



CONSUMERS KNOWLEDGE, PERCEPTION OF FOOD IMAGE AND ACCEPTANCE TOWARDS KELANTAN TRADITIONAL FOOD

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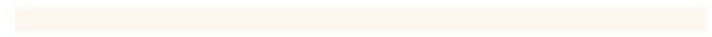
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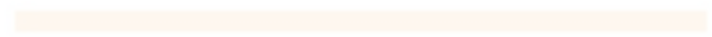
CANDIDATE'S DECLARATION



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“CONSUMERS KNOWLEDGE, PERCEPTION OF FOOD IMAGE AND ACCEPTANCE
TOWARDS KELANTAN TRADITIONAL FOOD”

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CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

In this chapter, after explaining the background of the research, problems, research goals, research subjects, research fields, and definitions of terms are explained.

1.2 BACKGROUND OF STUDY

Food-related consumer behaviour is a complicated phenomenon that is influenced by a wide range of variables that go beyond hunger or nutrition and frequently include a person's personal, cultural, and religious values and goals (Furst et al., 1996, Lindeman and Sirelius, 2001, Rozin, 2007, Sobal et al., 2006). Food is acknowledged as a means of expressing a community's identity, culture, and legacy. Foods are also seen as a symbol of social personality that sits between the visible identity and a particular culture or identity. Some components foodstuff preparation and eating include badges (Nor et al., 2012). Another belief is that eating can arouse emotions and build emotional relationships (Perry, 2017).

Malaysia, which is made up of Indian, Chinese, Malay and other ethnic groups, is renowned as a multicultural and multiracial country (Raji, Karim, Ishak, & Arshad, 2017). Malaysia has been referred to as a "food paradise" and is recognised by the diverse nation. More over half of the people in this area is Malay, which makes up the majority ethnic group in Malaysia. Additionally, by presenting regional cuisine to the populace, it helps to preserve the dishes' heritage. (Dimitrovsk & Crespi-Vallbona, 2016).

Malay cultures' dietary habits provide evidence of their adherence to traditional cultural customs. In the past, Malay cuisine has been described as regionally created inside the community with a distinctive local identity (Raji, Karim, Ishak, & Arshad, 2017).

Therefore, prior research shown the only a little cooking tools are required to manufacture Malays food and communicate the unique preparation methods (Raji et al., 2017). (Dovey, Staples, Gibson, and Halford, 2008) claim that the definition of food neophobia is the inability to ingest novel foods The inability to eat or reject novel foods was quantified by identifying and defining the personality trait known as food neophobia (Pliner & Hobden, 1992; Lahteenmaki & Arvola, 2001). The fear of having inferior taste, which manifests as a rejection of the new food form, may also be related to such psychological resistance to change; when this occurs, food availability also has an impact (Wim Verbeke & Lopez, 2005).

Food varieties enjoyed regionally over a long period of time and by many generations are referred to as traditional foods (Saad et al., 2021; Trichopoulou et al., 2007). Through succeeding generations, numerous ethnic groups inherit and transmit their traditional meals. By preserving cultural legacy, traditional food knowledge transfer (TFKT) could bolster national integrity (Zubaidah & Arsih, 2021). Communities often practise their traditional foods in accordance with their distinctive culinary tastes. The Malay Bugis, a minority ethnic group in Malaysia who are of Buginese descent, are particularly unaware of their ethnic traditional culinary customs in literature.

Our senses are all roused by food. It's not just about the flavour; it's also about the aroma that tickles our noses as we inhale food; the presentation of the food, which makes our eyes sparkle; the sensation we get on our fingertips when we touch it; and, last but not least, it's about the crunch we hear when we bite or nibble it, followed by the gentle and pleasant sound of a favourite food gliding through the throat. When it comes to eating traditional food, all of these experiences are considerably more intense (Zhang, 2019). Food sort of follows us everywhere we go (Steinmetz, 2010). In actuality, the meals we consume while we are young. Our memories and digestive systems are significantly affected by our lives. The human senses of taste and smell are intertwined, and both may distinguish biological.

Making choices demands information. Understanding customer behaviour, such as information search behaviour, was essential. Due to the influence of cultural values on knowledge, knowledge also influences dietary preferences. Traditional food knowledge was characterised by (Bowen and Devine, 2011) as the sharing of information, expertise, and culinary skills among family members. For this reason, traditional food instruction should start in childhood and last a lifetime. There is a strong correlation between genders and traditional food, which is what is meant by traditional food (Ramli et al., 2016). (Huh, 2002) discovered that cultural awareness has a big impact on a community's quality of life by boosting sense of identity, fostering positive relationships among residents, and fostering a stable, peaceful environment. Food literacy successfully introduces children to regional traditional foods to develop their awareness, protecting the cuisine of the Lofoten area (Bertella, 2011). In addition, historical information can be instructive. It may be said that it is an endeavour to foster a national ethos that unites individuals. The information will then assist individuals in understanding and resolving cultural issues. Thus, understanding historical foods is essential to maintaining the unique identity of our food heritage. If knowledge of traditional food practises is passed down from older to younger generations, the younger generation may promote and safeguard heritage foods (Md. Nor et al., 2012).

The process through which people identify and interpret sensory stimuli is known as perception. (Schacter, 2011) claims that one technique for locating and evaluating sensory data to comprehend provided data is perceptions. A person's views, attitudes, ideas, and impressions about something are referred to as their "image" (Nelson, 2016). Despite initiatives to market and draw tourists to Kelantan in order to advance cultural tourism, particularly cuisine tourism, (Ismail, 2016) claims that the perception of the region is still that of an eco-tourism destination. Customers who consumed traditional food in this study were the ones who determined how people perceived the dish's image. These consumers' judgements of value and quality were related. (Karim and Chi, 2010) are two scholars who have produced research in this specific area, the study in food image appears to be very young in Malaysia, with limited information available.

The act of accepting is called acceptance. (Omar et al, 2015) assert that Malaysia's traditional dishes reflect the country's rich cultural heritage. Consumer consumption and food preferences can be influenced by food's texture, colour, flavour, and scent. Based on culture, values, and beliefs, Malaysian cuisine is produced and eaten (Radzi et al., 2010). Malaysian cuisine is very varied.

Meals in Kelantan is sweeter than food in Terengganu (Sharif et al., 2008). According to (Dalilah, 2012), consumers favour, pick, and accept high-quality food. Children are taught about nutrition from a young age. They began to adopt kuih and other ethnic foods as a result (Hamzah et al., 2015). Information about traditional foods is usually passed down from one generation to another. Previous dining experiences have an impact on food memories as well (Barker, 1982).

1.3 PROBLEM STATEMENT

CONSUMERS KNOWLEDGE, PERCEPTION OF FOOD AND ACCEPTANCE TOWARDS KELANTAN TRADITIONAL FOOD

Traditional foods are those that have been consumed for many generations or that have been passed down via families. Foods and dishes that have a long history in a national dish, regional cuisine, or local cuisine are considered to be traditional. Traditional meals and drinks can be manufactured at home, in eateries and small manufacturers' facilities, as well as in big food processing plants.

Consumer perception of traditional food in Kelantan is a common problem that causes consumers anxiety when they visit restaurants serving it. This reason behind this statement is that when the consumers choose the food, they should comply with every dish that available in that Kelantan. The taste of food is something that consumers typically pay great attention to, therefore it becomes problematic for them when it has an unpleasant flavour. As a result, customers now primarily use their sense of taste to judge and experience traditional foods.

Additionally, consumers' lack of familiarity with traditional food from Kelantan is a prevalent issue. Instead of trying the conventional dishes, consumers prefer to select their preferred foods. Many consumers need to be aware of the value of traditional food because it is important to understand where our food comes from, how it is grown or produced, and how we have used it for sustenance, medicine, and celebration. In many cultures, sharing knowledge through writing and recipes, songs, and celebrations is also a tradition.

Furthermore, consumers **acceptance** is also a problem towards the Kelantan Traditional food. When consumers observe a food environment full of culture where people eat with their hands and there are even a few Malay people who use spoons, they will be influenced by the issues. The existence of food culture necessarily involves locals

practicing it. This information is taken from the article family, marriage customs cuisine, food and culture, which discussed manners. Therefore, it is unclear to consumers when they should use a spoon or to eat by hand. In other nations, people are used to eating all types of food with a fork or spoon, but as culinary culture became more prevalent, consumers needed to comprehend the idea that culture brought Malay ethical standards.

With regards to Malaysia, there still a great deal of works that must be finished, for Kelantan's traditional food culture to be perceived by the consumers. Despite the fact that Kelantan is considered as a food heaven state, Kelantan actually needs to keep up with its uniqueness to guarantee the food quality doesn't empty out over ages (Omar, & Omar, 2018).

Therefore, this study want to fill the gap between the factors of acceptance the traditional food in kelantan toward the consumer perception, knowledge and the acceptance of Kelantan traditional foods.

1.4 RESEARCH OBJECTIVES

1. To determine the consumer knowledge towards Kelantan traditional food.
2. To identify the consumer perception towards Kelantan traditional food.
3. To analyse the consumer acceptance of Kelantan traditional food.

1.5 RESEARCH QUESTIONS

1. To what extent the consumer knowledge toward Kelantan traditional food?
2. What is the consumer perception toward Kelantan food ?
3. Does the Kelantan traditional food is accepted among the consumer?



1.6 SIGNIFICANCE OF THE STUDY

At the end of the survey, the survey aims to further raise consumer awareness of traditional foods. The results of this study are important for future understanding in terms of consumer knowledge, food perception and acceptance of traditional Kelantan food.

