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# **CONSUMER ACCEPTANCE TOWARDS INNOVATION IN MALAY TRADITIONAL FOOD**

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## LIST OF SYMBOLS AND ABBREVIATIONS

<b>Abbreviations</b>	
DV	Dependent variables
IV	Independent variables
JWN	Department of National Heritage
SPSS	Statistical Package for Social
WHO	World Health Organization

## ABSTRACT

The study examines consumer acceptance toward innovation in Malay traditional food and to find out the relationship between attitude, perceived authenticity, and perception of consumer acceptance. A survey was conducted using questionnaires, involving 384 respondents who consume Malay traditional food. Descriptive and correlation analyses were used to analyze the data obtained. Findings revealed that the three variables are significantly related to consumer acceptance attitude showed the strongest relationship while perception showed the weakest relationship with consumer acceptance. Implications and recommendations were provided for future researchers in line with the study.

**Keywords: Consumer acceptance, traditional food innovation, attitude, perceived authenticity, perception**

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## ABSTRAK

Kajian ini mengkaji penerimaan pengguna terhadap inovasi dalam makanan tradisional Melayu dan untuk mengetahui hubungan antara sikap, persepsi keaslian, dan persepsi penerimaan pengguna. Tinjauan telah dijalankan menggunakan borang soal selidik, melibatkan 384 responden yang mengambil makanan tradisional Melayu. Analisis deskriptif dan korelasi digunakan untuk menganalisis data yang diperoleh. Dapatan kajian menunjukkan bahawa ketiga-tiga pembolehubah tersebut mempunyai hubungan yang signifikan dengan sikap penerimaan pengguna menunjukkan hubungan yang paling kuat manakala persepsi menunjukkan hubungan yang paling lemah dengan penerimaan pengguna. Implikasi dan cadangan telah disediakan untuk penyelidik akan datang selaras dengan kajian.

**Kata kunci: Penerimaan pengguna, inovasi makanan tradisional, sikap, persepsi keaslian, persepsi**

## CHAPTER 1

### INTRODUCTION

#### 1.1 INTRODUCTION

Chapter 1 would describe some aspects of the research such as the background of the studies, problem statement, researched questions, researched objectives, the scope of the studies, the significance of the research, definition of terms, and a summary at the end of the chapter. This research project might go into specifics about the researcher's main objective, which was about consumer acceptance towards innovation in Malay traditional food.

## 1.2 BACKGROUND OF STUDY

Malaysia was noted for its multicultural, ethnic diversity, and spirituality. Ismail (2021) indicated that Malaysia's cultural legacy was authentic, unique, and colourful with various national cuisines of a distinct group in the country. Therefore, Malaysians may be justifiably proud in terms of their numerous aspects of food. According to Ramli (2017), food was having meaning as a marker for identity regardless of geographical, social, and political distinctions between groups. Food identity appeared to contribute to the prosperity, worldwide recognition, and name of a rural favourable economic effect (Hassana et al., 2020). Without a shared identity, a nation would have an unclear and contradictory identity as a result of a lack of consensus, which generates a negative image and had a bad influence on the social integration within a country (Ramli et al., 2017). Due to that, each culture, ethnic group, or community had its own specific traditional food cuisine, notably in Malay traditional.

Generally, Malay traditional food may be categorized broadly based on region. In region stated of Penang, Perlis, and Kedah was similar to blazing scorching spicy, and bitter flavour (Muhammad et al., 2016). For instance, one of the most popular meals in the northern states was laksa. Rahman (2010) acknowledged Gulai Tempoyak and rendang as two trademark traditional cuisines commonly offered in Perak and Pahang, either for regular meals or at festival celebrations. On the other side, the cuisines of negeri Sembilan were heavily inspired by the Minangkabau of west Sumatra. According to nor et al. (2012) dishes such as 'Masak lemak Cili Api' choices of considerable use of thick coconut milk and spicy were the corrected representations of its cuisine's heritage.

Furthermore, the dietary characteristics of Sabah and Sarawak were equal in terms of strength, spice, and aroma, as evidenced by the preparation, cooking methods, availability, and applications of ingredients liked ginger, turmeric, chilies, lemongrass, and dried shrimp paste, and many others (Evaland, 2011). According to Muhammad (2015), most of today's younger generations were more exposed to ready-made or convenience foods such as fast food and which may damage the sustainability and property of the standard traditional food itself. Tradition or traditional food defines the peoples, and their various cultures were the food that was enjoyed by completely distinct generations and was passed down and line with its region or locality (Rahmat et al., (2021). According to Rahmat, Ramlan, Ghazali and Ngali (2021) the identities and authenticities to each culture, race, religion, and country, traditional food was also seen as a middle of one's cultural identity when compared to others, which could be distinguished by the origin, belongingness, and components of the preparation depending on where it came from. According to Ivanova (2014) acknowledged traditional food was often produced utilizing products that were readily available in the surrounding region.

According to Rahman (2018) in terms of aspects of traditional cooking equipment and utensils, a typical Malay kitchen was equipped with Lesung batu (a mortar and pestle) and batu Giling (a hand grinder made of stone) for food preparation. When compared to the use of contemporary technology such as blenders and food processors, the use of Lesung batu and batu Giling was thought to provide a distinct flavour to the dish. For instance, the far-famed sambal Belacan or shrimp paste sambal was claimed to taste better when made using mortar and pestle instead of using an electronic blender (Raji et al., 2017). However, Zahari (2011) explained in his studied regarding the levelled of alteration of ethnic's native food in Sarawak, that food alteration had caused several changes in their food preparation, equipment, ingredients, processing methods as well as

the existing eating decorum and other related matters in traditional food. As indicated by Abdullah & Azam (2021) preparing traditional food from scratch typically requires a significant amount of time, effort, and, in general, a relatively high cost owing to the variety of ingredients, which people nowadays prefer to avoid. Innovation was inextricably linked to the material of tradition and most Malay traditional food, if not all, could endure the stage of innovation sooner or later.

Due to technological advancements, the consumption of Malaysian traditional foods was rapidly declining in this era of globalization. According to Dogan (2015) , innovations in traditional food entail improving the product, process, and distribution of traditional food in ways similar to non-traditional food, while maintaining the natural food identity of traditional food products such as usual, familiar, authentic, typical, and inherited. As a section of traditional food, it was difficult to develop Malaysian cuisine as a distinct character. According to Ismail (2013), the technological advancements and the development of ready-made items had resulted in a whole new evolution in the preparations of traditional Malay food in large quantities. For example, the design generation of a brand-new nasi lemak preparation and packaging nasi lemak had been innovated to instant paste nasi lemak. Indirectly, the taste and flavour, appearance and form, the texture of product and ingredients of innovative traditional food products faced serious challenges in preserving their cultural and authentic values.



Figure 1.1: Instant Paste *Nasi Lemak* is one of the famous Malay cuisines that has been transforming and innovating ready-to-eat meals as the ultimate time-saver, fast, and fuss-free for modern people's lifestyles.

Therefore, the purpose of this study was to examine the consumer acceptance of innovation in Malay traditional food in Malaysia. It was critical to investigate how consumer acceptance of the new globalized food innovations; the findings of this studied were critical in determining the authenticity of Malay traditional food for the next generation.



### 1.3 PROBLEM STATEMENT

Traditional foods played a significant role in the dietary habits of a wide range of populations, including those of advanced communities today (Vanhonacker et al., 2013). Thus, it was vital to consider the idea of tradition and innovation about traditional foods from the perspective of Malaysian consumers to analyse both concepts in a meaningful way. In the last decades, traditional foods were becoming increasingly popular among food manufacturers and government agencies alike. Like any other food industry, the traditional food sector must constantly innovate and develop its products to keep or extend its market share and profitability (Vanhonacker et al., 2013).

According to Guerrero (2016), it was critical to understand how innovations were recognized, their image, and the academic success that many essential ideas may experience to manage innovation effectively. Furthermore, it was vital to comprehend these concepts to understand better the impact that various innovations may have on traditional foods. Whenever it comes to food, culture could be considered one of the most potent variables when describing individual attitudes and behaviours (Guerrero et al., 2016). Consumption of food was strongly associated with ethnic identity in general. However, due to the influence of information technology, the younger generation in Malaysia had rapidly abandoned the practice of traditional cuisine. Many of them may be familiar with traditional foods but may be unfamiliar with their preparation methods (Florida et al., 2012). Additionally, there was a lack of qualified traditional food practitioners, particularly older generations, capable of passing on their knowledge and competence to the next generation.

The success or failure of innovation could be multifaceted and influenced by various factors, including culture, resistance to new products, ethnocentrism, economic and social factors, and others (Salgado-Beltran et al., 2018). In terms of consumer attitudes according to Abdullah & Nor Azam, (2021) studies proved that most of them were positive towards innovation in traditional food products. However, acceptance was contingent on innovation that strengthened the traditional qualities; for example, a label that assures the ingredient source or again benefits that compensate for or eliminates unwanted traditional characteristics, such as fat content reduction. (Abdullah & nor Azam 2021). As a result, consumers usually had unfavourable views about an innovated traditional food product and a poor perception of their flavour, nutritional value, and healthiness (van der horst et al., 2011).

perceived authenticity also played a major role in determining consumer acceptance towards innovation in Malay traditional food. According to Abdullah & nor Azam (2021), food authenticity was defined as the genuineness and uniqueness of food in various ways. Moreover, it played a critical role in expressing a community's culture, familial identity, and tradition. Among these 'personal' traits were the consumers' knowledge expansion and comprehension of what made food authentic. Despite countless efforts to maintain the authenticity of traditional cuisine, consumer demands needed the firm to incorporate a more sophisticated and modern touch. Nevertheless, they continued to preserve the traditional character of foods despite the shifts in food consumption brought about by revolution and industrialization to ensure that the food tastes 'correctly.' (Abdullah & Nor Azam, 2021). However, consumers also needed more nutritional, healthier, and more convenient items. As a result, innovation became critical to meeting consumer demands. (Guiné et al., 2021).

According to Cardello (2003), consumer perceptions of the characteristics of food innovation were the main causes of consumer acceptance of food innovation that was happening today, as they affect both the perception of risks and benefits of innovative food products. According to some researchers, several factors had influenced consumer perceptions of innovative food products in recent years (amin, 2011; Connor et al., 2010; Siegrist, 2008; stampfli & Siegrist, 2005).

According to Guerrero (2009), traditional food innovation may be considered as an upgrade to safety and health qualities; nevertheless, it has not been appreciated and accepted by all traditional food sector organizations (Gellynck & Kuhne, 2008). Developments or innovations in traditional foods give rise to various consumer perceptions within the context of product development innovation in the food industry. Food innovation has given rise to some perceptions especially from consumers where there are previous studies that have identified several factors that influence the perception of food innovation (Amin et al., 2011; Connor & Siegrist, 2010). Among consumer perceptions such as knowledge or moral concerns, and social systems in which innovations are introduced (Ronteltap, 2007), perceptions in terms of health (Connor & Siegrist, 2010; Verbeke, 2005), are like any innovation on this traditional food will benefit for health or not to the consumers.

