FACTOR ON FOOD HERITAGE AWARENESS AMONG YOUNG GENERATION IN MALAYSIA

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ABSTRACT

Heritage food is basically food that has been traditionalized by the process of lineage being passed down by ancestors of a clan to the next generation. In a multi-racial country like Malaysia, food has been the one of its cultural identities where it is infused by the multi-race of Malays, Chinese and Indians. Our study is to identify the relationship between level of awareness, knowledge, and perspective of food heritage to the younger generation. The Malaysian traditional food preference customs are swiftly risen as it has commercialized compilations of food in modern day society among the younger generations. Therefore, considerations that concerns the country's ethnicity tradition culinary awareness and transmission whether tangible knowledge is to be passed down to the younger generation.

ABSTRAK

Makanan warisan pada asasnya adalah makanan yang telah ditradisikan melalui proses keturunan yang diturunkan oleh nenek moyang sesuatu klan kepada generasi seterusnya. Di negara berbilang kaum seperti Malaysia, makanan telah menjadi salah satu identiti budayanya di mana ia diterapkan oleh berbilang kaum Melayu, Cina dan India. Kajian kami adalah untuk mengenal pasti hubungan antara tahap kesedaran, pengetahuan, dan perspektif warisan makanan kepada generasi muda. Adat keutamaan makanan tradisional Malaysia semakin meningkat dengan pantas kerana ia telah mengkomersialkan kompilasi makanan dalam masyarakat moden di kalangan generasi muda. Oleh itu, pertimbangan yang menyangkut kesedaran dan penyebaran kulinari tradisi etnik negara sama ada pengetahuan ketara hendak diturunkan kepada generasi muda.

CHAPTER 1

INTRODUCTION

1.1   INTRODUCTION

Chapter one gives an outline of an introduction about the factor on food heritage awareness among the young generation in Malaysia. This section is elaborating on the background of the study and the problem statement. This research question and research objective are also stated to give an initial overview of the purpose of this study. This chapter also would be discussed the significance of the study and the definition of terms. Lastly, the chapter ended with a summary of the chapter.

1.2   BACKGROUND OF STUDY

Cultural and traditional culinary heritage are important components of a destination. Environmental history, social beliefs, ideologies, and food technology of a particular time can all be considered aspects of food heritage (Bortolotto & Ubertazzi, 2018). The National Heritage Division's previous heritage commissioner believes that food heritage is divided into two groups. The first group includes meals that have become staples of daily life or are synonymous with them. The second category includes meals that are in danger of

disappearing or foods that once formed a part of a culture but are now slowly disappearing (Wahid et al, 2009).

Malaysians' favorite dishes have been declared and classified as national food heritage. Rice, noodles, gravies, and their associated dishes, appetizers, cakes, porridge, desserts, and beverages make up the seven categories of traditional dishes (Negara, 2019). Preserving traditional cuisine is a top priority because it is closely related to materials, preparation methods, dishes, and eating habits (Choe et al., 2018). Cultural heritage is linked to societal values, beliefs, behaviors, and laws, making it difficult to quantify and protect (Mac, 2018). To preserve local culinary culture in the face of outside pressures to homogenize it, it is necessary to perpetuate and preserve traditional foods (Shariff, Mokhtar, & Zakaria, 2008).

At the individual level, food provides the body with nutrients and energy. Diet has an impact on a person's social, mental, emotional, and increasing the quality of life. It provides a variety of sensory pleasures that lift our mood, influence our behavior, and serve as comfort. It also evokes sentimentality and memories of past people, places, and occasions. According to Wong (2007) (p. 121), "The sensory experience of food lingers in memory even when the environment in which it is taken disappears or changes." "Food has the strange power to represent spiritual—even philosophical—frames such as time, nature, or home," according to Gunkel (2016) (p. 247).

1.3   PROBLEM STATEMENT

Heritage cuisine is known as a unique culinary experience and many tourists and locals alike are becoming more aware of and appreciative of heritage food. Heritage food is defined as traditional food that was handed down by our ancestors in the past to the next generation to maintain the legacy of heritage food. In addition, heritage food is a symbol of a race, state, and country because each of these has a different attribution (Hamzah H, Karim M, Othman M, et al.,) According to Prof Datuk Zurina Majid, a Malaysia Heritage Commissioner she stated that heritage food is divided into two categories, the first is heritage food that has become a part of our lives like breakfast kuih but most people are not aware of it while the second category is heritage food that is a symbol of our customs that are increasingly forgotten by most people nowadays. For example, the unique kuih at each different state.

The issue that can be seen from this topic is the lack of knowledge and awareness of the younger generation nowadays towards heritage food. Plus, the researcher discovered that topics related to heritage culture are less in number from previous researchers. (Nyaupane & Timothy, 2010) In keeping with Hamzah H, Karim M, Othman M, Hamzah A, and Muhammad N (2015), expertise plays an extensive function in generation Z's choice of heritage food. Knowledge is passed down by ancestors through oral communication to the next generation. Where, they provide knowledge such as the name of the kuih, how to prepare it, the necessary equipment, and taboos that need to be observed during the process of making it. Other than that, it is also a sharing of expertise and manufacturing methods demonstrated by the ancestors to the generations after them (Md Sharif M, Mohd. Zahari M,

Ishak N, et al., 2013). The concern about this matter is high because without the knowledge that the current generation needs about heritage food, how can we reach their interest in getting to know and learn more about their traditional food. This issue was reinforced when Hamzah H, Karim M, Othman M, Hamzah A, Muhammad N (2015) interviewed several young generations and most of them stated that they did not know the name of heritage food. This is because their parents did not teach and impart any knowledge about traditional food to them. This also issues the former Minister of the way of life, Arts, and history, which is Dato' Seri Utama Dr. Rais bin Yatim who advised that the older era must hold the legacy in their ancestors by using spreading understanding and abilities approximately history meals to the younger generation so that our heritage does not fade with time.

Next, are the challenges that exist in sustaining heritage food for the younger generation. According to Hamzah H, Karim M, Othman M, Hamzah A, Muhammad N (2015) said, one of the major demanding situations nowadays in retaining background and tradition is because we want to create a country and network this is developed to satisfy the desires of destiny generations. But at the same time, we should maintain the traditional elements that have been left by our ancestors for the next generation. In short, in achieving the progress of globalization we must still maintain our national heritage. Therefore, a sustainable society should be created to ensure that our heritage culture is not lost due to the current modernization. This is because globalization affects the values, way of thinking, and lifestyle of today's generation. Furthermore, the mass media that promote westernized elements cause heritage to be increasingly marginalized. This is important because young people are the successors of the legacy of their ancestors. Therefore, if they do not have strong values then the forgetfulness of the ancestral traditions is high. Consistent with H.

Hamzah H, Karim M, Othman M, Hamzah A, Muhammad N (2015), maximum research from growing nations ignores the relationship between the value system and culture that has an impact on the expertise and intake of food. Value is related to the background, and lineage, of an individual which is a measure of the knowledge and awareness of heritage food.

The reluctance of today's generation to practice making traditional food is also one of the issues identified. Furthermore, research on the factors that cause why today's generation refuses to practice making traditional food is lacking. When the younger generation refuses to practice making traditional food then there is no food transmitter to maintain the heritage food that has been taught by our ancestors. Food transmitter is the skill and knowledge in making traditional food that is taught by the previous generation to the younger generation in a family to ensure that knowledge about heritage food is not forgotten (Kwik, 2008). Chenhall (2011) stated that the responsibility for this food transmitter is borne by women in the family institution which is the mother. Where, it is usually the mother who will teaches her children how to cook traditional food at home to be practiced in adulthood, therefore it is the children who will pass on the skills and knowledge to their future generations. So, the reluctance of today's young generation to practice traditional cooking will break the chain of knowledge and skills that have been handed down by our ancestors (Md. Nor et al., 2012). As a result, future generations do not recognize their heritage food. Furthermore, heritage food is a symbol of the uniqueness and identity of a nation and country, therefore, it should be maintained (Mohd. Zahari, Kamaruddin, Muhammad, & Kutut, 2011; Murphy, 2000). This trouble is visible as not only is the traditional method of cooking food forgotten, but the method of cooking nearby meals is becoming less and less

skilled because the food transmitter is much less emphasized through the elderly person to the contemporary generation (Stringer, 2010; Bowen & Devine, 2010). According to Chenhall (2011), he said, one of the factors for the reluctance of the young generation nowadays to practice traditional cooking is because of the existence of "instant" food that makes it easier and saves them time. For example, nowadays, there are many frozen foods sold in the market that save time and are considered easier. Because of this, the skills of cooking heritage food are increasingly being forgotten because the younger generation nowadays prefers to buy instant food rather than having to cook from scratch.

The confusion about heritage identity is also one of the issues in this topic and the research on heritage food identity is still scarce and limited. Malaysia is a multi-racial country with Malays, Chinese, Indians, and people from Sabah and Sarawak thus each of these races has its own culture. In Malaysia, all religions and races are free to celebrate and practice their respective cultures and religions. However, it cannot be denied, there is confusion about heritage and customs due to shared background and history. For example, some Malay heritage foods have the same characteristics as some types of Indian heritage foods. It can also be seen the confusion about the country's heritage food with neighboring countries as happened in Singapore when they stated that the heritage food in Malaysia including the Malays, Chinese, and Indians is their heritage food (Chaney & Ryan, 2012). This may happen because of historical factors because Singapore used to be a part of Malaysia in the past, therefore, there is confusion about food identity. Because of that, Professor Emeritus Datuk Zuraina Majid, Commissioner National Heritage Department said, identity is an important issue for all countries because identity is a symbol of our nationality that distinguishes our country from others. (Bedi, 2012). According to Lim (2012), the issue

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of identity confusion of heritage food in Singapore has made Malaysians aware, especially the party that plays a big role, which is the government, to highlight the importance of the national food heritage identity.

