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**THE STUDY ON VISITOR'S ACCEPTANCE OF TRADITIONAL MALAY FOOD IN  
MALAYSIA**

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**LIST OF SYMBOLS & ABBREVIATIONS**

**Abbreviations**

SPSS                      Statistical Package for Social Sciences





## ABSTRACT

Traditional Malay food is the cuisine of the ethnic Malays of Southeast Asia who live in Malaysia. It is distinguished by its strong use of spices. In current globalization era, most visitors to Malaysia choose to consume fast cuisine or 'modern snack' than traditional meals. Today's guests' culinary attitudes have influenced their selections. This is due to the fact that fast food and contemporary food items are in great demand since they are handy for consumers' hectic lifestyles. As a result, the study sought to investigate the impacts of food knowledge, food attitude, and food image on visitor acceptance of Malay traditional food. This questionnaire-based study included 400 participants. This research focuses on visitors between the ages of 18 and 30. This study employed a quantitative research design. In the analysis, the Pearson Correlation Coefficient was utilized to examine the relationship and influence that exists between independent factors and dependent variables. All of these elements, according to the findings of this study, have a role in affecting visitors approval of Malay traditional food. The Pearson correlation values discovered by the researchers for each variable support this. The P value for the extremely beneficial and significant relationship between acquired food knowledge was 0.680. Second, positive and significant connections for food attitudes were discovered with a P value of 0.678. Finally, the P value for the food image's strong positive and significant connection was 0.785. This study showed that visitor acceptance of Malay traditional food is affected by their food knowledge, food attitudes, and food image.

**Keywords:** Malay Traditional Food, visitor, Food Knowledge, Food Attitude, Food Image

# CHAPTER 1

## INTRODUCTION

### 1.1 INTRODUCTION

The chapter will cover visitor acceptance of Malay traditional food in Malaysia. The chapter will describe the study's background before moving on to the problem statement. The research questions and objectives, definition of terms, significance of the study.

### 1.2 BACKGROUND OF THE STUDY

The hospitality industry encompasses a wide range of service-related professions, including hotel, food and beverage service, event planning, theme parks, travel, and tourism. As a result, hotels, travel agencies, restaurants, and taverns are all involved. (Andrew, 2007). According to Merriam Webster's Dictionary, hospitality is "the generous and amiable reception of visitors and guests or the practice of hospitality." It also describes the sector of the economy that mostly employs hotels, caterers, and event coordinators.

Traditional cuisines have typically played an important part in numerous cultures' and regions' traditions, contributing to their feeling of identity and pride (Weichselbaum et al., 2009; Almli, 2012). These are meals prepared in a customary manner that have long been appreciated locally and regionally. (Almli, 2012; Weichselbaum et al., 2009). Even if most individuals can recall at least one traditional cuisine from their region (Weichselbaum et al., 2009), describing traditional cuisines is difficult since traditional food might mean a million different things to a million different people. 2007 (European Commission). It is critical to understand the meaning of "traditional" in order to assess the likelihood of success of various production techniques in traditional cuisine (Guerrero et al., 2010).

The Malay ancestors contributed a diverse range of traditional foods to the Malay people in Malaysia, including Ketupat Palas, Lemang, Nasi Lemak, and others. The Department of National Heritage Malaysia recognized these cuisines as Malay traditional foods (Department of National Heritage, Malaysia, 2019). Malay customs (for example, Malay traditional food and Malay language) were formed and widely diffused during the period by traders who traveled

across Southeast Asia for business. As a result, Malay traditional food became well-known during the period. Furthermore, the advent of the Islamic faith among Malay communities in the 12th century established a distinct Malay custom and identity for the Malay people. Malay traditional food was intimately tied with Islamic teaching and life principles during that period.

A tour is described as a "journey from place to place [that comprises] of visits to a number of places on a route through an area" in the dictionary. Making a tour or a "circuitous travel, in any direction, is what the transitive definition of the verb tour which includes visiting numerous locations, usually without going back the same way; to go on a lengthy excursion for pleasure or business; the act of taking a tour is referred to as "arranging" for a "series of visits." To "take a turn" in seventeenth-century London was referred to as a "tour" that required moving about a location, frequently in a coach, such as a park.

### **1.3 PROBLEM STATEMENT**

According to (Norazmir, 2012), the visitor's selection of what to eat is also impacted by their lack of familiarity with traditional Malaysian food. Food culture knowledge must be preserved for future generations since they will pass on important cultural and ethnic identities. However, due to the influence of information systems, tourists, particularly those from Malaysia, have immediately given up the habit of eating traditional food. Based on (Kwik, 2008; Yohannes, 2009), although many of them might be acquainted with traditional cuisine, they don't comprehend how to make it. Due to the fact that traditional food preparation methods are thought to be a crucial component of one's cultural identity, experts stressed the need of passing along these skills to the next generation.

Nowadays, visitors' attitudes toward food have an impact on the things they choose. This is due to the rising demand for modern food items and fast meals due to its convenience for customers' hectic lifestyles. As Malaysian consumers' habits change as they become more educated and wealthy, they enjoy eating out, especially at fast food establishments. In Malaysia, fast food establishments are consistently crowded with visitors, while establishments serving traditional cuisine are only frequented by residents of older nations. Additionally, most developed nations have justifications for being in the kitchen. The frequent use of fast food in other nations may be

attributed to the food's unique benefits of being easy to make, handy, and reasonably priced. (Okki and Susi, 2019)

When many different factors combine to form an overall details of the scene of the food product, food image also affects how visitors react to traditional foods. This overall perception is made up of all visual impressions made while the food product is shown on the marketplace, during preparation, and when it is served on the plate. All three of these instances are crucial for the consumer and, consequently, for the processor. As pressure is building to reduce the quantity and intensity of chemicals in food products, food scientists are anticipated to produce delicacies like steak from sources of vegetable protein (John, 2007). The modern food like fast food make visitors have a high standard of connection with the options on the menu. Even while worldwide chains like McDonalds have considerable regional and international variations, customers may still anticipate seeing specific items on the menus at each place or outlet. This guarantees that customers are aware of the quality of the meal when it is served, the flavor of the food, and the price. (Munmun and Shatabdi, 2013)

In order to determine if visitors in Malaysia embrace Malay traditional cuisine, this study will examine three related concepts: food knowledge, food attitude, and food image. (Nor et al, 2012) state that traditional Malay food choices have been abandoned by visitors in favor of fast cuisine. In order to avoid slipping back in time, it is critical to avoid traditional foods.

#### **1.4 RESEARCH OBJECTIVES**

- 1.** To determine the effects of food knowledge towards the acceptance of visitors on Malays traditional food in Malaysia.
- 2.** To examine the effects of food attitude towards the acceptance of visitors on Malays traditional food in Malaysia.
- 3.** To examine the effects of food image towards the acceptance of visitors on Malays traditional food in Malaysia.

## 1.5 RESEARCH QUESTIONS

1. What is the effect of food knowledge on visitors' traditional food acceptance in Malaysia?
2. What is the effect of food attitude on visitors' traditional food acceptance in Malaysia?
3. What is the effect of food image on visitors' traditional food acceptance in Malaysia?

## 1.6 SIGNIFICANCE OF THE STUDY

### 1.6.1 Body of knowledge.

Traditional food knowledge is found in many academic disciplines, including human ecology, agriculture, health promotion, parenting practices, community participation, and sociological, sociocultural, and nutritional studies, to mention a few (Warren, 2002). Traditional food knowledge refers to practices that are seen as beneficial for maintaining the integrity of natural resources when it comes to providing for human nutriment. Traditional cuisine in this context refers to culinary skills that have been honed through many generations in many locations. Western communication has used traditional ecological food knowledge from the late 1970s and early 1980s (Kuhnlein V. et al, 2009).

According to (Warren, 2001), ecological traditional food knowledge is, in essence, a body of knowledge gathered by cultures and ethnic communities that focuses on the microenvironment in which food is produced. It is typically passed down orally from generation to generation. Cooking techniques, culinary expertise, and food propriety, according to (Mohd Zahari et al., 2011), are interconnected and person-centered processes that call for a specific set of skills in order to provide and produce traditional meals that are healthy, nourishing, and highly valued in their respective cultures.

### 1.6.2 Gastronomy Tourist.

Communities are especially worried about the disappearance of both food and traditional cooking skills, particularly among visitors. (Almli et al., 2011), Many experts believe that if traditional food preparation techniques are not passed on to the next generation, countries may lose

some of their traditional foods (Albayrak & Gunes, 2010; Bowen & Devine, 2011). Due to a paucity of competent practitioners of traditional food, particularly senior generations, to pass on skills and knowledge to the next generation, there is an increasing deterioration of culinary cultural inheritance. There is an increasing deterioration of culinary cultural inheritance due to a lack of professional practitioners of traditional food to pass on skills and information to the next generation. The government can set up processes to support further research and development in traditional foods through a Centre or Institute within the Ministry of Tourism Malaysia. This would allow for the improvement of traditional food preservation, as well as the transmission of traditional culinary expertise to visitors.

### 1.7 DEFINITION OF TERMS

Table 1.1 Definition of terms

No.	Terms	Definition
1.	<b>Traditional Food</b>	A product that is widely used or associated with particular holidays, celebrations, or seasons, which is typically passed down through generations, is made precisely in a specific way in accordance with culinary heritage, with little to no preparation, is recognisable due to its sensory qualities, and is associated with a particular place, country, or region. one of the most often used descriptors as of right now. (Oliveira and Kristbergsson, 2016)
2.	<b>Visitors</b>	Tourism is a social, cultural, and economic phenomena that involves people traveling to locations outside of their normal environments for leisure, business, or professional reasons. The term "visitors" refers to these individuals, who may be either visitors or excursionists and either inhabitants or non-residents. Tourism is related to their activities, some of which entail tourism spending. (United Nations World Tourism Organization, 2008).

