FACTORS INFLUENCING TOURIST'S INTENTION TO TRAVEL FOR FOOD-RELATED TOURISM IN PENANG, MALAYSIA

BY

CHONG JOE YEE

GOH JENNY

TAN MEI QIN

TEO KHAI PIN

A final year project submitted in partial fulfilment of the requirement for the degree of

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)

UNIVERSITY TUNKU ABDUL RAHMAN

FACULTY OF BUSINESS AND FINANCE

DEPARTMENT OF BUSINESS

AUGUST 2023

DECLARATION

We hereby declare that:

1) This undergraduate FYP is the end result of our 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) Equal contribution has been made by each group member in completing the FYP.

4) The word count of this research report is _____28328 words_____.

	Name of Student:	Student ID:	Signature:
1.	Chong Joe Yee	20ABB06445	JoeYee
2.	Goh Jenny	19ABB04564	JennyGoh
3.	Tan Mei Qin	19ABB04736	MQTan
4.	Teo Khai Pin	19ABB04644	KhaiPinT

Date: 8/9/2023

ACKNOWLEDGEMENTS

Table of Contents

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

COVID-19	Coronavirus Disease of year 2019
TPB	Theory of Planned Behaviour
TCV	Theory of Consumption Value
NV	Novelty and Variety
AP	Authentic experience and Prestige
IC	Interpersonal and Culture
HC	Health Concern
FE	Familiarity and Eating Habit
SC	Sensory and Contextual Pleasure
FOE	Food Experience
FBI	Food-related Behavioural Intention

Factors Influencing Tourists' Intention to Travel for Food-Related Tourism In Penang, Malaysia.

LIST OF APPENDICES

PREFACE

The Final Year Project is compulsory to be conducted and completed by every student of Bachelor of Business Administration (HONS) to graduate from the University. The title of this research is "Factors Influencing Tourist's Intention to Travel for Food-Related Tourism In Penang, Malaysia". This research is conducted due to the growing significance of food tourism within the tourism industry, with its potential to support a nation's economic growth.

With the development of tourism, food tourism has become a major field of concern. Food tourism provides tourists with local food and culture, allowing tourists to experience unique local speciality food products. As a diverse country, Malaysia has a rich and diverse food tradition, and tourists can taste and experience multi-racial speciality food products. This diverse society gives Malaysia its unique character and makes it a country to explore and appreciate. Besides, the diversification not only attracts the interest of tourists, but it also promotes the growth of cultural exchanges and tourism. Therefore, our research is dedicated to exploring the development of food tourism in Malaysia and its impact on the country's economy and culture. We hope that through this study, we can provide a deeper understanding of food tourism in order to better promote the sustainable development of this industry.

In this study, we will emphasize the factors that will influence tourist's intention to travel for food-related tourism in Penang, Malaysia. We will analyze and discuss seven independent variables that may affect tourists with food-related behavioural intention. The variables are novelty and variety, authentic local foods, interpersonal and culture, health concern, familiarity and eating habits, sensory and contextual pleasure, and food experience.

ABSTRACT

Food tourism is not only an experience to enjoy delicious food but also a way of cultural exchange and exploration, it is able to enrich the sensory experience of travellers and give them a deeper understanding of the different flavours and food traditions around the world. As a result, food tourism has become a unique and fulfilling way to travel that many travellers pursue.

The main purpose of this study is to determine whether the seven variables: novelty and variety, authentic local foods, interpersonal and culture, health concern, familiarity and eating habits, sensory and contextual pleasure, and food experience will affect the tourists with food-related behavioural intention. This survey was conducted by distributing questionnaires to the target respondents in 12 states in Malaysia and six foreign countries. In total, there with only 450 responses are acceptable. The data collected from the survey will be analyzed using the Statistical Package for the Social Sciences (SPSS) to conduct the pilot study and the full study.

Moreover, our research has also used multiple regression analysis and single regression analysis to test the positive relationship between the dependent variable (food-related behavioural intention) and the independent variables (novelty and variety, authentic local foods, interpersonal and culture, health concern, familiarity and eating habits, sensory and contextual pleasure, and food experience). In this research, the seven independent variables (novelty and variety, authentic local foods, interpersonal and culture, health concern, familiarity and eating habits, sensory and contextual pleasure, and food experience) have a positive relationship with the dependent variable (food-related behavioural intention). Thus, the detailed results of the research will be further discussed in the chapters below.

Keywords: Novelty and Variety, Authentic Experience and Prestige, Interpersonal and Culture, Health Concern, Familiarity and Eating Habit, Sensory and Contextual Pleasure, Food Experience, Food-related Behavioural Intention, Food tourism.

CHAPTER 1: INTRODUCTION

1.0 Introduction

The present research investigates the factors that influencing tourists' intention to travel for food-related tourism in Penang, Malaysia. The research background, problem statement, research objectives, research questions, study hypotheses for quantitative research, and the significance of the study will be discussed in this chapter to provide a comprehensive understanding of this research's purpose and relevance.

1.1 Research Background

Food tourism, also known as culinary tourism, is a type of travel that revolves around exploring and experiencing a destination's local food and beverage culture. It has become a popular trend in the travel industry, with many people seeking authentic and immersive food-related experiences during their trips. Food tourism goes beyond simply trying new dishes; it involves understanding the history, traditions, and stories behind the food, as well as engaging with local producers, chefs, and the community (Dixit, 2019).

There have millions of tourists are returning to well-known locations to experience the local culinary culture, and it is becoming more popular to sample the local cuisine while travelling (Fox, 2007). The influence of food on locations and travellers has become one of the hottest subjects in tourism study as the popularity of culinary tourism among travellers increases globally. Food may immerse tourists

in another depth of a culture, both sensually and cognitively. It may serve as a portal for travellers to learn more about the local culture while also delivering an outstanding travel experience with a taste of unusual food or unique culinary interactions (Dixit, 2019).

Furthermore, a phenomenological model of the culinary tourist experience is provided by Robinson and Getz (2013). This model of tourism and culinary lifestyles divides visitors into four categories: entertainment, presence, diversionary, and experimental culinary tourists. It outlines how tourists feel about and behave when it comes to food and drink. Existential food tourists, as defined by Robinson and Getz (2013), look for food and dining experiences that encourage culinary learning. For these travellers, eating is more than just an appetiser to quench their thirst, it also includes a thorough knowledge of the local or regional cuisine as well as the local way of life.

Figure 1.1

The Number of Visitors Arriving and The Expenditure They Generate
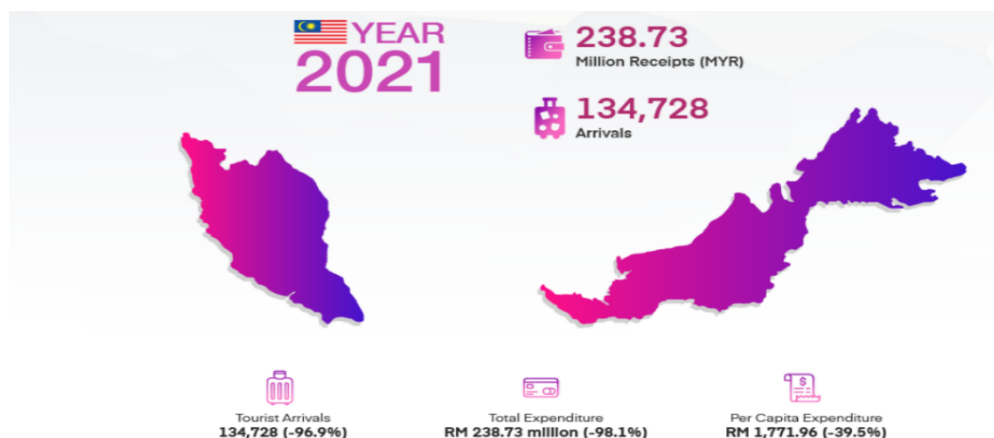
Malaysia is a multicultural nation with a diverse population of races. They offer a variety of cultural cuisines for visitors and residents (Yusoff et.al, 2013). Malaysia is a unique country where visitors can savour the cuisine of many different cultures, including Malay, Chinese, Indian, Nyonya, Iban etc. This may attract many foreigners who came to Malaysia.

However, according to the Covid-19 Movement Control Operation (MCO), Malaysia's tourism industry is set to hit an all-time low in 2021, when only 130 million people will travel to the country. According to Tourism Malaysia's Tourism Report 2021, the number of foreign tourists has had a significant impact on the country's economy, generating a total of MYR 240 million in revenue. In addition, the number of domestic tourists climbed by 7 per cent from 2015 to 2016. Compared to 2020, tourist arrivals declined by 96.9 percent, total spending by 98.1 percent and average capital expenditure by 39.5 percent in Figure 1.1 (Tourism Malaysia, 2021).

Figure 1.2

Malaysia's Domestic Tourism Expenditure, 2012 – 2021
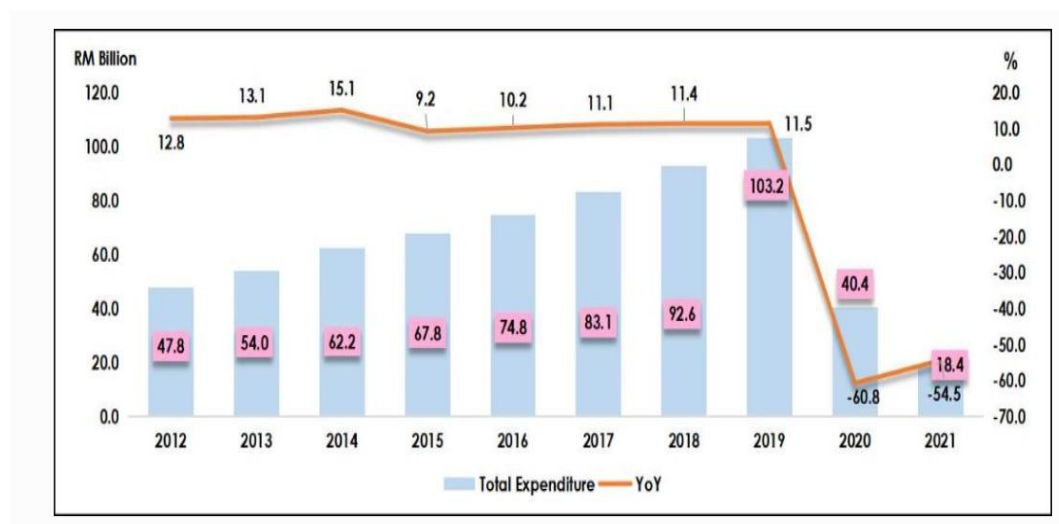
Figure 1.2 state that total visitor arrivals in 2021 will be 66 million, a decrease of 49.9 per cent (2020: - 44.9 percent) compared to the previous year. The total number of tourists will decrease from 147 million in 2020 to 72.4 million in 2021, a negative growth of 50.7 percent. domestic tourism expenditure in 2021 will be only RM18.4 billion (down from RM40.4 billion in 2020), a decrease of 54.5 percent (Figure 1.2). (This is the lowest level since the 2008 Domestic Tourist Survey). According to the Department of Statistics Malaysia, there have 26.1 million international visitors visited Malaysia and 239.1 million domestic tourists in 2019. The ratio between

domestic tourists and international tourists is 9:1 which mean 10 tourist travel in Malaysia there have only one foreigner. In this study, our researcher will refer to statistical data from 2019. The first reason is the number of travels in that year is the highest. Another reason is in 2020 to 2022 Malaysia's domestic tourism declined due to the COVID-19 blockade and interstate border restrictions. The impact of the pandemic on Malaysia's tourism industry is not only decreasing the number of tourist arrivals. It is also the loss of employment opportunities and insufficient data from the official websites of Malaysia. Therefore, to improve the tourism sector, referring to statistical data from 2019 is more significant to continue the research of our study as an improvement of the food-tourism sector (Chiet & Razak, 2021).

Figure 1.3

Top 5 Visited States by Domestic Tourists in 2021
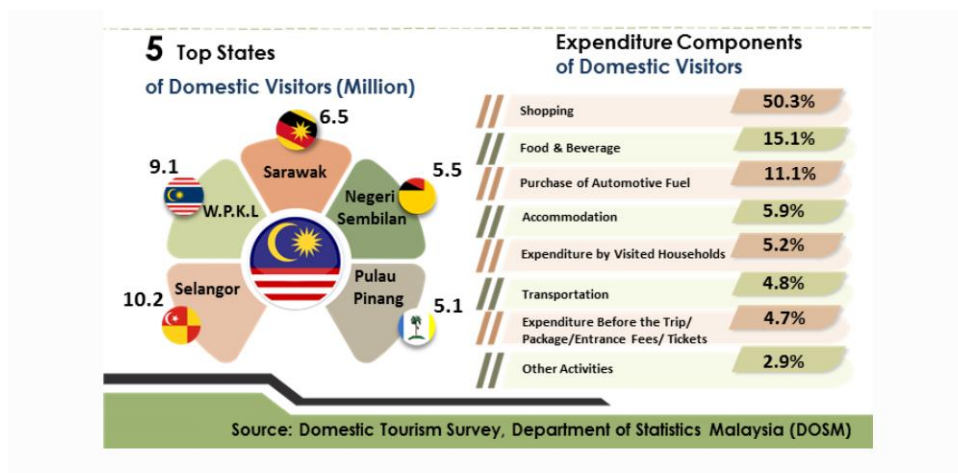
Statistics Malaysia (2021), as shown in Figure 1.3, illustrates the top five states visited by domestic visitors in 2021, including Selangor, Kuala Lumpur Federal Territory, Negeri Sembilan, Sarawak, and Penang.

According to Malaysia Tourism Statistics 2021, the food and beverage sector placed second in terms of total tourism spending at 15.1% when compared with other sectors. This suggests that food has a major influence in tourism. Food has

traditionally been seen as an essential factor in attracting travellers. Malaysia is well-known in Southeast Asia as one of the countries that can provide a diverse choice of cuisine items to both domestic and foreign tourists (Henderson, 2002). These dishes are mixes of many ethnic groups and races. The food of each ethnic group is unique and should be promoted to tourists. This offers Malaysia a competitive advantage in the food business, which directly benefits the country's economy and encourages food tourism. Having advantages of this benefit, the Malaysian government has made important efforts to promote food tourism (Yusoff et al.).

The Malaysia Government found it difficult to grasp the factors that impeded the entry of international tourists, but encouraging domestic tourism could make the tourism industry more sustainable (Davis & Van Wincoop, 2018). Promoting domestic tourism will create employment opportunities for citizens and stimulate the development of related industries such as accommodation, catering, tourism, and entertainment. This would further contribute to the country's economic growth and the improvement of the standard of living of the population. (Tuyen, Thi , Vu, Thao & Thu, 2020). When local tourists learn about the rich diversity of their own nation's culture and legacy, domestic travel may help strengthen a sense of national identity and cultural appreciation. In conclusion, domestic tourism should be promoted and supported by the government and the general populace since it is an essential component of Malaysia's economic and social development.

According to Ting et.al, (2017) East and West Malaysia, often known as Malaysian Borneo and Peninsular Malaysia, have distinct culinary traditions because of their geographical location and cultural influences. For example, West Malaysia (Peninsular Malaysia) is more ethnically diverse, with a significant Malay, Chinese, and Indian population, along with various other ethnic groups. This diversity is reflected in the food, which often combines elements from different cultures, while East Malaysia (Sabah and Sarawak) has a more diverse indigenous population, with a strong influence from the Dayak, Kadazan-Dusun, and Iban communities. This diversity is also reflected in the local cuisine. West Malaysian cuisine is known for

its bold and harmonious flavours, often combining sweet, sour, salty, and spicy elements. Malay dishes frequently feature aromatic spices like lemongrass, turmeric, and ginger. Rice is a staple while East Malaysian cuisine showcases a greater emphasis on wild and jungle produce. Ingredients like sago, wild ferns, and jungle fruits are more common. Indigenous communities rely on fish and seafood, and their flavours tend to be less spicy compared to West Malaysian dishes. In West Malaysia, Chinese, Malay, and Indian influences are strongly present. This has led to a fusion of flavours, resulting in dishes like Nasi Lemak (Malay coconut rice) and Char Kway Teow (Chinese-influenced stir-fried noodles), while East Malaysian cuisine draws inspiration from indigenous cultures and neighbouring countries like Indonesia and the Philippines. Dishes like Ambuyat (sago starch) and Manok Pansoh (Iban-style chicken cooked in bamboo) are unique to the region.

For this study, Penang was selected. This is because Penang is the most popular destination in Asia and is recognized as a "food paradise." According to CNN, the region offers a rich and exotic combination of Malay, Chinese, and Indian cuisine, which is known as the city's multicultural mix, and the city has been named Asia's greatest food (Cripps, 2017). In 2009, Penang, especially Georgetown, was placed 12th in the New York Times 'Frugal and Food category. Penang Assam laksa was named seventh on CNN's list of the world's 50 most delectable meals in 2011. Penang was named one of CNNGo Asia's ten best street food cities, while Virtual Tourist named it the third best street food city in 2022. Penang Street cuisine has made the top 50 list of international street food. Penang's street food is an important part of Malaysia's rich cultural heritage and environment, luring both local and international tourists. Penang is truly becoming a significant place on the growing global "food tourism" map. (Chai, 2011).

1.2 Problem Statement

As mentioned in the previous chapter, food is significant for tourism destination marketing and development. Recent studies have shown that food plays a significant role in shaping the identity of tourism destinations and providing a unique experience. Therefore, there is a remarkable potential for food tourism, Malaysia offers a delightful and varied selection of culinary delights. The scrumptious food offerings hold a major key role in stimulating business growth and generating rich opportunities across the country. On top of that, it has been found that Penang is a popular destination to travel for food-related tourism. However, there are limited studies on motivational dimensions such as novelty and variety, authentic experience, and prestige, interpersonal and culture, health concerns, familiarity and eating habits, and sensory and contextual pleasure that affect the intention of food-related tourism in Penang. Therefore, our research study field is required to conduct in the area of food-related tourism due to the increasing expenditure, and competitiveness of tourism.

The recognition of challenges faced by culinary-related and domestic operations seeks to uncover tourists' intentions in food-related tourism. This exploration aims to provide deeper insights into tourists' behavioural intentions regarding their food choices (Widjaja et al., 2020; Hsu et al., 2022). Previous research highlighted that how numerous countries are placing significant emphasis on incorporating local food products as integral components of their tourism marketing strategies (Ab Karim & Chi, 2010; Bessière, 2013; du Rand, Heath, & Alberts, 2003; Hashimoto & Telfer, 2006). This shift is driven by the growing number of tourists who prioritize culinary experiences as their primary motivation for travel (Kaplan & Thompson, 2019; Okumus, Okumus, & McKercher, 2007). Additionally, Kaplan and Thompson (2019) emphasize that food significantly influences tourists' choices of travel destinations.

Ritchie & Crouch (2003) emphasize that there is a highly competitive among tourist destinations in the global market. This challenge stems from destinations aiming to achieve diverse objectives, involving a myriad of tourist offerings, stakeholders, and suppliers. The absence of an effective organization can adversely impact a

destination's performance especially some segments of tourists do not view culinary experiences as their primary motivation for travel (Santos et al., 2020). This raises the challenge of finding equilibrium in producing food and meals since they often come from multiple producers (Andersson et al., 2017).

Omar et al. (2015) suggests that the role of Malaysian Heritage Food in promoting cultural values is still not fully recognized. Since Malaysia has pretty places like lovely landscapes and amazing beaches, visitors do not always notice how important the traditional foods related with culture. Also, the destination itself does not need to be memorable for a food or drink experience. The memorable experience was not only specific to food, the attractive destination with a beautiful scene and identity location was more memorable for tourists. Hence, further research is going through to provide the marketing strategies to attract tourists to focus on food-related tourism in the tourist destination and identify the critical factors that influence the intention of tourist food consumption travel for food-related tourism in Penang, Malaysia. Therefore, promoting and marketing strategies are important for attracting tourists to make the expenditure. Moreover, we found that there is a gap and limited research on food-related tourism experiences from a different cultural lens that may lead to different food-related behavioural intention. Therefore, this study aims to identify the critical factors that influence the intention of tourist food consumption travel for food-related tourism in Penang, Malaysia.

Furthermore, several studies showed that motivational factors have a significant influence on tourists' consumption behaviour on food and cuisines (Mak et al., 2012). Recently, more tourists are trying different types of food to taste unique, regional, and exciting flavours. These travellers can influence local communities' food and culture while leaving their mark on the culinary landscape. In some places, trying local food has become a crucial part of the tourist experience and an essential part of their travel plans (Kim et al., 2009; Özdemir & Seyitoğlu, 2017). Besides, other research has demonstrated that the perceived quality of food encounters in a destination holds a significant effect on tourists' intention to revisit (Kim et al., 2011). According to Özdemir and Seyitoğlu (2017), there is a significant effect of

travel motivations on the dining experiences of tourists at a specific destination. Local produce, including traditional food prepared by local people, can provide an appealing and enticing experience for tourists, and motivating them to visit the destination (Sims, 2009). Therefore, comprehensive research was required to identify the factors that influence the intention to travel for food-related tourism in Penang.

1.3 Research Objectives

1.3.1 General Objective

To examine the factors influencing tourists' food-related behavioural intention in Penang, Malaysia.

1.3.2 Specific Objectives

I.   To examine the positive relationship of novelty and variety towards food experience that influencing tourists' intention to travel for food-related tourism in Penang, Malaysia.

II. To examine the positive relationship of authentic experience and prestige towards food experience that influencing tourists' intention to travel for food-related tourism in Penang, Malaysia.

III. To examine the positive relationship of interpersonal and culture towards food experience that influencing tourists' intention to travel for food-related tourism in Penang, Malaysia.

IV. To examine the positive relationship of health concern towards food experience that influencing tourists' intention to travel for food-related tourism in Penang, Malaysia.

V. To examine the positive relationship of familiarity and eating habits towards food experience that influencing tourists' intention to travel for food-related tourism in Penang, Malaysia.

VI. To examine the positive relationship of sensory and contextual pleasure towards food experience that influencing tourist's intention to travel for food-related tourism in Penang, Malaysia.

VII. To examine the positive relationship of food experience towards food-related behavioural intention that influencing tourist's intention to travel for food-related tourism in Penang, Malaysia.

1.4 Research Questions

Our specific research questions are:

I. Is there a positive relationship between novelty and variety towards food experience that influencing tourists' intention to travel for food-related tourism in Penang, Malaysia?

II.   Is there a positive relationship between the authentic experience and prestige towards food experience that influencing tourists' intention to travel for food-related tourism in Penang, Malaysia?

III.   Is there a positive relationship between interpersonal and cultural towards food experience that influencing tourists' intention to travel for food-related tourism in Penang, Malaysia?

IV.   Is there a positive relationship between health concerns towards food experience that influencing tourists' intention to travel for food-related tourism in Penang, Malaysia?

V.   Is there a positive relationship between familiarity and eating habits towards food experience that influencing tourists' intention to travel for food-related tourism in Penang, Malaysia?

VI.   Is there a positive relationship between sensory and contextual pleasure towards food experience that influencing tourists' intention to travel for food-related tourism in Penang, Malaysia?

VII.   Is there a positive relationship between food experience towards food-related behavioural intention that influencing tourists' intention to travel for food-related tourism in Penang, Malaysia?

1.5 Hypotheses of The Study

Based on the research questions, there are several hypotheses have been established to support and help the research proposal's objective:

H1: Novelty and variety have a positive relationship with food experience towards tourists' intention to travel for food-related tourism in Penang, Malaysia.

H2: Authentic experience and prestige have a positive relationship with food experience towards tourists' intention to travel for food-related tourism in Penang, Malaysia.

H3: Interpersonal and culture have a positive relationship with food experience towards tourists' intention to travel for food-related tourism in Penang, Malaysia.

H4: Health concern have a positive relationship with food experience towards tourists' intention to travel for food-related tourism in Penang, Malaysia.

H5: Familiarity and eating habits have a positive relationship with food experience towards tourists' intention to travel for food-related tourism in Penang, Malaysia.

H6: Sensory and contextual pleasure have a positive relationship with food experience towards tourists' intention to travel for food-related tourism in Penang, Malaysia.

H7: Food experience has a positive relationship with food-related behavioural intention towards tourists' intention to travel for food-related tourism in Penang, Malaysia.

1.6 Significant of The Study

Food is not only a basic need for human survival, but also an essential element of cultural identity and plays a crucial role in attracting tourists to a destination. Not only that, but food is also frequently recognised as a symbol that can characterise the identity of a region, preserving its cultural and historical significance. Therefore, travel for food-related tourism has become a popular trend in the tourism industry, as tourists increasingly seek and explore foods or tastes that have never been tried before when visiting a new destination.

Food-related tourism has become a popular trend in Malaysia due to Malaysia is a unique country with rich culture and natural beauty. Therefore, it is important to deepen our understanding of the factors that attract tourists to taste delicacy food in Penang, Malaysia. By illustrating this subject, it can inspire and motivate individuals to explore the diverse culture and food of the region. The insights gained from this research can benefit a wide range of stakeholders, including tourist boards and destination marketing organizations, local restaurants and food establishments, the hospitality industry, local communities and cultural preservation and other industries.

By understanding these factors, tourist boards and destination marketing organizations can develop targeted marketing campaigns to promote Penang's delicacy food offerings. Local restaurants and food establishments can tailor their menus and dining experiences to meet travellers' expectations. The hospitality industry can enhance guest experiences by collaborating with local food establishments and organizing food-related events. Local communities and cultural preservation can actively participate in showcasing their traditional cuisine and preserving their heritage. These stakeholders can collectively contribute to the

growth of food-related tourism in Penang and create a memorable experience for food-loving travellers.

It is crucial to highlight that the present study is centred around food-related tourism, and the discoveries obtained can serve as valuable guiding principles for future researchers' detailed research and discussion into the tourism industry or any other relevant fields associated with tourism. The clarity in research findings and formal language used in this study can inspire others to develop deeper into this area, by identifying new opportunities for growth and development in Malaysia's tourism industry.

1.7 Conclusion

In summary, the first chapter provides the structure of this research by discussing the research overview, dependent and independent variables, the research objectives, and the significance of the study. The next chapter will review more on the related literature as well as the conceptual models.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

A summary of significant works of literature and theories related to the research topic will be provided in Chapter 2 of this study. Chapter 2 also examines the interactions between the independent variable and dependent variables. The study's theories and conceptual framework will also be thoroughly examined.

2.1 Underlying Theories

2.1.1 Theory of Planned Behaviour

Figure 2.1.1

Theory of Planned Behaviour
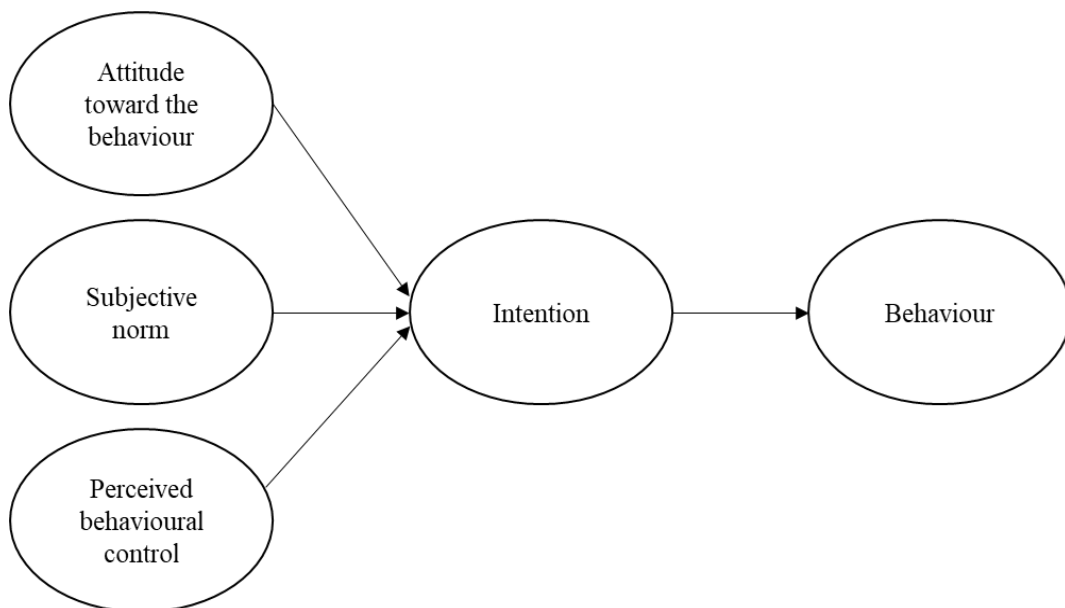
Note. Theory of Planned Behaviour, by Ajzen, 1991.

The definition of the Theory of Planned Behaviour (TPB) is the intention of an individual to act in a particular way. Motivational elements must be recognized to impact an intention towards an activity (Ajzen, 1991). Individuals feel more in control of their actions if they believe they have more possibilities and resources (Madden et al., 1992). Thus, the three components of TPB are attitudes, subjective norms, and perceived behavioural control.

According to Bianchi et al. (2017), attitude is a person's favourable or adverse belief about a particular behaviour. According to TPB, a person's attitude is the quality that influences their intentions most and acts as the main deciding factor for their actions. It has been demonstrated that having a positive outlook positively impacts behaviour related to travel intention. For instance, it could be examining the attitudes of visitors toward consuming regional cuisine while taking health into account. Health concerns have been highlighted as necessary in visitors' food consumption. (Kim & Eves, 2012; Sparks et al., 2003). According to Torres (2002), providing health advantages to health-conscious visitors is critical. Tourists should be safeguarded from health concerns, particularly those linked to safety and cleanliness issues, to create an excellent gastronomic and food experience in a place (Choe & Kim, 2018). Travellers are worried about the dietary health value of their journeys and places (Mak et al., 2012).

On the other hand, subjective norms assess the societal pressures on persons to do or refrain from performing a given activity (Rhodes & Courneya, 2003). According to Rhodes et al. (2002), a subjective norm is a set of attainable normative views about the likelihood of significant indicants. Quintal et al. (2010) and Vesci & Botti (2019) stated that subjective norm intention influences people's desire to travel. For example, the way a person feels about using travel services might also have an impact on their subjective norm intention. In other words, people who have a favourable opinion about travel agency services are more likely to intend to utilize

them, which in turn boosts their desire to travel (Chuang et al., 2018). Visitors' judgements of whether an interpersonal and cultural (family, friend, or coworker) will approve of their plan to visit impact their holiday selections. According to Park (2000), social pressure is considerably more apparent in culture when consumers are presented with new items; others' comments and actions more easily impact customers and may modify their initial perspective.