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#### **1.4 RESEARCH OBJECTIVES**

1. To examine the relationship between perceived authenticity toward consumer acceptance of innovation in Malay Traditional food.
2. To examine the relationship between attitude toward consumer acceptance of innovation in Malay Traditional food.
3. To examine the relationship between perception toward consumer acceptance of innovation in Malay Traditional food.

#### **1.5 RESEARCH QUESTIONS.**

1. Is there any relationship between perceived authenticity towards consumer acceptance of innovation in Malay traditional food?
2. Is there any relationship between the attitude towards consumer acceptance of innovation in Malay traditional food?
3. Is there any relationship between perception towards consumer acceptance of innovation in Malay traditional food?

## **1.6 SIGNIFICANCE OF THE STUDY**

This research provided information on consumer acceptance of innovation in Malay traditional food. This studied also examined the level of consumer acceptance through the attitudes, perception, and perceived authenticity of consumers' acceptances towards Malay traditional food innovation.

### **1.6.1 To the Consumers**

This research paper could provide information to future consumers about the innovations that occurred on the authenticity of Malay traditional food. Innovations to Malay traditional food may exist without diminishing the conventional image or vice versa. Therefore, this study would show consumer acceptance of innovations that had a good or bad impact through the reactions of other consumers in evaluating the innovations that had occurred to Malay traditional food. This researched paper could also provide an overview to future consumers about the characteristics and nature of Malay traditional food that had changed in line with the passage of time and the improvement of living standards in this modern age.

### **1.6.2 To the Researcher**

This research paper would help researchers to find out how consumer acceptance through attitudes, perceived authenticity, and perceptions of Malay traditional food had been innovated. Following that, this research would allow researchers to identify significant features of consumer acceptance related to the state of traditional Malay food innovation toward acceptance, that had yet to be investigated by many researchers. Future researchers may benefit from this journal article topic.

### **1.6.3 To the Food and Beverage Industry**

This research paper was important to the food and beverage industry as it would provide insights into the industry toward consumer acceptance of Malay traditional food innovations. Since the minds of consumers could get new opportunities have been filled by certain products, companies that innovate traditional foods would fail if the market failed to embrace those innovations.

## **1.7 DEFINITION OF TERM**

### **TRADITIONAL FOOD**

Food means everything or something that could be eaten, while traditional came from the basic word tradition which means a habit that remains hereditary, and traditional could also be termed as something that was in nature or according to tradition. Conceptually, traditional food was food that had become a practiced and integrated into the life of a community (Ruhaizan Sulaiman & Ilham Salleh, 2010).

### **INNOVATION FOOD**

According to Abdullah & Azam (2021), the definition of innovation in traditional food was the assimilation of new concepts on traditional food products by enhancing the product's perceptual characteristics including the improvement of traditional quality, cutting up the content of fat, distinct packaging, withdrawing the unnecessary flavour, upgrading the product presentation have been more authentic and selling the product through vending machines to create a new facet of the traditional food product.

## **ATTITUDE**

According to Perrotta (2021), the attitude was defined as a cognitive-behavioral structure oriented towards the subject of the attitude, constituted by three elements: cognitive, emotional, and behaviour. It would be helped to identified consumers' attitudes towards innovative food as well as perceived and accepted changes in the food and the conditions for purchasing innovative food (Perrotta et al. 2021).

## **PERCEIVED AUTHENTICITY**

According to Zhang (2019), the meaning of authenticity was the genuineness, honesty, or sincerity of an object. Ozdemir and Seyitoglu (2017), stated that expectations could be considered as the dominance of food authenticity which was described as the genuine and originality of food in several aspects. In addition, food authenticity could be regarded as the genuineness of local food which was specific to a place and a kind of description of local culture. Authenticity was one of the most important aspects of the food tourism experience (Zhang et al., 2019).

## **PERCEPTION**

Perception indicates that relative advantages, naturalness, novelty, and discomfort were the most important driving factors of the innovation-related perceptions of the food



product (Albertson, 2020). Plus, it was having a strong positive and highly significant impact on consumer perceived value, respectively a strong negative and highly significant impact on the consumer perceived risk.

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## 1.8 SUMMARY

This chapter describes the consumer acceptances towards innovation in Malay traditional food from different aspects. These aspects were attitudes, perceived authenticity, and perception. The researcher must identify these positive and negative acceptance factors to determine the studies needed. Even though innovated Malay traditional food was now so typical and widely consumed by people, there were still differences that would determine the acceptance of it among the public.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

This study determines consumer acceptance towards innovation in Malay traditional food. This chapter discussed the critical review of independent variables and the critical review of the dependent variable of the study. This discussion started with the attitude towards innovation in Malay traditional food, followed by the perceived authenticity towards innovation in Malay traditional food, and perception towards innovation in Malay traditional food and the dependent variable of the study which was the consumer acceptance towards innovation in Malay traditional food. Furthermore, the relationship between the independent variables and the dependent variable had been explained more with a conceptual framework and hypothesis. All the discussion were concluded in the summary.

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### 2.1.1 TRADITIONAL FOOD

Malaysian traditional food is food that the Malays have brought with them since ancient times. Traditional foods include *ketupat Palas*, *Lemang*, and other delicacies. The Malaysian National Heritage Department has designated this Traditional Cuisine as a traditional Malay food (National Heritage Department, Malaysia, 2019).

According to Aziz and Awang Pawi (2017), there is no clear definition of Malay foods, and most of the food that has been portrayed as Malay foods is a hybrid version of Malay foods. Malay foods have lost much of their cultural characteristics. The Malays are increasingly concerned that their cultural and culinary history would be perceived adversely by the public. Therefore, it is being perceived as something to preserve intact for future generations (Guerrero, 2016).

Traditional foods have been a critical part of dietary patterns since time immemorial, as is well known. According to Trichopoulou (2007) traditional foods are in high demand, located in Asian countries. The impact of global warming has now encouraged the production of enormous quantities of uniform and inexpensive food. The increased demand is consistent with the general positive image of consumers toward traditional foods (Almli et al., 2011).

### 2.1.2 TRADITIONAL FOOD INNOVATIONS

Traditional and innovations are two distinct generalities that are delicate to attune, especially in this period of further educated consumers (Kuhne, 2010; Guerrero, 2012). To resuscitate a product, different perspectives on product packaging, innovative product groups-formulation of product immolations-positioning of being particulars, and line connections must all be delved into (Winger & Wall, 2006). Although food invention entails altering goods, procedures, and distribution routes, as well as pursuing new requests (Brewin et al., 2009).

However, the goal of innovations is to supply benefits to consumers. The extent to which a benefit is perceived relevant to a consumer, or a consumer segment will thus decide consumer acceptance or rejection of the innovation (Vanhoenacker et al., 2013). In general, the acceptability of an invention is determined by both the innovation and the carrier product to which it is applied, particularly in the food industry (Guerrero et al., 2016). According to Youn and Kim (2017), innovation in traditional food may ensue based on factors such as the need and demand for safety and preservation to keep quality and supply food that is simple to produce.

## **2.2 DEPENDENT VARIABLE**

A dependent variable is a logical process that starts with a fact, connects that truth to a specific situation (resulting in a second piece of evidence), and then derives definite predictions about that case or the effect value is reliant on changes in the independent variable. As a result, the purpose of this research is to investigate consumer acceptance of innovation in Malay traditional food.

### **2.2.1 Consumer Acceptance Innovation Malay Traditional Food**

Food-related decisions can be difficult to describe since they are frequent, multidimensional, situational, dynamic, and complex (Sobal & Bisogni, 2009). Furthermore, consumer opinions about food products and food manufacturing technology have an essential role in explaining consumer food choices (Ares & Gámbaro, 2007; Bruhn, 2007; Vassallo et al., 2009).

Nowadays traditional foods have experienced some form of innovation. This could be owing to the necessity for preservation and safety, such as pasteurization and functional packaging (Ronteltap et al., 2007), or it could be related to the industrialization of production processes. The examples will be given to emphasize the point is a new method of working is a fortunate alteration in the recipe and a steadily growing health innovation.

In the context of food products, consumer perceptions of quality are complicated, and they are often influenced by many features of constructions, causing adequate

evaluation construction (Asshidin et al., 2016; Khan, 2019; Zhang et al., 2019). As a result, because the effect of differentiation will be different than planned, it is critical to change the evaluation according to the nature of the unique product. From the standpoint of food innovation, the type of innovation used for traditional food products has a considerable influence on the level of acceptance. Traditional food companies should be particularly careful about the sensory modification of traditional food products because any change in sensory properties, regardless of its potential benefits, can reduce the value and acceptance of innovated traditional foods (Kallas 2018).

According to Barena (2015), consumer decisions of the selection of traditional food innovations are based on different age structures, with generation y having a high acceptance of innovated traditional foods. Younger consumers are more likely to value the properties of innovative food, and its characteristics are thought to have a greater impact on their personality (Baregheh et al. 2014).

## 2.3 INDEPENDENT VARIABLES

### 2.3.1 Attitudes

Attitudes refer to behavior that describes a person's personality when in a situation that requires a response in a matter. According to studies, a person's attitude is judged in either a favourable or negative light depending on their traits. Fishbein and Ajzen (1975), mentioned that according to the already traditional definition, we can describe attitudes as the taught tendency to respond in a consistent good or poor way concerning a particular object (Fishbein & Ajzen, 1975).

According to Abdullah and Nor Azam (2021), the majority of them were in favour of traditional food product innovation. However, acceptance on the other hand was conditional on innovation that strengthened the traditional qualities. For instance, a label that guarantees the source of an ingredient or benefits that compensate for or eliminates undesirable traditional qualities, such as fat content decreases (Abdullah & Nor Azam, 2021).

The trade-off between individual costs and benefits of innovation, on the other hand, is a significant component in attitudinal models of innovation adoption, since it contributes to the key attitudes that determine consumer acceptance or rejection (Frewer, 2003). Nonetheless, according to Siegrist (2008), these two qualities cannot be reduced to determining criteria of consumer acceptance of new food products. For example, whether a consumer accepts or rejects a new product meal is determined by their willingness to buy or pay, a positive attitude, desire to use, or general acceptability



(Bearth & Siegrist, 2016). Learn about acceptance and how it can be established in each phase using different acceptance models such as assessment acceptance, attitude acceptance, action acceptance, and performance acceptance (Wiedmann, 2018).

As a result, the trade-off between a person's perception of the costs and benefits of innovation is crucial, as it determines relevant attitudes about the innovative product (Bredahl, 2001; Frewer, 2003). Based on his or her initial impression in the evaluation phase, the individual next generates favourable or unfavourable concepts or attitudes about the new product (attitude acceptance) (Rogers, 2003). Following Rosenberg and Hovland's (1960), consumer evaluative response classification, the affective attitude component accounts for the emotional evaluation of an object while the cognitive attitude component accounts for perceptual responses and verbal statements of beliefs about a specific object and combining these two components in the attitude phase.

### **2.3.2 Perceived Authenticity**

Abdullah and Azam (2021) stated that food authenticity is described as the genuine and originality of food in several aspects. It is also a significant component in representing a community's culture, family identity, and tradition (Hamzah et al., 2013). One of the most crucial parts of the food tourism experience is authenticity.