1.4 RESEARCH OBJECTIVES

The purpose of this study is to scientifically analyze factors on culinary heritage awareness in light of the aforementioned challenges. This primary goal is backed by the short-term goals, which are

1. To examine the local food heritage awareness in Malaysia among the young generation.

2. To examine the extent of knowledge of the young generation on heritage food.

3. To examine the factors awareness of food heritage.

1.5   RESEARCH QUESTION

The following research questions are posed in conjunction with previous objectives and to support the direction of the current study.

1.   What is local food heritage awareness in Malaysia among the young generation?

2.   What is the extent of knowledge of the young generation on heritage food?

3.   What is the factor of awareness of food heritage?

1.6   SIGNIFICANCE OF THE STUDY

Heritage is something that a person or a community group from earlier generations carries from generation to generation. It describes the memory of the entire life of a nation and symbolizes its civilization. Malaysia is a nation with a special heritage that is acknowledged by the rest of the world. For example, Malaysia consists of several different races, such as Malays, Chinese, and Indians. Through the diversity of the existing races, a rich cultural heritage must have been obtained because each race practices a different way of life. Heritage includes several aspects such as the way of life, culture, place, clothing, food, art tools, and so on. To protect the current legacy from being swept away by time and to allow the future generation to know about and experience the existing heritage, heritage property must be conserved and maintained. This study reveals to young people the importance of heritage food and the reason for this study to help future researchers will be

able to gather information on heritage foods using the purpose of this study. Based on this study, the importance of this study is to give awareness among young people about heritage food which was the traditional food of the community in the past. This traditional food consists of several types of food such as nasi lemak, lemang, kuih-muih, kuih bakul, and many more. Unbeknownst to us, this type of food is difficult to find nowadays because the younger generation has less exposure and has lost interest in this heritage food due to the emergence of various food trends from the west. This matter needs to be taken seriously because if the younger generation does not take notice of this heritage food, then this heritage will disappear without us realizing it.

1.7   DEFINITION OF TERMS

1.7.1   Food

Food is a symbol of identity to a country regardless of the social, political, or geographical separation of communities, borders, and national identity especially if the country is defined through this contentious media such as in the European Union (EU) (DeSoucey, 2010).

1.7.2   Food Heritage

Matta (2013) cited Bessiere and Tibere in defining the material of tangible and intangible aspects of culinary cultures that have historically been regarded as a common

good or shared inheritance. This food heritage included agricultural goods, ingredients, cuisine, cooking methods, and culinary customs. (Aris, H. (2022, June 8). *Knowledge on the Malaysian Food Heritage*. Academia.edu. Retrieved April 16, 2023)

1.7.3 Young generation

Age, period, and cohort are used to define generations. Age is the age at which a person experiences life events and changes. A period is everything that occurs throughout a person's lifespan. (Encyclopedia.com. (2023, April 16).*" encyclopedia of aging. encyclopedia.com. 13 Apr. 2023*. Encyclopedia.com. Retrieved April 16, 2023)

1.7.4 Multiracial

Malaysia is a country known for its multiracial population living together in one country. Among the three main races in Malaysia are the Malays, Chinese, and Indians who have been living in this country for many years. (Admin. (2018, January 6). *Malaysia is a multiracial country, sample of essays*. EduCheer! Retrieved April 16, 2023,)

1.7.5 Culture

Culture is a way of life or thinking practiced by various races. Culture includes various aspects that go through learning in society. There are so many cultures in Malaysia due to its multiracial population. (Merriam-Webster. (n.d.). *Cultures definition & meaning*. Merriam-Webster. Retrieved April 16, 2023)

1.7.6 Social Factor

Social factors influence how people relate to each other in society. However, it can lead to situations in which individuals are impacted by social support, social networking, and other similar activities. (Encyclopædia Britannica, inc. (2023, March 29). *Social class*. Encyclopædia Britannica. Retrieved April 16, 2023

1.7.7 Language

The third edition of the council dictionary (1996:87) explains that language means a system of sound symbols used as a communication tool within a group of people. In Malaysia, there are various languages or dialects used due to the factors of residence and race. (Encyclopædia Britannica, inc. (2023, April 7). *Language*. Encyclopædia Britannica. Retrieved April 16, 2023)

1.8   SUMMARY

Preserving and creating a nation's food of heritage identity additionally catalyzing and fueling patriotism and nationalism among the younger generation not only food but other elements as well without demolishing each other's ethnics' traditional identity. Therefore, recognizing the historical uniqueness of the characteristic's practices, and integration as food heritage of a cultural country like Malaysia withholds should be preserved and sustained for future generations to embrace. Furthermore, the purpose of this study is to identify the level of awareness, knowledge, and importance of food heritage among the younger generation to practice cultural preservation of heritage food would be a beneficial contribution towards a more comprehensive futuristic development not just for a closed community or a society but for the whole country of Malaysia.

LITERATURE REVIEW

2.1   INTRODUCTION

This section will go through the awareness of heritage food among the young generation, the independent variables (social media, role models and attitude), the dependent variables (awareness of food heritage among the young generation), and the relationship between every independent variable with the dependent variables.

2.2   OVERVIEW OF AWARENESS OF HERITAGE FOOD AMONG THE YOUNG GENERATION

Food is part of identity throughout the country, especially heritage food. Traditional is often related to food, techniques, clothing, and the way of life of the people in a country It is passed from one generation to the next. Preserving food practices including traditional ones is crucially important for every ethnic group in this world. Many researchers remain the importance of maintaining the preparation techniques and skills of making traditional food so that it can be passed on to future generations (Kwik. 2008; Yohannes. 2009). According to Ramli, Zahari, Ishak, and Sharif (2013), food heritage has been explained

by several researchers before related to food heritage with the origin, manufacturing method, and production of the food. This shows that heritage foods that exist have their origins. In this context, can encourage local people to preserve this heritage food by fostering awareness, especially among the young generation especially the country of Malaysia has a multiracial country.

The younger generation is an important group to maintain awareness of heritage food. In Malaysia, young people are between 15 and 25 years of age (Tamam et al., 2006); young (32 and under) and aged (33 and above) (Sharifah Ezat et al., 2010). At this age, they are more exposed to technological developments that make them forget about heritage foods. Nowadays, the awareness of heritage food is being forgotten especially among young people. The young generation a chosen as the main subject because they are not too exposed to the heritage food around them. According to Abidin et al. (2011), young people are easily influenced by the latest trends, advertisements, and others. Young people will be easily influenced by something by following trends, especially on social media.

2.3   SOCIAL MEDIA INFLUENCE

Social media is something that is important in the lives of people today because social media is something that everyone has for them to interact without restrictions and a place for them to share all the verses of their lives (Natasha, Zuliskandar, 2020). Social media consisting of Facebook, Instagram, Twitter has provided many benefits to society today, especially those who have a business. This is because, they can "communicate" their

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products to customers more easily. The use of social media makes it easier for the tourism and hospitality industry to promote cultural heritage to the outside world by sharing information on social media (Arasli, Abdullahi, Gunay, 2021). In addition, according to Arasli, Abdullahi and Gunay (2021) stated that, social media is the most effective medium in increasing public awareness today because, social media has become a platform for people today to communicate with each other, to advertise businesses, a place to share information and also write reviews about something. Social media also plays a big role in influencing perceptions, ways of thinking and attitudes of people today based on the context of the information conveyed thus, the variety of social media nowadays gives the public the advantage to share their opinions, sharing experiences and also discussions (Natasha Edreena & Zuliskandar Ramli, 2020). For example, Twitter has a "space" function that netizens usually use for the purpose of sharing experiences and also discussing an issue that is currently being discussed online. It confirms the fact of Fan and Gordon (2014) when they say that, technology today provides benefits that were not realized in the old technology. According to Cragan and Shields (1998), communication theory helps shape an individual's understanding, knowledge. This is because, through communication we can convey information and knowledge in more detail and depth. It also helps the individual have a better understanding of things. Therefore, communication is important in generating knowledge. Nowadays, communication is more likely and easier by using social media.

Heritage food is considered the same as traditional food because it is food handed down by ancestors to the next generation without changing any of the recipes and manufacturing methods (Wali, Mohamed, and Sirat, 2009). In addition, we can identify the culture of an individual based on beliefs, history, and technology used in that era (Bortolotto

& Ubertazzi, 2018). According to, Stringer, 2010; Bowen & Devin (2010) awareness of heritage food has decreased due to the inefficiency of the previous generation in passing on information about heritage food to the younger generation. Youth are the middlemen who will continue the legacy of their ancestors, therefore, there is concern about the forgetfulness of young people in the present and the future who will leave a legacy that has been left behind (Pieniak, Verbeke, Vanhonacker, Guerrero, & Hersleth, 2009). Studies show that young generation has a "medium" or source they prefer to gain knowledge about heritage food. According to Amestoy (2013), the young generation prefers social media such as Facebook, Instagram to get information. Where, he also suggested that the government should try and choose the right medium in conveying information about cultural heritage through media that is preferable to young people.

This study is to see how social media can influence awareness of food heritage among the younger generation. Social media such as Facebook, Instagram, Twitter has become a platform for today's young generation to interact with the outside world, share their life stories, find information, it can be said that social media is a very important medium to the younger generation (Nikolinakou & Phua, 2019; Rudež & Vodeb, 2015; Subramanian, Wise, Davis, Bhandari & Morris, 2014). According to a global survey conducted by marketingcharts in 2019, 60% of Gen Z and 72% of Gen Y agreed that social media is an important part of their daily routine for staying connected in all aspects of life. India has welcomed internet access with open arms, reflecting the country's expanding online population (680 million Internet users). Based on a Statista survey (2021), the largest inputs to social media consumption in India are 28.4% of Gen Z and 52.3% of Gen Y. These generation are socially knowledgeable because they spend at least 2.5 hours per day on social

media (Aarthy, Shaeril, Prakasha, Aishwrya, Sangeetha, 2022). In addition, according to MacKenzie, McGuire, Hartwe, & Williams (2015) state that the younger generation is divided into two namely generation Y and generation z where, the study states that these two generations are individuals who prefer visual forms therefore, the younger generation today is addicted to gadgets and the use of social media. With the constant advancement of technology and some other aspects affecting social media, it is becoming a useful method for disseminating awareness and education of engaging in different key ideas and when it comes to human beings, social media is a dominant factor. It is a place where people with similar interests can meet. Facebook and other social media platforms help in understanding awareness as well as assist in gaining better understanding and knowledge (Latha, Meena, Pravitha, Dasgupta, Chaturvedi, 2020). Said Encik Ahmad Hakimi Khairuddin who is Pensyarah Kanan Jabatan Sosio-budaya/Kesenian Melayu at Universiti Malaya, the use of social media should be used as well as possible in promoting and conveying knowledge regarding food heritage because, social media is a popular platform at this time to enhance the awareness (Mudiana Mokhsin, 2021). It is hereby concluded that, social media can be a medium to influence awareness towards heritage food amongst the younger generation. This is because, the use of social media has become synonymous with the lives of young people today and the proof is that most things in their lives will depend on technology, especially in finding information.