3.	<b>Food Knowledge</b>	Traditional food knowledge refers to the body of cultural knowledge about food systems that has been passed down through the generations. Food systems cover all aspects of the production, processing, distribution, and consumption of food. (Kwik, 2008)
4.	<b>Food Attitude</b>	Food attitudes may be characterized as beliefs, ideas, feelings, behavior, and relationships with food. They have the ability to alter people's eating preferences and health conditions. (Alvarenga MS et al, 2012)
5.	<b>Food Image</b>	Food image has caused the manifestation of all objective information, biases, imagination, and emotional thought of an individual or group such as visitors in this globalization. (Valerie et al, 2010).
6.	<b>Acceptance</b>	An express act or inference via action that exhibits consent to the conditions of an offer in a way requested or demanded by the offer, resulting in the formation of a legal contract. The exercise of authority provided by an offer through the performance of some act. The act of a person to whom something is offered or tendered by another, through which the offer indicates an intention to keep the subject of the offer by an act suggested by the offer. (Merriam-Webster , 2021).

## 1.8 SUMMARY

This chapter described the problem statement of the study on the visitors traditional Malay Food acceptance in Malaysia. Besides, it also stated the aim of the study which is to identify the relationship between the influence of marketing and the visitor choices during this globalization era and to study the relationship between the knowledge towards traditional food and the tourist choices during this globalization era. The aim of study will help and give the impact about the acceptance of traditional food among visitors in Malaysia at the end of the result.





## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

This chapter researcher will address visitor food knowledge, food attitude, food image, and acceptance of traditional foods in Malaysia. The research hypothesis and conceptual framework will be discussed next, followed by a chapter summary.

#### 2.2 LITERATURE REVIEW

##### 2.2.1 Traditional Food

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

Although they are frequently used interchangeably, culinary anthropology considers “traditional” food and “typical” cuisine to be two distinct concepts. First relates to gastronomy customs that are invariably passed down orally, on a small scale in the family and on a huge scale in a community as a result of its culture and identity. On the other hand, when we refer about typical (or “popular”) food, we’re talking about something that the majority of people in a location enjoy and is frequently imitated (Midori, 2016). As a result, while traditional cuisine can be typical and vice versa, not all typical foods are traditional, and not all typical dishes are traditional.

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

Traditional foods have been changed by a variety of factors over time. The availability of raw resources is one of these considerations. As a result, agricultural practices and geographic location have an impact on traditional cuisine. Lower-altitude locations, for example, have distinct vegetation than higher-altitude regions. When opposed to countries with a significant coastal region, countries without access to the sea usually have a lesser availability of fish and seafood. Traditional foods evolved over time, and while many of them still have a role in a balanced diet today, others may not satisfy today's nutritional needs due to their high energy or fat content. As a result, changing the nutrient makeup of some traditional foods to make them more fit for the 21st century makes sense. In the past, the Mediterranean diet, which has been demonstrated to be advantageous to one's health, may have served as a model for changing less-than-ideal compositions of traditional foods and encouraging the use of local ingredients.

### **2.2.2 Malay Traditional Foods**

Traditional food that is symbolic of an area is key in attracting visitors. Raji et. al,(2018) argues that many community focus areas have been recognized as a national icon in helping promote food tourism destinations. This is also discussed by Ramli et. al,(2019) where many Asian countries are reported to have experienced the influence of western food culture to the point of losing their own food heritage and identity. According to Sims,(2009) traditional food produced by the local population can provide an interesting experience because it has uniqueness and becomes an identity that cannot be imitated by other countries to tourists who come to the destination. However, Yoshino,(2010) argues that Malaysia food does not have its own identity because it has a community plural that shares the diversity of tastes that show 1 Malaysia.

Traditional food is very popular among people who are rich in various customs and culture and have various foods according to race in Malaysia. Faiz et al.(2017) argue that Malaysia holds the title of "Rice Bowl of Malaysia" because the food will not be complete if it is not served with rice. Food traditional can be classified by state in Malaysia. Athirah (2013) stated that the traditional type of food in the state of Kelantan is Nasi Kerabu, while Faizal et al. (2015) said that the type of traditional food is according to festivals and food symbolic to a state. Traditional confectionery is a food that unites the Malaysia community. Traditional kuih are a factor of cultural

diversity and there are variations of kuih which are available now (Mudiana, 2020). As an example of a traditional kuih that is mentioned is *kuih seri muka*, *lepat pisang*, *kuih koci*, *karipap*, and so on. Hairis (2009) states that most tourists from other countries give a positive response to the Malaysian traditional food and traditional kuih has the potential to become a tourist food product attraction.

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

Although the oldest mention of the practice goes back to the 15th century, when the Malacca Sultanate emerged as a significant commercial hub in the Malay archipelago, it is uncertain when Malay culinary traditions first emerged. Malacca’s involvement in the spice trade, openness to the goods and culinary expertise offered by outsiders, notably Arabs, Persians, Chinese, and Indians, and formation of a rich, diversified gastronomy are what have left Malacca with the most lasting legacies. In the centuries before and after Malacca, there were many non-Malay tribes, from the Buginese and Javanese to the Chinese and Indians (Rosemary 2007). Matta (2013) cited Bessiere and Tibere in defining food traditional as a set of material and immaterial elements of food cultures that have been considered as shared legacy or common good. Traditional food includes agricultural products, ingredients, dishes, techniques, recipes and food traditions. In Ramli et al. (2013), traditional food has been clarified broadly by several researchers on the topics of traditional food which are related to the origin of the food products and food production of local produce. The first category refers to synonymous or common foods which are part of our lives, whereas the second consists of foods that face extinction, in other words, they were once part of our culture but are slowly dying out.

### 2.2.3 Food Knowledge

Traditional food knowledge is the cultural practices of handing down food-related information, skills, and cultural beliefs from generation to generation. Traditional food knowledge may be used to establish cultural identity, particularly among minority groups; sharing this information can improve communal capacities as well as individual food security and nutrition skills. Such information may also be used to strengthen post-migration generations' cultural identities and to connect cultural diasporas. As an intergenerational practice, traditional food knowledge transfer also helps to socialize. Traditional food knowledge may be lost within households and communities when regional food systems and cultures alter in response to global industrialisation, urbanization, and cultural homogeneity factors. When traditional culinary skill is not passed down and is instead reframed as a sphere of industrial production, specific expressions of flavor and geography suffer a continuity gap (Kwik, 2008).

Food tourism is widely described as visitors participating in food-related activities such as purchasing local foods and enjoying local cuisine while on vacation (Hall & Mitchell, 2001). This might be a major or secondary reason for traveling. Modern travelers frequently seek out experiences like eating good cuisine, attending special meals, and participating in food-related cultural practices (Horng & Tsai, 2012). Food tourism varies from regular food consumption in that it provides several chances to build food- and beverage-related narratives about essential aspects of a local culture, such as its history and local attractions (Ignatov & Smith, 2006). Food tourism allows visitors to enjoy real experiences (Sims, 2009). Food tourism, as opposed to ordinary tourism, entails travelers acquiring memorable and distinctive cultural experiences through food encounters (Chen & Huang, 2018).

H1: There is a relationship between food knowledge and visitor's acceptance of Malay traditional food in Malaysia.

### 2.2.4 Food Attitude

Food attitude is an issue for many persons involved in food production and delivery. It also refers to how people choose between different foods based on biological or economic factors such

as taste, price, purity, ease or complexity of preparation, and the availability of fuel and other preparation equipment. Access, knowledge, experience, and availability are only a few examples of elements that impact visitor food attitudes. Social influences include culture, relatives, friends, and eating practices. Psychological elements include emotion, stress, and guilt. Food ideas, attitudes, and knowledge.

Consumer purchasing preferences are changing, and sales of ethical and ecological food are increasing. Food eaten away from home is becoming increasingly popular. Nowadays, people appreciate fast food and contemporary cuisine for a variety of reasons, and a range of policy levers may be utilized to influence consumers' dietary choices. Taste preferences, sensory quality, affordability, availability, convenience, cognitive limitation, and cultural familiarity are all factors that influence food attitudes. Furthermore, environmental cues and bigger portion sizes influence food selection and consumption (Wansink and Brian 2004).

Everyone has various eating habits and tastes. Personal experiences such as encouragement to eat, exposure to a meal, family norms and rituals, advertising, and personal beliefs all have an influence on these preferences over time. For example, while frankfurters are a popular visitor item, one person may despise them. A cultural group defines proper meals, dietary pairings, eating habits, and eating behaviors. Individuals who adhere to these norms have a sense of belonging and identification. Subgroups within large cultural groups may practice modifications of the group's eating habits, but they are still considered a part of the larger group. A cheeseburger, French fries, and a Coke are typical western meals.

H2: There is a relationship between food attitude and visitor's acceptance of Malay traditional food in Malaysia.

### **2.2.5 Food Image**

According to Sean Bond, Food presentation is just as important to a restaurant's success as its texture and flavor. Our eyes are tempted and we are attracted to sample the food because of how it appears on the platter. In order to increase the food's intention, it is therefore beneficial

when the cuisine is presented in a favorable way. Hence, this also supported by (Cengage, 2020) stated that The term "gastronomy" usually refers to the visual arrangement of the food on the plate when it is ready to be consumed. As a result, when the cuisine is presented, it will provide the customers with a positive impression of the cuisine.

Due to the current trend of "camera eat first," it will assist to draw customers when the meal presentation and image are good. People are taking pictures of their meals before they eat it and uploading them to social media in a trend known as "camera eats first.". According to (Julia, 2017), the picture platform "flickr" has seen a growth of more than 6,000,000 "food" images in the previous two years. It demonstrates that 90 photographs are published and hash-tagged every 60 seconds, and in February 2017, there have been 168,375,343 postings on food on Instagram. Thus, how cuisine is presented has a significant influence on how interested tourists are in visiting Malaysia.

H3: There is a relationship between food image and visitor's acceptance of Malay traditional food in Malaysia.

