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# The factors influencing on consumer preference towards smoke meat

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## ABSTRACT

There are not many commercially available local smoke meat produce in Malaysia, especially who are using different aromatic flavor of smoke which it is very new to Malaysian. Most smoke meat produced are freshly smoked and consumed immediately at the regional level. The use of smoking can give value to local produce and prevent production loss due to normal degradation. Thus, the understanding of consumer acceptance may allow new industry to be developed. This study aims to blend consumer food preference and acceptance model of this research. A quantitative survey has been conducted among 143 people who lives or works around Kelantan, Malaysia and the result found that diet need, nutrient content, price, and texture have significant effect on consumer preference towards smoke meat. In conclusion, this study provides new insights for academicians as well as practitioners, particularly, entrepreneurs and local agencies in staging a sustainable experience and better positioning the smoke meat product. A higher value-added and memorable sustainable experience is essential in achieving better economic benefits which is in line with SDG2030.

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