2.4   FOOD AVAILABILITY

The method focuses on the balance or dissonance between the population and the available food. The growth rate of food availability should not be slower than the growth rate of the population to preserve this equilibrium. Considering this, food security is just a question of overall (per capita) food availability. In an open economy, food commerce is also important, but in a closed economy, it depends mostly on food production and stockpiles. The "food availability" method is where we begin our analysis because it is unquestionably the most traditional and influential. Although the fundamental concepts of this method date back to the Venetian philosopher Giovanni Botero (1588), Thomas Malthus (1789) popularized it, earning it the name "Malthusian approach."

Under a broader macro-eco- nomic framework, the long-standing notion of food security as an issue of food supply has been somewhat revisited. Economists have criticised the concentration on the food industry as being very narrow and being excessively focused on a single economic sector, originally just agri-cultural production but subsequently also including food commerce. Since that the economy is made up of several interconnected sectors, it is incorrect to assume that the agricultural and food industries are the only ones affected by food insecurity. Because of this, the initial attempt to widen the field was really an effort to change the focus of the research to include whole national economies.

Another risk factor for the creation of legacy foods is the use of updated cooking gear and techniques, as well as a lack of accessibility to original tools and equipment. According to Hashimoto and Telfer (2015), utilising contemporary culinary tools and

techniques may render a meal inauthentic. According to Raji et al. (2017), some of the conventional tools and equipment needed to produce Malay heritage foods are difficult to come by in cities and may only be employed in rural or village settings. In addition, they warned that using contemporary equipment would change the flavor of the meal, rendering it unrecognizable as the original, jeopardizing its authenticity.

The most significant change occurred when money at the micro level replaced food availability at the macro level (Griffin and Khan, 1977; Haq, 1976; Reutlinger and Selowsky, 1976; Reutlinger, 1977). The method is quite reminiscent of how poverty is often evaluated. Food insecurity is implicitly assumed to be a sub-category of poverty (often referred to as "food poverty"), which is defined as a lack of sufficient income needed to buy the amount of food necessary for survival under the given conditions. While poverty was originally thought of as a lack of sufficient income needed to buy a bundle of goods to guarantee a person's survival (or minimum standard of living) (Sibrian et al., 2007; Sibrian, 2008). Foods in particular are transformed into calories.

Given the premise that poorer families spend a higher proportion of their income on food purchases, it is theoretically conceivable to estimate the amount of food consumed using household surveys that include information on income. Then, food is translated into calories; if a household's calorie availability is below the "required" minimum, some or all the household members may be food insecure. The method's particular issue is that it assumes a certain income-calorie elasticity. For instance, it is necessary to form extremely firm assumptions when using an elasticity that was measured in the same nation in prior investigations. The major flaws in both of these methods are the numerous assumptions used to transition from income to food security: (1) from income/expenditure to food through

price per unit information; (2) from food to calorie through equivalence tables; and (3) from calorie availability to food security/insecurity depending on the threshold.

Income might perhaps be computed per person depending on the analysis unit. Yet there are issues with kids whose access to food relies on how much money parents make. Also, each of the surveys is done at the home level. Given all the reasons, it is reasonable to say that the home serves as the unit of analysis for this method. This requires assuming a certain distribution among the household members, often an equal distribution or distribution in accordance with biological needs. Ultimately, this approach may be more appropriate in a perfect market economy where no one engages in subsistence farming. This approach is not very trustworthy since these measurements are frequently carried out in rural regions of low-income nations where the bulk of the population is engaged in subsistence agriculture. Frankenberger (1992: 96) made the similar claim that "expenditure surveys tend to underestimate expenditures on food since the value of food produced at home or obtained locally is frequently not reported."

There is plenty of data to support the existence of severe food insecurity and under nutrition in nations with adequate food production per capita, which has already been compared to the food availability method. As income is a crucial component of having access to food, the distance from the income-based strategy is shorter. Sen (1983: 756) asserts that, although being flawed, the emphasis on incomes is not wholly detrimental in addressing starvation and famine. Furthermore, it is far superior to focusing on population growth and overall food production. Real income is often a relatively excellent "proxy" for entitlement to food since the weighting scheme of real income and cost of living gives enough consideration to food in a disadvantaged community. Yet, an emphasis on entitlements is

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preferred since income is not the only and is not always the most significant tool for gaining access to food. Moreover, income is virtually ever evaluated in rural parts of poor nations. Also, while an individual's or household's income represents their current financial situation, their whole asset portfolio offers a more complete picture of their long-term prosperity and susceptibility to hunger.

2.5   FOOD PREFERENCE

Choice is implied by preference. To prefer a food is to pick it over a different one. There are many individuals in the world whose access to food and the expense of it limit their dietary options and make the relationship between what they eat and they desire to eat weak. In increasingly affluent cultures, choice is more in line with usage as availability and cost lose significance. The omnivore's paradox is the conundrum of how to develop those that are unhealthy (Rozin, 1977). This is viewed as a key motivator for cognitive evolution, along with understanding what substance are neither toxic nor good and yet making the most use of available food resources. An omnivore's access to such a wide range of prospective meals prevents the existence of any genetic predisposition to like or dislike anything outside the fundamental cues that serve as accurate predictors of pertinent and clear post-ingestive consequences. Sweet and bitter tastes seem to be the only clues in nature that humans can use. Even newborn babies often enjoy sweet flavours (Desor et al.,1973; Steiner, 1979; Berridge, 2000).

How to develop specialized preferences for healthful foods is a difficulty. Simple exposure was the most basic learning theory that could be used to explain how humans form food preferences (Zajonc, 1968). Repeated, unreinforces exposure to any stimuli increases liking for that stimulus; this is the core of simple exposure (the converse of the classic adage that familiarity breeds contempt). Nevertheless, there are fewer specific research looking at this in human studies using food stimuli (Pliner, 1982; Crandall, 1984; Stevensonand Yeomans, 1995). Mere exposure has been widely proven outside the literature on food preferences (Bornstein, 1989). Even if it still provides a valuable account of familiarity effects, simple exposure does not but itself provide insight into the nature of the underlying change.

The process connection food preferences and food choice is not straight forward and explicable. According to Wadolowskaet al. (2008) food preferences interact with different food choice factors such as advertising, functional, health, price, sensory, socio-cultural and sociodemographic features of the consumers such as age, economic, condition, education, gender, region of residence and size of the place of residence, which again interacts with the frequency of the food intake (Wadolowskaet al.,2008).

It has been shown that people who have different food choice motives differs in preferences for selected food products (Wadolowskaet al.,2008). Food choice remains a complicated area of study and consumers 'choices are affected by a great variety of factors as previously mentioned. The actual decision-making process remains somewhat unclear, partly because of its complexity but also due to the food choice process multifaceted nature. In addition, the fact that it is of interest to several disciplines contributes to its complexity

since all disciplines may approach the matter from different point of views, thus illuminating different processes. (Wadolowskaet al.,2008).

2.6   AWARENESS FOOD HERITAGE

Awareness has been defined as an individual having knowledge of something (Tuan, 2001). Whereas according to Murphy & Zajonc (1993) also, the background and story of a person becomes a measure to the awareness of an individual such as education, residence, social association where all of these provide different levels of awareness to everyone. Food heritage also means traditional food that has been inherited from generation to generation by previous ancestors without changing the authenticity of the taste, appearance of the food according to Wahid, Mohamed and Sirat (2009). Food heritage is also a reflection of the history and culture of a place (Bortolotto & Ubertazzi, 2018). Awareness of heritage food is important. This is because, so that the current and future generations still recognize Malaysian heritage food which is symbolic to the culture and heritage of our ancestors. In addition, in this modern era, most people no longer recognize their heritage food, their awareness of heritage food is low (Alibabić et al., 2012; Dike, 2012; Hamzah et al., 2013; Jalis, Che, & Markwell, 2014; Meléndez Torres & De la Fuente, 2012; Sompong & Rampai, 2015; Timothy & Ron, 2013; Wang, De Steur, Gellynck & Verbeke, 2015). Evidently,

according to the State Heritage Food Expert namely Prof Madya Dr Shahrim Karim when interviewed by Metro expressed his disappointment with most individuals today who do not recognize heritage food because modern cuisine is more dominating and always commercialized. He suggested that Malaysians emulate Japan because despite being a developed country they still honor their food heritage. It is important to maintain food heritage because it differentiates our country's identity from other countries and makes our country unique (Shariff, Mokhtar, & Zakaria, 2008). In conclusion, awareness impacts an individual's knowledge of heritage food. A low level of awareness towards heritage foods should be a cause for concern as it indicates the current generation does not recognize their heritage foods and as a result, heritage foods will be forgotten and future generations will not be able to learn the heritage and culture of the ancestors.

