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THE GAME ON 2022:

THE FUTURE IS
BRIGHT

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THE FUTURE IS BRIGHT**

**FACUTLY OF HOSPIATLITY, TOURISM AND WELLNESS,
UNIVERSITI MALAYSIA KELANTAN**

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Consumer Acceptance Towards Innovation in Malay Traditional Food

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ABSTRACT

This study was undertaken to examine consumer acceptance toward innovation in Malay traditional food. The researcher studied the relationship between attitude, perceived authenticity, and perception of consumer acceptance. To further understand the relationship between consumer acceptance toward innovation in Malay traditional food, a quantitative approach using a questionnaire was employed in the survey to collect relevant data. The survey involved 384 respondents who consume traditional Malay food. The data collected was analyzed using descriptive and Pearson correlation techniques. Descriptive and correlation analyses were used to analyse the data obtained. Findings revealed that the three variables are significantly related to consumer acceptance. Attitude showed the most vital relationship, while perception showed the weakest relationship with consumer acceptance. Lastly, implications and recommendations were provided for future researchers in line with the study.

Keywords: *Consumer Acceptance, Traditional Food Innovation, Attitudes, Perceived Authenticity, Perception*

INTRODUCTION

Malaysian traditional foods have undergone various stages of evolution and have not been immune to the influence of innovation and the development of modern technology to accommodate modern society (Abdullah & Nor Azam, 2021). Due to technological advancement, the food industry continually innovates food products, especially Malay traditional food, to combat competition and satisfy consumer demands. According to Dogan (2015), innovations in traditional food entail improving the product, process, and distribution of traditional food in ways like non-traditional food while maintaining the natural food identity of traditional food products such as usual, familiar authentic, typical, and inherited. People are often choosing ready-made traditional food products as a lifestyle change due to modernization. According to Muhammad (2015), most of today's younger generations are more exposed to ready-made or convenience foods such as fast food, which may damage the sustainability and property of the standard traditional food itself. Tradition or traditional food defines the peoples, and their various cultures are the food enjoyed by completely distinct generations and passed down and line with its region or locality (Alom et al., (2019).

According to Rahmat, Ramlan, Ghazali and Ngali (2021) the identities and authenticities to each culture, race, religion, and country, traditional food is also seen as a middle of one's cultural identity when compared to others, which the origin, belongingness can distinguish, and components of the preparation depending on where it comes from. Ivanova (2014) acknowledged traditional food is often produced utilizing products readily available in the surrounding region.

According to Ismail (2013), the technological advancements and the development of ready-made items have resulted in a whole new evolution in the preparations of traditional Malay food in large quantities. For example, the design generation of a brand-new Nasi Lemak preparation and packaging Nasi Lemak has been innovated to Instant Paste Nasi Lemak. Indirectly, the taste and flavour, appearance and form, texture of products and ingredients of innovative traditional food products faced severe challenges in preserving their cultural and authentic values.

The aim of the study is to provide insight into consumer acceptance toward innovation in Malay traditional food. The findings of this study are essential since traditional food innovations are growing in modern society.

There are three objectives of this research.

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

Significance of the Study

To the Consumer

This study will show consumer acceptance of innovations that have a good or bad impact through the reactions of other consumers when evaluating traditional Malay foods. This research paper can also provide future consumers with an overview of how Malay food has evolved.

To the Researcher

This research paper will help researchers determine how consumer acceptance is influenced by attitudes, perceived authenticity, and perceptions of Malay traditional food that has been innovated. This research will allow researchers to identify significant consumer acceptance related to the state of traditional Malay food innovation.

Food and Beverage Industry

This research paper is essential to the food and beverage industry as it will provide insights into the industry toward consumer acceptance of Malay traditional food innovations. Since the minds of consumers can get new opportunities to be filled by certain products, companies that innovate traditional foods will fail if the market fails to embrace those innovations.