### **2.2.6 Food Acceptance**

A person's acceptance or rejection of food involves many different factors. It is difficult to establish links between a person's physiological experience and behavior when taking into account complicated dietary matrices. Food reactions are influenced by a variety of elements, including marketing, accessibility, prior experience, attitudes, and beliefs, in addition to the physiological and image aspects of the foodstuff. This study examines alternative techniques for gathering data on consumer attitudes, propensities, and intentions. The relationship between a meal and a person ultimately determines whether a food is accepted. Genetic, age, gender, physiological, and psychological characteristics as well as environmental factors including family and cultural conventions, religion, education, fashion, price, and convenience all have an impact on how consumers decide whether or not to accept a product. Food choice and consumption, or eating

habits, should be heavily influenced by how much a person appreciates a particular food. Few people would argue against this reasonable supposition (Meiselman and Bell, 2003)

The hedonic dimension, or the capacity for pleasure, is how foods are viewed. Between individuals and civilizations, a dish's hedonic value might differ significantly. Pleasure is perhaps the most potent dietary influence, especially in industrialized countries. Almost all of the time, one's overall emotional response to a food's flavor determines whether or not they will eat it. This seemingly straightforward choice is accompanied by a wide range of emotions, from ecstatic pleasure of fine cuisine to severe rejection brought on by feelings of repulsion. The development of food preferences and dislikes, like many other complex human behaviors, reflects the action of numerous variables such as genetic inheritance, maternal nutrition, child rearing methods, knowledge, psychology, and culture. In fact, the evolution of dietary choices may be a perfect illustration of the interaction of various forces throughout our lives. Food acceptance has a substantial cognitive component in that foods have specified times of the day when they will be eaten and other times of the day when they will not be consumed (Moskowitz, 2003)

### **2.3 HYPOTHESIS**

The goal of this study is to determine if independent factors and dependent variables have any kind of relationship. This is the hypothesis that has been put forth in light of the literature review and the research question that has been investigated.

H1- There is a relationship between food knowledge and visitor's acceptance of traditional meals in Malaysia.

H2- There is a relationship between food attitude and visitor's acceptance of traditional meals in Malaysia.

H3- There is a relationship between food image and visitor's acceptance of traditional meals in Malaysia.

## 2.4 CONCEPTUAL FRAMEWORK

Based on the figure below, conceptual frameworks were developed through the literature review and the objectives. There are three independent variables used to measure an acceptance of traditional Malay food among visitors in Malaysia.

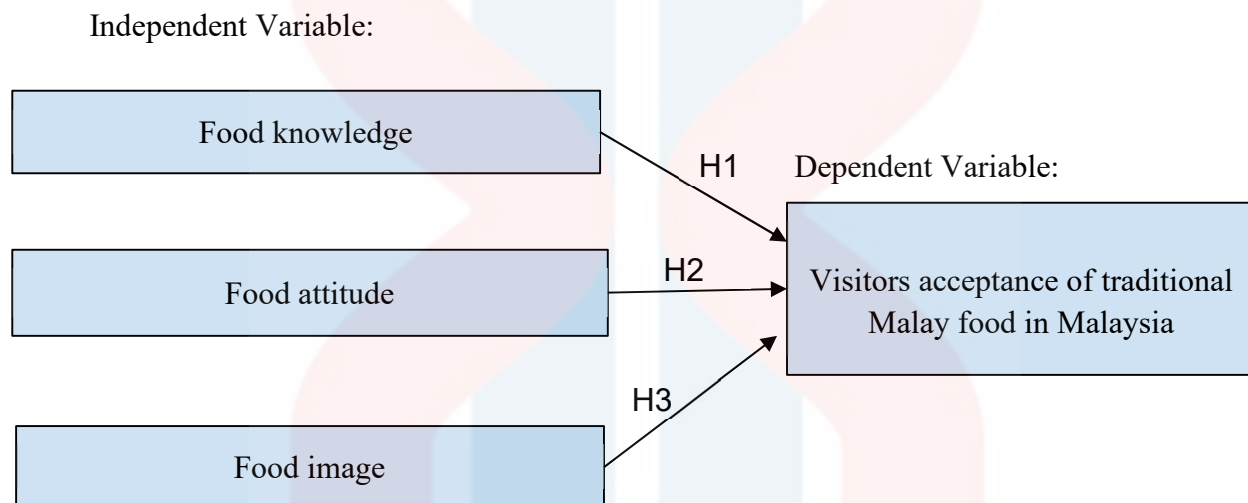


Figure 2.1 Conceptual Framework

### Food Knowledge

The term "traditional food knowledge" describes the distinctive practices of passing down cultural beliefs, customs, and means of obtaining food from one era to the next. Particularly for minority cultural groups, traditional food knowledge can be used to foster cultural identity; sharing this knowledge can improve both communal and particularly healthier communities' awareness. This data may also be used to link cultural ethnic communities and strengthen the personal norms of thread millennials. Traditional food knowledge transmission, as an intergenerational practice, also contributes to socialization. Traditional food culture may be abandoned within families and communities as local food resources and traditions evolve in response to influences such as global industrialisation, urbanisation, and cultural uniformity. When traditional culinary knowledge is not carried on but rather seen as a sphere of industrial production, there is a continuity gap that affects specific expressions of aroma and locality.



## **Food Attitude**

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

## **Food Image**

Food image also has effects on visitors acceptance towards the traditional food when many individual factors contribute to the total perception of the image of the food product. The variety of food that is offered in the market nowadays has caused such a competition between the traditional food and the modern food. Modern food seems to have an advantage for a variety of reasons as it makes the modern food have an expectation of familiarity with the products that are on the menu even at different places and branches. It is crucial that consumers' expectations are realized throughout product use in order to assure satisfaction and repurchase of the product. If buyers' expectations are not realized, there is a negative disconfirmation, and the product may never be purchased again.

## **2.5 SUMMARY**

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

## **CHAPTER 3 METHODOLOGY**

### **3.1 INTRODUCTION**

This chapter explains and determines how to collect, manage, acquire and analyze information to answer the hypotheses research in a more systematic and organized way. It includes everything about how the research was carried out in terms of research experimental design, target population, sample size, sampling method, data collection methods, research type and data analysis. Moreover, this chapter's focus on the objective to ensure that appropriate research procedures are followed to give readers a better understanding about acceptance of Malay food towards visitors in Malaysia'.

### **3.2 RESEARCH DESIGN**

A research design is the framework of research methodologies and procedures used by a researcher to undertake a study. The design enables researchers to fine-tune research methodologies appropriate for the topic matter and set up their investigations for success. Quantitative research is used when statistical findings are required to get practical insights. Numbers give a better perspective for making key business decisions. Quantitative research methodologies are required for the growth of any firm. When making decisions regarding the future of the firm, insights obtained from sophisticated numerical data and analysis show to be quite useful. The researchers evaluated the association between knowledge, food attitude, and food image (independent variables) and visitors acceptance of traditional Malay food in this study (dependent variable).

### **3.3 POPULATION**

According to Krieger, (2012) the population is all individuals from any around described class of humans, situations or stuff. It also implies that each individual, community, or group that

defines a population must share at least one characteristic or attribute. As a result, the sample population represents the study's purpose, as defined by the study's aims and objectives (Oribhabor & Anyanwu, 2019).

The target population for this study is international visitors who chose Malaysia as their vacation destination. The number of international visitor arrivals in Malaysia is predicted to exceed five million by 2022, according to the National Travel and Tourism Association. These international visitors are primarily from Singapore, China, Australia, the United Kingdom, and other countries.

### **3.4 SAMPLE SIZE**

Sample refers to the element of the population. The member of the sample is known as the subject and the total number of subjects in the sample is known as sample size. In order to collect data on a specific topic, sampling is a population's best option to represent that community as a whole. A sample is a portion of the population chosen for participation in a study. The sample size is normally determined by population. There are two sampling techniques. The first produces probability samples in which each respondents' response is guaranteed. The other produces non-probability samples with an ambiguous selection probability. (1995) Polite and Hungry. Using a sample size of people between the ages of 18 and 30, the researcher can learn more about the visitors approval of traditional Malay food by distributing a google form to the respondents. The number of participants is necessary in quantitative research in order to obtain reliable results. The sample size table by (Krejcie and Morgan, 1970) states that a sample size of 400 should represent a cross section of a population of 6.9 million people. However, a researcher must consider if the sample size is adequate to provide enough precision to draw firm inferences from the results. The implications for cost, effort, and sample estimate precision make obtaining a representative sample size even more important for survey researchers (Adam, 2020).

Table 3.1 (Krejcie & Morgan, 1970) Sample Size Table

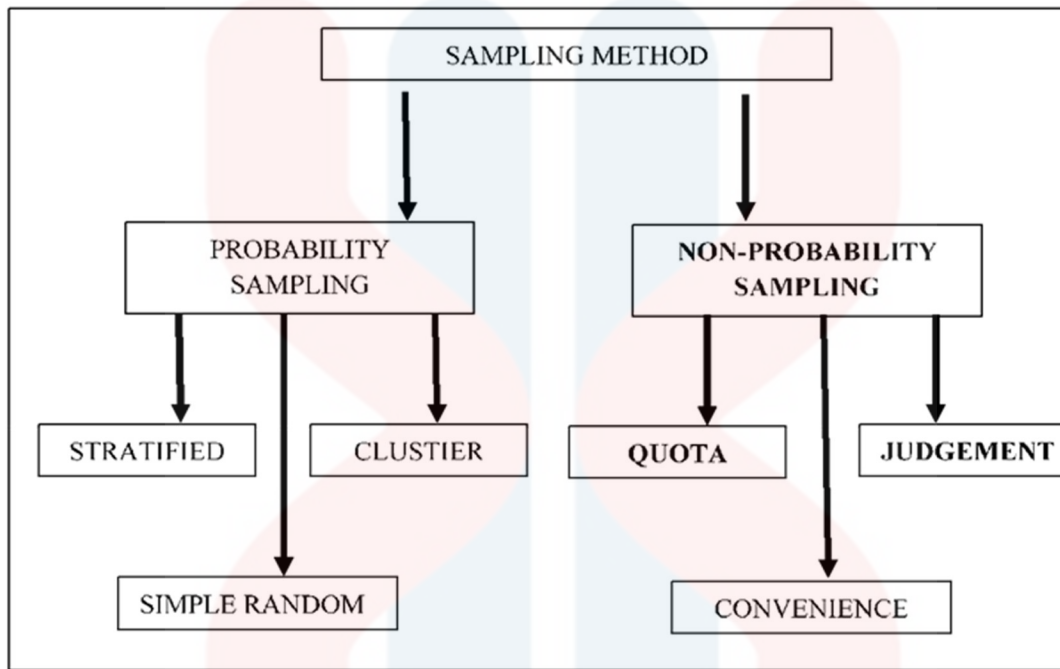
Table 3.1									
<i>Table for Determining Sample Size of a Known Population</i>									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
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

### 3.5 SAMPLING METHOD

According to (Alvi, 2014), the two categories of sampling techniques are typically known as probability and non-probability. Stratified sampling, systematic sampling, and random sampling are all types of probability sampling techniques. It comprises quota sampling, judgment sampling, and convenience sampling in non-probability approaches. In a probability sample, each person in the group has a chance of being selected. Figure 3.2 shows the two main sampling techniques that are accessible. (Churchill et al, 1995)).