2.7   RELATIONSHIP AMONG VARIABLES

2.7.1 social media and awareness food heritage

Social media consisting of Facebook, Instagram, Twitter has provided many benefits to society today, especially those who have a business. This is because, they can "communicate" their products to customers more easily. The use of social media makes it easier for the tourism and hospitality industry to promote cultural heritage to the outside world by sharing information on social media (Arasli, Abdullahi, Gunay, 2021). In addition, according to Arasli, Abdullahi and Gunay (2021) stated that, social media is the most effective medium in increasing public awareness today because, social media has become a platform for people today to communicate with each other, to advertise businesses, a place to share information and write reviews about something.

2.7.2 food availability and awareness food heritage

The "food availability" method is where we begin our analysis because it is unquestionably the most traditional and influential. Although the fundamental concepts of this method date back to the Venetian philosopher Giovanni Botero (1588), Thomas Malthus (1789) popularized it, earning it the name "Malthusian approach." It has been shown that people who have different food choice motives differs in preferences for selected food products (Wadolowskaet al.,2008). Food choice remains a complicated area of study and consumers 'choices are affected by a great variety of factors as previously mentioned.

2.7.3 food preference and awareness food heritage

The omnivore's paradox is the conundrum of how to develop those that are unhealthy (Rozin, 1977). This is viewed as a key motivator for cognitive evolution, along with understanding what substance are neither toxic nor good and yet making the most use of available food resources. Sweet and bitter tastes seem to be the only clues in nature that humans can use. Even newborn babies often enjoy sweet flavours (Desor et al.,1973; Steiner, 1979; Berridge, 2000).

2.8   HYPOTHESIS

A hypothesis is an assumption we make about our study and we will test whether the hypothesis we state is true or not based on the findings of the study.

H1:   There's a significant relationship between social media influence in awareness of food heritage among the young generation.

H2:   There's a significant relationship between food availability in awareness of food heritage among the young generation.

H3:   There's a significant relationship between food preferences in awareness of food heritage among the young generation.

2.9   CONCEPTUAL FRAMEWORK

The following is a conceptual framework that contains independent variables and dependent variables. This study will show how the two variables are related to each other. Thus, this framework demonstrates the relationship between social media, food availability food preferences on awareness of food heritage.
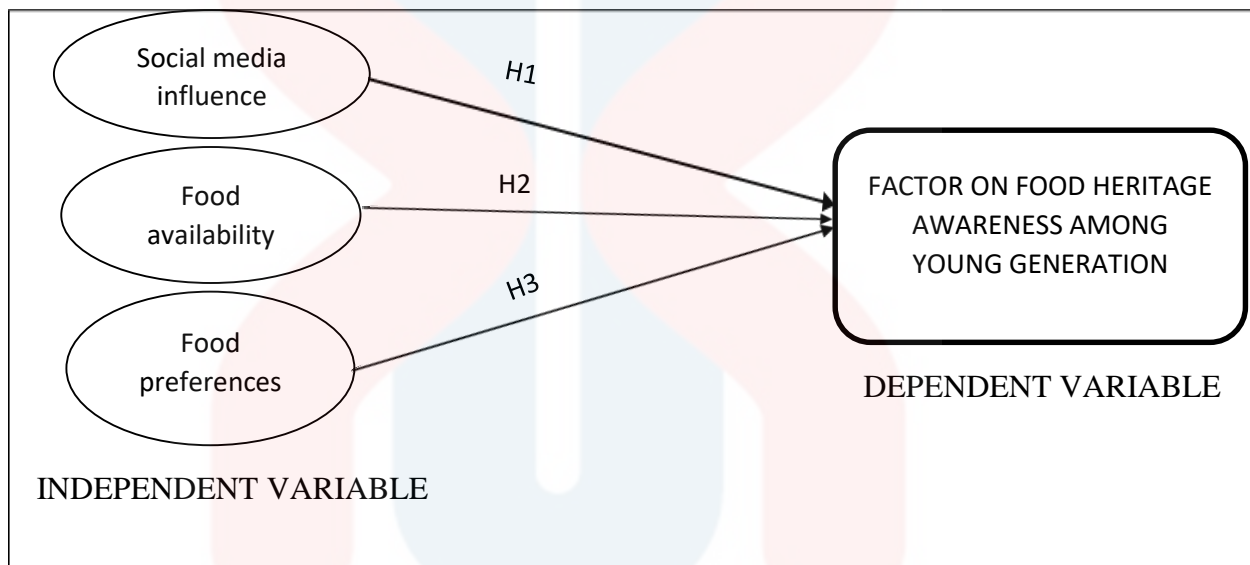
FIGURE 1:1 CONCEPTUAL FRAMEWORK

2.10   SUMMARY

This part consists of a literature review from previous studies that focus on factors such as age, region, and gender. Each dependent and independent variable for this study is specified to make the research issue more understandable. According to the framework, the independent variable is age, region, and gender. Meanwhile, the dependent variable is awareness of food heritage among the young generation.

CHAPTER 3

METHODOLOGY

3.1   INTRODUCTION

This chapter will discuss the methodology carried out for the study. These chapters include research design, population, sample size, sampling method, data collection procedure, research instrument, data analysis, and the results. Besides that, this chapter uses several methods to achieve the objective of this research such as research design, population, sample size, sampling frame, sampling technique, data collection procedure, instrument, and substantiality.

3.2   RESEARCH DESIGN

The objective and goal of research design are to guarantee that the data obtained enables the researcher to successfully solve the research challenge. The research design is an interpretive strategy that can be thought to be the most suitable for the research. This research's examination method is quantitative. All information was gathered through questionnaires through a google form, will be used as the primary data in this study, and collected from respondents. Through this examination framework, which also involves the

structure and design of a research plan, the data collected will help an analyst build a connection between independent and dependent variables. Because of the quantitative information obtained by the survey, this inspection method is acceptable.

3.3   POPULATION

A population is a collection of individuals who live in a certain place and breed with one another. A population's members usually cooperate, face comparable environmental challenges, and depend on one another to thrive throughout time. (Tarsi & Tuff, 2012). Additionally, the term "population" can refer to the entire group from which researchers expect to conclude. (Bhandari, 2020). The target correspondent in this research is the young generation in Malaysia. According to a study released by the Malaysian Statistics Department, in 2022, 23.2 percent of the population was under the age of 14 (young age), down from 23.6 percent in 2021. The number of individuals who are 15 to 64 years old (of working age) grew from 69.4% in 2021 to 69.5% in 2022. The research that was done emphasized more on the young people to raise awareness about the heritage food available in Malaysia. If these young people do not take care of the food heritage that exists, then this heritage cannot be preserved for the future.

3.4   SAMPLE SIZE

A sample is an interpretation taken from the population. In market research, the sample size is used to determine how many people to include in the sample. If a finding is statistically significant, it must be examined further. The right sample size is crucial (Qualtrics, 2019). The population from which the samples for this study were drawn had to meet specific criteria:

a. Malaysian aged 18 and above, who have awareness of heritage food.

b. Malaysian family and friends who support heritage food.

A sample size of 384 was advised by Krejcie and Morgan (1970) for a population range from 75,000 to 1,000,000,000. Roscoe (1975) stated that sample sizes less than 500 are enough for the majority of studies, whereas sample sizes greater than 30 are good for the majority of inquiries. In contrast to a sample of fewer than 50 instances, Tabachnik and Fidell (2007) contend that the accuracy (alpha-value coefficient) or validity (factor analytics) of measurement should consist of at least 300 examples or more. For descriptive research, Gay and Diehl (1992) suggested using a sample size of 10% of the population. They specifically recommended that the minimum number of observations be at least five times more than the number of variables being evaluated, with a ratio of 10 to one being more appropriate (Nunnally, 1978).

Salkind (2012) suggested that it is nearly hard to collect data from, test, or investigate every aspect of the population, particularly when the research involves hundreds or even thousands of elements. According to the general consensus, studying a sample rather than the entire population may produce more accurate results if the chosen respondents may

provide significant insightful or fascinating facts on the topic under examination (Sekaran & Bougie, 2010). According to Comrey & Lee (1992; Tabachnick & Fidell (2013)), the study's overall replies are assessed as comfortable in at least 300 cases, very good in 500 cases, and extraordinary in 1000 cases. A total of 300 respondents from the younger generation were advised to be picked for this survey. This is because research insist that future generations can preserve Malaysian heritage food.

3.5   SAMPLING METHOD

Sampling is a process researcher's take a predetermined number of observations from a large population. Sampling is the process of selecting a certain number that is sufficient to be part of the study. Researchers must carefully consider how to choose a sample that is representative of the group if researchers want to make accurate inferences from data. It is referred to as a sampling method. The sampling method has two types of sampling which is probability sampling and non-probability sampling. According to (Omair, 2014; Tyrer & Heyman, 2016) Sampling methods are categorized into two types that are probability or non-probability methods.

The researchers use convenience sampling and non-probability sampling in this study. Convenience sampling refers to a units selected for inclusion in the sample because the sampling method is easily accessible to the researchers. Researcher use convenience sampling because the target respondent for this study is among young generation who have the characteristics needed in this study. Researchers use convenience sampling in this study

to investigate awareness of heritage food among the young generation on this study. In this study, the researcher has set a specific population to participate in this survey. Furthermore, by set a specific population it will make it easier for the researcher to achieve the objectives of this study.

3.6   DATA COLLECTION PROCEDURE

Data collection has two types of data collection that can be used to collect various information that is primary data and secondary data. Primary data allows researchers to obtain data through interviews, surveys, and experiments conducted like tests because primary data is the original data. Meanwhile, secondary data is information that has already been collected by researchers through their past research like previous studies done by other researchers. Secondary data can help researchers gather information about their study and refer to information that already has.

For this study, researchers use primary data to collect information using an online questionnaire. For this study, the researcher use Google Forms to make it easy for respondents to access the Google Form. In addition, why researchers use Google. Forms because the respondents for this study are among the younger generation. Because of that, the younger generation is easier to deal on the internet in addition now is the world of technology everyone has gadgets which allows respondents to access this Google Forms questionnaire at anytime and anywhere. Questionnaires, created through Google Forms can also be distributed widely compared to face to face surveys. Furthermore, the total sample

is 300 respondent researchers but set to the young generation to make sure objective research about awareness of heritage food among the young generation can achieve. Then, the researcher sent the completed questions using social media platforms like WhatsApp, Instagram, and others to reach respondents related to this study. The Google Form is a free online platform that researchers use to quickly and simply gather data. Moreover, the researchers can quickly create surveys with Google Forms to gather data about awareness of heritage food from the respondent.