LITERATURE REVIEW

Definition of Traditional Food

Traditional and innovations are two distinct generalities that are delicate to attune, especially in this period of further educated consumers (Kuhne, 2010; Guerrero, 2012). Traditional food innovation is something that new in terms of improving product perception features such as improving traditional quality, reducing fat content, upgrading product presentation to be purer, and selling through vending machines to create new aspects of traditional food products and different packaging (Winger & Gavin, 2006).

According to Youn and Kim (2017), innovation in traditional food may ensue based on factors such as the need and demand for safety and preservation to keep quality and supply food that is simple to produce.

Consumer Acceptance Toward Innovation in Malay Traditional Food

Food-related decisions can be difficult to describe since they are frequent, multidimensional, situational, dynamic, and complex (Sobal & Bisogni, 2009). Furthermore, consumer opinions about food products and food manufacturing technology are essential in explaining consumer food choices (Bruhn, 2007; Vassallo et al., 2009). Nowadays, traditional foods have experienced some form of innovation. This could be owing to the necessity for preservation and safety, such as pasteurization and functional packaging (Ronteltap et al., 2007), or it could be related to the industrialization of production. Processes. The examples will be given to emphasize that a new method of working is a fortunate alteration in the recipe and a steadily growing health innovation. According to Barena (2015), consumer decisions regarding the selection of traditional food innovations are based on different age structures, with generation

Y having a high acceptance of innovative traditional foods. Younger consumers are more likely to value the properties of innovative food, and its characteristics are thought to have a more significant impact on their personality (Baregheh et al. 2014).

Attitudes

Attitudes refer to behaviour that describes a person's personality when in a situation that requires a response in a matter. According to studies, a person's attitude is judged in either a favorable or negative light depending on their traits. Fishbein and Ajzen (1975) According to Abdullah, the majority of them were in favour of traditional food product innovation. However, acceptance, on the other hand, was conditional on innovation that strengthened the traditional qualities. For instance, a label that guarantees the source of an ingredient or benefits that compensate for or eliminates undesirable traditional qualities, such as fat content decreases (Abdullah & Nor Azam, 2021).

Perceived Authenticity

Abdullah and Azam (2021) stated that food authenticity is described as the genuine originality of food in several aspects. It is also significant in representing a community's culture, family identity, and tradition (Hamzah et al., 2013). According to Asshidin (2016), authentic ingredients influence most people's expectations of authenticity regarding the various qualities that define traditional and ethnic food. The food ingredients contribute substantially to traditional food since they include nutritional content that is important in consumers' daily food consumption. According to Chang (2010), tasting local food is a practical approach to learning about a new culture and can reveal information about what locals eat, how they cook their food, and how the food tastes. This sensory, cultural exploration gives the consumer an authentic experience.

According to Asshidin (2016), authentic ingredients influence most people's expectations of authenticity regarding the various qualities that define traditional and ethnic food. The food ingredients provide a substantial contribution to traditional food since they include nutritional content that is important in consumers daily food consumption. seven elements influence consumer eating expectations for local food: staff quality, sensory appeal, food originality, local service scape, food authenticity, food familiarity, and food diversity. This shows that consumer expectations of food authenticity include food quality, food service, and the physical setting, all of which must be met for the consumer to be satisfied with the local cuisine experience.

Perception

Perception is based on the stimulation of receptors in our sensory system and memory content retrieval (Scholderer, 2010). The main drivers of perception include the sensory nature of the product, individual genetics (Lunde et al., 2012), physiological characteristics (Dnella et al., 2011), consumer memory of previous eating episodes, and familiarity with the product (Puumalainen, Nykopp & Tuorila, 2002), and the context of nutrition whether consumption occurs alone or commentary. Consumer perceptions of traditional foods and modern forms of food can be studied in a country with many traditional foods and recent significant changes in its society (Larasatie & Frost, 2018). Five significant critical aspects can influence perceptions of innovation and the acceptance process, including relative advantage, naturalness, novelty, belief in norms, and discomfort (Levke Albertsen, 2020).