Figure 3.2: Types of Sampling Method.



For this research, convenience sampling is the preferred kind of sample. When real people are the respondents, this strategy is most effective. The researcher may decide to use anyone as a respondent, for instance. In other terms, with this form of non-probability sampling method, anyone who engages with the researcher is eligible to be a useful component of the respondents (Showkat & Parveen, 2017).

### 3.6 DATA COLLECTION PROCEDURE

Quantitative data for this study is being gathered using large-scale survey research techniques, like questionnaires. This is due to the reason that it is a great substitute for more in-depth research that could be distorted by the types of open-ended questions frequently connected with qualitative surveys. It is because they are simple, methods for gathering quantitative data are frequently employed. Researchers can ask questions to retrieve facts and statistics using these approaches for data collecting. Since the questions and responses are standardised, researchers can use the data to make generalisations. Numerical measurements and descriptions are also possible for quantitative data. The inquiries can be found online or via an online survey.

In order to collect data, the researcher will also use the questionnaire. This is because the questionnaire makes it easier for the researcher to collect data by questioning about Malay food among respondents. Nevertheless, (Kumar, Talib & Ramayah, 2014) have cited that a questionnaire is made up of a series of questions or other prompts intended to gather data from a respondent. Each section of the questionnaire will be Section A, Section B, or Section C. To find out the factors influencing visitors acceptance of traditional Malay food in Malaysia, researchers were able to distribute a Google Form and get feedback from all over the country.

### **3.7 RESEARCH INSTRUMENT**

A research instrument is a measurement tool, such as a questionnaire, test, or scale, that is created to assist researchers in gathering information from study subjects on a particular issue that is important. In addition, research tools contain details on the population they are intended for, their function, and the variables they are measuring. According to (Umoh, 2019), depending on the type of research that has been done, researchers might employ a variety of measurement techniques, including surveys, case studies, and questionnaires.

However, this researcher is confident that a range of responders will complete the survey. Therefore, this questionnaire will be presented in both English and Malay to make it easier for the responders to comprehend the questions. Sections A, B, and C of the questionnaire will be divided into three independent parts. The demographic segmentation is covered in Section A. A market segment is defined by the respondent's age, gender, religion, race, and level of education based on (Gigli, 2018). The independent factors provided by the researcher, such as restaurant ambiance, food cost, and food presentation, were all the emphasis of Section B. The dependent variable, which is Malaysia's acceptance of traditional Malay food by visitors, was explored in Section C.

### 3.7.1 Questionnaire

The research had applied the questionnaire because it is used to collect data. Marshall (2005) said that the questionnaire also can be an effective way to get the data from a huge number of the respondents in a short time because it is straightforward and fast to get the data. Questionnaire should be a properly planned to get the high quality of the data that can be used for analysis. By gathering data on people's knowledge, opinions, attitudes, and behaviour, the surveys also provide an objective method. When an alternative approach is required for the research question, people occasionally choose to use the survey.

Additionally, researchers should gather data in greater detail so that the samples collected are adequate. To avoid the development of a shortage of information, the data collecting process must have a goal. Following completion of the survey section, 400 visitors between the ages of 18 and 30 will receive the survey. However, the collection of questions is only available by completing this sample, making it simpler for researchers to obtain more detailed information.

### 3.7.2 Questionnaire design

Section A, Section B, and Section C represent the three sections of this survey. The demographic information of the responder, including gender, age, race, level of education, and period of the monthly salary of visitors, is asked for in Section A. Questions on independent variables provided by researchers, such as traditional foods, food attitudes, and food image, are found in Section B. The purpose of the food knowledge survey was to evaluate visitor's understanding of traditional food preparation methods and skills. Next, attitudes are tested to see how visitor's attitudes influence their food choices. While food image aims to investigate visitor's perceptions on Malay traditional cuisine. The dependent variable, adoption of Malay traditional food among visitors, was then explored in Section C.

### 3.7.2 Scale of measurement

The questionnaire's Section A uses a nominal scale with gaps, while Sections B and C use a Five-Likert scale. This research uses the Five- Likert scale because the emotions are easily measured and sufficiently abstract to be used in scientific research. Along with the questionnaire

data, the Five- Likert scale also contains Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree. The researchers carried out the questionnaires to tourists who were between the ages of 18 and 30.

Table 3.2: The Five-Likert scale

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

### 3.7.3 Questionnaire composition

Table 3.3: Questionnaire composition

SECTION	DIMENSION	NUMBER OF ITEMS	SOURCE
Section A	Demographic Information	5	Nik ,2019
Section B	<b>Independent Variable</b>		
	Food Knowledge	8	Norazmir et All, 2012
	Food Attitude	8	Hesamidin et All, 2016
	Food Image	8	Hesamidin et All, 2016
Section C	<b>Dependent Variable</b>	5	
	The Acceptance of Malay Traditional Food Among the visitors in Malaysia		Moskowitz, 2003



### 3.7.4 Questionnaire in Section A of the questionnaire

The demographic data for the respondents is the main focus of Section A. There are questions on the tourists' gender, age, race, level of education, and occupation. In Table 3.3, the questions from this section are marked.

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

Items	
1.	<p>Gender</p> <ul style="list-style-type: none"> <li>● Male</li> <li>● Female</li> </ul>
2.	<p>Age</p> <ul style="list-style-type: none"> <li>● 18-20</li> <li>● 21-23</li> <li>● 24-26</li> <li>● 27-30</li> </ul>
3.	<p>Race</p> <ul style="list-style-type: none"> <li>● Malay</li> <li>● Chinese</li> <li>● Indian</li> <li>● Others</li> </ul>
4.	<p>Education level</p> <ul style="list-style-type: none"> <li>● Primary school</li> <li>● Secondary school</li> <li>● Diploma/ STPM</li> <li>● Degree and above</li> </ul>
5.	<p>Occupation</p> <ul style="list-style-type: none"> <li>● Student</li> </ul>

	<ul style="list-style-type: none"> <li>• Employed</li> <li>• Self employed</li> <li>• Unemployed</li> </ul>
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**3.7.5 Questionnaire in Section B and C of the questionnaire**

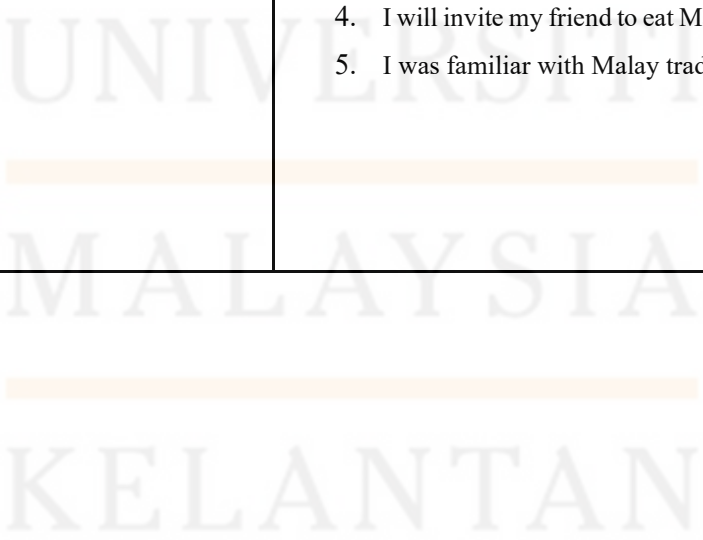
Section B was conducted to examine the link between food knowledge, food attitude, and food image in relation to visitors acceptance. In this part, 29 questions were constructed to test specific statements for each component - food knowledge, food attitude, food image, and acceptance of Malay traditional food among visitors in Malaysia. Respondents were asked to indicate their degree of agreement on items such as Strongly Disagree, Agree, Neutral, Disagree, and Strongly Disagree. Table 3.4 displays the elements.