According to Manstead and Van Eekelen (1998), perceived behavioural control content indicates a person's perception of their level of comfort in carrying out certain conduct. Additionally, they claimed that a person's intentions to engage in action are more potent the more control over their behaviour that person is thought to have. According to Madden, Ellen, and Ajzen (1992), people think themselves to have more behavioural control when they believe they have more chances and resources. Therefore, attitude, subjective norms, and perceived behavioural control are important predictors of motivational factors towards behavioural intention.

2.1.2 Theory of Consumption Value

Sheth et al. (1991) introduced the theory of consumption value (TCV) to clarify why consumers like to purchase specific items and why they would choose preferences for one product over another (Gonçalves et al., 2017). According to TCV, various consumption values, including emotional, functional, epistemic, and social, influence consumers' decision-making. Depending on the situation, each consumption value contributes differently (Sheth et al., 1991). Consumption value is the term used to describe the perceived benefits derived from product use (Sheth et al., 1991; Sweeney et al., 2001). The TCV has been used for food consumption in tourism.

Functional value has long been considered essential to tourists' decisions (Sheth et al., 1991; Sánchez et al., 2006; Williams & Soutar, 2009; Perrea et al., 2015). However, due to the comprehensive meaning of functional value, prior research on

food tourism has conceptualised functional value as price value, quality value or some other utilitarian or functional trait, such as health concern. (Finch et al., 1998; Finch, 2006; Perrea et al., 2015). Tourism activities, such as journeys for sensory and contextual pleasure, are linked with emotional values, for example, entertainment and enjoyment (Sweeney & Soutar, 2001; Sánchez et al., 2006). Acknowledging the significance of these pleasurable aspects is critical for understanding visitor behaviour at attractions.

Any product may also have a social value aside from those two. Consumers motivated by social values choose items that reflect the social image they want to create or match the norms of their acquaintances and peers. (Sheth et al., 1991; Elliot et al., 2011). According to Williams and Soutar (2009), the social value of a trip experience might be linked to its authenticity, status, or personal recognition. Furthermore, social value goes beyond interactions between individuals connected to personal position or recognition. Numerous studies have highlighted the significance of interaction value or a feeling of "togetherness" in tourism (Kim et al., 2009; Ignatov& Smith, 2006; Goolaup Mossberg, 2017).

Tourists can satisfy their variety and craving for novelty by partaking in local food while expanding their understanding of diverse cultures. Due to TCV recognising the multidimensional nature of consumer value, its application to the food tourism environment is suitable. As a result, using the TCV can overcome the usually stated challenges of assessing tourists' value with only one dimension within the tourist areas (Babin et al., 1994; Mathwick et al., 2002; Sweeney & Soutar, 2001).

Apart from values connected to an individual's experience and status, social values are also connected to interpersonal and cultural relationships between people. The importance of interaction values or "reunion" in food tourism has been highlighted in research (Goolaup & Mossberg, 2017; Ignatov & Smith, 2006; Kim et al., 2009). According to Goolaup and Mossberg (2017), eating a meal in a natural setting and interacting with friends and relatives are significant tourism experiences for

travellers. Food-related festivals are thought to rely heavily on social contact between family members or food producers and customers (tourists) (Williams et al., 2015).

2.2 Review of the Literature

2.2.1 Definition of Food-related Tourism

Food tourism is the act of tourists tasting local specialities in a tourist destination. Food is not only vital for hungry tourists, but it also provides tourists with an important and memorable travel experience (Quan & Wang, 2004; Smith & Costello, 2009). Tourists who travel for food tourism will intend to further understand the local region through local cuisine, which will tend to increase the value of the trip for tourists (Richards, 2002). In addition, food can be enjoyed regularly regardless of the seasons unlike other types of tourism (Kivela & Crotts, 2006). Hall and Sharples (2004) provide a comprehensive definition of food tourism, characterizing it as tourists' visits to both prominent and lesser-known food producers, food-related events, restaurants, and specific locales where relishing local cuisine and experiencing the region's food specialities serve as primary travel motivations (Cetin & Istanbullu, 2015). In a similar vein, Quan and Wang (2004) emphasize that food tourism materializes when food stands as the principal impetus for tourists' travels to a particular destination. This concept positions food tourism as an auxiliary attraction within the destination's offerings and, therefore, an integral component of destination marketing strategies (Rand and Heath, 2006).

Furthermore, food tourism on a broader scale involves tourists engaging in local food-related activities during their journeys. This can encompass indulging in regional cuisine, procuring local food products, and exploring the intricacies of food production. For instance, this may entail experiencing unique culinary offerings,

such as savouring dishes crafted by specific chefs (Cetin & Istanbullu, 2015; Shenoy, 2005). It is important to underscore that culinary tourism stands apart from general food consumption. It presents diverse opportunities for weaving narratives that encompass essential facets of local culture, including historical contexts and local attractions (Ignatov & Smith, 2006). Cetin and Istanbullu (2015) define food tourism as 'the pursuit, enjoyment and preparation of food and drink'. This encapsulates a wide range of tourism experiences, encompassing not only renowned fine dining establishments but also unforgettable off-the-beaten-path encounters with street food. It's about relishing distinctive and flavourful cuisine while immersing oneself in the cultural practices intertwined with food and drink.

2.2.2 Review Food-related Tourism

Previous studies have explored various aspects of food-related tourism such as the intention of local cuisine, food tourist experience on the destination, religious food as a tourism attraction, tourists' motivation for food-related tourism, and the food place and authenticity. Table 2.2 has explained the findings and conclusion of the result studies based on the aspect mentioned accordingly (Levitt et al., 2019; Kivela et al., 2006; Son & Xu, 2013; Mak et al., 2016; Sims, 2009). Table 2.2.2 was showed the findings and conclusions of the studies.

Table 2.2.2

Review of the Food-related Tourism Studies

Author(s)	Past Studies Topic	Finding(s)/Conclusion(s)
Levitt, Meng, Zhang and DiPietro (2019)	Examining factors influencing food tourists' intention to consume local Cuisine.	Food tourists who are more interested and motivated in food perceived behavioural control, have positive

		emotions associated with trying new foods, and have a strong sense of self-identity related to food are more likely to intend to consume local cuisine while travelling.
		The study found that there is a strong and positive relationship between food involvement, motivation, and attitude toward consuming local cuisine while travelling.
Kivela, Jakša, and John C. Crotts (2006)	Tourism and gastronomy: Gastronomy's influence on how tourists experience a destination.	Gastronomy is a significant factor in shaping a tourist's overall experience of a destination. The impact of the tourists will affect the quality experience of a destination and the revisit intention.
		The study aimed to indicate that gastronomy significantly influences tourists' experiences of a destination.
Aram Son & Honggang Xu (2013)	Religious food as a tourism attraction: The	The perspective of Western tourists reveals

	roles of Buddhist temple food in Western tourist experience.	that religious food at Buddhist temple restaurants, particularly in Chinese and Japanese temples, serves multiple purposes.
		It is perceived as a means to seek novelty, indulge in sensory pleasure, and achieve peak tourist experiences. Additionally, such food holds symbolic significance, representing authenticity and prestige, while also serving as a medium for cultural exploration.
		Moreover, the study highlights how Buddhist temple foods contribute to the tourists' cultural resource experience, adding to the overall attraction for these visitors.
Mak, Athena HN, Margaret Lumbers, Anita Eves, and Richard CY Chang (2016)	The effects of food-related personality traits on tourist food consumption motivations.	Tourist food consumption was effect by food-related personality traits (food neophobia and variety-seeking tendencies).

		The study found that food-related personality traits have significant effects on different motivational dimensions (novelty and variety, authentic experience, and prestige, interpersonal and culture, price/value and assurance, health concern, familiarity and eating habits, and sensory and contextual pleasure).
Sims, Rebecca (2009)	Food, place and authenticity: local food and the sustainable tourism experience.	The findings of this study indicate that local food and drinks significantly contribute to the sustainability of the tourism experience at two national parks in the UK - Lake District and Exmoor. The appeal of local food and drink products lies in their ability to satisfy visitors' desire for authenticity during their holiday.

Note. Adapted from *Tourism and Hospitality research,* by Levitt, J. A., Meng, F., Zhang, P., & DiPietro, R. B., 2019, 19(3), p. 337-350; *Journal of hospitality & tourism research,* by Kivela, J., & Crotts, J. C., 2006, 30(3), p. 354-377; *Journal of Heritage Tourism,* by Son, A., & Xu, H., 2013, 8(2-3), p. 248-258; *Asia Pacific*

Journal of Tourism Research, by Mak, A. H., Lumbers, M., Eves, A., & Chang, R. C., 2016, 22(1), p. 1-20; *Journal of sustainable tourism*, by Sims, R., 2009, *17*(3), p. 321-336.

Based on numerous studies, there was lacking thorough research on the motivational dimension that affects food-related behavioural intention in food-related tourism in Malaysia. The prior study has mostly focused on the behavioural model, perceptions, personality traits, sustainability of food experience, and the role of religious food on attraction (Levitt et al., 2019; Kivela et al., 2006; Son & Xu, 2013; Mak et al., 2016; Sims, 2009). Therefore, the main objective to conduct this research is to investigate the factors that affect the intention of tourists' intention to travel for food-related tourism in Penang, Malaysia.

2.2.3 Dependent Variable: Food-related Behavioural Intention

The behavioural intention stated by Szymanski and Henard (2001), refers to the extent to which customers are inclined to revisit a particular establishment. This inclination plays a critical role in shaping customers' attitudes toward the service provider (Han & Kim, 2009). According to Sardianou et al., (2016), the concept of intention has been defined as a robust predictor of eventual behaviour in order to promote sustainable practices within the tourism sector and achieve sustainable development goals, it is crucial to focus on stimulating and shaping the intentions of consumers towards sustainable behaviour.

Behavioural intentions refer to an individual's conscious plans to either carry out or avoid a particular behaviour in the future by categorising behavioural intentions as favourable or unfavourable intentions (Namkung & Jang, 2017; Chi, et al., 2020). Favourable behavioural intentions may involve positive word of mouth, willingness to pay extra, increased spending with a company, and intention to revisit. The unfavourable behavioural intention may involve spreading negative mouth of words

or complaining may lead to dissatisfaction among tourists (Rasoolimanesh et al., 2023). Past studies have measured behavioural intentions by using three variables: the intention to revisit, willingness to recommend, and word of mouth to generate repeat business and word-of-mouth marketing (Namkung & Jang, 2017; Chi, et al., 2020).

The behavioural intention playing the role of influencing the tourist's selection of travel destination involves a multifaceted decision-making process, are considered to utilise the theory of planned behaviour (TPB) model as a framework to forecast the behavioural intention associated with the choice of a travel destination (Park et al., 2017; Quintal et al., 2015). The theory of planned behaviour (TPB) has been widely adopted to investigate tourists' behaviour, specifically about certain types of tourism, such as wine tourism, street food tourism, and restaurant tourism. Festivals represent a unique form of tourism that is typically created by the organisers, and a festival centred around food and cuisine can be classified as a food festival, which is a type of food tourism. The theory of planned behaviour was initially an expansion of the Theory of Reasoned Action (TRA), which suggests that a person's intention to behave in a certain way is influenced by two factors: their attitude towards that behaviour and the social norms surrounding (Horng & So, 2013; Montano & Kasprzyk, 2015; Paul & Patel 2016).

According to the study, food-related experiences may engage travellers, foster positive memories, and draw in new clients. This motivates people to behave and keep buying the local goods they tried while on vacation back in their hometown. Additionally, it fosters their intention to go back to the location in the future (Di-Clemente et al., 2020). Heung & Gu (2012) has stated that the enjoyment of the food has been shown to greatly influence what people plan to do next, especially whether they want to come back to the restaurant another time and if they would suggest it to their friends. Therefore, the food experience which includes culinary and gastronomy will affect the tourist's food choice on their actual behaviour.

2.2.4 Independent Variables

2.2.4.1 Novelty & Variety

According to Mak et al. (2012), tourists' food consumption is impacted by their food-related personality characteristics, which are considered significant psychological constructs. Two primary FRPTs are novelty-seeking and variety-seeking, which are individual characteristics that affect various food-related behaviours and are recognized in the tourism literature.

In the realm of tourism, novelty seeking has been consistently identified as a significant factor among tourism-related motivations (Lee & Crompton, 1992). Cohen (1972) stated that the unfamiliarity and novelty of foreign environments, lifestyles, and cultures often meet the desires of visitors that cannot be fulfilled at home. This novelty has a "universal" effect on the behaviour and choices of tourists, including food choices, as it is a critical component of tourist motivations (Mak et al., 2012). According to Berlyne et al. (1966), tourists who have a strong desire for novelty are more inclined to try new products and services and take risks. Therefore, the motivation for seeking novelty may overcome their inherent fear of trying new things and encourage individuals to try unique and uncommon foods and drinks that they would not usually consume, as noted by Chang et al. (2011).

Pliner & Salvy (2006) define food neophobia as a personality trait characterized by a strong preference for familiar foods over new or novel ones. This trait remains stable over time and consistent across different situations, but the extent of food neophobic varies widely among individuals (Pliner & Salvy, 2006). While the extent of food neophobia can vary widely among individuals, this characteristic is generally stable over time and consistent across diverse situations. Taking a sociological perspective on taste and food consumption, tourists can be categorized into neophobic or neophilic individuals (Guerrero et al., 2010; Almli et al., 2011). Neophobic individuals have a natural aversion or distrust towards new and unfamiliar foods, while mesophilic individuals are more inclined to embrace novel

foods and seek out new culinary experiences. According to Fischler (1988), the constant oscillation between neophobic and neophilic tendencies which creates tension, has been referred to as the 'omnivore's paradox'. In tourism literature, the concept of food neophobic has been applied to explain variations in food consumption behaviour among tourists. Cohen & Avieli (2004) suggest that local food may not be attractive to many tourists, and may even be viewed as a hindrance. This is because while tourists may be open to trying new foods, actually consuming unfamiliar cuisine can trigger a neophobic response. Similarly, Torres (2002) notes that tourists tend to prefer familiar foods and are often resistant to trying local species. Kim et al. (2009) found that food neophobia and neophilia are two key factors influencing tourists' food choices while on vacation. Tourists who are more neophobic are typically hesitant to try exotic foods, whereas those with a neophilic predisposition are more willing to take culinary risks and try novel dishes.

Variety-seeking is a personality trait that can impact a tourist's food consumption. It is defined as an individual's inclination to choose something different from what they have previously selected (Kim & Drolet, 2003) or people who exhibit this trait tend to seek diversity in the goods and services that they select (Kahn, 1995). According to Inman's (2001) research, individuals are more likely to switch intentionally between products. Research has shown that people are more likely to seek variety in sensory attributes rather than non-sensory attributes (Inman, 2001). Van Trijp (1995) has proposed that the concept of optimum stimulation level can explain this behaviour. According to the statement, individuals tend to seek out additional variety or novel stimuli when the level of stimulation drops below the optimum. Conversely, if the level of stimulation is already above the optimal point, individuals tend to steer clear of novel stimuli or variety. As a result, individuals may opt for alternatives that have not been recently consumed and avoid an item they previously selected. This behaviour enables individuals to attain an optimum stimulation level, evade monotony, and additionally help reduce attribute satiation (Ratner et al., 1999; van Trijp, 1995).

According to Ratner et al. (1999), variety-seeking behaviour is common in hedonic consumption where diversity among features is an essential consideration. Hedonic products are those that provide primary benefits of pleasure, fun, or enjoyment and generate stronger emotional responses (Carroll & Ahuvia, 2006). Food-related tourism is also considered a hedonic product, and variety-seeking behaviour plays a significant role in influencing touristic products (Mak et al., 2012). Quan and Wang (2004) have suggested that variety-seeking behaviour can play a significant role in food consumption during tourism. In a study by Chang et al. (2011), it was found that variety was one of the primary attributes that influenced individuals' assessment of their food consumption.

2.2.4.2 Authentic Exp & Prestige

Authenticity is a term that commonly refers to genuine or original. However, the meaning of authenticity can vary based on different perspectives, such as objectivism, constructivism, and post-modernism. The authenticity of a product or experience can be highly subjective and can vary depending on the perspective and context of the individual evaluating it (Brokaj, 2014). The popularity of authenticity products led to higher prices for cuisine for gaining authentic experiences for building memorable memories is worth (Graham, 2021). The authenticity of tourism products such as dress, local food, and ritual can be defined based on whether they are used and enacted by local people according to their customs and traditions. In other words, these products are created and used in a way that reflects the cultural heritage and practices of the local community, therefore it can be considered authentic (Brokaj, 2014).

Prestige, as a strong symbol of local cuisine, is a way that tends to seek out gourmet cuisine and new culinary experiences as a way to affirm their social status and gain prestige; serves as exploring and asserting one's cultural identity and social standing (Son & Xu, 2013; Van Westering, 1999; Riley, 1995). This exposure to foreign cultures and new ways of living can enhance the prestige of the traveller. Tourists can gain new perspectives and experiences and exchange cultures and experiences

in their home country (Van Westering, 1999; Riley, 1995). By providing unique food service for every tourist, the prestige value such as conspicuous, unique, social, emotional, and quality values are needed to pay attention to it to attract tourist consumers can be able to satisfy their needs (Correia & Kozak, 2012; Lee et al., 2019).

Authentic and prestige, are always categorised as underlying motivational factors and also one of the symbolic dimensions for marketers to consider as part of developing marketing strategies, for tourists as a motivator for travel (Mak et al., 2013). Authenticity and prestige dimensions of symbolism are for creating a luxury brand to achieve competitive advantages for building a specialised food product in tourism to an authenticity and prestige builder product for marketers to achieve sustainable business (Mak et al., 2017; Mak et al.,2013; Heine et al., 2016).

Tourism and hospitality marketers can benefit from combining authentic gastronomic products with prestigious or well-known settings, in order to create unique and appealing experiences for customers. This association can be used to promote and "attraction" gastronomic and food offerings, making them more appealing to potential customers (Mak et al., 2017). It is also used as encouraging tourists to participate in Thailand's traditional food culture and involve in the process of marketing strategies in order to increase the popularity of traditional food as a tourist attraction in local markets (Lunchaprasith & Macleod, 2018).

2.2.4.3 Interpersonal & Culture

Interpersonal relationships and culture have long been recognized as influences on food consumption. Culture can be characterized as shared attitudes, behaviours, characteristics, and values that guide a group of individuals in determining both what actions to take and the methods for carrying them out. (Goodenough, 1971). As noted by Mak et al. (2017), culture acts as a guiding force in shaping the

behaviours of a particular group in all aspects of life, including their food-related practices or "foodways."

Culture is primary in determining the types of food that individuals consider appropriate to enjoy (Logue, 1991; Atkins & Bowler, 2001). It establishes the criteria for categorizing food as either "good" or "bad", and "acceptable" or "unacceptable," within a specific social group (Mäkelä, 2000). Furthermore, culture dictates which sensory properties of food or food qualities are deemed acceptable or desirable (Prescott et al., 2002), resulting in the development of culturally-specific "flavour principles.".Tourism studies have recognized the impact of interpersonal relationships and cultural factors on food consumption by tourists. However, the extent and specific aspects of their influence on food consumption in tourism remain largely unknown. Recently, several tourism studies have shed light on this topic. Tse and Crotts (2005) proposed a connection between a tourist's food consumption choices and their national culture.

Hofstede's (2001) "uncertainty avoidance index" has been used to categorize countries based on their level of risk aversion. According to the statement, people from countries with low uncertainty avoidance, where individuals tend to be less risk-averse, demonstrate a greater inclination towards trying a larger number and wider variety of culinary options, in contrast to those from high uncertainty avoidance countries (Hofstede, 2001). The statement proposes that the food consumption made by tourists can be influenced by their national culture, specifically about the extent to which they are risk-averse when it comes to food (Mak et al., 2017). The food consumption of tourists in tourism are critical factor influenced by their culturally-specific "core eating behavior," (Chang et al. 2010). The statement implies that the food consumption of tourists are not solely determined by their national culture, but also by their unique cultural background and personal experiences. In other words, while national culture may play a role in shaping tourists' food choices, other factors such as individual tastes, past food experiences, and personal beliefs and values may also have an impact. Tourists tend to be more open to changes in "secondary" and "peripheral" foods while remaining steadfast in their consumption of "core" foods. The "core and peripheral foods

model" proposes that core foods (Kittler & Sucher, 2004), which are closely linked to a culture, face the greatest resistance to change. Inman's (2001) finding that an individual tends to switch more intensively. Moreover, according to Chang et al. (2011), the food culture of tourists themselves is a crucial factor that influences how they perceive and assess the cuisine of other countries, specifically regarding taste and cooking techniques. In order to gain a deeper insight into the food consumption of tourists, it is important to take into account the concept of "cultural distance" (McKercher & Chow, 2001) as well as the culturally specific "flavour principles" (Rozin & Rozin, 1981) that exist between the tourists' food and culture, and the culinary traditions of the host culture.

According to Birch (1999), family members play a key role in shaping individuals' food preferences and eating behaviours. The behaviour of parents frequently serves as a model for their children's eating habits, with children being more inclined to try new foods if they observe their parents consuming them. (Birch, 1999). In addition, family mealtime routines and practices can also shape attitudes towards food and eating. Studies have found that family meals are associated with a range of positive outcomes, including healthier eating habits, lower rates of obesity, and better academic performance (Fulkerson et al., 2009; Hammons & Fiese, 2011). Shared mealtime experiences have also been found to strengthen family relationships and provide opportunities for socialization and communication (Hammons & Fiese, 2011). In addition to family influences, social networks also play a role in shaping food gastronomy. Studies have shown that friends and romantic partners often influence each other's food choices and eating behaviours (Vartanian & Herman, 2008). Individuals are more likely to try new foods if they are with people they trust and admire (Vartanian & Herman, 2008). Social norms and cultural beliefs about food also shape individuals' food preferences and culinary practices (Fischler, 2011). For instance, certain cultural traditions may dictate specific cooking methods or ingredient choices, and individuals may adopt these practices as a way of expressing their cultural identity or conforming to social norms (Fischler, 2011).

2.2.4.4 Health Concern

Concerns about health can have a substantial influence on gourmet tourism. Those who are concerned about their health may be less willing to travel, especially to places where food safety and cleanliness standards are subpar (Cohen et al., 2004). Fewer visitors imply fewer clients for restaurants and food sellers, which can have a detrimental influence on the local gastronomy economy (Schubert et al., 2010).

Moreover, health considerations may influence the sorts of foods that people are willing to consume when travelling (Grebitus et al., 2013). Some tourists may shun meals they believe to be harmful or dangerous, limiting their gourmet experiences. This has the potential to have an influence on the local food tourism business, as chefs and food merchants may need to adjust their menus to satisfy these tastes (Sharma et al., 2014).

Health issues, on the other hand, may promote interest in healthy and sustainable food alternatives. Food-related tourism may still thrive in this instance, but with a focus on healthful, locally sourced, and organic cuisine (Sims, 2010). This might be a chance for the local food tourism business to demonstrate its dedication to quality and sustainability while also attracting a new sort of food tourism visitor (Sims, 2009).

Food-related tourism entails travelling to a specific place to sample the local food and drink, and health concerns might influence tourists' choices and experiences (Kivela & Crotts, 2005). If visitors are concerned about their health, they may be pickier about the foods they eat (Tsai et al., 2011). They may, for example, skip foods heavy in calories, fat, sugar, or salt in favour of healthier alternatives such as fresh fruits and vegetables, lean protein sources, and whole grains.

Furthermore, travellers may be more inclined to prefer restaurants and food sellers that stress health and safety precautions, such as utilising fresh and locally sourced foods, using correct food handling and preparation practises, and applying social

distancing and sanitization standards (Che, 2006). Visitors may also seek information on the nutritional composition of the meals they consume, such as calorie counts and ingredient lists, to make educated culinary choices (Jackey et al., 2017).

2.2.4.5 Familiarity & Eating Habit

Familiarity and eating habits can influence how individuals experience and enjoy food. Those who are familiar with specific meals or cuisines may seek out those familiar flavours and dishes when travelling (Lin et al., 2023). Someone who grew up in a society that values spicy cuisine, for example, may be more likely to seek out hot dishes while travelling and may be more critical of milder or blander choices (Köster & Mojet, 2023). Someone who is unfamiliar with a certain cuisine, on the other hand, maybe cautious to try new dishes and is more inclined to seek out familiar ones (Cohen and Avieli, 2004).

People's eating habits can also influence how they perceive gastronomy (Pérez-Rodrigo & Aranceta-Bartrina, 2021). Travelling with a strict dietary regimen, such as vegetarianism or gluten-free eating, may result in limited alternatives and the need to seek out speciality eateries or food sellers. Someone with a more adventurous taste may be more eager to try new and unexpected meals, whereas someone with a more conservative eating style may choose more traditional selections (Deroy et al., 2015).

Familiarity and eating habits may both influence how individuals perceive and value cuisine (Contento et al., 2006). Someone who is already acquainted with a certain cuisine may be more critical of modifications or interpretations of that cuisine, whereas someone who is less acquainted may be more open to experimentation and interpretation. Similarly, someone with stringent eating habits may be more appreciative of restaurants or food sellers that can satisfy their

nutritional demands, whereas someone with more flexible eating habits may have a broader choice of possibilities.

Meeting locals may let travellers easily uncover local cuisine suggested by hidden residents, develop new social interactions, and improve social bonds, thus food can operate as an interpersonal motivation. When visitors may locate food by eating like a native, local cuisine becomes a status and prestige motivation. This will hasten the adoption of native eating patterns. Strong interpersonal relationships may be formed more rapidly by seeking out secret cuisines known exclusively to locals to improve visitors' understanding of local cuisine and to try new dishes and delicacies that locals are unlikely to encounter. Although Fields' (2002) assertion is conceptual and needs to be empirically validated, it is useful in creating a theoretical relationship between tourist motivation and visitor food consumption motivation.

Visitors' drive to seek out variety in both familiar and unexpected cuisine may be influenced by familiarity (Lähteenmäki & Arvola, 2001). When visitors go on a trip, they visit popular local eateries, such as one that many people prefer or that is recommended online. Suggestions from locals or others will entice food tourists to try those eateries since they increase visitors' familiarity with those restaurants.

2.2.4.6 Sensory & Contextual Pleasure

According to Compton & Hoffman (2019), pleasure is a subjective feeling or experience of enjoyment, satisfaction, or happiness that arises in response to stimuli, events, or activities perceived as positive or rewarding. Pleasure can be experienced in different domains of life, which including physical sensations, emotional states, social interactions, intellectual pursuits, and aesthetic experiences. It is a complex and multifaceted phenomenon influenced by individual differences, cultural norms, and environmental factors. Additionally, the experience of pleasure can positively impact overall well-being and contribute to a sense of happiness and fulfilment in life. Based on research in psychology and neuroscience, it has shown that the

experience of pleasure is a complex and multi-dimensional phenomenon that can be differentiated into different factors which are sensory and contextual pleasure.

Based on the Institute of Food Technologists (IFT) defines sensory evaluation as a scientific approach adopted to elicit, measure, analyze, and interpret the responses of individuals to products as perceived through their senses of taste, smell, sight, touch, and hearing (Leake, 2007). Therefore, the different sensory dimensions of gastronomy include taste, smell, texture, and appearance (Sharif et al., 2017). Taste is perhaps the most obvious sensory dimension, as it refers to the flavour and quality of the food since taste is probably the most obvious sensory dimension, as it refers to the taste and quality of food (Breslin, 2013 & Kim et al., 2009). Not only that, taste drives a primal sense of what is "acceptable" or "unacceptable" to food as taste combines with smell and touch to form taste, which allows us to recognize and identify familiar or novel foods (Breslin, 2013).

In the context of tourism, the enjoyment derived from the sensory experience of food and dining plays a crucial role in fulfilling the experiential aspect of the tourist experience (Hjalager and Richards, 2002). Travel for food-related tourism offers a unique and fulfilling experience that engages all five senses, providing an opportunity for individuals to indulge in sensory pleasure and explore the culture and delicious foods of a destination. The role of sensory pleasure in food consumption has been widely recognized as a significant factor in enhancing the overall dining experience. Therefore, the incorporation of sensory evaluation in travel for food-related tourism can help create unforgettable memories and establish a stronger connection between tourists and the destination. By embracing the sensory dimensions of travel for food-related tourism, destinations can elevate their tourism offerings and attract a wider audience, contributing to the growth and sustainability of the tourism industry.

Moreover, it is essential to recognize that people's preferences for trying new foods when traveling. Based on the study of Horner and Swarbrooke (2020), the tourist

market is not composed of a uniform group of individuals with identical tastes and preferences. Other research has empirically proven that variations do exist among tourists within the travel for food-related tourism context due to each individual's internal influences, such as their cultural background, personal experiences, and preferences (Mitchell & Hall, 2004). This means that different individuals may derive contextual pleasure from different aspects of travel for food-related tourism.

Besides that, Yuksel and Yuksel (2003) also emphasized that the service environment plays a central role in shaping customers' behaviour and reactions to places, and they are more likely to spend their time and money in an establishment that promotes a pleasurable experience. Not only that, but Meiselman et al. (2000) also suggested that individual elements of the physical environment, such as lighting, sound, and interior design, can influence customers' restaurant choices, and even identical foods can be perceived differently in different surroundings. In essence, contextual pleasure is the additional enjoyment that individuals experience beyond the sensory pleasure of consuming food, which is influenced by the context in which they consume it. It highlights the experiential aspect of travel for food-related tourism and demonstrates how the cultural and social environment can enhance the overall enjoyment of consuming food.

2.2.4.7 Food Experience

According to Quan & Wang (2004) and Ab Karim & Chi (2010), tourism provides a unique opportunity to experience a diverse range of foods and tastes that may be different from one's everyday routine. Travelling to different regions, countries or even within the same country can expose individuals to a variety of cuisines, ingredients, and cooking techniques, allowing them to expand their palate and explore new food experiences (Atef & Harede, 2022). In this way, tourism offers a chance to break away from the monotony of routine and immerse oneself in new and exciting food experiences.

