nutritional policies and guidelines in terms of safety and healthiness of food products, such as for example concerning the salt reduction in processed foods (Legowski & Legetic, 2011; Pietinen et al., 2008; Wyness, Butriss & Stanner, 2012)

Undergraduate students were selected for this research. This study discusses consumer acceptance among undergraduate students towards innovation in traditional food. Undergraduate students occur after high school and before postgraduate study. Students typically begin undergraduate studies at the age of eighteen, however, you can apply at any time. An honors degree is the most common undergraduate qualification; it is frequently the first degree a student studies and is the highest qualification that can be obtained at this level. (Paul Ellet,2019)

As a result, the goal of this study was to investigate consumer acceptability of innovation among undergraduate students. It was vital to research how consumers accept new globalised food innovations: the study's findings were crucial in evaluating the authenticity of Malay traditional food for the future generation of students.

1.3 PROBLEM STATEMENT

Traditional food item innovation is extremely challenging since tradition and innovation are perceived as diametrically opposed (Amilien et al., 2005, Gellynck & Kühne, 2008; Jordana, 2000). Traditional foods cannot have their recipe, raw ingredient selection, or production process drastically altered. When modifying even little aspects of conventional food items, it is crucial to take the wants and preferences of the customer into account. In addition, the study described in this article offers potential chances for development based on conclusions that match those of a sector and consumer analysis.

Combining tradition and innovation may be difficult due to the fact that they are mutually exclusive ideals (Guerrero et al., 2012; Kuhne et al., 2010). Consumers, suppliers, and producers advise classifying innovation into seven categories: innovative items, creative goods, new packaging for existing products, products that have undergone reformulation, new types, and products that have been repositioned for existing markets, as well as distribution networks (Winger & Wall, 2006). In the framework of traditional cuisines, however, the production of wholly new commodities does not apply. As a result, traditional food innovations often include modifying current commodities, procedures, and distribution techniques (Brewin, Monchuk, and Partridge, 2009), or they may require entering new markets.

Innovations in the traditional food sector preserve and expand the market for traditional food products despite new challenges such poor impersonations and shifting preferences and eating habits towards more prepared meals and convenience (Trichopoulou, Vasilopoulou, Georga, Soukara, & Dilis, 2006). The majority of product innovations in traditional cuisine involve alterations to the product's composition, dimensions, or shapes as well as brand-new applications

(Gellynck & Kühne, 2008). Process innovations tend to be less popular since they modify the nature of the product and the manufacturing procedure.

Practical applications concentrate on improving manufacturing techniques to ensure quality and traceability. While combining organizational and market innovations may be advantageous for conventional food products, not all participants in the traditional food business chain have yet fully appreciated or acknowledged this potential (Gellynck & Kühne, 2008).

Acceptance of enhancements to a product's convenience vary depending on the unique invention. Individual sections are well recognised and represent society's shifting trend of an increasing share of solitary persons living alone. The commercial potential for frozen items and prepared meals or pre-cooked food were not the same. These lower acceptance ratings are most likely attributable to traditional meals' high quality reputation. Traditional foods are commonly consumed on important occasions, when family and friends assemble.

Consumers actually find it challenging to estimate the food's overall quality items, and this perception is impacted by a range of conceptual factors; as a result, sufficient evaluation frameworks for analysis must be devised (Asshidin et al., 2016; Khan, 2019; Zhang et al., 2019). It is essential to modify the analysis to take into account specific product attributes since the effect of difference could not be as predicted. Regarding food innovation, the type of innovation used to conventional food items has a significant impact on how widely it is accepted. Traditional food businesses should pay more attention, especially when it comes to sensory alterations made to traditional food items since any changes made to sensory qualities, no matter how beneficial they may be, may reduce the appeal and acceptability of new traditional food (Kallas et al., 2018). Young customers accept and eat innovative traditional food, which is consistent with many prior

findings, according to Barrena et al. (2015), who looked into the decision-making processes of consumers of different ages in respect to these items. Additionally, Baregheh et al. (2014) hypothesized that characteristics of innovative food are more significant to young consumers and are thought to have a stronger influence on their personalities. Consumers' opinions of traditional food character innovation were examined by Vanhonacker et al. in 2010. Innovation that strengthens traditional characteristics, like a label that guarantees the origin of an ingredient, or that provides a benefit that either makes up for important traditional characteristics or lessens unfavorable characteristics connected to traditional characteristics, like reducing fat content, were used to determine acceptance.

High acceptance rates for marketing initiatives were credited to a label that ensures the provenance. This is consistent with prior research by Caporale and Monteleone (2001) and Iaccarino, Di Monaco, Mincione, Cavella, and Masi (2006). Both studies highlighted how customers' favorable quality expectations were raised when they were informed about the product's origin, with people expressing higher expectations for goods originating in their local location. The fact that traditional food items are strongly associated with artisanal manufacturing and hence may run counter to a brand's perceived more global image may explain the debut of a traditional food product under a strong brand name receiving a more moderate score. Furthermore, a thorough understanding of consumers' perceptions, expectations, and attitudes towards conventional food products as well as their attitudes towards innovations in conventional food products is essential for the successful launch of innovative food items (Linnemann, Benner, Verkerk, & van Boekel, 2006).According to Guerrero (2016), managing innovation successfully required a grasp of how innovations were seen, their reputation, and the academic success that many key concepts may experience. Moreover, comprehending these ideas was essential for appreciating the impact that

new innovations may have on traditional food. Consumer perceptions of innovations and the risks connected with them are going to be different from professional experts' estimations based on science, so consumer study is frequently seen to be useful prior to the creation and begin of innovations (Frewer, Howard, Hedderley, & Shepherd, 1997; Verbeke, Frewer, Scholderer, & De Brabander, 200). The younger generation in Malaysia has quickly stopped eating traditional meals as a result of the influence of modern technology. Although a majority of them are comfortable with traditional foods, Florida et al. (2012) found that they may not always be aware of how certain dishes are prepared.

Therefore, the goal of this study is to determine how knowledge, attitude, and practice, specifically, affect customer acceptance of innovation in traditional food.

1.4 RESEARCH OBJECTIVE

This study aims to investigate customer acceptance of conventional food innovation. The following objectives will help you achieve the main goal:

1) To investigate the relationship between knowledge and consumer acceptance of traditional food innovation.
2) To investigate the relationship between attitudes and consumer acceptance of traditional food innovation.
3) To investigate the relationship between practice and consumer acceptance of traditional food innovation.

1.5 RESEARCH QUESTION

1. Is there a link between knowledge and consumer acceptance of innovation in traditional food among undergraduate students?
2. Is there a link between attitudes and consumer acceptance of traditional food innovation among undergraduate students?
3. Is there a link between practices and consumer acceptance of innovation in traditional food among undergraduate students?

1.6 SIGNIFICANCE OF STUDY

Researchers have discovered that conventional food improvements are positively appreciated by customers. Consumer knowledge, attitudes, and habits are barriers to the uptake of conventional food innovations. This study has advantages for the customer. This study has shown that young consumers are quite accepting of and consumers of inventive traditional cuisine, which is in line with many other studies. Additionally, it has shown that the majority of them have a favorable viewpoint toward innovation in conventional food items. The majority of consumers are also more trusting of new technologically based distribution methods for traditional meals.. Second, this study has positive effects on the food business. Since the public's views of innovations and the dangers connected with them are likely to differ from the realistic estimations supplied by experts, consumer research is typically seen as valuable prior to the invention and deployment of innovation. The invention of conventional food items has indirectly improved customer acceptability.