An authentic food experience is a cultural phenomenon in which chefs, restaurants, recipes, and meals are evaluated in ways that allow tourists to become immersed in the local culture and spirit (Zhang et al. 2019). For food tourists, authenticity is important due it is incorporated in cooking methods and unique food (Sims, 2009).

Local food exhibits traditions, legends, myths, and symbols as an expression of destination cultural attractions which in turn binds local food authenticity. According to Chang (2010) tasting local food is a practical approach to learning about a new culture and can reveal information about what locals eat, how they cook their food, and how the food tastes. This sensory cultural exploration gives the consumer an authentic experience. As a result, one of the products that convey authenticity and a sensory expression of local culture and tradition is local food, which could serve as a resource for a consumer seeking such authenticity in their experiences (Robinson, 2014).

According to Asshidin (2016), authentic ingredients influence most people's expectations of authenticity when it comes to the various qualities that define traditional and ethnic food. The food ingredients provide a substantial contribution to traditional food since they include nutritional content that is important in consumer daily food consumption. The use of locally available ingredients will have a significant impact on consumer perceptions of food authenticity (Fajans, 2006). It is the assumption that these distinct and or familiar characters promote authenticity impressions and increase preferences for authentic eating experiences. Furthermore, Akhoondnejad (2016) stated that perceived authenticity has an impact on perceived quality and satisfaction. 7 elements influence consumer eating expectations for local food: staff quality, sensory appeal, food originality, local service scape, food authenticity, food familiarity, and food diversity (Wijaya et al., 2017). This shows that consumer expectations of food authenticity include food quality, food service, and the physical setting, all of which must be met for the consumer to be satisfied with the local cuisine experience.

### 2.3.3 Perceptions

Perception is based on the stimulation of receptors in our sensory system combined with the retrieval of memory content (Scholderer, 2010). Whereas according to Robbins (2003), perception is a process taken by everyone to organize and interpret the sensory effects possessed to understand the meaning and the surrounding environment. The main drivers of perception include the sensory nature of the product, individual genetics (Lunde et al., 2012), physiological characteristics (Dnella et al., 2011), consumer memory of previous eating episodes, and familiarity with the product (Puumalainen, Nykopp & Tuorila, 2002), and the context of nutrition whether consumption occurs alone or commentary.

Consumer perceptions of traditional foods and modern forms of food can be studied in a country with many traditional foods and recent major changes in its society's lives (Larasatie & Frost, 2018). Five significant critical aspects can influence perceptions of innovation and the acceptance process, including relative advantage, naturalness, novelty, belief in norms, and discomfort (Levke Albertsen, 2020). Other research on the relative benefits of food innovation has also highlighted the significance of this element (e.g., Frewer et al., 1998; Joseph et al., 2015). Natural characteristics are significant predictors of people's attitudes (e.g., Connor & Siegrist, 2010; Siegrist, 2008). Without segmentation, consumers often agree on which product perceptions are classic products and which they see as more original and real. Furthermore, not all changes in food production are well received by consumers, which may be especially crucial for traditional culinary specialties (Larasatie & Frost, 2018).

Consumers are generally open to innovation in conventional food products, according to Vanhonacker et al., (2013). Furthermore, not all changes in food production are compatible with consumer perceptions of acceptability, which is especially true for traditional food product specialties (Larasatie & Frost, 2018). According to Almlí et al., (2011) European consumers have some trouble purchasing and preparing traditional meals to enjoy the specific taste, quality, appearance, nutritional value, health, and safety. Next, the perception and acceptance of technologically sophisticated foods and products are also influenced by social ideas or beliefs in rules (Albertsen, Wiedmann, & Schmidt, 2020). This impact has also been demonstrated in previous investigations (e.g., Bearth et al., 2014; Frewer et al., 2011; Siegrist et al., 2007).

When introducing new local cuisines, Stolzenbach et al., (2013) suggested using a moderate and progressive approach with rising levels of product novelty to allow for the establishment of habits and therefore gradually boost potential acceptability and positive emotional impact on user perception. Consumer views of innovation can be predicted by five fundamental factors: relative advantage, naturalness, novelty, belief in norms, and discomfort (Wiedmann et al., 2020). In research on food innovation, the impact of relative advantage has been established (Frewer et al., 1998; Joseph et al., 2015). From a business standpoint, according to Larasatie & Frost (2018), neglecting consumer preconceptions when designing modern traditional meals can lead to market failure. Furthermore, from a cultural point of view, continuous development without a proper understanding of consumer perceptions of traditional foods increases the risk of cultural loss regarding food knowledge and diversity in the long run.

## 2.4 RESEARCH HYPOTHESIS

The hypotheses in the study are to find out whether there are any correlations or relationships between dependent variables and independent variables:

H1: There is a significant relationship between attitude and consumer acceptances toward Malay traditional food innovation.

H2: There is a significant relationship between perceived authenticity and consumer acceptances toward Malay traditional food.

H3: There is a relationship between perception and consumer acceptances toward Malay traditional food innovation.

## 2.5 CONCEPTUAL FRAMEWORK

A researched framework had been proposed to investigate the relationship between consumer acceptance toward innovation in Malay traditional food. Moreover, Attitude, Perceived Authenticity, and Perception determine the consumer acceptance toward innovation in Malay traditional food which had been used in this study to test the hypothesis.

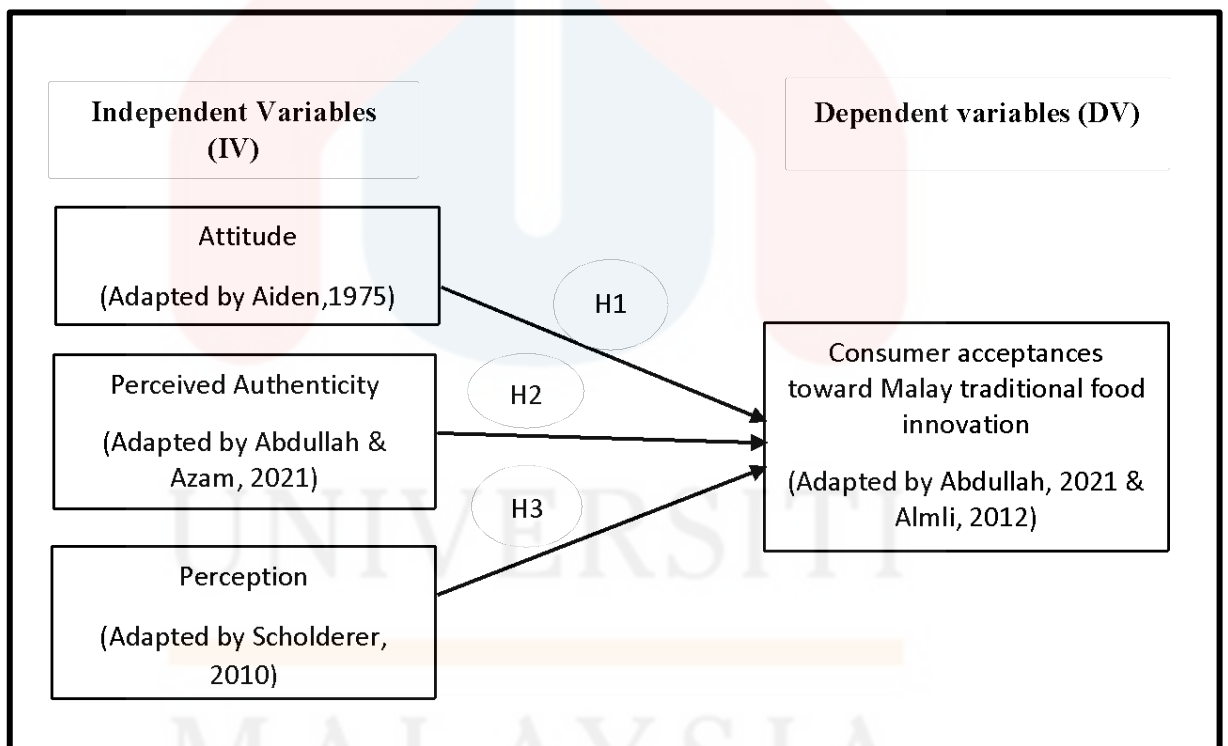


Figure 2.1: Conceptual Framework

Based on the figure, the researcher would determine the relationship between the independent variable and dependent variable. The figure shows the relationship, between

attitude, perceived authenticity, perception, and consumer acceptance toward innovation in Malay traditional food.

The independent variables were the factors that could affect the satisfaction of consumers. On the other hand, the dependent variables (DV) were the consumer acceptance toward innovation in Malay traditional food. There were three independent variables (IV) that were determined in this study which were Attitude, Perceived Authenticity, and Perception. Attitude measures the person's personality when in a situation that requires a response such as in innovation in Malay traditional food; while perceived authenticity was determined by characteristics that encompass consumers' cultural knowledge and awareness regarding authentic foods (Abdullah & nor Azam, 2021). Lastly, the perception would determine the consumer's purchasing behaviour towards innovation in Malay traditional food.

## 2.6 SUMMARY

In conclusion, in this chapter, three independent variables had been chosen to achieve this study aim on the consumer acceptances towards innovation in Malay traditional food. It shows that consumer attitude, perceived authenticity, and consumer perception are the most significant factor that drives consumer acceptance towards innovation in Malay traditional food. The purpose of the conceptual framework is to develop based on the literature review. The researcher aims to analyse the relationship between all the independent variables and dependent variables.



## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 INTRODUCTION

This study aimed to examine the consumer acceptance towards innovation in Malay traditional food. Studies were conducted using the quantitative research method. Quantitative research was a researched method that was used to generate numerical data and hard facts, by employing statistical, logical, and mathematical techniques (Ahmad et al., 2019). According to Queirós (2017), quantitative research focuses on objectivity that permits the researcher to generalize findings beyond a particular situation or setting. It aims to approach conducting quantitative research including non-experimental and experimental designs. The analysis obtained would provide information on the consumer acceptance of Malay traditional food innovation towards attitudes, authenticity, and perceptions. This chapter also included the researched design, population, sample size, sampling method, data collection, researched instrument, and data analysis.

### 3.2 RESEARCH DESIGN

Research design was a method that offers an acceptable framework for a studied. According to Sileyew (2019), an important decision in research design was that the right alternative of conducting a researched approached since it determines the way to get helpful info from a review. A research design has been considered as the structure of researched it was the “glue” that held all of the elements in a researched project together, in short, it was a concept of the proposed researched worked (Akhtar, 2016). A good research design helps to answer the researched question. According to Abutabenjeh and Jadara (2018) mentioned that Babbie (2004) had stated the researched design have been considered a planned for the researcher needed to determine what to observed and analyse, why, and how. During this studied, a quantitative method was accustomed to gain all the data.

The quantitative researched method encompasses a range of methods concerned with the systematic investigation of social phenomena, used statistical or numerical data. Therefore, quantitative researched involves measured and assumed that the phenomena underneath the studied may been measured. It sets out to analyse the information for trends and relationships and to verify the measurements created (Watson, 2015). According to Rahi (2017), a quantitative approached for data researched, pre-defined techniques, and sorting out of samples to focus populations were used to perform researched used a surveyed form. During this researched, the researcher would recognize the determinant consumer acceptance of Malay traditional food innovations. The descriptive researched was accustomed to the data through the questionnaire which had been obtained from the consumers so that it has been used to justify the data.