This study will provide all communities with useful knowledge of how important traditional foods are in each state, as the uniqueness of traditional foods differs from other states. , consumers can learn more about the uniqueness of Kelantan's traditional food. They can introduce food about taste, use of ingredients and how to cook it. This consumer can know and have an attempt to try the food even if it is not their food normal food.

Next, the results of this study will help universities improve their literature on expected outcomes. It helps consumers learn more about traditional foods in terms of taste, types of foods, cooking methods, etc. This is because different states have different tastes and peculiarities of food.

Finally, the study will also inform other researchers on the taste, novelty and consumer attitudes of traditional foods. The results of this study are of particular interest to researchers studying the traditional foods of Kelantan.

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1.7 DEFINITION OF TERMS

Terms	Definition	Author
1. Perception	Perception is the collection, identification, and interpretation of sensory data to represent and comprehend the information or environment being presented.	(Gregory, Richard, 1987)
2. Knowledge	Knowledge is a highly valued stated in which a person is in cognitive contact with reality.	(Linda, Zagzebski, 2017)
3. Consumer	Consumer studies is the study of "the actions taken by individuals or groups to choose, acquire, utilise, or discard goods, services, concepts, or experiences in order to satisfy needs and desires."	(Solomon et al., 1995)
4. Food	Food is also essential to defining one's own identity because the foods one chooses to eat shape who he or she is physiologically, psychologically, and socially.	(Claude Fishler)
5. Traditional	Traditional is it has a tenuous connection to cultural identity and tradition, making it a complicated idea.	(Gent, Belgium, 2008)

1.8 SUMMARY

This chapter provides a general overview of the research investigation. The background of the study is covered in Chapter 1, which is followed by a problem statement that explains consumer knowledge, food perception and acceptance of traditional food images. The research question, research objectives and significance of the study are then discussed. In this study, the definitions of terms we employ are also provided.



CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

This study aims to inquire into consumer knowledge, perception of food and acceptance towards Kelantan traditional food. An overview of the chapter and an explanation of the factors that affect consumer knowledge, perception of food and acceptance towards Kelantan traditional food were located. This part displays the writings about the consumer knowledge, perception of food and acceptance to Kelantan traditional food, and a conceptual framework and hypothesis are also offered.

2.2 LITERATURE REVIEW

2.2.1 KELANTAN TRADITIONAL FOOD

Kelantan is known as the "Cradle of Malay Culture," on account of its unmistakable social traditional, indigenous habitats, the unmatched neighborliness of local people, as well as its unique foods, all of which impact the state's travel industry improvement (Syahida and Zainal, 2014). Among popular dishes in Kelantan, for example is Nasi Kerabu, Laksam Kelantan, Ayam Percik, Kerabu Sare, Kuih Akok, Bahulu, and many others. Besides, a few foods have been assigned as legacy foods by the Jabatan Warisan Negara gateway, including Nasi Kerabu, Nasi Tumpang, Kuih Lompat.

2.2.2 PERCEPTION OF TRADITIONAL FOOD

Perceptions can be characterized as the interaction by which consumers perceive and decipher tangible upgrades. As indicated by Schacter (2011), perceptions is one technique. As indicated by Ismail (2016), the picture of Kelantan is as yet that of an eco- the travel industry objective, not standing endeavors to elevate and draw in individuals to visit Kelantan to advance social the travel industry, including food the travel industry. The perception of traditional food picture not entirely settled by purchasers who devoured food legacy in this review. These consumers perceptions were connected to both worth and quality. Albeit a few specialists, including Karim and Chi (2010) and Chi et al. (2013), have delivered research in this particular region, the concentrate in food picture has all the earmarks of being very youthful in Malaysia, with restricted data accessible.

Basically, consumers will be more disposed to buy and devour food that is great, solid, and protected to eat. Consumers are more positive about purchasing and devouring solid and great foods. Therefore, food picture is basic intempting buyers to eat the food.

2.2.3 ACCEPTANCE OF TRADITIONAL FOOD

Acceptance is the demonstration of tolerating. As indicated by Omar et al. (2015's), Malaysia's traditional foods mirror its rich culture. Surface, variety, flavor, and fragrance can impact consumers' consumptionas well as food decisions. Malaysian food is ready and eaten in view of culture, convictions, and values (Radzi et al., 2010). Malaysia has a different food legacy. Kelantan's food is better than Terengganu's (Sharif et al., 2008). Dalilah (2012) states that consumers like, pick, and acknowledge top notch food. Dietary guidance is instructed to kids since the beginning. It drove them to acknowledge kuih and other social foods (Hamzah et al., 2015). Traditional food data is regularly passed down from one age to another. Food recollections are likewise affected by past feast encounters (Barker, 1982). Past feast encounters and outings familiarize a consumer with the food accessible at an objective. Consumers are bound to try traditional foods and either acknowledge or dismiss them in this case. It is vital for know how Kelantan legacy food is evaluated and appreciated in Kelantan.

The ascent in corpulence and other food-related illnesses has additionally made consumers more wellbeing cognizant. Health conscious consumers are changing their

purchasing propensities, focusing better on nourishment marks, and looking for items with medical advantages. Accordingly, consumers like and acknowledge quality foods.

2.2.4 KNOWLEDGE OF TRADITIONAL FOOD

The capacity to understand consumer conduct, for example, data search was basic. Information additionally impacts food inclinations on the grounds that social qualities impact information. Bowen and Devine (2011) characterized traditional food information as trading information, experience, and food abilities between relatives. Therefore traditional food instruction ought to start from adolescence and go on over the course of life.

Traditional food is characterized as cultural food, and there is a critical connection among generations and food legacy (Ramli et al., 2016). Huh (2002) found that information on legacy fundamentally influences a local area's personal satisfaction by building up public pride, laying out great compatibilities among residents, and giving a consistent and agreeable. Food information effectively opens adolescents to nearby traditional cooking styles to build their mindfulness, hence protecting the food in the Lofoten district (Bertella, 2011). Aside from that, authentic realities can instructive. It tends to be said as a piece of work to impart a public ethos that unites consumers. The information will then help consumers learn and arrange their social distinctions. Accordingly, information on traditional foods is essential in safeguarding our food traditional character. The more youthful age could advance and safeguard legacy foods assuming information on traditional food rehearses is passed down from more seasoned to more youthful ages.

2.2.5 FOOD IMAGE

Food images are visual representations of food that can be either tangible or immaterial in nature. The food image of tangible data is the first step in understanding

what a food item is capable of, including its ability to satisfy, the associations and implications it inspires in the mind, the behaviours it may cause, and the potentially profound reactions it may elicit (Brakus, Schmitt, and Zarantonello, 2009). Because it aids in "pushing ideas that combine a client's impression, consciousness, or cognizance about a company or its contributions, food image is crucial. Typically, marketing, audits, advertising, virtual entertainment, personal interactions, and other channels have an impact on customer discernment.

2.3 HYPOTHESIS

According to literature review, it shows the issues that affect traditional food among consumer in Kota Bharu are consumer acceptance, consumer perception and consumer knowledge. This issue is known as an independent variable, while food traditional food image among consumer in Kota Bharu is a dependent variable. Basically, the hypothesis is to summarize the study on the research question, of how to determine, evaluate and identify the relationship between the three independent variables and dependent variable. So, based on the study, the hypothesis that will be investigated for this research are:

2.3.1 Relationship between consumer acceptance and traditional food among consumer in Kota Bharu

The perceived effect of the innovation on the traditional nature of the ensuing food product is a key factor in consumer approval. Results show that consumers are generally receptive to changes to traditional food products. The improvements with the highest levels of acceptance are those that enhance the traditional nature of the product or profit from addressing drawbacks related to the traditional nature of meals (Vanhonacker, 2013).

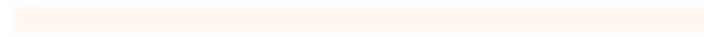
H1: There is a significant relationship between consumer acceptance and traditional food among consumer in Kota Bharu.

2.3.2 Relationship between consumer perception and traditional food among consumer

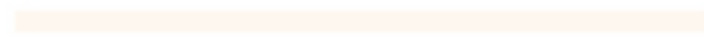
in Kota Bharu.



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Traditional food production is changing quickly, which has an impact on how customers view these (Fibri & Frst, 2019). It's critical to comprehend how the millennial generation views their traditional meal in order to maintain the appeal of traditional foods in the marketplace. Consumers' specific views about traditional meals, in addition to neophobia, are likely to have an impact on both their hedonic reaction and how they perceive the traditional foods. The current authors have previously designed a questionnaire about consumer attitudes toward traditional foods (Fibri & Frst, 2019) in order to research potential effects of this.

H2: There is a significant relationship between consumer perception and traditional food among consumer

2.3.3 Relationship between consumer knowledge and traditional food among consumer in Kota Bharu.

Some ethnic groups are reportedly unable to pass down their traditional cooking techniques to the younger generations, which has led to issues with deskilling in household cooking as well as the loss of traditional food culture (Bowen & Devine, 2011; Stringer, 2009). For instance, the younger generation is overly reliant on convenience, packaged, and pre-prepared foods, which reduces their interest in learning how to cook at home like their mothers did.

H3: There is significant between consumer knowledge and traditional food among consumer in Kota Bharu.