3.7   RESEARCH INSTRUMENT

The chosen research instrument in this study is questionnaires. A questionnaire is defined simply as a list of mimeographed or printed questions that are completed by or for a respondent. A questionnaire is the main means of collecting quantitative primary data that enables data to be collected in a standardized way so that the data are internally consistent and coherent for analysis (Satya, 2012). Therefore, the questionnaires which will be used in this study will be through a google form.

Therefore, google form questionnaires will be divided into 4 sections, Section A, Section B, Section C and D. The measurement scale which is used in Section A is a nominal scale of data from age, gender, and region, while for Sections B and C and D a five-point Likert scale is used, as the data will be enlisted in terms of numbers on a scale. Sections B and C and D are questions related to social media, food availability and foo preference while section A is about respondent's demographic.

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3.8 DATA ANALYSIS

Data analysis is the process of performing certain calculations and evaluations to extract relevant information from data while the purpose is to summarize the collected data and organize it in a manner yielding answers to the questions (Ibrahim, 2015). The data analysis used in this research is descriptive statistics, correlation analysis, and reliability analysis.

3.8.1 DESCRIPTIVE STATISTICS

Descriptive statistics make it easier to understand the data, thus it concludes the sample findings as a whole to a population because it summarizes the data to be easy to read and understand because it is clearer and simpler (Chin, Leng, Yuan & Xiong, 2015). Following that, this descriptive analysis is split up into two sections which are measures of central tendency as well as variability measures. (Narkhede, 2018). Therefore, the researcher will use this descriptive analysis to identify the level of agreement of the respondents and the demographics of the respondents related to two statements which are independent and dependent variables in the questionnaire.

3.8.2 RELIABILITY ANALYSIS

Reliability occurs when the researcher gets the same research findings when the research is conducted in the same situation or condition (Veal, 2006). The researcher were using Cronbach's Alpha to assess the validity and accuracy of the questionnaire. Cronbach's Alpha test is as follows: if the number is greater than 0.6, it is accepted however, if the value was much less than 0.6, it is refused. Cronbach's Alpha coefficient fluctuates from 0 to 1. (Shamsuddin, Mubin, Zain, Akil &Aziz, 2015).

Table 3.1 The Rule of Thumb on Cronbach Alpha (Shamsuddin, Mubin, Zain,Akil & Aziz,2015).

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent
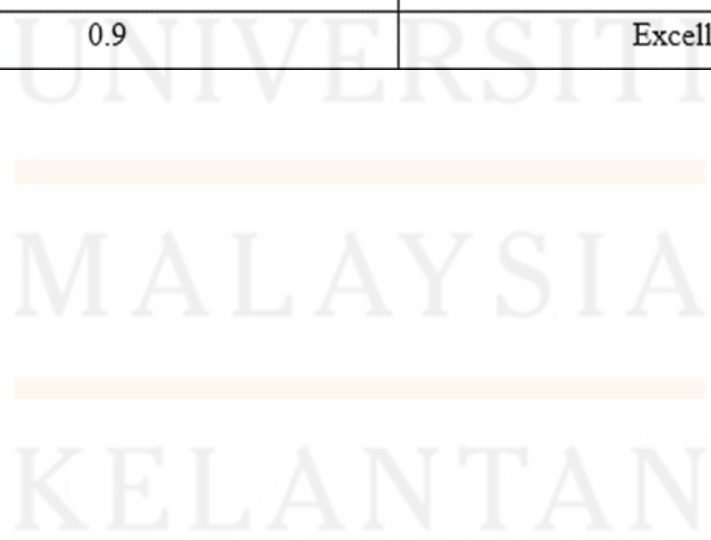
3.8.3   PEARSON CORRELATION

To measure the level of strength and identify the existence of a straight line that forms a linear relationship that exists between paired variables or two variables with the researcher using the Pearson Correlation Coefficient (R) (Zou, Tuncali, & Silverman, 2003). The Pearson correlation coefficient was used by the researcher to quantify the direction and intensity of two variable associations, namely the independent variable (IV) and the dependent variable (DV) (R). The cooperative coefficient then has a positive and a negative value, which is a level from -1 to +1 that defines the order of integration, as well as a significant value that displays the magnitude of the connection (Zou, Tuncali, & Silverman, 2003).

Table 3.2 The Rule of Thumb for Correlation Coefficient (Mohammad, Hassan & Yaman, 2017).

Size of Correlation	Interpretation
0.90 to 1.00	Very high positive/negative correlation
0.70to 0.90	High positive/negative correlation
0.50 to 0.70	Moderate positive/negative correlation
0.30 to 0.50	Low positive/negative correlation
0.00 to o.30	Negligible correlation

3.9   SUMMARY

The research design further sued in this research, is the following population, sampling frame, sample size, sampling method, research instrument, and data analysis stated in this chapter. Moreover, each segment of this chapter is thoroughly explained, and by completing this chapter of the study, the researchers will collect and analyze data effectively.

CHAPTER 4

RESULTS AND DATA ANALYSIS

4.1   INTRODUCTION

This chapter discusses the findings of the research. This data focuses on perspective on food heritage among young generation in Malaysia. The questionnaires were distributed through google form to obtain data for this study.

This chapter also included the outcomes of the descriptive and inferential analyses. Descriptive analysis was used to characterize the respondent's demographics, and inferential analysis was used to look at the link between independent variables (IV) and dependent variables (DV).

4.2   RELIABILITY ANALYSIS

Reliability is the most common measure of internal consistency in testing quality. It is always used when the researcher uses Likert questions in a survey that take the form of a scale and the researcher uses reliability to determine whether the scale is reliable. Generally, reliability in quantitative research refers to two situations (i) the consistency of a measure; despite always repeated several times and (ii) a measure of stability (Kirk & Miller, 1986). Cronbach' alpha used as a tool to measure reliability in this study. The reliability index range of the Cronbach's alpha between 0.00 and 1.00 to determine how much error to the result. According to Pallant (2000), the index alpha of .7 or above is good for instruments that have ten or more items.

Table 4.1 Cronbach's Alpha

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.05 > \alpha$	Unacceptable

Table 4.4 shows the overall consistency (pilot test) for dependent and independent variable. The pilot test has been done for 30 respondents carried out by physically before being distributed to 300 respondents through online question survey.

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Table 4. 2 The results of Reliability Analysis for the study variables

No of items	Study variable	Cronbach's alpha	Remarks (acceptable/not acceptable)
5	Social Media	0.801	Acceptable
5	Food Availability	0.792	Acceptable
4	Food Preferences	0.788	Acceptable
5	Factor on food heritage awareness among young generation in Malaysia.	0.680	Questionable

The table showed the results of reliability analysis for the study variable. According to this table, Social Media is 0.801, Food Availability is 0.792, Food Preferences (Independent Variables), and Factor on food heritage awareness among young generation in Malaysia is 0.680 (Dependent Variable). In addition, all of the independent variable items Social Media is 0.801, Food Availability is 0.792, and Food Preferences is 0.788 were acceptable because the score result was over 0.70. Except the dependent variable factor on food heritage awareness among young generation in Malaysia has a value of 0.680 were Questionable because the score result was over 0.60.

4.3   DESCRIPTIVE ANALYSIS (DEMOGRAPHIC PROFILES)

Data has been collected from the target respondents as stated in the study. A total of 300 responses have been recorded to assess the perspective on food heritage awareness among young generation and its relationship among the three stated independents. We have used elements such as gender, age, status, race and education level in identifying the demographics of our target respondents.

4.3.1   Gender

Table 4.3: The gender of respondents

Gender	Frequency (n)	Percentage (%)
Male	104	34.6
Female	196	65.1
Total	300	99.7
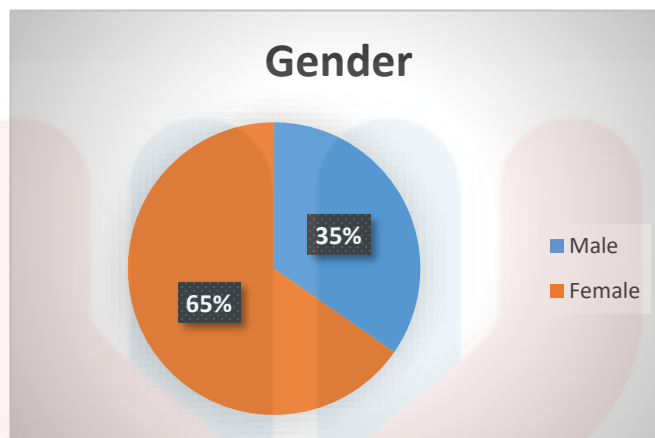
Figure 4.1: The Percentage of Gender

The data above shows the quarantine for individuals, namely men and women. Based on the data we have analyzed, it has shown that female respondents are more than male respondents who have participated in answering our questionnaire. The difference between male and female respondents is as many as 92 people. Female respondents are 196 people while male respondents are only 104 people. Therefore, the percentage of female respondents is higher at 65.1% which shows half of our respondents are from women and 34.6% for male respondents.