The purpose of a researched design was to ensure evidence generated from the data have been able to answer the researched question and to find consumers' acceptance towards innovation in Malay traditional food. This quantitative method was significant to help identified consumers' attitudes, perceived authenticity, and perception towards Malay traditional food innovations.

### 3.3 POPULATION

A population was a group of items or occurrences that researchers have used to gain knowledge or information about a specific topic (Allen, 2017). Additionally, a population was an identifiable group or entity identified by at least one shared characteristic for data gathering and analysis. From this meaning, a population have been stated as the targeted society or group of citizens implicated or chosen for the researched.

The target population of this researched focused on Malay traditional food consumers. Traditional foods were ingrained in every country's culture, identity, and legacy (Hamzah et al., 2015) and had been widely consumed by people in Malaysia. Adults aged 18 to 60 years old were chosen to participate in the surveyed as potential respondents. This population was selected because they were adult Malaysian, busy working, lack time because too busy, difficult to found raw materials, time-consuming during processing, and others.

Malaysia has 31.7 million members in 2016, with Bumiputera accounting for 68.8 percent of the population, followed by Chinese at 23.4 percent, Indians at 7 percent, and others at 1 percent. In Peninsular Malaysia, the Bumiputera's were basically Malays. Furthermore, in the East Malaysian states of Sarawak, Sabah, and Labuan, Bumiputera refers to all indigenous communities specified in Article 161a of the federal constitution (Raji et al., 2017). This meant that roughly half of Malaysia's population had ever eaten innovative Malay traditional food. This ensured that a significant number of responses would be available for this study.

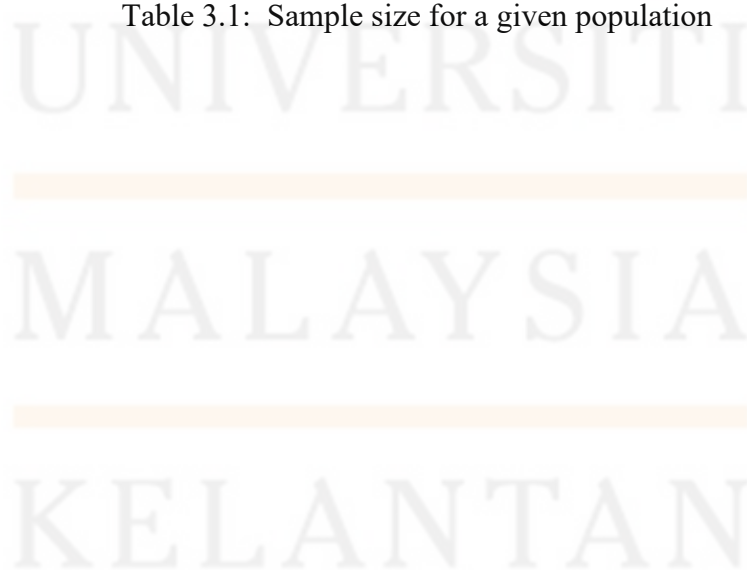
This researched investigates how the Malay traditional food innovation could attracted consumers' attention. To collected information on a large population, data were

usually collected based on a sample to conduct a studied-on consumers' attitudes, perceived authenticity, and perceptions towards innovation in Malay traditional food. The studied population could be helped achieve the studied objectives in determining consumers' attitudes, perceived authenticity, and perceptions towards innovation in Malay traditional food in Malaysia.

### **3.4 SAMPLE SIZE**

The sample size was usually determined by the number of populations. For this researched, the sample of this studied would be Malay traditional food consumers. Since this researched involves a broad population and because the total number of Malay traditional food consumers was uncertain, according to Krejcie and Morgan (1970), for a population of more than 1000000 people, a sample size of 384 people was required.

Table 3.1: Sample size for a given population



The image shows a large, faint watermark of the Universiti Malaysia Kelantan logo, which consists of a stylized 'U' and 'M' intertwined, with the text 'UNIVERSITI MALAYSIA KELANTAN' below it.

Table 3.1  
*Table for Determining Sample Size of a Known Population*

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

*Note: N is Population Size; S is Sample Size* *Source: Krejcie & Morgan, 1970*

Figure 3.2 shows the formula used by Krejcie and Morgan to determine the sample size for a given population shown in Table 3.1.

$$n = \frac{X^2 * N * P * (1-P)}{(ME^2 * (N-1)) + (X^2 * P * (1-P))}$$

Where:  
 n = sample size  
 $X^2$  = Chi - square for the specified confidence level at 1 degree of freedom  
 N = Population Size  
 P = population proportion (.50 in this table)  
 ME = desired Margin of Error (expressed as a proportion)

Figure 3.2: Sample size formula

### 3.5 SAMPLING METHOD

The sampling method was a statistical strategy that entails selecting a subset of observations from a larger population. For researchers, sample analysis and comprehension of its attributes or explanation would simplify the properties or characteristics of the population's rudiments. In the sampling procedure, researchers select certain population rudiments as the subjects of the studied. A non-probability sampling technique and a probability sampling approached were the two types of sampling strategies used in business researched.

In this studied, a non-probability sampling technique which was convenience sampling was selected due to the current situation. Convenience sampling was a technique where samples were selected from the population as it was conveniently available (Khalid et al., 2012). Most Malaysians had consumed Malay traditional food, so respondents were randomly selected in Malaysia because anyone could answer the questionnaire provided. The questionnaire was designed used google forms and distributed across social media, namely WhatsApp, Instagram, Twitter, and Facebook. By used google forms and social media, researchers could get more respondents.

### 3.6 DATA COLLECTION PROCEDURE

Data was the appropriate evidence to choose some way. Data collection may be collected through primary sources, where the researcher was the first leader to get data, or secondary sources, where the researcher could collect data from others, such as journals. The major purpose of data collecting was to acquire high-quality information that could be examined and utilized to backed up judgments or gave credibility.

In this researched, a google form was employed since it was easier to obtain responses from respondents. The questionnaire was chosen as an instrument for the current researched used google forms. The questionnaire was applied to collect the information regarding consumers' attitudes, expectations, and perceptions toward consumer acceptance of Malay traditional food innovations. This seems have been due to the covid19 pandemic, which requires that face-to-face contact been limited. Physical distance must also be maintained by avoiding extensive travel and keeping away from major groups of individuals (World Health Organization [WHO], 2020).

The usage of a google form could save costed and allowed respondents to react used solely available technological devices such as phones, tablets, computers, and so on. Respondents could respond at any time and from any location.



### 3.7 RESEARCH INSTRUMENT

One of the most important components of researched design was the researched instrument because it gathered or collected data or information. An instrument analysis was a method of collecting data about a topic researched, such as a questionnaire or a scale measurement. A studied instrument must include information such as the population participating, the aimed of the instrument, and the variables assessed.

The sample for this researched was gathered through questionnaires. A questionnaire was a part of the researched tool that involved a series of questions designed to extract data and information from respondents. A questionnaire surveyed was a typed of written interview that could be conducted in person, over the phone, on a computer, or even by mail. Questionnaires were regarded as a relatively inexpensive, quick, and efficient method of obtaining large amounts of data from a large sample in a short period (Mcleod, 2018).

Since its questionnaire may be filled out by a diverse group of people, the researcher would employ two languages which were Malay and English. Respondents had been able to grasp each question better if multilingual was used. The questionnaire had been provided in a google form that could be viewed via an online platform for this researched. The question had been composed of three parts: section A for the demographic profile, section B for independent variables, and section c for dependent variables, used this google form. Towards this analysis, there were five instrument sections: A, B, C, D, and E. where section A was for the respondent's demographic information part B contained responses from respondents on consumer attitudes about Malay traditional food innovations. Part B and C deal with consumer perceived

authenticity and perceptions of Malay traditional foods and section E respondents' acceptance of Malay traditional food innovation.

In the questionnaire, this studied used a 5 -point Likert scale as a measurement. The scale was also a typed of self-report in which the phenomena of interest were calculated (Grove, Burns, & Gray, 2013). Rensis (1932) created the Likert scale to assess attitudes. The standard Likert scale was a 5 or 7 -point ordinal scale used among respondents to measure the extent to which they agreed or disagreed with a proposal (TABLE). The questionnaire for this studied would ask closed questions, and respondents had been able to choose between 1 (Strongly Disagreed), 2 (Disagree), 3 (Neutral), 4 (Agree), and 5 (Strongly Agreed). Respondents would only select one option for each question.

Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
(1)	(2)	(3)	(4)	(5)

*Figure 3.3: The 5-point Likert*

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Table 3.2: Overview of Research Instrument

Sections	Variables	Item	Authors
A	Demographic profile	7	Khasawneh and Irshaidat (2017)
B	Consumer Attitudes	5	(S & N, 2016)
	Perceived Authenticity	5	(Abdullah & Azam, 2021)
	Consumer Perceptions	8	Jeżewska-zychowicz, marzena; królak, maria (2015)
C	Consumer acceptances toward Malay traditional food innovation.	5	(Abdullah & Azam, 2021)

Table 3.3 shows the purpose of the questionnaires in the google form

Section	Factors	Content	Question	References
A	Demographic Profile	1. Gender / <i>Jantina</i>	Male / <i>lelaki</i> Female / <i>perempuan</i>	Khasawneh and Irshaidat (2017)
		2. Age / <i>Umur</i>	18-21 years / <i>tahun</i> 22-25 years / <i>tahun</i> 26-29 years / <i>tahun</i> 30 and above / <i>30 dan ke atas</i>	
		3. Marital status / <i>Status perkahwinan</i>	Single / <i>Bujang</i> Married / <i>Berkahwin</i> Divorced / <i>Bercerai</i> Other / <i>Lain-lain</i> .....)	

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		<p>4. Religion / <i>Agama</i></p>	<p>Muslim / <i>Muslim</i> Christian / <i>Kristian</i> Buddha / <i>Buddha</i> Other / <i>Lain-lain</i> .....) Please state / <i>Sila nyatakan</i> .....)</p>	
		<p>5. Race / <i>Bangsa</i></p>	<p>Malay/ <i>Melayu</i> Chinese / <i>Cina</i> Indian / <i>India</i> Other / <i>Lain-lain</i> .....) Please state / <i>Sila nyatakan</i> .....)</p>	
		<p>6. Educational level / <i>Tahap</i> <i>Pendidikan</i></p>	<p>Master / <i>PhD</i> Degree / <i>Ijazah</i> Diploma / <i>Diploma</i> Other / <i>Lain-lain</i> .....) Please state / <i>Sila nyatakan</i> .....)</p>	
		<p>7. Income / <i>Pendapatan</i></p>	<p>Below rm 1000 / <i>bawah rm 1000</i> Rm 1000-rm 2000 / <i>rm 1000-</i></p>	

			<p><i>rm2000</i></p> <p>Above Rm 2000 / <i>Melebihi rm 2000</i></p>	
B	Independent Variables	Consumer attitudes	<p>1. I prefer to buy innovative traditional food products rather than authentic traditional food</p> <p><i>Saya lebih suka membeli produk makanan tradisional yang inovatif berbanding daripada makanan tradisional asli</i></p> <p>2. I feel like it takes less time to prepare and eat ready meals compared to authentic traditional foods</p> <p><i>Saya merasakan ia mengambil masa yang lebih sedikit untuk menyediakan dan makan makanan siap berbanding makanan tradisional asli</i></p> <p>3. Ready meals don't waste time</p> <p><i>Hidangan sedia tidak membuang masa</i></p> <p>4. I prefer to buy a ready meal that provides me with the</p>	(S & N, 2016) S, B., & N, G. (2016).