According to numerous studies, there is evidence supporting that consumers are increasingly seeking new experiences (Wang, 2016). When tourists go on vacation, they often seek out novel experiences, including trying traditional, authentic, unique and unfamiliar foods (Bjork and Kauppinen-Raisanen, 2016). In addition, it is possible to make the visitor's experience at the destination more memorable by incorporating various food-related characteristics such as food preparation, cooking styles, presentation, dining customs and food culture to construct the food experience (Kristanti et al., 2018). Besides that, the food experience is not only affected by the traditional food but also will be affected by the social factors of a particular destination, the influence of the external environment and service (Bjork and Kauppinen-Raisanen, 2016). Therefore, the inclusion of these various aspects contributes to creating a memorable trip for visitors and enhances their food experience, increasing the likelihood that they will remember and cherish the unique and new foods they have tried during their visit.

Long (2004) defined travel for food-related tourism focuses on unique and special food experiences that are specific to the tourist destination. Silkes (2012) and Harrington & Ottenbacher (2013) also emphasized the importance of food experience in tourism, where memorable food and drink experiences significantly contribute to travel motivation and behaviour. As a result, through travel for food-related tourism, individuals can break away from the monotony of routine and immerse themselves in new and exciting food experiences. By travelling to different regions or countries, individuals can broaden their food experiences by exploring new ingredients, cooking techniques, and cultural and regional differences in food (Atef & Harede, 2022). Ultimately, travel for food-related tourism offers a unique way for individuals to satisfy their desire for exploration, self-expression, and cultural immersion through food.

2.3 Proposed Theoretical Framework

Based on the literature and theoretical review, we have proposed a research framework for this study as shown in Figure 2.3 below. This study aims to examine the relationship between independent variables (novelty and variety, authentic experience and prestige, interpersonal and cultural, health concern, familiarity and eating habits, sensory and contextual pleasure, and food experience) and dependent variables (food-related behavioural intention).

Table 2.3

Theoretical Framework
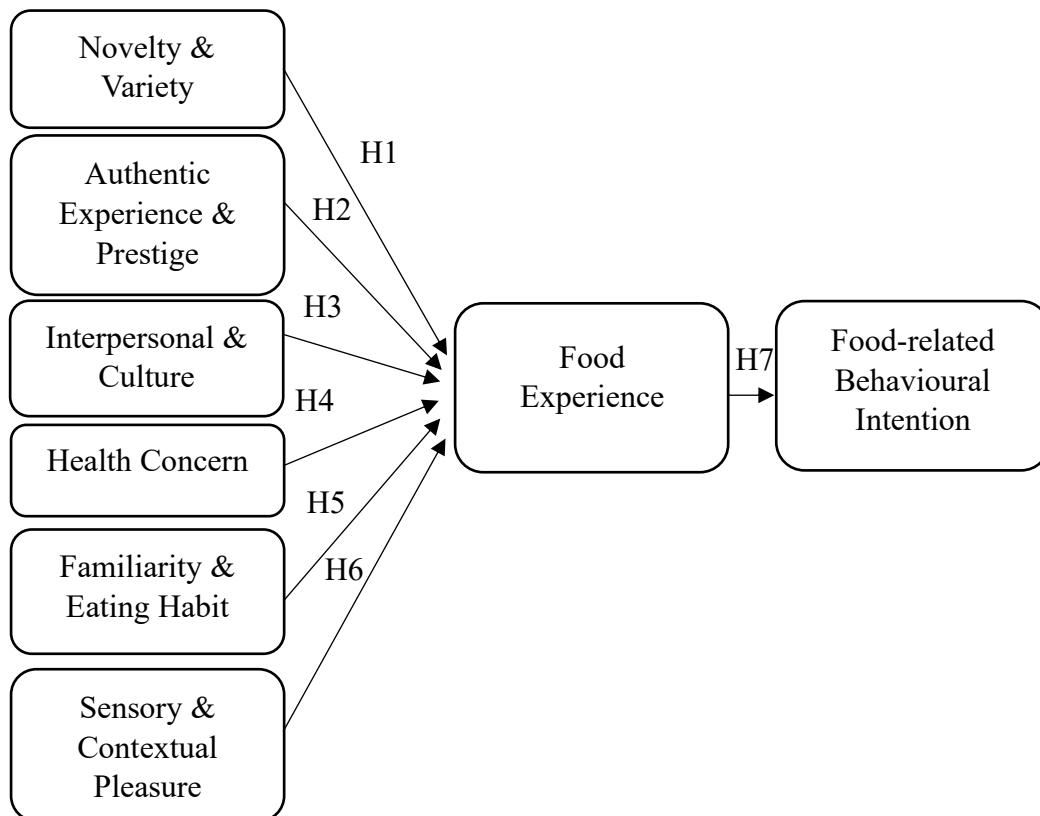
Note. Adapted from *Asia Pacific Journal of Tourism Research, by* Mak, A. H., Lumbers, M., Eves, A., & Chang, R. C, 2016, p. 22(1), 1-20.; *International Journal of Gastronomy and Food Science*, by Hsu, F. C., Agyeiwaah, E., & Scott, N., 2022,p. 28, 100533.

Based on the literature and theoretical review, we proposed a research framework for this study as shown in Figure 2.3. This study aims to examine the relationship between independent variables (novelty and variety, authentic local foods, interpersonal and culture, health concern, familiarity and eating habits, sensory and contextual pleasure, and food experience) and dependent variables (food-related behavioural intention).

Thus, the defined relationships between novelty and variety, authentic local foods, interpersonal and culture, health concerns, familiarity and eating habits, sensory and contextual pleasure, and food experience will lead to tourists' behavioural intentions related to food lead us to choose these seven strongest variables in our studies. With these seven constructs, the research framework should be ample to explain the factors influencing tourists' food-related behavioural intention travel for food-related tourism in Penang, Malaysia.

2.4 Hypotheses Development

2.4.1 Novelty & Variety

Research has shown that food-related tourism has become increasingly popular in recent years, with individuals seeking unique and authentic culinary experiences when travelling (Hall & Mitchell, 2008; Kim et al., 2012). Food-related tourism, defined as the exploration of local cuisine and culinary traditions in a particular region, has emerged as a significant aspect of food tourism (Kivela & Crotts, 2006). In a study conducted by Hall & Mitchell (2008), food tourists were found to be motivated by the desire to experience new and different foods, flavours, and textures. They also sought to learn about the culture and history of the food and the local region. Similarly, Kim et al. (2012) found that the novelty-seeking behaviour

of travellers positively predicted their intention to travel for food tourism. Novelty and variety are important aspects of the food-related tourism experience and can contribute to the overall enjoyment of the culinary experience (Kivela & Crotts, 2006). When travellers are presented with new and diverse culinary experiences, they are likely to perceive these as exciting and adventurous, leading to a higher intention to travel for food-related tourism. Therefore, we propose the following hypothesis:

H1: Novelty and variety have a positive relationship with food experience towards tourists' intention to travel for food-related tourism in Penang, Malaysia.

2.4.2 Authentic Exp & Prestige

Authentic experience and prestige are part of the symbolic dimension and motivational factors that focus on food consumption behaviour in food-related tourism. The uses of authentic experience and prestige are to enhance the brand and food are intuitiveness, uniqueness, and memorable for the tourist's food experience related to the local food-related tourism that might bring a unique and favourable food experience as a cultural exchange for the tourist's hometown (Mak et al., 2017; Mak et al., 2013; Heine et al., 2016). It also is a motive for tourists to revisit their intention for the tourist destination. Sthapit, E. (2017) has stated that tourists are motivated by the desire for local food by having authentic experiences even though the culinary authenticity of Buddhist temple food, also led Western tourists to experience a true sense of foreignness based on the authenticity of temple food (Son & Xu, 2013). Therefore, a memorable food experience that is always related to authentic food and beverage in the tourist destination and the key factor of cultural identity, authentic food can also enhance the personalised experience of consuming behaviour (Stone et al.,2018; Bardhi et al., 2010).

They stressed the importance of authenticity and the need for prestige in the food experience in their travel experience to enhance the awareness of the destination of tourism (Son & Xu, 2013; Ellis et al., 2018). Implementing the prestige-seeking behaviour model that had stressed the motivation and revisit intention through the tourist destination and travel food consumption by bringing the food and travel experience through the visited destination and meet the preference of the premium food market during travel (Correia & Kozak, 2012; Lee et al., 2019; Heine et al., 2016). There was shown that there are factors that lead tourists to desire an authentic experience and prestige for food tourism to have a memorable food image for the food experience in the overall tourism experience. Therefore, the hypothesis was proposed as:

H2: Authentic experience and prestige have a positive relationship with food experience towards tourists' intention to travel for food-related tourism in Penang, Malaysia.

2.4.3 Interpersonal & Culture

According to Chen and Chen (2010), interpersonal factors such as communication with locals and hosts, as well as the sense of community and belonging, can greatly influence the way tourists perceive the food culture. Tourists who feel connected to the local community and culture are more likely to appreciate and enjoy the local food culture, and as such, are more likely to travel for food-related tourism to gain experiences. Another factor that has been identified as significant in influencing tourists' intentions to travel for food-related tourism experiences is cultural factors. According to Hall and Mitchell (2008), cultural factors such as the history, traditions, and values of a destination can also affect the perception of local gastronomy. Tourists who are interested in the culture and traditions of a destination are more likely to appreciate and enjoy the local food culture, and as such, are more likely to travel for food-related tourism experiences. Moreover, previous studies

have shown that both interpersonal and cultural factors are essential in shaping the intentions of foreign tourists to explore and experience the local food culture during their travels (Jang & Namkung, 2009; Kim et al., 2016). These studies suggest that the more tourists feel connected and integrated into the local culture, the more likely they are to intend to travel for food-related experiences. Thus, the following hypotheses are proposed:

H3: Interpersonal and culture have a positive relationship with food experience towards tourists' intention to travel for food-related tourism in Penang, Malaysia.

2.4.4 Health Concern

According to Kim et al., 2009, one of the key incentives for vacation food intake is health. According to Mak et al. (2016), respondents' health worries included issues connected to improving health, maintaining weight, and concerns about dangerous or 'inappropriate' dietary components. Food and health are two of the seven perceived risk variables in foreign travel. Lepp and Gibson (2003) has implying that food intake is directly related to health hazards. According to Chang (2017), some travellers, particularly those visiting underdeveloped countries, may avoid eating specific local cuisine owing to perceived sanitation and health dangers such as traveller's disease. Those with a greater level of food engagement, according to Kim (2010), tend to make better food choices. Healthy eating habits while travelling can also have a positive impact on a traveller's long-term health (De Nazelle et al., 2011). Incorporating fresh foods and balanced meals into your diet benefits your general health at the conclusion of your vacation. Many tourist sites offer farmers' markets, street vendors, and restaurants that specialize in healthful local foods. Fruits, vegetables, lean meats, and nutritious grains are frequently simpler to digest than heavy, fatty, or processed diets. Fruits, vegetables, lean meats, and healthy grains are typically simpler for the digestive system to absorb than heavy, fatty, or processed diets, resulting in greater comfort and fewer digestive issues when travelling (Cena et al., 2020).

H4: Health concern have a positive relationship with food experience towards tourists' intention to travel for food-related tourism in Penang, Malaysia.

2.4.5 Familiarity & Eating Habit

According to Mak, Lumbers, and Eves (2012), familiarity and eating habits consisted of dining at a chain restaurant I have visited before and eating cuisine that fits my regular diet. This lends credence to the idea of the 'tourist paradox', people like to enjoy novelty, but travellers tend to want some degree of familiarity in their food consumption experience. (Chang et al., 2010; Chang, 2017). According to Quan and Wang (2004), Travellers will seek contrast, extension, or reinforcement of their daily lives from the travelling food experience, depending on their preferences for the familiar or the unfamiliar. According to Chang et al., (2010), Chinese tourists can be categorized into three types according to their level of interest in familiar or novel foods. In short, "observer" tourists want attractive reassurance and prefer familiar food; "participant" tourists are eager to taste real local food for an authentic travelling experience; and "browse" tourists care less about food choices and are more concerned about food safety.

H5: Familiarity and eating habits have a positive relationship with food experience towards tourists' intention to travel for food-related tourism in Penang, Malaysia.

2.4.6 Sensory & Contextual. Pleasure

According to Sharif et al. (2017), the food experience in travel for food-related tourism refers to the multi-sensory experience of consuming local foods and beverages in a destination, which involves taste, smell, sight, touch, and hearing. This experience is influenced not only by the sensory dimensions of food, but also by the physical environment of the restaurant, such as the seating arrangement,

music, and decoration (Yuksel & Yuksel, 2003; Meiselman et al., 2000). Therefore, the enjoyment derived from the sensory experience of food and dining plays a crucial role in fulfilling the experiential aspect of the tourist experience (Hjalager & Richards, 2003). Additionally, the context of the food experience also matters, as individuals' fondness towards unfamiliar food while travelling may vary, and internal influences such as personal preferences and past experiences can impact their overall enjoyment (Horner & Swarbrooke, 2020). In travel for food-related tourism, food experiences can offer a form of contextual pleasure that combines the sensory appeal of food with the cultural and historical context of a destination, providing tourists with a unique and memorable experience (Hall & Mitchell, 2008).

H6: Sensory and contextual pleasure have a positive relationship with food experience towards tourists' intention to travel for food-related tourism in Penang, Malaysia.

2.4.7 Food Experience

According to Kim (2018), the travel food experience is a powerful driver of future intentions, as experience influences satisfaction. Moreover, the existing literature reveals that empirical evidence supports the interrelationship between experience and behavioural intention. Based on the literature above, two studies have examined the relationship between food experience and behavioural intent, suggesting a positive effect between the two structures which is according to Quan & Wang (2004), Ab Karim & Chi (2010), and Chi et al. (2013). A study conducted by Sthapit et al. (2017) demonstrated that food experience had a positive impact on tourists' behavioural intentions. Similarly, in Ghana, tourists who had prior food experience expressed a willingness to recommend local foods to others, as found by Adongo et al. (2015). Furthermore, Chang et al. (2010) noted that the food experience and preferences of individuals could be influenced by their cultural background in the travel destination.

H7: Food experience has a positive relationship with food-related behavioural intention towards tourists' intention to travel for food-related tourism in Penang, Malaysia.

2.5 Conclusion

In summary, this chapter comprehensively addresses the literature surrounding food-related tourism, along with discussions on independent and dependent variables as well as relevant theories. It offers a deep understanding of our research subject, which is the prediction of tourists' food-related behavioural intentions in relation to food-related tourism in Penang, Malaysia. Furthermore, within this chapter, a conceptual framework is formulated, and hypotheses are established as a foundation for the upcoming research methodology, detailed in the subsequent chapter.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

Overall, this chapter will discuss about the research design, data collection methods, and sampling design. The operational definitions of constructs, measurement scales, and methods of data analysis will be introduced in the research methodology as well. The research design used was causal research. Questionnaires will be conducted for data collection purposes.

3.1 Research Design

The research design is recommended for gathering, data analysis, and interpretation in order to provide the required information in a more efficient, effective, and systematic manner (Zikmund, 2013). This study will adopt quantitative research methods. In this study, we will choose quantitative research methods instead of qualitative research methods due to the larger sample size of the target respondents and the inclusion of multiple types of analysis and measurements (Sekaran& Bougie, 2016). According to Madrigal (2012), this method allows the researcher to gather and analyze the collected data and use it for further hypothesis testing. This research method will help the researcher identify the relations between the dependent and independent variables.

3.2 Data Collection Methods

It is divided into two categories: primary data, which originated from questionnaires that our respondents completed, and secondary data. Secondary data was obtained from past research and was accessible through online databases, In conclusion, integrating different data collection methods can provide researchers with more precise and notable results.

3.2.1 Primary Data

Primary data is the authentic data obtained by the researcher directly from the respondents (Murgan, 2015). According to Kothari (2009), the data are the facts, information, or measurements that are gathered and processed to determine the study's outcome. It will be gathered through a questionnaire. Typically, social science surveys has used the questionnaire approach since it allows for the collection of data from the intended respondents. The questionnaire is designed with questions for the intended respondents to respond to (Murgan, 2015).

3.2.2 Secondary Data

Secondary data are available and were gathered from various open sources for the purpose of the study. It usually refers to the additional knowledge or findings provided by other researchers after conducting the survey (Johnston, 2014). In this study, several published sources—for example, Sage, Science Direct, or other pertinent internet databases—were available for secondary data. These data allow us to make a case for the proposed framework.

3.3 Sampling Design

Sekaran and Bougie (2016) defined sampling design as the method of choosing suitable units or individuals to serve as representatives of the whole population.

3.3.1 Target Population

All respondents that satisfy the specific criteria, especially for a research survey, are referred to as the target population (Alvi, 2016). Besides that, researchers must make sure that respondents are from the correct target population to ensure that the data results are relevant and accurate in this study. The primary aim of this research is to identify the determinants that influence the intention to travel to Penang for food-related tourism. According to the latest data, the total number of visitors arriving in Penang in 2019 was 9.48 million (Penang Tourism Master Plan, 2019). Thus, the relevant target population will be 9.48 million. According to DOSM, there have 26.1 million international visitors visited Malaysia and 239.1 million domestic tourists in 2019. The ratio between domestic tourists and international tourists is 9:1 ratio which means that 10 tourist travel to Malaysia there has only one foreigner.

3.3.2 Sampling Frame and Sampling Location

The sampling frame displays the list of respondents chosen from the target population as suitable for the study (Turner, 2003). However, we are unable to collect the sampling frame since we should not obtain the list of names of tourists that visited Penang. The sampling location, however, is the place where the study will take place or where the data will be gathered. The chosen states were in Malaysia's Penang.

3.3.3 Sampling Elements

Sampling elements revealed the targets that could serve as respondents for research. Any visitors to Penang who engage in food-related tourism activities while there are eligible to take part in this research by completing the questionnaire. Thus, the questionnaire will be filled out by visitors who have visited Penang. By answering questions in the questionnaire, they might give us details on the factors influencing their intention to travel to Penang for food-related tourism.

3.3.4 Sampling Technique

Convenience sampling is a non-probability sampling technique used in our study, mainly because it is easy to conduct and readily available. According to Taherdoost (2016), this method is frequently used by students because it is less expensive and straightforward than other sampling methods. It involves selecting individuals from the target population who meet specific practical requirements, such as easy accessibility, availability at a specific time, geographic proximity, and willingness to participate in the research. It can also include demographic research participants that are easy for a researcher to obtain. Convenience samples are sometimes called "accidental samples" since elements may be selected for the sample based on their physical or administrative proximity to where the researcher is collecting data (Etikan et al., 2016). Besides, this method is a low-cost and easily accessible method of sampling whereby the researcher selects readily available individuals. However, the researcher must acknowledge any potential biases in the sample and how it differs from a random selection. The goal of convenience sampling is to obtain data from individuals who are easily accessible, such as inviting staff members to attend a meeting for research participation. While frequently used, it is not intentional or strategic and assumes homogeneity within the target population. (Etikan et al., 2016).

Judgment sampling involves collecting samples based on predetermined criteria or objectives. This means that not every individual in the target population will be eligible to participate in the study. Therefore, we use this method in screening profile in order to filter the respondent. According to Taherdoost (2016), judgement sampling identifies respondents or participants who can supply crucial information needed for the study's goal but cannot be found in a randomly selected group. The major goal of this study is to determine the factors that influencing tourist's intention to travel for food-related tourism in Penang, Malaysia. Therefore, only people who have visited Penang before or are not Penang residents are qualified to participate in this survey and gather respondents who can offer pertinent replies for the study's aims, we used this sampling strategies.

3.3.5 Sampling Size

Sampling size is extracted parts taken from a population's total. In this research, we have targeted 9.8 million tourists who visited Penang. Thus, based on the Krejcie and Morgan table, the sample size will be at least 384 because the research population will be classified as 1 million people. In order to increase the accuracy of data, the total sampling sizes will be increased to 450 tourists who visited Penang as our respondents.

Figure 3.3.5:

Example of Sampling Size

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—N is population size. S is sample size.

Source: Krejcie & Morgan, 1970

Source: Adopted from Krejcie & Morgan, 1970

3.4 Research Instrument

Based on our research, the research instrument for the data collection and analysis method that we used is the quantitative research method with the questionnaire method, a self-administered questionnaire (Hair et al., 2007). The questionnaire method is a structured instrument consisting of a series of questions or items, designed to elicit responses from tourists to determine their intention of food consumption on food-related tourism based on the seven motivational factors. The questionnaire is a cost-effective way to acquire data from many participants. Hence, it serves as a primary instrument for soliciting responses and feedback from respondents (Hair et al., 2007).

3.4.1 Questionnaire Design

The questionnaire question that we designed consisted of 3 sections total of 42 questions that included Section A: Demographic Profile (9 questions); Section B: Factors that Influencing Intention Tourist Food Consumption (29 questions); and Section C: Food-related Behavioural Intention (4 questions). Section A is related to the demographic of respondents such as gender, age, marital status, income level, occupation, education level, revisit behaviour, travel companion, and familiarity with food during travel in Penang. The data collected from this section is objective to acquiring the background of the respondent and the Likert scale and nominal and ordinal scales were used to measure the collection from various categories. Section B is related to factors that influence the intention of tourist food consumption which consists of seven independent variables and objectives to examine the relationship between each variable. Section C is related to food-related behaviour intention which consists of dependent variables and objectives to examine the relationship between variables. The questionnaire that we design is shown in Appendix I.

To obtain more accurate information from respondents, we had taken an extremely cautious approach to developing a questionnaire-based sample of questions from several studies adopted and adapted as our research questionnaire. Besides, the fixed alternative question was used in our questionnaire design to ensure the questions and answers options are enough specific. Lastly, a total of 450 questionnaires were distributed among the respondents, with a view to obtaining comprehensive data. An adequate time was provided to the respondents to ensure that they could interpret and analyze the questions with precision. This approach has been implemented to increase the validity of the collected data.

3.4.2 Pilot Test

Before collecting the data information examine the positive relationship between the independent variable and dependent variable. A pilot test (pretest) was required to refine the questionnaire and identify its error. It also aims to evaluate the potential effectiveness of the instrument (Reynold et al., 1993). Our pilot test will use a predictive method that involves distributing a limited number of questionnaires to ensure the reliability, accuracy, and internal consistency of the instrument (Van & Hundley, 2002). The pilot test presents an opportunity to identify and address potential problems with the questionnaire prior to the actual investigation (Dikkow, 2016). Before administering the questionnaire to the intended respondents, our supervisor reviewed the instrument. The necessary amendments and modifications were made to the questionnaire based on this review. Subsequently, a pilot test will carry out with a sample of 60 participants. The feedback obtained from this pretest identified the presence of grammatical errors and ambiguous sentences in the questionnaire. As a result, the questionnaire was revised to rectify any grammar errors and to ensure that the sentences were explicitly articulated.

3.5 Construct Measurement

3.5.1 Origins of Construct

In this study, each construct has been drawn from prior research investigations. The origin of the adopted constructs is illustrated in Table 3.5.1.

Table 3.5.1

Origins of Constructs

Variables	No.	Description	References
Novelty & Variety	1	I wish to try the well-known foods in Penang.	Mak et al. (2017)
	2	I wish to try out foods I have never tasted before.	
	3	I wish to try foods that are novel (new) to me.	
	4	I wish to sample a wide variety of foods in Penang.	
	5	I wish to explore various foods in Penang.	
Authentic Exp. & Prestige	1	I wish to try foods that are only available in Penang.	Mak et al. (2017)
	2	I wish to sample authentic local foods.	
	3	I wish to dine-in restaurants with authentic local ambience.	
	4	I wish to dine-in restaurants that are recommended by the media. (e.g., travel guidebooks, Internet, TV)	
Interpersonal & Culture	1	I wish to visit lively cum friendly dining places.	Mak et al. (2017)
	2	I wish to have enjoyable food with my travel companions (partners).	
	3	I wish to have foods that my travel companions (partners) like.	
	4	I wish to learn about local food traditions value.	
	5	I wish to increase my knowledge about the local	

		culture through my dining experiences.	
Health Concern	1	I wish to travel for food with fresh ingredients and natural flavour.	Seo et al. (2017)
	2	I wish to enquire about the ingredients in local foods before trying them.	Mak et al. (2017)
	3	I wish to consume food that provides high nutritional value.	Ares & Gámbaro (2007)
	4	I wish to enjoy foods that makes me healthy.	Mak et al. (2017)
	5	I wish to have foods that keep me maintain healthy weight.	
Familiarity & Eating Habit	1	I wish to have foods that match with my usual eating habit.	Mak et al. (2017)
	2	I wish to enjoy foods that I am familiar with.	
	3	I wish to dine-in chain restaurants that I have been to.	
	4	I wish to consume foods from a well-known brand.	Ares, & Gámbaro (2007)
Sensory & Cont. Pleasure	1	I wish to enjoy a good selection of local and international foods in Penang.	Mak et al. (2017)
	2	I wish to enjoy foods that are delicious.	
	3	I wish to dine-in restaurants with a pleasant atmosphere.	
	4	I wish to try out foods that are presented attractively.	

Food Experience	1	I am satisfied with the quality service.	Sthapit et al. (2019)
	2	Comparing expectancy and actual experience it was worth money (good value).	Hsu et al. (2022)
	3	Food and beverage experience was memorable and enriching.	
	4	I won't forget my local food experience in Penang.	Sthapit et al. (2019)
	5	I have encountered a great social interaction in food culture, which I enjoyed.	
Food related Behavioral Intention	1	If there was any opportunity, I would like to visit the same food destination in Penang again.	Hsu et al. (2022)
	2	I would gladly recommend Penang to friends and relatives as worth for food and tourism.	
	3	I would gladly tell again the pleasurable food and beverage moments that bind me to stay in Penang.	
	4	I predict I would visit and taste a specific food introduced by Penang food blogs in the future	Wang (2016)
	5	I will certainly invest time, money, and effort to travel for food tourism.	Meng & Choi (2016)

Note. Adapted from *Asia Pacific Journal of Tourism Research,* by Mak, A. H., Lumbers, M., Eves, A., & Chang, R. C., 2016, 22(1), p. 1-20; *Current Issues in*

Tourism, by Seo, S., Yun, N., & Kim, O. Y., 2017, 20(2), p. 135-156; *Appetite*, by Ares, G., & Gámbaro, A., 2007, 49(1), p.148-158; *Anatolia*, by Sthapit, E., Björk, P., & Coudounaris, D. N., 2017, 28(3), p.363-380; *International Journal of Gastronomy and Food Science,* by Hsu, F. C., Agyeiwaah, E., & Scott, N., 2022, p. 28, 100533; *Griffith Institute for Tourism,* by Wang, Y., 2016, Griffith University; *Current Issues in Tourism*, by Meng, B., & Choi, K., 2016, 19(6), p. 528-544.

3.5.2 Research Survey Sections Management

To enhance the clarity of respondents' comprehension while engaging with the questionnaires, the survey for this research was structured into three sections: Section A, Section B, Section C, and Section D. Within these sections, respondents were presented with a five-point scale ranging from 'Strongly Agree' to 'Strongly Disagree'. This scale allowed individuals to indicate their level of agreement or disagreement with the statements in the questions.

Table 3.5.2

Summary of the total number of questions in each part

Section	Content	No. Items
A	Screening Question Profile	4
B	Social-demographic Profile	8
C	Independent Variables (Novelty & Variety, Authentic Exp. & Prestige, Interpersonal & Culture, Health Concern, Familiarity & Eating Habit, Sensory & Cont. Pleasure, Food Experience)	32
D	Dependent Variable (Food related Behavioral Intention)	5

Note. Questionnaire developed for the research

3.6 Data Processing

Data processing is the systematic conversion of raw data into a structured and organised format that is amenable to analysis and interpretation of the data to complete our research study (Talend, n.d.). In data processing, our research involves data checking, data editing, data coding, and data transcribing to analyze and transform data into valuable insights and actionable information.

3.6.1 Data Checking

Prior to conducting the main survey, a pilot study was undertaken to examine the accuracy, appropriateness, and effectiveness of the questionnaires. Completed questionnaires were examined to identify any issues and necessary revisions were made. For the reliability test, 60 questionnaires were distributed to the intended respondents, and the collected data was utilised as inputs. The reliability test was then conducted to evaluate the consistency and reliability of the data collected.

3.6.2 Data Editing

Data editing refers to the systematic examination of data from the questionnaires to ensure consistency, completeness, and accuracy, with the aim of detecting and correcting errors and outliers in order to optimize the utility of our research study (ResearchArticles, 2019). The situation of respondents missing up and being unable to answer the questions always occurs and causes the omission of answers to happen. Therefore, data editing is a process that requires to look the answers from the

respondent and filling up the missing part in a logical way to have more consistent and accurate data for analysis. (ResearchArticles, 2019).

3.6.3 Data Coding

Data coding is a critical step in which numerical codes are assigned to each alternative response in the questionnaire. The entirety of the data gathered for this study was encoded using IBM (SPSS) Statistical software suite. The responses to each demographic question in Section A of the questionnaire were assigned codes in the below figure.

Table 3.6.3.1
Data Coding for Screening Question Profile

Section A: Screening Question Profile

This section is about filtering information. Please state and select the most suitable option.

1. Are you a Malaysian?

   o   Yes

       Your state of origin: _____

   o   No

       Your country of origin: _____

2. Are you a local resident in Penang?

   o   Yes

   o   No

       Have you visited Penang before?

   o   No

   o   Yes

Number of visit(s) in Penang

o   1 - 2 times

o   3 - 4 times

o   More than 5 times

3. Have you ever travelled to a destination specifically for its food offerings?

o   Yes

o   No

4. Are you looking for food recommendations in Penang?

o   Yes

o   No

Note. Questionnaire developed from the research study

Table 3.6.3.2

Data Coding for Demographic Profile Question

Section B: Social-demographic Profile

This section is about your demographic information. Please state and select the most suitable option.