1.7 DEFINITION OF TERM

1.7.1 Traditional Food Innovation

Traditional food is a representation of the cultures, histories, and customs passed down through generations, as well as a progression in culinary taste. Trichopoulou et al. Year after year, the traditional food of Malaysia's multi-ethnic and cultures was integrated in novel ways across the country, resulting in the development of a distinct Malaysian traditional identity. Salleh (2006). In order to stay competitive and satisfy consumer wants, the food business is always creating new food products. Increasing production efficiency, expanding their product line, cultivating a reputation as an innovative company that benefits their brand, or adhering to national nutritional policies and guidelines regarding the safety and healthiness of food products, For example, salt reduction in processed foods may be one of the primary drivers of food company innovation (Henard & Dacin, 2010). Legowski and Legetic (2011), Pietinen et al. (2008), Wyness, Butriss, and Stanner (2012).

KAP stands for typical area resident research, which focuses on learning what is understood, held to be true, and is being done with regard to a particular subject. Yang, Wang, Kan, Wu, Maddock, and Lu (2015).

1.7.2 Knowledge

Personal development requires knowledge, awareness, recognition, and application. The development of knowledge will be aided by prior knowledge of the same themes (Nasimi et al., 2013). Taking students' acceptance of traditional food's innovation as an example.

1.7.3 Attitudes

Social and psychological definitions of attitude are also possible. While sociology is a verbal statement designed to behave, psychology is a verbal expression related to action (Chaiklin & Harris, 2011). For practical courses, understanding individual attitudes is crucial since students need to have a certain personality type to carry out the course.

1.7.4 Practices

Practice, the final element of the KAP paradigm, is defined as a collaboration between knowledge and attitude (Badran, 1995). Practice is the process by which someone shows their attitude and level of knowledge through their actions (Kaliyaperuma, 2004). It is also known as the production plan or methods used to produce the insured crop, enabling it to develop properly and produce at least the guaranteed yield (USDA, 2014).

1.8 SUMMARY

This study examines customer acceptability of conventional food innovation. The knowledge, attitude, and practice of the student will all be examined in this study. The national economic market can be created by promoting this traditional dish, which has a huge market.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter provided examples of the elements that influence consumer acceptance of changes to traditional cuisine. As a result, the introduction to this chapter was the first section, followed by discussions of independent and dependent variables as well as the relationship between the two. In the third section, each component's hypotheses were assessed in order to look into the relationship between an independent variable and a dependent variable. This chapter will conclude with a conceptual framework and a summary of the study.

By enhancing the product's perceptual qualities, notably the improvement of flavor, conventional foods may be made innovative by incorporating new ideas. International Journal of Academic Research in Business and Social Sciences, Vol. 1, No. 16, 2021, E-ISSN 2222-6990 Issues currently facing the tourism and hospitality sectors until 2021 A traditional food product was upgraded by HRMARS to seem more realistic, have less fat, be packaged differently, have less extraneous tastes, and be delivered through vending machines to add a new element (Stanton, 2016; Winger & Gavin, 2006). Youn and Kim (2017) mentioned some of the probable causes for traditional food innovation: the need and desire for safety and preservation, improvements in quality preservation, practical and convenient packaging, and industrialization manufacturing techniques. According to Amilien and Hegnes (2013), the use of sophisticated technology has facilitated conventional ways for food preservation, processing, and enhancement of food safety

and cleanliness. According to research by Sharif et al. (2017), a range of trait measures, including extrinsic qualities like product image, brand, origin, and labeling of food goods, as well as internal traits like taste, look, odor, and color, impact customer decisions to buy food products. The important guideline for an innovative traditional food product to maintain market acceptability is the food's original characteristics, particularly the ingredients and sensory aspects that are not altered without careful consideration (Almli etal., 2011).

2.2 ANTECEDENTS OF CUSTOMER ACCEPTANCE OF INNOVATION FOOD IN TRADITIONAL FOOD

2.2.1 KNOWLEDGE

The first model is knowledge, which is connected to enhancing organizational attraction and achievement and is a strategy for analyzing, capturing, creating, and implementing knowledge to increase competitiveness through new creative organizational learning tactics. Consumers acquire knowledge by gathering, evaluating, and modifying information in a way that makes sense to them (Noel, 2009). It is always evolving and changing as new knowledge becomes accessible and experience is acquired (Joubert, 2013). It is often employed as an internal source of information at the beginning of any consumer purchase choice (Stephens, 2017) and may thus be classed under the information-seeking stage of the consumer decision-making process (Lombard-Roberts & Parumasur, 2017). Consumption or use of a product or service results in consumer experience. Consumption experience supplies the customer with a fundamental level of consumer information that is widely available and can be either pleasurable or unpleasant (Clarkson et al.,

2013). Consumption experience is thought to influence a consumer's subjective knowledge, which is typically a more accessible source of knowledge than academic information (Park et al., 1994)

Knowledge is interpreted at many levels. Individual notions are decoded and arranged into a scheme with a more sophisticated meaning (Solomon et al., 2006). Knowledge may be acquired by education, experience, judgment, skill, and a combination of these (Bano et al., 2013; Rav-Marathe et al., 2016). According to Valente et al. (1998), the "learning" sequence, one of the various sequences in the triangle model, happens through information that accumulates to affect attitude, which in turn inspires perception/practice, and therefore has a K-A-P sequence (ab path).

2.2.2 ATTITUDES

Different attribute aspects of attitude are psychological objects. Consumers' attitudes toward novel products can be described as either positive or negative, detrimental or useful, agreeable or unpleasant, and liked or dislikeable (Ajzen, 2001). An individual's attitude is a learned mental and psychological level of readiness that determines or impacts how someone responds to all things and events that are pertinent to it (Allport, 1935). Opinions, emotional states, and beliefs about a thing or subject are all examples of attitudes. Customers come from a variety of cultures, demographic groups, and lifestyles. Another crucial factor is how one feels about behavior. The desire to eat ready meals as a culinary innovation seems to be influenced by affective attitudes like satisfaction, enjoyment, and excitement. Being based on one's origin, one of the independent aspects is attitude, which is how one feels about traditional food innovation (Nie & Zepeda, 2011). Attitude may be defined in two ways: psychologically and socially. Although sociology is a verbal statement intended to act, psychology is a verbal expression connected to conduct (Chaiklin &

Harris, 2011). For practical courses, it is essential to learn each student's unique attitudes since they must exhibit a certain personality type in order to put the course into practice. Attitudes are frequently learned and created via experience and/or interactions (Eagly & Chaiken, 2007), and while they are not always permanent, they tend to be constant (Lombard-Roberts & Parumasur, 2017). Existing attitudes are also frequently difficult to modify since attitudinal development occurs gradually and customers are typically reluctant to change (Price, 2019). As a result, marketers should consider tailoring their communications to meet current sentiments rather than attempting to alter them (Kotler & Keller, 2012). Consumer attitude may be characterized as behavior toward people, objects, subjects, or circumstances (Solomon et al., 2006). It is frequently defined as general and lasting since it pertains to more than one event and tends to last over time (Solomon et al., 2006). Attitudes are frequently learned and created via experience and/or interactions (Eagly & Chaiken, 2007), and while they are not always permanent, they tend to be constant (Lombard-Roberts & Parumasur, 2017).

2.2.3 PRACTICE

The last component of the KAP model is practice. According to (Badran, 1995), Practice is characterized as a combination of knowledge and attitude. Practice is the act of demonstrating one's attitude and level of understanding with deeds (Kaliyaperuma, 2004). According to (Launiala, 2009), Practice is the use of standards and knowledge to obtain performance results. Being a good practitioner is an art form that is inherently conducted responsibly and is associated with the growth of knowledge and technology. Currently, the food industry's innovation procedures heavily rely on customer feedback, which is acknowledged as being essential to

success. As a result, developing a successful new product requires tactics that combine an adequate sensory evaluation with a thorough grasp of the consumers' acceptance requirements. Besides that, practice describes a person's behavior. In research on nutrition and food, practice or behavior is translated as eating, cooking, feeding someone, or other activities involving the preparation and consumption of food. The diversity of a diet, the consumption of certain foods, the frequency of consumption of particular meals, and particular dietary patterns can all be used to study food practices. One of the more important sectors in the current global economy is food one. However, businesses involved in the manufacturing, processing, and provision of food still confront a number of difficulties, the most important of which is the prevalence of new goods that fail. The voice of the customer is given paramount importance in today's innovation practices in the food sector, which are understood to be necessary for success.