4.3.2 Age

Table 4.4: The age of respondents

Age	Frequency (n)	Percentage (%)
18-20	9.3	9.3
21-23	47.5	47.7
24-26	42.9	43
Total	300	99.7
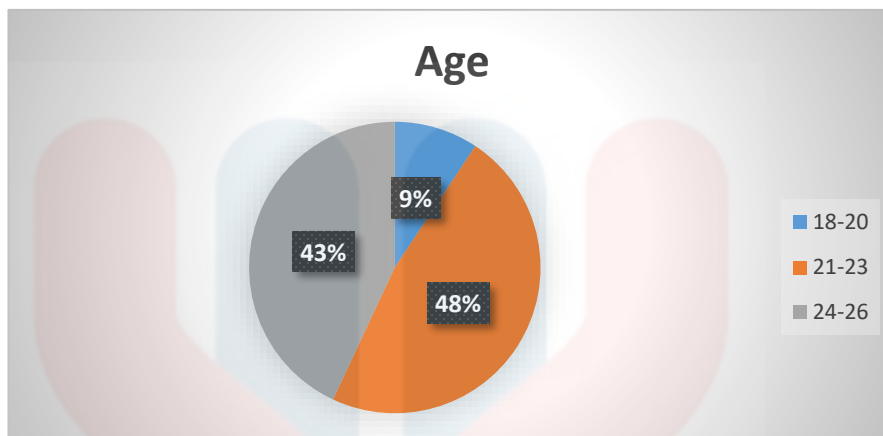
Figure 4.2: The Percentage of Age

The data above shows the number and percentage of the age of the respondents we took starting from 18 years to 26 years. This is because, this is the age category of generation z that corresponds to the objective of our study. Based on the table and pie chart above shows that those from the age of 21-23 have recorded the highest number of 143 people and a percentage of 47.5%. While the age category in which recorded a modest number (not too many, not too few) are those from the age of 24-26 years with a total of 129 people and 42.9%. The least number is only28 people with a percentage of 9.3%, namely those from the age category 18-20 years.

4.3.3 Status

Table 4.5: The status of respondents

Status	Frequency (n)	Percentage (%)
Married	57	18.9
Single	243	80.7
Total	300	99.7
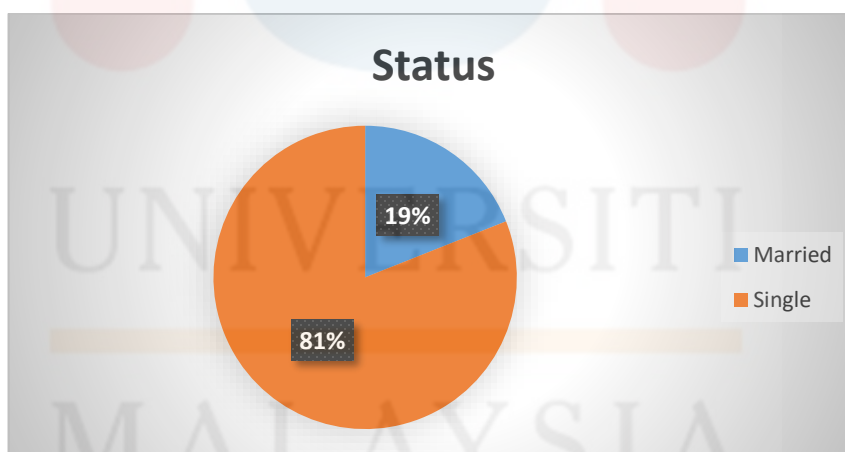
Figure 4.3: The Percentage of Status

Based on the above information, our unmarried respondent status is higher than the married. Because our target respondent is from the Z -generation who are mostly studying and working, so the unmarried number is 243 at a percentage rate of 80.7%. Whereas the

number of married people is small compared to the single respondent of only 57 individuals

and 18.9%. This recorded the difference for both of which was 186 of 62%.

4.3.4   Race

Table 4.6: The race of respondents

Race	Frequency (n)	Percentage (%)
Malay	257	85.4
Chinese	22	7.3
Indian	11	3.7
Other	10	3.3
Total	300	99.7
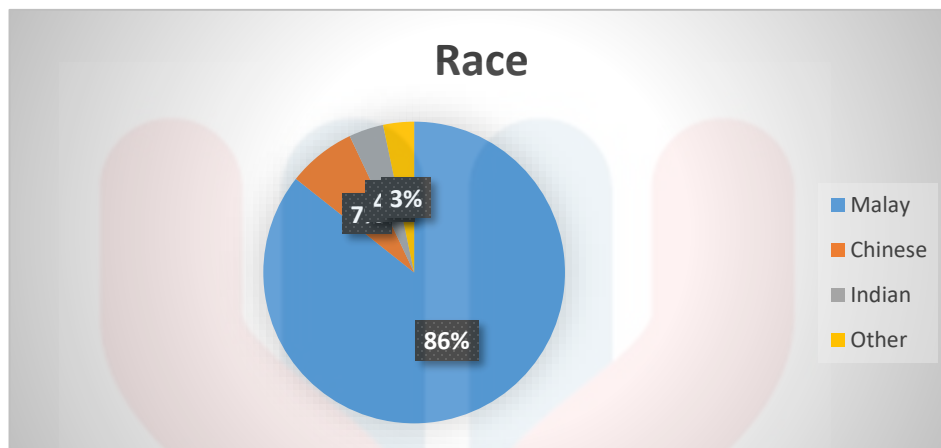
Figure 4.4: The Percentage of Race

The data above shows that the majority of our respondents are Malay. This is because, the Malays achieved a higher percentage compared to other groups, which is 85.4% with a frequency of 257. Next, the second highest is respondents from the Chinese with 22 frequencies and 7.3%. The least is from the miscellaneous people involving *kadazan, iban, malanau* which only has a total number of frequencies of 10 and a percentage of 3.3% where, only a difference of 0.4% between the Indians and the miscellaneous people.

4.3.5 Education level

Table 4.7: The education level of respondents

Education level	Frequency (n)	Percentage (%)
Secondary school	41	13.6
Diploma	64	21.3
Bachelor degree	191	63.5
Master	3	1
Phd	1	0.3
Total	300	99.7
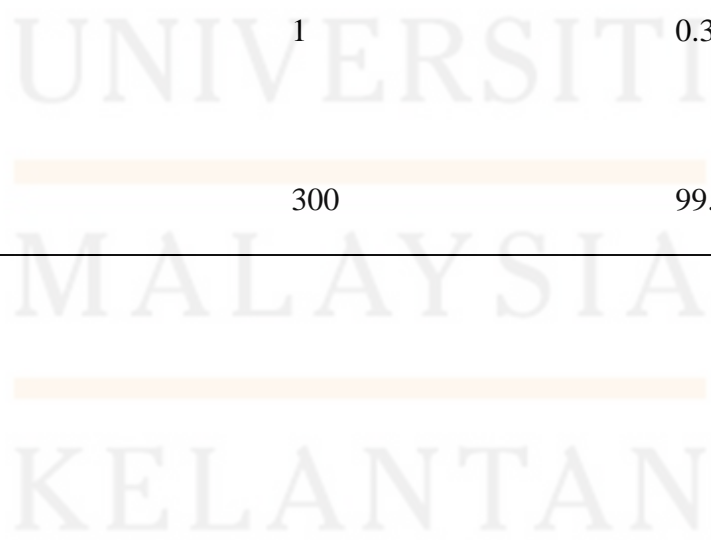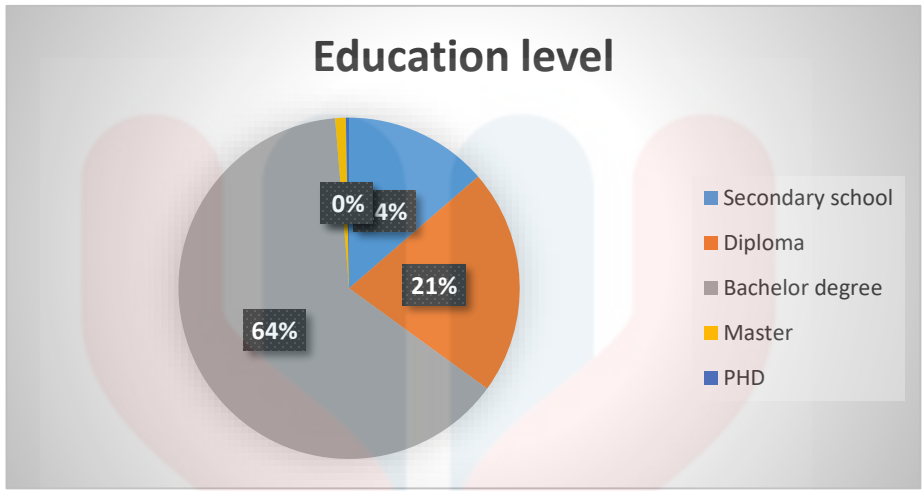
Figure 4.5: The Percentage of Education Level

Based on the data that has been achieved, respondents who study at the degree level are more crowded at 63.5% with a recorded frequency of 191. The second highest is from diploma which is 64 frequencies and 21.3 percentages making the difference with degree is 42.2%. Finally, the least is Masters and PhD with 3 frequencies and 1% per cent as well as 1 frequency and 0.3 per cent which gives a difference between masters and PhD of 0.7% only.

4.4   DESCRIPTIVE ANALYSIS

Descriptive analysis consists of means and standard deviations based on a Five Likert – scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree) were calculated for all measured items of social media influence, food availability and food preferences and factor on food heritage awareness among young generation in Malaysia in the questionnaire. The result of the analysis is shown in the following table:

Table 4.8: Level of Mean

Level	Mean
Strongly agree	4.01-5.00
Agree	3.01-4.00
Neutral	2.01-3.00
Disagree	1.01-2.00
Strongly disagree	0.00-1.00

4.4.1 Social Media Influence (IV 1)

Table 4.9: Descriptive statistics for social media influence.

No	Social Media Influence	Mean	Standard deviation
1	I was influenced by social media regarding heritage food in Malaysia.	4.11	0.986
2	I consumed Malaysian heritage food according to social media.	3.93	1.058
3	I consumed heritage food because social media suggested I should try it.	3.96	1.061
4	I like to consume heritage food because they have gone viral on social media.	3.94	1.105
5	I know a lot about heritage food through social media.	4.08	1.040

The table 4.4.1 show mean and standard deviation for the items used to evaluate the social media influence. There were five questions measured with the highest mean of 4.11 (standard deviation = 0.986) for the NO1 for the statement "I was influenced by social media regarding heritage food in Malaysia". This shows that most of the respondents from the among young generation are strongly agree with the statement related to social media influence in the questionnaire. Otherwise, the lowest mean 3.93 (standard deviation = 1.058) was for the NO2 the statement "I consumed Malaysian heritage food according to social

media". The mean values for the other three items for NO3, NO4 and NO5 were 3.96 (standard deviation= 1.061), 3.94 (standard deviation= 1.105) and 4.08 (standard deviation= 1.040) respectively.

