MILLENNIAL'S LOCAL FOOD CONSUMPTION INTENTION WHEN TRAVELLING

BY

CHUA BOON KUAN

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DECLARATION

I hereby declare that:

(1)   This undergraduate FYP is the end result of my own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2)   No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3)   The word count of this research report is <u>14765 </u>words.

Name of student:	Student ID:	Signature:
1. CHUA BOON KUAN	17UKB06439	_____

Date: _____

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DEDICATION

I would like to dedicate this research study to my beloved family members that always support me throughout this research project.

Besides that, I would like to dedicate this research study to my supervisor, Dr. Lau Teck Chai who guides, inspire and encourage me until the end of this research project.

In the nutshell, I would like to dedicate this research study to all my friends who provided their endless support and assistance in helping me complete my research study

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LIST OF ABBREVIATION

ANOVA   Analysis of Variance

ASEAN   Association of Southeast Asian Notions

FIS   Food Involvement Scale

MGB   Model of Goal- Directed Behaviour

SPSS   Statistical Package for Social Science

TPB   Theory of Planned Behaviour

TRA   Theory of Reasoned Action

UNWTO   United Nations World Tourism Organization

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PREFACE

Millennial like to travel compare to other generation and they associate their vacation with food. The growth of new trends has created a new term which is foodcation, a combination of food and vacation. Besides that, visa-free to 160 countries make Malaysian love to travel to different places especially Malaysian millennial. They like to explore new things in a trip mainly related to food.

The research objective for this research is to study the factors that effecting millennial's local food consumption intention when they travel. Overall, there are four independent variables which are motivational factors, food neophobia, food involvement, and attitude. The targeted respondent in this research is Malaysian millennial. In the end of this research, it could give some indication to some parties such as tourism board, tourism marketers, local restaurant and also local authorities by analyzing the relationship between independent variables (motivational factors, food neophobia, food involvement and attitude) and dependent variables (local food consumption intention) through survey questionnaire. These few parties may get some useful insight to solve their problem.

ABSTRACT

Millennial like to travel especially Malaysian as they are visa-free to many countries. They always relating their travel decision with food as a reason to explore new experiences. This trend has come out with a new word which is foodcation. This research aims to examine factors such as motivational factors, food neophobia, food involvement and attitude that effect the millennial's local food consumption intention.

Along with this study, non-probability sampling was been applied to accumulate data from respondents via the internet. The response has been successfully collected from 154 respondents. Besides that, primary and secondary data have also been adopted in this research. There is 3 analysis involve in this study such as descriptive analysis, reliability test and inferential analysis from the Statistical Package for Social Science (SPSS) version 21.0. The outcomes had been tabulated and discussed in Chapter 4 and Chapter 5 had provided limitations encounter by researches and recommendations for future researches.

Coming to the end of this study, it showed that food involvement and attitude has a significant relationship with the millennial local food consumption intention. Conclusion, the finding of this research hoped that it may provide some useful insight to parties such as the tourism board, tourism marketers, local restaurants and local authorities to have some action to improve and solve their problem.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This research is aimed to examine the relationship between the variables such as factors and millennial's local food consumption intention on vacation. The study wanted to find out how does motivational factors, food neophobia, food involvement and attitude affecting the millennial's local food consumption intention on their trip. In this chapter, research background, research problem, research objectives, research question, hypotheses of the study and research significant are been configured to have more clearly visualized in this research.

1.1 Research Background

Travel or vacation are been identified in Cambridge Dictionary as making a journey that moves or goes from one place to another. During a trip, an important element had been recognized among the tourist is food. Food also can be associated with local food or foreigner familiar food. These elements are very subjective among all the traveller due to some reasons which may affect their choices. (Sengel, Karagoz, Cetin, Dincer, Ertugral & Balik, 2015). A new term such as "foodcation" became a "hot" trend among tourists all around the world as people nowadays are more tend to explore to a particular destination as the food becomes the main attraction to them (Houghton, 2018). The trend of traveller in these few years also indicated a slowly changed in terms of they are likely to search for local food to experience a new culture (Kautsar 2018). In order words, local food and beverage are becoming an important element that affecting the choices of the tourist in choosing their travel destination and their experience will be more fun and delight if fill up with this important component (Infant, 2016).

Malaysian like to travel as they are free to access or visa-free to around 160 countries and Malaysians can be meet almost all around the world (Fauziah, 2019). There was a report by Master Card illustrates that Malaysians are expected to reach 14.2 million international trips in 2021 which show an upward of 3.5% based on the year 2016. For Malaysia, food had also become an important part to attract traveller to visit Malaysia as the local food are well associated with multicultural as able to provide many choices in food and become a point for tourist to experience multi-culture in Malaysia. Furthermore, some destinations in Malaysia are well-knowns as the top destination to experience local food by the international (Mohd, 2017). Furthermore, there was a rise in demand by Malaysian according to Expedia and also there was 65% of Malaysians tourists show that they are willing to spend their money on food on their trip (Teoh, 2018).

Millennial are a group of person that is born between the year 1980s to year 2000s. They had contributed 25% to the world's population which estimated around 2.0 million of the individual (Lin, 2018). A survey by Deloitte claims that millennial love to travel as they put travel as their first place in their aspirational list. The way millennial tend to be different compared to Generation X as they are more prefer to experiencing or exploring new things (Fromm, 2018: Rouse, n.d.). However, foods had been acknowledging as the factor that attracting and effecting millennial's travel plans ("Five Millennial Travel Trends of 2019", n.d).

1.2 Research Problem

Travel and millennial are well related to each other as this generation individual likes to travel and put the priority on their list. According to a survey by Airbnb in 2016, it reported that millennial is more willing to pay for travel more than other activities such as purchasing a car or house (Sofronov, 2018). Besides that, millennial are more expected to pay more for upcoming trips comparing to other age groups reported by Travelport 2018 survey (Newsdesk, 2018). Based on the Expedia poll, the resulted had shown that the largest age group that travels the most are millennial (ages 24 to 35) and Generation Z (ages 18 to 23) had close potion with millennial (Sheivachman, 2017). Patrick (2016) claim that the amount of spending on a trip by millennial is expected to increase and the number of millennial travels is predicted to increase by 72% compared to 2015. A study by Sofronov (2018) also claimed that millennial had become the primary sector to serve as they are slowly replacing the older generation in the tourism sector.

A report by the United Nations World Tourism Organization (UNWTO) reported that millennial had contributed 20 percent or 200 million people in the international traveller's section (Davis, 2018). On the other hand, Millennial Traveller report also reported by 2020, there will have 320 million of international trips are predicted to be exercise by millennial each year which show 47 percent of rising from the year 2013 that had 217 million of international trips (Davis, 2018: Mohn, 2014). According to a domestic tourism survey by the Department of Statistics Malaysia, millennial had contributed 39.6 percent in 2018 and 39.1 percent in 2017 which is the highest among other age groups in both years. A survey by Airbnb in 2016 also indicated by 2025 it forecasted that there will have 75 percent of consumers and travellers will be presented by millennial.

The travel behaviour by millennial also different from other age groups as they are tended to spend more or looking for a new experience (Sofronov, 2018). A statistic by Sofronov's (2018) study reported that food travel is most popular among the millennial's travel choices which are 16% and business travel (14%) come after food travel. Furthermore, there was a statistic showing that 30 % of millennials want to experience different foods as their reasons for vacations compare to Generation X that had 24% and Boomer that had 21% (Moseder, 2017). Moreover, a survey also reported that people age 25 to 34 (84%) and age 35 to 44 (89%) are more likely to enjoy food and drink when on their vacation which considers higher than other age groups.

Also, there are only a few previous researches that study millennial in the travel sector. Few types of research that are related on local food consumption intention and motivations but the setting does not concentrate on millennial (Torres, 2002; Cohen & Avieli, 2004; Kim, Eves & Scarles, 2009; Chang, Kivela & Mak, 2011; Mak, Lumbers& Chang 2012). Although the study by Sofronov (2018) are related to millennial, it does not associate with local food consumption intention setting. On that, there are limited research can be used as a reference to examine the relationship of millennial's local food consumption intention.

1.3 Research Objective

1.3.1 General Objective

In general, the objective of this research is to study the factors affecting the local food consumption intention of Malaysian millennial when travel. The overall research involved four independent variables (motivational factors, food neophobia, food involvement, attitude) to identify the relationship with dependent variables (local food consumption intention).

1.3.2 Specific Objectives

To be more specific, there are four objectives had been identified and to investigate the relationship of each factor affecting the millennial's local food consumption intention on their travel.

1) To identify the relationship between motivational factors and millennial's local food consumption intention on their travel.
2) To identify the relationship between food neophobia and millennial's local food consumption intention on their travel.
3) To identify the relationship between food involvement and millennial's local food consumption intention on their travel.
4) To identify the relationship between attitude and millennial's local food consumption intention on their travel.

1.4 Research Question

Below are the research questions that persuade from this study are:

1) Does motivational factor able to influence the millennial local food consumption intention on their vacation?

2) Does food neophobia able to influence the millennial local food consumption intention on their vacation?

3) Does food involvement able to influence the millennial local food consumption intention on their vacation?

4) Does attitude able to influence the millennial local food consumption intention on their vacation?

1.5 Hypotheses of the Study

The following hypotheses are developed or designed to investigate this study:

H1: Motivational Factor has a positive relationship toward local food consumption intention.

H2: Food neophobia has a negative relationship toward local food consumption intention.

H3: Food involvement has a positive relationship toward local food consumption intention.

H4: Attitude has a positive relationship toward local food consumption intention.

1.6 Research Significance

This study aims to study and evaluate the factors that affect millennial's local food consumption intention when they on vacation. This study can provide some understanding and comprehension toward some of the parties.

Firstly, the Tourism Board will able to gain some inspiration through this study's findings. From the findings, the tourism board may have more understanding of the potential group of tourists and made a more accurate marketing plan to attract tourists. The tourism board may save on the marketing budget as the findings of the study allow them to have a more exact allocation on the targeted group. The factor such as attitude and motivational factors allow Tourism Board to identify the correct way to focus on promoting the destination to engage with tourism to come to the destination.

Secondly, this study will also give some insight or innovation to the tourism marketer. The result of the study will make tourism marketers have more comprehend millennial travel perception and needs. From that, the marketer will able to create, modify or tailor-made some promotion and travelling plan for the millennial market. In other words, the marketer can reach gain a millennial's travel market share as the study result will give some sign for the marketers to generate suitable marketing that able notice by millennial.

On the other, the findings from the study also give some insight to the local restaurants. From the findings, the local restaurant may more understand and focus on its most attractive or profitable customer. Food neophobia may make them modify their way of serve, restaurant surroundings, food menu which made them more willing to come to their restaurant and try on the local cuisine. The restaurant will be more easily to reach

their customer needs, wants, expectation and value. From that, the restaurant will evolve and develop its menu to attract their ideal customer's group through this study.

In addition, other parties that can get benefited from this study are the local authorities. The local authorities may identify the real attraction of millennial toward the local attraction. Food involvement may help the local authorities to create an attraction to the targeted tourists. The local authorities may create an event and gather up the local cuisine vendor in a place. By creating a festival market, the local authorities may easily identify which factor are most influence millennial to give a try on the local food and visiting the places according to this study findings. On that, the local authorities may offer exceptional experiences that may meet or exceeds tourist ideal and both parties able to gain benefit.

1.7 Conclusion

In a conclusion, this is an introductory chapter that consists of research background, research problem, research objectives, research question, hypotheses of the study and research significances that enable to gives readers to have a brief and more understanding about the research.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In this chapter, factors affecting local food consumption intention and the relationship between independent variables and dependent variables are mainly discussed. Four hypotheses are formed in the theoretical framework, independent variables and dependent variables in the framework will be examined to determine the relationship with each hypothesis.

2.1 Local Food, Travel and Millennial

Food and travel are likely related to each other as a tourist are willing to spend one-third of their vacation expenditure in eating during their trip (Telfer & Wall, 2000; Kim, Eves & Scarles, 2009). Local food is been defined by using distance and it is varies depending on the situation (Shin & Hancer, 2016). Travel has been defined in Cambridge Dictionary that to make a journey, usually long-distance or to move or go from a place to another. Food choices and inspirations are very subjective and vary among tourists (Sengel, Karagoz, Cetin, Dincer, Ertugral & Balik, 2015). According to TripAdvisor, there was a rapid increase in the experience category are contributed by food tours in 2007 (Houghton, 2018). Houghton also mentions that the ideal approach to explore a destination is through "foodcations" and it was becoming more famous among the travelers. Tourists are now more likely to search for authentic local food during their vacation rather than consume the food that they are familiar with which is a changing trend in this few years ago (Kautsar, 2018). An upscale travel trend among tourists that travel with food as it has been considering as the best ways to explore and experience the culture of the destination ("Food Tourism: How Culinary Travel is Winning the World", n.d.).Travelling that related to local experience in participating in local culture also engages the trend nowadays with the help of local cuisine in the festival event (" Tourism Trend: 13 Opportunities for The Tourism Industry", n.d.).Based on the reason above, its show that food and travel are having a close relationship as it for some good reason such as to avoid hangry travel companions, to learn more about the city, explore a new neighborhood, balance out any other flaws in the trips and to meet more local (Flager 2019). Besides that, Infante (2016) said that travelling will be more delight and fantastic when it plans around with food and drink.

Malaysians can be travel to 160 countries with visa-free which makes them are likely to travel overseas (Fauziah, 2019). Fauziah also stated that Malaysians can be meet almost everywhere during trips to a foreign country. A report by Master card illustrates

that in 2016 show that 11.9 million international travel from Malaysia which expected to reach 14.2 million trips in 2021 which was increasing by 3.5% (Fuziah, 2019). Malaysians love to travel also stated in Expedia.com.my article, which illustrates in Figure 1 that the Malaysian travel trend in 2018 is more likely to domestic such as Penang, Langkawi, Kuching. For international occasions, Malaysians remain an unchanged trend in 2018 which likely to travel to neighbour countries such as Thailand and Singapore and other foreign countries such as Hong Kong since 2016 (Rajaram, 2018). In Malaysia, local foods are an important element or product that attracting tourists to choose Malaysia as their travel destination. Malaysia food that associated with multicultural is the factors that encourage traveler to come to Malaysia as it will escalate their travelling experience. Penang as been recognized internationally by Lonely Planet as one of the top 10 food destinations in 2014 which shows food can be related to tourism (Mohd 2017). According to Teoh (2018), 65% of Malaysians are will spend on their money that saved to travel and consume food and drinks in the vacations. Besides that, Figure 2 also illustrates that there was an increasing demand by Malaysian traveller according to destination.

Figure 2.1: Favourite Destination by Malaysian Travellers in 2018

Source: Expedia.com.my flight demand data between 1 Jan- 20 Nov 2018

Figure 2.2: Growing Demand by Malaysian Travellers of the Destination.

Source: Expedia.com.my flight demand data between 1 Jan – 20 Nov 2018

Food is an important and essential element for tourists on their vacation. There are a few literature reviews about the factors affecting tourist local food consumption when they travel to the destination. The factors are been identify as motivational factors, psychological factors, food involvement, and attitude.