2.3 CUSTOMER ACCEPTANCE OF INNOVATION IN TRADITIONAL FOOD

Acceptance is a consumer's response, agreement with, or endorsement of a product. Every traditional dish has unique production processes that are carried out in a particular region of a country. By modifying the recipe and the basic ingredients, food specialties can be made. Consumer adoption of innovation, particularly in the food sector, depends on both the innovation itself and the carrier product to which it is applied. This motivates food producers to create new, innovative foods in order to satisfy consumer demand. Consumers make complex decisions that determine whether they will embrace or reject new technologies (Vidigal et al., 2015).

Customers' assessments of quality are difficult when it comes to food products and usually influenced by a variety of ideas, therefore it's important to develop a successful evaluation process.

Zhang et al., 2019; Khan, 2019; Asshidin et al., 2016, among others. Because the effect of differentiation will differ from what is anticipated, it is imperative to change the assessment in line with individual product features. From a food innovation standpoint, the sort of innovation applied to conventional food items significantly affects the level of acceptance. Despite their potential benefits, sensory adjustments to traditional food items should be closely monitored by traditional food firms since they have the potential to reduce the value and acceptability of novel traditional foods (Kallas et al., 2018). Barrena et al. (2015) investigated any possible variations in the decision-making of consumers of different ages in respect to novel traditional food products. Their study supports a number of earlier findings by showing that young people are highly accepting of and inclined to consume traditional foods that are innovative. Furthermore, Baregheh et al. (2014) hypothesized that aspects of innovative foods are thought to have a bigger impact on young consumers' personalities because they tend to place higher value on those features.

Vanhonacker et al. (2010) examined customer perceptions of the novelty of traditional culinary characters. Overall, this study showed that the majority of them were supportive of innovation in conventional food products. Acceptance, however, varied depending on the innovation type related to enhancing the traditional characteristics; for instance, a label that guarantees the ingredient source or a benefit that either makes up for important traditional characteristics or minimizes undesirable traits connected to those characteristics, such as a decrease in fat content. However, the study also showed that most consumers had a higher level of skepticism toward technology related to new sales channels for conventional food items, such as the use of vending machines.

2.4 Relationship between Knowledge and consumer acceptance of Innovation in traditional food

Consumer knowledge is important to the acceptance of innovations in traditional foods. The increasing importance of knowledge in institutions and its effects on all levels of institutions characterize the 21st century. Furthermore, knowledge is a valuable tool in the innovation process in all domains (Bose,2004). Knowledge is defined as information that leads to understanding and the ability to make informed decisions (Badran, 1995). Knowledge of innovation in traditional food is necessary among consumers, especially undergraduate students. With the knowledge that users can share knowledge with others. The knowledge can also be used, especially for students in doing research on traditional food. Knowledge and consumer acceptance of innovation in traditional food is related because for example knowledge of how the process in traditional food innovation is important for consumers to know so that acceptance of innovative food becomes their choice.

2.5 Relationship between Attitudes and consumer acceptance of Innovation in traditional food.

Goals directly impact behavior, which is then influenced by attitudes and beliefs, according to the Theory of Planned Behavior (Ajzen, 1985). This theory has received strong criticism (Köster & Mojet, 2007). According to Köster (2009), it is important not to rely on attitudes in the perspective of understanding food choice behavior, because the data collection methodology used to measure attitudes encourages constructed responses. However, consumer attitudes should also be taken into account to see their acceptance of innovative traditional foods. Innovation in

traditional food has various characteristics, such as innovation in packaging, innovation in the addition of new ingredients, and innovation in taste, and presentation. Consumer attitudes have a relationship with consumer acceptance of innovation in traditional food, i.e. whether consumers show a positive or negative attitude towards acceptance. them in innovating traditional food.

2.6 Relationship between Practice and consumer acceptance of Innovation in traditional food

Practice refers to how a person exhibits their knowledge and attitudes through their activities (Kaliyaperuma, 2004). Indeed, practice is a matter of understanding what is planned (Hassan et al., 2019). It has become a common practice for the community to enjoy traditional meals without being innovated. The passage of time has brought changes to traditional food today, many are creative in innovating traditional food regardless of the addition of ingredients, the way of cooking, and the way of packaging. It is evident that customers favor the practice of innovating traditional foods. According to (Faridah Duraman, 2021), sago is still embraced by the Melanau community and has even evolved into a staple meal and healthful menu. With this, the practice has a good relationship with consumer acceptance of traditional food.

2.7 HYPOTHESIS STATEMENT

Hypothesis 1: Knowledge

H0: There is no significant relationship between knowledge and consumer acceptance of innovation in traditional food among Undergraduates students.

H1: There is a significant relationship between knowledge and consumer acceptance of innovation in traditional food among Undergraduate students

Hypothesis 2: Attitude

H0: There is no significant relationship between attitude and consumer acceptance of innovation in traditional food among Undergraduate students

H1: There is a significant relationship between attitude and consumer acceptance of innovation in traditional food among Undergraduate students

Hypothesis 3: Practice

H0: There is no significant relationship between practice and consumer acceptance of innovation in traditional food among Undergraduate students

H1: There is a significant relationship between practice and consumer acceptance of innovation in traditional food among Undergraduate students

2.8 CONCEPTUAL FRAMEWORK

Figure 2.1 shows a framework relationship between Knowledge, Attitude, Practice towards consumer acceptance on innovation in traditional food among undergraduate students based on a previous literature review. Therefore, as seen below, the structure:

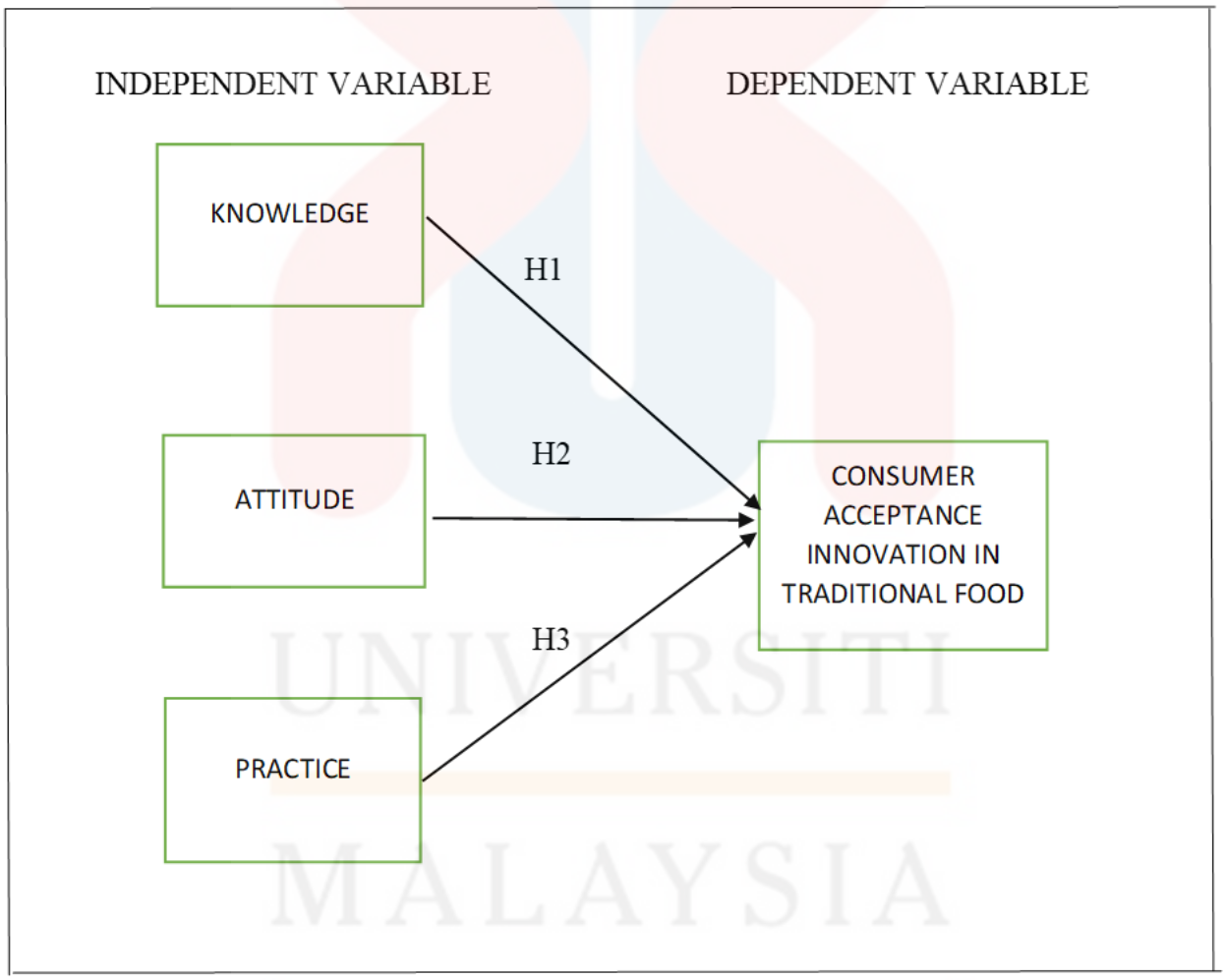

Figure 2.1: Conceptual Framework of consumer acceptance of Innovation in traditional food among undergraduate students

2.9 SUMMARY

The chapter concludes by analyzing the literature in light of undergraduate students' perceptions of culinary innovation. Knowledge, attitude, and practice are the independent variables in our study, while undergraduate students' acceptance of innovation in traditional food is the dependent variable. This study found that both the independent and dependent variables are highly significant. As a result, the researcher outlined the study's methodology and hypothesis in this chapter.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter is divided into nine sections. The research approaches are discussed in this chapter. The target population and sample size of the research were specified, together with information on who, where, and how they will be studied. Then, further information about the various sample procedures used and the data-collecting procedure was given. The purpose of this chapter is to ensure that appropriate research procedures are utilized, in order to provide readers with a better understanding and evaluation of the study results.

3.2 RESEARCH DESIGN

This investigation was carried out using quantitative techniques using the researcher's own unprocessed data. The researchers created an experimental or causal study strategy to answer the research question (Shariff, 2016). This is because researchers want to know whether customers prefer conventional food advances. The link between independent factors that are thought to have an effect on the dependent variable is examined by researchers who undertake causality studies. This study's design's primary goal is to gather evidence of causation or test hypotheses. In this study, researchers examined the connections between knowledge, attitude, and practice (independent factors) and consumer approval of conventional food innovation (dependent variables).

An observational research method known as a cross-sectional study, which analyzes data on variables that were obtained across a sample population or subgroup at one specific point in

time, was utilized in this study. The benefit of cross-sectional research is that it focuses on discovering links between variables at a certain time point and collects data for that moment in time. Since surveys are quick, simple, and affordable, cross-sectional studies typically employ them to collect data.

3.3 POPULATION

In a research study, the individuals who satisfy a specific criterion are referred to as the target population. Depending on its nature, a population may be homogeneous or diverse (Alvi, 2016). The target population is undergraduate students. In this study, the researcher selected all undergraduate students regardless of any university in Malaysia as the target population. The word "population" does not automatically imply a big number of people. The benefit of choosing a demographic is that it guarantees the standard of the objective. (2011) (Walliman). regardless of gender, aged between 20 and 25. About 100 first- through fourth-year students make up the target group. The researcher focuses mainly on university undergraduate students.

3.4 SAMPLE SIZE

The selection of a population's subgroups is known as the sample size, which is used to draw inferences or judgments about the total population. The research sample size was established using a table previously created by Krejcie and Morgan (1970), which employed a preset method for population estimates An illustration of how Krejcie and Morgan (1970) computed the population sample size is shown in the table below. Because it is easy for researchers to concentrate on undergraduate students when data is used to draw conclusions about the overall population.

Using data to draw conclusions about the entire population makes it less difficult for the researcher to concentrate on undergraduate students, so the sample size of this study is such that the researcher can gather data, confidence in, and reliability of the estimate.

Table 3.1: Determine Sample Size for Population

N	*S*	*N*	*S*	*N*	*S*
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970

Source: Krejcie and Morgan (1970)

3.5 SAMPLING METHOD

The sampling procedure is used to decide how much and how frequently data collection is necessary. This tool specifies the quantity of samples required to evaluate a system, procedure, problem, or issue. Stages of this sample are completed. The target demographic must be precisely defined as the first stage. The choice of a sample frame is made in the next step. In order to accurately reflect the population, researchers must choose a sample frame. The decision on the sample process is made at the third phase of the sampling method. Sample-process types include both probability sampling and non-probability sampling. The following action is picking the sample size. This is due to the possibility of reducing biases or inaccuracies caused by the sample's random selection. Data collection is the sixth phase. The final phase of the sampling procedure involves evaluating the response rate. It is crucial to assess the response rate since a low level might skew the research results. The two main sampling techniques are shown in the diagram below (Sarstedt, Marko, Bengart, Paul, Shaltoni, Abdel, & Lehmann, Sebastian, 2018).

Stratified random, basic random, cluster sampling, systematic sampling, and multi-stage sampling are a few of the several forms of probability sampling. Every member of the population has an equal chance of being chosen for the sample when probability sampling is applied. Once the sampling frame has been created, the researcher can choose a sample from it using a computer software that produces random integers (Taherdoost, 2006).

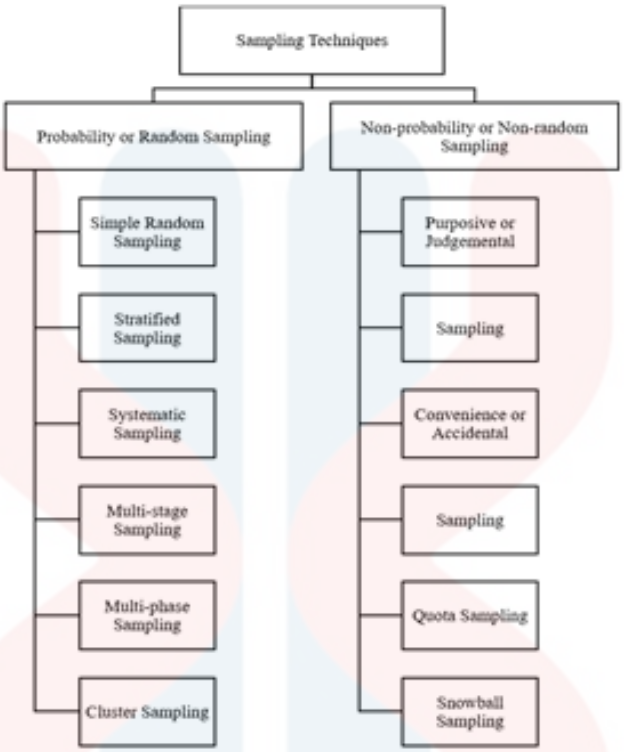

Figure 3.1 : Types of sampling methods

The sample unit for this inquiry was chosen via convenience sampling, and non-probability sampling was utilized throughout. People who are the easiest for the researcher to reach make up a convenience sample. The results cannot be generalized since there is no way to know if the sample is typical of the population, despite the fact that this is a rapid and inexpensive technique of gathering early data (McCombes, 2019). The study uses this method to examine the acceptance of undergraduate students in traditional food innovation. Researchers will distribute survey sheets to undergraduate students at nearby universities and use the questionnaire method through 'google form' for students at universities far away from the researcher. This is an easy way to collect data.