1. Gender

o   Male

o   Female

2. Age Group

o   18 & below

o   18 to 25

o   26 to 35

o   36 to 45

- o 46 to 54
- o 55 & above

3. Religion

- o Muslim
- o Christian
- o Buddhist
- o Hindu
- o Atheist (no religion)
- o Other: _____

4. Marital Status

- o Single
- o Single parent
- o Married (without children)
- o Married (with children)

5. Occupation

- o Self-employed
- o Company employee
- o Public Servant
- o Unemployed
- o Retired
- o Other: _____

6. Highest pursued or attained education level

- o Secondary School
- o Foundation or Diploma
- o Professional Qualification
- o Undergraduates

o   Postgraduates Degree

o   Other: _____

7. Income level

o   Below RM2,000 approximate below USD 454

o   RM2,001 to RM4,000 approximate USD 455 to USD 908

o   RM4,001 to RM6,000 approximate USD 909 to USD 1362

o   RM6,001 to RM8,000 approximate USD 1363 to USD 1817

o   RM8,001 to RM10,000 approximate USD 1818 to 2271

o   Above RM10,000 approximate above USD 2271

8. Travel companion

o   Alone

o   With family/ friends (Without children)

o   With family/ friends (With children)

o   Travelling in a packaged tour

Note. Questionnaire developed from the research study

The responses to each question in Section C of the questionnaire were assigned codes in the following:

Note. Questionnaire developed from the research study

Table 3.6.1.3

Factors Influencing Intention to Travel for Food-Related Tourism in Penang, Malaysia.

Section C: Factors Influencing Intention to Travel for Food-Related Tourism in Penang, Malaysia.

This section is seeking your opinion regarding to the *factors to travel for Food-Related Tourism in Penang*. Please indicate your opinion with each statement based on the 5-point scale.

Strongly Disagree (1) ; Disagree (2) ; Neutral (3) ; Agree (4) ; Strongly Agree (5)

The responses to each question in Section D of the questionnaire were assigned codes in the following:

Note. Questionnaire developed from the research study

Table 3.6.1.4
Food-related Behavioural Intention

Section D: Food-related Behavioural Intention

This section is seeking your opinion regarding to the Behavioural *Intention in Food-related Penang*. Please indicate your opinion with each statement based on the 5-point scale.

Strongly Disagree (1) ; Disagree (2) ; Neutral (3) ; Agree (4) ; Strongly Agree (5)

Note. Questionnaire developed from the research study

3.6.4 Data Transcribing

After completing the steps of questionnaire checking, data editing, and data coding the last step which is data transcribing would require transcribing the data into the IBM (SPSS) Statistical software suite to provide insight into our research study.

Using SPSS is because of its intuitive interface, and easy understanding which proves advantageous for those not familiar with advanced techniques like PLS-

SEM or structural equation modelling. The widespread adoption of SPSS in diverse research areas such as encompassing marketing management, information management, organisational management, human resources management, and tourism management (Alsarayreh, 2023). It means that users can easily access a wide of knowledge and resources specific to the software unlike PLS-SEM need to find support and guidance for such a method to use the system. This prevalence simplifies the process of seeking expert advice or troubleshooting issues. On top of that, SPSS can analyze the survey result effectively and also a leading tool in social science statistical analysis. Based on the study of Susan (2006), SPSS is instrumental for researchers when testing hypotheses and evaluating data's validity and reliability (Conway & Huffcutt, 2003). Descriptive statistical methods were used to interpret the data, facilitating an understanding of variables, averages, and overall trends in the gathered information. Based on the study of Wang et al., (2022), was using the SPSS model as a quantitative method to analyze the result of tourism in China region in order to create a smart food tourism and improvement the development of tourism after the pandemic crisis.

3.7 Data Analysis

Data analysis is the process of converting raw data into organized information that will be used to explain our study challenge. After gathering the questionnaires from the respondents, we produced the data using IBM's SPSS program.

3.7.1 Descriptive Analysis

Descriptive analysis is described as presenting facts in a simpler and more comfortable manner. Furthermore, it is utilised to convey quantitative information in an understandable format. It allows readers to better comprehend the data material offered by giving a graph, table, or chart. The data in Section A of the

questionnaire is best represented using a bar chart, a pie chart, or a histogram. The ranking of the data can be easily identified using a bar chart when the nominal scale may be clearly represented using a pie chart.

3.7.2 Scale measurement

Cronbach's alpha is measured on a scale from 0 to 1, and it demonstrates a straightforward relationship. When the alpha value approaches 1, it indicates higher consistency, whereas when it moves closer to 0, it signifies lower consistency. However, it is important to note that the specific levels of consistency can vary across different studies. Based on the study Taber (2021) there exists a standardized table for assessing internal consistency. Therefore, we will adopt the table provided by Taber (2021) as our reference for evaluating the level of internal consistency based on Cronbach's Alpha values.

Table 3.7:

Cronbach's Alpha Range

Coefficient Alpha Range, α	Level of reliability
$\alpha \geq 0.9$	Excellent
$0.7 \leq \alpha < 0.9$	Good
$0.6 \leq \alpha < 0.7$	Acceptable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Note. Cronbach's Alpha Range, by Sekaran & Bougie, 2012.

3.7.3 Inferential Analysis

Inferential statistics provide a framework for drawing conclusions about larger populations by analyzing data collected from a sample of that population (Onur, 2022). In the study at hand, the questionnaire contains seven independent variables

and one dependent variable. Given that both the independent and dependent variables are structured on interval (or metric) scales, we utilized three specific inferential statistical methods for examining the relationships. These methods are the Pearson Correlation Coefficient, Multiple Regression Analysis, and Simple Linear Regression Analysis. These techniques were chosen to examine the relationship between the independent and dependent variables.

3.7.3.1 Pearson Correlation Coefficient

The Pearson Correlation Coefficient is a statistical measure that evaluates the strength, direction, and significance of the relationship between a dependent and few independent variables (Konečná & Vaňkátová, 2017). According to the study Sekaran and Bougie (2012), this coefficient ranges between -1 and +1. A coefficient of +1 signifies a strong positive relationship between the variables, while a value of -1 indicates a strong negative relationship. A coefficient of zero suggests no correlation between the variables in question. The numerical range of the coefficient, as outlined in Table 3.10, serves as a gauge for understanding the intensity of the relationship between the variables (Sekaran and Bougie, 2012).

Table 3.10

An example of a conventional approach in grading a correlation coefficient.

Coefficient Range	Strength of Association
± 0.91 to ± 1.00	Very Strong
± 0.71 to ± 0.90	High
± 0.41 to ± 0.70	Moderate
± 0.21 to ±0.40	Small but definite relationship
± 0.00 to ±0.20	Slight, almost negligible

Note. Research methods for business. New York: John Wiley & Sons, Inc., by Hair, Money & Samouel, 2007.

There are seven independent variables in this study novelty and variety, authentic exp and prestige, interpersonal and culture, health concern, familiarity and eating habit, sensory and contextual pleasure, and food experience. The dependent variable is food-related behavioural intention. Thus, Pearson's Correlation Coefficient can analyze the intensity of the relationship between the variables.

3.7.3.2 Multiple Regression Analysis

Multiple regression analysis is a statistical approach for determining the relationship between a particular dependent variable and the number of independent variables (Mooreet al., 2006). A sample mathematical formulation of a regression function is as follows:

$$Y = a + b1X1 + b2X2 + b3X3 \ldots + bnXn$$

In this study, the multiple regression equation is as follows

$$Y = a + b1(\text{NV}) + b2(\text{AP}) + b3(\text{IC}) + b4(\text{HC}) + b5(\text{FE}) + b6(\text{SC})$$

Y= Tourist's food experience

NV= novelty and variety

AP= authentic experience and prestige

IC= interpersonal and culture

HC= health concern

FE= familiarity and eating habit

SC= sensory and contextual pleasure

3.7.3.3 Simple Linear Regression Analysis

Simple linear regression is a statistical approach used to describe the connection between two variables: an independent variable (also known as the predictor variable) and a dependent variable (also known as the response variable). It presumes a linear connection between the variables. The goal of basic linear regression is to determine the best-fitting straight line (linear equation) that describes the connection between the two variables (Fumo et al., 2015).

The simple linear regression equation is as below:

$$Y = a + bX$$

Simple linear regression is as below:

$$Y = a + b(FOE)$$

Y = Food- related Behavioural Intentions

FOE = Food Experience

3.8 Conclusion

This chapter elaborates on the structure and outline of Chapter 3, which encompasses the research methodology. It encompasses various components such as research design, methods of data collection, the formulation of the sampling design (including target population, sampling frame, sampling location, sampling elements, sampling technique, and sample size), the research instrument, construct measurement, the procedure of data processing utilizing SPSS (statistical software), and the process of data analysis encompassing descriptive, reliability, and inferential analysis. The chapter covers verification, potential amendments, coding, and transcription of data. Within this chapter, the data analysis section outlines the statistical methodologies utilized and the corresponding findings and conclusions derived from them.

CHAPTER 4: RESEARCH RESULT

4.0 Introduction

This chapter presents the descriptive statistics and inferential analysis of the data collected from the respondents. The demographic data of the respondents are also included in this chapter.

4.1 Descriptive Analysis

Descriptive Analysis was referred to a type of data analysis that is used to summarize and describe data (Bush, 2020). The survey has 4 screening questions and 8 demographic profile questions. The data was presented in pie charts, bar charts, and tables in order to easily understand the patterns and trends in the data collected in the screening questions and respondents' demographic profile.

4.1.1 Are you a Malaysian

Figure 4.1.1

Statistics of respondents' data of whether they are Malaysian

Statistics of respondents' data of whether they are Malaysian
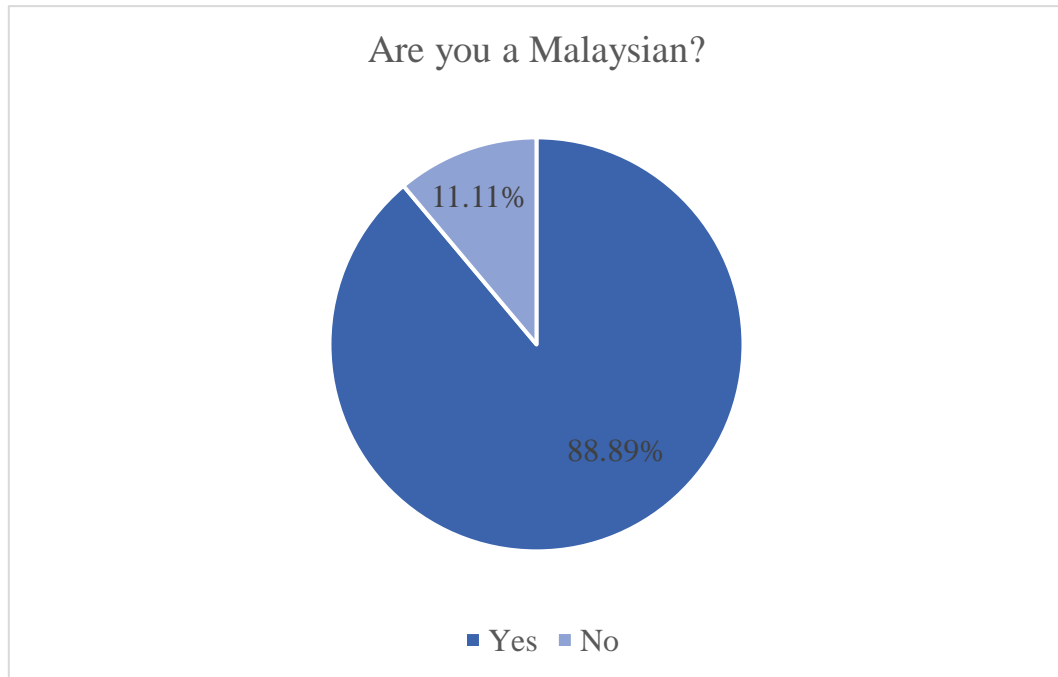
Table 4.1.1

Statistics of respondents' data of whether they are Malaysian

Are you a Malaysian?	Frequency	Percent (%)	Cumulative Percent (%)
Yes	400	88.89	88.89
No	50	11.11	100.00
Total	**450**	**100.00**	

Note. Developed from the survey for research

Table 4.1.1and Figure 4.1.1 illustrate the statistics of respondents' data on whether they are Malaysian. According to the survey results, out of a total of 450 respondents, 400 respondents (88.89%) were Malaysians. Conversely, a smaller number of only 50 respondents (11.11%) indicated that they are not Malaysian.

4.1.2 Your State of Origin

Figure 4.1.2: Statistics of respondents' state of origin
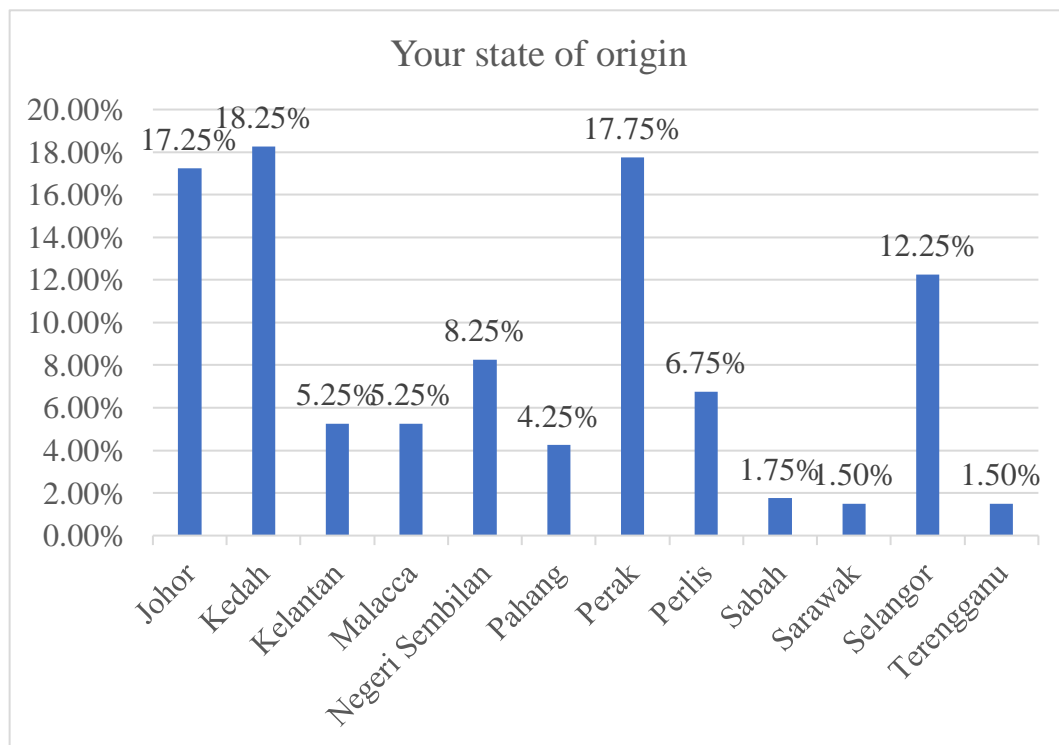
Table 4.1.2

Statistics of respondents' state of origin

Your state of origin	Frequency	Percent (%)	Cumulative Percent (%)
Johor	69	17.25	17.25

Kedah	73	18.25	35.50
Kelantan	21	5.25	40.75
Malacca	21	5.25	46.00
Negeri Sembilan	33	8.25	54.25
Pahang	18	4.25	58.50
Perak	71	17.75	76.25
Perlis	27	6.75	83.00
Sabah	7	1.75	84.75
Sarawak	6	1.50	86.25
Selangor	49	12.25	98.50
Terengganu	6	1.50	100.00
Total	**400**	**100.00**	

Note. Developed from the survey for research

Figure 4.1.2 and Table 4.1.2 illustrate the respondents' state of origin. According to the survey results, out of a total of 400 respondents, most respondents were from Kedah, with 73 respondents (18.25%), followed by 71 respondents from Perak (17.75%), 21 respondents from Johor (17.25%), 49 respondents from Selangor (12.25%), 33 respondents from Negeri Sembilan (8.25%), and 27 respondents from Perlis (6.75%). In addition, there were an equal number of respondents from Kelantan and Malacca, each with 21 respondents (5.25%). There were 18 respondents (4.25%) from Pahang, while 7 respondents (1.75%) were from Sabah. However, a small number of respondents were from Sarawak and Terengganu have an equal number with only 6 respondents (1.50%).

4.1.3 Your Country of Origin

Figure 4.1.3

Statistics of respondents' country of origin
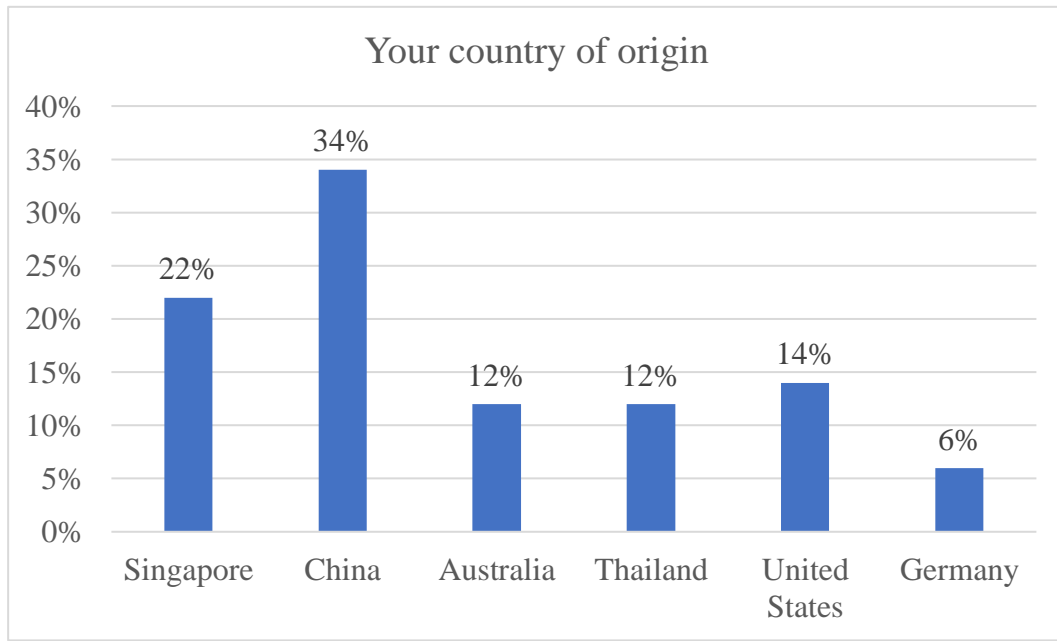
Table 4.1.3

Statistics of respondents' country of origin

Your country of origin	Frequency	Percent (%)	Cumulative Percent (%)
Singapore	11	22.00	22.00
China	17	34.00	56.00
Australia	6	12.00	68.00
Thailand	6	12.00	80.00
United States	7	14.00	94.00
Germany	3	6.00	100.00
Total	50	100.00	

Note. Developed from the survey for research

Figure 4.1.3 and Table 4.1.3 illustrate the respondents' country of origin. According to the survey results, out of a total of 50 respondents, most respondents were from China, with 17 respondents (34%), followed by 11 respondents from Singapore (22%) and 7 respondents from the United States (14%). In addition, there were an equal number of respondents from Australia and Thailand, each with 6 respondents (12%). However, a small number of respondents were from Germany with only 3 respondents (6%).

4.1.4 Are You A Local Resident In Penang

Figure 4.1.4

Statistics of respondents' data of whether they are local resident in Penang.
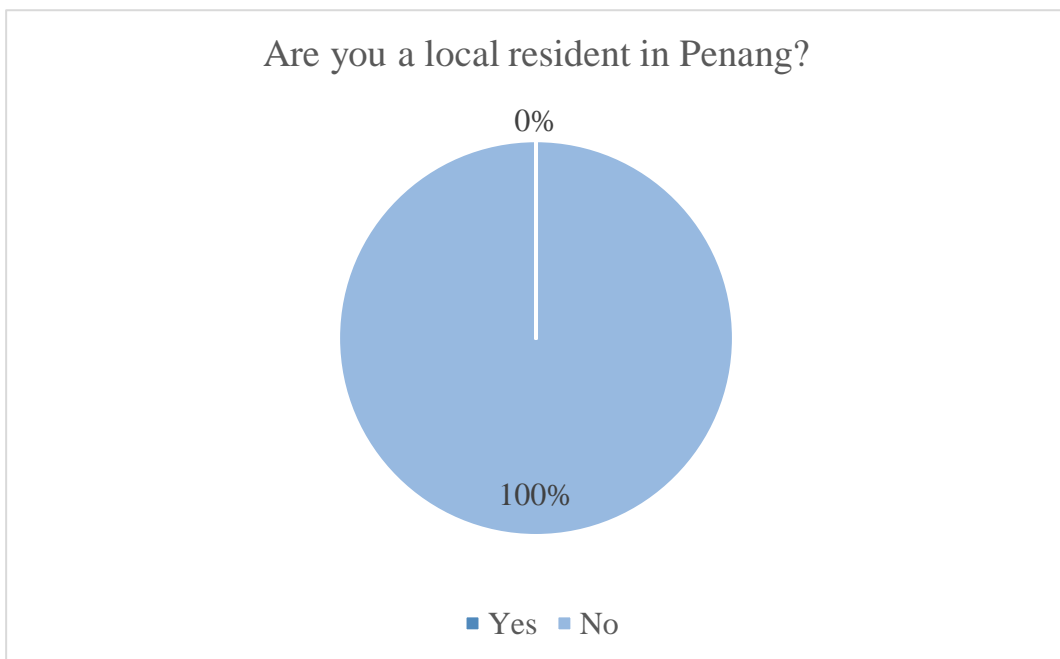
Table 4.1.4

Statistics of respondents' data of whether they are local resident in Penang.

Are you a local resident in Penang?	Frequency	Percent (%)	Cumulative Percent (%)
Yes	0	0	0
No	400	100.00	100.00
Total	400	100.00	

Note. Developed from the survey for research

Figure 4.1.4 and Table 4.1.4 illustrate the statistics of respondents' data on whether they are residents in Penang. According to the survey results, out of a total of 400 respondents, all 400 respondents (100.00%) were Malaysians.

4.1.5 Have You Visited Penang Before

Figure 4.1.5

Statistics of respondents' data of whether they have visited Penang before

Table 4.1.5

Statistics of respondents' data of whether they have visited Penang before

Have you visited Penang before?	Frequency	Percent (%)	Cumulative Percent (%)
Yes	450	100.00	100.00
No	0	0	0
Total	**450**	**100.00**	

Note. Developed from the survey for research

Figure 4.1.5 and Table 4.1.5 illustrate the statistics of respondents' data on whether they have visited Penang before. According to the survey results, out of a total of 450 respondents, all 450 respondents (100.00%) were visited Penang before.

4.1.6 Number of Visit(s) In Penang

Figure 4.1.6

Statistics of respondents' number of visit(s) in Penang
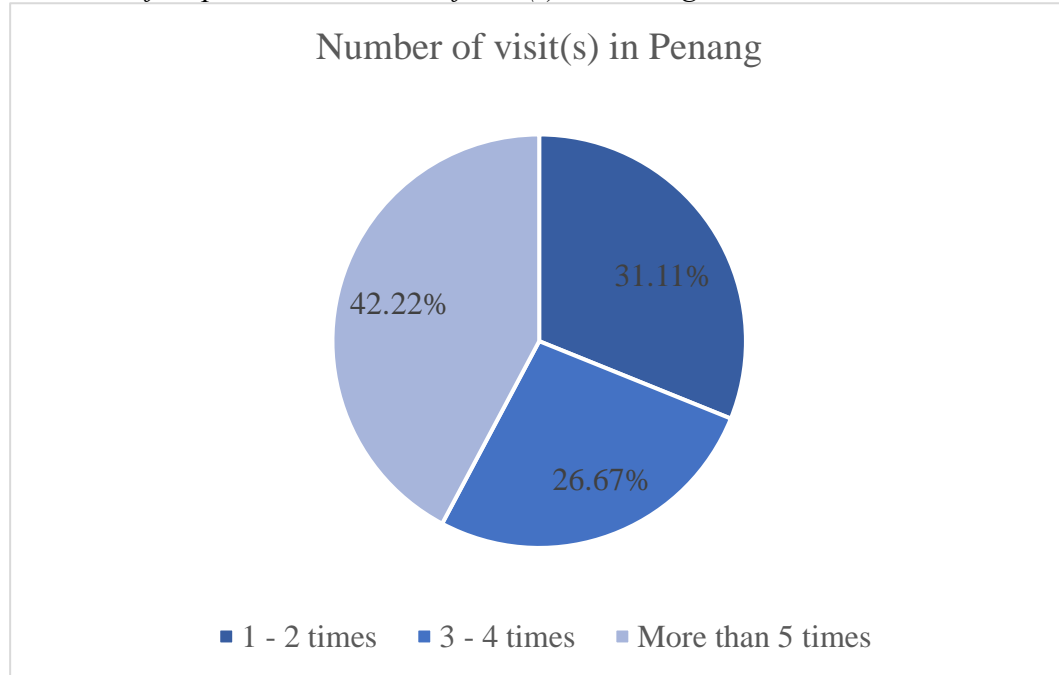
Table 4.1.6

Statistics of respondents' number of visit(s) in Penang

Number of visit (s) in Penang	Frequency	Percent (%)	Cumulative Percent (%)
1 - 2 times	140	31.11	31.11
3 – 4 times	120	26.67	57.78
More than 5 times	190	42.22	100.00
Total	**450**	**100.00**	

Note. Developed from the survey for research

Figure 4.1.6 and Table 4.1.6 illustrate the statistics of respondents' number of visit(s) in Penang. According to the survey results, out of a total of 450 respondents, 140

respondents (31.11%) had visited Penang approximately 1 to 2 times, while 120 respondents (26.67%) had visited Penang about 3 to 4 times. Additionally, a significant number of 190 respondents (42.22%) reported visiting Penang more than 5 times.

4.1.7 Travel for Food Offerings

Figure 4.1.7

Statistics of respondents' whether they ever travelled to a destination for its food offerings

Have you ever travelled to a destination specifically for its food offerings?

0

100%

■ Yes   ■ No
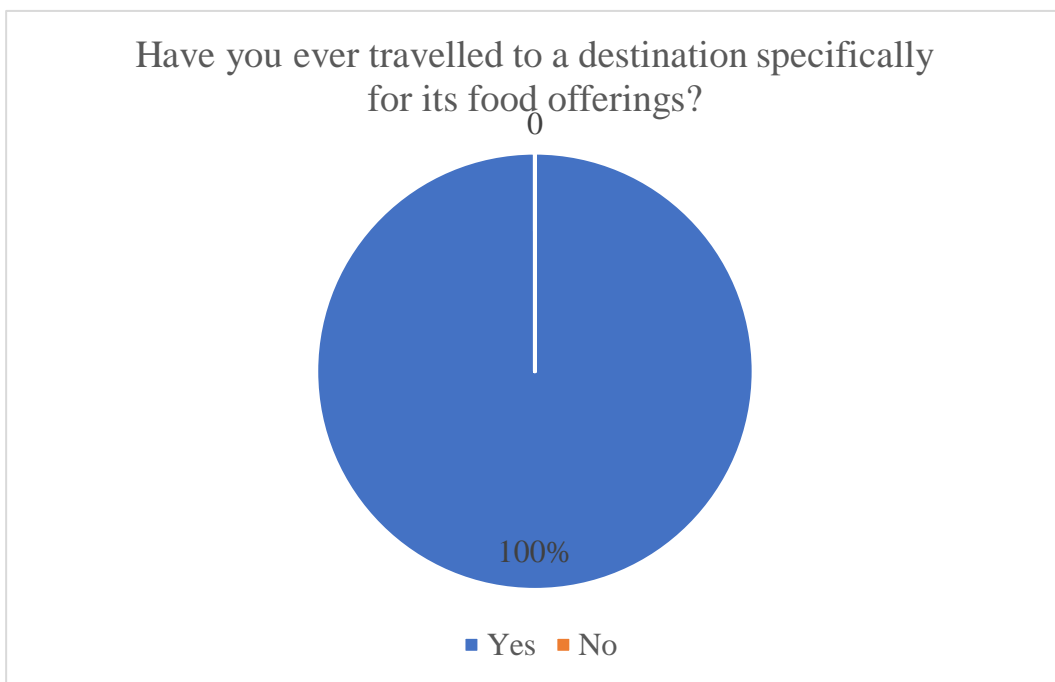
Table 4.1.7

Statistics of respondents' whether they ever travelled to a destination for its food offerings

Food recommendation for Penang	Frequency	Percent (%)	Cumulative Percent (%)
Yes	450	100.00	100.00
No	0	0	0
Total	**450**	**100.00**	

Note. Developed from the survey for research

Figure 4.1.7 and Table 4.1.7 illustrate whether the respondents ever travelled to a destination specifically for its food offerings. According to the survey results, out of 450 respondents, all 450 respondents (100.00%) were ever travelled to a destination specifically for its food offerings.

4.1.8 Looking for Food Recommendations in Penang

Figure 4.1.8

Statistics of respondents' whether they are looking for food recommendation in

Are you looking for food recommendation in Penang?

100%

■ Yes
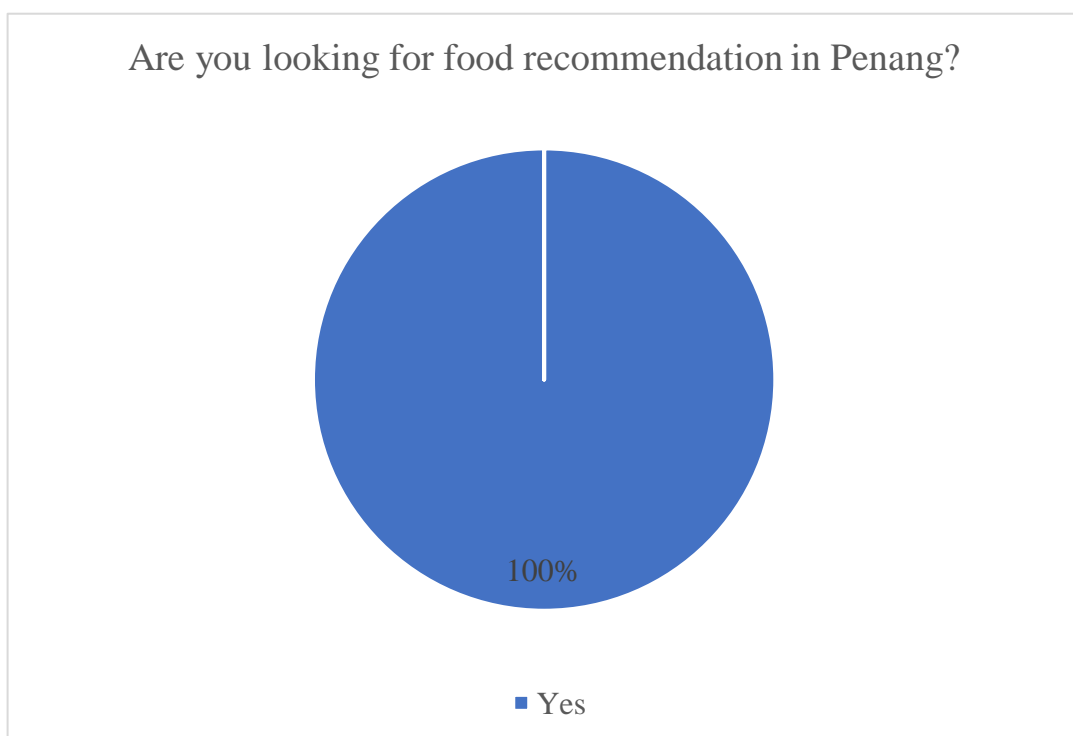
Table 4.1.8

Statistics of respondents' whether they are looking for food recommendation in Penang.