Furthermore, not all changes in food production are compatible with consumer perceptions of acceptability, which is especially true for traditional food product specialities (Larasatie & Frost, 2018). According to Almlı et al. (2011), European consumers have trouble purchasing and preparing traditional meals to enjoy the specific taste, quality, appearance, nutritional value, health, and safety. Next, the perception and acceptance of technologically sophisticated foods and products are also influenced by social ideas or beliefs in rules (Albertsen, Wiedmann, & Schmidt, 2020). Consumer views of innovation can be predicted by five fundamental factors: relative advantage, naturalness, novelty, belief in norms, and discomfort (Wiedmann et al., 2020). In research on food innovation, the impact of relative

advantage has been established (Frewer et al., 1998; Joseph et al., 2015). From a business standpoint, according to Larasatie & Frost (2018), neglecting consumer preconceptions when designing modern traditional meals can lead to market failure. Furthermore, from a cultural point of view, continuous development without a proper understanding of consumer perceptions of traditional foods increases the risk of cultural loss regarding food knowledge and diversity in the long run.

Research Hypothesis

The literature review highlighted the independent variables like attitude perceived authenticity, and perceptions. Therefore, the study planned to examine the level of consumer acceptance towards innovation in Malay traditional food among these variables. Based on the literature discussed, the hypotheses of this study were summarized in the following manner:

- H₁** There is a significant relationship between attitude and consumer acceptance toward Malay traditional food innovation
- H₂** There is a significant relationship between perceived authenticity and consumer acceptance of Malay traditional food
- H₃** There is a relationship between perception and consumer acceptance of Malay traditional food innovation.

Research Framework

The Figure 1 below shows the research framework use for this study

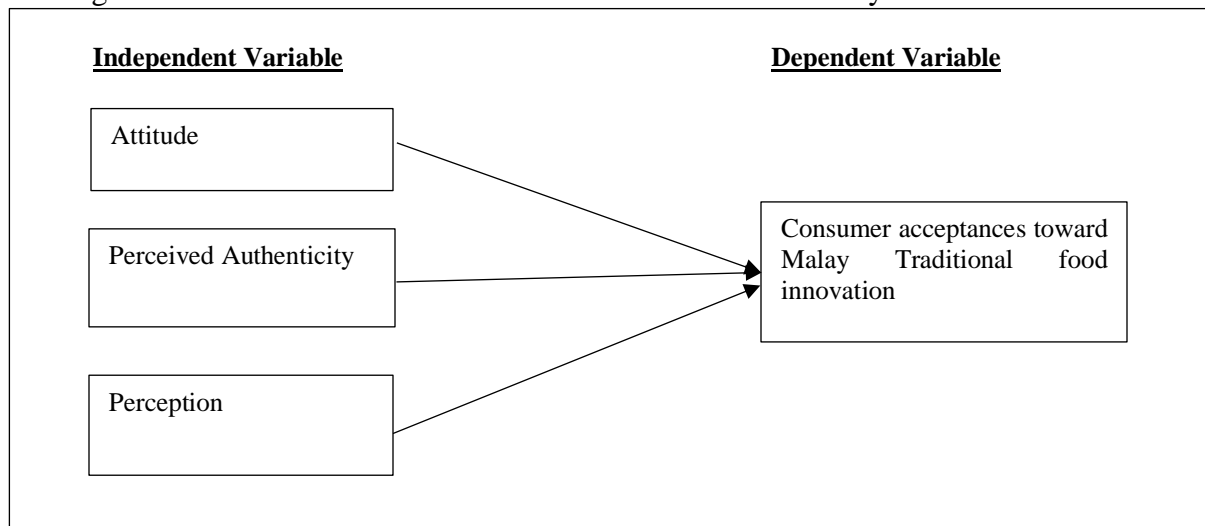


Figure 10: Research Framework

METHODOLOGY

Research Design

During this research, the researcher will recognize the determinant of consumer acceptance of innovation in Malay Traditional food. The descriptive research is accustomed to the data through the questionnaire obtained from the consumers so that it can be used to justify the data. In the questionnaire, this study used a 5 -point Likert scale as a measurement. The scale is also a type of self-report in which the phenomena of interest are calculated (Grove, Burns, & Gray, 2016). The purpose of a research design is to ensure evidence generated from the data would answer the research question and find consumers’ acceptance of innovation in Malay traditional food. This quantitative method is significant in helping identify consumers’ attitudes, perceived authenticity, and perceptions towards Malay Traditional Food Innovations.