3.6 DATA COLLECTION PROCEDURE

According to Sekaran and Bougie (2016), the data collection method is determined as one of the research designs. There are two types of data: primary data and secondary data, and data collection is the process of gathering data for analysis. This study employs a method of conducting a questionnaire survey. This approach is an easy and direct way to collect information. In this study, researchers use. In this study, researchers use the primary source to gather all questionnaires and distribute them among undergraduate students in Malaysia. A Google form was provided online for respondents to use to complete the questionnaire.

3.7 RESEARCH INSTRUMENT

The questionnaire method was employed by the researcher in this investigation. The main objective of this questionnaire is to gather information in order to get all the input needed to finish this study. According to Bryman and Bell (2011), the questionnaire is a list of structured questions that respondents must read and select a response from. A measurement tool, such as a test, scale, or questionnaire, is referred to as a research instrument if it is used to help researchers gather data from study participants on a significant topic. Information on the research tool, including the demographic it is meant for, how the tool works, and the variables it assesses. Researchers may use a range of measurement approaches, such as interviews, case studies, and questionnaires, depending on the type of research that is being done.

The questionnaires shall consist of three sections. The first part is part a, part b and part c. The first sections collect information about respondents' demographic profiles such as gender, age, ethnicity, status, educational level, religion and other relevant information. For Part B, consists of questions relating to the independent variable which are attitude, expectations and perceptions.

This section seeks to gather information in order to find the link between each variable. In Part C, it measures the dependent variable is consumer acceptance of innovation in traditional food among hospitality students in University Malaysia Kelantan.

In part A, ask about respondent demographics, such as gender, age, race, and courses taken. The genders used in this research are male and female, as usual. The age range begins at 20 to 25 years of age. The race of the responders is the next element. The study included Malays, Chinese, Indians, and others in this aspect on the questionnaire. The respondent must sign to the others if they are not Malay, Chinese, or Indian. The courses are general to all undergraduate students in Malaysia.

The following three independent variables (IV) in part B are practise, attitude, and knowledge. The total number of questions is 30 and there are 10 questions for each variable. This section seeks to gather the data necessary to establish each variable's link with each other. Consumer approval of innovation in traditional food among undergraduate students is the dependent variable in Part C.

3.7.1 Likert Scale

For this study, which is based on a questionnaire, the researcher employs the Likert scale. The Likert Scale, which Bertram (2016) describes as a psychometric response scale, is frequently used in surveys to ascertain the extent to which respondents agree with a statement or collection of statements. The five categories into which Part B and items on the Part C scale fall are strongly disagreed, disagree, neutral, agree, and very agreeablee.

3.8 DATA ANALYSIS

The process of using reasoning to understand the information obtained is known as data analysis. As stated by Zikmund, Babin, Carr, and Gryphon (2003), analysis may be as simple as seeing recurring patterns and summarizing the essential information the study has produced. The objectives of data analysis are to extract useful knowledge from data and make decisions based on that analysis. The researcher is utilizing the Statistical Package for Social Science (SPSS). This program allowed researchers to compute data and accomplish quantitative analysis more quickly and efficiently, saving them time. Descriptive analysis, reliability analysis, pearson correlation, and a normality test were all used to analyze the data.

3.8.1 Descriptive Analysis

Using variable data gathered from a particular subject group, descriptive analysis is a type of statistical analysis that aims to provide a description or image of the subject under investigation. In tables of frequency distribution, histograms, mean values, standard deviation values, and other formats, the descriptive analysis of the data may be displayed. Descriptive analysis had the benefit of providing a thorough picture of the data, whether it was presented verbally or quantitatively. It was beneficial to condense the respondent profiles in section a, where they were asked to provide background data on gender, race, age, marital status, and educational attainment that needed to be analysed and used methods to present the percentage of undergraduate students' consumers who accept innovation in traditional food.

3.8.2 Reliability Analysis

Table 3.2: Rules of Thumb of Cronbach's Alpha Coefficient

Cronbach's Alpha Unacceptable	Internal Consistency
$\alpha < 0.5$	Unacceptable
$0.5 \leq \alpha < 0.6$	Poor
$0.6 \leq \alpha < 0.7$	Moderate
$0.7 \leq \alpha < 0.8$	Acceptable
$0.8 \leq \alpha < 0.9$	Very Good
$\alpha \geq 0.9$	Excellent

Source: George and Malley (2005)

When a test tested the same item several times and produced consistent findings, it was reliable (Salkind & Rainwater, 2006). When a questionnaire has numerous measures of the same variable, the internal consistency between those measurements is frequently assessed using a Cronbach's Alpha test or the reliability coefficient. The dependability coefficient in Cronbach's Alpha has a value between 0 and 1. For this study, Cronbach's Alpha Reliability Coefficient was used to separate the consistency of the dependent and independent variables.

Performance stability and quality were calculated using reliability testing. When the same result was obtained in triplicate, this might be examined as legitimate. In this study, the inner coherence reliability test was modified. This test is used to evaluate the outcome of the item overall. Based on Cronbach's alpha table, the internal relationship between the test's elements is shown. It describes the more dependable scale with a higher alpha (Cronbach, 1951).

3.8.3 Normality Test

Many statistical tests need an examination of data normality as a requirement since normal data is a potential presumption in parametric testing, according to certain observed investigations. There are two primary methods for determining normality: numerically and graphically (Bland, 2015).

The advantage of a graphical explanation is that it enables great judgment to determine normality in circumstances when the numerical tests become too or underly sensitive. Histogram and normalcy plot are two examples of graphic techniques. Making a fair assessment of normality

is advantageous when using statistical tests, but occasionally they are either not sensitive enough to low sample numbers or excessively sensitive to high sample sizes.

"SPSS" is a statistical package for the social sciences (spss). A commercially-available software package for data management and statistical analysis is called SPSS. The statistical program "SPSS" allows for the execution of normality tests. To obtain a normal distribution for this investigation, the normality experiment was carried out using SPSS. Skewness and kurtosis can be used to derive the two numerical metrics of form. The distribution's skewness was utilized to gauge its inequality. A distribution that is positively skewed has a long tail to the right of the peak, whereas a distribution that is negatively skewed has a long tail to the left of the peak. In contrast to a normal distribution, kurtosis was utilized to identify whether the observed data were distributed flatly or elevated (ztuna, Elhan, & Tüccar, 2006).

3.8.4 Pearson Correlation Coefficient

The correlations between the dependent and independent variables in the research are calculated using the Pearson correlation technique. The research claims that a score's impact on another score happens immediately. A connection between two variables is measured through correlation. A strong relationship occurs between two variables when the value of the first variable grows while the value of the second variable declines, or when the worth in the first good rises but the values of the second good falls (Schober, Boer, and Schwarte, 2018). This is done to demonstrate that there is a linear relationship between the data; for example, if traditional food innovation increases, so does acceptance among undergraduate students in general.

Table 3.3 Rules of Thumb about Correlation Coefficient

Coefficient Range	Strength of Association
±0.91 to ±1.00	Very Strong
±0.71 to ±0.90	High
±0.41 to ±0.70	Moderate
±0.21 to ±0.40	Small but definite relationship
±0.00 to ±0.20	Slight, almost negligible

Source: Hair (2015). Essentials of Business Research Methods.

3.9 SUMMARY

In summary, the research approach was demonstrated in this chapter. This chapter covered the techniques for analyzing research questions, demographic data, and system data. The study population we choose among Undergraduate students.