2.4 CONCEPTUAL FRAMEWORK

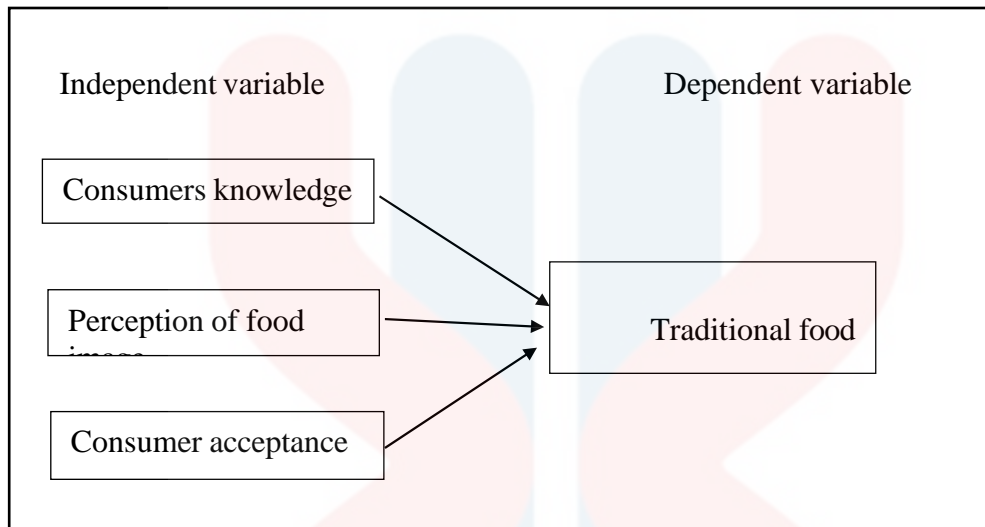


Figure 1. Conceptual framework of study

Figure 1 is the conceptual framework of the study. This conceptual framework presents the independent variables (IV) and dependent variables (DV) of this study. The independent variables were consumer knowledge, perceptions and acceptance of Kelantan traditional foods. On the other hand, the dependent variable (DV) is traditional food. There are three independent variables (IV): consumer knowledge, food image perception, and consumer acceptance, and the dependent variable (DV) is the ratio of Kelantan traditional food to consumers.

Fundamentally, it is the conceptual framework that researchers need to keep in mind when starting their research. This therefore requires a study of prior knowledge of the views of other researchers, and since this concept is an observational study, it must be taken seriously. A conceptual framework is therefore very important and helps us focus and succeed in our research.

2.5 SUMMARY

In summary, this chapter provided definitions, analyses, and classifications of the components that contributed to avoidance traditional food based on previous studies. Moreover, the chapter also discusses the hypothesis of this study. Last, but not least, conceptual framework is one of the key points in chapter 2, that have been identified according to the research issues and from the previous research study that related.



CHAPTER 3: METHODOLOGY

3.1 INTRODUCTION

In this chapter, the research approach is covered. Research technique is defined as a highly intelligent movement used to examine nature and matter that controls how information is obtained, analysed, and described (Hernandez, Rangel, & Arandia, 2016). This study aims to better understand consumer knowledge, culinary perception, and acceptability of traditional foods from Kelantan. It is the study of using unbiased and accurate analysis to find solutions to scientific and societal problems. This chapter will address the study's research design, target population, sample size, sampling strategy, data collecting, research instrument, data analysis, and chapter summary.

3.2 RESEARCH DESIGN

This study design is being carried out in order to give researchers the proper recommendations for achieving the research objectives or testing the made hypothesis. (2019, Siliyew). In research design, it is necessary to certify that the sources used to collect the data are capable of fully answering the study questions. (2012 Mukesh, Salim, and Ramayah). Therefore, it is encouraging that researchers should begin conducting in- depth study in order to identify the crucial details needed to respond to the research questions. The likelihood of a study or piece of research being successfully completed would be low without a well-designed technique. (2013, Balakumar, Inamdar, and Jagadesh). A quantitative technique is more appropriate for the research issue chosen because the study's objectives are to examine the link between different factors and test hypotheses that will support or refute theories (Bryman & Bell, 2015, p.53).

A quantitative technique is better appropriate for the research topic because the study's objectives are to examine the relationships between various variables and test hypotheses that will support or refute ideas (Bryman & Bell, 2015, p.53).

Quantitative research approaches collect data in numerical form and then analyze it using mathematical structures, particularly statistics, to shed light on a problem or phenomenon (Aliaga & Gunderson, 2002). To generate information, quantitative techniques focus on quantifying and interpreting variables. The quantitative approach involves using and analyzing mathematical information and using statistical methods to answer questions such as: who, how much, what, where, when, number and how (Apuke, 2017). Quantitative mining “uses research methods. For example, studies, reviews, and data collection on legacy tools provide measurable insights. (Creswell 2003 Williams, 2011, Artikel 18).

Quantitative research also involves sorting information it is usually numeric and the analyst usually uses numeric models as an information retrieval system. A researcher uses query strategies to ensure matching against rational data information sorting procedure (Williams, 2007).

3.3 POPULATION

According to (Goundar, S., 2012), the term "population" in research methodology refers to a big group of individuals, groups, institutions, or occasions of any type that have common or related features and are employed by researchers to gather data. Population was defined by Krieger (2012) as every member of any nearby characterised group of humans, occasions, or objects. Furthermore, it indicates that each individual, neighbourhood, or group that comprises a population must share a minimum of one trait. As a result, the sample's population mirrors the study's objectives and goals (Oribhabor & Anyanwu, 2019).

The state of Kelantan has 1.83 million residents in total. Only 364 of the 1.1675 million participants that make up the study's target responders in the 15- to 64-year-old age range are really involved.

3.4 SAMPLE SIZE

Sample refers to the population component. The sample size is the total number of subjects in the sample; the subject is the sample participant. The population often dictates the size of the sample. (Pritha Bhandari, 2020) defines the population as the entire group from which judgements should be drawn. This group can include things, events, organisations, nations, species, or animals in addition to individuals. 364 participants were consequently selected for this investigation. According to (Smith, 2013), good confidence levels have a margin of error of less than 10% and are 90%, 95%, and 100%.

TABLE I: SAMPLE SIZE BASED ON DESIRED ACCURACY SOURCE:
(GILL ET AL, 2010)

Population Size	Variance of the population P=50%					
	Confidence level=95% Margin of error			Confidence level=99% Margin of error		
	5	3	1	5	3	1
50	44	48	50	46	49	50
75	63	70	74	67	72	75
100	79	91	99	87	95	99
150	108	132	148	122	139	149
200	132	168	196	154	180	198
250	151	203	244	181	220	246
300	168	234	291	206	258	295
400	196	291	384	249	328	391
500	217	340	475	285	393	485
600	234	384	565	314	452	579
700	248	423	652	340	507	672
800	260	457	738	362	557	763
1000	278	516	906	398	647	943
1500	306	624	1297	459	825	1371
2000	322	696	1655	497	957	1782
3000	341	787	2286	541	1138	2531
5000	357	879	3288	583	1342	3831
10000	370	964	4899	620	1550	6221
25000	378	1023	6939	643	1709	9941
50000	381	1045	8057	652	1770	12411
100000	383	1056	8762	656	1802	14171
250000	384	1063	9249	659	1821	15481
500000	384	1065	9422	660	1823	15601

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3.5 SAMPLING METHOD

The use of sampling is to draw inferences about a population or extrapolate from an existing hypothesis. Typically, this depends on the researcher's selection of the sample method (Taherdoost, 2016).

The two types of sampling techniques are probability sampling technique and non-probability sampling technique. According to probability sampling, each component of the population has an equal chance of being selected for the sample (Taherdoost, 2016). Simple random sampling, stratified sampling, cluster sampling, and systematic sampling are all probability sampling techniques. With non-probability sampling, there is no basis for determining the likelihood that any of the universe's constituents will have the chance to participate in the study sample (Etikan & Bala, 2017). Convenience sampling, quota sampling, judgement sampling, and snow sampling are examples of non-probability sampling techniques.

The researcher is applying the convenience sampling for this study is used to select respondents for this survey. Convenience sampling is a non-probability sampling technique in which subjects are chosen based on their ease of access and proximity to the researcher. Using this sampling technique, every person in the selected areas of Kelantan had a chance to be chosen for this study. This type of sampling made it easier for the researcher to collect data, and the data was more reliable. This study's data was gathered from respondents in three different areas of Kelantan. The data was gathered using a questionnaire form. During the sampling procedure, the researcher stayed near the respondents to ask if they had any queries about the questionnaire. The respondent must be familiar with Kelantan's traditional food.

3.6 DATA COLLECTION

In order to address the stated research question, test the hypothesis, and evaluate results, one must estimate and assemble information on the elements in a set up conscious styles known as data gathering. A data gathering strategy can be divided into two categories: secondary data collection and primary data collection.

Primary data is gathered from real resources, such as users or other respondents, on the people who make up the target audience for the given review. Data collecting methods include using surveys, one-on-one meetings, Google forms, and review techniques to collect data. In the interim, all secondary data can be checked from public sources or internal documents, such as books, papers, magazines, and so forth. In addition, it is possible to use review forms, Google forms, and questionnaires for secondary data collecting.

This study uses a questionnaire as its primary method of data collection. The researcher used the web (online platform) to adapt the questionnaire and for the data gathering method.

3.7 RESEARCH INSTRUMENT

A research instrument is defined as a tool that helps the researcher collect data from the research subject. Comparable to a questionnaire, test, or scale in a research setting. The researcher can use a variety of instruments, including reviews, contextual investigations, and questionnaires, depending on the results of the review that has already been conducted.

The researcher has chosen the questionnaire instrument to collect the data for this study. It's because a huge number of respondents were sought after for this study. Time can be saved by using a questionnaire, which is a simple tool at a low cost. Any platform, including virtual entertainment, mail, face-to-face communication, the internet, and phone, can be used to distribute the questionnaire.

Sections A, B, and C make up the four sections that make up the questionnaire. The respondent information or segment is covered in Section A. Respondent will react to a question on their own insight in this section. The free factors for this research, such as perception, knowledge, and acceptance, are discussed in Sections B and C. Scales are used in the questionnaire's Section B and Section C. Scales are used to rank people's preferences on objects, occasions, or in relation to others from low to high.