Millennial or Generation Y is a generation that comes after Generation X and it consists of around 25% of the world's population which consisting estimation of 2.0 billion people (Lin, 2018). There was some conflict in defining millennial age range but the majority stated that individual that born from the 1980s to mid of 1990s will be as Millennial (Farrington, 2019). According to the Cambridge Dictionary, Millennial can be comprehended as a person who was born in the 1980s to early 2000s. Besides that, the age range defined by international and reports by PricewaterhouseCoopers (PwC) Malaysia in 2012 shows that individuals who born between 1980 and 2000 (creativepaeamedics, n.d). Furthermore, the Census bureau claim that 1982 to 2002 will be claimed as Millennial generation but some there were also some parties claims that the cutoff of the generation will be 2000 (Farrington, 2019). Based on Lin (2018), people born between 1981 and 1996 are identified as millennial. According to a global

survey by Deloitte, the result shows that 57 % of millennial's aspirations list had put travel as their priority, which shows that they are a desire for travel (Ferro, 2019). Millennial are way unlike with older generation as they are more tolerant of difference and seeking for memorable moments and activities such as local experiences (cultural, natural, culinary) or can be known as authentic experiences rather than material goods which bring them to choose to travel (Fromm, 2018; Rouse, n.d.). They feel that it was important to act local and live like locals when they travel to a particular place ("Five Millennial Travel Trends of 2019", n.d). The trend of travel by millennial had changed to personalization as a different individual has a different preference such as some like to discover the culinary culture of a country in Michelin restaurant and some are interested in street food (Fromm, 2018). Food had become a primary element that affecting on millennial's travel plan choices as they want to try new food in the new places ("Five Millennial Travel Trends of 2019", n.d).

2.2 Review of Theoretical Model

2.2.1 Theory of Planned Behaviour (TPB)

Figure 2.3: Theory of Planned Behaviour
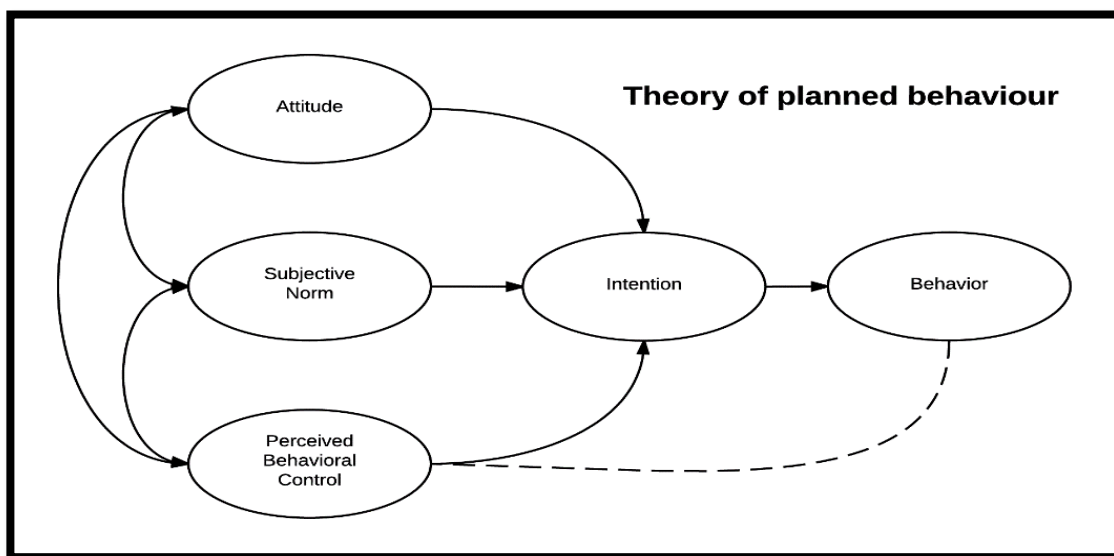
Adapted from: Arjen, I. (1991). The Theory of Planned Behavior.

The theory of Planned Behaviour (TPB) is proposed by Ajzen in 1991 and its an extension from the Theory of Reasoned Action (TRA) by Fishbein and Ajzen (1975). In TRA, it assumes that peoples have the power to control their willingness and react to a given behaviour and individual behave are mainly control by attitude and subjective norms. Comes to TPB, Ajzen (1991) had include perceived behavioral control to eliminate the issue in TPA. Perceived behavioural control is added as it shows a person's capability to act in a specific behaviour or action. TPB is well being describing a wide range of behaviour and as food choice of an individual also can be determined by TPB.

2.2.2 Model of Goal-Directed Behaviour (MGB)

Figure 2.4: Model of Goal- Directed Behaviour
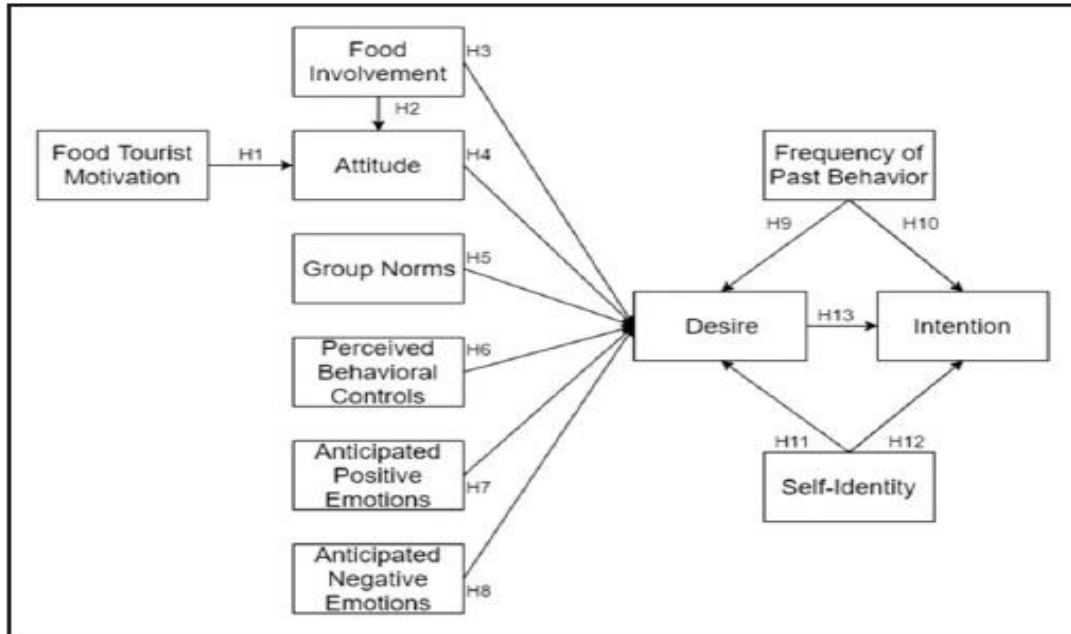
Adapted from: Levitt, J. A., Meng, F., Zhang, P., & DiPietro, R. B. (2017).
Examining factors influencing food tourist intentions to
consume local cuisine

Levitt et al (2017) constructed the theoretical model above to investigate what is the factors that will influence tourist's desires and intention to consume local food when travel to the destination. Levitt study modifies MGB model and it is the extension model from TPB which added the element such as anticipated positive emotions, anticipated negative emotions and frequency of past behaviour. Moreover, Levitt also added some additional elements into the model such as food involvement, food tourist motivation, self- identity and changes subjective norms to group norms as it clear that it will be more sufficient to carry out the tourist desires and local food consumption intention compare to TPB model.

2.2.3 Kim et al Theoretical Framework

Figure 2.5: Kim et. al Theoretical Framework
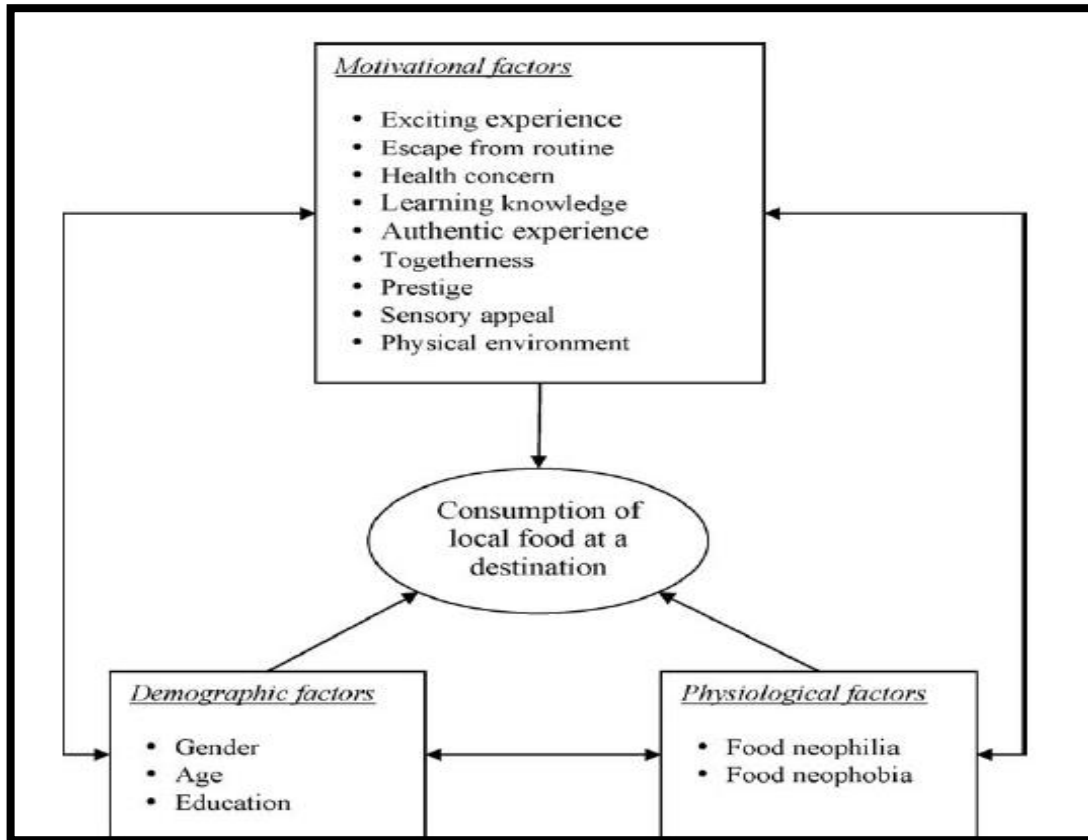
Adapted from: Kim, Y. G., Eves, A., & Scarles, C. (2009). Building a model of

local food consumption on trips and holidays: A grounded

theory approach

The theoretical model is about local food consumption at a holiday destination by Kim et al (2009). This model is to have a further understanding of the factors that affect the consumption of local food at a destination during the holiday. The factors that are been chosen in these models to examine the consumption of local food at a holiday destination are motivational factors, demographic factors, and physiological factors.

2.3 Proposed Theoretical Model

Figure 2.6: Proposed Theoretical Model of Millennial Local Food Consumption Intention
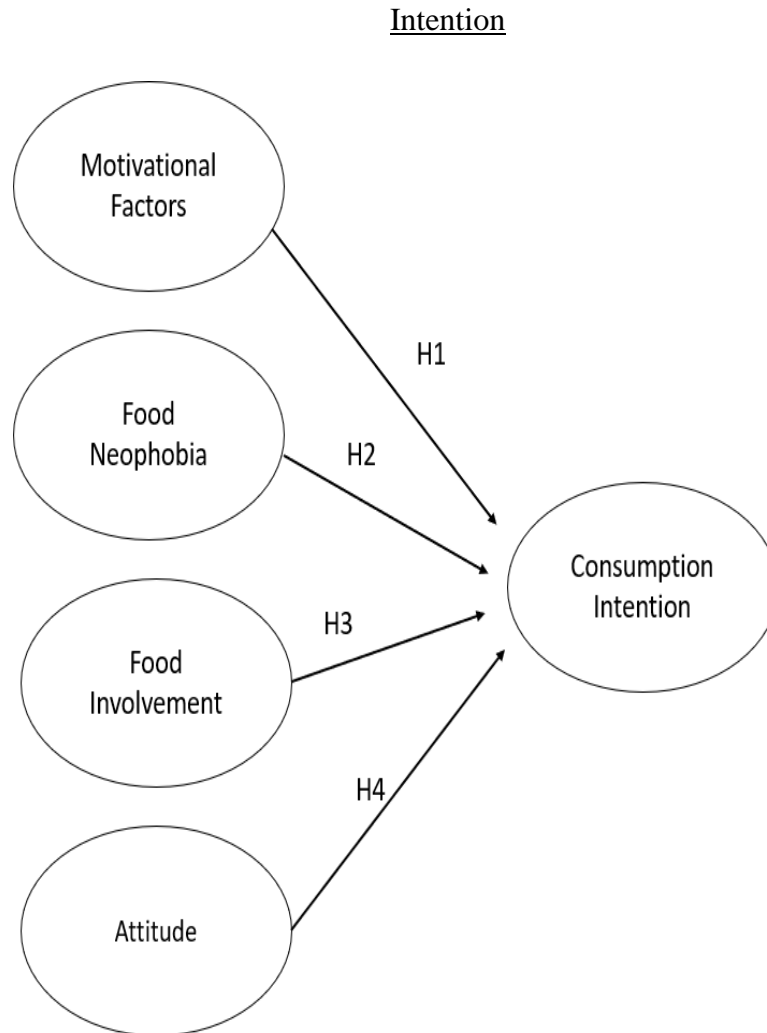
Source: Developed for the research

2.4 Variables

2.4.1 Motivational Factors

Motivation is been perceived as the most significant factor that leads to tourist food consumption (Fields, 2002; Chang et al., 2010; Mak et al 2012a; Kim & Eves, 2012). There a few studies that are revealing motivation as a factor in explaining the tourist on their local food consumption (Fields, 2002; Kim et al., 2009; Mak et al., 2012a; Ryu & Jang, 2006). According to Fields (2002), motivation factors of tourists can be classified into four dimensions which are the further explanation of McIntosh et al. (1995) model. The four dimensions include physical, cultural, interpersonal, and status and prestige. The conceptual proposed by Fields (2002) will need further empirical evidence to examine and it useful as a theoretical linkage between tourist motivation and their local food consumption (Mak et al., 2012a; Mak et al., 2016). Another study such as Kim et al. (2009) proposed a grounded theory approach which comes out with nine motivational factors and abandon Fields (2002) four dimension. The factors namely exciting experience, escape from routine, health concern, learning knowledge, authentic experience, togetherness, prestige, sensory appeal, and physical environment. A recent study by Kim et al (2012) had identified the main motivational factors into five: cultural experience, excitement, interpersonal relation, sensory appeal, and health concern. These five factors are consistent and evolving from past studies. (Kim et al., 2009 & Fields, 2002).

Another ethnographic approach study by Chang et al. (2010) that explain Chinese tourists' food consumption during their holiday in Australia. Three categories of food preference among Chinese tourists are been classifies into familiar food (Chinese food), local food (Australian food) and non-fastidious food selection. According to Anderson et al. (2017), the motivations are been identified into sensory, cultural and social.

Furthermore, tourist motivation may be varied by each of everyone as it affected by their attitude or interest of their vacation (Pérez-Priego, García, de los Baños, Gomez-Casero, & Caridad y López del Río., 2019; Gálvez, López-Guzmán, Buiza, & Medina-Viruel, M. J. 2017).

Mak et al. 2012a proposed that the motivation factors can be grouped into five key factors: symbolic, obligatory, contrast, extension, and pleasure. First, symbolic refer to factors of exploring local culture, authentic experience, learning knowledge, prestige, and status. Second, obligatory includes health concerns and physical needs. Thirdly, contrast is reflecting on daily routine experience. Fourth, an extension dimension related to escape from routine and lastly pleasure consists of sensory appeal and togetherness factors. This framework provides a valuable inspiration to understand the motivations as an element of tourist food consumption (Mak et al., 2016).

2.4.2 Food Neophobia

Food Neophobia is mainly identified as a factor that related to local food consumption from tourism literature. It underlying as a factor that mainly examined in previous studies (Fischler, 1988; Mak et al., 2012; Sengal et al.,2015; Mak et al., 2016; Caber et al., 2017). Based on Hwang and Lin (2010) stated that food neophobia essentially reviews as human's common propensity to dislike in taste unfamiliar food or unwillingness to strive for novel food.