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

Dimensions	Supporting References	Items
Food knowledge	Norazmir et All, 2012	<ol style="list-style-type: none"> <li>1. My family cooks Malay traditional food at home.</li> <li>2. I always help my family when they cook Malay traditional food.</li> <li>3. My family teach me how to cook Malay traditional food.</li> <li>4. My friends teach me how to cook Malay traditional food.</li> <li>5. I know how to cook Malay traditional food</li> <li>6. I always eat Malay traditional food during festival such as Hari Raya Aidilfitri and Hari Raya Aidiladha</li> <li>7. Malay traditional food is hard to cook and prepare</li> <li>8. I was exposed to Malay traditional food since childhood.</li> </ol>
Food Attitudes	Hesamidin et All, 2016	<ol style="list-style-type: none"> <li>1. I like to eat Malay traditional food.</li> <li>2. I always eat Malay traditional food at restaurant.</li> <li>3. I always eat Malay traditional food with my friend at restaurant.</li> <li>4. I prefer to eat Malay traditional food because it is healthier.</li> <li>5. I think Malay traditional food need a lot of time to cook.</li> <li>6. I think that Malay traditional food is hard to prepare.</li> <li>7. I think Malay traditional food has a unique taste.</li> <li>8. Malay traditional food is cheaper than other modern food such as fast food.</li> </ol>

<p>Food Image</p>	<p>Hesamidin et All, 2016</p>	<ol style="list-style-type: none"> <li>1. Malay traditional food is easy to find at my place.</li> <li>2. The raw material to cook Malay traditional food is easy to find at my place.</li> <li>3. Malay traditional food was highly promoted in social media and internet.</li> <li>4. Malay traditional food image reflects a cultural experience.</li> <li>5. I am more satisfied with the quick-service that offered in modern food restaurant than Malay traditional food restaurant.</li> <li>6. I was satisfied with Malay traditional food taste.</li> <li>7. Malay traditional food has it own flavor.</li> <li>8. I agree that the way food is prepared will attract the attention of visitors.</li> </ol>
<p>Acceptance</p>	<p>Moskowitz, 2003</p>	<ol style="list-style-type: none"> <li>1. I always try to learn how to cook Malay traditional food.</li> <li>2. I like the presentation and preference of Malay traditional food.</li> <li>3. Malay traditional food is more delicious than the other modern food.</li> <li>4. I will invite my friend to eat Malay traditional food.</li> <li>5. I was familiar with Malay traditional food</li> </ol>



### **3.8 DATA ANALYSIS**

The process of utilizing statistical approaches to organize, describe, portray, evaluate, and analyze data is known as data analysis. Understanding the goal of this research is essential before beginning the analysis. The most popular quantitative strategy is descriptive analysis.

#### **3.8.1 Descriptive Analysis**

Descriptive analysis was used in study to identify the key features of the data. It helps the researcher summarize the data they've collected and spot trends. It alludes to the Median, or numerical average of a set of numbers. To describe how a group of 400 respondents is related to the data, the terms "mode" and "percentage" are frequently employed. The study goals and project design should serve as a guide for these data analysis.

Researchers must be certain of their research topics and their intended findings before applying descriptive approaches. The optimum proportion to display, for instance, is the respondents' gender distribution. Since descriptive analysis is typically used for examining single variables, it is best suited for research with a small sample size and when bigger populations are not required.

#### **3.8.2 Reliability Analysis**

A technique for assessing the correctness of the data collection process employed in a study or thesis is reliability analysis. Results from reliability are often uniform and of similar value (Blumberg et al., 2015). Before study results may be regarded as valid, the measurement process must be dependable. Reliability is concerned with consistency, or how closely the questions used in a survey are the same type of information each time the respondent is questioned. This is crucial for tracking findings and comparing them to internal and external benchmark surveys in the past. In this study, the reliability of the scale and the consistency of internal data are examined using Cronbach's Alpha (Nunnally and Bernstein, 1994) state that the acceptable range for alpha value estimates is between 0.7 and 0.8. As indicated in Table 3.1, a general guideline for evaluating reliability is Cronbach's Alpha.

Table 3.6: Rule of Thumb Cronbach's Alpha

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

Source : Stephanie (2014)

### 3.8.3 Pearson Correlative

A statistical test called the Pearson correlation coefficient assesses how closely two metric variables are related. The coefficient ( $r$ ), which ranges from -1.0 to +1.0, indicates how strongly two variables are correlated. 2016 (Chong, Lim, Ng, & Wong). The outcome's positive and negative sign determines the relationship's trend. Accordingly, the connection is perfect positive if the result is +1.0, and perfect negative if the result is -1.0. (Chong, et al., 2016). A value of zero

denotes the absence of a link between the variables. The table below includes rules from Hair, Celsi, Money, Samouel, and Page (2016) for calculating correlation strength.

Table 3.7: Rule of Thumb of Correlation Coefficient Size

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

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



### 3.9 SUMMARY

This chapter has essentially completely detailed all of the specifics concerning the study's research technique. The quantitative research design was utilized in this study, which is a means of gathering and evaluating data from multiple sources in a structured manner. Quantitative research employs mathematical, statistical, and computational approaches to acquire results. As a consequence, there is a well-structured cause and effect relationship between issue elements. Additionally, the Likert scale used in this study had five sections that measured the experiential characteristics of the runners and their intention to participate again. Data analysis is the process of organizing, summarizing, representing, analyzing, and interpreting data using statistical methods. A statistical methodology is used to organize, describe, portray, evaluate, and analyze data. This process is known as data analysis. Understanding the goal of this study in its entirety is essential when performing the analysis. The most common method employed in a quantitative method is descriptive analysis.



## CHAPTER 4 RESULT AND DISCUSSION

### 4.1 INTRODUCTION

This chapter discusses descriptive analysis, Cronbach's alpha reliability analysis, and Pearson correlation testing. Each inquiry will decode and resolve the research questions, while the descriptive analysis will provide the demographic profile of the responders. The validity and reliability of the collected samples are critical in determining if they are valid and predictable. As a result, the Cronbach's alpha approach will be used for the dependability test. For additional research and investigation of the link between the variables in question, the Pearson correlation test will be used.

### 4.2 RESPONSE RATE

A total of 400 survey questions were distributed via the internet. All 400 questionnaires gathered from intended respondents could potentially be used. Over the internet, 400 valid surveys were received. Surveys can provide high response rates, yet increasing accuracy is less obvious because it is dependent on relative sampling. People frequently use the response rate, which is the percentage of people who did the survey and passed the quality standards, to determine how widely the survey's results can be used.

Table 4.1: Response Rate of The Questionnaire

Total Number of Questionnaire	
Number of questionnaires distributed	400
Questionnaires Returned and Useable To Be Analysis	400

Response Rate

100%

---

The Questionnaire Used for Analysis

400

---

Source: Fieldwork Study (2023)

### 4.3 RELIABILITY ANALYSIS

Reliability is one of the most important aspects to consider while assessing quality. According to Trochim (2006), it is the measurements' overall consistency. When the measure yields results that are comparable under all coherent conditions, it is said to be extremely reliable. Figures between 0.00 and 1.00 are commonly used to calculate how much inaccuracy there is in a result (Fernley & Fernley, 2017). The dependability is determined by how consistently the test-taker does well. Cronbach's Alpha must be used to analyze the correlation between a test's numerous items in order to determine the test's internal consistency. A result value of more than or equal to 0.70 is required. As the Alpha value rises, the reliability rises as well. The Cronbach's Alpha scale and the value's internal consistency were shown in the table.

Table 4.2 Cronbach's Alpha

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

Table 4.3: Result of Reliability Coefficient Alpha for the Independent Variable and Dependent Variable

Variable	Number of Items	Reliability Cronbach's Alpha	Comment
Food Knowledge	8	0.848	Good
Food Attitude	8	0.852	Good
Food Image	8	0.910	Excellent
Acceptance	5	0.850	Good

#### 4.4 RESPONDENT'S DEMOGRAPHY

To ensure the efficacy of this study, the researcher distributed a questionnaire via Google Form Questionnaire, with a desired response rate of 400 participants, representing the entire population of visitors aged 18 to 62 years old. 400 respondents also relate to Krejcie, Robert V, Margon, and Daryle W's (1970) sample size guide. Demographics are population parameters used in this survey such as gender, age, race, education level, and occupation (Sorlie et al., 1995). To make sense of the data, researchers must first examine the demographics of those who participated in the survey.

Table 4.4: Respondents Demographic Profile of Gender

Respondent's Profile Gender	Frequency N=400	Percentage %
Male	207	51.7%
Female	193	48.3%
Total	400	100%

Source: Fieldwork Study (2023)

Percentage of Respondent's Gender

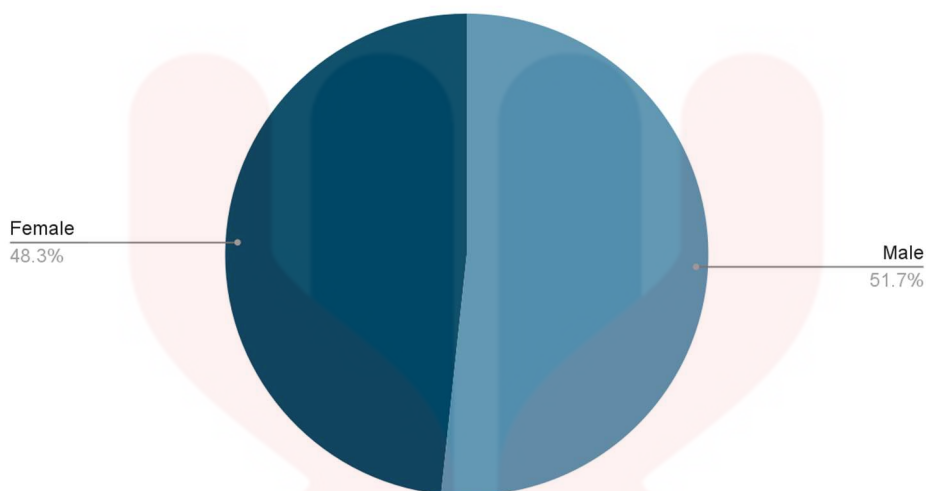


Figure 4.1 The Percentage of Respondent's Gender

Based on the demographic data from 400 respondents, a total of 207 respondents are female, accounting for 51.7% percent of the total, while male respondents account for 193 people, accounting for 48.3% percent of the total.