			<p>quality information</p> <p><i>Saya lebih suka membeli makanan siap sedia yang memberikan saya maklumat berkualiti</i></p> <p>5. I believe that there's familiarity between ready meals and authentic traditional food</p> <p><i>Saya percaya bahawa terdapat kebiasaan antara makanan sedia dan makanan tradisional asli</i></p>	
		Perceived Authenticity	<p>1) The taste and flavor of innovated traditional Malay food products is like the authentic traditional Malay foods</p> <p><i>Rasa dan perisa produk makanan tradisional Melayu yang diinovasikan adalah serupa dengan makanan tradisional Melayu asli</i></p> <p>2) The appearance and shape of innovative traditional Malay foods are similar to the</p>	(Abdullah & Azam, 2021)

			<p>authentic traditional Malay foods</p> <p><i>Rupa dan bentuk makanan tradisional Melayu yang berinovatif adalah serupa dengan makanan tradisional Melayu asli</i></p> <p>3) The texture of the products is like authentic traditional Malay foods</p> <p><i>Tekstur produk adalah serupa dengan makanan tradisional Melayu asli</i></p> <p>4) Ingredients used in the products are authentic and similar to the Traditional Malay foods</p> <p><i>Bahan-bahan yang digunakan dalam produk adalah asli dan serupa dengan makanan Melayu Tradisional</i></p> <p>5) When I eat food products, it reminds me of the nostalgic feelings with my family.</p> <p><i>Apabila saya makan produk</i></p>	
--	--	--	--	--



			<p><i>makanan, ia mengingatkan saya tentang perasaan nostalgia bersama keluarga saya</i></p>	
		Consumer Perception	<p>1. There are plenty of tasty foods around, so we don't need to use new food innovation to produce more <i>Terdapat banyak makanan yang lazat diseliling jadi, kita tidak memerlukan makananan yang diinovasikan</i></p> <p>2. The benefits of new food innovation are often grossly overstated. <i>faedah inovasi makanan baru selalunya terlalu berlebihan.</i></p> <p>3. New food innovation decreases the natural quality of food. <i>Inovasi makanan baru mengurangkan kualiti semula jadi makanan.</i></p> <p>4. New foods are not healthier than traditional foods. <i>Inovasi makanan baru mengurangkan kualiti semula jadi makanan.</i></p> <p>5. New foods are not healthier than traditional foods. <i>Makanan baru tidak lebih sihat</i></p>	<p>jeżewska-zychowicz, marzena; królak, maria (2015).</p>

			<p><i>daripada makanan tradisional.</i></p> <p>6. Society should not depend heavily on innovation to solve its food problems. <i>Masyarakat tidak seharusnya terlalu bergantung kepada inovasi untuk menyelesaikan masalah makanannya.</i></p> <p>7. It can be risky to switch to new food innovation too quickly. <i>Melakukan inovasi terhadap makanan akan memberi risiko.</i></p> <p>8. New products produced using new food innovation can help people have a balanced diet. <i>Produk baharu yang dihasilkan menggunakan inovasi makanan baharu boleh membantu orang ramai mempunyai diet seimbang.</i></p>	
C	Dependent Variable	<p>consumer acceptances toward Malay traditional food innovation.</p>	<p>1. I like and enjoy the taste and texture of the products <i>Saya suka dan menikmati rasa dan tekstur produk</i></p> <p>2. The appearance of the innovative traditional food products looks appetizing <i>Penampilan produk makanan tradisional yang inovatif itu kelihatan menyelerakan</i></p> <p>3. I will purchase the product again in the future <i>Saya akan membeli produk itu lagi pada masa hadapan</i></p> <p>4. I will recommend the products</p>	(Abdullah & Azam, 2021)

			<p>to others  <i>Saya akan mengesyorkan produk kepada orang lain</i></p> <p>5. I am satisfied with the overall quality of the product  <i>Saya berpuas hati dengan kualiti keseluruhan produk</i></p>	
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By used the Likert scale the respondent could only select one option based on the answered chosen by the respondent. To carried out this studied, a questionnaire approached was used to collected data. A questionnaire was typed of a basic sampling tool that consists of a series of questions or other types of prompts intended to obtain information from respondents. Researched questionnaires often consist of closed-ended items.

### 3.8 DATA ANALYSIS

Data analysis was the process of examining, cleaning, modifying, and modelling data to found useful information, informing conclusions, and support decision-making. Data analysis should be conducted in two ways, namely qualitative and quantitative. A tool that could assist in processing large data sets and complex data information was known as the statistical package for social (SPSS), version 26. This application could assist in processing data collected from respondents as well as could provide complex analytical information. Other functions apart from data processing, this application was also capable of explaining the relationship between independent variables and dependent variables in terms of descriptive analysis and correlation. This studied would use a quantitative studied design with three forms of data analysis namely reliability analysis, descriptive analysis, and Pearson Correlation Coefficient.

#### 3.8.1 Reliability Analysis

Reliability analysis was a way of estimating the quality of measurement procedures used to collected data in researched or a thesis. The Cronbach's Alpha Coefficient ( $\alpha$ ), developed by Lee Cronbach in 1951, was used to measured internal reliability or consistency. "reliability" was the extent to which a test measures a construct. Thus, high reliability means the item in the surveyed measures consumer satisfaction, while low reliability means it measures something other than customer satisfaction (Syazwani, 2018). This studied would use Cronbach's Alpha model which

was a count model as the average correlation between items and was a model of internal consistency.

Table 3.4: Cronbach’s Alpha Coefficient Range. Sources: Adopted from George & Mallery (2016).

Cronbach’s Alpha Range	Level of Reliability
$\alpha > 0.9$	Excellent
$\alpha > 0.8$	Good
$\alpha > 0.7$	Acceptable
$\alpha > 0.6$	Questionable
$\alpha > 0.5$	Poor
$\alpha < 0.4$	Unacceptable

### 3.8.2 Descriptive Analysis

Descriptive analysis was a method of statistical analysis that aims to provide a description or picture of the researched subject based on variable data obtained from a particular group of subjects. The descriptive analysis could be displayed in the form of frequency distribution tables, histogram tables, mean values, standard deviation values, and others. The benefit derived from the used of descriptive analysis was to obtain a complete picture of the data either in the oral or numerical form of data examined. It was

useful to summarize the profile of respondents in section a where respondents would answer some information about backgrounds such as gender, age, race, and employment status that needed have been analysed and used methods to present the number or percentage of consumer acceptance of traditional Malay food innovations.

### 3.8.3 Pearson Correlation Coefficient

The Pearson correlation coefficient, known as the Pearson statistical test ( $r$ ), measures the strength between different variables and their relationships. Whenever a statistical test was performed between two variables, it was a good idea for the person analysing to calculate the valued of the correlation coefficient to found out how strong the relationship was between the two variables. With this, it was used to measure the strength and significant relationship between the independent variables namely (IV) consumer acceptance through attitude, perception, and originality, and (DV) the dependent variable i. e., consumer acceptance of Malay traditional food innovation. Thus, the mutual influence between the two variables for the studied could be tested through correlation analysis (Akoglu, 2018).

Table 3.5: Pearson’s Correlation Coefficient. Sources: Adopted from Akoglu (2018).

Correlations	Value
Perfect Positive Correlation	+1
No Correlation	0
Perfect Negative Correlation	-1

### 3.9 SUMMARY

In conclusion, the researcher would use the facility sampling method to select the sample size of 384 respondents from the population as the population was simple and representative of the entire population in Malaysia. A quantitative approached was used to form the questionnaire and from the studied, the relationship between the independent variables and the dependent variables had been observed through data collection. This studied could been used as a reference to determine consumer acceptance of innovations in traditional Malay food.

## CHAPTER 4

### RESULT AND DISCUSSION

#### 4.1 INTRODUCTION

This chapter 4 discusses the results and findings from the analysts who conducted data analysis using a questionnaire created with Google Form. The questionnaire data was analysed using descriptive analysis, reliability testing, and inferential analysis. The questionnaire data was analysed using a software programme that used the Statistical Package for the Social Sciences (SPSS).



## 4.2 DEMOGRAPHICS CHARACTERISTICS OF RESPONDENT

The frequency analysis was part of the study's fundamental analysis. The data from Section A of the questionnaire contained demographic questions about respondents' gender, age, race, marital status, religion, race, educational level, income level. The demographic profiles of the respondents were given in the form of a table and a pie chart.

### 4.2.1 Gender

Table 4.1: Number of Respondents by Gender

Gender	Frequency	Percentage (%)	Cumulative Percentage (%)
Male	177	46.1	46.1
Female	207	53.9	53.9
Total	384	100.0	100.0

GENDER/ JANTINA  
384 responses

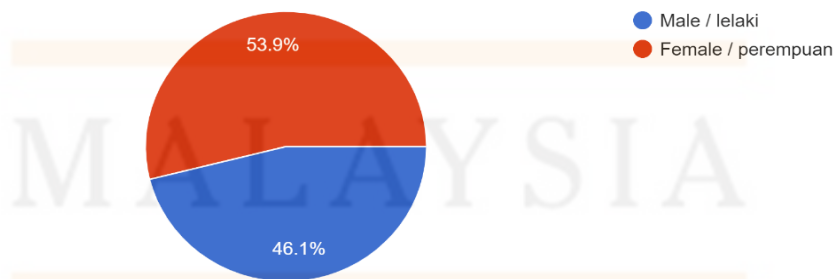


Figure 1: percentage Respondents by Gender

Table 4.1 and Figure 4.1 reveal the gender of the respondents. The total number of male respondents was (177), and the total number of female respondents was (207)

respondents). In this survey, 46.1 percent of the 384 respondents were male, while the remaining 53.9 percent were female.