3.7.1 Resource Of Questionnaire

Table 2: Resources Questionnaire

Section	Factors	Contents
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<p>A</p>	<p>Demographics Profile</p>	<p>Gender Male Female</p> <p>Age 18-20 21-23 24-26 27-29 30 and above</p> <p>Race Malay Chinese Indian Other</p> <p>Level Of Education SPM STPM DIPLOMA DEGREE MASTER PHD</p> <p>Working Status FULL TIME PART TIME SELF EMPLOYED STUDENT</p>
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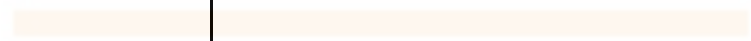


	<p>B Independent Variables</p>	<p>6. Monthly Income BELOW RM 1000 RM 1000-RM 2999 RM 3000-RM 4999 ABOVE RM 5000</p> <p style="text-align: center;"><u>Knowledge</u></p> <p>What type of Kelantan traditional foods are usually consumed ?</p> <p>Nasi Kerabu Budu Akok Lompat Tikam Laksam</p> <p>When do you consume Kelantan traditional food ?</p> <p>Breakfast Dinner Lunch As Snack</p> <p>How often do you consume Kelantan traditional food ?</p> <p>Daily Several Times Per Week Once Per Week Once Per Month</p> <p>Can this traditional Kelantan food dish become your favorite ?</p> <p>Strongly Disagree Disagree Agree Strongly Agree</p> <p><u>Perception</u></p>
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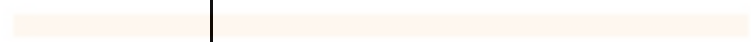
1. I think the Kelantan food reflects a well-known cuisine in the world.



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		<p>Strongly Disagree Disagree Agree Strongly Agree</p> <p>2. I think the Kelantan food reflects good food hygiene.</p> <p>Strongly Disagree Disagree Agree Strongly Agree</p> <p>3. I think the Kelantan food reflects exotic cooking methods.</p> <p>Strongly Disagree Disagree Agree Strongly Agree</p> <p>I think the Kelantan food reflects delicious food.</p> <p>Strongly Disagree Disagree Agree Strongly Agree</p> <p>5. I think the Kelantan food reflects a cultural experience.</p> <p>Strongly Disagree Disagree Agree Strongly Agree</p>
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		<p><u>Acceptance</u></p> <p>1. I accept that Kelantan food reflects fantastic food.</p> <p>Strongly Disagree</p>
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		<p>Disagree Agree Strongly Agree</p> <p>2. I accept that Kelantan food reflects an attractive food presentation.</p> <p>Strongly Disagree Disagree Agree Strongly Agree</p> <p>3. I accept that Kelantan food reflects a variety of food.</p> <p>Strongly Disagree Disagree Agree Strongly Agree</p> <p>4. I accept that Kelantan food reflects nourishing food.</p> <p>Strongly Disagree Disagree Agree Strongly Agree</p> <p>5. I accept that Kelantan food reflects local food ingredients.</p> <p>Strongly Disagree Disagree Agree Strongly Agree</p>
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C	Dependent Variables	<p>Do you think traditional food in Kelantan plays an important role in our lives ?</p> <p>Strongly Disagree Disagree Agree</p>
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	<p>Strongly Agree</p> <p>I like the traditional food in Kelantan because of the uniqueness of various tastes.</p> <p>Strongly Disagree Disagree Agree Strongly Agree</p> <p>Very reasonable price ?</p> <p>Strongly Disagree Disagree Agree Strongly Agree</p> <p>Is income influencing the chosen traditional food in Kelantan ?</p> <p>Strongly Disagree Disagree Agree Strongly Agree</p>
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In Sections B and C of this study, the measuring scale is the Likert scale. A type of psychological measurement scale known as the Likert scale is frequently employed in surveys. In a survey using a Likert scale, respondents are given more specific options instead of a simple yes or no response, such as whether they agree or disagree with the issue to varying degrees. Market research is not complete without the use of the Likert Scale survey question, which is crucial for gauging respondents' opinions or attitudes on particular subjects. Also included in the study are the following measurements: 1- Strongly disagrees, 2- Disagrees, 3- Neutral, 4- Agree, and 5- Strongly Agree. Last but not least, these data will be gathered and ready for analysis.

3.8 DATA ANALYSIS

This survey is analyzed by the Social Science Statistics Package (SPSS) version 23.0. Reliability and validity tests are used in research to measure the strength of questionnaires. Descriptive analysis helps measure the results of this study and answer the research objectives and research questions for which hypothesis testing is performed in this study.

Descriptive tests were used to determine consumers' level of knowledge of Kelantan food heritage, perception of food images, and acceptance of Kelantan food heritage. The data obtained in this study were not normal after analysis by normality test. User can make tables and pie charts using the program-based data processing and analysis windows known as SPSS. Researchers' use of computers helped them reduce the amount of time and effort needed to gather data and perform quantitative analysis swiftly and simply. To assess quantitative data, the researcher uses Pearson's Correlation, regression, the descriptive statistic, reliability statistic, and more.

After that, we used spss version 23.0 to collect respondent questionnaire information regarding consumer acceptance of traditional food in Kelantan. It is very easy to use. We can know about the percentage of analysis we do.

3.8.1 DESCRIPTIVE STATISTIC

The short population coefficient, also known as descriptive statistics, sums up the data set, which may be a sample of the data population or representative of the complete population. The central tendency and the variability measure are both included in the descriptive statistics. Standard deviation, variance, minimum and maximum variation, kurtosis, and skewness are examples of measurements of variability, whereas mean, median, and mode are examples of measures of central tendency. This data set was neatly structured and structurally split. Using descriptive analysis, researchers may more effectively interpret the data. The median was calculated as follows. Strongly disagree in the point range of 1.00-1.80, Disagree 1.81-2.60, Neutral 2.61-3.40, Agree 3.41-4.20, and strongly agree 4.21-5.00.

Table 3: Relationship between Mean and Level of Agreement

Likert-Scale Description	Likert-Scale	Likert Scale interval
Strongly disagree	1	1.00 - 1.80
Disagree	2	1.81 - 2.60
Neutral/Uncertain	3	2.61 - 3.40
Agree	4	3.41 - 4.20
Strongly agree	5	4.21 - 5.00

Source: (Pimentel, 2010)

3.8.2 RELIABILITY TEST

Reliability is described as the general, group, and particular factors among the item being verified as well as the consistency of the result in the factors from test to test. The definition of four dependability that are recognised as being essentially different is the hypothecate self-correlation, the coefficient of equivalence. If it is possible, it is investigated to estimate each of these coefficients. The measurement and other real-world applications, as well as the coefficient of standard errors, have distinct values and cannot be used interchangeably in attenuation for correction. This study employed Cronbach's Alpha to assess the questionnaire's reliability.

Table 4: Rules of Thumb Cronbach's Alpha

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

Source: (Sekaran & Bougie, 2010)

3.8.3 PEARSON CORRELATION

The most widely used method for analysing numerical variables was the Pearson Correlation Method, which was given values between 0 and 1, with 1 signifying total positive correlation and 0 signifying entire negative correlation. According to the following interpretation, a correlation value of 0.7 between two variables indicates a significant and positive link between them. A positive correlation exists when the variable A rises and the variable B follows suit, whereas a negative correlation occurs when A rises and B falls.

Table 5: Value of Pearson Correlation

Value of the correlation Coefficient	Strength of Correlation
1	Perfect
0.7 - 0.9	Strong
0.4 – 0.6	Moderate
0.1 - 0.3	Weak
0	Zero

3.9 SUMMARY

Researchers can learn how to use the research design in their thesis through this chapter, along with its purpose and other elements like the target audience, sample size, sampling technique, data collection, research tools, and data analysis. This chapter includes information about the questionnaire's administration and potential applications for this study. Additionally, the researchers describe each question's purpose and content. Hopefully, all of the research's components can be utilised in subsequent studies after this chapter.



CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

The research's findings will be discussed in this chapter. Data analysis is necessary to examine consumer knowledge, perception of food image and acceptance towards Kelantan traditional food. The data were obtained using the primary data as a questionnaire approach. For this study, a total of 384 responses were gathered. Additionally, this chapter displays the outcomes of reliability analysis, inferential analysis, and descriptive analysis (descriptive frequency and statistics). To determine the connection between independent variables (IV) and dependent variables (DV), use correlation.

4.2 RESPONDENT DEMOGRAPHIC PROFILE

A total of 403 people responded to the survey, according to the results. Gender, age, race, level of education, working status, and monthly income of traditional food from Kelantan are among the statistics in Section A. A table and pie chart were used to display the demographic characteristics of the respondents.

4.2 DESCRIPTIVE ANALYSIS

Based on the data gathered from 384 respondents in section A for background information summaries in respondents demographic profile, a descriptive analysis was carried out.



4.2.1 GENDER

Table 4.2.1 and Figure 4.2.1 below show the demographics based on the gender of respondents.