A research conducted by Pliner & Hobden (1992) in examining the independent person toward food neophobia using the Food Neophobia Scale (FNS) that consists of ten-item. The finding from the studies shows that person that tends to be more neophobic are dislike novel food and reluctant to try or taste on novel foods. Food neophobia also found that it's positively correlated with age (Tuorila, Lähteenmäki, Pohjalainen, &

Lotti, 2001) while income and education are opposed to food neophobia in the research of Siegrist et al (2013) studies.

According to Quan & Wang (2004) proposed in their research that some tourists will stay the distance with the local foods and stay in western hotel chains in Asia while tourists are low neophobic will look for native taste. Furthermore, Quan & Wang (2004) and Mak et al (2010) stated that the driving force for consuming native food is from the willingness of trying novel food that related to food neophobia (Sengal et al.,2015). The factor that affects local food consumption is found as demographic, motivational and psychological, as food neophobia and neophobia is been comprise (Sengal et al.,2015). Tourists may give priority to the kind of food that they usually appear and familiar in their origin country and resist to taste on native varieties (Torres, 2002).

From Cohen and Avieli (2004) study, "impediment" comes in when tourist conscious in tasting local food rather than it act as an "attraction" for them to travel to the destination (Kivela & Crotts, 2016). Kim et al. (2009) also distinguished the elements that influencing tourist's tendency to expend their willingness to tasting local cuisine are food neophobia and neophilia. From all the above, food neophobia is more likely to be investigated by past studies in the psychological factors.

2.4.3 Food Involvement

Food involvement are well clarify in the degree of individual's prime toward their food in their life (Bell & Marshall., 2003). Food involvement and food choices variables are been studied by using food involvement scale (FIS) which adopted from Goody & Goody's (1982) theory of food life cycle that consists: acquisition, preparation, cooking, eating and procurement in Bell & Marshall (2003) research. FIS are been create to identify food involvement by individuals (Kim et al., 2010). The position of food

involvement is diversifying among individuals based on their preference and attitude of involvement (Bell & Marshall., 2003). Besides that, research shows that eating experience and level of food involvement are correlated and affected by people's responsibility.

In the study of Eertmans, Victoir, Vansant & Van den Bergh (2005) illustrate that the effect of food involvement in particular food categories can liaise with motives of sensory appeal and health. The research finding shows that the result of motives that consist of sensory appeal and health differs with the degree of food involvement (Kim et al., 2010). Furthermore, Chen 2007 had examined the purchase intentions of organic food among the consumer's in Taiwan and it shows that factors that affecting the consumers' intention to buy organic foods are food involvement

Thus, the past study also revealed that a high degree of involvement encouraged purchase behavior and has a positive relationship with purchase choices (Aghdaie, Sanaei & Sharabiany, 2014). Based on Henderson (2009), tourist food involvement can be identified based on their travel attitude and reason. Tourists that visit based on culinary, gastronomy and food tourism which consider as travel for food will be more highly involve in consume local food while tourists that on holiday or business travel will be more low involvement to taste local food (Henderson 2009).

2.4.4 Attitude

TPB is a theory associated with explaining an individual behaviour intention illustrated by Arjen (1991). Thus, the theory is evolving from TRA which done by Fishbein and Ajzen (1975). TPB is used as the model in examining food consumption intention (Cox

et al., 1998; Conner & Armitage, 2006; Ting, Run, Cheah & Chuah, 2016). According to TPB, the model consists of 3 key elements: Attitude, Subjective Norm and Perceived Behavioural Control (PBC) (Arjen, 1991). Attitude is mean by a person's degree of assessment toward behaviour in either favorable or unfavorable (Ting et al., 2016; Shin et al., 2016).

Some scholars are concentrating on attitude in TPB as an element to identify the relationship with tourist's local food consumption intention. Based on Ting et al (2016), attitude is used as a variable in investigating the consumption of ethnic food which is Dayak food. The attitude in TPB also been used in other studies that evaluate the intention of purchase local food in the U.S context (Shin et al., 2016). From the study by Choe & Kim (2018), attitude also has been adopted as an element to examine the relationship with tourist's local food consumption intention value. Attitude is a factor that will affect individual behavioral intention (Levitt et al., 2017). Moreover, Arjen (1991) states that higher the probability of an individual's performance is been affected by the higher intention of an individual to engage in a behaviour. In other words, the intention of a person will influence his performances and the performance can be better if the particular individual has the willingness to try.

2.4.5 Local Food Consumption Intention

According to Özdemir et al (2015), local food is the food that grown in a specific area, can be brought from local markets, have distance between their production-consumption locations and mirror the local culture. Local cuisine also can be known as a food that offered to tourists by a local restaurant, organizations that related to festivals or tours, or sales of packaged local food (Ardabili et al., 2011). Kivela et al., (2006) and Stewart et al., (2008) illustrated that tourist may be attracted and encourage by local food when they choose to travel but Chang et al., (2011) said that it might be an obstacle that tourist scares off to visit the places.

There are some relevant studies that are been done by some scholars such as the effect on tourists' local food preferences and consumption (Torres, 2002; Cohen et al., 2004; Kim et al., 2009; Chang et al., 2011; Mak et al., 2012; Caber et al., 2017) and local food consumption motivations (Kim et al., 2009; Chang et al., 2010; Mak et al., 2012).

In the research of Torres (2002), tourists' nationality correlates with local food preference consumption. For Cohen et al. (2004) study, it shows that Asian are more likely to eat at the restaurant that provides Asian foods while Japanese traveller is more resistance to consume at a restaurant that provides Japanese foods at the travel destination. According to Caber et al. (2017), hygiene and health, local eating habits, table manners, and communication difficulties show a negative effect on the experience. Hygiene and health (Kim et al., 2009) and safety issues (Chang et al., 2010) were the aspects that tourists hesitate toward the local food (Caber et al., 2017).

A study proposed that local eating habits, table manners, menus prepared in the local language, serve staff's lack of foreign language knowledge, insufficient knowledge about local food, communication failures and fear of gullibility are the other factors that are has a negative effect to the local food consumption intentions (Batra, 2008). Moreover, Chang et al. (2011) extract the research by six categories: tourists' food culture, contextual factors, perception of the destination, service performance, tour guide's performance and variety of food to examine the tourists' local food consumption toward Chinese's tourists from mainland China, Hong Kong and Taiwan.

The factors such as cultural and religious, socio-demographic and individual factors about food, motivational factors, psychological factors, and their exposure and experience which able in affecting the travelers' food consumption (Caber et al., 2017). Moreover, Chang et al. (2010) also illustrated that tourists' behaviours can be determined by destination culture, tourists' own food culture, cultural distance, and religious beliefs. In the scholar's context by Cohen et al. (2004) show that Israeli

tourists refuse to consume foods that didn't prepare according to kosher rules (food preparation according to Jewish law) and meals that didn't accept by their culture during travel to Asia. In a similar situation, Halal food is been prefer by Muslim tourists and Korean tourists are more likely to consume back their local food (Caber et al., 2017). Research that related to factors such as experience and exposure toward the tourists' local food consumption intention are been done by some scholars (Ryu et al., 2006; Sengel et al., 2015).

2.5 Hypotheses Development

2.5.1 Relationship Between Motivational Factors and Consumption Intention

The general motivational factor has been identified in Kim et al. (2009) past qualitative studies with nine motivations as in the context of examining intention to consume local food and beverages on the trip. The study conducted by Ignatov & Smith (2006) adopted motivational factors in their study which consist of an exciting experience, escape from routine, health concern, learning knowledge, authentic experience, togetherness and prestige.

Besides that, past studies by Meiselman et al. (2000) and Yuksel & Yuksel (2003) mentions that factors such as prestige, sensor appeal, and physical environment are the key component to determine in the hospitality field. In the context of food consumption, past studies illustrate that there was a significant relationship as a role in affecting individual food choices (Lockie et al., 2004; Mooney & Walbourn, 2001).

Another study by Chang et al. (2010) examines the Chinese tourist's perspective on food preference during travel to Australia. The result of the study shows that different motivational factors will indicate a different intention on the dining behaviour of Chinese tourists.

According to a study by Mak et al. (2012), motivational factors are been evolve from nine to five key element and they also show that motivational factors are an important element in supporting tourist food preference. Besides that, the study also mentions that

tourist motivation is significant affecting tourist food consumption. Based on the above discussion, the proposed hypothesis is:

H1: *Motivational Factor has a positive relationship with local food consumption intention.*

2.5.2 Relationship Between Food Neophobia and Consumption Intention

According to the studies of Pliner& Hobden (1992), fear and anxiety are positively associated with food neophobia while food familiarity and sensation-seeking are negatively associated with food neophobia.

From the study by Verbeke and Lopez (2005), food neophobia is a negative correlation with the consumption of Latin American food by the Belgians. A few studies show the same result and mention that local food consumption intention is influenced by psychological factors and the factors are consist of food neophobia and food neophilic (Sengal et al, 2015; Mak et al 2012a; Kim et al. 2019).

There are also a few studies that illustrated the same result in showing that local food consumption is a negative correlation with food neophobia (Caber et al., 2018; Mak et al., 2017; Kılıç, 2017; Wu et al., 2016; Ji et al., 2016). The factors that show a negative relationship with local food consumption such as safety anxieties, communication difficulties, table manners, emotional attraction, and food neophobia are been identify in Wu et al. (2016) study.

Another study by Arvola et al. (1999) shows that by using FNS in investigating the relationship of food neophobia and purchase intention of cheese. In the study, he illustrated that neophobic individuals are more tend to be had a lower expectation and attitude in the taste of cheese. But in this study, they also showed that food neophobia is not able to fully act as a predictor as in measure behaviour due to some constraints in samples. Therefore, the hypothesis will be:

H2: *Food neophobia has a negative relationship toward local food consumption intention.*

2.5.3 Relationship Between Food Involvement and Consumption Intention

In the study of Aghdaie et al., (2014) claimed that involvement has a positive relationship with purchase behaviour. The study shows that the high motivation to purchase behaviour is influenced by a high degree of involvement.

Besides that, Chen's (2007) studies related to purchasing organic food also indicated that food involvement had a significant relationship with consumer's intention to purchase organic food. A study conducted by Rahman & Reynolds (2015) had realized that the positive relationship between involvement and consumer behaviour in consuming wine. High wine involvement shows that the consumer drinking of wine is more often.

Based on the study by Bell and Marshell (2003) mentions that the important measurement of food research setting especially on food choice and preference are food

involvement and they had come out food involvement scale (FIS) which contains 12 items.

In the setting of food, there are a few studies that had to identify that food involvement is a positive correlation on tourist loyalty (Kim et al., 2010) and tourist's intention to consume local food. As more significant the food involvement show by tourists, the greater their intention on local food consumption. (Caber et al., 2018; Özdemir et al., 2016; Burusnkul et al., 2015). More food involvement indicates that tourist is more willing to involved food and beverages as their reason to travel to particular places (Henderson, 2009). However, a study written by Candel (2001) mentions that there was a negative relationship between food involvement and individual that perceived convenience orientation behaviour. On the point of view, the hypothesis will be:

H3*: Food involvement has a positive relationship toward local food consumption intention.*

2.5.4 Relationship Between Attitude and Consumption Intention

TPB is well adopted in many past studies in describing good choice behaviour. According to a study conducted by Cox et al. (1998) mentions that the intention to increase fruit and vegetable consumption can be described by use TPB with a variance of 33 to 47%. In the context of the low-fat diet, the intention to do low -fat diet was described by 51% of the variance in using TPB which adopted in the study of Nguyen et al. (1996).

Meanwhile, a study by Phillips et al. (2013) about Korean food shows a result that attitude is positively correlated with the intention to dine Korean food behaviour. The study of Choe & Kim (2018) in Hong Kong indicated that attitude toward local food has a positive relationship with the intention to recommend local food and visit for food tourism. Studies by Levitt et al. (2017) also result that attitude and behavioral intention are a positive relationship.

Based on the study written by Shin & Hancer (2016), attitude is been apply in the model to identify the antecedents of intention to buy local food. The study results in that attitude and perceived behavioural control are positive correlation relationship. Below are conducted hypothesis:

H4: *Attitude has a positive relationship toward local food consumption intention.*

2.6 Conclusion

In summary, this chapter has discussed the relationship between travel, local foods, and millennials. Thus, the review and relationship of independent variables and dependent variables also been discussed in this chapter. The next chapter will be discussing the method of collection for this research.

CHAPTER 3: METHODOLOGY

3.0 Introduction

Research methodology refers to the way of solving the problem systematically or how research been achieved through the process of forecasting, explaining and reporting by the researchers (Rajasekar, Philominathan, & Chinnathambi, 2013). In this chapter, there are few parts or elements included such as research design, sample design, data collection method, research instrument construct measurement, and data analysis and will be described.

3.1 Research Design

A research design is a plan or draft for accumulating, measuring and examination of date according to the research questions of a given study (Sekaran & Bougie, 2013).

Business research generally can be classified into two various types as it is basic/ fundamental research and applied research (Sekaran et al., 2013). According to Sekaran et al. (2013), basic research is to try to understand how certain problems can be solved as in prompting out of knowledge. In this study, basic research is been adopted to investigate and figure out on what is the factors that can cause tourists nowadays to have the intention of consuming local food as they travel to particular places and exert the knowledge given to deal with the problem. From that, factors that affect tourists toward their local food consumption intention can be comprehended and decide by the scholar in this study through the use of basic research.

Business research also can be conducted either qualitative or quantitative research. According to Shields & Twycross (2003), quantitative research involves numbers, proportions, and statistics to compute the result's in terms of an individual's attitude, emotional and behavioral states and the thinking value. For qualitative research, it is a way or method that been use to interpret the insides of something that needs to be identified (Shields et al., 2003). In this study, quantitative research is been applied to assess hypotheses, factors, and effects and also make a future prediction. Quantitative data will be collected by distributing a survey questionnaire to our targeted respondents which enables to have hypotheses testing in this study.

Besides that, Sekaran et al. (2013) mention that the nature of the business research can be either exploratory research, descriptive research or casual research. In this study,

causal research been adopted to analyses the factor that influences the problem. The main reason that applying causal research is to examine whether variables such as factors that give impact to the tourist toward their local food consumption intention. From this study, independent variables or factors can determine which affecting the dependent variable or tourist local food consumption intention. Moreover, the independent variables include motivational factors, food neophobia, food involvement, and attitude.

3.2 Sampling Design

Sampling is an action that obtaining people, events or objects which meet the criteria or element to be representative for the entire population. According to Zikmund, Babin, Carr, & Griffin (2013), sampling is by taking a small part of the population as a representative of the given population and to conclude the whole population. On that, sampling is utilized in this study to make sure that is better comprehension and able to sum up the whole population based on some of the characteristics that fulfill the population.

3.2.1 Target Population

The target population refers to a particular group of people that can provide important information to researchers for their study. The researcher focuses on people who can best share their experiences and thoughts to address the researcher's study. Moreover, the researcher will consider factors such as participants' ability to recall past experiences, capacity to think logically and able to communicate their thoughts in an appropriate language (Asiamah, Mensah, & Oteng-Abayie, 2017). In this study, the targeted population will be millennial, who born from the 1980s to 2000s (19 years old to 39 years old) in Malaysia who had experience travelling in the past, present or planning to travel in the future.

3.2.2 Sampling Frame

A sampling frame is a unit or set of characteristics that can be chosen to representing the population in the term of a sample (Sekaran et al., 2013). A sampling frame is the list of characteristics and also be identified as the working population as it is able it can be drawn out as a sample (Zikmund et al., 2013). Based on this study, there are some constraints to get a full list of millennials in Malaysia, therefore sampling frame is no available in this study.