#### 4.2.2 Age

Table 4.2: Number of Respondents by Age

Gender	Frequency	Percentage (%)	Cumulative Percentage (%)
18-21 years	66	17.2	17.2
22-25 years	187	48.7	65.9
26-29 years	80	20.8	86.7
30 and above	51	13.3	13.3
Total	384	100.00	100

AGE/ UMUR  
384 responses

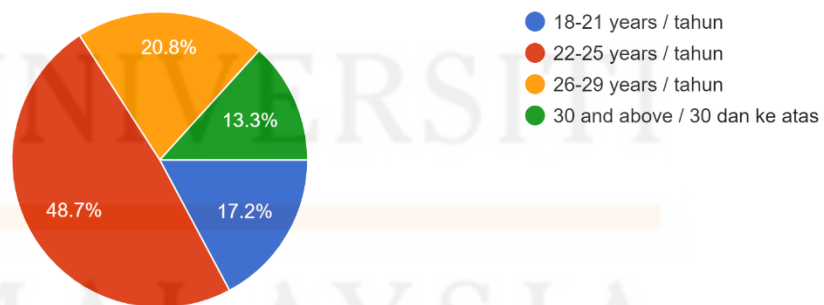


Figure 4.2: percentage respondents by Age

Table 4.2 and Figure 4.2 displayed the total number of respondents by age. The questionnaire was completed by 384 people ranging in age from 18 to 21 years (66 respondents), 22 to 25 years (187 respondents), 26 to 29 years (50 respondents), and

30 and up (51 responses). Figure 4.2 shows that 17.2 percent of respondents were between the ages of 18 and 21, 48.7 percent were between the ages of 22 and 25, 20.8 percent were between the ages of 26 and 29, and 13.3 percent were above 30.

#### 4.2.3 Marital status

Table 4.3: Number of Respondents by Marital Status

Status	Frequency	Percentage (%)	Cumulative Percentage (%)
Single	242	63.0	63.0
Married	142	37.0	100.00
<b>Total</b>	<b>384</b>	<b>100.0</b>	<b>100.00</b>

MARITAL STATUS/ STATUS PERKAHWINAN

384 responses

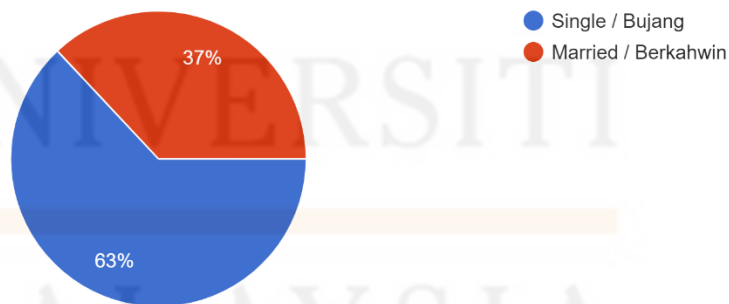


Figure 4.3: Percentage Respondents by Marital Status

Table 4.3 and Figure 4.3 has showed the of respondents for marital status. Majority the respondents were from the single status with the percentage of 63% (242 respondents) and followed by married status respondents with 37% (142).

#### 4.2.4 Religion

Table 4.4: Number of Respondents by Religion

Race	Frequency	Percentage (%)	Cumulative Percentage (%)
Muslim	225	58.6	58.6
Christian	57	14.8	73.4
Buddha	55	14.3	87.8
Others	47	12.2	100.0
Total	384	100.0	100.0

RELIGION/ AGAMA  
384 responses

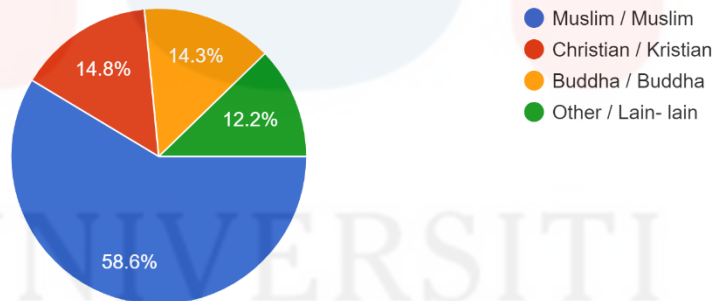


Figure 4.4: Percentage Respondents by Religion

Table 4.4 has showed the total number respondents of religion. There were 384 total of respondents who consist of Muslims with the highest respondents which is (225 respondents), Christian (57 respondents), Buddha (55 respondents) and others was (47 respondents). Figure 4 showed the highest respondents was Muslim (58.6%) and

followed second highest was Christian (14.8%), Buddha was (14.3%) and the lowest highest percentages was others religion (12.2%).

#### 4.2.5 Race

Table 4.5: Number of Respondents by Race

Race	Frequency	Percentage (%)	Cumulative Percentage (%)
Malay	219	57.0	57.0
Chinese	60	15.6	72.7
Indian	38	9.9	82.6
Others	67	17.4	17.4
Total	384	100.0	100.0

RACE/ BANGSA  
384 responses

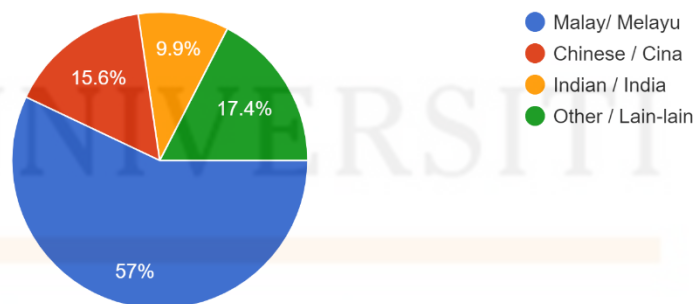


Figure 4.5: Percentages Respondents by Race

Table and Figure 4.5 showed the Respondents of Race. The total number of respondents from Malay was (219), for the Chinese (60 respondents), India was (38 respondents) and the last one for others was (67 respondents). Out of 384 total respondents, 57% of total respondents were Malay, followed by Chinese were 15.6%,

Indian were 9.9%, and the remaining of 17.4% were other respondents by race who were involved in this study.

#### 4.2.6: EDUCATION LEVEL

Table 4.6: Number of Respondents by Education

Race	Frequency	Percentage (%)	Cumulative Percentage (%)
SPM/STPM	101	26.3	26.3
Diploma	92	24.0	50.3
Degree	162	42.2	92.4
Master	13	3.4	95.8
PhD	7	1.8	97.7
Others	9	2.3	2.3
Total	384	100	100

EDUCATION LEVEL/ TARAF PENDIDIKAN  
384 responses

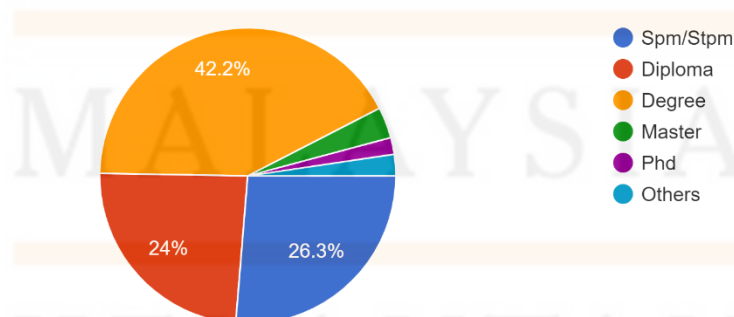


Figure 4.6: Respondents by Education Level

Table 4.6 and Figure 4.6 showed the total respondents from different Education Level. Majority of the respondents were from degree with the percentage of 42.2% (162 respondents) and followed by respondents from SPM/STPM with 26.3% (101 respondents). There were 24.0% (92 respondents) from diploma, 1.8% (7 respondents) from respondents PhD, 3.4% (13 respondents) currently from Master Education and 2.3% (9 respondent) from other education level.

#### 4.2.7: INCOME

Table 4.7: Number of Respondents by Income Level

Race	Frequency	Percentage (%)	Cumulative Percentage (%)
No fixed income	168	43.8	43.8
Below RM500	34	8.9	52.6
RM501-RM2000	100	26.0	52.6
RM2001-RM4000	61	15.9	78.6
RM4000 above	21	5.5	5.5
Total	384	100.0	100.0

INCOME/ PENDAPATAN  
384 responses

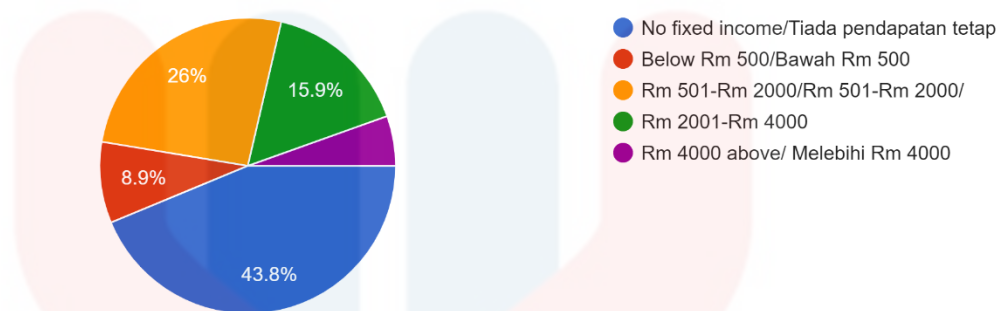


Figure 4.7: Respondents by Income Level

Table 4.7 and Figure 4.7 showcased the total number of respondents from each income level. The highest percentage of respondents by income level was no fixed income at 43.8 % (168), followed by RM 501-RM 2000 at 26 percent (100 respondents). Income level was 15.9 % (61 respondents) from RM 2001 – RM 4001. Below RM 500 was 8.9 % (34 respondents), followed by RM 4000 and above was 5.5% (21 respondents).

### 4.3 DESCRIPTIVE ANALYSIS

Descriptive analysis is used to characterize the demographic profiles in section A of the questionnaire, including the mean and average mean of the dependent variable and independent variables listed in section B. A description or a simple quantitative summary of the acquired data set might be created. With this summary, the data collected may be put into context and used to further understand the study.



#### 4.3.1 MEAN AND AVERAGE MEAN OF INDEPENDENT AND DEPENDENT VARIABLES

Using descriptive analysis, the mean and average mean of both the dependent and independent variables have been described. Analyses are done on each statement to figure out what it means and interpret it based on how much people agree with it.

Table 4.8: Range of Mean and Level of Agreement

Range of Mean	Level of Agreement
4.21 – 5.00	Strongly Agree
3.41 – 4.20	Agree
2.61 – 3.40	Neutral
1.81 – 2.60	Disagree
1.00 – 1.80	Strongly Disagree

The five mean ranges and their levels of agreement for each value range are shown in Table 4.8. The range from 1.00 to 1.80 has the lowest agreement level, which strongly disagree, and the range from 1.81 to 2.60 is to disagree. The level of agreement neutral is somewhere between 2.61 and 3.40. The range between 3.41 and 4.20 is to agree, and the range between 4.21 and 5.00 is to strongly agree.

Table 4.9: Descriptive analysis of consumer's attitude

No	Item description	N	Mean	Level of agreement
1.	I prefer to buy innovative traditional food products rather than authentic traditional food	384	3.30	Neutral
2.	I feel like it takes less time to prepare and eat ready meals compared to authentic traditional foods	384	3.39	Neutral

3.	Ready meals don't waste time	384	3.44	Agree
4.	I prefer to buy a ready meal that provides me with quality information.	384	3.39	Neutral
5.	I believe that there's a familiarity between ready meals and authentic traditional food	384	3.59	Agree
	<b>Average mean</b>	<b>384</b>	<b>3.42</b>	<b>Agree</b>

Table 4.9 shows the mean values of independent variables, including consumer's attitude. The highest mean value of 3.59 for the item "I believe that there's a familiarity between ready meals and authentic traditional food" has agreed as to its agreement level, followed by "Ready meals don't waste time" with 3.44 mean value and has agreed as to its agreement level Next would be "I feel like it takes less time to prepare and eat ready meals compared to authentic traditional foods" and "I prefer to buy a ready meal that provides me with quality information" with the same mean value which is 3.39 and has neutral as the agreement level. The slightest mean value is 3.30 for the statement "I prefer to buy innovative traditional food products rather than authentic traditional food" with the agreement level being neutral.