Have you ever travelled to a destination specifically for its food offerings?	Frequency	Percent (%)	Cumulative Percent (%)
Yes	450	100.00	100.00
No	0	0	0
Total	**450**	**100.00**	

Note. Develop from the survey for research

Table 4.1.8 and Figure 4.1.8 represented 450 respondents (100%) choosing yes in Question 4. There were no respondents choosing no in question which means the respondents are after filtering to answer the questionnaire.

4.1.2 Respondent Demographic Profile

4.1.2.1 Gender

Figure 4.1.2.1

Statistics of respondents' gender
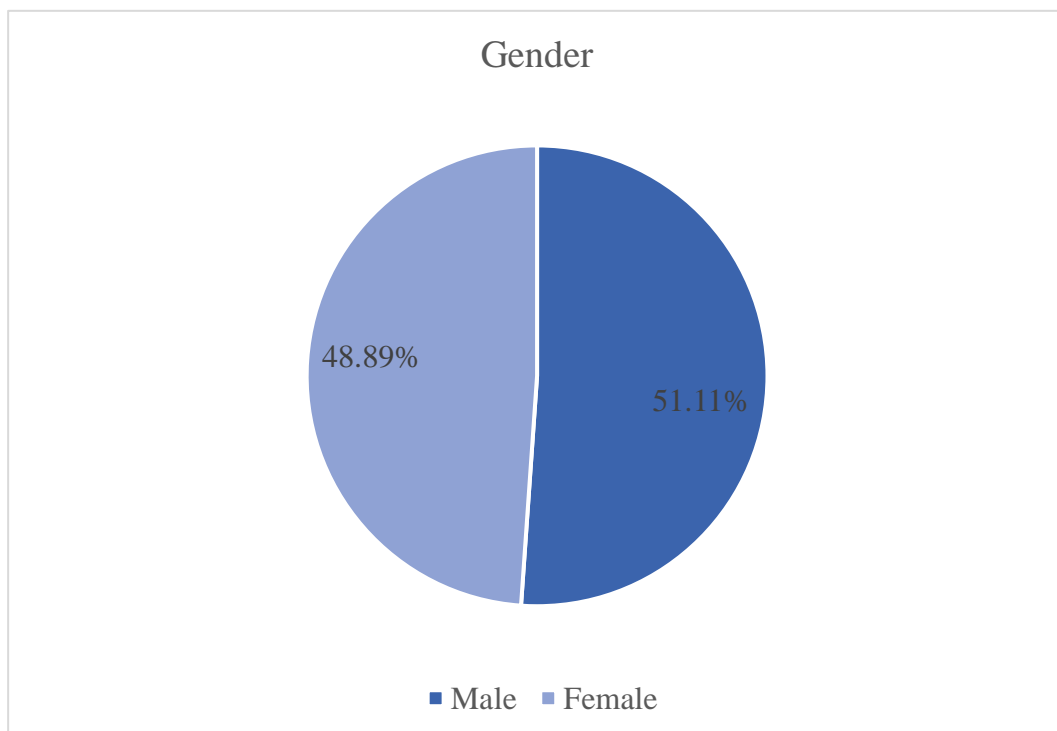
Table 4.1.2.1: Statistics of respondents' gender

Gender	Frequency	Percent (%)	Cumulative Percent (%)
Male	230	51.11	51.11
Female	220	48.89	100.00
Total	**450**	**100.00**	

Note. Developed from the survey for research

Figure 4.1.2.1 and Table 4.1.2.1 illustrate the statistics of respondents' gender. According to the survey results, out of 450 respondents, 230 respondents (51.11%) were male, while 220 respondents (84.89) were female.

4.1.2.2 Age Group

Figure 4.1.2.2: Statistics of respondents' age group
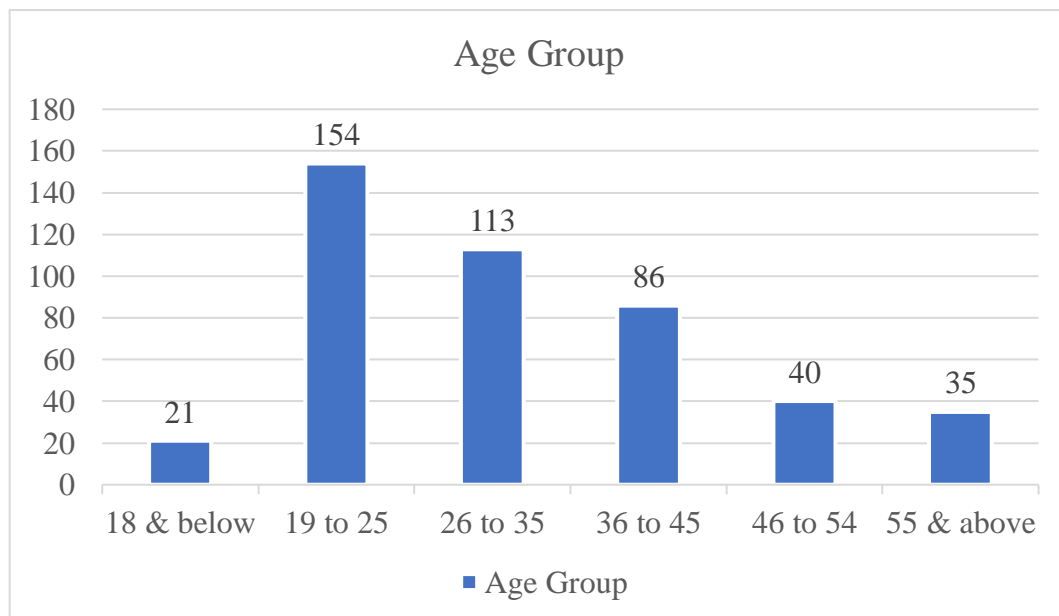
Table 4.1.2.2

Statistics of respondents' age group

Age Group	Frequency	Percent (%)	Cumulative Percent (%)
18 & below	21	4.67	4.67
19 to 25	154	34.22	38.89
26 to 35	113	25.11	64.00
36 to 45	86	19.11	83.11
46 to 54	40	8.89	92.00

55 & above	36	8.00	100.00
Total	**450**	**100.00**	

Note. Developed from the survey for research

The different age ranges of respondents in this survey are shown in Table 4.1.2.2 and Figure 4.1.2.2 The age group has been divided into six categories: 18 and below years old, 19 to 25 years old, 26 to 35 years old, 36 to 45 years old, 46 to 54 years old and 55 and above. The age group of 18 and below years old accounts for 4.67 % (21 respondents) of the 450 respondents, followed by most respondents (34.22%) who are between the ages of 19 to 25 years old (154 respondents). Furthermore, 25.11 % of the population is between the ages of 26 to 35 (113 respondents). The ages between 36 to 45 were 19.11% (86 respondents), and the age between 46 to 54 was 8.89% (40 respondents). Lastly, the respondents aged 55 years old and above contain 8 % (36 respondents) of the total number of respondents.

4.1.2.3 Religion

Figure 4.1.2.3

Statistics of respondents' religion
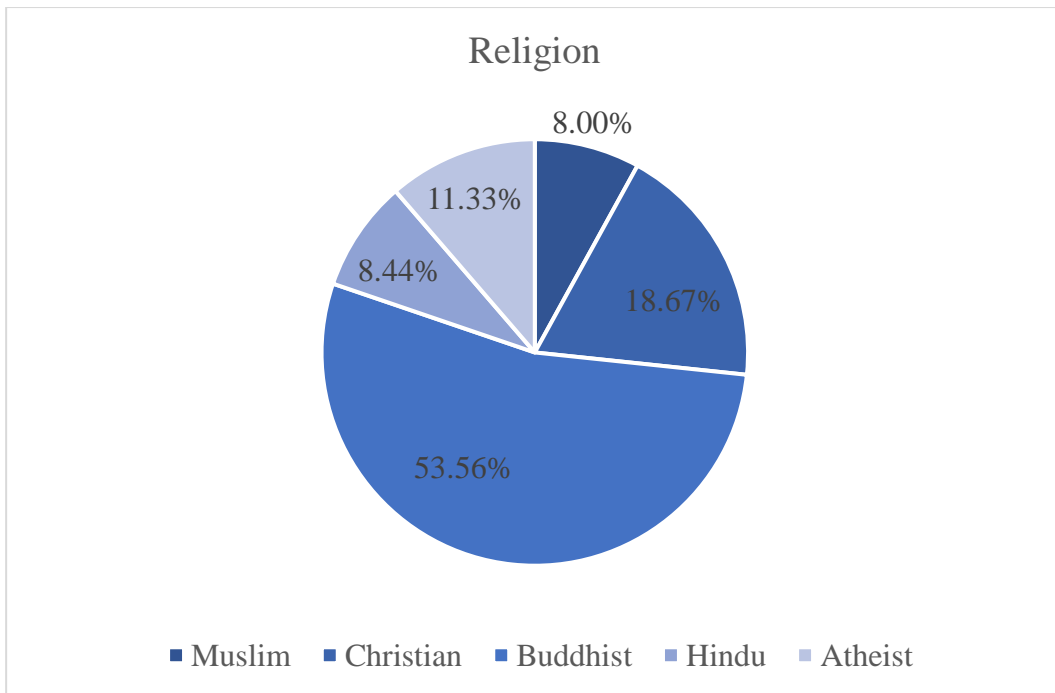
Table 4.1.2.3

Statistics of respondents' religion

Religion	Frequency	Percent (%)	Cumulative Percent
Muslim	36	8.00	8.00
Christian	84	18.67	26.67
Buddhist	241	53.56	80.23
Hindu	38	8.44	88.67
Atheist	51	11.33	100.00
Total	**450**	**100.00**	

Note. Developed from the survey for research

Figure 4.1.2.3 and Table 4.1.2.3 illustrate the religion of respondents who participated in the research. There are 8 % (36 respondents) were Muslim. Besides that, 18.67 % (84 respondents) were Christian, come after with Buddhist 53.56%

(241 respondents) and Hindus 8.44% (38 respondents) in this survey. Lastly, the atheists were 11.33% (51 respondents).

4.1.2.4 Marital Status

Figure 4.1.2.4

Statistics of respondents' marital status
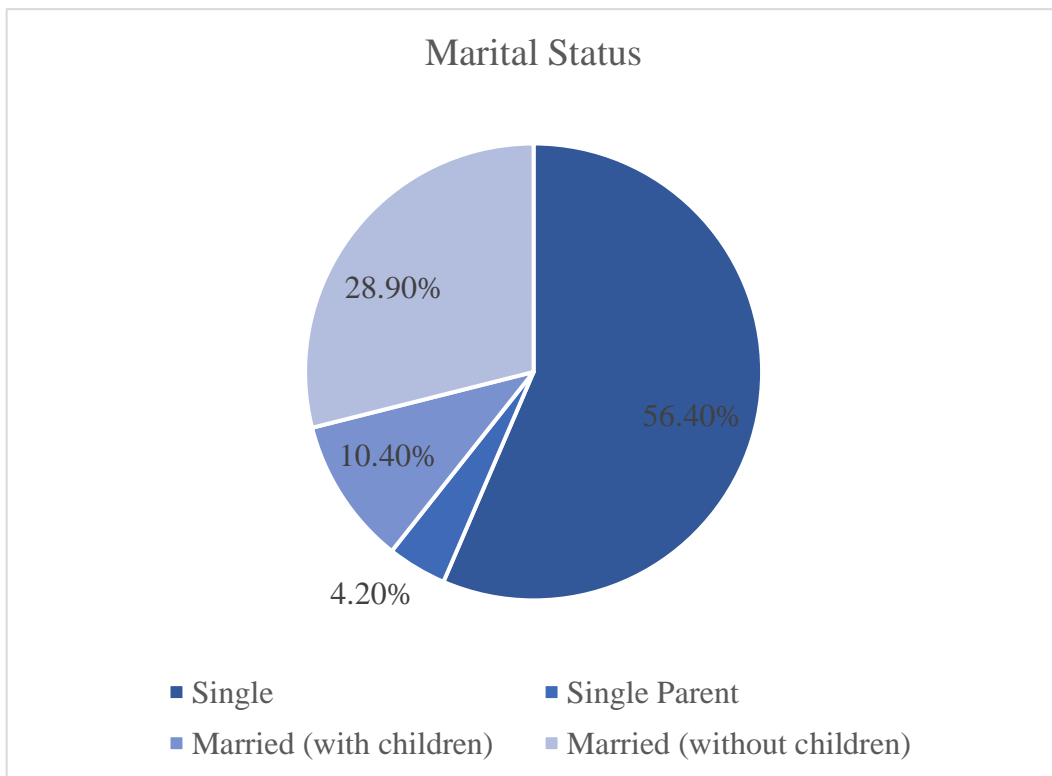
Table 4.1.2.4

Statistics of respondents' marital status

Marital Status	Frequency	Percent (%)	Cumulative Percent (%)
Single	254	56.40	56.40
Single Parent	19	4.20	60.70

Married (with children(	47	10.40	71.10
Married (without children)	130	28.90	100.00
Total	**450**	**100.00**	

Note. Develop from the survey for research

Table 4.1.2.4 and Figure 4.1.2.4 show the single status majority of 56.40 % which is 254 respondents. Respondents single parent status consists of 4.20% which is 19 respondents. Besides, there have 10.4% (47 respondents) are married (without children status). There were 28.90% (130 respondents) who are married (with children).

4.1.2.5 Occupation

Figure 4.1.2.5

Statistics of respondents' occupation
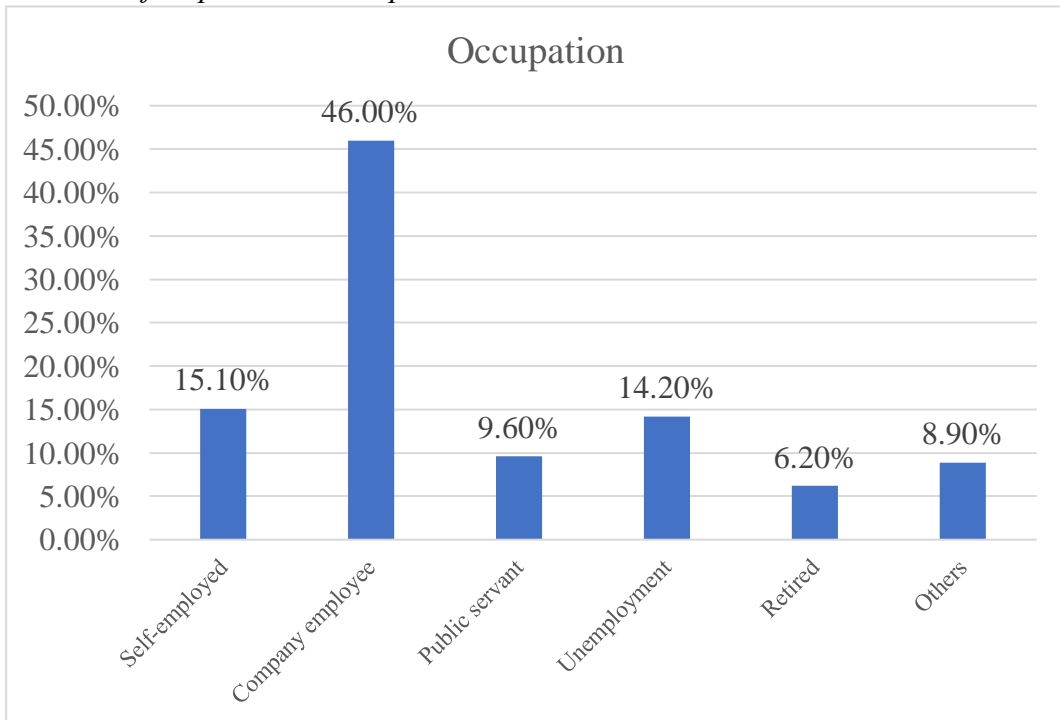
Table 4.1.2.5

Statistics of respondents' occupation

Occupation	Frequency	Percent (%)	Cumulative Percentage
Self-employed	68	15.10	15.10
Company employee	207	46.00	61.10
Public servant	43	9.60	70.70
Unemployment	64	14.20	84.90
Retired	28	6.20	91.10
Other	40	8.90	100.00
Total	**450**	**100.00**	

Note. Develop from the survey for research

Table 4.1.2.5 and Figure 4.1.2.5 show the company employee is the majority of 46% which is 207 respondents. Respondents with minority consists of 6.20% which is 28 respondents are retired. Besides, there have 8.90% (40 respondents) are in other types of occupation. There are 9.60% (43 respondents) who are public servants. Meanwhile, 14.20% (64 respondents) are unemployed and 15.10% (68 respondents) are self-employed.

4.1.2.6 Education Level

Figure 4.1.2.6

Statistics of respondents' highest pursued or attained education level
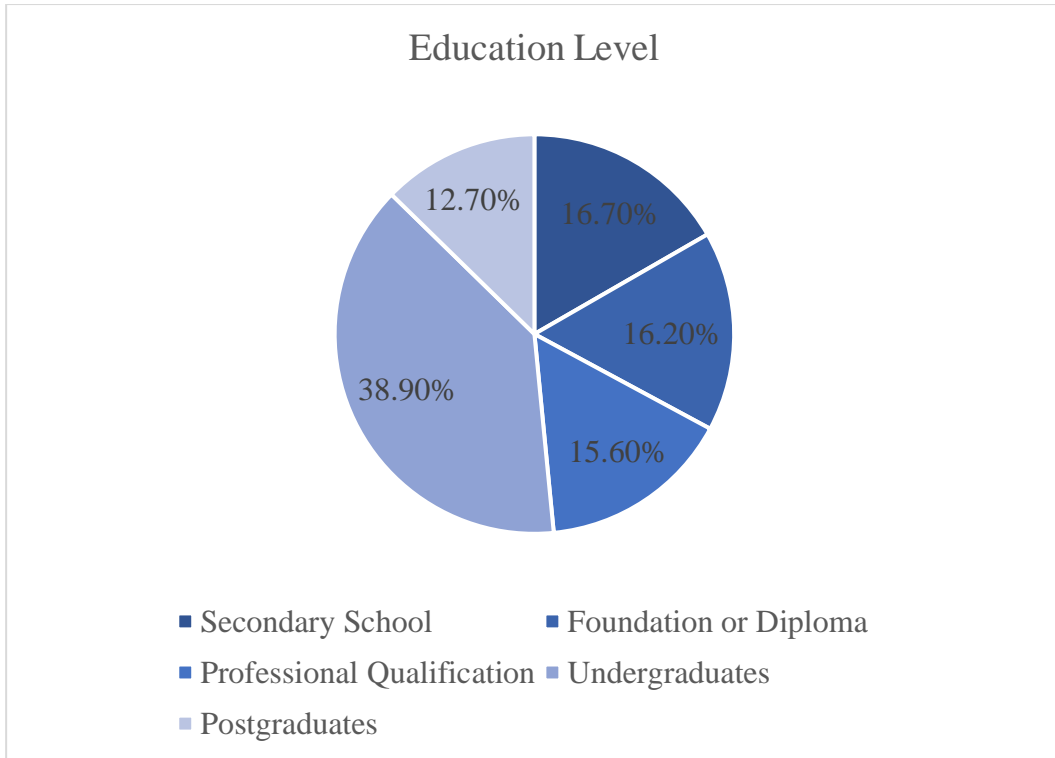
Education Level

Table 4.1.2.6

Statistics of respondents' highest pursued or attained education level

Highest pursued or attained education level	Frequency	Percent (%)	Cumulative Percentage (%)
Secondary School	75	16.70	16.70
Foundation or Diploma	73	16.20	32.90
Professional Qualification	70	15.60	48.40
Undergraduates	175	38.90	87.30
Postgraduates	57	12.70	100.00
Total	450	100.00	

Note. Develop from the survey for research

Table 4.1.2.6 and Figure 4.1.2.6 show the highest pursued of the respondents. Respondents who are secondary school education consist of 16.70% which is 75 respondents. Besides, there have 16.2% (73 respondents) graduated with a foundation or diploma. Meanwhile, 15.60% (70 respondents) are professional qualifications. Most of the respondents are graduates (bachelor's degree holders) which is 38.90% (175 respondents) and postgraduates' holders of 12.70% (57 respondents). There were no respondents with other types of education attainment.

4.1.2.7 Monthly Income

Figure 4.1.2.7

Statistics of respondents' monthly income

Monthly Income

3.30%

8.20%

25.30%

15.30%

22.00%

25.80%

- Below RM2,000 approximate below USD 454
- RM2,001 to RM4,000 approximate USD 455 to USD 908
- RM4,001 to RM6,000 approximate USD 909 to USD 1362
- RM6,001 to RM8,000 approximate USD 1363 to USD 1817
- RM8,001 to RM10,000 approximate USD 1818 to 2271
- Above RM10,000 approximate above USD 2271
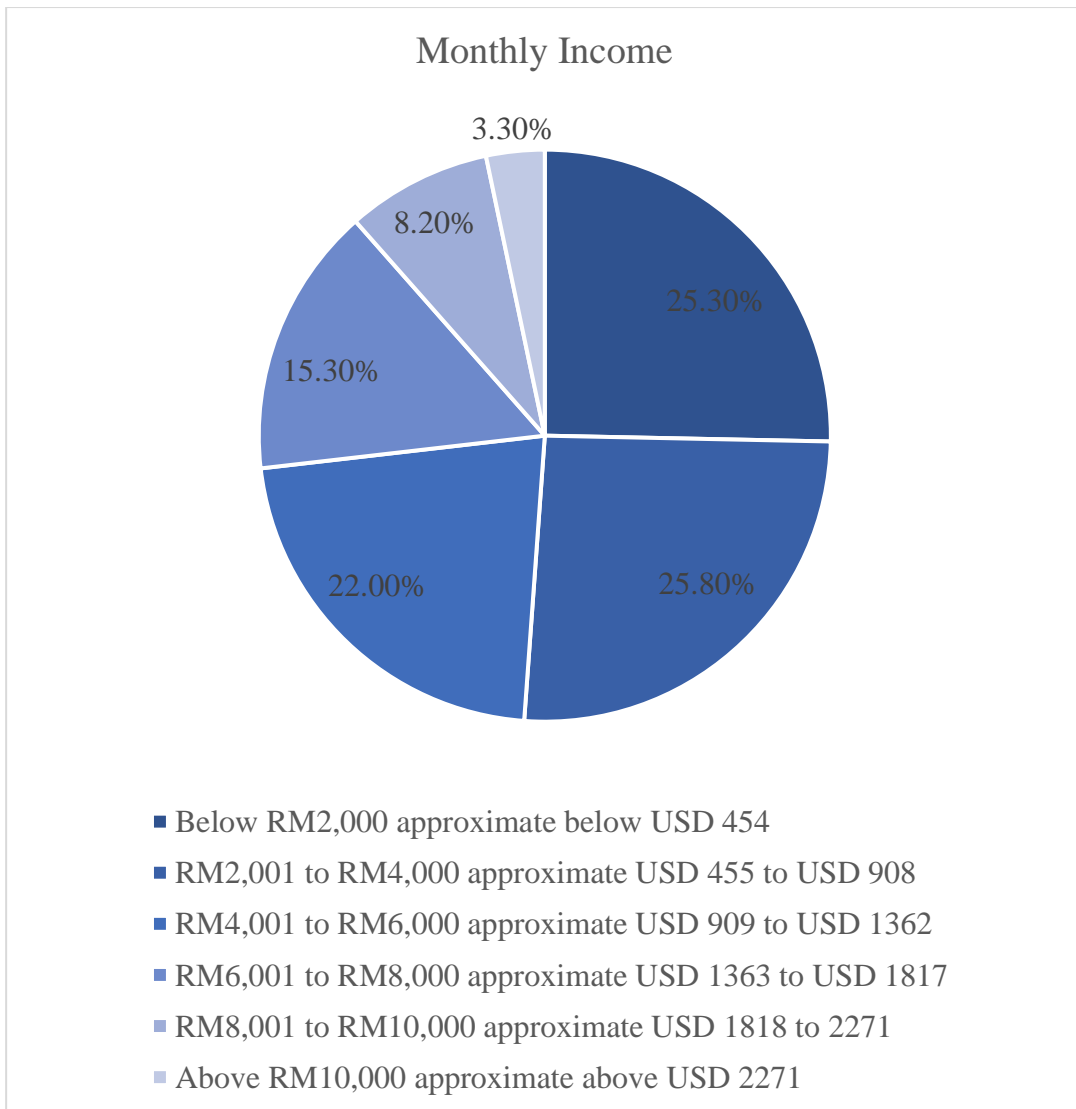
Table 4.1.2.7

Statistics of respondents' monthly income

Monthly Income	Frequency	Percent (%)	Cumulative Percent (%)
Below RM2,000 approximate below USD 454	114	25.30	25.30

RM2,001 to RM4,000 approximate USD 455 to USD 908	116	25.80	51.10
RM4,001 to RM6,000 approximate USD 909 to USD 1362	99	22.00	73.10
RM6,001 to RM8,000 approximate USD 1363 to USD 1817	69	15.30	84.40
RM8,001 to RM10,000 approximate USD 1818 to 2271	37	8.20	96.70
Above RM10,000 approximate above USD 2271	15	3.30	100.00
Total	**450**	**100.00**	

Note. Developed from the survey for research

According to Table 4.1.2.7 and Figure 4.1.2.7, respondents with a monthly income of RM2,000 or smaller arrived in second (25.30% or 114 respondents), followed by respondents with a monthly income of RM1,000 to RM4,000 (approximately US$455 to US$908), who came in third (25.8% or 116 respondents). responses with a monthly salary of RM4001 to RM6000 (US$909 to US$1362) came in third with 22.0% or 99 responses. Furthermore, 15.3% or 69 respondents had a monthly income of RM6,001 to RM8,000, which is roughly US$1,363 to US$1,817, followed by 8.2% or 37 respondents with a monthly income of RM8,001 to RM10,000, which is about US$1,818 to US$2,271. Finally, 3.30%, or 15

respondents, earned more than RM10,000 each month, which is roughly US$2,271 or more.

4.1.2.8 Travel Companion

Figure 4.1.2.8

Statistics of respondents' travel companion
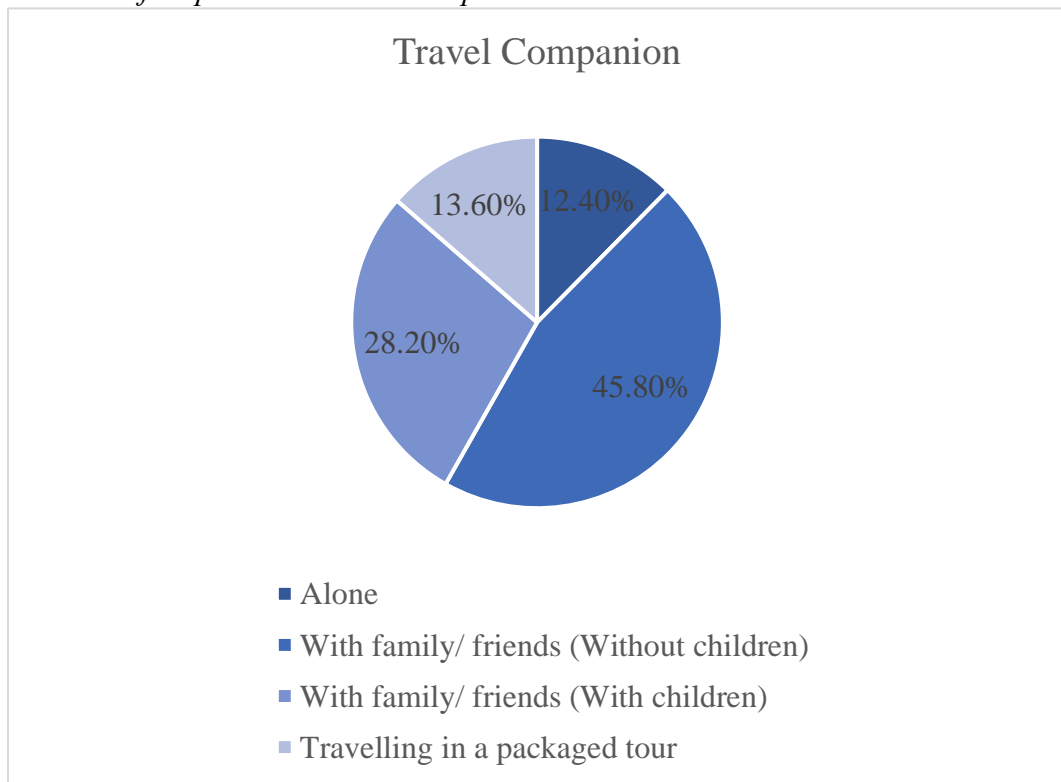
Table 4.1.2.8

Statistics of respondents' travel companion

Travel Companion	Frequency	Percent (%)	Cumulative Percent (%)
Alone	56	12.40	12.40

With family/ friends (Without children)	206	45.80	58.20
With family/ friends (With children)	127	28.20	86.40
Travelling in a packaged tour	61	13.60	100.00
Total	**450**	**100.00**	

Note. Developed from the survey for research

According to Table 4.1.2.8 and Figure 4.1.2.8, 56 people travel alone (12.4%). According to the study, most respondents are travelling with family or friends without children (206 respondents, or 45.8%). Meanwhile, 127 respondents, or 28.2%, are travelling with relatives or friends who have children. Finally, 61 respondents, or 13.6%, are going with a tour group.