3.2.3 Sampling Element

In this research, the purpose is to study the factors affecting tourist local food consumption intention. Eligible respondents will be the millennial that had experience in travelling, travelling now and had an idea to travel in the future. Moreover, respondents will require to have some basic knowledge and understanding in English, able to access and use of the Internet. The survey questionnaire will be distributed online and it will be written in English as the main language to communicate with respondents.

3.2.4 Sampling Technique

There are two types of sampling methods which are probability sampling and non-probability sampling. In this study, a non-probability sampling technique will be applied. This is because the non-probability sampling technique is used when the sampling frame is not available in research. Non-probability sampling is a sampling technique in which the probability of any particular member being chosen is unknown.

On the other hand, judgment sampling method will also be adopted in this study. Judgment sampling is a non-probability sampling technique in which an experienced individual selects the sample based on the personal judgment in the form of some appropriate characteristic of the sample member (Zikmund et al., 2013). In this case, only millennial in Malaysia who have experience in travelling in the past, present or intend to have travelled in the future will be approached to complete the survey questionnaire. Moreover, the judgment sampling method will also allow us to save more time and cost.

3.2.5 Sampling Size

There are four rules of thumb which mention by Roscoe (1975) in determining sample size. First and foremost, sample sizes that are considered most accurate and adopted by most research are larger than 30 and less than 500. Secondly, it will require a minimum sample size of 30 for each category if the researcher scholar breaks the samples into subsamples (males/females, juniors/seniors). In multivariate research (including multiple regression analyses), the sample size is suggested to have ten times or more regards of the variables in the study. Lastly, small sample sizes such as 10 to 20 are been recommend to study such as simple experimental research with intense experimental controls (matched pairs, etc).

Sampling size in this study will be determined according to the rule of thumb by Roscoe (1975). There were four independent variables in this study, thus the minimum sampling size of this study will be more than 40 respondents. In other meaning, the sampling size of this study will be set at around 150 respondents.

3.3 Data Collection Methods

Data collection methods are a way or process to acquire the information from any relevant source. There are two sources of data to collecting data which are primary and secondary data (Sekaran et al., 2013). In this study, both sources such as primary data and secondary data will be collected.

3.3.1 Primary Data

Primary data is the first-hand data obtaining by the researcher (Sekaran et al., 2013). Sekaran et al. (2013) mention that there are a few alternatives to obtaining primary data such as interview, focus group, survey questionnaire, unobtrusive measure, and observation. To more understand the insight of this study, an online survey questionnaire is been selected to acquire accurate data. Scholar prepares a set of questions for the respondents for selecting their answers that are most related to their think of the mind.

3.3.2 Secondary Data

Secondary data can be interpreted as the information that obtains from someone who had been existing. One advantage that benefits from secondary data are that it will be more savings in time and costs during the process of collecting secondary data (Sekaran et al. 2013). Secondary data that obtain in this study are mainly from Internet sources, research reports, journals and reference books that unable researcher to collect any relevant information that are well related to this study.

3.4 Research Instrument

In the action of creating a questionnaire, it must be deliberately designed to meet and achieve the purpose of a researcher. At first, the cover letter will be placed on the questionnaire. To make sure that respondents have a better understanding of these research purposes, the topic and research objectives are well explained in the cover letter. Respondents will require to spend around 10 minutes to complete a survey. Personal identification of respondents will be kept anonymous and researchers will have to take consent from respondents during collecting data. In other words, there will be a statement provided to respondents to show their consent by signature on the questionnaire to show the agreement. In this study, English is been used to communicate with the respondents which the question will be designed in simple and understandable English to prevent confusion to the target respondents.

The questionnaire had been classified into three sections which are Section A, Section B, and Section C. Section A is demographic information of the respondent. In this section, the question has been designed regarding the demographic profile such as gender, race, current employment status and income level which is essential for the respondent to choose either one answer from the option given. These are to ensure researchers able to categorize respondents into groups more specifically.

Section B is the background information of a respondent. In this section, the question has been designed to have more detail of respondent travel pattern which they normally like domestic travel or international travel. It's mainly to have more understanding and identify the respondent's travel experience, expectation, and behaviour.

Section C question is adopted from the past study. Five-point Likert-scale are been use that from starting from "strongly disagree" to "strongly agree". By using a numerical scale from 1 as the lowest level of agreement or "strongly disagree" to 5 is the highest agreement which is "strongly agree" to represents the five categories. The four independent variables are motivational factors, food neophobia, food involvement, and attitude to show that these factors affect local food consumption intention by the millennial during their vacation.

3.5 Construct Measurement

3.5.1 Origin of Constructs

Below is the table of the source to construct this study's independent variables and dependent variables.

Table 3.1: Origin of Construct

Constructs	Source
Local Food Consumption Intention	Caber, M., Yilmaz, G., Kiliçarslan, D. & Öztürk, A. (2018)
Motivational Factors	Levitt, J.A, Zhang, P., Dipietro, R. B. & Meng, F. (2017).
Food Neophobia	Caber, M., Yilmaz, G., Kiliçarslan, D. & Öztürk, A. (2018)
Food Involvement	Caber, M., Yilmaz, G., Kiliçarslan, D. & Öztürk, A. (2018)
Attitude	Levitt, J.A, Zhang, P., Dipietro, R. B. & Meng, F. (2017).

Source: Developed for the research

3.6 Data Analysis

3.6.1 Descriptive Analysis

Descriptive analysis is the most basic and primary statistical analysis which is simple to describe the characteristics of raw data (Zikmund, 2013). Raw data that been transformed into descriptive statistics that issue a calculation of central tendency and variation to describe the characteristics of the demographic profile. The characteristics of the demographic profile been examine using mean and standard deviation. Besides that, mean, median and mode will give an impact on the shape of the skewness of the distribution of the data collected.

3.6.2 Scale Measurement

3.6.2.1 Nominal Scale

The most fundamental level of measurement is the nominal scale (Zikmund, 2013). The nominal scale able to makes researchers assign a value to an object for identification or classification purposes (Zikmund, 2013). In designing Section A and Section B of the questionnaire, a nominal scale uses in identify the demographic information and some background question of the respondents such as gender which is either Male or Female (Section A) and place they travel which either domestic or international trip (Section B).

3.6.2.2 Ordinal Scale

The ordinal scale is a ranking scale that allows things to be arranged based on how much of a concept they possible. The scales do have nominal properties (Zikmund, 2013)**.** In Section A, the questionnaire design had been involved ordinal scale which is a demographic section such as income level.

3.6.2.3 Interval Scale

Likert- Scale is part of the interval scale and also well known as a summated scale which is a scale created by simple summing the response to each item making up the composite measure (Zikmund, 2013). By using the five-point scale as an example, it may identify how strongly the subjects agree or disagree regarding the statements. In Section C, five-point Likert-scale has been used which "Strongly disagree" as 1, "Disagree" as 2, "Neutral" as 3, "Agree" as 4 and "Strongly Agree" as 5 to indicate the level of agreement and disagreement for each series of the statement by the respondents.

3.6.3 Inferential Analysis

The inferential analysis included the utilized of inference or to extend regarding a sample toward the entire population (Zikmund, 2013). There are many ways to actualize in this analysis such as the use of a Person's correlation coefficient analysis, Multiple regression analysis, confidence interval, and Chi-Square statistic test. A person's correlation coefficient analysis and Multiple Regression analysis will be the inferential analysis that been utilize in this research.

3.6.3.1 Multiple Linear Regression Analysis

To analysis more than one independent variable with a dependent variable, multiple regression analysis can be adopted as it is an extension of simple regression analysis and the analysis been often used in research (Zikmund, 2013; Sekaran et al., 2013). This analysis provides a means of evaluating the connection between the independent variables and the dependent variable. In other word, how relative important of the independent variables in the prediction of dependent variables can be explained by regression (Sekaran et al., 2013). As the variables in this study have the same measurement scale which is interval scale, therefore multiple regression is applicable to interpret sample as to have a better comprehension and view on which independent variable grants the highest influence toward dependent variable. The general equation for multiple regression analysis is as below:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 \ldots + \beta_n X_n$$

As,

Y = Dependent variable

A = constant

β_1 to β_n = coefficient associated with the independent variables

X_1, X_2, X_3 = Independent variables

In this study, assessing the relationship between the independent variable (motivational factors, food neophobia, food involvement, and attitude) and dependent variable (local food consumption intention) will be actualize using multiple regression analyses.

The equation applied for this study is stated as below:

$$Y = \alpha + \beta_1 MF + \beta_2 FN + \beta_3 FI + \beta_4 ATT$$

Where,

Y = Local food consumption intention

MF= Motivational Factors

FN= Food Neophobia

FI= Food Involvement

ATT = Attitude

3.7 Conclusion

In conclusion, multiple research methodologies have been used in this research by examining through Statistical Package for Social Sciences (SPSS) version 21.0. All of the results which get from the online survey questionnaire will be discussed in the next chapter as well as the explanation of the hypotheses.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

In this chapter, the results obtained from online survey questionnaires will be analyzed and explain using SPSS version 21. Descriptive statistical analysis and central tendency measurement will be adopted in presenting the outcome of the respondent's demographic profile, background information, and constructs variables. Besides that, each independent variable will also be discussed by using a reliability test and inferential analysis will be applied to carry out the relationship between independent variables and dependent variable.

4.1 Descriptive Analysis

In this section, the results are representing the demographic profile, background information of respondent and central tendency measurement of constructs.

4.1.1 Respondent Demographic Profile

4 questions need to be done by the respondent when they answering the questionnaire such as gender, race, current employment status, and income. The result of the demographic profile that been capture from the survey questionnaire will be interpreting through tables and pie charts.

4.1.1.1 Gender

Table 4.1: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	72	46.8	46.8	46.8
	Female	82	53.2	53.2	100.0
	Total	154	100.0	100.0	

Source: Developed for the research

Figure 4.1: Gender
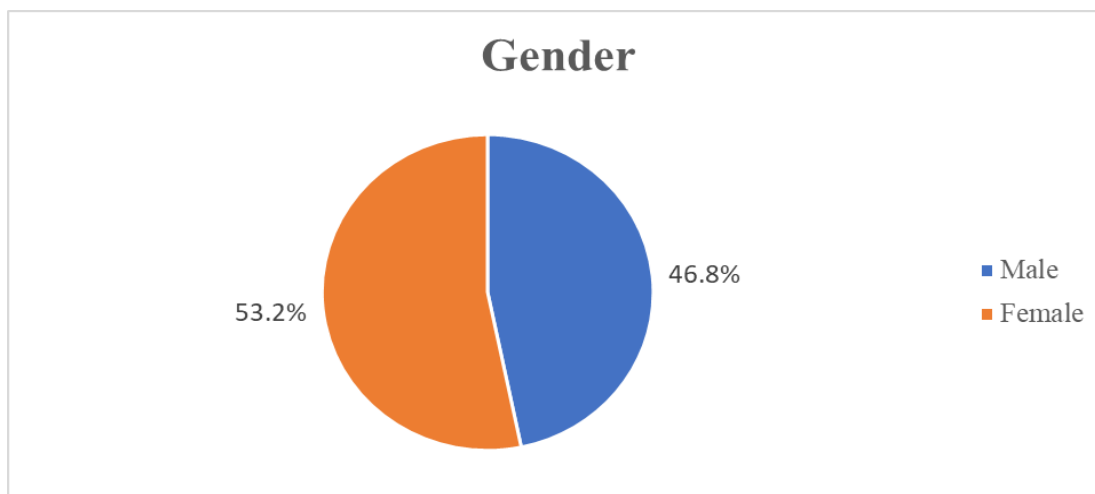
Source: Developed for the research

The gender of the respondents shows in Table 4.1 and Figure 4.1. The number of male respondents is 72 persons and the female respondents are 82 persons who are different from 10 persons. The percentage for male respondents entitled 46.8% and the percentage of female respondents is 53.2%. Both males and females show 6.2% of different in the gender of respondents.

4.1.1.2 Race

Table 4.2: Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	1	.6	.6	.6
	Chinese	146	94.8	94.8	95.5
	Indian	5	3.2	3.2	98.7
	Other	2	1.3	1.3	100.0
	Total	154	100.0	100.0	

Source: Developed for the research

Figure 4.2: Race
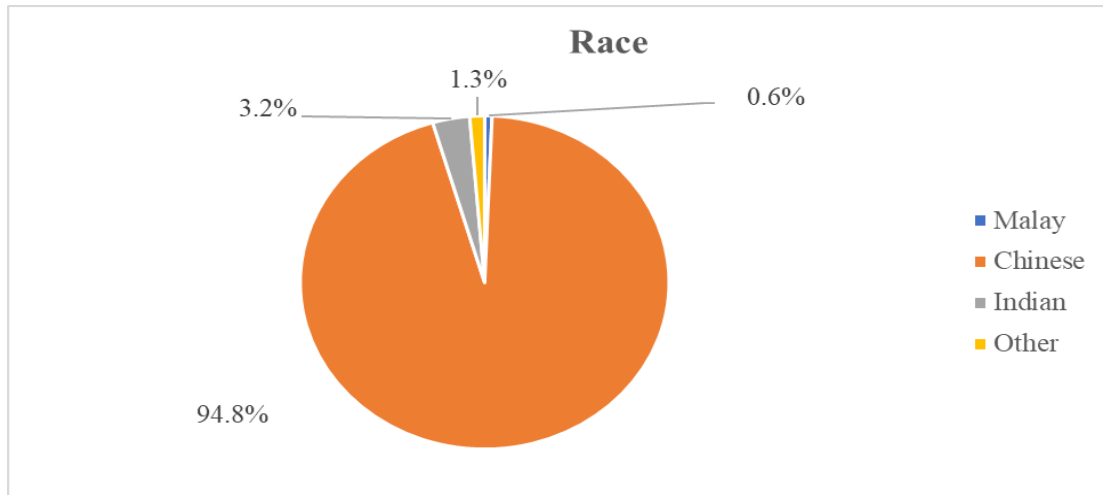
Source: Developed for the research

According to Table 4.2 and Figure 4.2, there were mainly 4 groups of races which is Malay, Chinese, Indian and Other. Firstly, the majority respondents are Chinese which is 146 persons (94.8%) and come with Indian with second-highest that contribute 5 persons (3.2%), other races which are 2 persons (1.3%) and the minority respondent is Malay which only consists of 1 person (0.6%). The difference between the majority and minority respondents is about 145 persons.