Table 4.2.1: Gender of Respondents

Gender	Frequency	Percentage (%)
Male	239	59.8
Female	163	40.3

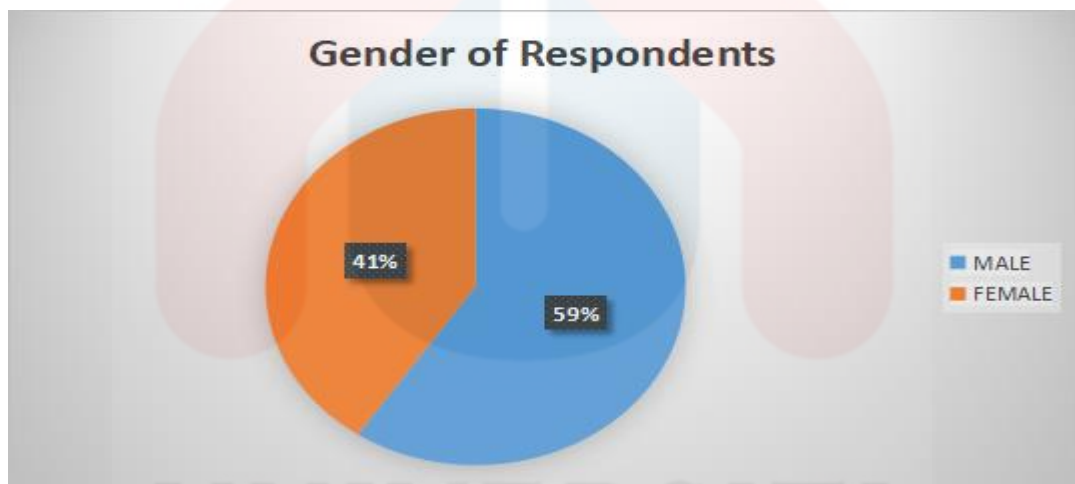


Figure 4.2.1: Gender of Respondents

The stated number of demographic profiles for respondents of each gender who completed the questionnaire is shown in Table 4.1 and Figure 4.1. According to the aforementioned data, there are 239 respondents who are male (59.3%), while there are 163 respondents who are female (40.4%).

4.2.2 AGE

The demographic profile for the age range of respondents shows in Table 4.2 and Figure 4.2 below.

Table 4.2.2 Age of Respondents

Age	Frequency	Percentage (%)
Under 20	39	9.7
20-35	288	71.5
36-50	68	15.9
50-65	10	2.5
Over 65	2	0.5

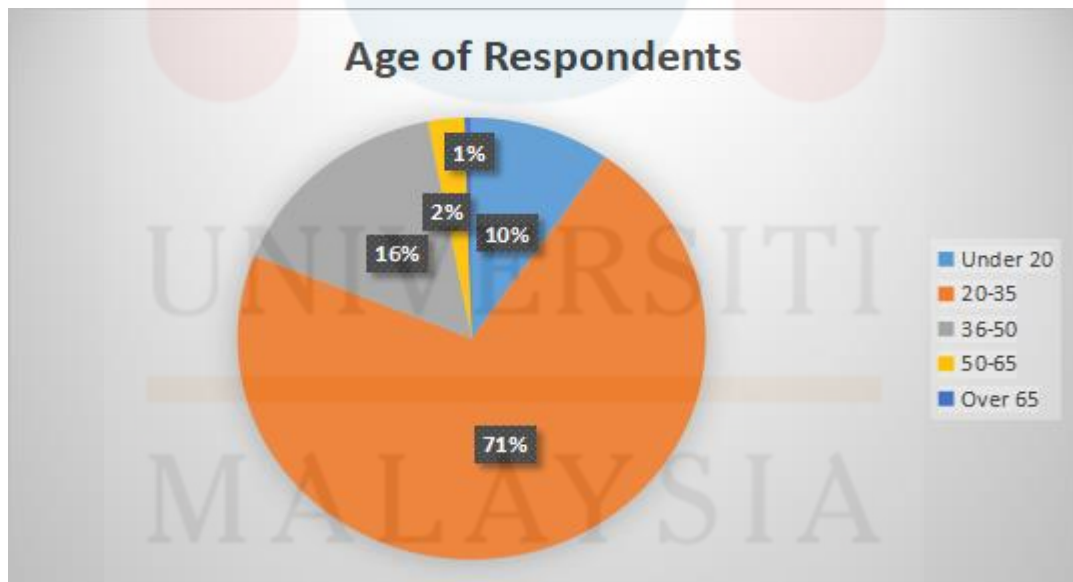


Figure 4.2.2: Age of Respondents

Table 4.2 and Figure 4.2 shows the number of respondents by age group. The number of respondents involved in the study according to age groups is ranging from 20 to 65 years old and above. For the age range under 20 years old is 39 people and the percentage is 9.7%. Respondents' age range from 20-35 years old has the highest response rate which is 288 people. The percentage for this age is 71.5%. A total of 68 people for the age category of 36-

50 years old and the percentage is 2.5%. For ages 50-65 years old is 10 people (2.5%) and over 65 years old is 2 people (0.5%).

4.2.3 RACE

Table 4.2.3 and Figure 4.2.3 showed the demographic profile for the race of respondents.

Table 4.2.3 Race of Respondents

Race	Frequency	Percentage (%)
Malay	222	55.1
Chinese	43	10.7
Indian	112	27.8
Other	26	6.5

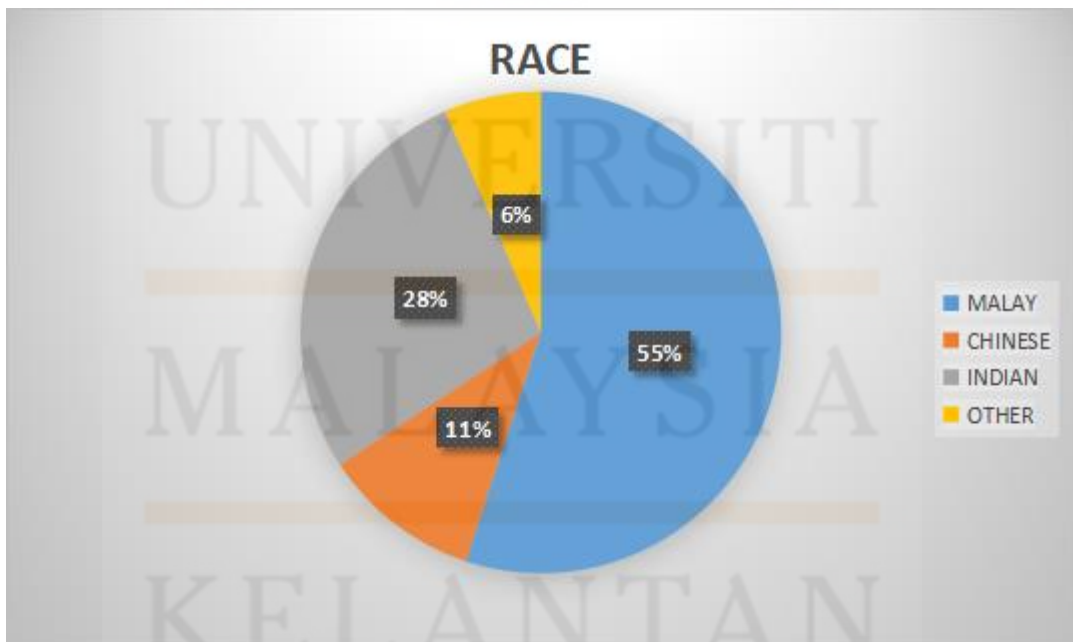


Figure 4.2.3: Race of Respondents

Based on Table 4.2.3 and Figure 4.2.3, most of the respondents come from Malay which consists of 222 people and the percentage is 55.1%. There are 43 respondents (10.7%)

from China. The number of respondents from India is 112 people with a percentage of (27.8%). Respondents from Other are 26 people (6.5%).

4.2.4 LEVEL OF EDUCATIONS

The next demographic profile is the level of education of respondents shown in Table 4.2.4 and Figure 4.2.4.

Table 4.2.4 Level of Education of Respondents

Level of Educations	Frequency	Percentage (%)
SPM	47	11.7
STPM	45	11.2
DIPLOMA	54	13.4
DEGREE	241	59.8
MASTER/PHD	11	2.7
OTHER	5	1.2

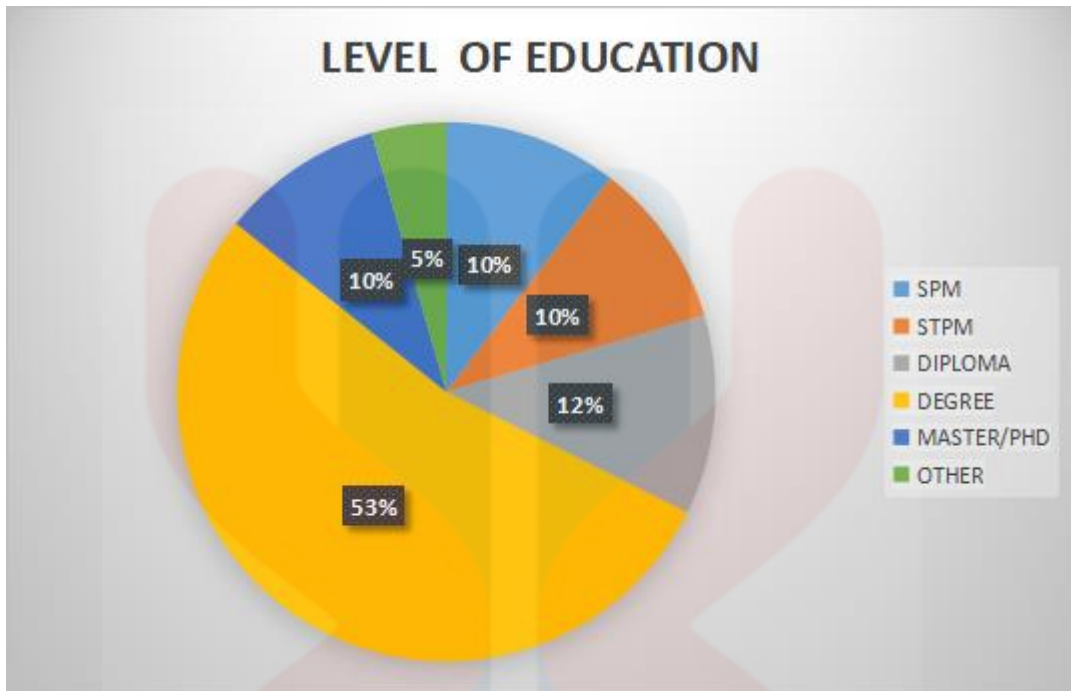


Figure 4.2.4: Level of Education of Respondents

Based on analysis data in Table 4.2.4 and Figure 4.2.4 found that most of the respondents that answered the questionnaire are SPM with 47 people and percentage of (11.7% followed up by respondents from STPM with 45 people (11.2%). Respondents from Diploma have 54 people (13.4%). Meanwhile, respondents from Degree are the highest which is 241 people and the percentage is (59.8%). The data showed that there are 11 people (2.7%) who are Master/PHD and lastly respondents from Other are 5 people (1.2%).