Table 4.5: Respondent Demographic Profile of Age

Respondent's Profile Age	Frequency N=400	Percentage %
18-20 years old	20	5.0%
21-23 years old	255	63.7%
24-26 years old	75	18.8%
27-30 years old	38	9.5%
48 years old	4	1.0%
51 years old	4	1.0%
62 years old	4	1.0%
Total	400	100%

Source: Fieldwork Study (2023)

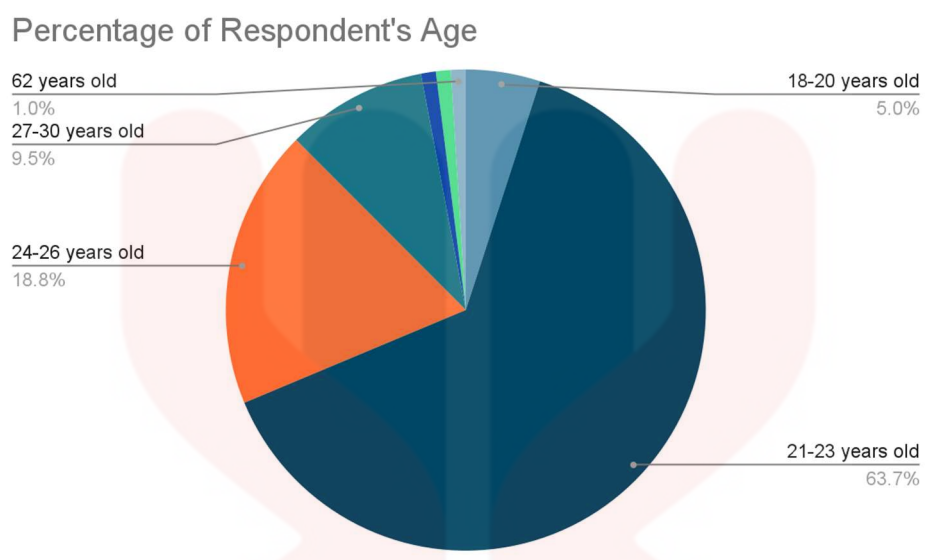


Figure 4.2 The Percentage of Respondent's Age

According to Table 4.3, respondents between the ages of 21 to 23 years old have the highest number of study participants (255), accounting for 63.7% of all study participants, while those between the ages of 48, 51 and 62 years old have the lowest number of study participants which is 4, accounting for 1.0% of all study participants. With a total of 75 people, or 18.8% of responses, the age group of 24-26 years old had the second largest total number of survey participants. There were 20 people which is 5.0% for the respondents that aged from 18 to 20 years old and there are 38 people which is 9.5% for the respondents that aged from 27-30 years old.

Table 4.6: Respondent Demographic Profile of Race

Respondent's Profile Race	Frequency N=400	Percentages %
Malay	348	87.0%
Chinese	37	9.3%
Indian	7	1.8%
Korean	4	1.0%
Iban	4	1.0%
Total	400	100%

Source: Fieldwork Study (2023)

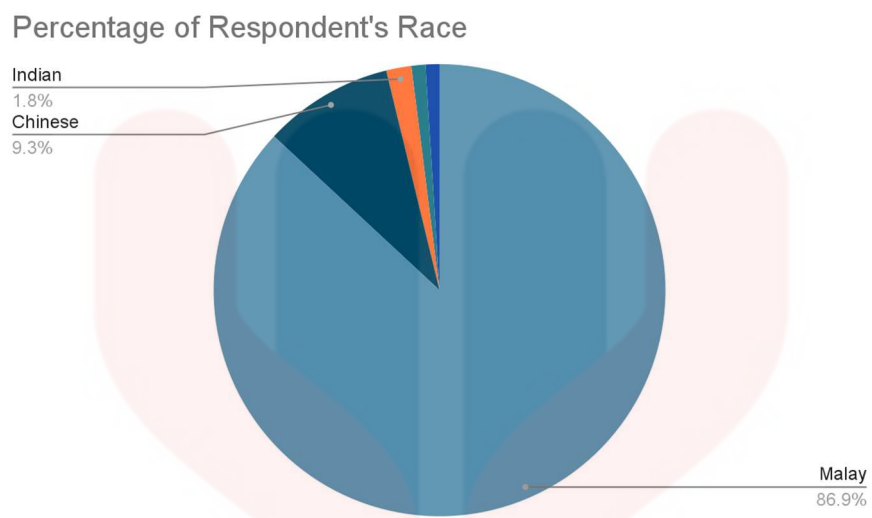


Figure 4.3 The Percentages of Respondent’s Race

According to the data, Malay respondents had the greatest value of 348 respondents, or 87 percent, while Korean and Iban had the same lowest value of 4 respondents (1.0%). While Chinese had the second-highest number with a total of 37 respondents (9.3%), Indians came in third with a value of 7 respondents (1.8%).

Table 4.7: Respondent Demographic Profile of Education Level

Respondent’s Profile Education Level	Frequency N=400	Percentages %
Secondary School	10	2.5%
Diploma/ STPM	67	16.8%
Degree and above	323	80.8%
Total	400	100%

Source: Fieldwork Study (2023)



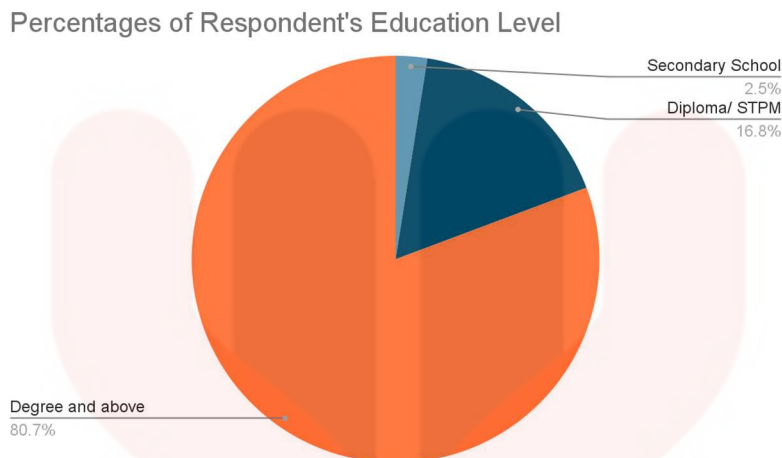


Figure 4.4: Percentages of Respondent’s Education Level

The findings of table 4.5 show that the majority of respondents in this study have a degree and above, with a total of 323 people, or 80.7%. In addition, Diploma/ STPM recorded the second-highest value with 67 respondents (16.8%), followed by Secondary School in the lowest place with 10 respondents, leading to a value of 2.5%.

Table 4.8: Respondent Demographic Profile of Occupation

Respondent’s Profile Occupation	Frequency N=400	Percentages %
Student	300	75.0%
Employed	58	14.5%
Self Employed	31	7.8%
Unemployed	11	2.8%
Total	400	100%

Source: Fieldwork Study (2023)

Percentage of Respondent's Occupation

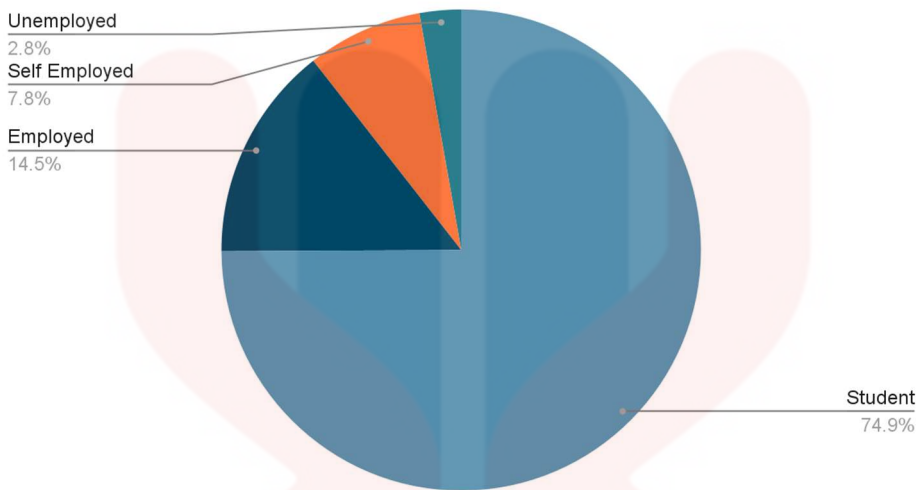


Figure 4.5: Percentages of Respondent’s Occupation

The findings of table 4.5 show that the majority of respondents in this study are students, with a total of 300 people, or 75.0%. In addition, people who were employed recorded the second-highest value with 58 respondents (14.5%), followed by self-employed in third place with 31 respondents, leading to a value of 7.8%. And lastly, unemployment was the lowest position with only 11 respondents, or with 2.8%.

**4.5 DESCRIPTIVE ANALYSIS**

A descriptive statistic is a fundamental descriptive coefficient that describes a certain data collection, which may represent the entire population or just a portion of it. Together with inferential statistics, descriptive statistics are used frequently. A descriptive statistic that is divided into measurements of the population’s central tendency and variability (expansion). The meaning, median, and mode are measures of central tendency, while the standard deviation, variance, minimum and maximum variables, kurtosis and distortion are indicators of variability. The median, mode and meaning are some instances of central tendency metrics. (From the 2019 work of Will Kenton).

In addition, descriptive statistics are used to characterize the relationships between the several factors that makeup a sample or population in order to organize the acquired data.



Descriptive statistics computation is a crucial first step in any research project, and it is advised that this step must be completed before moving on to inferential statistical comparisons. Descriptive statistics encompass a range of various types of variables (nominal, ordinal, interval, and ratio) as well as measures of frequency, central tendency, dispersion, and location. Decision-makers in the healthcare sector can produce easier-to-interpret analyses of specific populations because of descriptive statistics' condensed data (Kaur P, 2018).

#### 4.5.1 Overall Mean Score for Variables

The research's explanation of the mean score obtained as a result of the descriptive analysis is presented in this section. The mean and standard deviation of each variable and invariable were calculated using a five-point Likert scale. The Likert scale uses the following ratings: 1 for "strongly disagree," 2 for, "disagree," 3, for "neutral," 4, for "agree." and 5, for "strongly agree." The accompanying table, which can be seen in the example given above, shows the overall mean (M) and standard deviation (SD) for each variable and measurement.