4.4.2 Food Availability (IV 2)

Table 4.10: Descriptive statistics for food availability.

No	Food Availability	Mean	Standard deviation
1	Malaysian heritage food is easily available to me at any time.	4.08	0.977
2	I think Malaysian heritage food is mostly available during festivals.	4.38	0.856
3	I can get Malaysian heritage food almost anywhere I go.	4.00	1.030
4	Easy for me to get Malaysian heritage food.	4.09	0.956
5	It might be difficult to find the ingredients to produce heritage food.	3.89	1.113

The table 4.4.2 show mean and standard deviation for the items used to evaluate food availability. There were five questions measured with the highest mean of 4.38 (standard deviation = 0.856) for the NO2 for the statement "I think Malaysian heritage food is mostly available during festivals". This shows that most of the respondents from the among young

generation are strongly agree with the statement related to food availability in the questionnaire. Otherwise, the lowest mean 3.89 (standard deviation = 1.113) was for the NO5 the statement "It might be difficult to find the ingredients to produce heritage food.". The mean values for the other three items for NO1, NO3 and NO4 were 4.08 (standard deviation= 0.977), 4.00 (standard deviation= 1.030) and 4.09 (standard deviation= 0.965) respectively.

4.4.3 Food Preference (IV 3)

Table 4.11: Descriptive statistics for food preference.

No	Food Preference	Mean	Standard deviation
1	I prefer to consume Malaysian heritage food.	4.20	0.864
2	Compared to western or other kinds of foods, I would rather choose Malaysian heritage food.	4.19	0.975
3	I am likely to eat Malaysian heritage food most of the time.	4.17	0.956
4	I will choose heritage food for my meal.	4.17	0.956

The table 4.4.3 show mean and standard deviation for the items used to evaluate food preference. There were four questions measured with the highest mean of 4.20 (standard deviation = 0.864) for the NO1 for the statement "I prefer to consume Malaysian heritage food". This shows that most of the respondents from the among young generation are strongly agree with the statement related to food preference in the questionnaire. Otherwise, the lowest mean 4.17 (standard deviation = 0.956) was for the NO3 and NO4 the statement "I am likely to eat Malaysian heritage food most of the time" and "I will choose heritage food for my meal". The mean values for the other one item for NO2 was 4.19 (standard deviation= 0.975).

4.4.4 Awareness Food Heritage (DV 1)

Table 4.12: Descriptive statistics for awareness food heritage.

No	Awareness Food Heritage	Mean	Standard deviation
1	I have knowledge about Malaysian heritage food.	4.23	0.905
2	I have learned how to prepare local heritage food.	3.98	1.008
3	I know how to cook some Malaysian dishes.	4.18	0.969
4	I know the food that represent Malaysian heritage food.	4.29	0.830
5	I have knowledge of ingredients in Malaysia traditional food.	4.08	1.010

The table 4.4.4 show mean and standard deviation for the items used to evaluate awareness food heritage. There were five questions measured with the highest mean of 4.29 (standard deviation = 0.830) for the NO4 for the statement "I know the food that represent Malaysian heritage food". This shows that most of the respondents from the among young generation are strongly agree with the statement related to awareness food heritage in the questionnaire. Otherwise, the lowest mean 3.98 (standard deviation = 1.008) was for the NO2 the statement "I have learned how to prepare local heritage food". The mean values for

the other three items for NO1, NO3 and NO5 were 4.23 (standard deviation= 0.905), 4.18

(standard deviation= 0.969) and 4.08 (standard deviation= 1.010) respectively.

4.5   PEARSON CORRELATION ANALYSIS

The Pearson correlation test is one of the important tests statistic that use to measure

the linear relationship between two numerical variables. To analyses the result, there are two

sections in this research which are the dependent variable which is factor on food heritage

awareness among young generation. The independent variable consists of the three factors

which are social media, food availability and preference. The objective of this test is to

determine whether the correlation coefficient is significant, the Pearson Correlation is being

used to indicate accurate measurement.

Table 4.13: Shows the coefficient range, p

Coefficient Range, p	Interpretation, Strength of association
0.91 to 1.00	Very high positive / negative correlation
0.71 to 0.90	High positive / negative correlation
0.51 to 0.70	Moderate positive / negative correlation
0.31 to 0.50	Low positive / negative correlation
0.00 to 0.30	Negligible correlation

4.5.1   Correlation between social media and factor on food heritage awareness among young generation.

Table 4.14: Correlation between social media and factor on food heritage awareness.

	DV	
IV1	Pearson	Significant
	0.627**	.000

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

The table indicates that the relationship between independent variable (social media) and the dependent variable (factor on food heritage awareness among young generation). The first correlation between social media and factor on food heritage awareness among the young generation, the finding shows that p -value is 0.627. According to the strength of association, this figure shows a moderate relationship between independent variable (social media) and dependent variable (factor on food heritage among young generation).

4.5.2 Correlation between food availability and factor on food heritage among young generation

Table 4.15: Correlation between Food Availability and Factor on Food Heritage

	DV	
IV2	Pearson	Significant
	0.714**	.000

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

The table indicates that the relationship between independent variable (food availability) and the dependent variable (factor on food heritage among young generation). The first correlation is between food availability and factor on food heritage among young generation, the finding shows that p -value is 0.714. According to the strength of association, this figure shows a high relationship between independent variable (food availability) and dependent variable (factor on food heritage among young generation).

4.5.3   Correlation between food preferences and factor on food heritage among young generation.

Table 4.16: Correlation between Food Preferences and Factor on Food Heritage among Young Generation

	DV	
IV3	Pearson	Significant
	0.654**	.000

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

The table indicates that the relationship between independent variable (food preferences) and the dependent variable (factor on food heritage among young generation). The first correlation is between food preferences and perspective on food heritage among young generation, the finding shows that p -value is 0.654. According to the strength of association, this figure shows a moderate relationship between independent variable (food preferences) and dependent variable (factor on food heritage among young generation)
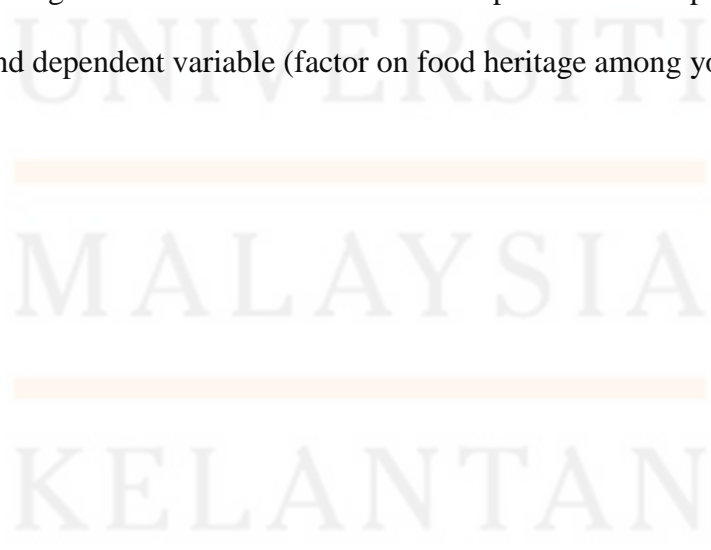
4.6   HYPOTHESIS TESTING

Table 4.17: Result of Hypothesis of Independent Variables

HYPOTHESIS		PEARSON CORRELATION RESULT	
H1 (a)	Social media has a moderate relationship with factor on food heritage awareness among young generation.	$p = <0.627$, $r < 0.01$	Significant Supported
H2 (b)	Food availability has a high relationship with factor on food heritage awareness among young generation.	$p = <0.714$, $r < 0.01$	Significant Supported
H3	Food preferences has a moderate relationship with	$p = <0.654$, $r < 0.01$	Significant Supported

(c)	factor on food heritage awareness among young generation.		

Based on the table above, the hypothesis on significant relationship between the three factors which are social media, food availability and food preferences were tested using Pearson's correlation analysis. The table above indicates that all the hypothesis is accepted at 0.01 significant levels. Each tested hypothesis was obtaining p -value 0.627 (social media), 0.714 (food availability), and 0.654 (food preferences). Among the hypothesis, only one has a high relationship with the dependent variables at 0.714 (food availability) while the other two at 0.627 (social media) and 0.654 (food preferences) have a moderate relationship.

4.7   SUMMARY

This chapter mainly discussed the reliability analysis, descriptive analysis, and Pearson correlation analysis that were employed by researchers to evaluate the data collected. In a pilot study for the reliability test, the dependability of the questionnaire was evaluated. The researcher conducted a pilot study with 30 participants before administering the real questionnaire. To make sure the data in this pilot test was internally reliable, the researcher performed Cronbach's Alpha analysis. According to the range of alpha coefficients for reliability analysis, a value of more than 0.9 is regarded as highly reliable, while a value of less than 0.5 is considered unacceptable.

The closer the value to 1 means the higher the internal consistency reliability of the item. Cronbach's alpha coefficient for Factor on food heritage awareness among young generation in Malaysia is 0.680, which is questionable according to Cronbach's Alpha Coefficient Range Rules of Thumb. Meanwhile, the Cronbach's alpha coefficient for the independent variable for all items Social Media is 0.801, Food Availability is 0.792, and Food Preferences is 0.788 were acceptable because the score result was over 0.70. Because Cronbach's alpha was more than 0.70, it meant that the questionnaire was very reliable and that respondents understood each item thoroughly. As a result, the research can be continued.