CHAPTER 4

RESULT AND ANALYSIS

4.1 INTRODUCTION

This chapter detailed the survey results obtained by delivering questionnaires to respondents. The surveys were successfully gathered after 390 respondents answered the questions. The data was analyzed using IBM SPSS Statistics 26.

4.2 RESULTS OF THE RELIABILITY TEST

Cronbach's alpha is one of the most used methods in reliability analysis. The internal reliability of the 35 items used to measure the four components was examined using Cronbach's alpha. Cronbach's alpha's reliability coefficient runs from 0 to 1, and a value of 0.6 or less denotes internal consistency dependability that is deemed inadequate. The scale is more trustworthy the higher the alpha.

Table 4.1 Cronbach’s Alpha Unacceptable

Cronbach’s Alpha Unacceptable	Internal Consistency
$\alpha < 0.5$	Unacceptable
$0.5 \leq \alpha < 0.6$	Poor

$0.6 \leq \alpha < 0.7$	Moderate
$0.7 \leq \alpha < 0.8$	Acceptable
$0.8 \leq \alpha < 0.9$	Very Good
$\alpha \geq 0.9$	Excellent

The findings of a reliability test are displayed in Table 4.2. The reliability test results for the dependent variable, consumer acceptance of innovation in traditional foods, are shown in Table 4.2. This variable is tested with six questions. To evaluate the question, a Likert scale is employed. This variable's coefficient value is 0.929. Its performances on the stage have good dependability and coefficient value.

The table also displays the results of the exam on knowledge, which is an independent variable. To test for this variable, five questions are used. To evaluate the question, a Likert scale is employed. This variable's coefficient value is 0.400. This variable is unreliable because it displays undesirable behavior on stage.

The reliability test results for attitude, the study's independent variable, are also included in the table. Five questions are used to test the variable. To evaluate the question, a Likert scale is employed. A high level of value and dependability can be seen in the variable's coefficient value of 0.866.

The Independent variable of this research for practice shows the result with 6 questions with a test variable. The Likert scale is used to measure the question. The variable's coefficient value is 0.813, which shows that it has a very good value and is reliable.

Table 4.2. Dependent and Independent Reliability Test

Variable	Cronbach's Alpha	No of items
Knowledge (K)	0.400	5
Attitude (A)	0.866	5
Practice (P)	0.813	6
Consumer Acceptance (CA)	0.929	6

4.3 RESULTS OF NORMALITY TEST

The results of the skewness and kurtosis-based normality test are displayed in Table 4.3. Skewness and kurtosis findings, which reflect undergraduate students' knowledge of traditional foods (-2.019, 0.124), attitudes (-0.524, 0.124), and practice (-0.756, 0.106), have been used to assess the normality test. Acceptance among consumers is (-0.906, 0.107). The data were normally distributed across all variables. Alderson and Bachman (2004) said that a substantially normal

distribution was suggested if the sum of the values for skewness and kurtosis was between -2.0 and +2.0. The data utilized in this study are shown to be regularly distributed by the normal distribution between the variables based on the assessment of skewness and kurtosis.

Table 4.3: The result Normality Test

Variable	Skewness	Kurtosis
Knowledge (K)	-2.019	0.124
Attitude (A)	-0.524	0.124
Practice (P)	-0.756	0.106
Consumer Acceptance (CA)	-0.906	0.107

4.4DEMOGRAPHICS CHARACTERISTICS OF RESPONDENT

4.4.1 Demographics Characteristics of Respondent

4.4.1.1 Respondent by Gender

The distribution of respondents by gender is shown in Figure 4.1. It demonstrates that 287 respondents, or 73.6%, were female, which is the largest percentage. Male respondents made up the lowest number of 103 respondents (26.4%). This finding suggests that female respondents actively participate while responding to questionnaires.

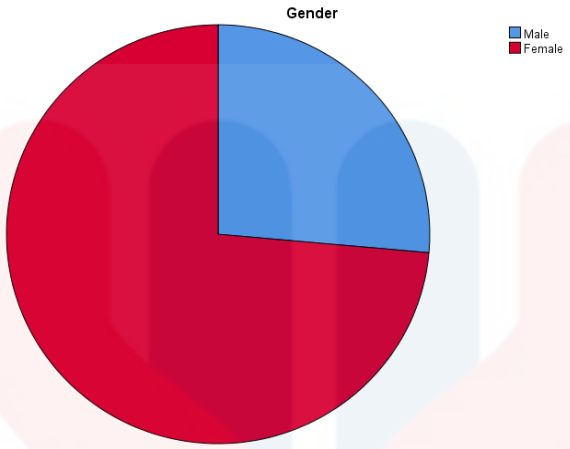

Figure 4.1: Percentage of Respondent by Gender

4.4.1.2 Respondent by Race

Figure 4.2 shows the respondents by race. It illustrates that the highest percentages came from Malay, which is 371 respondents (95.1%), followed by others who had 10 respondents (2.6%), Chinese had 5 respondents (1.3%) and the lowest percentages came from Indians who had 4 respondents (1.0%). This result can conclude that most respondents are Malay among undergraduate's student willing to answer the questionnaire.

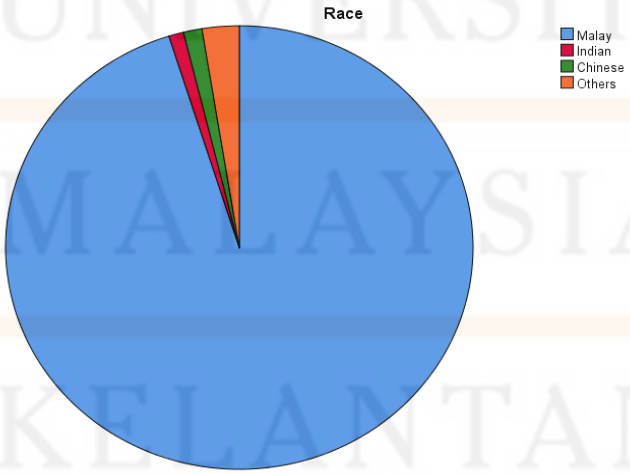

Figure 4.2: Percentage of Respondent by Race

4.4.1.3 Respondent by Age

Figure 4.3 shows the respondent by age. The charts show that the highest percentage came from those aged 22-26 years old, which is 345 respondents (88.5%), followed by those 18-21 years old, who had 24 respondents (6.2%), aged by 27-30 years old, who had 15 respondents (3.8%), and the lowest percentage came from those aged 31-34 years old, who had six respondents (1.5%). This result can summarize that most respondents are undergraduate students who are 22-26 years old and willing to answer the questionnaire.

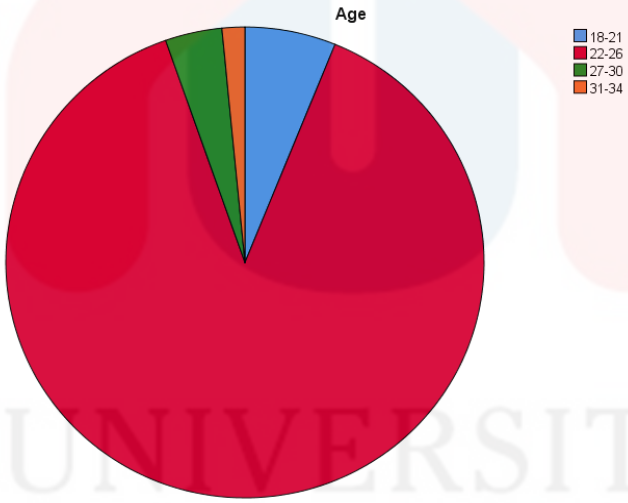

Figure 4.3 percentage respondent by Age

4.4.1.4 Respondent by Marital

Based on the figure, it shows respondents according to marital status. The chart shows that the highest percentage, 372 respondents (95.4%), were single. The lowest percentage, which is 18 respondents (4.6%), was married. This result can be concluded from the fact that single more participants actively answered questionnaires.