The table below shows that overall, the dimension variables had a moderate mean score of 4.1775 (SD=0.69801) for food knowledge, 4.1525 (SD=0.66923) for food attitude, and 4.3100 (SD=0.64025) for food image.

Table 4.9: The Overall Mean Score on Each Variable and dimension.

Section	Dimension	N	M	SD
Part 1	Food Knowledge	400	4.1775	0.69801
Part 2	Food Attitude	400	4.1525	0.66923

<b>Part 3</b>	Food Image	400	4.3100	0.64025
<b>Part 4</b>	Acceptance	400	4.2600	0.64687

Source : Fieldwork Study (2023)

#### 4.5.2 Descriptive Analysis for Independent Variable (IV) toward tourist's acceptance

Table 4.10: Descriptive Analysis for Independent Variables - Food Knowledge

<b>Food Knowledge</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>
My parents cook Malay traditional food at home.	400	4.27	0.709
I always help my family when they cook Malay traditional food.	400	4.12	0.794
My family teach me how to cook Malay traditional food.	400	4.13	0.773
My friends teach me how to cook Malay traditional food.	400	3.60	0.966
I know how to cook Malay traditional food.	400	4.03	0.925
I always eat Malay traditional food during festivals such as Hari Raya Aidilfitri and Hari Raya Aidiladha.	400	4.39	0.751
Malay traditional food is hard to cook and prepare.	400	3.76	0.997
I was exposed to Malay traditional food since childhood.	400	4.33	0.779

Based on the table above, there are eight (8) questions that have been asked in the questionnaire. The mean score of the eight (8) questions ranges from 3.60 to 4.39. The query with the highest ‘I always eat Malay traditional food during festivals such as Hari Raya Aidilfitri and Hari Raya Aidiladha..’ (M=4.39, SD=0.751) followed by ‘I was exposed to Malay traditional food since childhood.’ (M=4.33, SD=0.779), ‘My family cooks Malay traditional food at home.’ (M=4.27, SD=0.709), ‘My family teaches me how to cook Malay traditional food.’ (M=4.13, SD=0.773), ‘I always help my family when they cook Malay traditional food’, (M=4.12, SD=0.794), ‘I know how to cook Malay traditional food.’ (M=4.03, SD=0.925), ‘Malay traditional food is hard to cook and prepare.’ (M=3.76, SD=0.997) and lastly, ‘My friends teach me how to cook Malay traditional food.’ ‘Malay traditional food is hard to cook and prepare.’ (M=3.60, SD=0.966).

Table 4.11: Descriptive Analysis for Independent Variables - Food Attitude

<b>Food Attitude</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>
I like to eat Malay traditional food.	400	4.33	0.739
I always eat Malay traditional food at restaurants.	400	4.08	0.836
I always eat Malay traditional food with my friend at restaurants.	400	3.17	0.823
I prefer to eat Malay traditional food because it is healthier.	400	3.88	0.869
I think that Malay traditional food needs a lot of time to cook.	400	4.03	0.821
I think that Malay traditional food is hard to prepare.	400	3.78	0.977
I think Malay traditional food has a unique taste.	400	4.41	0.622
Malay traditional food is cheaper than the other modern food such as fast food.	400	4.09	0.898

Based on the table above, there are eight (8) questions that have been asked in the questionnaire. The mean score of the eight (8) questions in food attitude ranges from 3.71 to 4.41. The highest to lowest score was reported as 'I think that Malay traditional food has a unique taste.' (M= 4.41, SD=0.622), 'I like to eat Malay traditional food.' (M=34.33, SD=0.739), 'Malay traditional food is cheaper than other modern food such as fast food.' (M=4.09, SD=0.898), 'I always eat Malay traditional food at restaurants.' (M=4.08, SD=0.836), 'I think Malay traditional food needs a lot of time to cook.' (M=4.03, SD=0.821), I prefer to eat Malay traditional food because it is healthier' (M=3.88, SD= 0.869). 'I think that Malay traditional food is hard to prepare.' (M=3.78, SD=0.977). Lastly, the lowest mean is 'I always eat Malay traditional food with my friend at a restaurant' with (M=3.71, SD=0.823).

Table 4.12: Descriptive Analysis for Independent Variables - Food Image

Food Image	N	Mean	SD
Malay traditional food is easy to find at my place.	400	4.22	0.786
The raw material to cook Malay traditional food is easy to find at my place.	400	4.29	0.743
Malay traditional food was highly promoted in social media and internet.	400	4.18	0.731
Malay traditional food image reflects a cultural experience.	400	4.28	0.713
I am more satisfied with the quickservice that offered in modern food restaurants than Malay traditional' food restaurants.	400	3.69	0.902
I was satisfied with Malay traditional food taste.	400	4.39	0.666

Malay traditional food has its own flavor.	400	4.39	0.681
I agree that the way food is prepared will attract the attention of visitors.	400	4.32	0.738

There are eight (8) items for the food image. The mean score of the eight (8) substances ranges from 3.69 to 4.39. The lowest to highest score was stated as ‘I am more satisfied with the quick service that is offered in modern food restaurants than Malay traditional food restaurants’ (M=3.69, SD=0.902). ‘Malay traditional food was highly promoted in social media and the internet.’ (M=4.18, SD=0.731), ‘Malay traditional food is easy to find at my place.’ (M=4.22, SD=0.786). “Malay traditional food image reflects a cultural experience.” (M=4.28, SD=0.713). ‘The raw material to cook Malay traditional food is easy to find at my place.’ (M=4.29, SD=0.743). ‘I agree that the way food is prepared will attract the attention of visitors.’ (M=4.32, SD=0.738). ‘I was satisfied with the taste of traditional Malay food.’ (M=4.39, SD=0.666). Last but not least, ‘Malay traditional food has its own flavor.’ got the highest mean score (M=4.39, SD=0.681)

Table 4.13: Descriptive Analysis Result Dependent Variable – Visitor’s Acceptance of Traditional Malay food in Malaysia

Question	N	Mean	SD
I always try to learn how to cook Malay traditional food.	400	4.14	0.804
I like the presentation and preference of Malay traditional food.	400	4.17	0.684
Malay traditional food is more delicious than the other modern food.	400	3.87	0.756
I will invite my friend to eat Malay traditional food.	400	4.24	0.713
I was familiar with Malay traditional food	400	4.34	0.686

Table above shows the frequency, mean and standard deviation for the items used to measure the Intention to revisit. There were five questions measured with the highest mean of 4.34 for the statement “I was familiar with Malay traditional food”. Otherwise, the lowest mean with

3.87 the statement is ‘Malay traditional food is more delicious than the other modern food.’. The mean values for the other three items were 4.24, 4.17, and 4.14.

#### 4.6 PEARSON CORRELATION ANALYSIS

The Pearson correlation coefficient is a statistical test that measures the strength with which two metric variables are connected. The coefficient (r) ranges from -1.0 to +1.0 and shows the strength of the link between two variables.(Chong, Lim, Ng & Wong, 2016). The trend of the connection is established by the positive and negative sign of the outcome. This indicates that a relationship is perfectly positive if the outcome is +1.0, and a connection is perfectly negative if the result is -1.0 (Chong, et al., 2016).

*H1: Food knowledge positively influences the acceptance of visitor*

In this hypothesis, food knowledge and acceptance are described as the independent and dependent variables. The outcome of the association between these two variables is provided in Table.

Table 4.14 : Correlation between food knowledge and acceptance

		Food Knowledge	Acceptance
Food Knowledge	Pearson Correlation	1	.680**
	Sig. (2-tailed)		<.001
	N	400	400
Acceptance	Pearson Correlation	.680**	1
	Sig. (2-tailed)	<.001	
	N	400	400

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

Table 4.14 shows that the correlation between food knowledge and acceptance is 0.680. This discovery reveals the existence of a relationship between the variables. The positive correlation coefficient of 0.680 demonstrated that their relationship is relatively moderate. As a consequence, the hypothesis H1, which is used to assess the association between food knowledge and acceptance, is regarded as valid or accepted.

*H2: Food attitude positively influences the acceptance of visitor*

In this hypothesis, food attitude and acceptance are described as the independent and dependent variables. The outcome of the association between these two variables is provided in Table.

Table 4.15 : Correlation between food attitude and acceptance

**Correlations**

		Food Attitude	Acceptance
Food Attitude	Pearson Correlation	1	.678**
	Sig. (2-tailed)		<.001
	N	400	400
Acceptance	Pearson Correlation	.678**	1
	Sig. (2-tailed)	<.001	
	N	400	400

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

The relationship between food attitude and acceptance was determined to be 0.678 in Table 4.15. This discovery demonstrates the existence of a relationship between the variables. The positive correlation value of 0.678 indicates that their relationship is modest. As a consequence, H2, a test designed to assess the relationship between food attitudes and acceptance, has been approved.

*H3: Food image positively influences the acceptance of visitor*

In this hypothesis, food image and acceptance are described as the independent and dependent variables. The outcome of the association between these two variables is provided in Table.

Table 4.16 : Correlation between food image an acceptance

**Correlations**

		Food Image	Acceptance
Food Image	Pearson Correlation	1	.785**
	Sig. (2-tailed)		<.001
	N	400	400
Acceptance	Pearson Correlation	.785**	1
	Sig. (2-tailed)	<.001	
	N	400	400

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

The correlation between food image and acceptance is indicated in Table 4.16, at 0.785, which indirectly improves the reasonably substantial relationship between variables. According to this study, there is a modest correlation between food image and the acceptance of visitors. As a consequence, H3, which has been used to examine the association between food image and acceptance, has been accepted.