4.1.3 Central Tendencies of Measurement

4.1.3.1 Food-related Behavioural Intention

Table 4.1.3.1

Central Tendency Measurement for Food-related Behavioural Intention (DV)

No.	Statement	N	Mean	Ranking (Mean)	Standard Deviation	Ranking (Standard Deviation)
1.	If there was any opportunity, I would like to visit the same food destination in Penang again.	450	4.25	2	0.84714	4
2.	I would gladly recommend Penang to friends and relatives as worth for food and tourism.	450	4.24	3	0.84160	5
3.	I would gladly tell again the pleasurable food and beverage moments that bind me to stay in Penang.	450	4.16	4	0.88188	3
4.	I predict I would visit and taste a specific food introduced by Penang food blogs in the future.	450	4.14	5	0.97053	1
5.	I will certainly invest time, money, and effort	450	4.26	1	0.92775	2

	to travel for food tourism.					

Note. Developed from the IBM SPSS Statistics for research

Based on Table 4.1.3.1, statement No. 5 "I will certainly invest time, money, and effort to travel for food tourism." had the highest mean with a value of 4.26 and the second highest standard deviation with a value of 0.92775. It was indicating most respondents agreed with this statement. While the highest ranking of standard deviation is statement No.4 "I predict I would visit and taste a specific food introduced by Penang food blogs in the future." with a value of 0.97053 and the lowest mean value which is 4.14.

4.1.4 Central Tendencies Measurement of Construct

4.1.4.1 Novelty and Variety

Table 4.1.4.1

Central Tendency Measurement for Novelty and Variety

No.	Statement	N	Mean	Ranking (Mean)	Standard Deviation	Ranking (Standard Deviation)
1.	I wish to try the well-known foods in Penang.	450	4.27	4	1.014	1

2.	I wish to try out foods I have never tasted before.	450	4.30	3	0.953	4
3.	I wish to try foods that are novel (new) to me.	450	4.24	5	0.954	3
4.	I wish to sample a wide variety of foods in Penang.	450	4.33	2	0.966	2
5.	I wish to explore various foods in Penang.	450	4.34	1	0.917	5

Note. Developed from the IBM SPSS Statistics for research

Table 4.1.4.1 presents the comparative analysis of the statements: "I wish to explore various foods in Penang" and "I wish to sample a wide variety of foods in Penang." These two statements exhibit a minimal discrepancy of 0.01 between their respective means, measuring at 4.34 and 4.33. The standard deviations associated with these means are 0.917 and 0.966, respectively. Furthermore, the statement "I wish to try out foods I have never tasted before" holds the third highest mean value, recorded at 4.30. This mean score ranks it at position 4 within the list. Its standard deviation is measured at 0.953. In continuation, the statement "I wish to try the well-known foods in Penang" boasts a mean value of 4.27, accompanied by a standard deviation of 1.014. Lastly, the statement "I wish to try foods that are novel (new) to me" obtains the lowest mean value of 4.24, and its associated standard deviation is 0.954. This mean score positions it at rank 3 within the listed statements.

4.1.4.2 Authentic Experience and Prestige Value

Table 4.1.4.2

Central Tendency Measurement for Authentic Experience and Prestige Value (IV)

No.	Statement	N	Mean	Ranking (Mean)	Standard Deviation	Ranking (Standard Deviation)
1.	I wish to try foods that are only available in Penang.	450	4.25	1	0.964	4
2.	I wish to sample authentic local foods.	450	4.24	2	1.006	3
3.	I wish to dine-in restaurants with authentic local ambience.	450	4.16	3	1.100	1
4.	I wish to dine-in restaurants that are recommended by the media. (e.g., travel guidebooks, Internet, TV)	450	4.14	4	1.085	2

Note. Developed from the IBM SPSS Statistics for research

Based on Table 4.1.4.2, statement No. 1 "I wish to try foods that are only available in Penang." had the highest mean with a value of 4.25 and the lowest standard deviation with a value of 0.964. It was indicating most respondents agreed with this statement. While the highest ranking of standard deviation is statement No.3 "I wish to dine-in restaurants with authentic local ambience." with a value of 1.100 and the second lowest mean value which is 4.16.

4.1.4.3 Interpersonal and Culture

Table 4.1.4.3

Central Tendency Measurement for Interpersonal and Culture (IV)

No.	Statement	N	Mean	Ranking (Mean)	Standard Deviation	Ranking (Standard Deviation)
1.	I wish to visit lively cum friendly dining places.	450	4.35	1	0.957	4
2.	I wish to have enjoyable food with my travel companions (partners).	450	4.16	4	1.032	3
3.	I wish to have foods that my travel companions (partners) like.	450	4.31	2	0.922	5

4.	I wish to learn about local food traditional value.	450	4.15	5	1.062	2
5.	I wish to increase my knowledge about the local culture through my dining experiences.	450	4.23	3	1.065	1

Note. Developed from the IBM SPSS Statistics for research

Table 4.1.3.3 illustrate the statement of "I wish to visit lively cum friendly dining places." has the highest mean value 4.35 with a standard deviation of 0.957 which is ranked 4 in the list. Besides that, the statement of "I wish to have foods that my travel companions (partners) like." has the mean value 4.31 with a standard deviation of 0.922 while the statement of "I wish to increase my knowledge about the local culture through my dining experiences." has the mean value 4.23 with a standard deviation of 1.065.The statement "I wish to have enjoyable food with my travel companions (partners)." and "I wish to learn about local food traditional value "has a marginal difference of 0.01 between the two means which is 4.16and 4.15 with a standard deviation of 1.032 and 1.062.

4.1.4.4 Health Concern

Table 4.1.4.4

Central Tendency Measurement for Health Concern (IV)

No.	Statement	N	Mean	Ranking (Mean)	Standard Deviation	Ranking (Standard Deviation)
1.	I wish to travel for food with fresh ingredients and natural flavour	450	4.32	1	0.919	5
2.	I wish to enquire about the ingredients in local foods before trying them	450	4.23	3	0.992	3
3.	I wish to consume food that provides high nutritional value.	450	4.22	4	1.023	2
4.	I wish to enjoy foods that makes me healthy.	450	4.28	2	0.935	4
5.	I wish to have foods that keep me maintain healthy weight.	450	4.20	5	1.028	1

Note. Developed from the IBM SPSS Statistics for research

Table 4.1.4.4 illustrate the statement "I wish to travel for food with fresh ingredients and natural flavour." Has the highest mean value 4.32 with a standard deviation of 0.919 which is ranked 5 in the list. Next the statement of "I wish to enjoy foods that

makes me healthy." The mean is the second highest which is 4.28 while the standard deviation is 0.935 in rank number 4. Besides, the statement "I wish to enquire about the ingredients in local foods before trying them." and "I wish to consume food that provides high nutritional value." There has a marginal difference of 0.01 between the two means which is 4.23 and 4.22 with a standard deviation of 0.992 and 1.023. The last statement "I wish to have foods that keep me maintain healthy weight." has the lowest mean value of 4.2 and a standard deviation of 1.028.

4.1.4.5 Familiarity and Eating Habit

Table 4.1.4.5

Central Tendency Measurement for Familiarity and Eating Habit (IV)

No.	Statement	N	Mean	Ranking (Mean)	Standard Deviation	Ranking (Standard Deviation)
1.	I wish to have foods that match with my usual eating habit.	450	4.34	1	0.887	3
2.	I wish to enjoy foods that I am familiar with.	450	4.33	2	0.851	4
3.	I wish to dine-in chain restaurants that I have been to.	450	4.23	3	0.994	2
4.	I wish to consume foods	450	4.23	3	1.032	1

	from a well-known brand.					

Note. Developed from the IBM SPSS Statistics for research

Table 4.1.4.5 illustrate the statement "I wish to have foods that match with my usual eating habit." Has the highest mean value 4.34 with a standard deviation of 0.887 which is ranked 3 in the list. Next the statement "I wish to enjoy foods that I am familiar with." The mean is the second highest which is 4.33 while the standard deviation is 0.851 in rank number 4. Besides, the statement "I wish to dine-in chain restaurants that I have been to." and "I wish to consume foods from a well-known brand." There has the same mean which is 4.23 ranked number 3 with a standard deviation of 0.994 and 1.032.

4.1.4.6 Sensory and Contextual Pleasure

Table 4.1.4.6

Central Tendency Measurement for Sensory and Contextual Pleasure (IV)

No.	Statement	N	Mean	Ranking (Mean)	Standard Deviation	Ranking (Standard Deviation)
1.	I wish to enjoy a good selection of local and international foods in Penang.	450	4.27	3	0.959	2

2.	I wish to enjoy foods that are delicious.	450	2.41	4	0.810	4
3.	I wish to dine-in restaurants with a pleasant atmosphere.	450	4.31	1	0.939	3
4.	I wish to try out foods that are presented attractively.	450	4.28	2	0.967	1

Note. Developed from the IBM SPSS Statistics for research

Table 4.1.4.6 illustrate the statement "I wish to dine-in restaurants with a pleasant atmosphere." It has the highest mean value 4.31 with a standard deviation of 0.939 which is ranked 3 in the list. Besides, the statement "I wish to try out foods that are presented attractively." and "I wish to enjoy a good selection of local and international foods in Penang." There has a marginal difference of 0.01 between the two means which is 4.28 and 4.27 with a standard deviation of 0.967 and 0.959. The last statement "I wish to enjoy foods that are delicious." has the lowest mean value of 2.41 and the lowest standard deviation of 0.810.

4.1.4.7 Food Experience

Table 4.1.4.7

Central Tendency Measurement for Food Experience (IV)

No.	Statement	N	Mean	Ranking (Mean)	Standard Deviation	Ranking (Standard Deviation)
1.	I am satisfied with the quality service.	450	4.43	1	0.795	5
2.	Comparing expectancy and actual experience it was worth money (good value).	450	4.36	3	0.861	4
3.	Food and beverage experience was memorable and enriching.	450	4.38	2	0.880	3
4.	I won't forget my local food experience in Penang.	450	4.30	4	0.915	2
5.	I have encountered a great social interaction in food culture, which I enjoyed.	450	4.28	5	0.955	1

Note. Developed from the IBM SPSS Statistics for research

Table 4.1.4.7 illustrate the statement "I am satisfied with the quality service." Have the highest mean value of 4.43 but the lowest standard deviation of 0.795. However,

the statement "I have encountered a great social interaction in food culture, which I enjoyed." had the lowest mean value of 4.28 but had the highest standard deviation of 0.955.

4.2 Scale Measurement

This section of the study involved using SPSS Software to perform a reliability analysis on both the dependent variable (food-related behavioural intention) and the independent variables (novelty and variety; authentic experience and prestige; interpersonal and culture; health concern; familiarity and eating habits; sensory and contextual pleasure; food experience). A total of 450 questionnaires were collected and utilized for conducting the reliability analysis, ensuring the accuracy of the data gathered for hypothesis testing.

4.2.1 Reliability Analysis

Table 4.2.1: Reliability Analysis

No.	Variable	Number of Item	Cronbach's Alpha	Result of Reliability
1.	Novelty and Variety	5	0.772	**Good**
2.	Authentic Experience and Prestige	4	0.686	**Fair**
3.	Interpersonal and Culture	5	0.743	**Good**
4.	Health Concern	5	0.801	**Very Good**
5.	Familiarity and Eating Habits	4	0.721	**Good**

6.	Sensory and Contextual Pleasure	4	0.708	**Good**
7.	Food Experience	5	0.744	**Good**
8.	Food-related Behavioural Intention	5	0.750	**Good**

Note. Developed from the IBM SPSS Statistics for research

The evaluation of scale measurement reliability in this research was conducted through the utilization of Cronbach's alpha coefficient. A Cronbach's alpha value of 0.60 or higher is indicative of reasonable reliability. In our study, all variables, both independent and dependent, attained alpha values surpassing 0.60, underscoring their satisfactory reliability. As evidenced in Table 4.2.1, the highest Cronbach's alpha value was associated with Health Concern (0.877050), followed by Novelty and Variety with a Cronbach's alpha value of 0.772. The subsequent Cronbach's alpha value was linked to Food-related Behavioural Intention (0.750), succeeded by Interpersonal and Culture (0.743), and subsequently Familiarity and Eating Habits (0.721). Additionally, Sensory and Contextual Pleasure, as well as Food Experience, shared the same Cronbach's alpha value of 0.708 and 0.744, respectively. Although Authentic Experience and Prestige presented the lowest Cronbach's alpha value among the variables, measuring at 0.686, it still falls within the acceptable range of 0.60 to 0.70, indicating an fair level of reliability.

4.3 Inferential Analysis

The Inferential analysis is a method of using data analysis to conclude the characteristics of a larger group based on a smaller set of observed data (Mishra et al., 2019). It involves making educated guesses about the entire population by testing hypotheses and making estimates. The process assumes that the data we have

is a representative sample from the larger group. In inferential statistical analysis, we objectively and quantitatively summarize the data, identify meaningful patterns, and make informed statements about how the overall system performs (Mishra et al., 2019).

4.3.1 Pearson Correlation Coefficient Analysis

The Pearson correlation coefficient is a statistical tool that helps us understand the relationship between independent and dependent variables. It quantifies the strength and direction of a linear relationship between these variables. Based on Rousseau (2018), it is sensitive to outliers, meaning that extreme data points can significantly affect the calculated correlation. Despite this sensitivity, the Pearson correlation coefficient remains a reliable measure for assessing the association between variables, specifically in terms of linearity. In essence, correlation allows us to determine how closely the dependent (food-related behavioural intention) and seven independent variables (novelty and variety, authentic and prestige, interpersonal and culture, familiarity and eating habit, sensory and contextual pleasure, and food experience) are related to each other.

4.3.1.1 Novelty and Variety

H1: Novelty and variety have a positive relationship with food experience towards tourists' intention to travel for food-related tourism in Penang, Malaysia.

Table 4.3.1.1

Correlations Between Novelty and Variety and Food Experience

Correlations		Novelty and Variety	Food Experience
Novelty and Variety (Nv)	Pearson Correlation	1	.655**
	Sig. (1- tailed)		<.001
	N	450	450
Food Experience (Foe)	Pearson Correlation	.655**	1
	Sig. (1-tailed)	<.001	
	N	450	450
**Correlation is significant at the 0.01 level (1-tailed).			

Note. Developed from The IBM SPSS Statistics For Research

Based on the result, there is a positive relationship between novelty and variety and food experience. According to Figure 4.3.1.1, there is a moderately correlated relationship between novelty and variety and food experience with 0.655 which is between the value range of ±0.41 - ±0.70. Therefore, the novelty and variety and food experience are positively correlated with a correlation coefficient of 0.655. As a result, H1 is adopted.

4.3.1.2 Authentic Experience and Prestige

H2: Authentic experience and prestige have a positive relationship with food experience towards tourists' intention to travel for food-related tourism in Penang, Malaysia.

Table 4.3.1.2

Correlations between Authentic Experience and Prestige and Food Experience

Correlations		Authentic Experience and Prestige	Food Experience
Authentic Experience and Prestige (Ap)	Pearson Correlation	1	.529**
	Sig. (1- tailed)		<.001
	N	450	450
Food Experience (Foe)	Pearson Correlation	.529**	1
	Sig. (1-tailed)	<.001	
	N	450	450
**Correlation is significant at the 0.01 level (1-tailed).			

Developed from The IBM SPSS Statistics For Research

Based on the results of Table 4.3.1.2, was shown that there is a moderately correlated relationship between Authentic experience and prestige value (Ap) and Food experience (Foe) with 0.529 which is between the value range of 0.40-0.69. Therefore, the authentic experience and prestige value and food experience are positively correlated with a correlation coefficient of 0.529. The authentic experience and prestige value have a positive relationship with the food experience.

4.3.1.3 Interpersonal and Culture

H3: Interpersonal and culture have a positive relationship with food experience towards tourists' intention to travel for food-related tourism in Penang, Malaysia.

Table 4.3.1.3

Correlations Between Interpersonal and Culture and Food Experience

Correlations

		Interpersonal and Culture	Food Experience
Interpersonal and Culture (Ic)	Pearson Correlation	1	.608**
	Sig. (1- tailed)		<.001
	N	450	450
Food Experience (Foe)	Pearson Correlation	.608**	1
	Sig. (1-tailed)	<.001	
	N	450	450
**Correlation is significant at the 0.01 level (1-tailed).			

Note. Developed from The IBM SPSS Statistics For Research

Based on the result, there is a positive relationship between interpersonal and culture and food experience. According to Figure 4.3.1.3, there is a moderately correlated relationship between novelty and variety and food experience with 0.608 which is between the value range of ±0.41-±0.70. Therefore, the interpersonal and culture value and food experience are positively correlated with a correlation coefficient of 0.608. As a result, H3 is adopted.

4.3.1.4 Health Concern

H4: Health concern have a positive relationship with food experience towards tourists' intention to travel for food-related tourism in Penang, Malaysia.

Table 4.3.1.4

Correlations between Health Concern and Food Experience

Correlations

		Health Concern	Food Experience
Health Concern (Hc)	Pearson Correlation	1	.592**
	Sig. (1- tailed)		<.001
	N	450	450
Food Experience (Foe)	Pearson Correlation	.592**	1
	Sig. (1-tailed)	<.001	
	N	450	450
**Correlation is significant at the 0.01 level (1-tailed).			

Note. Developed from The IBM SPSS Statistics For Research

There is a positive association between health worries and food experience, according to Figure 4.3.1.4 since the association coefficient (0.592) is positive. As a result, when travellers recognise the great value of gourmet tourism, they are more likely to return and suggest it to others. The association between health concern and food experience is mild, as the correlation value (0.592) falls in the range of 0.41 to 0.70. Second, because the P-value of 0.0001 is smaller than the alpha value of 0.05, the association between health concerns and visitors' culinary experience is significant. As a result, an alternative hypothesis (H4) is adopted.

4.3.1.5 Familiarity and Eating Habits

H5: Familiarity and eating habits have a positive relationship with food experience towards tourists' intention to travel for food-related tourism in Penang, Malaysia.

Table 4.3.1.5

Correlations between Familiarity and Eating Habits and Food Experience

Correlations			
		Familiarity and Eating Habits	**Food Experience**
Familiarity and Eating Habits (Fe)	Pearson Correlation	1	.698**
	Sig. (1- tailed)		<.001
	N	450	450
Food Experience (Foe)	Pearson Correlation	.698**	1
	Sig. (1-tailed)	<.001	
	N	450	450
**Correlation is significant at the 0.01 level (1-tailed).			

Note. Developed from The IBM SPSS Statistics For Research

As a result, in Figure 4.3.1.5 of the positive correlation coefficient, familiarity and eating habits have a favourable link with visitors' food experiences. The perceived value variable has a 0.698 connection with the eating experience variable for visitors. As a result, when travellers acquire a strong attachment to familiar foods and eating habits, they achieve a stronger need for food experiences based on familiar foods and personal eating habits. The correlation coefficient of 0.698 falls within the coefficient range of 0.41 to 0.7. This demonstrates a modest association between site attachment and tourists' eating experiences. Furthermore, the association between familiarity and eating habits and tourist food experience is significant, with a p-value of 0.0001 less than the alpha value of 0.05. As a result, an alternative hypothesis (H4) is adopted.

4.3.1.6 Sensory and Contextual Pleasure

H6: Sensory and contextual pleasure have a positive relationship with food experience towards tourists' intention to travel for food-related tourism in Penang, Malaysia.

Table 4.3.1.6

Correlation between Sensory and Contextual Pleasure and Food Experience

<table>
<tr><th colspan="4">Correlations</th></tr>
<tr><th></th><th></th><th>Sensory and Contextual Pleasure</th><th>Food Experience</th></tr>
<tr><td rowspan="3">**Sensory and Contextual Pleasure (Sc)**</td><td>Pearson Correlation</td><td>1</td><td>.723**</td></tr>
<tr><td>Sig. (1- tailed)</td><td></td><td><.001</td></tr>
<tr><td>N</td><td>450</td><td>450</td></tr>
<tr><td rowspan="3">**Food Experience (Foe)**</td><td>Pearson Correlation</td><td>.723**</td><td>1</td></tr>
<tr><td>Sig. (1-tailed)</td><td><.001</td><td></td></tr>
<tr><td>N</td><td>450</td><td>450</td></tr>
<tr><td colspan="4">**Correlation is significant at the 0.01 level (1-tailed).</td></tr>
</table>

Note. Developed from the IBM SPSS Statistics for research

Based on the results of Table 4.3.1.6, was shown that there is a moderately correlated relationship between sensory and contextual pleasure and food experience with 0.723 which is between the value range of 0.71-0.90. Therefore, the sensory and contextual pleasure value and food experience are positively correlated with a correlation coefficient of 0.723. The sensory and contextual pleasure value have a positive relationship with food experience.

4.3.1.7 Food Experience

H7: Food experience has a positive relationship with food-related behavioural intention towards tourists' intention to travel for food-related tourism in Penang, Malaysia.

Table 4.3.1.7

Correlation between Food Experience and Food-related Behavioural Intention

Correlations		Food Experience	Food-related Behavioural Intention
Food Experience (Foe)	Pearson Correlation	1	.749**
	Sig. (1- tailed)		<.001
	N	450	450
Food-related Behavioural Intention (Fbi)	Pearson Correlation	.749**	1
	Sig. (1-tailed)	<.001	
	N	450	450
**Correlation is significant at the 0.01 level (1-tailed).			

Note. Developed from the IBM SPSS Statistics for research

Based on the results of Table 4.3.1.7, was shown that there is a moderately correlated relationship between food experience and food-related behavioural intention with 0.749 which is between the value range of 0.70-0.89. Therefore, the

food experience and food-related behavioural intention are positively correlated with a correlation coefficient of 0.749. The food experience value has a positive relationship with food-related behavioural intention.

4.3.2 Multiple Linear Regression (MLR)

Multiple linear regression is a method used to explore the connection between dependent and independent variables. It is similar basic linear regression, but it allows us to consider more factors. The term "linear" in this context refers to the assumption made by researchers that the relationship between the independent and dependent variables can be described as a proportionate or straight-line relationship. In other words, they assume that the changes in the dependent variable are directly related to changes in the independent variables (Tranmer and Elliot, 2008).

Table 4.3.2.1

Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.813ᵃ	.661	.657	.36334
a. Predictors: (Constant), Sc, Ap, Fe, Hc, Ic, Nv				
b. Dependent Variable: Foe				

Note. Developed from the IBM SPSS Statistics for research

Based on the Table 4.3.2.1 shows that, the R-square resulted in 0.661 which mean that NV, AP, IC, HC, FE and SC (novelty and variety, authentic experience, and prestige, interpersonal and culture, health concern, familiarity and eating habit and sensory and contextual pleasure) could be explained to 66.1% of the variation in

another IV which is FOE (food experience), student retention in this research, there is still has 33.9% left in this study.

Table 4.3.2.2

Coefficients^a

Coefficients^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.620	.130		4.772	<.001
	Nv	.129	.040	.144	3.201	.001
	Ap	.010	.032	.012	.328	.743
	Ic	.069	.037	.079	1.893	.059
	Hc	.073	.032	.086	2.257	.024
	Fe	.312	.033	.350	9.564	<.001
	Sc	.276	.042	.299	6.562	<.001
a. Dependent Variable: Foe						

Note. Developed for the research NV (novelty and variety), AP (Authentic experience and prestige), IC (interpersonal and culture), HC (Health concern), FE (Familiarity and eating habit), SC (Sensory and contextual pleasure) and FOE (food experience)

The researcher examines the standardised coefficients beta and the p-value for each independent variable to evaluate the hypotheses. The beta value denotes the connection between the independent and dependent variables. The p-value shows whether the association is significant. In this investigation, the level of significance is set at 0.05.

Hypothesis 1 posits a large positive relationship between NV and FOE. According to Table 4.3.2.2, hypothesis 1 is validated since NV has a positive beta value of 0.144, indicating that there is a positive link between NV and FOE. It also has a p-value of 0.001, which is less than the threshold of 0.05. This indicates that the positive association is important.

Hypothesis 2 asserts that there is no positive relationship between AP and FOE. According to Table 4.3.2.2, while the beta value of perceived equity is positive, the p-value is 0.743, which is larger than 0.05. This means that there is no positive link between AP and FOE is insignificant. Hypothesis 2 is hence invalid.

Hypothesis 3 asserts that there is a no positive relationship link between IC and FOE. According to Table 4.3.2.2, Hypothesis 3 is validated since the beta value of IC is 0.079, indicating that there is a positive association between IC and FOE. The p-value for IC is 0.059, which is larger than 0.05. This suggests that the relationship is not positive.

Hypothesis 4 posits a positive relationship between Health Concern (HC) and Food-Related Experience (FOE). The data presented in Table 4.3.2.2 lends support to this hypothesis, with HC displaying a positive beta coefficient of 0.086. This beta value denotes a constructive linkage between HC and FOE. Furthermore, the associated p-value stands at 0.005, which falls below the conventional threshold of 0.05, signifying the robust statistical significance of this positive relationship.

Equally, Hypothesis 5 advances the notion of a positive relationship between Familiarity and Eating Habit (FE) and Food-Related Experience (FOE). The empirical findings from Table 4.3.2.2 substantiate this hypothesis, as evidenced by FE yielding a positive beta coefficient of 0.350. This coefficient underscores a positive and meaningful relationship between FE and FOE. Moreover, the

associated p-value remains below the critical level of 0.05, affirming the substantial statistical significance of this positive association.

Furthermore, Hypothesis 6 asserts a notable positive relationship between Sensory and Contextual Pleasure (SC) and Food-Related Experience (FOE). The analytical outcomes gleaned from Table 4.3.2.2 lend credence to this hypothesis, with SC showcasing a positive beta coefficient of 0.299. This coefficient signifies a robust and positive relationship between SC and FOE. The corresponding p-value is also observed to be below 0.05, which bolsters the assertion that this observed positive linkage carries significant statistical weight.

All variable tolerance value is higher than 0.2 and the VIF of all variables is less than 5 which means there has no multicollinearity problem. The most important predictor of foe Is FE as FE has the highest beta value of 0.350 with a t-value of 9.564. This is followed by SC (beta = 0.299, t-value =6.562), NV (beta = 0.144, t-value =3.201), HC (beta = 0.086, t-value=2.257), IC (beta = 0.079,t-value=1.893) and AP (beta = 0.012, t-value = 0.328).

The equation for this model:

FOE = 0.62 + 0.350(FE) + 0.299 (SC) + 0.144 (NV) + 0.086 (HC) + 0.079 (IC) + 0.012 (AP)

4.3.3 Simple Linear Regression Analysis

Table 4.3.3.1 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.749ᵃ	.561	.560	.42003
a. Predictors: (Constant), Foe				
b. Dependent Variable: Fbi				

Note. Developed from the IBM SPSS Statistics for research

Based on the Table 4.3.3.1 shows that the R-square resulted in 0.561 which means that FOE (Independent variable) could be explained to 56.1% of the variation in another DV which is FBI (Dependent variable), student retention in this research, there is still 43.9% left in this study.

Table 4.3.2.2

Coefficientsᵃ

	Coefficientsᵃ					
	Unstandardized Coefficients		Standardized Coefficients			
Model	B	Std. Error	Beta	t	Sig.	
1 (Constant)	.995	.140		7.091	<.001	
Foe	.764	.032	.749	23.909	<.001	
a. Dependent Variable: Fbi						

Note. Developed for the research FOE (food experience) and FBI (tourist's food-related behavioural intention)

Hypothesis 7 implies a positive link between FOE and tourists' FBI. According to Table 4.3.3.2, hypothesis 6 is supported. This is because experience pleasure has a positive beta value of 0.749, indicating a positive link between FOE and FBI. FOE has a p-value of less than 0.05. This means that the positive relationship is

significant. The tolerance value of FOE is 1.0 which is higher than 0.2 and VIF is 1.0 less than 5 that mean the variable no have multicollinearity problem.

The equation for this model:

FBI = 0.995 + 0.749 (FOE)

4.4 Conclusion

In summary, a comprehensive dataset of 450 respondents was collected and analyzed using SPSS software. The results obtained from the SPSS analysis indicated that all the independent variables exhibit a positive relationship with the dependent variable.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.0 Introduction

The fifth chapter is to discuss and summarises the outcome analysis of data from previous analysis. In addition, this chapter will include a discussion of the major findings, which will include a summary of the main findings to validate the objectives and hypotheses of this study. Finally, we will provide suggestions for future research based on the findings of the study as a summary of the research project.