Data Collection

In this research, a Google form was employed since it is easier to obtain responses from respondents. The questionnaire was chosen as an instrument for the current research using Google Forms. The questionnaire is applied to collect information regarding consumers’ attitudes, expectations, and perceptions toward consumer acceptance of Malay Traditional

Food Innovations. After all, the questionnaire is answered by the respondent, and the data is collected. The researcher collected the questionnaire personally from the respondents to secure the information obtained. The final questionnaires collected reported a 100% of response rate with total of 384 usable questionnaires.

Sampling

The sampling method used in this study was non-probability sampling which was convenience sampling. The questionnaire was distributed to the respondents who are among the household living in three urban areas in Peninsular Malaysia through online and social media. The study used this method because questionnaires were prepared and distributed online or posted them to on social media pages to gather information from the respondents.

$$s = \frac{x^2 N p (1 - P)}{e^2 (N - 1) + x^2 p (1 - p)}$$

n= sample size

N= population size

e = the degree of accuracy expressed as proportion (0.05)

x^2 = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

The number of populations usually determines the sample size. For this research, the sample of this study would be Malay traditional food consumers. Since this research involves a broad population and because the total number of Malay traditional food consumers is uncertain, Krejcie and Morgan (1970), for a population of more than 1000000 people, a sample size of 384 people is required.

Data Analysis

SPSS version 26.0 was used to analyse the quantitative data collected from respondents. Frequency analysis is used to analyse respondents' demographic profile data. Descriptive analysis was employed to identify and examine consumer acceptance toward innovation in Malay traditional food, and Pearson's Correlation was adopted to examine the relationship between consumer attitude, perceived authenticity, and perception of consumer acceptance toward innovation in Malay traditional food.

FINDINGS

Table 1: Analysis of Theme 1

Research Question	Correlation	Interpretation
Is there any relationship between attitudes toward consumer acceptance of innovation in Malay Traditional Food?	$P > 0.599$, Sig (2-tailed) 0.000	Moderate positive (negative) correlation
Is there any relationship between perceived authenticity towards consumer acceptance of innovation in Malay traditional food?	$P > 0.578$, Sig (2-tailed) 0.000	Moderate positive (negative) correlation
Is there any relationship between perception toward consumer acceptance of innovation in Malay traditional food?	$P < -0.178$, Sig (2-tailed) 0.000	Negligible correlation

Result of Frequency Analysis

Table 2: Frequency Analysis

Respondent Profile	Classification	Frequency	Percentage (%)
Gender	Male	177	46.1
	Female	151	53.9
Age	18-21 years	66	17.2
	22-25 years	187	48.7
	26-29 years	80	20.8
	30 and above	51	13.3
Status	Single	252	63.0
	Married	142	37.0
Religion	Muslim	225	58.6
	Christian	57	14.8
	Buddha	55	14.3
	Others	47	12.2
Race	Malay	219	57.0
	Chinese	60	15.6
	Indian	38	9.9
	Others	67	17.4
Education Level	Spm/Stpm	101	26.3
	Diploma	92	24.0
	Degree	162	42.2
	Master	13	3.4
	PhD	7	1.8
	Others	9	2.3
Income	No fixed income	168	43.8
	Below RM 500	34	8.9
	RM 501 – RM 2000	100	26.0
	RM 2001- RM 4000	61	15.9
	RM 4000 Above	21	5.5