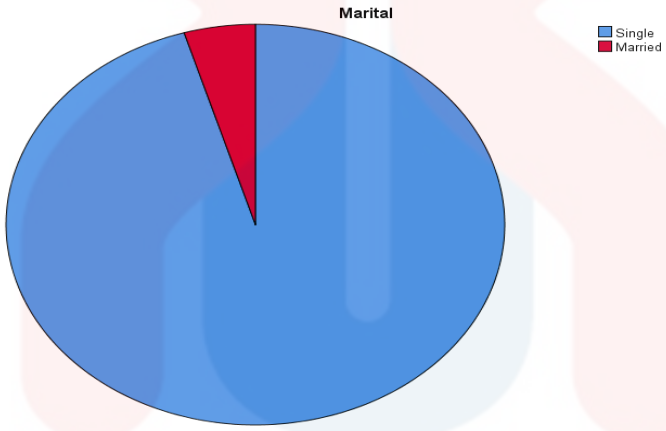

Figure 4.5 percentage respondent by marital

4.5 RESULTS OF INFERENTIAL ANALYSIS

In this study, researchers applied the Pearson correlation coefficient to investigate the relationship between knowledge, attitude and practice (Independent Variable), and consumer acceptance of innovation in traditional foods among undergraduate students (Dependent Variable).

4.5.1 Pearson Correlation Coefficient

Pearson Correlation is a tool for determining how two variables relate to one another. In addition to deciding whether to agree with or disagree with the hypothesis, the Pearson Correlation Coefficient's objective is used to investigate whether the Pearson Correlation is statistically significant. According to the coefficient range, Table 4.10 shows the general guidelines for calculating correlation coefficient size to determine the strength between a dependent variable and an independent variable. Scale for Pearson correlation: -1 to 1. A complete positive association exists if the coefficient range, or the value of r, is 1.0. While the r values display 0, which denotes no association between the variables, the perfect negative correlations exhibit the value of r = 0.01 instead.

Table 4.4 Rules of Thumb about Correlation Coefficient

Coefficient Range	Strength of Association
±0.91 to ±1.00	Very Strong
±0.71 to ±0.90	High
±0.41 to ±0.70	Moderate
±0.21 to ±0.40	Small but definite relationship

±0.00 to ±0.20	Slight, almost negligible

Source: Hair (2015). Essentials of Business Research Methods

4.5.2 HYPOTHESIS TESTING

Hypothesis 1: Knowledge

H_0: There is no significant relationship between knowledge and consumer acceptance innovation in traditional foods among undergraduate students.

H_1: There is significant relationship between food quality and purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia.

Table 4.5 Correlation between Knowledge and Consumer Acceptance Innovation in Traditional Foods Among Undergraduate Students

Correlation

		Knowledge	Consumer Acceptance
knowledge	Pearson correlation	1	.456**
	Sig. (2-tailed)		.000

	N	390	388
consumer			
Acceptance	Pearson Correlation	456**	1
	Sig. (2-tailed)	.000	
	N	388	388

The correlation between consumer acceptance of innovation in traditional foods and knowledge is seen in Table 4.5 for undergraduate students. This variable's p-value is 0.456, which indicates that it is moderate. Additionally, it suggests that there is a somewhat substantial and positive association between the two factors. It demonstrates how 45.6% of dependent factors have an impact on knowledge, the independent variable. The null hypothesis (H0) is therefore disproved. On the other hand, the hypothesis (H1) is supported since undergraduate students have a substantial correlation between knowledge and customer acceptance of innovation in traditional cuisine.

Hypothesis 2: Attitude

H_0: There is no significant relationship between attitude and consumer acceptance innovation in traditional foods among undergraduate students.

H_1: There is significant relationship between attitude and consumer acceptance innovation in traditional foods among undergraduate students.

Table 4.6 Correlation between Attitude and Consumer Acceptance Innovation in Traditional Foods Among Undergraduate Students.

Correlation

		Attitudes	Consumer Acceptance
Attitudes	Pearson Correlation	1	.765**
	Sig (2-tailed)		.000
	N	390	388
Consumer Acceptance	Pearson Correlation	.765**	1
	Sig (2-Tailed)	.000	
	N	388	388

The correlation between attitude and consumer acceptability of novelties in traditional cuisines among undergraduate students is seen in Table 4.7. This variable's p-value is 0.765, which indicates that it is moderate. It also demonstrates that the factors have a somewhat favorable and substantial association. It demonstrates that service quality is one of the

independent factors that influence 76.5% of the dependent variables. The null hypothesis (H0) is thus disproved. On the other hand, the hypothesis (H1) is accepted since undergraduate students have a substantial association between attitude and consumer acceptance of innovation in traditional foods.

Hypothesis 3: Practice

H0: There is no significant relationship between practice and consumer acceptance innovation in traditional foods among undergraduate students.

H1: There is a significant relationship between practice and consumer acceptance innovation in traditional foods among undergraduate students.

Table 4.7 Correlation between Practice and Consumer Acceptance Innovation in Traditional Foods Among Undergraduate Students

Correlation

		Practice	Consumer Acceptance
Practice	Pearson Correlation	1	.732**
	Sig (2-Tailed)		.000
	N	388	386

Consumer	Pearson Correlation	.732**	1
Acceptance	Sig (2-Tailed)	.000	
	N	386	388

The association between practice and consumer acceptability of novel traditional cuisines among undergraduate students is seen in Table 4.4. This variable's p-value is 0.732, which indicates that it is moderate. It demonstrates that the variables have a somewhat positive and substantial association. It demonstrates that independent factors have an impact on 73.2% of the dependent variables. The null hypothesis (H0) is thus disproved. Contrarily, the hypothesis (H1) is supported given that among undergraduate students there is a substantial correlation between practice and consumer acceptance of innovation in traditional cuisines.

4.6 SUMMARY

In this chapter, the researcher concludes that the highest respondent is female. The result shows that the race of Malay with 371 respondents is higher than other races. On the other hand, the age that many agree with the adoption of traditional food innovation is at the level 22-26 years old that has 345 respondents with highest percentage 88.5% other than level age. Marital status of the highest respondents is single with 372 respondents with highest percentage 95.4% other than marital status. There is a significant relationship between three independent variables: knowledge, attitude and practice for factors affecting the consumer acceptance innovation in traditional foods among undergraduate students.

CHAPTER 5

FINDINGS AND CONCLUSION

5.1 INTRODUCTION.

This chapter will examine the overall findings of the research project. Conclusions, research findings, and discussions about undergraduate students' perceptions of innovation in traditional food will also be covered. This chapter will conclude with an analysis of the study's flaws and recommendations for more investigation.

5.2 RECAPITULATION OF THE FINDINGS

5.2.1 Knowledge

Research Objective 1	To investigate the relationship between knowledge and consumer acceptance of traditional food innovation.
Research question 1	Is there a relationship between knowledge and consumer acceptance of innovation in traditional food among undergraduate students?
H1: There significant relationship between knowledge and consumer acceptance of traditional food among undergraduate students.	

Table 5.1 To examine the relationship between knowledge and consumer acceptance of traditional food innovation.

According to the study's premise, customer acceptability of innovation in traditional food among undergraduates depends on knowledge. The p-value is 0.000, which is less than the 0.01 significance limit, as shown in Table 4.2. Although knowledge and user acceptability have a 0.456 correlation coefficient, there is still a somewhat favorable and substantial association between the two factors. In light of this, hypothesis (H1) is acceptable. Cronbach's Alpha for knowledge in the internal reliability test is 0.400. It can be demonstrated that the findings of this investigation may be trusted with the findings of the literature review.