5.1 Summary of Statistical Analysis

5.1.1 Descriptive Analysis

Table 5.1.1

Summary of Descriptive Analysis

Variables	Frequency	Percentage (%)
Are you a Malaysian		
Yes	400	88.89
No	50	11.11
Your state of origin		
Johor	69	17.25
Kedah	73	18.25
Kelantan	21	5.25
Malacca	21	5.25
Negeri Sembilan	33	8.25
Pahang	18	4.25

Perak	71	17.75
Perlis	27	6.75
Sabah	7	1.75
Sarawak	6	1.50
Selangor	49	12.25
Terengganu	6	1.50
Your country of origin		
Singapore	11	22.00
China	17	34.00
Thailand	6	12.00
United States	6	12.00
Germany	7	14.00
Are you a local resident in Penang?		
Yes	0	0
No	400	100.00
Have you visited Penang before		
Yes	450	100.00
No	0	0
Number of visit(s) in Penang		
1 – 2 times	140	31.11
3 – 4 times	120	26.67
More than 5 times	190	42.22
Have you ever travelled to a destination specifically for its food offerings?		
Yes	450	100.00
No	0	0
Are you looking for food recommendation for Penang?		
Yes	450	100.00
No	0	0
Gender		
Male	230	51.11
Female	220	48.89
Age group		

18 & below	21	4.67
19 to 25	154	34.22
26 to 35	113	25.11
36 to 45	86	19.11
46 to 54	40	8.89
55 & above	36	8.00
Religion		
Muslim	36	8.00
Christian	84	18.67
Buddhist	241	53.56
Hindu	38	8.44
Atheist	51	11.33
Marital status		
Single	254	56.40
Single parent	19	4.20
Married (without children)	47	10.40
Married (with children)	130	28.90
Occupation		
Self-employed	68	15.10
Company employee	207	46.00
Public servant	43	9.60
Unemployment	64	14.20
Retired	28	6.20
Other	40	8.90
Highest pursued or attained education level		
Secondary School	75	16.70
Foundation or Diploma	73	16.20
Professional Qualification	70	15.60
Undergraduates	175	38.90
Postgraduates	57	12.70
Monthly income		

Below RM2,000 approximate below USD 454	114	25.30
RM2,001 to RM4,000 approximate USD 455 to USD 908	116	25.80
RM4,001 to RM6,000 approximate USD 909 to USD 1362	99	22.00
RM6,001 to RM8,000 approximate USD 1363 to USD 1817	69	15.30
RM8,001 to RM10,000 approximate USD 1818 to 2271	37	8.20
Above RM10,000 approximate above USD 2271	15	3.30
Travel companion		
Alone	56	12.40
With family/ friends (Without children)	206	45.80
With family/ friends (With children)	127	28.20
Travelling in a packaged tour	61	13.60

Note. Adopted From Questionnaire Survey for Research

Based on the data gathered, Table 5.1.1 provides an overview of the participant's demographic information and the cumulative outcomes of the screening questions, all the data above were derived from the collected data in the current study. Based on the data collected, about 88.89% of respondents are Malaysian, and 11.11% are from foreign countries. Among the Malaysian respondents, a total of 12 states participated in the study. Kedah constitutes the highest proportion at 18.25%, followed closely by Perak at 17.75%, and Johor at 17.25%. These three states collectively account for the majority of the participants from Malaysia. Besides, for the foreign countries, there were a total of 5 countries involve Singapore (22%), China (17%), Thailand (6%), the United States (6%), and Germany (7%). Furthermore, it is significant to highlight that all 450 respondents from Malaysian

and foreign countries met the prerequisite criteria of visiting Penang at least once before participating in the study. The number of the 450 respondents who visited Penang 1 to 2 times have about 31.11%, 3 to 4 times visited Penang was 26.67% and more than 5 times visited Penang was 42.22%.

Besides, based on the data collected, the number of male respondents is more significant than female respondents with reported percentages of 51.11% and 48.89% respectively. Most of the respondents' age is between 19 to 25 years old which accounted for 34.22% of our data and 56.40% of respondents are single. Religious affiliation showcases a diverse range: Muslim participants form the majority at 85%, followed by Buddhist respondents at 53.56%, Christians at 18.67%, Hindus at 8.44%, and Atheists at 11.33%. In terms of respondents' occupations, a majority of them (46%) are company employees and 25.80% of respondents receive a monthly income of about RM2,001 to RM4,000 approximate USD 455 to USD 908. In the total result of the travel companion most of the respondents travel with family/ friends (Without children) (45.80%)

5.1.2 Scale Measurement

Table 5.1.2

Summary of Reliability Test Result

No.	Variable	Number of Items	Cronbach's Alpha	Result of Reliability
1.	Novelty and Variety	5	0.772	Good
2.	Authentic Experience and Prestige	4	0.686	Fair
3.	Interpersonal and Culture	5	0.743	Good
4.	Health Concern	5	0.801	Very Good
5.	Familiarity and Eating Habits	4	0.721	Good

6.	Sensory and Contextual Pleasure	4	0.708	Good
7.	Food Experience	5	0.744	Good
8.	Food-related Behavioural Intention	5	0.750	Good

Note. Adopted from Questionnaire survey for Research

In the research, the independent variables, which are Novelty and Variety, Authentic Experience and Prestige, Interpersonal and Culture, Health Concern, Familiarity and Eating Habits, Sensory and Contextual Pleasure, Food Experience and the DV, which is Food-related Behavioural Intention, are tested by the reliability analysis. Based on the outcome generated, all the IVs are shown in a fair, good and very good reliable, with values that fall between the ranges of 0.60 and 0.80.

5.1.3 Inferential Analysis

5.1.3.1 Pearson Correlation Coefficient

Table: 5.1.3.1

Summary of Pearson Correlation Coefficient Result

		Cronbach' Alpha
Novelty and Variety	Pearson Correlation	0.655
	Sig. (1-tailed)	<.001
	N	450
Authentic Experience and Prestige	Pearson Correlation	0.529
	Sig. (1-tailed)	<.001
	N	450
Interpersonal and Culture	Pearson Correlation	0.608
	Sig. (1-tailed)	<.001

	N	450
Health Concern	Pearson Correlation	0.592
	Sig. (1-tailed)	<.001
	N	450
Familiarity and Eating Habits	Pearson Correlation	0.698
	Sig. (1-tailed)	<.001
	N	450
Sensory and Contextual Pleasure	Pearson Correlation	0.723
	Sig. (1-tailed)	<.001
	N	450
Food Experience	Pearson Correlation	0.749
	Sig. (1-tailed)	<.001
	N	450

Note. Adopted from Questionnaire survey for Research.

The provided table indicates that the Independent Variables (IVs) — namely, Novelty and Variety, Authentic Experience and Prestige, Interpersonal and Culture, Health Concern, Familiarity and Eating Habits, Sensory and Contextual Pleasure, and Food Experience — exhibit a positive correlation with the Dependent Variable (DV), which is Food-related Behavioural Intention. This positive correlation is evident from the positive Pearson Correlation values.

It is noteworthy that all the Independent Variables with a significant p-value of 0.001 are indeed associated with the Dependent Variable, Food-related Behavioural Intention. This significance is confirmed as the p-value of 0.001 is lower than the chosen alpha value of 0.05. This implies a statistically meaningful relationship between these variables and suggests that changes in the Independent Variables are accompanied by corresponding changes in the Dependent Variable, thus making them potentially influential factors in predicting Food-related Behavioural Intention.

5.1.3.2 Multiple Regression Analysis

Table 5.1.3.2

*Summary of Multiple Linear Regression Analysis Resul*t

Variable	Standardized Coefficients	Sig.	R-Square
(Constant)	0.620	<0.001	
Novelty and Variety	0.144	0.001	0.661
Authentic Experience and Prestige	0.012	0.743	0.661
Interpersonal and Culture	0.079	0.059	0.661
Health Concern	0.086	0.024	0.661
Familiarity and Eating Habits	0.350	<0.001	0.661
Sensory and Contextual Pleasure	0.299	<0.001	0.661

Note. Adopted from Questionnaire survey for Research.

The above table reveals that the combination of all IVs can explain 66.1% of the disparity in the food experience, as measured by the R-Square value of 0.661. Familiarity and eating habits are the most crucial IV, followed by sensory and contextual pleasure, with a standardized coefficient value of 0.299, and finally, novelty and variety, with a standardized coefficient value of 0.144. Furthermore, the other three independent variables, which are authentic experience and prestige (0.743), interpersonal and culture (0.059), and health concern (0.059) are

statistically insignificant in measuring food experience, as indicated by their p-values being higher than the alpha value of 0.05.

5.1.3.2 Simple Linear Regression Analysis

Table 5.1.3.2.1

Summary of Simple Linear Regression Analysis Result

Variable	Standardized Coefficients	Sig.	R-Square
Constant	0.995	<0.001	
Food Experience	0.749	<0.001	0.561

Note. Adopted from Questionnaire survey for Research

The above table reveals that the combination of food experience (IV) can explain 56.1% of the disparity in the food-behavioural intention, as measured by the R-Square value of 0.561. Furthermore, the IV of food experience is statistically significant in measuring food-behavioural intention, as indicated by their p-values being lower than the alpha value of 0.05.

5.2 Discussion of Major Findings

Table 5.2

Summary of major findings

Hypotheses	Result	Supported
H1: There is a positive relationship between novelty and variety and tourists' food experience in Penang, Malaysia.	r = 0.655 p = <0.0001 (p < 0.05)	Supported
H2: There is a positive relationship between authentic experience and prestige and tourists' food experience in Penang, Malaysia.	r = 0.529 p = <0.0001 (p < 0.05)	Not Supported
H3: There is a positive relationship between interpersonal and culture and tourists' food experience in Penang, Malaysia.	r = 0.608 p = <0.0001 (p < 0.05)	Not Supported
H4: There is a positive relationship between health concern and tourists' food experience in Penang, Malaysia.	r = 0.592 p = <0.0001 (p < 0.05)	Supported
H5: There is a positive relationship between familiarity and eating habit and tourists' food experience in Penang, Malaysia.	r = 0.698 p = <0.0001 (p < 0.05)	Supported
H6: There is a positive relationship between sensory and contextual pleasure and tourists' food experience in Penang, Malaysia.	r = 0.723 p = <0.0001 (p < 0.05)	Supported

H7: There is a positive relationship between food experience and tourists' food-related behavioural intention in Penang, Malaysia.	r = 0.749 p = <0.0001 (p < 0.05)	Supported

Note. Adopted from Questionnaire survey for Research

5.2.1 Novelty and Variety

Based on the result hypothesis 1 have a positive relationship between novelty and variety and food experience supported by the result of this study. When the tourist has a high food experience because of novelty and variety. Penang has many unique flavours of foods this is due to Penang having many races. Hall and Mitchell (2008) different regions have distinctive ingredients and cooking techniques; this will be resulting in diverse and exciting flavours that tourists may not encounter before. The higher the food novelty and variety the higher the food experience in Penang. This result is consistent with Mak et.al (2016) as there is a positive relationship with between novelty and variety and tourist's food experience which novelty and variety will affect tourist food experience.

5.2.2 Authentic Experience and Prestige

Hypothesis 2 proposes a relationship between authentic experience and prestige and food experience is not supported by our research result. The possible reason is diverse food preferences. Tourists have diverse tastes and preferences when travelling in Penang, Malaysia. Another reason is that the concept of 'authenticity' can be complex, especially in a diverse and multicultural destination such as Penang. Tourists may have different expectations and interpretations of what constitutes an

authentic experience based on their own cultural background and previous exposure to certain cuisines. Yeoman et al., (2006) noted that "authenticity" was often defined by the traveller's personal definition. Stone et al. (2017) found that authenticity does not have a significant impact on tourists' food experiences.

5.2.3 Interpersonal and Culture

Hypothesis 3 proposes that there is a positive and significant relationship between interpersonal and culture and food experience, but our findings do not support this hypothesis. Individual preferences and experiences may differ, and not every encounter or cultural feature will necessarily have a favourable influence on every tourist's gastronomic experience in Penang, Malaysia. Another reason is familiarity and comfort. Travellers seeking familiar food or who are not adventurous may be less inclined to engage with locals or explore the nuances of a destination's food culture. In this case, they may choose foods they are familiar with rather than trying new foods or interacting with locals. Ellis et al., (2022) has found that tourists' interpersonal and culture will affect their behaviour, such as food choice and dietary intake. Ellis et al. (2022) found that interpersonal and culture does not have a significant impact on tourists' food experiences.

5.2.4 Health Concern

Based on the research result of our study health concern has a positive relationship with tourists' food experience in Penang, Malaysia. Nowadays, tourist care about their health and they will travel for food which is not oily, healthier, with less sugar and less salt. More people care about their health. tourists prioritize their health through their food choices, they may experience improved physical and mental well-being in Penang, Malaysia. The finding is consistent with Mak et.al (2016)

who found that health concern has a positive significant effect on the tourist food experience. Thus, hypothesis 4 is supported.

5.2.5 Familiarity and Eating Habit

Based on our findings above, Familiarity and eating habit have the highest relationship with tourists' food experience in Penang, Malaysia. It represents tourists will travel to a place to eat familiar food and eat the food based on their eating habit. The higher the familiarity and eating habit the higher the food experience. The result is consistent with Mak et.al (2016) as there is a positive relationship between familiarity and eating habit which familiarity and eating habit will affect tourists' food experience. Hence, hypothesis 5 is supported.

5.2.6 Sensory and Contextual Pleasure

The result shows that sensory and contextual pleasure was found to have a moderate relationship with tourists' food experience in Penang, Malaysia. Thus, when the tourist obtains greater value in the sensory and contextual pleasure, they will show greater commitment to the food experience. This is because sensory and contextual pleasure enhances a tourist's food experience by engaging multiple senses, connecting with the cultural backdrop, and creating lasting memories. The result is the same as Sharif et al. (2017) as there is a positive relationship between sensory and contextual pleasure which the sensory and contextual pleasure will affect tourists' food experience. Therefore, Hypothesis 6 is supported.

5.2.7 Food Experience

The outcome of our study confirms Hypothesis 7, which suggests a positive relationship between tourists' food experience and their intentions concerning food-related tourism. This connection becomes apparent in cases where tourists perceive their trip to Penang as valuable. The emotions, memories, and associations formed during a gratifying meal play a role in shaping preferences, impacting recommendations, guiding future food choices, and contributing to a more purposeful approach to food consumption and dining experiences. This discovery aligns with the findings of Sthapit et al. (2017), who established a positive relationship of food experience on behavioural intentions among tourists. It also corresponds with the research by Kivela et al. (2006), who identified the influence of food experience on tourists' intentions related to food-related activities.

5.3 Implication of the Study

5.3.1 Theoretical Implication

We had applied the Theory of Planned Behaviour (TPB), originally formulated by Azjen in 1985. This theory has incorporated three psychological factors: subjective norms, attitudes, and perceived behavioural control. These three categories of beliefs have been identified as influential in shaping both food-related behavioural intentions and motivational factors such as novelty and variety, authentic experience and prestige, interpersonal and cultural aspects, health concern, familiarity and eating habits, sensory and contextual pleasure, as well as a food experience. Besides, the TPB has gained widespread application in the field of tourism, particularly in influencing both the intentions and actual behaviours of tourists at various travel destinations. Consequently, our study confirms the TPB's assertion that intention serves as a precursor to behaviour.

The TPB theory has highlighted that the attitude, subjective norms and perceived behavioural control would influence the behavioural intention, when the tourists

have a positive experience with food, the tourists may intend to travel for food again. It was show that how attitude, subjective norms and perceived behavioural control towards the food experiences to influence the intentions to travel for food. Moreover, when the tourists share good food experiences with peers and family, it can get recognition from their social circles while they are travelling for food with the culture in Penang. This may associate the motivational factors link between food experiences to intentions. Furthermore, factors that motivate us also play a big role in making food experiences better. Novel about different types of food and flavours will attract tourists to explore Penang's cuisine in order to create more unique and memorable experience behind food. For instance, when Penang's tourism industry offers clear information about ingredients, preparation methods, and health-conscious options, tourists are more likely to feel empowered to make choices aligned with their health preferences. Therefore, the findings suggest that promoting diverse, authentic, information of food, pleasurable food experiences can foster favourable attitudes, subjective norms and perceived behavioural control to influence tourists' intentions to engage in food-related tourism activities.

Based on our study, we have used motivational factors (novelty and variety, authentic experience and prestige, interpersonal and cultural, health concern, familiarity and eating habits, sensory and contextual pleasure, and food experience) and food-related behavioural intention adopted in TCV. The theory of Consumption Value (TCV) was identifying five key values that impact consumer purchasing decisions: functional, social, emotional, epistemic, and conditional. Tourists assign various values to products, which then guide their buying behaviour. Therefore, this study would use the theory of consumption value as a foundation to complete insight into tourists' food selection habits based on motivational factors and food experience.

According to the Theory of Consumption Value, people buy or use goods and services based on their perceived utility, which is determined by a variety of consumption values, including functional value, social value, emotional value, epistemic value.

For instance, when visiting a high-end restaurant, different patrons may be motivated by distinct consumption values. Some may choose the restaurant for authentic experience and prestige, reflecting its social value that is affected by interpersonal and cultural factors. Others might be attracted to the romantic ambience, representing the emotional value (sensory and contextual pleasure, and food experience. There might have a food selection based on health considerations that may be influenced by functional value, where the utility is determined by the food's perceived utility or health advantages. By understanding these factors, the study aims to provide a comprehensive perspective on how motivational factors and food experience affect food choices during travel to destinations.

5.3.2 Managerial Implication

Based on our study, we are more focusing on how the motivational factors will lead to good image on food experience which will meet the tourits's expectation and influence the intention of the tourists travel for food. Our study was found that when the tourists was satisfied the motivational factor of novelty and variety, health concern, familiarity and eating habits, sensory and contextual pleasure will lead to a good image on food experience, which will influence food-related behavioural intention of tourists to make an expenditure on foods offering during travel, while satisfied authentic experience and prestige and interpersonal and cultural might have a mild or no influence on it. Therefore, marketers can go through to provide marketing strategies to attract tourists by satisfy and increase their intention on food-related tourism in order to gain a competitive advantage.

Food is an important key role to defining the character of tourist locations and offering a distinctive experience for tourists to travel. It was found that tourists are more motivated by sensory and contextual factors. Tourism marketers could emphasize the sensory dimension of the tourist experience such as the role of the

five human senses (smell, taste, sight, hearing and touch) to enhance the experience of the tourists (Agapito et al., 2012; Agapito et al., 2013). In other words, implementing sensory-focus marketing, there is more likely to stimulate the feel, aroma and ambience and also reach the heart and minds of tourists to purchase the foods. The food operator can focus on the appearance and atmosphere of eating establishments, and share history about the cultural importance of meals such as creating food events that let visitors interact with the local cuisine and culture, such as market visits, tastings, and group meals. Creating a good image that is not just visual used, it also integrated with sensory sensation. It was defined as a manner of processing and storing multi-sensory information in memory (Agapito et al., 2012; Agapito et al., 2013).

Besides, the government might play a role in tourism development which to attract tourism by organizing cultural promotion such as cultural festivals and events or cultural heritage preservation. Numerous intangible cultural aspects, such as music, language, dance, religion, various art forms, traditional knowledge, culinary practices, social traditions, rituals, hunting methods, and ceremonies, contribute sensory and contextual elements that enrich the overall experience, making it more remarkable. These aspects are rightly recognized and esteemed for their significance in preserving and promoting cultural heritage within tourism (Timothy, Dallen J., 2014).

Other than that, food plays a crucial role in shaping the overall tourist experience, and it aligns well with the evolving perspectives of tourists regarding authenticity concerning their food experience. Therefore, Marketers might highlight Penang as a place for food lovers by focusing on special dining experiences, classic dishes, cooking lessons, and food trips. Featuring local cooks, street food, and food customs could make it even more appealing (Mkono et al., 2013). Marketers could collaborate with local cooking experts and food writers, make interesting videos and pictures about the food scene, and offer packages that combine travel with food experiences to offer a unique food experience for tourists (Okumus, 2021). Additionally, it is recommended that local food operators focus on creating a

positive emotional connection with their food. By providing memorable and enjoyable experiences to tourists, they can make food tourism the preferred choice for travellers (Yuksel, Yuksel & Bilim, 2010).

On the other hand, factors of authentic experience and prestige are not encourage for marketers to put effort into since these factors do not have a positive relationship with food-related behavioural intention. Although past studies have stated that it has developed into a popular segment of the contemporary tourism business (Long, 2006). However, in our study, it was not necessary to create a unique memory and food experience from Penang's tourist perspective. Hence, authentic experiences and prestige may not effectively enhance tourist food-related behaviour in Penang because the consumers want the authentic experience to follow the trend of culinary method. The developing country may not always be the consumer market for upper-class individuals seeking new experiences due to how difficult to quickly adjust in changes the environment (Coşkun, G., 2021). But it also have a potential to refocus their efforts and resources on food tourism that have a larger impact on food-related visitor behaviour is a good idea for tourism marketers and management. However, the components of prestige and authentic experiences should not be ignored. They can be used as supporting elements in larger marketing initiatives, where they can increase the attraction of more powerful elements (Stone et al.,2018).

Hence, our study proposes the need for additional research into the favourable connection between motivational factor specifically excluding authentic experience and prestige, as well as interpersonal and culture aspects food experience, and the intentions related to engaging in food-related activities within food tourism. This further investigation would help in better understanding the importance of these factors in different culture background of tourists in supporting and enhancing food tourism experiences in order to predict the tourist's intention and actual behaviour effectively.

5.4 Limitation for Future Research

Based on our study, we had found some of the limitation during the period of data collection. The limitation which included our target respondent (local and international tourists) only limited on the views of tourists who had been visited in Penang. There is a restriction between the target respondent sample and the general population, as our study did not include individuals who have never visited Penang or those who were unable to visit during the data collection. Therefore, this may lead to a biased representation of the overall views and experiences of tourists in Penang. The study may not have captured the perspectives of potential tourists who had negative opinions or concerns that prevented them from visiting Penang.

Another one of the limitations is we are only using the quantitative method in our study. This is because using the quantitative method has limited flexibility for our study, which means that the target respondents cannot fully express their opinions and thoughts by choosing and answering the question by using the Likert scale (agree to disagree scale). On top of that, the closed-ended questions are one of a common feature of quantitative questionnaires. This also means we might miss chances to discover new things from what people think. Also, our research questions involving subjective experiences, individual motivations, or complex social interactions may not be effectively addressed using quantitative methods only. This issue becomes more challenging when studying sensitive subjects or trying to understand different points of view. When people have a wide range of opinions, using fixed questions might not show all those views properly. This can make the research less trustworthy and less valid. The research study might be overlooked or oversimplified, leading to incomplete or inaccurate conclusions.

Besides that, the following limitation is sampling method restriction. The sampling method that we applied in our study is the convenience sampling method for the questionnaire in Sections B, C and D. This method was chosen because it is readily

available and convenient for limited financial, time, and personnel. Convenience sampling was referring on selecting participants based on their availability and willingness to participate in the research but it only primarily consists of objective questions. However, it is essential to acknowledge that convenience sampling allows for a significant degree of self-selection among respondents. This self-selection introduces the possibility of outliers, individuals who may not accurately represent the broader target group of the research. The presence of outliers can potentially introduce bias and impact the overall quality of the study results and outcomes (Etikan et al., 2016)."

5.5 Recommendation for Future Research

Based on the limitation given, there are several recommendations for it to enhance the standard and quality of future research studies. First and foremost, the future research may increase the target respondents other from Penang states, which is travel for food for other states also such as Kuala Lumpur, Pahang (Cameron Highlands), Malacca (Old Towns), Kedah (Langkawi), and so on. This may increase the reliability and validity of the findings.

Besides, future researchers could adopt a mixed-methods approach by combining quantitative and qualitative methods. This approach would provide a more comprehensive understanding of the research topic by capturing Likert scale data and rich contextual information. Future researchers should consider incorporating qualitative research methods for topics that involve subjective experiences, complex social interactions, or individual motivations. Qualitative methods such as interviews, focus groups, or content analysis can provide deeper insights into participants' thoughts and emotions, allowing for a more nuanced understanding of the research questions. In addition, researchers should include open-ended questions in future research. Open-ended questions allow participants to express themselves in their own words, allowing for the emergence of unexpected insights

and novel perspectives. This can help researchers uncover nuances that might be overlooked with closed-ended responses. It can provide an "Other" or "Specify" option where respondents can enter their responses if none of the provided choices accurately represent their views.

Lastly, the future research could use the probability sampling with non-probability sampling method (convenience sampling) to guarantee that the respondents are relevant to the study and to reduce the chance of receiving underperforming findings from convenience sampling. To get a more accurate result from a big population, researchers should additionally apply simple random sampling rather than only convenience selection from non-probability sampling. Every individual can be picked to respond to the questionnaire that researchers have circulated, according to Berndt (2020). Using convenience and simple random sampling can help researchers obtain more accurate results.

5.6 Conclusion

Food combined with tourism is the act of travelling for the purpose of experiencing food that helps to promote the local cuisine and culture, attract visitors to travel and improve the image of the destination. On top of that, the food and beverage sector placed in the top two of the total tourism spending. It was shown that the choice made by tourists will be influenced by tourists' intention among diverse food in travel destinations. Besides, Penang is one of the states of Malaysia, and is the most popular destination to travel for food-related tourism because Penang offers a delightful and varied selection of culinary delights. However, the role of Malaysian Heritage Food in promoting cultural values is still not fully recognized. It is difficult to identify that how the tourist's motivational factors shaping food experience and influence the intention on food choice, especially for developers to use the suitable strategies to attract the tourists made a food expenditure in Penang.

Motivational factors are always a motivator for tourists' food-related behavioural intention to the travel Penang in Malaysia. Therefore, it is an important trend for sector tourism to have a development on foods to attract the tourist. Therefore, motivational factors such as novelty and variety, health concern, familiarity and eating habits, sensory and contextual pleasure was positively affect the food experience and food-related behavioural intention except authentic experience and prestige and interpersonal and cultural.

In our study, we have proposed a structured framework and hypotheses development that based on problem statement to ensure the positive relationships between several independent variables and the dependent variable of food-related behavioural intention of different culture lens of tourists in Pennag. The independent variables we examined include novelty and variety health concerns, familiarity and eating habits, sensory and contextual pleasure, authentic experience and prestige, as well as interpersonal and culture factors. To examine these relationships, we have applied the Theory of Planned Behaviour and the Theory of Consumption Value in our conceptual frameworks study and practice to explain the factors towards with food experience and food-related behavioural intentions of the tourists.

For the targeted responses in our study, we targeted domestic and foreign tourists who travelled to Penang for food for our study. We collected data through self-filled questionnaires, convenient sampling method in demographic profile, motivational factors and food-related behavioural intention; and judgemental sampling methods in screening question and used a total of 450 responses in our study.

To explore how the factors that we are studying are connected, we applied statistical analysis, including the Pearson Correlation Coefficient Analysis, Multiple Linear Regression Analysis, and simple linear regression analysis. The results from the Pearson Correlation Coefficient Analysis indicated that all the factors we looked at have a positive relationship. However, for the Multiple Linear Regression Analysis except for authentic experience and prestige, interpersonal and culture factors, all

the other motivational factors we studied had a positive relationship on the variability we observed in the intention to engage in food-related tourisms while travelling in Penang. Among these factors, the one related to food experience stated that is the most influential predictor for influencing the tourist's intention.

Therefore, the future research for this study should be focused on the other motivational factors, discover more multi-group of tourists to understands tourist's intentions and food experience in food-related tourism for further improvement and development in food tourism business.

REFERENCES

Ab Karim, S., & Chi, C. G. Q. (2010). Culinary tourism as a destination attraction: An empirical examination of destinations' food image. *Journal of hospitality marketing & management*, *19*(6), 531-555.

Adongo, C. A., Anuga, S. W., & Dayour, F. (2015). Will they tell others to taste? International tourists' experience of Ghanaian cuisines. *Tourism Management Perspectives*, *15*, 57-64.

Agapito, D., Mendes, J., & Valle, P. (2013). Exploring the conceptualization of the sensory dimension of tourist experiences. *Journal of destination marketing & management*, *2*(2), 62-73.

Agapito, D., Pinto, P., & Mendes, J. (2012). Sensory marketing and tourist experiences. *Spatial and Organizational Dynamics Discussions Papers*, *10*, 7-19.

Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, *50*(2), 179-211.

Alchemer. (2018, May 8). An introduction to judgment sampling. Retrieved April 6, 2023, from https://www.alchemer.com/resources/blog/introduction-to judgment-sampling/

Almli, V. L., Verbeke, W., Vanhonacker, F., Næs, T., & Hersleth, M. (2011). General image and attribute perceptions of traditional food in six European countries. *Food quality and preference*, *22*(1), 129-138.

Alsarayreh, R. S. (2023). The Effect of Technological Skills on Developing Problem Solving Skills: The Moderating Role of Academic Achievement. *International Journal of Instruction*, *16*(2).

Alvi, M. (2016). A manual for selecting sampling techniques in research.

Andersson, T. D., Mossberg, L., & Therkelsen, A. (2017). Food and tourism synergies: Perspectives on consumption, production and destination development. *Scandinavian Journal of Hospitality and Tourism*, *17*(1), 1-8.

Ares, G., & Gámbaro, A. (2007). Influence of gender, age and motives underlying food choice on perceived healthiness and willingness to try functional foods. *Appetite*, *49*(1), 148-158.

Arizona State University.Okumus, F., Altinay, L., Chathoth, P., & Logue, A. W. (1991). The Psychology of Eating and Drinking: An Introduction. New York: W. H.

Atef, A. M., & Harede, B. M. (2022). The Role of Culinary Tourism in The Promotion of Hotel Industry A Case Study in Matrouh City. *Journal of Tourism, Hotels and Heritage*, *4*(2), 90-105.

Atkins, P., & Bowler, I. (2001). Food in Society. London: Arnold.

Ayazlar, R. A., & Gamze, G. Ü. N. (2018). Yiyecek deneyiminin müşteri memnuniyeti ve davranışsal niyetine etkisi. *Karadeniz Sosyal Bilimler Dergisi*, *10*(18), 377-397.

Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or fun: measuring hedonic and utilitarian shopping value. *Journal of consumer research*, *20*(4), 644-656.

Baldwin, W. (2018). Chef's sabbatical: An analysis of chef's gastronomic research through culinary tourism. *International Journal of Gastronomy and Food Science*, *13*, 65-72.

Bardhi, F., Ostberg, J., & Bengtsson, A. (2010). Negotiating cultural boundaries: Food, travel and consumer identities. *Consumption, Markets and Culture*, *13*(2), 133-157.

Berlyne, D. E., Koenig, I. D., & Hirota, T. (1966). Novelty, arousal, and the reinforcement of diversive exploration in the rat. *Journal of comparative and physiological psychology*, *62*(2), 222.

Bessière, J. (2013). 'Heritagisation', a challenge for tourism promotion and regional development: an example of food heritage. *Journal of Heritage Tourism*, *8*(4), 275-291.

Bhandari, P. (2022, December 05). *Levels of Measurement | Nominal, Ordinal,*

Bhandari, P. & Nikolopoulou, K. (2023, January 16). *What Is a Likert Scale? | Guide & Examples.* Scribbr. Retrieved from https://www.scribbr.com/methodology/likert scale/

Bhardwaj, P. (2019). Types of sampling in research. *Journal of the Practice of Cardiovascular Sciences, 5*(3), 157.

Bianchi, C., Milberg, S., & Cúneo, A. (2017). Understanding travelers' intentions to visit a short versus long-haul emerging vacation destination: The case of Chile. *Tourism Management*, *59*, 312-324.