Table 1 shows the characterization of respondents 177 out of 384 respondents are male, representing 46.1%, while 207 are female, representing 53.9%. 17.2% of the respondents' were aged between 18 to 21 years old (66 respondents), 48.7% of the respondents' were aged between 22 to 25 years old (187 respondents), 20.8% of the respondents' were aged between 26 to 29 years old (80 respondents), and 13.3% of the respondents were age 30 to above years old (51 respondent). 63.0% of the respondents were single (242 respondent) and 37.0% were married (142 respondent). There was 384 total respondents who consisted of Muslims, with the highest number of respondents which is 58.6% (225 respondents), Christian 14.8% (57 respondents), Buddha 14.3% (55 respondents) and the lowest highest percentage were other religions 12.2% (47 respondents). Out of 384 total of respondents, 57% of total respondents were Malay (219 respondents), followed by Chinese (60 respondents) 15.6%, Indian (38 respondents) 9.9%, and the remaining 17.4% were other respondents by race involved in this study. The majority of the respondents were from Degree with 42.2% (162 respondents), followed by respondents from Spm/Stpm with 26.3% (101 respondents). There were 24.0% (92 respondents) from Diploma, 1.8% (7 respondents) from respondents Phd, 3.4% (13 respondents) currently from Master and 2.3% (9 respondent) from other education level. Next, the highest percentage of respondents by income level was no fixed income at 43.8 % (168), followed by RM501-RM2000 at 26.0%

(100 respondents). The income level was 15.9 % (61 respondents) from RM2001 – RM4001. Below RM500 was 8.9 % (34 respondents), followed by RM4000 and above was 5.5% (21 respondents).

Result of Descriptive Analysis

Table 3: Descriptive Analysis

Variables	Statements	Mean	SD
Attitude	I prefer to buy innovative traditional food products rather than authentic traditional food	3.30	1.144
	I feel like it takes less time to prepare and eat ready meals compared to authentic traditional foods	3.39	1.126
	Ready meals don't waste time.	3.44	1.161
	I prefer to buy a ready meal that provides me with the quality information	3.39	1.107
	I believe that there's a familiarity between ready meals and authentic traditional food	3.59	1.199
Perceived Authenticity	The taste and flavor of innovative traditional Malay food products is like the authentic traditional Malay foods	3.24	1.089
	The appearance and shape of innovative traditional Malay foods are similar to authentic traditional Malay foods.	3.35	1.003
	The texture of the products is like authentic traditional Malay foods	3.27	1.043
	The ingredients used in the products are authentic and similar to Traditional Malay foods.	3.33	1.081
	When I eat food products, it reminds me of the nostalgic feelings with my family.	3.49	1.110
Perception	There are plenty of tasty foods around, so we don't need to use new food innovations to produce more.	3.02	1.248
	the benefits of new food innovation are often grossly overstated.	3.04	1.208
	New food innovation decreases the natural quality of food.	3.09	1.247
	New foods are not healthier than traditional foods	3.03	1.260
	Society should not depend heavily on innovation to solve its food problems.	3.08	1.237
	It can be risky to switch to new food innovation too quickly	3.05	1.205
	New products produced using new food innovation can help people have balanced diet	3.64	0.993

Consumer Acceptance	I like and enjoy the taste and texture of the products.	3.99	1.049
	The appearance of the innovative traditional food products looks appetizing	3.85	1.077
	I will purchase the products again in the future	3.85	1.074
	I will recommend the products to others	3.81	1.099
	I am satisfied with the overall quality of the product.	3.93	1.044

The “Consumer Attitude” score was the highest (mean = 3.42), indicating that consumer attitude determined customer acceptance since respondents agreed with most of the items. Respondents agreed that there's familiarity between ready meals and authentic traditional food (mean = 3.59, SD = 1.199). The respondents agreed that ready meals don't waste time (mean = 3.44, SD = 1.161), and they feel it takes less time to prepare and eat ready meals compared to authentic traditional foods. At the same time, respondent also prefers to buy a ready meal that provides them with quality information (mean = 3.39, SD = 1.126, 1.107). Meanwhile, respondents who prefer to buy innovative traditional food products rather than authentic traditional food scored the lowest (mean = 3.30, SD = 1.144). The finding is in line with previous research by Bearth & Siegrist (2008); whether a consumer accepts or rejects a new product meal is determined by their willingness to buy or pay, a positive attitude, desire to use, or general acceptability.