4.1.1.3 Current Employment Status

Table 4.3: Current Employment Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full-time Employment	29	18.8	18.8	18.8
	Part-time Employment	2	1.3	1.3	20.1
	Business Owner	2	1.3	1.3	21.4
	Student	113	73.4	73.4	94.8
	Unemployed	8	5.2	5.2	100.0
	Total	154	100.0	100.0	

Source: Developed for the research

Figure 4.3: Current Employment Status

Employment Status

- Full-time Employment: 18.8%
- Part-time Employment: 1.3%
- Business Owner: 1.3%
- Student: 73.4%
- Unemployed: 5.2%
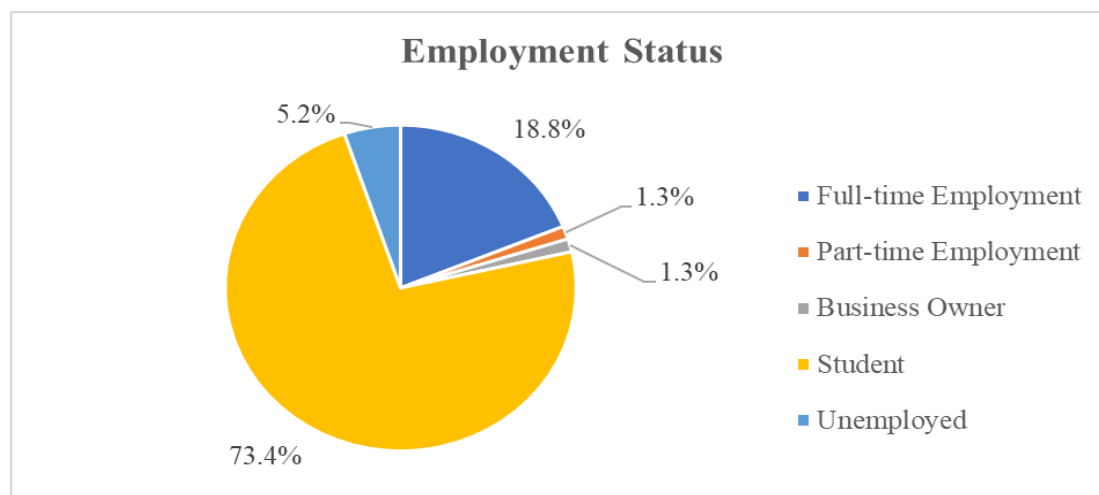
Source: Developed for the research

Based on Table 4.3 and Figure 4.3, the respondent's current employment status are students which consist of 113 persons or 73.4%. Secondly, there are 29 persons of respondents are full-time employment or 18.8% which is the second-highest. There are 5.2% of the respondent which is 8 persons are currently unemployed. Subsequently, part-time employment and business owner consists of the same number of persons which is 2 persons of respondents or known as 1.3% in both employment status.

4.1.1.4 Income

Table 4.4: Income

		Frequency	Percent	Valid Percent	Cumulative Percent
	Less than RM 1000	111	72.1	72.1	72.1
	RM1,000 – RM 1,999	11	7.1	7.1	79.2
	RM 2,000- RM 2,999	21	13.6	13.6	92.9
Valid	RM 3,000- RM 3,999	4	2.6	2.6	95.5
	RM 4,000 – RM 4,999	2	1.3	1.3	96.8
	RM 5,000 and above	5	3.2	3.2	100.0
	Total	154	100.0	100.0	

Source: Developed for the research

Figure 4.4: Income
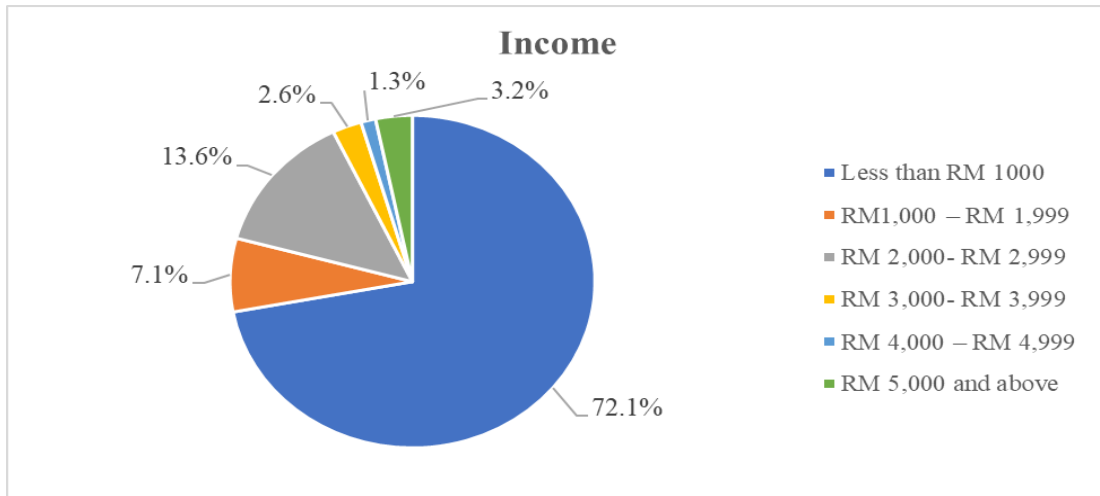
Source: Developed for the research

Based on Table 4.4 and Figure 4.4, it shows that there was 6 level of income groups of respondents. Respondents that earn less than RM 1,000 occupy 72.1% or 111 persons as contribute to the highest proportion. Besides that, there were 13.6% or 21 persons that earn in between RM 2,000 to RM 2,999. Furthermore, 11 persons of respondents which carry 7.1% that earn between RM 1,000 to RM 1,999. Respondents that earn RM 5,000 and above consisting of 5 persons or 3.2% and 4 persons earn between RM 3,000 to RM 3,999 that holds 2.6%. Finally, the persons that earn the least is in between RM 4,000 to RM 4,999 which can be verified as 2 persons or 1.3%.

4.1.2 Respondent Background Information

The result in this section is to illustrate the respondent background information. There are 5 questions been asked in this section to have better insight into the respondent.

4.1.2.1 Places Normally Travel

Table 4.5: Places Normally Travel

		Frequency	Percent	Valid Percent	Cumulative Percent
	Domestic	106	68.8	68.8	68.8
Valid	International	48	31.2	31.2	100.0
	Total	154	100.0	100.0	

Source: Developed for the research

Figure 4.5: Places Normally Travel
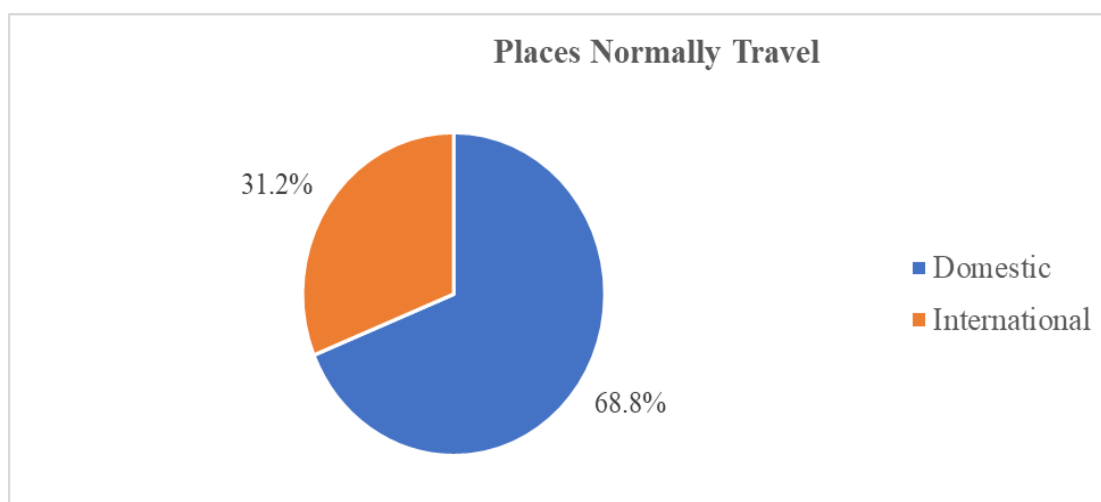
Source: Developed for the research

Based on Table 4.5 and Figure 4.5 shows that there were 2 types of trips that the respondent normally travels which is domestic and international. For domestic trips, it shows that 106 persons or 68.8% that normally respondent travel. Besides that, respondents also show that 31.2% of them or 48 persons normally travel to international vacation.

4.1.2.2 Days Normally Spend On Travel

Table 4.6: Days Normally Spend On Travel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	One (1) day trip	11	7.1	7.1	7.1
	2 Days 1 Night	27	17.5	17.5	24.7
	3 Days 2 Nights	76	49.4	49.4	74.0
	One (1) week	32	20.8	20.8	94.8
	More than One (1) week	8	5.2	5.2	100.0
	Total	154	100.0	100.0	

Source: Developed for the research

Figure 4.6: Days Normally Spend On Travel
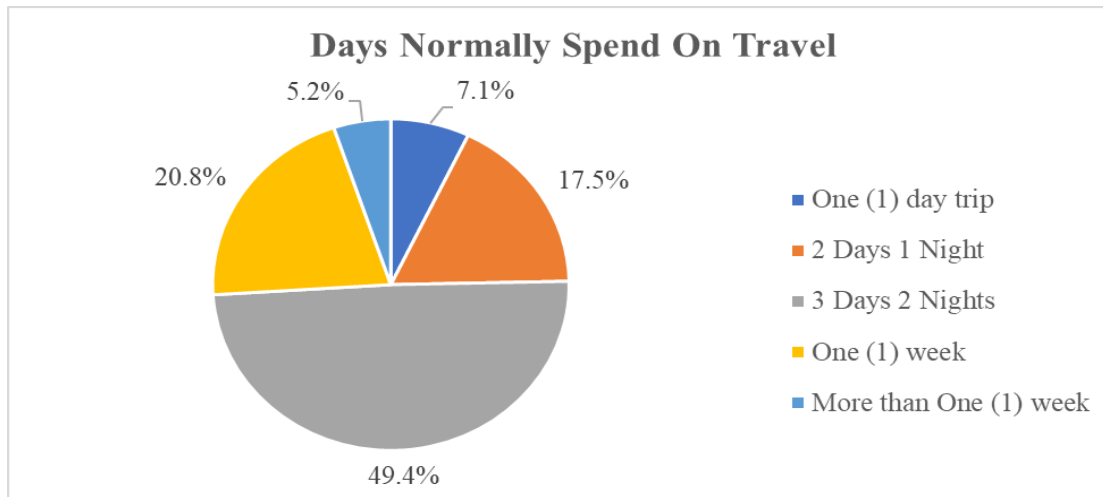
Source: Developed for the research

Table 4.6 and Figure 4.6 result's the duration of respondents normally will spend on their vacation. The highest proportion is 3 days 2 nights which had 76 persons or 49.4%. Next, there was 20.8% or 32 persons of the respondent will normally spend their trips

in one week. For 2 days 1 night, its result by 27 persons or 17.5% of respondents and 11 persons or 7.1% occupied in the duration of one day trip. The minority is more than a one-week duration which only results in 5.2% or 8 respondents.

4.1.2.3 Person that Likely Travel Together

Table 4.7: Person that Likely Travel Together

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Travel Alone	10	6.5	6.5	6.5
	Family Member	66	42.9	42.9	49.4
	Friends	78	50.6	50.6	100.0
	Total	154	100.0	100.0	

Source: Developed for the research

Figure 4.7: Person that Likely Travel Together
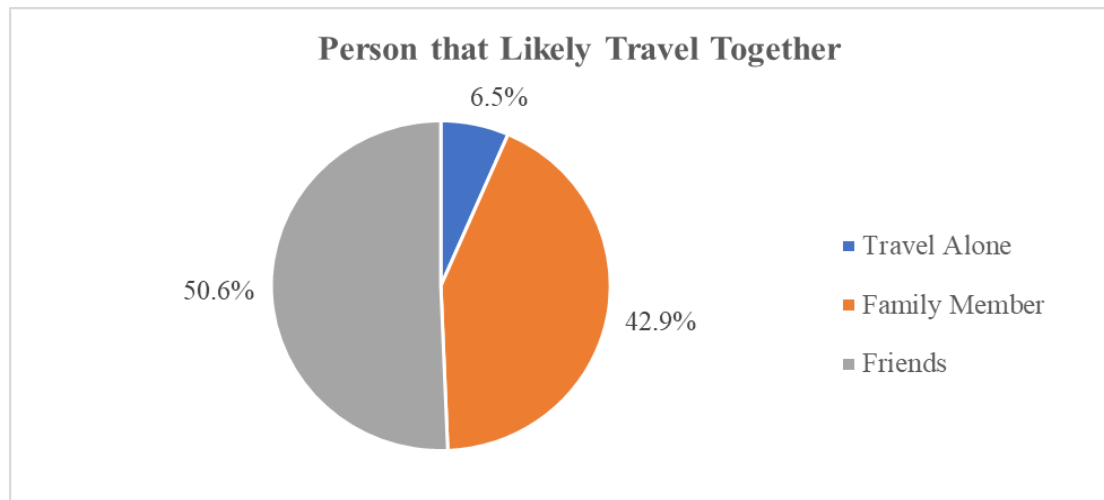
Source: Developed for the research

Table 4.7 and Figure 4.7 are explaining that who does the respondent normally likely to travel together for their trip. The majority of the respondents would likely travel with friends that contain 78 persons or 56.6%. Moreover, there were 66 respondents or 42.9% are likely to travel together with family members for a trip. Lastly, there are 10 people or 6.5% of respondents show that they likely to travel alone.

4.1.2.4 Trip Purpose

Table 4.8: Trip Purpose

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rest & Relaxation	116	75.3	75.3	75.3
	Adventure & Exploring	34	22.1	22.1	97.4
	Learn about History & Culture	3	1.9	1.9	99.4
	Business Travel	1	.6	.6	100.0
	Total	154	100.0	100.0	

Source: Developed for the research

Figure 4.8: Trip Purpose
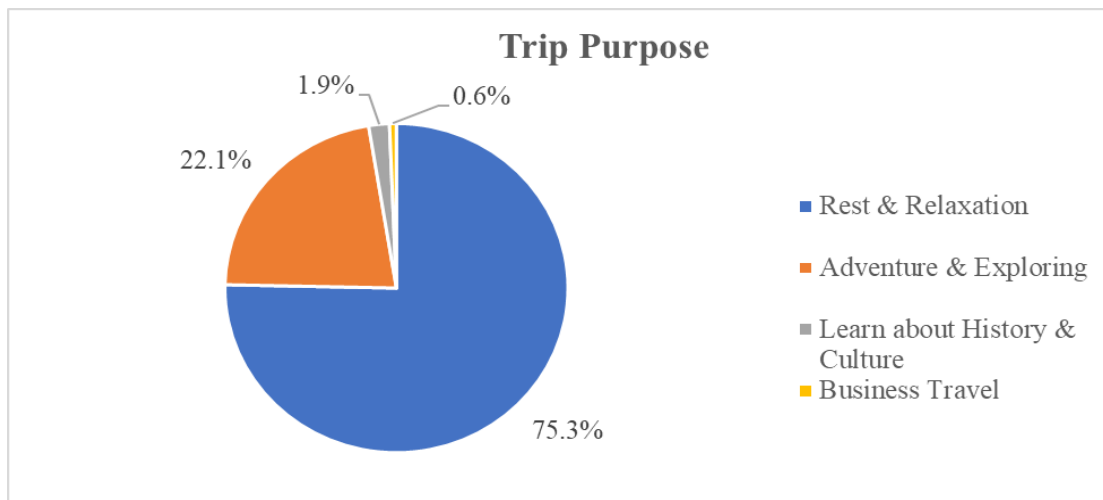
Source: Developed for the research

Through Table 4.8 and Figure 4.8, it's presenting what are their trip purpose that respondent normally plans for. Rest & Relaxation has the largest proportion which consists of 116 persons or 75.3%. Secondly, 22.1% of the respondent or 34 persons are travel for adventure & exploring purpose. Lastly, there were a few portions that contain in other 2 purpose which is 3 persons or 1.9% that travel for learning about history & culture and 0.6% or 1 person that his trip reason was business travel.