The average mean for customer attitude is 3.42 when the agreement is agreed. It demonstrates that the majority of respondents believe that attitude is crucial in consumer acceptance of innovation in Malay traditional food. The consumer feels that innovative Malay traditional food saves their time and has a familiarity with authentic traditional food.

Table 4.10: Descriptive analysis of perceived authenticity

No	Item description	N	Mean	Level of
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				agreement
1.	The taste and flavour of innovated traditional Malay food products is like the authentic traditional Malay foods	384	3.24	Neutral
2.	The appearance and shape of innovative traditional Malay foods are like the authentic traditional Malay foods	384	3.35	Neutral
3.	The texture of the products is like authentic traditional Malay foods	384	3.27	Neutral
4.	Ingredients used in the products are authentic and like traditional Malay foods	384	3.33	Neutral
5.	When I eat food products, it reminds me of the nostalgic feelings with my family	384	3.49	Agree
	<b>Average mean</b>	<b>384</b>	<b>3.33</b>	<b>Neutral</b>

Table 4.10 shows the mean values of independent variables, perceived authenticity. The highest mean value goes to the statement “When I eat food products, it reminds me of nostalgic feelings with my family” with a 3.49 mean value and its agreement level is “agree”. Next would be “The appearance and shape of innovative traditional Malay foods are like the authentic traditional Malay foods” with a 3.35 mean value followed by “Ingredients used in the products are authentic and like traditional Malay foods” with a 3.33 mean value and “The texture of the products is like authentic traditional Malay foods” with the 3.27 mean value. The agreement level for these three statements is neutral. The slightest mean value is 3.24 for the statement “The taste and flavour of innovated traditional Malay food products are like the authentic traditional Malay foods” and its agreement level is neutral.

The average mean value of perceived authenticity is 3.33, with an agreement level of "neutral." This demonstrates that the majority of respondents value perceived authenticity when it comes to customer acceptance of innovation in Malay traditional food.

Table 4.11: Descriptive analysis for consumer perception

No	Item description	N	Mean	Level of agreement
1.	There are plenty of tasty foods around, so we don't need to use new food innovations to produce more	384	3.02	Neutral
2.	The benefits of new food innovation are often grossly overstated	384	3.04	Neutral
3.	New food innovation decreases the natural quality of food	384	3.09	Neutral
4.	New foods are not healthier than traditional foods	384	3.03	Neutral
5.	Society should not depend heavily on innovation to solve its problems	384	3.08	Neutral
6.	It can be risky to switch to new food innovation too quickly	384	3.05	Neutral
7.	New products produced using new food innovations can help people have a balanced diet	384	3.64	Agree
	<b>Average mean</b>	<b>384</b>	<b>3.13</b>	<b>Neutral</b>

Table 4.11 shows the mean values for independent variables, consumer perception. The highest mean value goes to the statement "New products produced using new food innovations can help people have a balanced diet" with a 3.64 mean value and the agreement level is "agree". The next 3.09, 3.08 and followed by 3.05 with the statement

“New food innovation decreases the natural quality of food”, Society should not depend heavily on innovation to solve its problems” and “It can be risky to switch to new food innovation too quickly” therefore with all having “neutral” with their agreement level. The statement “The benefits of new food innovation are often grossly overstated” have the mean value 3.04 and “neutral” as the agreement level, “New foods are not healthier than traditional foods” have the mean value 3.03 and “neutral” as the level of agreement and followed by “There are plenty of tasty foods around, so we don't need to use new food innovations to produce more” with the slightest mean value which is 3.02 with the “neutral” agreement level. Consumer perception has an average mean of 3.13 and a level of agreement of "Neutral."

Table 4.12: Descriptive analysis for consumer acceptance

No	Item description	N	Mean	Level of agreement
1.	I like and enjoy the taste and texture of the products	384	3.99	Agree
2.	The appearance of the innovative traditional food products looks appetizing	384	3.85	Agree
3.	I will purchase the products again in the future	384	3.85	Agree
4.	I will recommend the products to others	384	3.81	Agree
5.	I am satisfied with the overall quality of the product	384	3.93	Agree
	<b>Average mean</b>	<b>384</b>	<b>3.88</b>	<b>Agree</b>

Table 4.12 shows the mean value for dependent variables which is consumer acceptance. The highest mean value of 3.99 goes to the statement “I like and enjoy the taste and texture of the products” and the agreement level is “agreed”. The second highest 3.93 mean value goes to “I am satisfied with the overall quality of the product” followed

by “The appearance of the innovative traditional food products looks appetizing” and “I will purchase the products again in the future” with the same mean value which is 3.85. The agreement level for these three statements is “agree”. The slightest mean value is 3.81 for the statement “I will recommend the products to others” and the agreement level is “agreed”. The average mean value for dependent variables is 3.88, with "agree" as the agreement level.

#### 4.4 RELIABILITY ANALYSIS

Reliability analysis was determined to be used to measure the reliability of the questionnaires. It was also used to test the extent to which these assessment tools produced were stable and consistent. The data was used to identify the reliability of this instrument using Cronbach’s Alpha analysis in trying internal consistency and reliability scale measurements. Based on the table below showed the Rules of Thumb Cronbach’s Alpha coefficient size according to George & Mallery (2016).

Cronbach’s Alpha Range	Level of Reliability
$\alpha > 0.9$	Excellent
$\alpha > 0.8$	Good
$\alpha > 0.7$	Acceptable
$\alpha > 0.6$	Questionable
$\alpha > 0.5$	Poor
$\alpha < 0.4$	Unacceptable

*Table 4.13: Cronbach’s Alpha Coefficient Range. Sources: Adopted from George & Mallery (2016).*

The table 4.13 showed that the coefficient values of Cronbach’s Alpha range. The internal consistency is considered excellent when the value is 0.9 and above with the maximum the value of 1. Besides, if Cronbach’s Alpha value is less than 0.4, it is considered as an unacceptable.

**Table 4.14: Result of Reliability Coefficient Alpha for the Independent Variable and Dependent Variable**

Variable	Number of items	Reliability Cronbach's Alpha	Level of reliability
Attitude	5	0.898	Good

<b>Perceived Authenticity</b>	5	0.890	Good
<b>Perception</b>	7	0.880	Good
<b>Consumer acceptances of innovation in Malay traditional food.</b>	5	0.892	Good
<b>Overall Variables</b>	22	0.678	Questionable

Table 4.14 showed the results of the reliability analysis by Cronbach's Alpha for each independent and dependent variable. The first one is attitude, had a total of 5 items under it with Cronbach's Alpha value of 0.898 with the reliability level of good ( $> 0.8$ ). The next independent variable is perceived authenticity with 5 items. the Cronbach's Alpha value for this variable is 0.890. This value same as attitude for the reliability level of good ( $< 0.8$ ). The third independent variable used in this study is perception, which had 7 items to test, and Cronbach's Alpha value is 0.880. This value is under the reliability level of good ( $< 0.8$ ).

The dependent variable which is the consumer acceptance of innovation in Malay traditional food had 5 items. The Cronbach's Alpha results for this variable is 0.892 which is under the reliability level of good.



#### 4.5 PEARSON'S CORRELATION

Pearson correlation analysis is the test statistics that measures the statistical relationship, or association, between two continuous variables, independent variables (IV) and dependent variable (DV) (Bettany-Saltikov et al., 2015). This analysis is to identify if the correlations exist between Attitude, Perceived Authenticity, Perception and Consumer acceptances of innovation in Malay traditional food. The researchers must decide the strength of association between the independent (IV) and dependent variable (DV) if the correlation exists.

Size of Correlation	Interpretation
0.90 to 1.00 (-0.90 to -1.00)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
-0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.30 (-0.00 to -0.30)	Negligible correlation

*Hypothesis 1: Attitude*

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

Table 4.15: Correlation between attitude and consumer acceptances of innovation in Malay traditional food

			Consumer Acceptance	Attitude
Pearson's	Consumer acceptance	Correlation Coefficient	1	.599**
		Sig. (2-tailed)		.000
	N		384	384
	Attitude	Correlation Coefficient	.599**	1

	Sig. (2-tailed)	.000	.
	N	384	384

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

Table 4.15 shows the association between attitude and consumer acceptances of innovation in Malay traditional food is 0.599, as shown in the graph. The correlation coefficient's positive value of 0.599 revealed that their link is moderate positive. As a result, the H1 hypothesis, which measures the relationship between attitude and consumer acceptances of innovation in Malay traditional food, is accepted.

*Hypothesis 2: Perceived Authenticity*

The second hypothesis is the relationship between perceived authenticity and consumer acceptances of innovation in Malay traditional food as the independent and dependent variable. The correlation result of this relationship can be seen in Table.

Table 4.16: Correlation between perceived authenticity and consumer acceptances of innovation in Malay traditional food

			Consumer Acceptance	Perceived Authenticity
Pearson's	Consumer Acceptance	Correlation Coefficient	1	.578**
		Sig. (2-tailed)	.	.000
		N	384	384
	Perceived Authenticity	Correlation Coefficient	.578**	1
		Sig. (2-tailed)	.000	.
		N	384	384

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

The link between perceived authenticity and consumer acceptances of innovation in Malay traditional food was found to be 0.578. The correlation coefficient's positive value of 0.578 revealed that their link is moderate positive. As a result, H2, which is used to evaluate the relationship between perceived authenticity and consumer acceptances of innovation in Malay traditional food is considered valid or accepted.

*Hypothesis 3: Perception*

Based on this hypothesis, perception, and consumer acceptances of innovation in Malay traditional food can be stated as the independent and dependent variables. The result of the relationship between the variables are presented in Table.

Table 4.17: Correlation between perception and consumer acceptances of innovation in Malay traditional food

			Consumer acceptance	Perception
Pearson's	Consumer acceptance	Correlation Coefficient	1.000	-.178**
		Sig. (2-tailed)	.	.000
		N	384	384
		Perception	Correlation Coefficient	-.178**
		Sig. (2-tailed)	.000	.
		N	384	384

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

According to table 4.17, the link between perception and consumer acceptances of innovation in Malay traditional food was calculated to be -0.178. Their association is negligible, as demonstrated by the negative correlation coefficient of -0.178. As a result,

H3, which is used to evaluate the link between perception and consumer acceptances of innovation in Malay traditional food, has been unapproved.