4.2.5 WORKING STATUS

The next demographic profile is the working status of respondents that showed in Table 4.2.5 and Figure 4.2.5.

Table 4.2.5: Working Status of Respondents

Working Status	Frequency	Percentage (%)
Full Time	63	15.6
Part Time	42	10.4
Self Employed	49	12.2

Student	249	61.8
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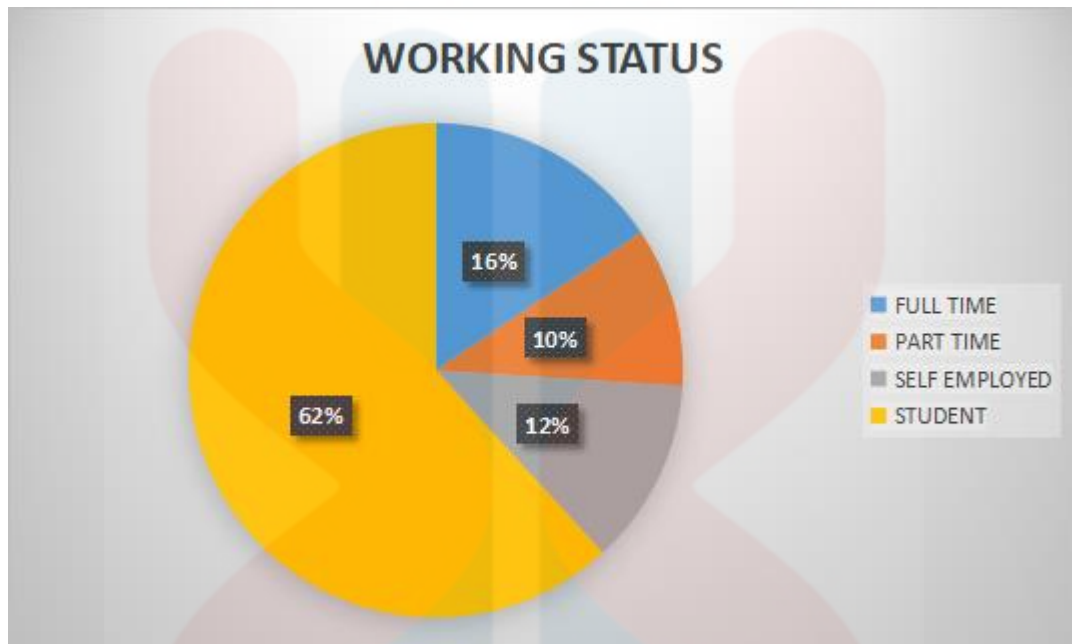


Figure 4.2.5: Working Status of Respondents

Based on the analysis data in Table 4.2.5 and Figure 4.2.5 found that most of the respondents that answered the questionnaire are Full Time with 63 people and a percentage of (15.6%). Respondents from Part Time are 42 people (10.4%) followed up by respondents from Self Employed with 49 people (12.2%). Lastly, respondents from Student show the highest rate which is 249 people and the percentage is (61.8%).

4.2.6 MONTHLY INCOME

Monthly income was shown in Table 4.2.6 and Figure 4.2.6.

Table 4.2.6: Monthly Income of Respondents

Monthly Income	Frequency	Percentage (%)
Below RM 1000	279	69.2
RM1000-RM2999	77	19.1
RM3000-RM4999	33	8.2
ABOVE RM5000	14	3.5

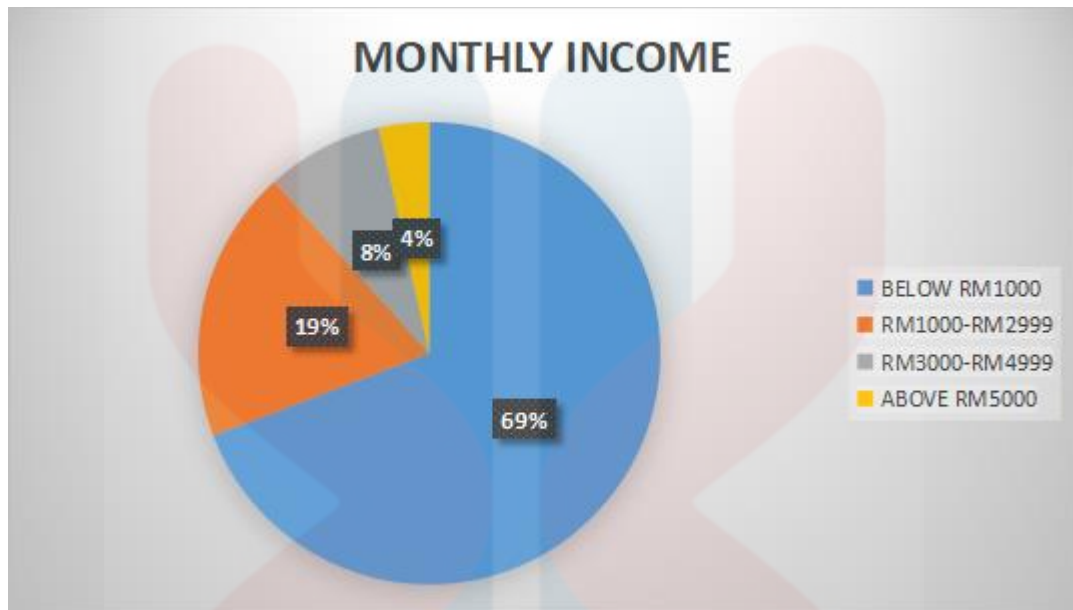


Figure 4.2.6 Monthly Income of Respondents

Table 4.2.6 and Figure 4.2.6 shows that the highest respondent's monthly income is below RM1000 with 279 people. The percentage of it is (69.2%) followed by (19.1%) for the RM1000-RM2999 monthly income range with 77 people. The third monthly income range is RM3000-RM4999 with 33 people (8.2%). Lastly, monthly income above RM5000 shows 14 people with a percentage of (3.5%).

4.3 RELIABILITY ANALYSIS

Test reliability refers to the extent to which a test is consistent and stable in measuring what it is intended to measure. Simply put, a test is reliable if it is consistent both within itself and over time. Reliability analysis shows stability and consistency without bias and helps assess the "goodness" of a measure (Sekaran, 2003). Reliability analysis was assessed using Cronbach's alpha coefficient value. It is a measure of the internal consistency of a study, expressed as a number between 0 and 1. As the alpha value increases, survey periods are more reliable to each other (Tavakol and Dennick, 2011). Based on the value result, researchers can define and determine whether the survey was valid, reliable and understandable for the respondents.

This study employed Cronbach's Alpha to assess the questionnaire's reliability.

Table 4: Rules of Thumb Cronbach's Alpha

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

Source: (Sekaran & Bougie, 2010)

The combined Cronbach's alpha values for the independent and dependent variables are shown in the table above. This shows that the value of the questionnaire fell between a low acceptance level of 0.619 and a very high level of 0.880. In total, three independent variables and one dependent variable were tested with Cronbach's alpha. Consumer knowledge, the first independent variable, is modest (4 items; = 0.619). Based on research by Williamson and Hassanl (2020), it is shown that there is a moderate strength ($r = 0.469$) between consumer knowledge and research results.

Table 4.4.2: Result of Reliability Cronbach's Alpha

Variables	Number of items	Cronbach's Alpha
Consumers knowledge	4	0.619
Perception of food image	4	0.859
Consumers acceptance	4	0.880

The table shows the result of reliability coefficient alpha based on dependent variable and independent variable. In measuring the dependent variables.

4.4 4.4 RELIABILITY AND VALIDITY ANALYSIS

4.4.1 RELIABILITY ANALYSIS

The dependability of the questionnaire was evaluated using reliability analysis. Prior to sending the questionnaire to the 384 respondents using an online survey method, the pilot test was conducted with 30 respondents.

Table 4.4.1: Rule of Thumb for Interpreting the Size of a Correlation Coefficient

Size of Correlation	Interpretation
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative) correlation
.70 to .90 (-.70 to -.90)	High positive (negative) correlation
.50 to .70 (-.50 to -.70)	Moderate positive (negative) correlation

.30 to 0.50 (-.30 to -.50)	Low positive (negative) correlation
.00 to .30 (.00 to -.30)	Negligible correlation

Source: Mukaka (2012)

Variables	Number of items	Cronbach's Alpha
Consumers knowledge	4	0.619
Perception of food image	4	0.859
Consumers acceptance	4	0.880

Table 4.4.2: Result of Reliability Cronbach's Alpha

The independent and dependent variables' combined Cronbach's Alpha values are shown in the table above. It demonstrates that the questionnaire's value fell between a low acceptance level of 0.619 and a very high acceptance level of 0.880. Cronbach's Alpha has been used to test a total of three independent variables and one dependent variable. Consumers' knowledge, which is the first independent variable, is modest (4 items; = 0.619). Based on research by Williamson & Hassanli (2020), it has been shown that there is a moderate strength association between consumer knowledge and the study's findings ($r = 0.469$).