4.1.2.5 Most Important Aspect for Travel

Table 4.9: Most Important Aspect for Travel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top-rated hotel	12	7.8	7.8	7.8
	Nightlife and entertainment	31	20.1	20.1	27.9
	Foods	88	57.1	57.1	85.1
	Shopping place	9	5.8	5.8	90.9
	Historical places	14	9.1	9.1	100.0
	Total	154	100.0	100.0	

Source: Developed for the research

Figure 4.9: Most Important Aspect for Travel
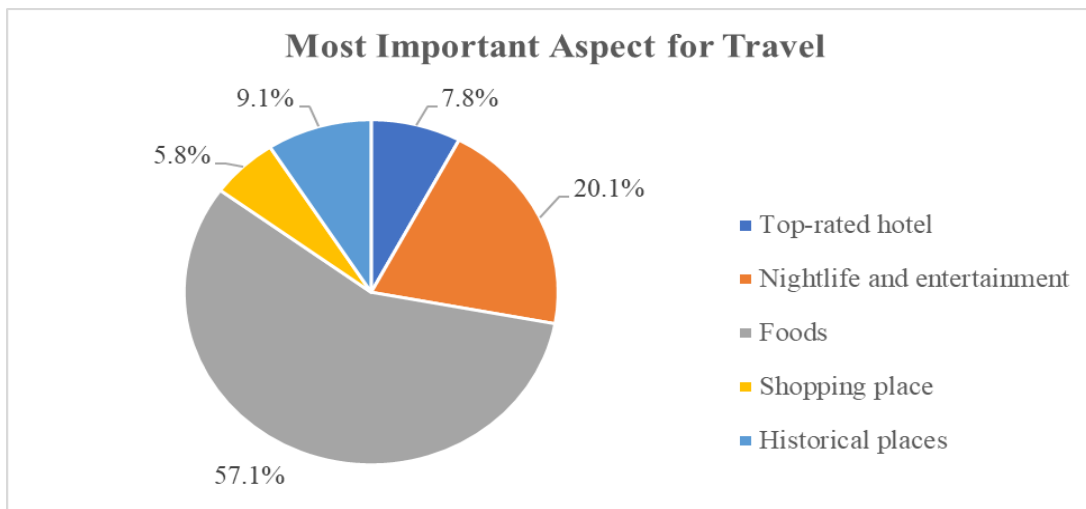
Source: Developed for the research

Based on Table 4.9 and Figure 4.9 is the result that shows the most important aspect of the respondent's trip. Foods had been the biggest aspect chosen by 88 respondents

or 57.1%. Besides that, nightlife and entertainment show the second as it consists of 31 persons or 20.1%. There are 9.1% or 14 people that choose that historical places are an important aspect of their travel choice. Furthermore, the top-rated hotel aspect had been chosen by 12 respondents or 7.8%. Lastly, 5.8% or 9 persons think that shopping place is the most important aspect of their trip.

4.1.3 Central Tendencies Measurement of Constructs

The central tendency has been applied to identify the percentage value, mean score and standard variation for 5 interval scales of constructs in this section. Constructs cover motivational factors, food neophobia, food involvement, attitude, and local food consumption intention. 5-point Likert scale had been adopted to compute all of the constructs which the ranging from "Strongly Disagree" to "Strongly Agree".

4.1.3.1 Motivational Factors

Table 4.10: Central Tendencies Measurement of Constructs- Motivational Factors

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Standard Deviation
It is important that I experience cultural differences. Thus, I am interested in participating in food-related activities at a destination.	0.6	1.3	17.5	45.5	35.1	4.1299	0.78965
I am interested in participating in food-related activities at a destination as it is a means of seeing the authentic aspects of a destination	0	1.9	16.9	44.8	36.4	4.1558	0.76807
I am interested in participating in food-related activities at a destination as it is a means of seeing landmarks	0.6	3.2	22.7	44.2	29.2	3.9805	0.84382
I am interested in participating in food-related activities at a destination as it is a means of sightseeing	0	2.6	19.5	50.6	27.3	4.0260	0.75795
It is important that I experience different lifestyles. Thus, I am interested participating food-related activities at a destination.	0	1.3	17.5	47.4	33.8	4.1364	0.74156
It is important that I dine out. Thus, I am interested in participating in food-related activities at a destination.	0.6	2.6	16.9	51.9	27.9	4.0390	0.78285

Source: Developed for the research

Based on Table 4.10, it results in the mean value from 3.9805 to 4.1558. The statement that gets the highest mean value is "I am interested in participating in food-related activities at a destination as it is a means of seeing the authentic aspects of a destination" by scored 4.1558 mean value. The lowest mean value is 3.9805 which results in the statement "I am interested in participating in food-related activities at a destination as it is a means of seeing landmarks". Furthermore, it also shows the mean value of 4.0260, 4.0390, 4.1299 and 4.1364 respectively which are the outcome by the remaining four statements in the motivational factor.

Table 4.10 also explain that majority of the respondent "Agree" with the six statement above with 45.5%, 44.8%, 44.2%, 50.6%, 47.4%, and 51.9% respectively for the statement. Besides that, the minority of respondents with 0.6% strongly oppose the 1st, 3rd and 6th statements respectively while 1.9%, 2.6% and 1.3% of respondents "Disagree" with the 2nd, 4th, and 5th statement respectively.

4.1.3.2 Food Neophobia

Table 4.11: Central Tendencies Measurement of Constructs- Food Neophobia

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Standard Deviation
I don't trust new foods	16.2	38.3	31.8	10.4	3.2	2.4610	0.99103
I am very particular about the foods I will eat	4.5	15.6	34.4	30.5	14.9	3.3571	1.05829
If I don't know what is in a food, I won't try it	13.0	24.7	24.0	21.4	16.9	3.0455	1.29019
I will eat almost anything	16.2	19.5	32.5	18.2	13.6	2.9351	1.25597
I am afraid to eat things I have never had before	11.0	24.0	37.7	19.5	7.8	2.8896	1.08803
I am constantly sampling new and different foods	11.0	39.6	33.8	13.6	1.9	2.5584	0.92875
I like to try new ethnic restaurants	13.0	56.5	23.4	5.8	1.3	2.2597	0.80688
At dinner parties, I would try a new food	20.8	54.5	23.4	0.6	0.6	2.0584	0.72524
I like foods from different countries	31.2	44.2	22.7	1.3	0.6	1.9610	0.80751
Ethnic foods look too weird to eat	16.2	35.7	31.8	14.3	1.9	2.5000	0.99180

Source: Developed for the research

According to Table 4.11, the mean value ranged from 1.9610 to 3.3571. The statement "I am very particular about the foods I will eat" had been identified with the highest mean value of 3.3571. The lowest mean score of 1.9610 is been resulted by the statement "I like foods from different countries".

Table 4.11 specifies that majority of the respondents "Disagree" with the statement stated above which 38.3% for statement "I don't trust new foods", 24.7% for statement "If I don't know what is in a food, I won't try it", 39.6%

for statement "I am constantly sampling new and different foods", 56.5% for statement "I like to try new ethnic restaurants", 54.5% for statement "At dinner parties, I would try a new food", 44.2% for statement "I like foods from different countries" and 35.7% for statement "Ethnic foods look too weird to eat". Overall, only minority respondent that are strongly supporting the statement and there a are some portion of respondent that are neutral with the statement above.

4.1.3.3 Food Involvement

Table 4.12: Central Tendencies Measurement of Constructs- Food Involvement

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Standard Deviation
My local food choices are not very important	4.5	13.0	39.6	29.2	13.6	3.3442	1.01865
I don't think much about local food	3.9	13.0	25.3	38.3	19.5	3.5649	1.06596
When I travel, I don't think much about how the local food tastes	3.9	13.0	27.3	38.3	17.5	3.5260	1.04911
Talking about my local food experiences when I travelled is something I like to do	1.9	6.5	33.1	40.9	17.5	3.6558	0.91022

Source: Developed for the research

Based on Table 4.12, it manifested the mean value from 3.3442 to 3.6558. The outcome shows in Table 4.12 is the result after deleted 2 of the statement in food involvement which suggested by SPSS. The statement "Talking about my local food experiences when I travelled is something I like to do" result in the highest mean value of 3.6558 while for the statement "My local food choices are not very important" show the lowest mean score of 3.3442. The second highest mean value show by the statement "I don't think much about local food" with mean 3.5649 and followed by the statement "When I travel, I don't think much about how the local food tastes " with 3.5260 mean value.

Table 4.12 shown that 39.6% of the respondent stay neutral on the statement "My local food choices are not very important" and 4.5% strongly object to it. Next, 38.3% of respondents "Agree" with the remaining both statements above respectively and 3.9% of them strongly against both statements respectively.

Moreover, there were 40.9 respondents agree with the last statement and 1.9% strongly reject it.

4.1.3.4 Attitude

Table 4.13: Central Tendencies Measurement of Constructs- Attitude

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Standard Deviation
Consuming local cuisine while travelling is worthwhile	0.6	3.9	21.4	44.2	29.9	3.9870	0.85549
Consuming local cuisine while travelling is full of fun	0	3.2	20.1	46.1	30.5	4.0390	0.79937
Consuming local cuisine while travelling is pleasant	0	2.6	22.1	48.1	27.3	4.0000	0.77544
Consuming local cuisine while travelling is enjoyable	0.6	3.2	24.0	38.3	33.8	4.0130	0.87811
Consuming local cuisine while travelling is rewarding	0	4.5	24.0	42.2	29.2	3.9610	0.84701
Consuming local cuisine while travelling is satisfactory	0	3.2	23.4	42.2	31.2	4.0130	0.82436

Source: Developed for the research

According to Table 4.13, the mean range scored from 3.9610 to 4.0390. The statement "Consuming local cuisine while travelling is full of fun" had the highest mean value which is 4.0390 while the statement "Consuming local cuisine while travelling is rewarding" had the lowest mean value of 3.9610. There are two statements result in the same mean score of 4.0130 which is "Consuming local cuisine while travelling is enjoyable" and "Consuming local cuisine while travelling is satisfactory".

Table 4.13 presents the majority of the respondent "Agree" with the statement in attitude as 44.2%, 46.1%, 48.1%, 38.3%, and two 42.2% respectively.

Besides that, the minority of them that consist of 0.6% strongly oppose the statement "Consuming local cuisine while travelling is worthwhile" and "Consuming local cuisine while travelling is enjoyable". Moreover, other than the 1st and 4th statements above, there is a minority respondent reject the statement with 3.2%, 2.6%,4.5%, and 3.2% respectively for the remaining statement above.

4.1.3.5 Consumption Intention

Table 4.14: Central Tendencies Measurement of Constructs- Consumption Intention

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Standard Deviation
I would prefer to consume local food in the near future	0.6	3.2	22.7	44.2	29.2	3.9805	0.84382
I plan to consume local food in the near future	0.6	2.6	24.0	47.4	25.3	3.9416	0.81037
I am ready to consume local food in the near future	0.6	1.9	24.7	46.1	26.6	3.9610	0.80751

Source: Developed for the research

Based on Table 4.14, the mean value for consumption intention statement is from 3.9416 to 3.9805. The highest mean value is 3.9805 which is the statement about "I would prefer to consume local food in the near future". For the lowest mean value is 3.9416 with the statement of "I plan to consume local food in the near future". As the statement "I am ready to consume local food in the near future" results in a mean value in between the other two statements with a value of 3.9610.

Looking through Table 4.14, it can be seen that the majority of the respondent "Agree" with the three statements in consumption intention as 44.2%, 47.4%, and 46.1% respectively. On the other hand, only 0.6% of the respondents show against the three statements above.

4.2 Scale Measurement

4.2.1 Internal Reliability Test

In this study, the reliability test had been adopted to test a total of 28 items which expanded from the survey questionnaire. According to Table 4.15, 4 of the variables (3 independent variable and 1 dependent variable) obtaining Cronbach's Alpha that exceeds 0.6 alpha coefficient which considers as satisfy reliability (Zikmund et al., 2013) except Food Involvement. The highest alpha coefficient is 0.937 which belongs to attitude where the lowest is 0.563 which goes to food involvement. The other variables such as consumption intention, food neophobia, and motivational factors also result in a high alpha coefficient in this reliability test which had 0.904, 0.848 and 0.835 respectively. For food involvement, it shows an insufficient alpha coefficient that only consists of 0.563 with 6 items. In this study, table 4.16 shows that 2 items in food involvement will be deleted as suggested by SPSS to result in a better alpha coefficient which is 0.641.

In conclusion, the highest reliability goes according to attitude, consumption intention, food neophobia, motivational factors, and food involvement respectively.

Table 4.15: Reliability Test Before Item Deleted

No	Variable	Total No of the Item	Cronbach's Alpha
1	Motivational Factors	6	0.835
2	Food Neophobia	10	0.848
3	Food Involvement	6	0.563
4	Attitude	6	0.937
5	Consumption Intention	3	0.904

Source: Developed for the research

Table 4.16: Reliability Test After Item Deleted

No	Variable	Total No of the Item	Cronbach's Alpha
3	Food Involvement	4	0.641

Source: Developed for the research

4.3 Inferential Analysis

4.3.1 Multiple Linear Regression

Table 4.17: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.585[a]	.342	.324	.61787

a. Predictors: (Constant), ATT, FI, FN, MF

Source: Developed for the research

According to Table 4.17, it indicated that the independent variables (motivational factor, food neophobia, food involvement, and attitude) are the positive influence the dependent variable (local food consumption intention) with the R-value of 0.585. Next, it also shows that the value for adjusted R Square is 0.324 which manifest that motivational factor, food neophobia, food involvement, and attitude are explaining 32.4% of the total variability of local food consumption intention. In other words, other undetermined or unknown aspects explaining the outstanding of 67.6% variation in local food consumption intention.

Table 4.18: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	29.551	4	7.388	19.352	.000[b]
1	Residual	56.882	149	.382		
	Total	86.433	153			

a. Dependent Variable: CI

b. Predictors: (Constant), ATT, FI, FN, MF

Source: Developed for the research

Based on Table 4.18, the fitness of the model in this study is been identify as the F-value is 19.352 that is significant at p = 0.0000, whereby p is below 0.01. In the nutshell, the dependent variable (local food consumption intention) is been forecasted by well function independent variables (motivational factors, food neophobia, food involvement, and attitude) in this research.

Table 4.19: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.833	.546		1.525	.129
	MF	.143	.102	.110	1.392	.166
	FN	.008	.082	.007	.103	.918
	FI	.197	.075	.184	2.629	.009
	ATT	.458	.086	.441	5.339	.000

a. Dependent Variable: CI

Source: Developed for the research

By referring the outcome from Table 4.19, the linear equation can be found as below:

$$Y = 0.833 + 0.143(\mathbf{MF}) + 0.008(\mathbf{FN}) + 0.197(\mathbf{FI}) + 0.458(\mathbf{ATT})$$

Where,

Y = Local food consumption intention

MF= Motivational Factors

FN= Food Neophobia

FI= Food Involvement

ATT = Attitude

Table 4.19 illustrate that food involvement and attitude have a p-value that is lower than 0.05, therefore they have a significant and positive relationship with local food consumption intention. For the another both independent variable which is motivational factors and food neophobia shown insignificant relationship toward local food consumption intention as their p-value is more than 0.05, which is 0.166 and 0.918 respectively.

From the linear equation formed in this study, it can be explained as such. When one unit increase in motivational factors, it will increase 0.143 unit in local food consumption intention while other predictors remain constant. If there is one unit extra added in food neophobia, it will rise 0.008 units in local food consumption intention and other predictors remain unchanged. By adding one unit extra to food involvement, the local food consumption intention will be extra 0.197 units with all the predictors remain constant. If there is an additional one unit added in attitude, it will give extra 0.458 units towards local food consumption intention with the condition that all of the predictors remain unchanged.

Furthermore, which is the most important predictor or contributor when all of them are been determine together maybe identify according to standardized coefficients beta value. Table 4.19 manifests that attitude is the most important predictor that influencing the local food consumption intention as it shows the higher standardized coefficients beta value of 0.441 in this study.

4.3.2 Hypothesis Testing

In this study, research on the factors that influence the local food consumption intention is the main purpose in which a theoretical framework had been done in Chapter 2 (Figure 6). There are 4 hypotheses had been developed to examine in this study and the suggested hypotheses are shown as below:

H1: Motivational Factor has a positive relationship toward local food consumption intention.

H2: Food neophobia has a negative relationship toward local food consumption intention.

H3: Food involvement has a positive relationship toward local food consumption intention.

H4: Attitude has a positive relationship toward local food consumption intention.