The production of traditional foods has been practiced for many generations, hence traditional food knowledge is a blend of knowledge and practices (United Nations, 2007). Traditional food knowledge (TFK) is a food product that is adopted and passed down from generation to generation, (Kwik, 2008). In other words, it is a process of passing along knowledge, preparation, and cooking techniques that enable people to create meals that are wholesome, secure, and appropriate for their culture. The fact that the younger generation lacks knowledge and abilities in the preparation of traditional foods is due to a number of issues. Lack of knowledge, insufficient exposure to the cooking process, a lack of enthusiasm in trying because it takes time, and a lack of time to learn from specialists are the contributing factors, (Mohd Salehuddin bin Zahari,2013). Therefore, the study demonstrates that user approval, particularly among students, is strongly influenced by knowledge of innovation in traditional foods. If they are knowledgeable about new culinary innovations in classic foods, they will be more likely to be accepted.

Thus, the study's goal of examining the connection between consumer understanding and acceptance of traditional food innovation has been accomplished. While the research question "Is

there a link between knowledge and consumer acceptance of innovation in traditional food among undergraduate students?" is also addressed through this study.

5.2.2 Attitude

Research Objective 2	To investigate the relationship between attitudes and consumer acceptance of traditional food innovation.
Research Question 2	Is there a relationship between attitudes and consumer acceptance of traditional food innovation among undergraduate students?
H2: There significant relationship between attitude and consumer acceptance of traditional food among undergraduate students	

Table 5.2 To examine the relationship between attitude and consumer acceptance of traditional food innovation.

Second, this study's attitude hypothesis is crucial for undergraduate students' adoption of new traditional food products. The theory shows that among undergraduate students, attitude has a somewhat favorable and substantial impact on user acceptability. The correlation coefficient's findings show that the p-value is 0.000 below the significance criterion of 0.01 for the correlation.

The correlation coefficient between service quality and purchase intention, on the other hand, is 0.765, indicating a somewhat favorable and substantial association between the two variables. In light of this, hypothesis (H2) is acceptable. Cronbach's Alpha for attitudes in the internal reliability test is 0.866, which indicates extremely excellent reliability and a coefficient value.

A person's attitude is their evaluation of anything or something in a situation. According to Nie and Zepeda (2011), they were distinctive and closely related to culture, demography, values, way of life, and habits. As attitudes affect both expectations and perception, they are essential in a consumer acceptance system. They could also be used to define consumer groups according to demographics and product acceptability.

5.2.3 Practice

Research objective 3	To investigate the relationship between practice and consumer acceptance of traditional food innovation.
Research question 3	Is there a relationship between practices and consumer acceptance of innovation in traditional food among undergraduate students?
H3: There significant relationship between practice and consumer acceptance of traditional food among undergraduate students.	

Table 5.3 To examine the relationship between attitude and consumer acceptance of traditional food innovation.

According to the research hypothesis, practice among degree students is important to innovation in traditional foods. Less below the alpha threshold of 0.01 is the p-value of 0.000. The correlation coefficient between food quality and purchase intention, in contrast, is 0.732 and demonstrates a moderately significant and positive association between the variables. The correlation coefficient's findings show that the p-value is 0.000 below the 0.01 level of significance. Since practice and innovation in traditional food have a considerably good relationship among undergraduate students, hypothesis (H3) is accepted. Cronbach's Alpha for practice in the internal reliability test is 0.813.

Practice is the use of norms and knowledge to produce performance outcomes, according to Launiala (2009). Being a good practitioner is an art form that is connected to the advancement of information and technology and is handled ethically by nature. Customer input is currently a major component of the innovation processes used in the food sector, which is recognized as being crucial to success. The mothers who were interviewed all concurred that the wave of modernization or development has a minor influence on the generational practices regarding the traditional diet of Malaysia, (Mohd Salehuddin bin Zahari,2013). This shows, the practice has a relationship among undergraduate students. having a practice from generation to generation can attract them to the acceptance of innovation in traditional food.

5.3 LIMITATIONS

This study should be evaluated with several limitations. Although this research was carefully prepared and had reached its purposes, there were some unavoidable limitations. Firstly, the total population and the number of undergraduate students that have been collected have been found to have many respondents from University Malaysia Kelantan. It was unable to conduct a survey that could reach every undergraduate student throughout Malaysia due to time and resource constraints to obtain all the information. Therefore, this study cannot generalize the entire student population throughout Malaysia to collect data from the student base on the given questionnaire.

Because not all respondents fully committed to and supported this study, data collection from respondents was challenging. Also, our group does not have many phone numbers of friends from other universities. The research takes longer to complete since some respondents are dishonest and negligent when answering the questionnaire. Additionally, the researchers' funding was constrained, making it challenging to contact respondents via Google form as opposed to in person. Additionally, because not every undergraduate student has the same degree of English language proficiency, it was challenging to ensure that the respondents understood the survey questionnaire in its entirety, particularly in the English language. This raises the likelihood of inconsistent results in the end.

5.4 RECOMMENDATIONS

This study should be evaluated with several recommendations. Although this research was carefully prepared and had reached its purposes, some improvement should be considered to this research.

First, it was suggested that the future study employ a multilingual questionnaire to lessen the language barrier that some respondents experienced. To comprehend the survey question, respondents should give translations into Tamil, Mandarin, and other languages in addition to English. This is so that while filling out the questionnaire, respondents of all races would be able to completely comprehend the question's meaning. As a result, it may aid respondents in gathering survey data more quickly, precisely, and successfully.

Second, it is suggested that all of the criteria (if they are available) be taken into account in future investigations. The future researcher will have a better understanding of the requirements and wants of today's customers about the factors impacting undergraduate students' purchase intentions towards fast-food restaurants in East Coast Malaysia even though it will take some time for this research to be finished. In order to more accurately gauge customer happiness and purchase intent, the survey will now provide a larger perspective and increase its coverage.

The researcher advises that better data collection be made a priority for future study as recommendations. Giving respondents a lengthy window of time to respond to a survey might therefore aid the researcher in gathering more information regarding Malay traditional food innovation. As a result, it will also make it easier for the researcher to collect more precise data, make the questionnaire-answering process more comfortable, and assist the researcher locate more respondents. Future studies may administer the surveys to professionals like chefs or students studying hospitality, for instance.

Additionally, the researcher proposes employing a qualitative approach with open interviews for the following research recommendations. Thus, the data gathered can aid the researcher in gaining a deeper grasp of what was learned through human interaction. Therefore,

by asking open-ended questions, the researcher can maximize the chance for respondents to express their opinions and provide more detailed responses. Additionally, the interview method enables in-depth analysis of topics from fewer sources and generates descriptions of circumstances, events, individuals, interactions, and observed behaviors.

Finally, to help respondents comprehend the subject better, researchers should aim to include more information regarding traditional food innovations in their questionnaires. It will be simpler to respond if you do. Future researchers should also be more informed and well-equipped with all the data related to the subject they are researching in order to react to all the respondents' inquiries and provide them clear answers. Additionally, it may aid responders in deepening their understanding of the subject.

5.5 SUMMARY

The purpose of this study was to identify the parameters influencing undergraduate students' acceptance of novel foods. In this study, knowledge, attitude, and practice all had an impact on customer approval. Consumer acceptability of innovation in traditional food among undergraduate students was a dependent variable, and it was therefore represented by factors. Additionally, practice, attitude, and knowledge are three independent variables.

These independent and dependent variables were analyzed using the Pearson Correlation Coefficient. It demonstrates how independent factors have an impact on the dependent variable. The outcome demonstrates that there is a strong association between attitude, knowledge, and practices and customer approval. The results of this study demonstrated that there is a relationship between knowledge, attitude, and practice and the elements influencing undergraduate students' acceptance of innovation in traditional food.

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