The result of descriptive analysis for gender was the female respondent higher than the male respondent which is 65.1 percent (n=196) while the respondent for male is 34.6 percent (n=104). The difference between male and female respondents is as many as 92 people. The result for age showed that the highest number of respondents were from the age of 21 to 23 years old with 47.7 percent (n=47.5). The lowest number of respondents were from the age of 18 to 20 years old with only 9.3 percent (n=9.3). For marital status, the result

showed that the majority of respondents were single, which is 80.7 percent (n=243). The result for the race was shown that the majority of the respondent was Malays with 85.4 percent (n=257). The majority of the respondent were bachelor's degrees which contains 63.5 percent (n=191).

The highest mean of descriptive analysis for social media influence was 4.11 in question one of social media influence the lowest mean 3.93 was in question two. The result of descriptive analysis for the second independent variable which is food availability was shown the highest mean of 4.38 for question two. Otherwise, the lowest mean with 3.89 was for question five. The result of descriptive analysis for food preference was the highest mean of 4.20 for the item food preference was in question one. Otherwise, the lowest mean with 4.17 was for food preference in question three and four. The highest mean for awareness food heritage which is a dependent variable for this study was 4.29 for an item in question four. Otherwise, the lowest mean with 3.98 was in question two.

The first for Pearson Correlation Coefficient between social media and factor on food heritage among young generation, the result shows that p-value is 0.627. According to the strength of association, this figure shows a moderate relationship. The correlation coefficient for food availability and factor on food heritage among young generation is 0.714, which is high relationship according to the strength association. Finally, a correlation coefficient of 0.654 between food preferences and factor on food heritage among young generation is seen as a moderate relationship.

CHAPTER 5

CONCLUSION

5.1   INTRODUCTION

This chapter will discuss the recapitulation of research findings, limitations that were carried out during the research, recommendations and conclusions. This chapter will summarize the findings and discussion needed for the research questions based on the analysis that the researcher made earlier. The researcher also highlighted some recommendations for further research that can help serve as a reference to them.

5.2 RECAPITULATION OF THE STUDY FINDINGS

Table 5.1: Recapitulation of the Study Findings

	Research Objectives	**Research Questions**	**Findings**
1	To examine the local food heritage awareness in Malaysia among young generation	What is local food heritage awareness in Malaysia among the young generation?	Social media statistically had a significant moderate relationship and has influence the perspective on food heritage awareness among young generation
2	To examine the extent of knowledge of the young generation on heritage food awareness	What is the extent of knowledge of the young generation on heritage food?	Food availability statistically had a high relationship and has influence the perspective on food heritage awareness among young generation

3	To examine the factor of awareness of food heritage	What is the factor of awareness of food heritage?	Food preferences statistically had a moderate relationship and has influence the awareness on food heritage among young generation.
4	To determine most critical factor that influence perspective on food heritage among young generation	Which is the most critical factor that will influence the perspective on food heritage awareness among young generation	The factor food availability had a statistically significant high relationship and significantly influences the perspective on food heritage awareness among young generation.

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5.2.1 Social media and Factor on Food Heritage Awareness among Young Generation

The reliability analysis showed the five (5) items that were used to measure if social media influence was acceptable with Cronbach's Alpha value of 0.801. the result from Pearson's Correlation analysis showed that there was a significant relationship between social media and factor on food heritage awareness among young generation with p = 0.627 at a significant level r <0.01. Therefore, hypothesis 1 (H1) was supported as there was a significant relationship between social media influence and factor on food heritage awareness young generation.

5.2.2 Food Availability and Factor on Food Heritage Awareness among Young Generation

The reliability analysis showed the five (5) items that were used to measure the food availability was acceptable with Cronbach's Alpha value of 0.792. The result from the Pearson's Correlation analysis showed that there was a statistically significant high relationship between food availability and factor of food heritage awareness among young generation with p = 0.714 at the significant level of r < 0.01. Hence, hypothesis 2 (H2) was supported as there was a significant relationship between food availability and perspective on food heritage awareness among young generations.

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5.2.3 Food Preferences and Factor on Food Heritage Awareness among Young Generation

The reliability analysis showed the four (4) items used to measure the food preferences was acceptable with Cronbach's Alpha value of 0.788. The result from the Pearson's Correlation analysis showed that there was a statistically significant moderate relationship between food preferences and factor of food heritage awareness among young generation with p = 0.654 at the significant level of r < 0.01. Hence, hypothesis 3 (H3) was supported as there was a significant relationship between food preferences and factor on food heritage awareness among young generation.

5.2.4 The Most Critical Factor that Influence Factor on Food Heritage among Young Generation

Based on the result above 5.2.1 to 5.2.3 and the table above of summarization of the research objective, research question and findings, the researcher know the factor which is food availability is the main factor that will influence factor on food heritage awareness among young generation. The result for the reliability analysis with the Cronbach's Alpha value of 0.792. The result for the hypothesis testing shown p = 0.714 at the significant level r < 0.01. Hence, the hypothesis is accepted as there is a high relationship between the factor food availability and factor on food heritage awareness among young generation.

5.3   LIMITATIONS

Limitation is the possible flaws that are strongly associated with the chosen research design and the methods of the data analysis (Theofanidis, & Fountouki, 2019). The researchers have highlighted several limitations faced throughout this study. Throughout the progress in conducting this research study, there are several limitations that have been encountered and identified and it is important to point out to give benefits and convenience for other researchers to acknowledge and make an improvement.

The first limitation that has been discovered is the lack of previous studies in the research area. This research only focuses on the results from factor on food heritage awareness among young generation. This research discussed on how social media influence, food availability and food preference factor on food heritage. Therefore, loss of interest, lack of early exposure to heritage foods and glorification of foreign foods are considered contributors to the extinction of heritage foods. In addition, the younger generation is found to glorify foreign food more, so they do not know and know less about the heritage food available in Malaysia.

The second limitation is what the researcher only studies the younger generation whose age is limited. This is because the number of respondents to meet the required amount is quite difficult. the younger generation may not be interested in heritage foods found in Malaysia. In addition, this group may also be busy with daily tasks so that they do not have the opportunity to answer our research questions. For recognition, the next reviewer needs to increase the population of respondents where possible they can do research regardless of

age, because it is not necessarily only the younger generation who lack perspective on heritage food, even the older age group will also lack knowledge about this matter. This can help them obtain more and efficient data.

5.4   RECOMMENDATIONS

We have suggested two things, namely future research and the role of IT and interested parties in influencing the awareness of heritage food to the current generation.

5.4.1   Recommendation for future research

The first recommendation is that the study of factor on food heritage awareness among young generations can be further developed in the future. This is because, not many studies have been conducted on the topic of food heritage awareness among young generations. In addition, the topic of this study can be developed by studying other generation groups other than generation z. This is because, the older generation plays an important role in passing on their knowledge about food heritage to the younger generation so that they are more familiar with the food heritage of their ancestors. So, it is important for us to know the level of awareness about heritage food from other age groups. Other than that, researchers can study awareness of other cultural branches apart from heritage food. For example traditional clothes, traditional games. This is because, not only is the issue of heritage food increasingly marginalized, but also other elements within the scope of culture are increasingly forgotten. Therefore, it is important for researchers to study awareness of other cultural elements. In addition, in the future also reviewers can develop more studies by examining factor on food heritage awareness in other countries other than Malaysia. This is because, every country has their own food heritage therefore, so it is relevant for reviewers to study the level of awareness of the younger generation in other countries towards their food heritage. Because it is said that the Japanese country is very proud of their heritage

food, is there, with modernity and rapid globalization, the young generation there still recognize their heritage food? Finally, the researcher can do more specific research on the factor on food heritage awareness towards every races in Malaysia. This is because, every race also has their own heritage food so it is relevant for the reviewer to study the level of awareness towards heritage food based on the additional community as well, this topic of study still does not exist.

5.4.2 Recommendation for social media roles and interested parties

We recommend that social media be used to further commercialize heritage foods. This is because social media is now very synonymous with everyone, especially the young generation. Everyone has social media and gadgets. Furthermore, social media is more easily spread and easy to be accessed by many people therefore, promoting heritage foods on social media is relevant. For example, nowadays the TikTok application is very popular. The application is used by everyone regardless of race and age. Because of that, stakeholders such as the government and even the individual community should equally shoulder the responsibility in promoting and preserving heritage food. They can use the visual platform TikTok to create content about heritage food (educational videos). This way can attract the attention of many people to know and learn about heritage food in Malaysia. The government's role is also important in promoting and preserving heritage food in Malaysia. We suggest that more cultural programs be implemented, especially in the modern age which is dominated by modernity and westernization, therefore, it is relevant to hold many cultural programs so that the current generation still knows the culture of their ancestors. The community should sell and promote heritage and local foods as opposed to selling and promoting foreign foods. This is because, so that the current generation does not only consume and like outside food. Innovations in heritage food can also be held to make the food more interesting and therefore able to attract many people to try it. The role of parents and family members is also important in providing information and introducing heritage foods to children from an early age. In addition, teaching them how to prepare heritage foods and parents who consume heritage foods at home can influence children's food choices. This

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is because, children are shaped by the way their parents raise them as well as their tastes. Children whose tongues have become accustomed to local food will prefer heritage food over foreign food because it suits their taste.

5.5   CONCLUSION

The conclusion of this chapter, the researcher aims the study's objectives to solve the problem in this study. This study examines the relationship among the variables of social media, food availability, and food preferences that influence the factor on food heritage awareness among young generation in Malaysia. The researcher planned to investigate the relationship of each element in the independent variables to the dependent variables. There had 300 respondents who took part of this study through the online survey method. The data have been collected and analyse by SPSS software version 27 based on descriptive statistic, reliability analysis, and correlation analysis. From the result of the reliability analysis, the overall variables were 0.801, 0.792, and 0788. Therefore, the result shown is reliable and it can be accepted in this study. The research is to know the relationship between social media, food availability, and food preferences that influence the factor on food heritage awareness among young generation in Malaysia. The result of the research objectives which is examine the relationship between social media, food availability, and food preferences that influence the factor on food heritage awareness among young generation in Malaysia is accepted.

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