After that, it is discovered that the second independent variable, Perception of Food Image, has a moderate n-strength of Correlation (4 items; = 0.859). The third independent variable, attitude, was discovered to be in a high stage (4 items; = 0.880). The influence of Malay food was also discovered to have a high level of internal consistency (4 items; = 0.879). Since the variable's Cronbach's Alpha value has increased from 0.59 to 0.879, the study can move further because the questionnaire is credible. The results demonstrate that the respondent comprehended the given questions. The data were deemed appropriate for additional analysis as a result.

4.4.2 PILOT TEST

A pilot test was conducted prior to the questionnaire's real administration to identify any potential questionnaire problems, such as unclear questions. Prior to administering the official questionnaire, this pilot test allows the researcher the chance to identify and fix any issues with the questionnaire.

Consumers in Kelantan were given a total of 30 surveys, and the feedback gathered would be used to clarify the questions. After the surveys were gathered, SPSS was used to do a reliability test. The reliability assessments that examine the internal consistency of scales in Cronbach's Alpha are where this technique is most frequently applied.

Table 4.4.3 Reliability Statistics for Pilot Test

Variables	Number of items	Cronbach's Alpha	Strength of Association
Consumers knowledge	4	0.609	Moderate
Perception of food image	4	0.819	Good

Consumers acceptance	4	0.790	Good
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Four variables' dependability is shown in this table. The reliability of the 20 items used to measure the four components was evaluated using Cronbach's Alpha. According to the results in the table above, each construct's dependability ranged from 0.609 to 0.819. As a minimal standard, the Alpha Coefficient of 0.6 was chosen. Thus, the pilot test's results showed that overall, with the exception of each construct's concrete excellent internal consistency dependability. The findings revealed that the worry for employment has the strongest correlation (0.819), while the social impact on those working in the hotel business had the lowest correlation (0.609).

4.4.3 RESULT OF VALIDITY ANALYSIS

The frequency, mean, and standard deviation for each item as well as the univariate analysis findings for each variable are shown in this section. The same methodology, using a five-point Likert scale with values of Strongly Disagree (SD), Disagree (D), Neither Agree nor Disagree (N), Agree (A), and Strongly Agree (SA), was used to measure all of the independent factors that were also included in the dependent variables.

4.4.3.1 Consumers Knowledge

Table below presents the descriptive analysis for the consumer's knowledge collected from the 384 respondents.

Table 4.4.4 Descriptive analysis for consumers knowledge

	Items	Frequency					Mean	S. D
		SD	D	N	A	SA		
Q1	What type of Kelantan traditional foods are usually consumed?	47 12.5%	48 12.7%	52 13.8%	60 15.7%	173 45.3%	2.32	1.462
Q2	When do you consume Kelantan traditional food?	18 4.7%	18 4.7%	80 20.6%	112 29.3%	155 40.6%	2.31	1.199
Q3	How often do you consume Kelantan traditional food?	19 5.0%	57 15%	82 21.4%	85 25.2%	128 33.4%	2.30	1.144
Q4	Can this traditional Kelantan food dish become your favorite?	12 3.0%	12 3.0%	48 12.5%	144 37.5%	155 40.3%	4.18	0.887

The frequency, mean, and standard deviation of the question used to gauge consumer knowledge are displayed in the table. There are four questions, and the one with the statement "Can this traditional Kelantan food dish become your favourite?" has the highest mean (Q4; 4.18). Out of 384 respondents, 155 strongly agree (SA) respondents, or 45.3%, are present. Q3, 2.30, which includes the question "How frequently do you eat traditional food from Kelantan?" has the lowest mean. Out of 384 respondents, 19 gave strongly disagree (SD) responses, which make up 5.0% of the total. The remaining questions are Q1 and Q2, with respective means of 2.32 and 2.31.

4.4.3.2 Perception Of Food Image

Table below presents the descriptive analysis for the perception of food image collected from the 384 respondents.

Table 4.4.5 Descriptive analysis for perception of food image

Items		Frequency					Mean	S. D
		SD	D	N	A	SA		
Q1	I think the Kelantan food reflects a well-known cuisine in <u>Malaysia</u> ?	19 5.0%	19 5.0%	19 5.0%	119 31.0%	207 54.0%	4.37	0.403
Q2	I think the Kelantan food reflects good food hygiene	13 3.3%	13 3.4%	13 3.4%	127 33.2%	203 53.0%	4.33	0.043
Q3	I think the Kelantan food reflects exotic cooking methods	18 4.6%	18 4.8%	19 4.9%	123 32.2%	188 49.0%	4.24	0.403
Q4	I think the Kelantan food reflects a cultural experience	10 2.8%	11 2.8%	12 2.8%	141 36.7%	211 54.9%	4.41	0.803
Q5	I think the Kelantan food reflects delicious food	9 2.2%	9 2.2%	10 2.2%	159 41.5%	200 51.8%	4.40	0.755

The frequency, mean, and standard deviation of the item used to gauge how people perceive food images are displayed in the table. There are five questions, and the one with the highest mean—Q4—is the one that asks, "I think Kelantan food reflects a cultural experience." Out of 384 replies, 211 strongly agree (SA) respondents, or 54.9%, are present. The statement "I believe Kelantan food reflects exotic cooking methods" is in Q3, 4.24, which has the lowest mean. Out of 384 respondents, 18 gave strongly disagree (SD) responses, accounting for 4.6% of the total. The remaining questions, Q1, Q2, and Q5, have corresponding means of 4.37, 4.33, and 4.40.

4.4.3.3 Consumers Acceptance

Table below presents the descriptive analysis for the consumers acceptance collected from the 384 respondents.

Table 4.4.5 Descriptive analysis for consumers acceptance

	Items	Frequency					Mean	S. D
		SD	D	N	A	SA		
Q1	I accept that Kelantan food reflects fantastic food	10 2.6%	10 2.6%	10 2.6%	125 32.6%	228 59.4%	4.45	0.828
Q2	I accept that Kelantan food reflects an attractive food presentation	8 2.0%	8 2.0%	8 2.0%	132 34.3%	229 59.7%	4.50	0.731
Q3	I accept that Kelantan food reflects a variety of food	8 2.0%	8 2.0%	8 2.0%	124 32.5%	236 61.5%	4.52	0.710
Q4	I accept that Kelantan food reflects nourishing food	18 4.6%	18 4.6%	19 4.7%	119 31.0%	211 55.0%	4.34	0.898
Q5	I accept that Kelantan food reflects local food ingredients	8 2.1%	8 2.1%	8 2.1%	158 41.2%	202 52.5%	4.42	0.723

The frequency, mean, and standard deviation of the item used to gauge consumer acceptance are displayed in the table. There are five questions, and Q3's mean score—which includes the statement "I accept that Kelantan food reflects a variety of food"—is the highest of them all at 4.52. Out of 384 respondents, 236 strongly agree (SA) respondents, or 61.5%, are present. The statement "I believe Kelantan food reflects nourishing food" has the lowest mean, Q4, 4.34. Out of 384 respondents, 18 gave strongly disagree (SD) responses, accounting for 4.6% of the total. The remaining questions are Q1, Q2, and Q5, with respective means of 4.45, 4.50, and 4.42.

4.4.3.4 Traditional Food

Table below presents the descriptive analysis for the traditional food collected from the 384 respondents.

Table 4.4.6 Descriptive analysis for traditional food

Items		Frequency					Mean	S. D
		SD	D	N	A	SA		
Q1	Do you think traditional food in Kelantan plays an important role in our <u>lives</u> ?	7 1.7%	7 1.7%	36 9.3%	112 29.3%	222 57.9%	4.39	0.863
Q2	I like the traditional food in Kelantan because of the uniqueness of various tastes	9 2.4%	9 2.4%	9 2.4%	127 33.2%	228 59.4%	4.48	0.757
Q3	Very reasonable <u>price</u> ?	4 1.0%	4 1.0%	23 6.0%	132 34.3%	221 57.6%	4.46	0.750
Q4	Is income influencing the chosen traditional food in Kelantan	5 1.4%	6 1.6%	45 11.6%	155 40.3%	171 44.6%	4.23	0.856

The item used to measure the traditional food is shown in the table along with its frequency, mean, and standard deviation. There are four questions, and Q2's mean score, which includes the statement "I like the traditional food in Kelantan because of the uniqueness of various tastes," is the highest at 4.48. From 384 responders, 228 strongly agree (SA), or 59.4%, are in agreement. The statement "Is income influencing the chosen traditional food in Kelantan" has a Q4 mean of 4.23, which is the lowest mean. Out of 384 respondents, 5 gave replies that were strongly disagree (SD), representing 1.4% of the total. Q1 and Q3 are the remaining questions, and their respective means are 4.39 and 4.46.

4.5 CORRELATION ANALYSIS

4.5.1 PEARSON CORRELATION ANALYSIS

The IVs, mediator, and DV are important relationships that can be determined by using Pearson's Correlation Coefficient. The two variables' Pearson's correlation coefficient is calculated by dividing them by the sum of their respective standard deviations. It is employed to establish a linear connection between two continuous variables. Given that it is based on the covariance approach, it is the most effective way to quantify association. The Pearson Correlation table is seen below.

Table 4.5.1 Table of Pearson's Correlation Coefficient

SIZE OF CORRELATION	INTERPRETATION
0.90 to 1.0 (-0.90 to -1.0)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (0.5 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 (-0.0 to -0.30)	Little if any correlation

Source: Hinkle, Wiersma, & Jurs (2003).