A survey with 154 valid responses been adopted to analyses in this study. To reach the objective of this study, Analyses such as descriptive analysis and inferential analysis (Multiple linear regression) been selected. Multiple linear regression has been chosen to identify the proposed hypotheses whether been supported or not. However, half of the hypotheses show a significant result and the remaining half hypotheses didn't support in this study as their significant value exceeds 0.05.

4.4 Conclusion

In the nutshell, SPSS version 21 had been adopted to generate the data collected from the online survey questionnaire. Data consists of 154 respondents and measure through descriptive and inferential analysis. Furthermore, the reliability test has also been used to test the set of variables to ensure it is stable and reliable in the research. Next, Multiple linear regression is the inferential analysis that examines the relationship of the independent variables toward dependent variables. Further discussion of the findings will be discussed in Chapter 5.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

A summary of the outcomes from the prior chapter will be discussed in this chapter. Next, other discussions such as implication and limitation of the study also will be addressed which may give insight for future researchers for better improvement. Nevertheless, there will be some recommendations and conclusions in this chapter.

5.1 Summary of Findings

Table 5.1 is the summary that includes the research problem, research objective, research question, hypothesis and the outcome of the result to have a better vision of this study. Below will be the summary of the statistical analysis and discussion of the major findings.

Table 5.1: Summary of Findings

Research Problem	Variable	Research Objective	Research Question	Hypothesis	Outcome
Travel and millennial are well related to each other as this generation's individual likes to travel and put the priority on their list. There are only few kinds of research that are related to local food consumption intention and motivations but the setting does not concentrate on millennial	Motivational Factors	To identify the relationship between the motivational factor and millennial's local food consumption intention on their travel.	Does motivational factor able to influence the millennial local food consumption intention on their vacation?	Motivational Factor has a positive relationship toward local food consumption intention	Not Supported
	Food Neophobia	To identify the relationship between food neophobia and millennial's local food consumption intention on their travel.	Does food neophobia able to influence the millennial local food consumption intention on their vacation?	Food neophobia has a negative relationship toward local food consumption intention	Not Supported

Food Involvement	To identify the relationship between food involvement and millennial's local food consumption intention on their travel.	Does food involvement able to influence the millennial local food consumption intention on their vacation?	Food involvement has a positive relationship toward local food consumption intention	Supported
Attitude	To identify the relationship between attitude and millennial's local food consumption intention on their travel.	Does attitude able to influence the millennial local food consumption intention on their vacation?	Attitude has a positive relationship toward local food consumption intention	Supported

Source: Developed for the research

5.1.1 Summary of Statistical Analysis

For the demographic profile section, majority of the respondents is female and most of the respondents are Chinese, followed by Indian, other races such as Punjabi and Indian Bidayuh and Malay. On the one hand, respondents are mostly students and after full-time employment, unemployment, part-time and business owner. With that, mostly the respondent's income level is less than RM 1,000.

Under respondent background information, the majority of the respondents travel in Domestic (Malaysia) and the days which spend on vacation normally are 3 Days 2 Nights. Furthermore, a large number of respondents travel with friends with the purpose of rest & relaxation and they also take food as the most important aspect of travel.

Central tendencies measurement had been adopted to identify the mean and standard deviation value of construct which involve motivational factors, food neophobia, food involvement, and attitude. For motivational factors, the highest mean value is 4.1558 which results in the statement "I am interested in participating in food-related activities at a destination as it is a means of seeing the authentic aspects of a destination". For food neophobia, the highest mean is 3.3571 that results in the statement "I am very particular about the foods I will eat". For food involvement, the highest mean is 3.5649 result in the statement "I don't think much about local food". For attitude, the highest mean is 4.0130 result in two statements.

For the scale measurement section, Cronbach's alpha coefficient been chosen to identify the consistency of the items in all 5 constructs. All of them result in over 0.700 Cronbach's alpha coefficient which considers as good reliability.

5.1.2 Discussion of Major Findings

In this section, it to show the investigation of the relationship of motivational factor, food neophobia, food involvement and attitude toward local food consumption intention of Millennial.

5.1.2.1 Motivational Factors

The first objective in this research is to evaluate the relationship between motivational factors and millennial's local food consumption intention on their travel. According to Table 4.14 in Chapter 4, the result had shown that it does not coordinate with past research that stated that it is the most significant factor with tourist food consumption (Fields, 2002; Chang et al., 2010; Mak et al 2012a; Kim et al., 2012), therefore the hypothesis in this study is not supported. It can be seen that motivational factors of every respondent are not homogeneous, and other condition factors such as attitude and interest may influence the tourist motivation. (Pérez-Priego et al.,2019 & Gálvez et al., 2017). Therefore, a different individual will have a different perception and it didn't show significant to their local food consumption intention as it also affected by other factors.

Overall, the motivational factor shows an outcome as the hypothesis is not supported in the relationship toward millennial's local food consumption intention. Thus, H0 is been accepted and H1 is rejected.

5.1.2.2 Food Neophobia

The second objective in this research is to identify the relationship between food neophobia and millennial's local food consumption intention on their travel. In chapter 4 (Table 4.14), food neophobia also illustrates an outcome in which the hypothesis in the relationship toward millennial's local food consumption intention is not supported. By comparing to the past scholar, the result in this study didn't match with the past result that food neophobia is the element that will be influencing tourist food consumption (Kim et al., 2009). This result is shown as it may be related to age as the respondent in this research is focused on millennial in which older persons will have higher neophobia compare to the young person (Siegrist et al, 2013; Kim et al., 2013; Tuorila et al., 2001). Besides that, in the context of Malaysia with cultural diversity, the acceptance of novelty or unfamiliar food by respondents are toward neophilia which they are more willing to give a try the food.

In conclusion, food neophobia presented a result which is the hypothesis is no supported by the relationship toward millennial's local food consumption intention when travel. In other words, H0 is accepted and H2 is rejected in this research.

5.1.2.3 Food Involvement

The third objective in this research is to identify the relationship between food involvement and millennial's local food consumption intention on their travel. By looking through the result in Chapter 4 (Table 4.14), it revealed that food involvement is a significant and positive relationship with local food consumption intention. The outcome shows the same word as previous studies discussed in Chapter 2. The purchase intention of organic food among Taiwanese shows food involvement as the factor that influences their consumption intention (Chen, 2007). Besides that, high food involvement shows a positive relationship with purchase choices and food consumption intention had been shown in other past scholars (Aghdaie et al., 2014 & Henderson, 2019). According to Table 4.9, it also indicates that the respondents had high food involvement as foods are the highest percentage as the most important aspect of travel.

In other word, food involvement has shown a positive and significant relationship toward millennial's local food consumption intention when they travel. Therefore, H3 in this research is been accepted.

5.1.2.4 Attitude

The fourth objective of this study is to identify the relationship between attitude and millennial's local food consumption intention on their travel. Based on the result in Chapter 4 (Table 4.14), the attitude had been reported as a positive and significant relationship toward millennial's local food consumption intention during their trip. Besides that, it also resulted in that attitude is the most significant and important predictor of the local food consumption intention. The outcome of this study had shown the same result reported by past research. Attitude is an important element that examines the relationship toward tourist local food consumption intention (Choe et al., 2018; Ting et al., 2016) and individual behavioural intention (Levitt er al., 2019; Arjen, 1991).

In short, the attitude had shown a positive and significant relationship toward millennial's local food consumption intention during their trip. On that, H4 is supported in this research.

5.2 Implication of the Study

From the result that investigates from an online survey questionnaire, factors that influence Millennial's local food consumption intention when travel had come across. The outcome of the research can provide some inference to the Tourism Board, tourism marketers, local restaurant and local authorities.

5.2.1 Managerial Implications

The findings in this study, it indicated that food involvement and attitude influence millennial's local food consumption intention as they travel. Firstly, it may give an insight to the Tourism Board that the important aspect to deal with Malaysian millennial which is by involving foods and showing attitude (fun, excitement, enjoy) element in their tourism promotion. To attract them come to travel to a particular country, it shows that the Tourism Board may need to put more priority on foods as an attraction for them to engage the Malaysian millennial to visit the places. Tourism Board can create a new tourism campaign to attract millennial to come over visit the local places by including food involvement and attitude element.

On the other hand, the findings in this study also give opportunities to the tourism marketers as what are the expectation from the millennial to them. The tourism marketers may put more attention on marketing promo as what are the foods of the places which will attract millennials' attention. Marketers can offer a new specific and interesting tourism plan involving more food involvement and "attitude" elements as it will more able effectively to reach the marketer's

objectives. The marketers may also market through social media and use the power of the electronic word- of- mouth (eWOM) website to attract the millennial by involving foods and attitudes in the promotion (Levitt et al., 2017).

Furthermore, a local restaurant may also get benefit from the result indicated in this study. The result shows that Malaysian millennial are more food neophilia which is more willing to give a try on the local food. From that, millennial not willing to try local cuisine is not the main effect that affecting their business but they can look through to another aspect to increase profit such as the taste, how was the serving, restaurant surroundings and so on. A local restaurant may also include showing some attitude (fun, excitement, enjoy) in their restaurant to attaining potential customers.

Moreover, the result of this study may give some indication to local authorities. As a result of this study, it shows that attitude and food involvement is significant to the local food consumption intention of millennial. The local authorities may hold some event or festival to be an attraction of the local places. The local authorities may gather up their local vendors in a spot and turn it become a market or festival. By adding attitude elements in the market or festival, it will directly attract millennials to come over to visit the places and try on the local food and the particular local destination will become popular as a tourism visit destination.

5.3 Limitations

Several drawbacks had been discovered during the process of this study. These highlighted drawbacks are the key to be improved for future researches.

The first limitation that found in this research is that the context of the targeted respondent is Malaysian millennial. By using other words, the outcome presented in this research is only applicable to the party that wanted to focus on Malaysian millennial as their target population. Apart from that, it is irrelevant for any party to apply a strategy that focuses on millennial from all around the world based on the result in this research as it was only valid for Malaysian millennial.

The second limitation is inadequate of respondents' demographic profile. The demographic profile in this research is not well-diversified as the questionnaire is not equally distributed. As an example, the majority of the respondents in this research are Chinese. Besides, most of the respondent is female in this research. Furthermore, the student is the majority respondent representing millennial in this study. It is tough to acquire a sample according to the standard population.

Thirdly, the limitation found in this study is time and cost constraints. The timeframe to complete this research is short, therefore both convenience and judgment sampling are been adopted to complete on time. Through convenience sampling, information can be gotten effectively and easily and the researcher chooses the sample based on his justifications which will give a piece of applicable information.

Lastly, too many negative questions in the questionnaire are one of the limitations that can be found in this study. There was a bias that been made by the respondent when

they completing their questionnaire. The answer selected by the respondent will be contradicted with each other if they didn't take this survey questionnaire seriously. Furthermore, too many negative questions may be made the respondent feel confused when they participate to fill the questionnaire.

5.4 Recommendations

There was some recommendation that suggested by researchers to overcome the drawbacks that been point out to better future researches.

The first recommendation is suggesting future researchers undergo related research in the context that involved other regions of millennials. The regions such as ASEAN or Asia are been suggested to conduct as to discover the millennial's local food consumption intention according to the bigger region instead of only Malaysian. The result is more reliable for the parties to implement their strategy as they can scope for the wider target population and it is easier to identify the target based on region.

Secondly, to diversify the respondent's demographic profile in this research, quota sampling is proposed to be implemented as the sampling technique for future research. The future researcher needs to take note that the proportion of the sample must be set equally with the targeted population. To have a diversify sample that separates according to gender, race and other more, quota must set in each group. As an example, the number of gender in Malaysia is 107 males if females have 100 people (Bernama, 2019). As an indication for the future researcher, the gender of the male must be more than female when it the research done in the context of Malaysia. As the proportion of the sample of each subgroup is equivalent to the actual population, the result will be seen to be more accurate and reliable.

Thirdly, the future researcher is been recommended to conduct a study using a combination of both methods which is qualitative and quantitative. The researcher is advised to distributing the questionnaire to respondents at a local food restaurant or store which is their touching point of local food as it may consider as more appropriate

approaching methods. Besides that, researchers may also interview the respondents that are consuming or going to consume local food at the stall or restaurant to get better insights into their local food consumption intention. By involving interviewing the respondent in the study, the outcome will be more precise and exact and the researcher will also able to have a more detail understanding of the view of the respondents.

The last recommendation to the future researcher is to reduce or only adopt positive questions in the study's survey questionnaire. By only involve a positive question, it will reduce the doubt of the question which comes from the negative question. Besides that, the positive question will also reduce the respondent bias which they will have contradict selection when they completing the questionnaire.

5.5 Conclusion

To conclude, the research objective in this study which identify the factors that affect the local food consumption intention of Malaysian millennial when they travel been to carry out successfully. Thus, this outcome in this study will give some indication and insight to future scholars and other related parties. In this study, only half of the independent variables which is food involvement and attitude has the significant relationship toward the dependent variable (local food consumption intention) while another half of the independent variables, motivational factors and food-neophobia didn't support as it has effect toward Malaysian millennial local food consumption intention.

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APPENDICES

Appendix A: Survey Questionnaire

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

Dear respondents,

I am Chua Boon Kuan, an undergraduate student from Universiti Tunku Abdul Rahman **(UTAR)**, Faculty of Accountancy and Management **(FAM)** pursuing **Bachelor of International Business (Hons)**.

The title of my Research Project is " **Millennial's Local Food Consumption Intention when Travelling**". The objective of this survey is to get feedback from Millennial regarding their local food consumption intention in their vacation.

This survey consists of THREE (3) section and it may take approximately 10 minutes to complete. Please be informed that all information collected is solely for report writing. I will appreciate if you could complete every part of the questionnaire as your responses are extremely important to me. Under the **Personal Data Protection Act (PDPA) 2010**, I assure you that all the collected information will be kept confidential and no publications will contain the information from which you may be identified.

If you have any question regarding this survey, please do not hesitate to contact me at 014-9720520 or email to bkchua34@gmail.com.

1) Are you a Malaysian?

☐ Yes (Please proceed)

☐ No (Thank You)

2) Is your current age 19 - 39 years old?

☐ Yes (Please proceed)

☐ No (Thank You)

3) Have you tried /experience local food during your travel?

☐ Yes (Please proceed to the next section)

☐ No (Thank You)

Section A: Demographic Profile

Please tick your answer to each of the questions below. Please choose only ONE answer.

1. Gender:

☐ Male

☐ Female

2. Race:

☐ Malay

☐ Chinese

☐ Indian

☐ Others: _____

3. Current employment status:

☐ Full-time Employment

☐ Part-time Employment

☐ Business Owner

☐ Student

☐ Unemployed

4. Income Level:

☐ Less than RM 1000

☐ RM1,000 – RM 1,999

☐ RM 2,000- RM 2,999

☐ RM 3,000- RM 3,999

☐ RM 4,000 – RM 4,999

☐ RM 5,000 and above

Section B: Background Information

Please tick the answer based on the suitable concern of your general travel experience. Please choose only one answer.

1. What kind of places that you would **normally** travel to:

☐ Domestic (Primarily Within Your Own Country)

☐ International (Primarily Outside Your Own Country)

2. How many days would you **normally** spend on a vacation:

☐ One (1) day trip

☐ 2 Days 1 Night

☐ 3 Days 2 Nights

☐ One (1) week

☐ More than One (1) week

3. **Normally** who would you likely to travel together:

☐ Travel Alone

☐ Family Member

☐ Friends

☐ Colleague (workmate)

☐ Other:_____

4. What purpose **normally** do you have for your trip?

☐   Rest & Relaxation

☐   Adventure & Exploring

☐   Learn about History & Culture

☐   Business Travel

☐   Other:_____

5. What is the **most** important aspect for you at travel?

☐   Top-rated hotel

☐   Nightlife and entertainment

☐   Foods

☐   Shopping place

☐   Historical Places

Section C: Construct Measurement

Please circle the number that represents the most appropriate response for each of the following items given below.