“Perceived authenticity” scored second (mean = 3.33). Respondents agreed that when they eat food products, it reminds them of the nostalgic feelings with their family. (mean = 3.49, SD = 1.110). Respondents were neutral that the appearance and shape of innovative traditional Malay foods are similar to the authentic traditional Malay foods (mean = 3.35, SD = 1.003), and ingredients used in the products are authentic and similar to the Traditional Malay foods (mean = 3.33, SD = 1.081). Respondents were neutral that the texture of the products is like authentic traditional Malay foods (mean = 3.27, SD = 1.043). Meanwhile, the taste and flavor of innovative traditional Malay food products, like authentic traditional Malay foods, scored the lowest (mean = 3.24, SD = 1.089). The finding indicates that authentic ingredients influence most people’s expectations of authenticity regarding the various qualities that define traditional and ethnic food is supported by Zhang et al., (2019).

“Perception” scored the lowest among the variables (mean = 3.13). Specifically, respondents agreed that new products produced using new food innovations can help people have a balanced diet (mean = 3.64, SD = 0.993). Respondents were neutral about new food innovations decreasing the natural food quality. (mean = 3.09, SD = 1.247) This is under the finding of Larasatie & Frost (2019) not all changes in food production are well received by consumers, which may be especially crucial for traditional culinary specialities. Next, society should not depend heavily on innovation to solve its food problems (mean = 3.08, SD = 1.237) followed it can be risky to switch to new food innovation too quickly (mean = 3.05, SD = 1.205), and the benefits of new food innovation are often grossly overstated (mean = 3.04, SD = 1.208). Next, the second lowest is respondent neutral about new foods are not healthier than traditional foods (mean = 3.03, SD = 1.260). Plenty of tasty foods around, so we don’t need to use new food innovations to produce more, scored the lowest (mean = 3.02, SD = 1.248).

The dependent variable – consumer acceptance, scored 3.88. Respondents strongly agreed with satisfied with the overall quality of the product” (mean = 3.93, SD = 1.044). The appearance of the innovative traditional food products looks appetizing, and Respondents will purchase the products again the score second (mean = 3.85, SD = 1.077, 1.074). Respondents will recommend the products to others (mean = 3.81, SD = 1.099). Past research proves that

consumer opinions about food products and food manufacturing technology have an essential role in explaining consumer food choices (Sajdakowska et al., 2018).

Result of Reliability Analysis

Table 4: Reliability Analysis

Variable	Number of items	Reliability Cronbach's Alpha	Level of reliability
Attitude	5	0.189	Unacceptable
Perceived Authenticity	5	0.221	Unacceptable
Perception	7	0.843	Good
Consumer acceptance of innovation in Malay traditional food.	5	0.415	Poor

Table 4 showed the reliability analysis results by Cronbach's Alpha for each independent and dependent variable. The first one, attitude, had a total of 5 items under it with a Cronbach's Alpha value of 0.189 with the reliability level of unacceptable (< 0.4). The following independent variable is perceived authenticity with 5 items. The Cronbach's Alpha value for this variable is 0.221. This value is the same as the attitude for the reliability level of unacceptable (< 0.4). The third independent variable used in this study is perception, which had 7 items to test, and Cronbach's Alpha value is 0.843. This value is under the reliability level of good (< 0.8).

The dependent variable, the consumer acceptance of innovation in Malay traditional food, had 5 items. The Cronbach's Alpha results for this variable is 0.415, under the poor reliability level.