It is also possible to examine the multicollinearity issue between the variables by utilising Pearson's Correlation analysis. When there is a strong link between IVs, it typically happens. Therefore, the coefficient value should not be greater than 0.90 to avoid this issue. Positive correlation exists between two variables if r is larger than 0.00 but less than 1.00. The

association is stronger the higher the number. It follows that better forecasts can be made when the number is larger. Pearson Correlation was chosen because it allows for the measurement of the linear relationship's strength using a single value that falls within the range of 1. The table below displays the findings of the Pearson's Correlation coefficient used to calculate the correlation coefficient between the independent variable, mediator, and dependent variables

Table 4.5.2 : Results of Pearson Correlation Analysis.

	Traditional Food	Consumers Knowledge	Perception of food image	Consumers Acceptance
Traditional Food	1			
Consumers Knowledge		1 0.569**		
Perception of food image			1 0.683**	
Consumers Acceptance				1 0.735*

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

The table above demonstrates a statistically significant correlation between traditional food and consumer knowledge, with an R-value of 0.569. Traditional cuisine and views of food image are correlated in a second way. It also demonstrates a moderately favourable association because of the r-value of 0.683. With $r=0.735$, the correlation between traditional food and consumer approval persists, and by general consensus, this result indicates a high correlation.

The table shows that there was positive correlation between all of the variables. It is thus because, according to the correlational data, there is a strong correlation or perfect positive relationship between the variables relating to consumer acceptability, knowledge of traditional foods, and perceptions of those foods.

4.6 DISCUSSION BASED ON RESEARCH OBJECTIVES

4.6.1 HYPOTHESIS TESTING

Discussion Based on Research Objectives. Table shows the summary for hypothesis testing.

Table 4.6.1 Summary for hypothesis testing

	Hypothesis	Pearson correlation result	
H1	A positive relationship exists between the Kelantan Traditional Food and Consumers Knowledge	($r = .569, p < 0.01$)	Supported
H2	A positive relationship exists between the Kelantan Traditional Food and Perceptions of Food Image	($r = .683, p < 0.01$)	Supported
H3	A positive relationship exists between <u>the Kelantan</u> Traditional Food and Consumers Acceptance	($r = .735, p < 0.01$)	Supported

Based on the table, Pearson's correlation analysis was performed to assess the relationships between hypotheses for significant relationships, including consumer knowledge, perceptions of food, and consumer acceptance of traditional food in Kelantan. As a consequence, all hypotheses were found to be significant at 0.01 level.

4.6 SUMMARY

Chapter 4 gave a brief introduction to data analysis. Data analysis is used by researchers to analyze data collected using reliability analysis, descriptive analysis, univariate analysis, and Pearson's correlation analysis. This chapter also includes discussion based on research objectives.



CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter covers the summaries of the conclusions from the previous analysis's findings. Additionally, this chapter outlines the includes and explains the limitations, contribution of the study and recommendations for future study. The result analysis in the previous chapter was further discussed in this chapter. Below are the research objectives of this study:

1. To determine the consumer knowledge towards Kelantan traditional food.
2. To identify the consumer perception towards Kelantan traditional food.
3. To analyze the consumer acceptance of Kelantan traditional food.

Following with the research questions for this study which is:

1. To what extend the consumer knowledge toward Kelantan traditional food?
2. What is the consumer perception toward Kelantan food ?
3. Does the Kelantan traditional food is accepted among the consumer ?

Limitation of this study and recommendation for the future research are also discussed from the theoretical, methodological, and practical aspects.

5.2 RECAPITULATION OF THE FINDINGS

5.2.1 Consumer knowledge

Research Objective 1: To determine the consumer knowledge towards Kelantan traditional food.

Research Question 1: To what extent the consumer knowledge toward Kelantan traditional food?

The first hypothesis predicted a positive and significant relationship between the consumers knowledge and traditional food in Kelantan. According to the Pearson Correlation analysis, the results showed that moderately positive correlation. Based on the results. A moderate positive correlation relationship between independent variable 1 (consumers knowledge) and dependable variable (traditional food) at 0.569, $p < 0.01$ are shown.

Based on Robert (2016) there's a positive correlation occur between consumers knowledge and traditional food in Kelantan. In finding the consumers knowledge towards Kelantan traditional food, knowledge is influencing food preferences. Exchanging knowledge about foods, experience and food tastes are among the important factors that makes people values the food.

In conclusion, the research objectives, ' To determine the consumer knowledge towards Kelantan traditional food ' achieved. Meanwhile the research questions which is ' To what extent the consumers knowledge towards Kelantan traditional food ?' was also get answered through this study.

5.2.2 Perception of Food Image

Research Objective 2: To identify the consumer perception towards Kelantan traditional food.

Research Question 2: What is the consumer perception toward Kelantan food ?

The second hypothesis predicted a positive and significant relationship between perception of food image and traditional food in Kelantan. According to the Pearson Correlation analysis, the results showed that moderately positive correlation. Based on the

results. A moderate positive correlation relationship between independent variable 1 (perception of food image) and dependable variable (traditional food) at 0.683, $p < 0.01$ are shown.

According to Alessandra Durazzo (2006) there's a positive correlation occur between perception of food image and traditional food in Kelantan. In finding the perception of food image towards Kelantan traditional food, for the supply of high end quality food and variation in food quality, sensory evaluation is a crucial parameter. The actual consumer's pperceptionof foods, which is characterised as like, expected liking, and desire of foods, is strongly correlated with the perceived sensory quality.

In conclusion, the research objectives, ' To identify the consumer perception towards Kelantan traditional food ' achieved. Meanwhile the research questions which is “What is the consumer perception toward Kelantan food ?” was also get answered through this study.

5.2.3 Consumer Acceptance

Research Objective 3: To analyse the consumer acceptance of Kelantan traditional food.

Research Question 3: Does the Kelantan traditional food is accepted among the consumer?

The third hypothesis predicted a positive and significant relationship between consumers acceptance and traditional food in Kelantan. According to the Pearson Correlation analysis, the results showed that good positive correlation. Based on the results, a good positive correlation relationship between independent variable 1 (consumers acceptance) and dependable variable (traditional food) at 0.735, $p < 0.01$ are shown.

According to H.L. Meiselman (2003) there's a positive correlation occur between consumers acceptance and traditional food in Kelantan. In finding the consumers acceptance towards Kelantan traditional food, even though it is arguably one of the most potent of these factors, food acceptance is merely one of them. Meal consumption and meal choices are not always sensible behaviours, which is another explanation. In general, people don't spend a lot of time

deciding what to eat at every meal, and a lot of other factors (including time and product availability) might be more important in influencing any particular set of food choices.

In conclusion, the research objectives, ' To analyse the consumers acceptance of Kelantan traditional food' achieved. Meanwhile the research questions which is “Does the Kelantan traditional food is accepted among the consumer?” was also get answered through this study.

5.3 LIMITATIONS OF THE STUDY

This study discussed consumer knowledge, food image perception, and acceptance of traditional Kelantan food. All data was collected through an online survey using Google Forms, as this study is based on quantitative methods and is more practical in today's context. Google Forms were distributed to her 384 respondents to fill out the Google Forms and collect data for analysis.

During the data collection process, researchers faced several challenges. Most consumers are unaware of the special importance of traditional Malaysian food. Today, the majority of people are turning their attention to viral cuisine, which is growing in popularity. Fast food is preferred over traditional Malay food, especially in Kelantan. Some consumers ignore this Google Form because Malaysians do not know the value of preserving traditional foods. They are more focused on foods that are currently popular and include a variety of viral foods.

Therefore, they do not care about the peculiarities of traditional foods, especially Kelantan. Examples of traditional Kelantan dishes include budu, kuih akok, nasi kerabu, and laksam. The majority of today's young people are unaware of historical and traditional foods. It is due to lack of information about local Kelantan cuisine. They are reluctant to eat this traditional meal until they learn its specialties. Most of them can only appreciate the taste of traditional Kelantan food after trying it for themselves. Nevertheless, the researchers were able to gather his 384 respondents to complete the questionnaire.

5.4 RECOMMENDATIONS

Future studies may use this work as a guide and improvement. The study should be strengthened and more useful information should be obtained, according to several recommendations. The investigation could be carried out utilizing qualitative techniques on certain of them. This will make it simpler for researchers to get information that is more precise and accurate. The respondents are more likely to provide a clear and accurate response during a structured face-to-face interview.

The researcher must next clearly identify the intended target respondent. The targeted target should correspond to the study's title since if the responder is familiar with the topic, it may be easier and faster to find relevant material. If the respondents are still unaware of the sophisticated nature of the study's topic, the researcher would be advised to select a suitable target responder for the study.

Additionally, initial measures include attempting to join active groups associated with the study's subject. In order to help with the search for accurate information, groups can be handed questionnaires and questions pertaining to the research topic can be posed in the

group. This is because group members are already aware of the study and could potentially assist in filling out the necessary information.

Finally, the researchers could take into account more factors for future research. The three variables that this study focuses on: customer acceptance, perception of food image and consumer knowledge have only a moderately positive connection with the dependent variables.

5.6 CONCLUSION

This chapter summarizes the findings of the previous analysis, focusing on the research objectives of determining consumer knowledge towards Kelantan traditional food, identifying consumer perception towards traditional food, and analyzing consumer acceptance of Kelantan traditional food. The study found a moderately positive correlation between consumer knowledge and traditional food in Kelantan, with knowledge influencing food preferences and exchanging knowledge about foods, experiences, and tastes. The perception of food image also showed a positive relationship with traditional food in Kelantan, with sensory evaluation being a crucial parameter. The study also answered the research questions of "What is the consumer perception toward Kelantan traditional food?" and "Does the Kelantan traditional food is accepted among the consumer?". The conclusion of the study is that the perception of Kelantan traditional food is positively correlated with consumer knowledge, perception of food image, and acceptance of traditional food.

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