**4.7 SUMMARY**

This study provides the data collected in this investigation on the acceptance of Malay traditional food among visitors. All of the hypotheses tested in this study were found to be unacceptably untrue. According to the hypotheses tested, each of the study's objectives appears to be related to the fact that there is no significant correlation between the independent and dependent variables in this study. Food knowledge, food attitude, and food image are all important. The acceptance of guests is the dependent variable. The study's conclusions, recommendations, and guidelines will be discussed in the last chapter which is, Chapter 5.



## CHAPTER 5 CONCLUSION

### 5.1 INTRODUCTION

This chapter will go through the research project's overall findings. The conclusion, findings, and discussions about the acceptance of traditional Malaysian food by visitors will also be discussed. Finally, this chapter will analyze the study's limits and recommendations in order to assist the study's future.

### 5.2 RECAPITULATION OF THE FINDINGS

#### 5.2.1 FOOD KNOWLEDGE

<p>Research objective 1: To determine the effects of food knowledge towards the acceptance of visitors on Malays traditional food in Malaysia.</p>
<p>Research question 1: What is the effect of food knowledge on visitors' traditional food acceptance in Malaysia?</p>

Table 5.1 To examine the effects of food knowledge towards the acceptance of visitors on Malays traditional food in Malaysia.

The research goal and hypothesis (H1) for how food knowledge impacts visitors' acceptance of Malays' traditional food in Malaysia are shown in Table 5.1. H1 is acceptable because table 4.11 shows that the p-value is 0.000, which is smaller than the alpha value of 0.01 in the study. As a result, it demonstrates the correlation between food knowledge and visitors' acceptance of traditional food.

These findings are supported by information from KEKKWA (2008). The study's conclusions indicate that there is a strong correlation between the effects of food knowledge and

visitors' acceptance of traditional Malay food. Food-related knowledge serves such a vital purpose that it should be preserved forever for all visitors in Malaysia so they can continue to uphold important spiritual and ethnic identities for individuals or for the entire population. The Malaysian cultural Association, the Ministry of Information, Communication, and Culture, as well as other government agencies, are working together to maintain the traditional cooking techniques of the Malay people. This became abundantly clear when the former minister of culture , arts, and legacy encouraged Malaysians to pass on their knowledge, skills, and traditions to the visitors in order to preserve the gastronomic delights that are a part of their cultural heritage (KEKKWA, 2008).

As a result, research on food has demonstrated that it has an impact on how well visitors are received by Malaysia's traditional food. The study's goal, which was to determine how visitors' perceptions of traditional Malaysian food were affected by their food knowledge, has been accomplished. This study also supports the research question 1, "What are the effects of food knowledge on visitors' traditional food acceptance in Malaysia ?."

### 5.2.2 FOOD ATTITUDES

<p>Research objective 2: To determine the effects of food attitude towards the acceptance of Visitors on Malays traditional food.</p>
<p>Research question 2: What are the effects of food attitude towards the acceptance of Visitors on Malays traditional food?</p>

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

Table 5.2 shows the research objective and hypothesis (H<sub>2</sub>) for the effect of the food image towards the acceptance of Visitors on Malays traditional food. H<sub>2</sub> is accepted because according to table

4.12 the research found that the p-value is 0.000 which is less than the alpha value of 0.01. Therefore, this shows a significant relationship between food attitude towards the acceptance of visitors on Malays traditional food.

According to Wansik and Bryan's (2004) study, there is a strong correlation between visitors' acceptance of traditional Malaysian food and their attitudes towards it. Visitors' purpose to eat traditional Malay cuisine is significantly influenced by attitude, which is mostly driven by behavior of belief. Consuming traditional Malay meals depends on one's knowledge and eating habits, which will influence whether one has a positive or negative perspective. Subjective norms are social attitudes or pressures based on the influence or opinions of a group of people, according to Ajzen (1991b) and Pudun, Nor, and Chung (2016). People may have consumed the dish as part of a cultural custom, but they may not have ingested it at all. It stems from people's unfavorable perceptions of their surroundings.

However, research on food attitudes indicates that they do have an impact on how visitors view traditional Malaysian cuisine. The study's goal is to determine the contribution of visitor acceptance of traditional Malaysian cuisine to food knowledge. The research question “What is the effects of food attitude towards the acceptance of Visitors on Malays traditional food” has also been supported in this study.

### 5.2.3 FOOD IMAGE

<p>Research objective 3: To determine the effects of food image towards the acceptance of Visitors on Malays traditional food.</p>
<p>Research question 3: What are the effects of food image towards the acceptance of Visitors on Malays traditional food?</p>

Table 5.3 To Examine The Effects Of Food Image Towards The Acceptance Of Visitor On Malays Traditional Food.

Table 5.3 presents the research target and hypothesis (H<sub>3</sub>) on the influence of food image on visitor acceptance of Malays traditional food. The hypothesis (H<sub>3</sub>) is accepted since, according to table 4.3, the investigation discovered that the p-value is 0.00, which is less than the alpha value of 0.01. As a result, there is a considerable association between food image and visitor acceptance of Malay traditional food.

The perception of a picture or visualization can be used to predict emotional inclinations. As a result, numerous research in the field of psychology have used this sort of visualization approach to explain perception, (e.g., Peterson & Kimchi, 2013; Wagemans et al., 2012) and it genuinely depends on a person's intent and attention (e.g., Vecera et al., 2004; Desimone & Duncan, 1995). In addition, over several decades, the Gestalt theory of images has aided many academics in comprehending perception (Koffka, 1935; Kohler, 1938). This theory has helped to solve and address a variety of problems in the domains of visual science and emotion research. The valence factor is a component of emotion research that puts a person's subjective feelings and experiences into a 'pleasure-displeasure' scale (Russell 1991).

Hence, based on the study (Barrett, 2006 a, b) the findings also show the substantial association between the effect of food image and visitor acceptance on Malay Traditional food.

Valence is an element within someone that delivers feedback to both positive and negative stimulation that is triggered by a variety of resources in the form of an object or a non-object. Valence is emphasized as a basic and essential component of one's emotional life and is extensively studied in numerous psychological theories (Rolls, 1999; Russell, 2003; Smith & Ellsworth, 1985; Scherer, 1984).

As consequently, the food image shows that it has an effect on visitor acceptance of Malays traditional food. The objective of the research of determining the effect of food image on visitor acceptance of Malays traditional food has been attained. This study also supported the research issue "What is the effect of food image on visitor acceptance of Malays traditional food?"

### **5.3 LIMITATIONS**

This study's findings have some serious limitations. Despite meticulous planning and execution, the researcher found that respondents required an inordinate amount of time to complete the questionnaire due to a lack of testing. Despite this, the researchers found the study's findings to be adequate. This is due to the fact that the vast majority of responders to Google Form questionnaire-based polls live in remote, isolated places. This made it difficult for the respondents to complete the Google Form, especially since their internet connection was slow.

Finally, the researcher concluded that qualitative testing is insufficient to develop a study because it requires proof supported by in-depth observations, hence this study is statistically inaccurate. The researcher would be unable to generate more specific conclusions about the relationship between visitor acceptance of traditional Malaysian food. This is a new item that has been widely used, and it has been observed that modern tourists are more interested in tasting unfamiliar foods.

### **5.4 RECOMMENDATIONS**

#### **5.4.1 THEORETICAL RECOMMENDATIONS FOR FUTURE RESEARCH**

Communities are particularly concerned about the decline of both food and traditional culinary skills, particularly among visitors (Almli et al., 2011). Many experts fear that countries could be losing certain of their traditional food if traditional culinary uses are not passed down to the next generation (Albayrak & Gunes, 2010; Bowen & Devine, 2011). There is a growing degradation of culinary cultural legacy due to a scarcity of qualified producers of traditional foods, in particular senior generations, to pass on knowledge and skills to the next generation. Due to a shortage of competent practitioners of traditional foods to pass on skills and information to the next generation, gastronomic cultural legacy is deteriorating.

The government can establish systems to assist further study and development in traditional cuisine through a Centre or Institute under the Ministry of Tourism Malaysia. This would allow for improved traditional food preservation as well as the transmission of traditional culinary skills to visitors.

#### **5.4.2 METHODOLOGICAL RECOMMENDATION FOR FUTURE RESEARCH**

According to the researcher, future research in this field of study should continue to use quantitative methodologies. Because it is much faster and easier to examine data than the qualitative method. The qualitative technique, on the other hand, is equally appropriate for this research because it can provide the researcher with thorough information about the subject (Beckers, 1963; Aspers & Corte, 2019).

Furthermore, the intended population, which is made up of visitors in Malaysia aged 18 to 30, totals 6.9 million people, yet the sample size was just 400 responses. To collect data, the questionnaire set was circulated in groups on Whatsapp, Facebook, and Instagram. As a result, the researcher suggests that future studies use this approach because the data are presented statistically, making them very visible and easy to discuss. Quantitative methods are frequently more exact, relevant, dependable, and wide in their approach to a larger audience. Indeed, if the pandemic has finished, the research might be conducted utilizing qualitative analysis, allowing the researcher to elicit more information and more in-depth responses from the pupils. This strategy is implemented through interaction with students, thorough observation, and critical assessment of their opinions (Alford, 1998; Aspers & Corte, 2019).

In contrast, future research may continue to use the aforementioned data and study as a guide to build and advance their subject area research. To summarize, quantitative research is helpful for exploring this topic; however, qualitative research is strongly recommended for future use because it can provide a more nuanced and comprehensive comprehension of the data in question (Gilbert, 2009; Aspers & Corte, 2019).

Finally, future research could use the data and findings of this study as a reference when constructing a more extended and comprehensive examination into this area. In short, quantitative analysis is highly useful for this subject's study; nevertheless, qualitative analysis is strongly recommended for future applications because it gives a more comprehensive and thorough evaluation (Gilbert, 2009; Aspers & Corte, 2019).

## **5.5 SUMMARY**

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

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

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From table 3.1, 1000 000 is saturated data and the maximum data in the sample size of (Krejcie & Morgan, 1970).

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