



# E-PROCEEDING HOTWEC 7.0

SUSTAINABLY NURTURING  
TOURISM,  
HOSPITALITY AND WELLNESS INDUSTRY  
FOR A BRIGHTER TOMORROW



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Perpustakaan Negara Malaysia Cataloguing-in-Publication Data

Title: E-Proceeding Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness Industry For A Brighter Tomorrow

e-ISBN: 978-629-489-007-7

Published by:

UMK Press

Universiti Malaysia Kelantan

Office of Library and Knowledge Management

16300 Bachok

Kelantan

(Member of Malaysian Scholarly Publishing Council (MAPIM))

(Member of Malaysian Book Publishers Association (MABOPA))

Membership Number: 201903)

In Collaboration:

Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan (UMK), Kampus Kota Pengkalan Chepa, 16100 Kota Bharu Kelantan, Malaysia.

## ACKNOWLEDGEMENT

It is our pleasure to present this volume consisting of selected papers based on presentations from the Hospitality, Tourism and Wellness Colloquium 7.0, held on May 28 and 29, 2023 at the Universiti Malaysia Kelantan. The main colloquium objective is to explore, within the generative framework, different acquisition contexts, across a variety and between different components of the Hospitality, Tourism and Wellness fields. The colloquium was organized and supported by the Faculty of Hospitality, Tourism and Wellness (FHPK), Universiti Malaysia Kelantan (UMK). We would also like to extend our gratitude to the excellent work of our colloquium organizing committee which comprised of the following:

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Khairil Wahidin Bin Awang, PhD  
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**CONSUMER ACCEPTANCE OF INNOVATION IN TRADITIONAL FOODS  
AMONG UNDERGRADUATES' STUDENT**

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**ABSTRACT**

The study examines consumer acceptance of innovation in traditional foods among undergraduate students and finds out the relationship between knowledge, attitude, and practice of consumer acceptance. A survey with 390 participants who eat traditional Malay food was carried out applying questionnaires. The data was examined using descriptive and correlational analysis. Findings showed that perception had the least link with customer acceptability whereas the three factors strongly connected to attitude had the largest relationship. Future researchers were given implications and suggestions based on the findings.

**Keywords:** Consumer Acceptance, traditional food innovation, knowledge, attitude, Undergraduates students

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**INTRODUCTION**

Malaysia was known for its cultural, ethnic, and spiritual diversity. According to Ismail (2021), Malaysia's cultural inheritance is authentic, original, and colorful, with numerous national cuisines of different tribes in the country. As a result, Malaysians may be fairly proud of their diverse gastronomic offerings. A traditional food item, in Bertozzi's words, "represents a group, it belongs to a certain region, and it is a component of a culture that suggests the person's involvement in that territory" (1998). (Jordana,2000) derived the following from this sociological definition: "For a product to be considered traditional, it must be linked to an area and also, be a part of a system of traditions, which will necessarily assure its continuance through time."

Traditional food around the world is strongly anchored in local cultures, constituting the culinary heritage of a nation or a region and contributing to its identity and pride (Licitra, 2010; Bessi re, 1998). An expression of this is that national and regional traditional foods are unfailingly served to foreign visitors, as a way to let guests learn to know their hosts through

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

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### **ABSTRACT**

The cuisine of the Southeast Asian ethnic Malays who reside in Malaysia is known as traditional Malay cuisine. It stands out for using a lot of spices. Nowadays, visitors to Malaysia tend to prefer 'modern snacks' or quick food over traditional dinners. The gastronomic preferences of today's guests have influenced their decisions. This is a result of the high demand for fast food and other modern food items, which suit customers' busy lifestyles. As an outcome of this, the purpose of the study was to investigate how food knowledge, attitude, and image affect the way in which visitors accept traditional Malay food. There were 400 participants in this survey-based study. Visitors between the ages of 18 and 30 are the subject of this study. Using a quantitative research design, this study was conducted. The Pearson correlation coefficient was used in the study to look at the connection and influence between independent factors and dependent variables. The results of this study indicate that each of these factors plays a part in how well-liked traditional Malay food is among visitors. This is supported by the researchers' findings on the Pearson correlation coefficients for each variable. The extremely positive and substantial correlation between gained food knowledge and the P value was 0.680. Second, with a P value of 0.678, associations for food attitudes were shown to be favorable and significant. Finally, the P value for the strong positive and significant relationship between the food image and the P value was 0.785. This study demonstrated how visitor food knowledge, attitude, and image affect their acceptance of traditional Malay food.

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