Table 4.18: Relationship of Factors Affecting Consumer Acceptance

		CA	PA	CP	AOC
CA	Pearson	1	.744**	.048	.599**
	Correlation				
	Sig. (2-tailed)		.001	.351	.001
	N	384	384	384	384
PA	Pearson	.744**	1	.041	.578**
	Correlation				
	Sig. (2-tailed)	.001		.428	.001
	N	384	384	384	384
CP	Pearson	.048	.041	1	-.178**
	Correlation				
	Sig. (2-tailed)	.351	.428		.001
	N	384	384	384	384
AOC	Pearson	.599**	.578**	-.178**	1
	Correlation				
	Sig. (2-tailed)	.001	.001	.001	
	N	384	384	384	384

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

Table 4.18 shows the relationship between the dependent variable which is consumer acceptance and the three independent variables which are consumer attitudes (CA), perceived authenticity (PA), and consumer perceptions (CP). The relationships

between consumer attitude and perceived authenticity with consumer acceptance is positive and high positive correlation. The relationship between consumer perceptions and consumer acceptance is also negative and low negative correlation.

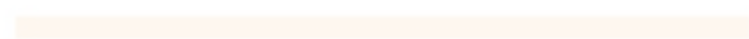
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#### 4.6 SUMMARY

The data collected in this study highlight the consumer acceptance towards innovation Malay traditional food. There are 384 respondents that are involved in this study. According to the result, majority of the respondents are students while minority of the respondents are in the category of others.

According to the data analysed, there is a higher mean score is 3.88 which is descriptive analysis statistic for consumer acceptance while, the second highest mean score is 3.42 which is descriptive analysis statistic of consumer attitude. The third highest mean score is 3.33 which is descriptive analysis statistic of perceived authenticity, and the last highest mean score is 3.13 which is descriptive analysis statistic of consumer perception.

The highest Pearson Correlation value between the consumer acceptance towards innovation Malay traditional food is 0.599 which is consumer attitude, followed by 0.578 which is perceived authenticity and lastly -0.178 which is low correlation in consumer perception. Hence, the relationship between consumer attitude and consumer perception with consumer acceptance is low positive correlation. The relationship between perceived authenticity and acceptance of consumer is also moderate positive correlation.

## CHAPTER 5

### CONCLUSIONS

#### 5.1 INTRODUCTIONS

This chapter mainly focuses on the results from Chapter 4. Aside from that, this chapter discusses the recommendations that could be made about this study in the future, and it concludes with the implementation of studied results to the population.

**5.2 RECAPITULATION OF THE FINDINGS**

The discussion on recapitulation gained from the findings was written in this section of the chapter, and it was based on the researched purpose, researched questions, and hypothesis for this study.

**5.2.1 RELATIONSHIP BETWEEN ATTITUDES TOWARD CONSUMER ACCEPTANCE OF INNOVATION IN MALAY TRADITIONAL FOOD**

Research question 1 of this studied asked the relationship between attitudes toward consumer acceptance of innovation in Malay traditional food. This was to also be answered the first objective and hypothesis.

Table 5.1 shows the researched objectives, questions, and hypothesis.

No	Research Objective (RO)	Research Question (RQ)
1	To examine the relationship between attitudes toward consumer acceptances of innovation in Malay Traditional Food	Is there any relationships between attitudes toward consumer acceptances of innovation in Malay Traditional Food

H1: There was significant relationship between attitudes toward consumer acceptances of innovation in Malay traditional food.

The results of hypothesis H1 in chapter 4 reviewed to answered RQ1. H1 stated that there was a significant relationship between attitudes toward consumer acceptances of innovation in Malay traditional food. From the findings, it shows that it was moderately positive with correlation coefficient of 0.559 at p valued of (>0.05) which was less than the highly significant leveled 0.001. Therefore, consumer attitudes had a moderate relationship in determining attitudes toward consumer acceptances of



innovation in Malay traditional food. The table shows that the significant leveled of the two variables was .000, which was less than standard criterion of .05 indicates a significant relationship. Hence, the hypothesis (H1) which stated there was significant relationship, significant relationship between attitudes toward consumer acceptances of innovation in Malay traditional food was accepted.

Attitudes were evaluative opinions, feelings and thoughts toward an item or issue. They were unique and intricately linked to culture, demography, values, way of life and habits (Nie & Zepeda, 2011). In a customer acceptance scheme, attitudes were crucial because they influence both expectations and perception. They could also been used to characterize consumer segments based on product acceptability and demography.

### **5.2.2 RELATIONSHIP BETWEEN PERCEIVED AUTHENTICITY AND CONSUMER ACCEPTANCES TOWARD MALAY TRADITIONAL FOOD INNOVATION.**

Researched question 2 of this studied asked about the relationship between perceived authenticity and consumer acceptance of Malay Traditional Food Innovation. This was also to answer the second objective and hypothesis. Table 5.2 shown the researched objectives, questions, and hypothesis.

Table 5.2 Research Objective 2 and Research Question 2

No	Research Objective (RO)	Research Question (RQ)
2	To examine the relationship between perceived authenticity toward consumer acceptance of innovation in Malay Traditional food.	Is there any relationship between perceived authenticity towards consumer acceptance of innovation in Malay traditional food?

H2: There was a significant relationship between perceived authenticity and consumer acceptance toward Malay traditional food.

The result of hypothesis H2 was reviewed to answered RQ2. H2 stated that there was a significant relationship between perceived authenticity and consumer acceptance toward Malay traditional food. From the findings, it was moderately positive with a correlation coefficient of 0.578 while P-value was ( $>0.05$ ) which was less than a highly significant levelled of 0.001. Therefore, H2 was accepted. The term “authenticity” could be characterized as the idea of being ‘original’ or ‘faithful to an original, and its application implies being true to what someone (or something) truly was (Guignon, 2008). Based on the quality characteristics of the innovation, it was critical to improved and retain the traditional character of authentic Malay foods as much as possible in the innovation in terms of the sensory properties of the products, specifically the taste, flavor, and texture (Abdullah & Nor Azam, 2021). This indicated that if the perceived authenticity of consumer acceptance toward Malay traditional food innovation was positive, the possibility of them accepting the innovation was higher.

### **5.2.3 RELATIONSHIP BETWEEN PERCEPTION AND THE CONSUMER ACCEPTANCE OF INNOVATION IN MALAY TRADITIONAL FOOD**

Researched question 3 of this studied asked the relationship between perception and the consumer acceptances of innovation in Malay traditional food. It was also to answer the last objective and hypothesis. The researched objective and researched questions were presented in the table 5.3 below.

Table 5.3 Research Objective 3 and Research Question 3

No	Research Objective (RO)	Research Question (RQ)
3	To examine the relationship between perception towards consumer acceptances of	Is there any relationship between perception towards consumer acceptances of

	innovation in Malay traditional food.	innovation in Malay traditional food?
--	---------------------------------------	---------------------------------------

H3: There was no significant relationship between perception toward consumer acceptances of innovation in Malay traditional food.

The results of Pearson's Correlation for perception, there was a negative relationship between perception and the consumer acceptances of innovation in Malay traditional food. The results showed that the consumer acceptances of innovation in Malay traditional food was 1 and the perception was shown -0.178. Thus, it was a negligible correlation between the dependent variable and the last independent variable. Hence, it was also unacceptable for H3 in this researched.

According to Hui et al., (2021) perception refers to the way of sensory information, interpreted and consciously experienced of a food product. Therefore, it was having a strong positive and highly significant impact on consumer perceived valued, respectively a strong negative and highly significant impact on the consumer perceived risk.

### 5.3 LIMITATIONS

Studies that have been implemented to some extents have presented challenges to researchers. Although many efforts have been contributed to ensuring the effectiveness in conducting this study, there are still some limitations that are found and become difficult for the researcher in completing this study. One of the limitations of this study was that the researcher had difficulty finding respondents who wanted to answer the questionnaire. This is said because the researcher had to wait for a long time to meet the number of respondents that had been set in this research. Many of the respondents ignored the questionnaire because they were not interested in answering it. In addition, they also think that filling out the questionnaire is a waste of time and not profitable.

The next limitation of this study is that the respondents are less knowledgeable in evaluating the characteristics of traditional Malay food and the innovations that have been done to the food. This is because, some of the respondents think that food is a need that must be met for survival only, and they do not care about a particular type of food. The rapid passage of time has also been a reason for them to examine the changes that have taken place in a traditional Malay food that is being innovated at this time. This is said because lifestyle will always change with time from one generation to another.

Finally, since the questionnaires are distributed through social media, some limitations may occur if respondents experience uncertainty with the questions posed in the questionnaire form. This is because it is very unlikely for respondents to seek help or contact us if they are unsure about the questionnaire. Therefore, it is likely that inaccurate data from respondents also occurred because respondents were less certain about their

answers. In addition, some respondents prefer face-to-face question and answer or interviews that have interaction between two parties.

#### **5.4 RECOMMENDATIONS**

Based on this research, the researcher had examined the effect of consumer acceptance toward Malay traditional food innovation. These studies had shown that the variables which is consumer acceptance as the dependent variable and the attitude, perceived authenticity and perception as the independent variable were significantly correlated with the dependent variable. It is also having a positive correlation and negative correlation relationship. The Pearson's Correlation value (r value) are 0.599, 0.578 and -0.178.

As the recommendations for future studies, the researcher suggests for the future research to improved collecting data. So, it can help the researcher to collect more data about Malay traditional food innovation by giving it a long period of time to answer a given survey. Therefore, it also will help the researcher to be able to get more accurate data and even more convenient in answering the questionnaire and help the researcher to find more respondents to filling out the questionnaire. For instance, future research can give the questionnaires to professionals such as chefs or hospitality students.

Furthermore, the next recommendations for future research, the researcher suggests using qualitative method by open interview. So, the data collected can help the researcher get richer understanding gleaned from personal interaction. Therefore, if the researcher open-ended questions it can help to increased opportunity for respondents to

share their point of view and further specific answer. Further, the interview method allows in-depth investigation about issues from fewer people and produce descriptions of situations, events, people, interactions and observed behaviour.

As a suggestion for future research, the researcher suggested that future researchers conduct research among the millennial generation. This is said because, this generation has the potential to move the economy in terms of food production innovation to Malay traditional food. Through this matter, the researcher is confident that it can help the community to increase their knowledge to recognize the innovations that have been made to traditional Malay food. At the same time, it can open the eyes of the community not only to focus on innovation in food from other countries such as Korea and Thailand.

Moreover, the research should be also to collect the data in specific location especially on people who live in rural or village area. Indirectly, it is ideal to help the researcher to introduce the Malay traditional food innovation to all ages where it can save preparation time, human labour, and the uniqueness of the taste of the innovation food.

## 5.5 SUMMARY

This chapter had concluded and discusses the necessary findings of consumer acceptance of innovation in Malay traditional food. The objectives of the studied was achieved, the researched questions were answered, and the hypotheses was confirmed and accepted in this studied based on the analysis of a total of 384 questionnaires that could been used. The overall relationship shown in this studied between consumer acceptance of innovation in Malay traditional food could helped other researchers in making researched on traditional Malay food and could been used as their reference.

The results obtained in chapter 4 through the statistical package for the social sciences (SPSS) was discussed further and at the same time conclusions was made based on the results obtained from the responses from the respondents. The results could be concluded that there were some significant relationships between consumer attitude, perceived authenticity, and consumer perception towards innovation in Malay traditional food. Therefore, all the information provided during this researched was expected to helped consumers as well as the manufacturing sector in examining the important factors in the production of products related to Malay traditional food. At the same time, it could boost the Malaysian economy.

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