 # The question below will be based on your travelling experience.

		Level of Agreement				
	Motivational Factors (MF) (desire to fulfill biological and psychological needs and wants)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	It is important that I experience cultural differences. Thus, I am interested in participating in food-related activities at a destination.	1	2	3	4	5
2	I am interested in participating in food-related activities at a destination as it is a means of seeing the authentic aspects of a destination	1	2	3	4	5
3	I am interested in participating in food-related activities at a destination as it is a means of seeing landmarks	1	2	3	4	5
4	I am interested in participating in food-related activities at a destination as it is a means of sightseeing	1	2	3	4	5
5	It is important that I experience different lifestyles. Thus, I am interested participating food-related activities at a destination.	1	2	3	4	5
6	It is important that I dine out. Thus, I am interested in participating in food-related activities at a destination.	1	2	3	4	5

	Food Neophobia (FN) (reluctance to eat and/or avoidance of unfamiliar foods)	**Level of Agreement**				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I don't trust new foods	1	2	3	4	5
2	I am very particular about the foods I will eat	1	2	3	4	5
3	If I don't know what is in a food, I won't try it	1	2	3	4	5
4	I will eat almost anything	1	2	3	4	5
5	I am afraid to eat things I have never had before	1	2	3	4	5
6	I am constantly sampling new and different foods	1	2	3	4	5
7	I like to try new ethnic restaurants	1	2	3	4	5
8	At dinner parties, I would try a new food	1	2	3	4	5
9	I like foods from different countries	1	2	3	4	5
10	Ethnic foods look too weird to eat	1	2	3	4	5

		Level of Agreement				
	Food Involvement (FI) (level of importance of food in a person's life)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	When I travel, one of the things I anticipate most is eating the food there	1	2	3	4	5
2	My local food choices are not very important	1	2	3	4	5
3	I don't think much about local food	1	2	3	4	5
4	When I travel, I don't think much about how the local food tastes	1	2	3	4	5
5	Talking about my local food experiences when I travelled is something I like to do	1	2	3	4	5
6	I do most or all of my own local food choices	1	2	3	4	5

		Level of Agreement				
	Attitude (ATT) (level of favor or disfavor towards carrying out a behavior)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Consuming local cuisine while travelling is worthwhile	1	2	3	4	5
2	Consuming local cuisine while travelling is full of fun	1	2	3	4	5
3	Consuming local cuisine while travelling is pleasant	1	2	3	4	5
4	Consuming local cuisine while travelling is enjoyable	1	2	3	4	5
5	Consuming local cuisine while travelling is rewarding	1	2	3	4	5
6	Consuming local cuisine while travelling is satisfactory	1	2	3	4	5

		Level of Agreement				
	Local Food Consumption Intention (CI) (Local food is food that is grown in a specific area, can be bought from local markets or producers, and reflect the local culture)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I would prefer to consume local food in the near future	1	2	3	4	5
2	I plan to consume local food in the near future	1	2	3	4	5
3	I am ready to consume local food in the near future	1	2	3	4	5

This is the end of the questionnaire

Thank you for your cooperation and participation in this survey

All the information will be kept private and confidential

Appendix B: SPSS Outputs

1. SPSS Output: Respondent Demographic Profile

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	72	46.8	46.8	46.8
	Female	82	53.2	53.2	100.0
	Total	154	100.0	100.0	

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	1	.6	.6	.6
	Chinese	146	94.8	94.8	95.5
	Indian	5	3.2	3.2	98.7
	Other	2	1.3	1.3	100.0
	Total	154	100.0	100.0	

Employment Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full-time Employment	29	18.8	18.8	18.8
	Part-time Employment	2	1.3	1.3	20.1
	Business Owner	2	1.3	1.3	21.4
	Student	113	73.4	73.4	94.8
	Unemployed	8	5.2	5.2	100.0
	Total	154	100.0	100.0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than RM 1000	111	72.1	72.1	72.1
	RM1,000 – RM 1,999	11	7.1	7.1	79.2
	RM 2,000- RM 2,999	21	13.6	13.6	92.9
	RM 3,000- RM 3,999	4	2.6	2.6	95.5
	RM 4,000 – RM 4,999	2	1.3	1.3	96.8
	RM 5,000 and above	5	3.2	3.2	100.0
	Total	154	100.0	100.0	

2. SPSS Output: Respondent Background Information

Places Normally Travel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Domestic	106	68.8	68.8	68.8
	International	48	31.2	31.2	100.0
	Total	154	100.0	100.0	

Days Normally Spend On

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	One (1) day trip	11	7.1	7.1	7.1
	2 Days 1 Night	27	17.5	17.5	24.7
	3 Days 2 Nights	76	49.4	49.4	74.0
	One (1) week	32	20.8	20.8	94.8
	More than One (1) week	8	5.2	5.2	100.0
	Total	154	100.0	100.0	

Who Would You Likely Travel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Travel Alone	10	6.5	6.5	6.5
	Family Member	66	42.9	42.9	49.4
	Friends	78	50.6	50.6	100.0
	Total	154	100.0	100.0	

Trip Purpose

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rest & Relaxation	116	75.3	75.3	75.3
	Adventure & Exploring	34	22.1	22.1	97.4
	Learn about History & Culture	3	1.9	1.9	99.4
	Business Travel	1	.6	.6	100.0
	Total	154	100.0	100.0	

Most Important Aspect for Travel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top-rated hotel	12	7.8	7.8	7.8
	Nightlife and entertainment	31	20.1	20.1	27.9
	Foods	88	57.1	57.1	85.1
	Shopping place	9	5.8	5.8	90.9
	Historical places	14	9.1	9.1	100.0
	Total	154	100.0	100.0	

3. SPSS Output: Central Tendencies Measurement of Constructs

Scale: Motivational Factors

MF1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.6	.6	.6
	Disagree	2	1.3	1.3	1.9
	Neutral	27	17.5	17.5	19.5
	Agree	70	45.5	45.5	64.9
	Strongly Agree	54	35.1	35.1	100.0
	Total	154	100.0	100.0	

MF2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	1.9	1.9	1.9
	Neutral	26	16.9	16.9	18.8
	Agree	69	44.8	44.8	63.6
	Strongly Agree	56	36.4	36.4	100.0
	Total	154	100.0	100.0	

MF3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.6	.6	.6
	Disagree	5	3.2	3.2	3.9
	Neutral	35	22.7	22.7	26.6
	Agree	68	44.2	44.2	70.8
	Strongly Agree	45	29.2	29.2	100.0
	Total	154	100.0	100.0	

MF4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	2.6	2.6	2.6
	Neutral	30	19.5	19.5	22.1
	Agree	78	50.6	50.6	72.7
	Strongly Agree	42	27.3	27.3	100.0
	Total	154	100.0	100.0	

MF5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	1.3	1.3	1.3
	Neutral	27	17.5	17.5	18.8
	Agree	73	47.4	47.4	66.2
	Strongly Agree	52	33.8	33.8	100.0
	Total	154	100.0	100.0	

MF6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.6	.6	.6
	Disagree	4	2.6	2.6	3.2
	Neutral	26	16.9	16.9	20.1
	Agree	80	51.9	51.9	72.1
	Strongly Agree	43	27.9	27.9	100.0
	Total	154	100.0	100.0	

Scale: Food Neophobia

FN1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	25	16.2	16.2	16.2
	Disagree	59	38.3	38.3	54.5
	Neutral	49	31.8	31.8	86.4
	Agree	16	10.4	10.4	96.8
	Strongly Agree	5	3.2	3.2	100.0
	Total	154	100.0	100.0	

FN2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	4.5	4.5	4.5
	Disagree	24	15.6	15.6	20.1
	Neutral	53	34.4	34.4	54.5
	Agree	47	30.5	30.5	85.1
	Strongly Agree	23	14.9	14.9	100.0
	Total	154	100.0	100.0	

FN3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	20	13.0	13.0	13.0
	Disagree	38	24.7	24.7	37.7
	Neutral	37	24.0	24.0	61.7
	Agree	33	21.4	21.4	83.1
	Strongly Agree	26	16.9	16.9	100.0
	Total	154	100.0	100.0	

FN4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	25	16.2	16.2	16.2
	Disagree	30	19.5	19.5	35.7
	Neutral	50	32.5	32.5	68.2
	Agree	28	18.2	18.2	86.4
	Strongly Agree	21	13.6	13.6	100.0
	Total	154	100.0	100.0	

FN5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	17	11.0	11.0	11.0
	Disagree	37	24.0	24.0	35.1
	Neutral	58	37.7	37.7	72.7
	Agree	30	19.5	19.5	92.2
	Strongly Agree	12	7.8	7.8	100.0
	Total	154	100.0	100.0	

FN6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	17	11.0	11.0	11.0
	Disagree	61	39.6	39.6	50.6
	Neutral	52	33.8	33.8	84.4
	Agree	21	13.6	13.6	98.1
	Strongly Agree	3	1.9	1.9	100.0
	Total	154	100.0	100.0	

FN7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	20	13.0	13.0	13.0
	Disagree	87	56.5	56.5	69.5
	Neutral	36	23.4	23.4	92.9
	Agree	9	5.8	5.8	98.7
	Strongly Agree	2	1.3	1.3	100.0
	Total	154	100.0	100.0	

FN8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	32	20.8	20.8	20.8
	Disagree	84	54.5	54.5	75.3
	Neutral	36	23.4	23.4	98.7
	Agree	1	.6	.6	99.4
	Strongly Agree	1	.6	.6	100.0
	Total	154	100.0	100.0	

FN9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	48	31.2	31.2	31.2
	Disagree	68	44.2	44.2	75.3
	Neutral	35	22.7	22.7	98.1
	Agree	2	1.3	1.3	99.4
	Strongly Agree	1	.6	.6	100.0
	Total	154	100.0	100.0	

FN10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	25	16.2	16.2	16.2
	Disagree	55	35.7	35.7	51.9
	Neutral	49	31.8	31.8	83.8
	Agree	22	14.3	14.3	98.1
	Strongly Agree	3	1.9	1.9	100.0
	Total	154	100.0	100.0	

Scale: Food Involvement

FI1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	1.9	1.9	1.9
	Disagree	9	5.8	5.8	7.8
	Neutral	26	16.9	16.9	24.7
	Agree	61	39.6	39.6	64.3
	Strongly Agree	55	35.7	35.7	100.0
	Total	154	100.0	100.0	

FI2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	4.5	4.5	4.5
	Disagree	20	13.0	13.0	17.5
	Neutral	61	39.6	39.6	57.1
	Agree	45	29.2	29.2	86.4
	Strongly Agree	21	13.6	13.6	100.0
	Total	154	100.0	100.0	

FI3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	3.9	3.9	3.9
	Disagree	20	13.0	13.0	16.9
	Neutral	39	25.3	25.3	42.2
	Agree	59	38.3	38.3	80.5
	Strongly Agree	30	19.5	19.5	100.0
	Total	154	100.0	100.0	

FI4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	3.9	3.9	3.9
	Disagree	20	13.0	13.0	16.9
	Neutral	42	27.3	27.3	44.2
	Agree	59	38.3	38.3	82.5
	Strongly Agree	27	17.5	17.5	100.0
	Total	154	100.0	100.0	

FI5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	1.9	1.9	1.9
	Disagree	10	6.5	6.5	8.4
	Neutral	51	33.1	33.1	41.6
	Agree	63	40.9	40.9	82.5
	Strongly Agree	27	17.5	17.5	100.0
	Total	154	100.0	100.0	

FI6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.3	1.3	1.3
	Disagree	8	5.2	5.2	6.5
	Neutral	61	39.6	39.6	46.1
	Agree	62	40.3	40.3	86.4
	Strongly Agree	21	13.6	13.6	100.0
	Total	154	100.0	100.0	

Scale: Attitude

ATT1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.6	.6	.6
	Disagree	6	3.9	3.9	4.5
	Neutral	33	21.4	21.4	26.0
	Agree	68	44.2	44.2	70.1
	Strongly Agree	46	29.9	29.9	100.0
	Total	154	100.0	100.0	

ATT2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	3.2	3.2	3.2
	Neutral	31	20.1	20.1	23.4
	Agree	71	46.1	46.1	69.5
	Strongly Agree	47	30.5	30.5	100.0
	Total	154	100.0	100.0	

ATT3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	2.6	2.6	2.6
	Neutral	34	22.1	22.1	24.7
	Agree	74	48.1	48.1	72.7
	Strongly Agree	42	27.3	27.3	100.0
	Total	154	100.0	100.0	

ATT4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.6	.6	.6
	Disagree	5	3.2	3.2	3.9
	Neutral	37	24.0	24.0	27.9
	Agree	59	38.3	38.3	66.2
	Strongly Agree	52	33.8	33.8	100.0
	Total	154	100.0	100.0	

ATT5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	7	4.5	4.5	4.5
	Neutral	37	24.0	24.0	28.6
	Agree	65	42.2	42.2	70.8
	Strongly Agree	45	29.2	29.2	100.0
	Total	154	100.0	100.0	

ATT6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	3.2	3.2	3.2
	Neutral	36	23.4	23.4	26.6
	Agree	65	42.2	42.2	68.8
	Strongly Agree	48	31.2	31.2	100.0
	Total	154	100.0	100.0	

Scale: Local Food Consumption Intention

CI1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.6	.6	.6
	Disagree	5	3.2	3.2	3.9
	Neutral	35	22.7	22.7	26.6
	Agree	68	44.2	44.2	70.8
	Strongly Agree	45	29.2	29.2	100.0
	Total	154	100.0	100.0	

CI2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.6	.6	.6
	Disagree	4	2.6	2.6	3.2
	Neutral	37	24.0	24.0	27.3
	Agree	73	47.4	47.4	74.7
	Strongly Agree	39	25.3	25.3	100.0
	Total	154	100.0	100.0	

CI3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.6	.6	.6
	Disagree	3	1.9	1.9	2.6
	Neutral	38	24.7	24.7	27.3
	Agree	71	46.1	46.1	73.4
	Strongly Agree	41	26.6	26.6	100.0
	Total	154	100.0	100.0	

4. SPSS Output: Reliability Test

Motivational Factors

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	154	100.0
	Excludeda	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.835	6

Food Neophobia

Scale: ALL VARABLES

Case Processing Summary

		N	%
	Valid	154	100.0
Cases	Excluded[a]	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.848	10

Food Involvement

Scale: ALL VARABLES

Case Processing Summary

		N	%
	Valid	154	100.0
Cases	Excluded[a]	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.641	4

Attitude

Scale: ALL VARABLES

Case Processing Summary

		N	%
	Valid	154	100.0
Cases	Excludeda	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.937	6

Local Food Consumption Intention

Scale: ALL VARABLES

Case Processing Summary

		N	%
	Valid	154	100.0
Cases	Excluded[a]	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.904	3

5. SPSS Output: Multiple Linear Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.570[a]	.325	.306	.62594

a. Predictors: (Constant), AVG_ATT, AVG_FI, AVG_FN, AVG_MF

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.054	4	7.014	17.901	.000[b]
	Residual	58.378	149	.392		
	Total	86.433	153			

a. Dependent Variable: AVG_CI

b. Predictors: (Constant), AVG_ATT, AVG_FI, AVG_FN, AVG_MF

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.029	.553		1.859	.065
	AVG_MF	.150	.104	.116	1.443	.151
	AVG_FN	.004	.083	.004	.052	.958
	AVG_FI	.102	.060	.118	1.707	.090
	AVG_ATT	.488	.086	.470	5.706	.000

a. Dependent Variable: AVG_CI