Result of Pearson Correlation Analysis

Table 5: Pearson Correlation Analysis

		Consumer Acceptance toward Malay Traditional Food Innovations
Attitudes	Pearson Correlation	.599**
	Sig. (2-tailed)	.000
	N	384
Perceived Authenticity	Pearson Correlation	.578**
	Sig. (2-tailed)	.000
	N	384
Perceptions	Pearson Correlation	-.178**
	Sig. (2-tailed)	.000
	N	384

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

The Summary for The Hypothesis Testing

Table 6: relationship hypothesis testing and discussion of result

Hypothesis	P-Value	Result (Supported/Not Supported)
H ₁ : There is significant relationship between attitudes toward consumer acceptances of innovation in Malay Traditional Food	0.599	H1: Supported
H ₂ : There is a significant relationship between perceived authenticity and consumer acceptance toward Malay traditional food.	0.578	H2: Supported
H ₃ : There is no significant relationship between perception toward consumer acceptances of innovation in Malay traditional food.	-0.178	H3: Not Supported

Table 6 shows the relationship between hypothesis testing and the discussion of results. This study was conducted to see the consumer acceptance toward innovation of Malay Traditional Food for consumer attitudes, perceived authenticity, and perceptions.

Research objective 1: To examine the relationship between attitudes toward consumer acceptances of innovation in Malay Traditional Food

The result shows the association between attitude and consumer acceptance of innovation in Malay traditional food is 0.599, as shown in the graph. The correlation coefficient's positive value of 0.599 revealed that their link is moderate positive. As a result, the H1 hypothesis, which measures the relationship between attitude and consumer acceptance of innovation in Malay traditional food, is accepted. According to Abdullah and Nor Azam (2021), most of them favoured traditional food product innovation. However, acceptance, on the other hand, was conditional on innovation that strengthened the traditional qualities. H2: There is a significant relationship between service quality and customer revisit intention toward Mamak restaurant in Penang.

Research objective 2: To examine the relationship between perceived authenticity toward consumer acceptances of innovation in Malay Traditional Food

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

Research objective 3: To examine the relationship between perception toward consumer acceptances of innovation in Malay Traditional Food

The results of Pearson's Correlation for perception show a negative relationship between perception and the consumer acceptances of innovation in Malay traditional food. The results showed that the consumer acceptance of innovation in Malay traditional food.

Was 1 and the perception was shown -0.178. Thus, there is a negligible correlation between the dependent and last independent variables. Hence, it is also unacceptable for H3 in this research. According to Hui et al., (2021) perception refers to the way sensory information is interpreted and consciously experienced of a food product. Therefore, it is having a strong positive and highly significant impact on consumer perceived value, respectively a strong negative and highly significant impact on the consumer perceived risk.

In research on food innovation, the impact of relative advantage has been established (Frewer et al., 1998; Joseph et al., 2015). From a business standpoint, according to Larasatie & Frost (2018), neglecting consumer preconceptions when designing modern traditional meals can lead to market failure. Furthermore, from a cultural point of view, continuous development without a proper understanding of consumer perceptions of traditional foods increases the risk of cultural loss regarding food knowledge and diversity in the long run.

DISCUSSION & RECOMMENDATION

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

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

Furthermore, in the following recommendations for future research, the researcher suggests using the qualitative method by open interview. So, the data collected can help the researcher get a richer understanding gleaned from personal interaction. Therefore, if the researcher has open-ended questions, it can help to increase the opportunity for respondents to share their points of view and additional specific answers. Further, the interview method allows in-depth investigation of issues from fewer people and produces descriptions of situations, events, people, interactions and observed behaviour.

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

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

CONCLUSIONS

This research examined the factors of consumer acceptance towards innovation in Malay traditional food. Overall, the results show that perceived authenticity and perception have a low

relationship to innovation in Malay traditional food. Although most respondents agreed that consumer attitude contributes the most to Malay traditional food innovation, the evidence that the relationship between consumer attitude and Malay traditional food innovation is modest because consumers today do not consider Malay traditional food a widespread matter. The study also proves that although the determinants are still far from reaching the maximum level, consumer acceptance of innovation in Malay traditional food should be continued to ensure that the position of Malay traditional food is not forgotten. This is because of various types of food innovations from other countries that can challenge the position of Malay traditional food. Therefore, the objectives of this study were achieved.

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