Birch, L. L. (1999). Development of food preferences. *Annual review of nutrition*, *19*(1), 41-62.

Björk, P., & Kauppinen-Räisänen, H. (2016). Exploring the multi-dimensionality of travellers' culinary-gastronomic experiences. *Current Issues in Tourism*, *19*(12), 1260-1280.

Björk, P., & Kauppinen-Räisänen, H. (2016). Local food: A source for destination attraction. *International Journal of Contemporary Hospitality Management, 28*(1), 177–194.

Bourdieu, P. (1984). A social critique of the judgement of taste. *Traducido del francés por R. Nice. Londres, Routledge.*

Bowling, A. (2014). *Research methods in health: investigating health and health services.* McGraw-hill education (UK).

Breslin, P. A. (2013). An evolutionary perspective on food and human taste. *Current Biology*, *23*(9), R409-R418.

Brindley, C., & Oxborrow, L. (2014). Aligning the sustainable supply chain to green marketing needs: A case study. *Industrial Marketing Management*, *43*(1), 45-55.

Brokaj, M. (2014). The impact of the gastronomic offer in choosing tourism destination: The case of Albania. *Academic Journal of Interdisciplinary Studies*, *3*(2), 249.

Bush, T. (2020). Descriptive analysis: how-to, types, examples. Retrieved from

Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing letters*, *17*, 79-89.

Cena, H., & Calder, P. C. (2020). Defining a healthy diet: evidence for the role of contemporary dietary patterns in health and disease. *Nutrients*, *12*(2), 334.

Cetin, G., & Istanbullu, F. (2015). Tourists' approach to local food. *Procedia-Social and Behavioral Sciences, 195*, 429–437.

Chai, L. T. (2011). Culture heritage tourism engineering at Penang: Complete the puzzle of "the pearl of orient". *Systems Engineering Procedia, 1*, 358-364.

Chaney, S., & Ryan, C. (2012). Analyzing the evolution of Singapore's World Gourmet Summit: An example of gastronomic tourism. *International journal of hospitality management*, *31*(2), 309-318.

Chang, R. C. (2017). The influence of attitudes towards healthy eating on food consumption when travelling. *Current Issues in Tourism*, *20*(4), 369-390.

Chang, R. C., Kivela, J., & Mak, A. H. (2010). Food preferences of Chinese tourists. *Annals of tourism research*, *37*(4), 989-1011.

Chang, R. C., Kivela, J., & Mak, A. H. (2011). Attributes that influence the evaluation of travel dining experience: When East meets West. *Tourism Management*, *32*(2), 307-316.

Che, D. (2006). Select michigan: Local Food Production, Food Safety, Culinary Heritage, and branding in Michigan agritourism. *Tourism Review International, 9*(4), 349-363.

Chen, C. F., & Chen, F. S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism management*, *31*(1), 29-35.

Chen, M. F., & Tung, P. J. (2014). Developing an extended theory of planned behavior model to predict consumers' intention to visit green hotels. *International journal of hospitality management*, *36*, 221-230.

Chen, Q., & Huang, R. (2019). Understanding the role of local food in sustaining Chinese destinations. *Current Issues in Tourism*, *22*(5), 544-560.

Chi, C. G. Q., Chua, B. L., Othman, M., & Karim, S. A. (2013). Investigating the structural relationships between food image, food satisfaction, culinary quality, and behavioral intentions: The case of Malaysia. *International Journal of Hospitality & Tourism Administration*, *14*(2), 99-120.

Chi, X., Lee, S. K., Ahn, Y. J., & Kiatkawsin, K. (2020). Tourist-perceived quality and loyalty intentions towards rural tourism in China. *Sustainability*, *12*(9), 3614.

Chiet, C. L. S., & Abd Razak, K. (2021). Factors influencing domestic tourist preference of holiday destination in Malaysia during the COVID-19 pandemic: A conceptual framework. *International Journal of Social Science and Humanity*, *11*(4).

Choe, J. Y., & Kim, S. (2018). Effects of tourists' local food consumption value on attitude, food destination image, and behavioral intention. *International Journal of Hospitality Management, 71*, 1–10.

Chuang, L. M., Chen, P. C., & Chen, Y. Y. (2018). The determinant factors of travelers' choices for pro-environment behavioral intention-integration theory of planned behavior, unified theory of acceptance, and use of technology 2 and sustainability values. *Sustainability*, *10*(6), 1869.

Cohen, E. (1972). Toward a sociology of international tourism. *Social research*, 164-182.

Cohen, E., & Avieli, N. (2004). Food in tourism: Attraction and impediment. *Annals of tourism Research*, *31*(4), 755-778.

Compton, W. C., & Hoffman, E. (2019). *Positive psychology: The science of happiness and flourishing*. Sage Publications.

Contento, I. R., Williams, S. S., Michela, J. L., & Franklin, A. B. (2006). Understanding the food choice process of adolescents in the context of family and friends. *Journal of adolescent Health*, *38*(5), 575-582.

Conway, J. M., & Huffcutt, A. I. (2003). A review and evaluation of exploratory factor analysis practices in organizational research. *Organizational research methods*, *6*(2), 147-168.

Correia, A., & Kozak, M. (2012). Exploring prestige and status on domestic destinations: The case of Algarve. *Annals of Tourism Research*, *39*(4), 1951 1967.

Coşkun, G. (2021). Authentic Experience in Tourism and Commodification. *Journal of Tourism Leisure and Hospitality*, *3*(2), 95-102.

Cripps, K. (2017). George Town, Penang: Asia's greatest street food city? *CNN*. Retrieved from https://edition.cnn.com/travel/article/george-town-penang greatest-street-food-city/index.html

Davis, J. S., & Van Wincoop, E. (2018). Globalization and the increasing correlation between capital inflows and outflows. *Journal of Monetary Economics*, *100*, 83-100.

Davranışsal niyetine etkisi" The impact of food experience on customer satisfaction and behavioral intention. *Karadeniz Sosyal Bilimler Dergisi*, *10*(18), 377-397.

De Nazelle, A., Nieuwenhuijsen, M. J., Antó, J. M., Brauer, M., Briggs, D., Braun Fahrlander, C., ... & Lebret, E. (2011). Improving health through policies that promote active travel: a review of evidence to support integrated health impact assessment. *Environment international*, *37*(4), 766-777.

Deroy, O., Reade, B., & Spence, C. (2015). The Insectivore's dilemma, and how to take the west out of it. *Food Quality and Preference, 44*, 44-55.

Desmet, P., & Fokkinga, S. (2020). Beyond Maslow's pyramid: Introducing a typology of thirteen fundamental needs for human-centered design. *Multimodal technologies and interaction*, *4*(3), 38.

Di-Clemente, E., Hernández-Mogollón, J. M., & Campón-Cerro, A. M. (2020). Tourists' involvement and memorable food-based experiences as new determinants of behavioural intentions towards typical products. *Current Issues in Tourism*, *23*(18), 2319-2332.

Dikko, M. (2016). Establishing construct validity and reliability: Pilot testing of a qualitative interview for research in Takaful (Islamic insurance). *The qualitative report*, *21*(3), 521-528.

Dixit, S. K. (Ed.). (2019). *The Routledge handbook of gastronomic tourism*. Routledge.

Du Rand, G. E. D., Heath, E., & Alberts, N. (2003). The role of local and regional food in destination marketing: A South African situation analysis. *Journal of Travel & Tourism Marketing*, *14*(3-4), 97-112.

Du Rand, G. E., & Heath, E. (2006). Towards a framework for food tourism as an element of destination marketing. *Current issues in tourism*, *9*(3), 206-234.

Elliot, S., Papadopoulos, N., & Kim, S. S. (2011). An integrative model of place image: Exploring relationships between destination, product, and country images. *Journal of travel research*, *50*(5), 520-534.

Ellis, A., Jung, S. E., Palmer, F., & Shahan, M. (2022). Individual and interpersonal factors affecting dietary intake of community-dwelling older adults during the COVID-19 pandemic. *Public Health Nutrition*, *25*(6), 1667–1677. https://doi.org/10.1017/s1368980022000696

Ellis, A., Park, E., Kim, S., & Yeoman, I. (2018). What is food tourism?. *Tourism management*, *68*, 250-263.

Fielding, K. S., McDonald, R., & Louis, W. R. (2008). Theory of planned behaviour, *environmental psychology*, *28*(4), 318-326.

Fields, K. (2002). Demand for the gastronomy tourism product: motivational factors. *Tourism and gastronomy*, *4*(2), 36-50.

Finch, J. E. (2006). The impact of personal consumption values and beliefs on organic food purchase behavior. *Journal of Food Products Marketing*, *11*(4), 63-76.

Finch, J. E., Trombley, C. M., & Rabas, B. J. (1998). THE ROLE OF MULTIPLE CONSUMPTION VALUES IN CONSUMER COOPERATIVE PATRONAGE: AN APPLICATION OF THE THEORY OF MARKET CHOICE BEHAVIOR. *Journal of Marketing Management (10711988)*, *8*(1).

Fischler, C. (1988). Food, self and identity. *Social science information*, *27*(2), 275 292.

Fischler, C. (2011). Commensality, society and culture. *Social science information*, *50*(3-4), 528- 548.

Fishbein, M., & Ajzen, I. (1977). Belief, attitude, intention, and behavior: An introduction to theory and research.

Folgado-Fernández, J. A., Hernández-Mogollón, J. M., & Duarte, P. (2017). Destination image and loyalty development: the impact of tourists' food experiences at gastronomic events. *Scandinavian Journal of Hospitality and Tourism*, *17*(1), 92-110.

Fox, R. (2007). Reinventing the gastronomic identity of Croatian tourist destinations. *International journal of hospitality management*, *26*(3), 546 559.

Frederick, M. (1993). Rural tourism and economic development. *Economic Development Quarterly*, *7*(2), 215-224.

Fulkerson, B., Vedaldi, A., & Soatto, S. (2009, September). Class segmentation and object localization with superpixel neighborhoods. In *2009 IEEE 12th international conference on computer vision* (pp. 670-677). IEEE.

Fumo, N., & Biswas, M. R. (2015). Regression analysis for prediction of residential energy consumption. *Renewable and sustainable energy reviews*, *47*, 332 343.

Ghanem, M. S. (2019). The behavioral intention of tourists toward local foods: An applied research on the local foods served in Egyptian Siwa Oasis. *Journal of Service Science and Management*, *12*(6), 714-741.

Goodenough, W. H. (1971). Culture, language, ad society (7).

Goolaup, S., & Mossberg, L. (2017). Exploring the concept of extraordinary related to food tourists' nature-based experience. *Scandinavian Journal of Hospitality and Tourism*, *17*(1), 27-43.

Graham, S. C. (2021). Authentic culinary tourism experiences: The perspectives of locals. *Journal of Gastronomy and Tourism*, *5*(2), 65-82.

Grebitus, C., Lusk, J. L., & Nayga Jr, R. M. (2013). Effect of distance of transportation on willingness to pay for food. *Ecological economics*, *88*, 67 75.

Guerrero, L., Claret, A., Verbeke, W., Enderli, G., Zakowska-Biemans, S., Vanhonacker, F., ... & Hersleth, M. (2010). Perception of traditional food products in six European regions using free word association. *Food quality and preference*, *21*(2), 225-233.

Guzel, B., & Apaydin, M. (2016). Gastronomy tourism: Motivations and destinations. *Global issues and trends in tourism*, *394*.

Hair, J. F., Money, A. H., & Samouel, P. (2007). Research methods for business. New York: John Wiley & Sons, Inc.

Hall, C. M., & Sharples, L. (2004). The consumption of experiences or the experience of consumption? An introduction to the tourism of taste. In *Food tourism around the world* (pp. 1-24). Routledge.

Hall, C. M., Sharples, L., Mitchell, R., Macionis, N., & Cambourne, B. (2003). Food tourism around the world: Development. *Management and Markets. Oxford: Butterworth Heinemann*.

Hall, J., & Mitchell, M. (2008). Exploring student midwives creative expression of the meaning of birth. *Thinking Skills and Creativity*, *3*(1), 1-14.

Hammons, A. J., & Fiese, B. H. (2011). Is frequency of shared family meals related to the nutritional health of children and adolescents?. *Pediatrics*, *127*(6), e1565-e1574.

Han, H., & Kim, W. (2009). OUTCOMES OF RELATIONAL BENEFITS: RESTAURANT CUSTOMERS' PERSPECTIVE. *Journal of Travel & Tourism Marketing*, *26*(8), 820-835.

Han, H., & Kim, Y. (2010). An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behavior. *International journal of hospitality management*, *29*(4), 659-668.

Harrington, R. J., & Ottenbacher, M. C. (2013). Managing the culinary innovation process: The case of new product development. *Journal of Culinary Science & Technology*, *11*(1), 4-18.

Hashimoto, A., & Telfer, D. J. (2006). Selling Canadian culinary tourism: Branding the global and the regional product. *Tourism Geographies*, *8*(1), 31-55.

Heine, K., Phan, M., & Atwal, G. (2016). Authenticity and prestige: what luxury brands could learn from the wine industry?. *Luxury Research Journal*, *1*(2), 177-190.

Henderson, J. (2002). Managing a tourism crisis in Southeast Asia: The role of national tourism organisations. *International journal of hospitality & tourism administration*, *3*(1), 85-105.

Heung, V. C., & Gu, T. (2012). Influence of restaurant atmospherics on patron satisfaction and behavioral intentions. *International Journal of Hospitality Management*, *31*(4), 1167-1177.

Hjalager, A. M., & Richards, G. (2002). 13 Still undigested: research issues in tourism and gastronomy. *Tourism and gastronomy*, *224*.

Hjalager, A. M., & Richards, G. (Eds.). (2003). *Tourism and gastronomy*. Routledge.

Hofstede, G. (2001). *Culture's consequences: Comparing values, behaviors, institutions and organizations across nations*. sage.

Horner, S., & Swarbrooke, J. (2020). *Consumer behaviour in tourism*. Routledge.

Horng, J. S., Su, C. S., & So, S. I. A. (2013, July). Segmenting food festival visitors: Applying the theory of planned behavior and lifestyle. In *Journal of Convention & Event Tourism* (Vol. 14, No. 3, pp. 193-216). Taylor & Francis Group.

Hsu, C. H., & Huang, S. (2012). An extension of the theory of planned behavior model for tourists. *Journal of Hospitality & Tourism Research*, *36*(3), 390-417.

Hsu, F. C., Agyeiwaah, E., & Scott, N. (2022). Understanding tourists' perceived food consumption values: Do different cultures share similar food values?. *International Journal of Gastronomy and Food Science*, *28*, 100533.

Huang, S., & Hsu, C. H. (2009). Effects of travel motivation, past experience, perceived constraint, and attitude on revisit intention. *Journal of travel research*, *48*(1), 29-44.

Ignatov, E., & Smith, S. (2006). Segmenting Canadian culinary tourists. *Current issues in tourism*, *9*(3), 235.

Inman, J. J. (2001). The role of sensory-specific satiety in attribute-level variety seeking. *Journal of Consumer research*, *28*(1), 105-120.

Interval and Ratio. Scribbr. Retrieved from https://www.scribbr.com/statistics/levels-ofmeasurement/

Jackey, B. A., Cotugna, N., & Orsega-Smith, E. (2017). Food label knowledge, usage and attitudes of older adults. *Journal of Nutrition in Gerontology and Geriatrics, 36*(1), 31-47.

Jamalludin, Z., Abd Aziz, N. N., & Samsuddin, S. (2022). A Review on the Intention to Revisit the Tourism Destination by using TPB Model. Journal of Advanced Research in Business and Management Studies, 26(1), 1-9.

Jang, S. S., & Namkung, Y. (2009). Perceived quality, emotions, and behavioral intentions: Application of an extended Mehrabian–Russell model to restaurants. *Journal of Business research*, *62*(4), 451-460.

Johns, R. (2010). *SQB Methods Fact Sheet 1: Likert Items and Scales.* Retrieved from https://www.ukdataservice.ac.uk/media/262829/discover_likertfact sheet.pdf

Johnston, M. P. (2014). Secondary data analysis: A method of which the time has come. *Qualitative and quantitative methods in libraries*, *3*(3), 619-626.

Kahn, B. E. (1995). Consumer variety-seeking among goods and services: An integrative review. *Journal of retailing and consumer services*, *2*(3), 139 148.

Kaplan, D. M., & Thompson, P. B. (Eds.). (2019). *Encyclopedia of food and agricultural ethics*. Springer Netherlands.

Kasim, A. (2006). The need for business environmental and social responsibility in the tourism industry. *International Journal of Hospitality & Tourism Administration, 7*(1), 1-22.

Kim, H. S., & Drolet, A. (2003). Choice and self-expression: a cultural analysis of variety-seeking. *Journal of personality and social psychology*, *85*(2), 373.

Kim, J. H. (2018). The impact of memorable tourism experiences on loyalt behaviors: Themediating effects of destination image and satisfaction. *Journal of Travel Research*, *57*(7), 856-870.

Kim, M. J., Kim, J. H., Lee, H. R., & Kim, W. G. (2016). Examining the effects of tourist motivation and emotional experiences on culinary tourism experience satisfaction and loyalty. *Journal of Travel Research, 55*(7), 855-868.

Kim, S. S., Lee, C. K., & Klenosky, D. B. (2012). The influence of push and pull factors at Korean national parks: A comparison between weekdays and weekends. *Journal of Travel Research, 51*(2), 133-145.

Kim, S., Choe, J. Y., & Lee, S. (2018). How are food value video clips effective in promoting food tourism? Generation Y versus non–Generation Y. *Journal of Travel & Tourism Marketing*, *35*(3), 377-393.

Kim, Y. G., & Eves, A. (2012). Construction and validation of a scale to measure tourist motivation to consume local food. *Tourism management*, *33*(6), 1458-1467.

Kim, Y. G., Eves, A., & Scarles, C. (2009). Building a model of local food consumption on trips and holidays: A grounded theory approach. *International journal of hospitality management*, *28*(3), 423-431.

Kim, Y. G., Suh, B. W., & Eves, A. (2010). The relationships between food-related personality traits, satisfaction, and loyalty among visitors attending food events and festivals. *International Journal of Hospitality Management, 29*(2), 216-226.

Kim, Y. H., Kim, M., Goh, B. K., & Antun, J. M. (2011). The role of money: The impact on food tourists' satisfaction and intention to revisit food events. *Journal of Culinary Science & Technology, 9*(2), 85- 98.

Kittler, P. G., & Sucher, K. P. (2004). Accent on taste: an applied approach to multicultural competency. *Diabetes Spectrum*, *17*(4), 200.

Kivela, J., & Crotts, J. C. (2005). Gastronomy tourism: A meaningful travel market

Kivela, J., & Crotts, J. C. (2006). Tourism and gastronomy: Gastronomy's influence on how tourists experience a destination. *Journal of hospitality & tourism research*, *30*(3), 354-377.

Konečná, K., & Vaňkátová, K. (2017). A database of semantic features for chosen concepts (Attested in 8-to 10-year-old Czech pupils). Topics in Linguistics, 18(1), 71-97.

Koseoglu, M. A. (2019). *Strategic management for hospitality and tourism*. Routledge.

Köster, E. P., & Mojet, J. (2023). Familiarity, monotony or variety. *Flavor,* 363 378.

Kothari, C. R. (2009). *An introduction to operational Research*. Vikas Publishing House Pvt Ltd.

Kristanti, M., Jokom, R., Wijaya, S., & Widjaja, D. C. (2018). Culinary experience towards behavioral intention of domestic tourists in Solo and Bandung, Indonesia. *Kinerja*, *22*(1), 186-199.

Lähteenmäki, L., & Arvola, A. (2001). Food neophobia and variety seeking consumer fear or demand for new food products. In *Food, people and society: A European perspective of consumers' food choices* (pp. 161-175). Berlin, Heidelberg: Springer Berlin Heidelberg.

Lam, T., & Hsu, C. H. (2006). Predicting behavioral intention of choosing a

Leake, L. L. (2007). Sensory Evaluation Techniques. *Food Technology Magazine.* Volume 61, No.c8. Retrieved from https://www.ift.org/news-and-publications/food-technology magazine/issues/2007/august/columns/laboratory

Lee, H., Jang, Y., Kim, Y., Choi, H. M., & Ham, S. (2019). Consumers' prestige seeking behavior in premium food markets: Application of the theory of the leisure class. *International Journal of Hospitality Management*, *77*, 260 269.

Lee, T. H. (2009). A structural model to examine how destination image, attitude, and motivation affect the future behavior of tourists. *Leisure sciences*, *31*(3), 215-236.

Lee, T. H., & Crompton, J. (1992). Measuring novelty seeking in tourism. *Annals of tourism research*, *19*(4), 732-751.

Leong, Q. L., Ab Karim, S., Awang, K. W., & Abu Bakar, A. Z. (2017). An integrated structural model of gastronomy tourists' behaviour. *International Journal of Culture, Tourism and Hospitality Research*, *11*(4), 573-592.

Lepp, A., & Gibson, H. (2003). Tourist roles, perceived risk and international tourism. *Annals of tourism research*, *30*(3), 606-624.

Levitt, J. A., Meng, F., Zhang, P., & DiPietro, R. B. (2019). Examining factors influencing food tourist intentions to consume local cuisine. *Tourism and Hospitality research*, *19*(3), 337-350.

Lin, J., Cui, Q., & Xu, H. (2023). Beyond novelty–familiarity dualism: The food consumption spectrum of Chinese outbound tourists. *Journal of China Tourism Research*, *19*(2), 155-175.

Lindblom, J. W. (2020). *Affective Impacts of Tourism in a Post-War, Re Emergingmerging Destination*.

Long, D. A., & Perkins, D. D. (2003). Confirmatory factor analysis of the sense of community index and development of a brief SCI. *Journal of community psychology*, *31*(3), 279-296.

Long, L. M. (2006). Food pilgrimages: Seeking the sacred and the authentic in

Long, L. M. (Ed.). (2004). *Culinary tourism*. University Press of Kentucky.

Lunchaprasith, T., & Macleod, D. (2018). Food tourism and the use of authenticity in Thailand. *Tourism Culture & Communication*, *18*(2), 101-116.

Madden, T. J., Ellen, P. S., & Ajzen, I. (1992). A comparison of the theory of planned behavior and the theory of reasoned action. *Personality and social psychology Bulletin*, *18*(1), 3-9.

Madrigal, L. (2012). *Statistics for anthropology*. Cambridge University Press.

Mak, A. H., Lumbers, M., Eves, A., & Chang, R. C. (2012). Factors influencing tourist food consumption. *International Journal of Hospitality Management*, *31*(3), 928-936.

Mak, A. H., Lumbers, M., Eves, A., & Chang, R. C. (2013). An application of the repertory grid method and generalised Procrustes analysis to investigate the motivational factors of tourist food consumption. *International Journal of Hospitality Management*, *35*, 327 338.

Mak, A. H., Lumbers, M., Eves, A., & Chang, R. C. (2016). The effects of food related personality traits on tourist food consumption motivations. *Asia Pacific Journal of Tourism Research, 22*(1), 1-20.

Mäkelä, J. (2000). Cultural Definitions of the Meal. In H. L. Meiselman (Ed.), Dimensions of the Meal: The Science, Culture, Business, and Art of Eating (pp. 7-18). Gaithersburg, M.L.: Aspen Publication.

Manstead, A. S., & Van Eekelen, S. A. (1998). Distinguishing between perceived behavioral control and self-efficacy in the domain of academic achievement intentions and behaviors. *Journal of applied social psychology*, *28*(15), 1375-1392.

Mathwick, C., Malhotra, N. K., & Rigdon, E. (2002). The effect of dynamic retail experiences on experiential perceptions of value: an Internet and catalog comparison. *Journal of retailing*, *78*(1), 51-60.

McKercher, B., & Chow So-Ming, B. (2001). Cultural distance and participation in cultural tourism. *Pacific Tourism Review*, *5*(1-2), 23-32.

Meiselman, H. L., Johnson, J. L., Reeve, W., & Crouch, J. E. (2000). Demonstrations of the influence of the eating environment on food acceptance. *Appetite*, *35*(3), 231-237.

Meng, B., & Choi, K. (2016). Extending the theory of planned behaviour: Testing the effects of authentic perception and environmental concerns on the slow-tourist decision-making process. *Current Issues in Tourism*, *19*(6), 528-544.

Mishra, P., Pandey, C. M., Singh, U., Gupta, A., Sahu, C., & Keshri, A. (2019). Descriptive statistics and normality tests for statistical data. *Annals of cardiac anaesthesia*, *22*(1), 67.

Mitchell, N. Macionis, B. Cambourne (Eds.). Food tourism around the world: Development, management and markets.

Mitchell, R., & Hall, C. M. (2004). Consuming tourists: Food tourism consumer behaviour. In *Food tourism around the world* (pp. 60-80). Routledge.

Mkono, M., Markwell, K., & Wilson, E. (2013). Applying Quan and Wang's structural model of the tourist experience: A Zimbabwean netnography of food tourism. *Tourism management perspectives*, *5*, 68-74.

Mohamad, N., S.Palan, D., Roslan, M. A., & Nasron, N. A. (2021). Predictors of behavioral intention among tourist: The case of revisiting street food spots in Penang, Malaysia. *Journal of Foodservice Business Research, 25*(4), 475-497.

Montano, D. E., & Kasprzyk, D. (2015). Theory of reasoned action, theory of planned behavior, and the integrated behavioral model. *Health behavior: Theory, research and practice*, *70*(4), 231.

Moutinho, L., Ballantyne, R., & Rate, S. (2011). Consumer behaviour in tourism. *Strategic management in tourism*, *2*(2), 83-126.

Murgan, M. G. (2015). A critical analysis of the techniques for data gathering in legal research. *Journal of social sciences and humanities*, *1*(3), 266-274.

Namkung, Y., & Jang, S. (2017). Are consumers willing to pay more for green practices at restaurants?. *Journal of Hospitality & Tourism Research*, *41*(3), 329-356.

Okumus, B. (2021). Food tourism research: a perspective article. *Tourism Review*, *76*(1), 38-42.

Okumus, B., Okumus, F., & McKercher, B. (2007). Incorporating local and international cuisines in the marketing of tourism destinations: The cases of Hong Kong and Turkey. *Tourism management*, *28*(1), 253-261.

Omar, S. R., Karim, S. A., Bakar, A. Z. A., & Omar, S. N. (2015). Safeguarding Malaysian Heritage Food (MHF): The impact of Malaysian food culture and tourists' food culture involvement on intentional loyalty. *Procedia-Social and Behavioral Sciences*, *172*, 611-618.

Onur, B. (2022). Concept as the Activist of Creativity in Architectural Design: Exploring Factors Affecting Concept Formation Using the Structural Equation Model. Periodica Polytechnica Architecture, 53(3), 220-231.

Ozcelik, A., & Akova, O. (2021). The impact of street food experience on behavioural intention. *British Food Journal, 123*(12), 4175-4193.

Özdemir, B., & Seyitoğlu, F. (2017). A conceptual study of gastronomical quests of tourists: Authenticity or safety and comfort?. *Tourism management perspectives*, *23*, 1-7.

Park, H. S. (2000). Relationships among attitudes and subjective norms: Testing the theory of reasoned action across cultures. *Communication studies*, *51*(2), 162-175.

Park, S. H., Hsieh, C. M., & Lee, C. K. (2017). Examining Chinese college students' intention to travel to Japan using the extended theory of planned behavior: Testing destination image and the mediating role of travel constraints. *Journal of Travel & Tourism Marketing*, *34*(1), 113-131.

Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of retailing and consumer services*, *29*, 123-134.

Penrod, J., Preston, D. B., Cain, R. E., & Starks, M. T. (2003). A discussion of chain referral as a method of sampling hard-to-reachpopulations. *Journal of Transcultural nursing, 14*(2), 100-107.

Pérez-Rodrigo, C., & Aranceta-Bartrina, J. (2021). Role of gastronomy and new technologies in shaping healthy diets. In *Gastronomy and food science* (pp. 19-34). Academic Press.

Perrea, T., Grunert, K. G., & Krystallis, A. (2015). Consumer value perceptions of food products from emerging processing technologies: A cross-cultural exploration. *Food Quality and Preference*, *39*, 95-108.

Pliner, P., & Salvy, S. J. (2006). Food neophobia in humans. In *The psychology of food choice* (pp. 75-92). Wallingford UK: Cabi.

Pourfakhimi, S., Nadim, Z., Prayag, G., & Mulcahy, R. (2020). The influence of neophobia and enduring food involvement on travelers' perceptions of wellbeing—Evidence from international visitors to Iran. *International Journal of Tourism Research*, *23*(2), 178–191. https://doi.org/10.1002/jtr.2391

Prescott, J., Young, O., O'Neill, L., Yau, N. N., & Stevens, R. (2002). Motives for food choice: a comparison of consumers from Japan, Taiwan, Malaysia and New Zealand. *Food quality and preference*, *13*(7-8), 489-495.

Pubrica, A. (2021, January 12). *Why is it important to do a literature review in research?* Retrieved from https://pubrica.com/academy/research/why-is-it-important-to-do-a-literature-review-in-research/

Quan, S., & Wang, N. (2004). Towards a structural model of the tourist experience: An illustration from food experiences in tourism. *Tourism management*, *25*(3), 297-305.

Quintal, V. A., Lee, J. A., & Soutar, G. N. (2010). Risk, uncertainty and the theory of planned behavior: A tourism example. *Tourism management*, *31*(6), 797 805.

Quintal, V. A., Thomas, B., & Phau, I. (2015). Incorporating the winescape into the theory of planned behaviour: Examining 'new world'wineries. *Tourism Management*, *46*, 596-609.

Rasoolimanesh, S. M., Iranmanesh, M., Seyfi, S., Ari Ragavan, N., & Jaafar, M. (2023). Effects of perceived value on satisfaction and revisit intention: Domestic vs. international tourists. *Journal of Vacation Marketing*, *29*(2), 222-241.

Ratner, R. K., Kahn, B. E., & Kahneman, D. (1999). Choosing less-preferred experiences for the sake of variety. *Journal of consumer research*, *26*(1), 1 15.

Reimann, M., & Bechara, A. (2010). The somatic marker framework as a neurological theory of decision-making: Review, conceptual comparisons, and future neuroeconomics research. *Journal of Economic Psychology*, *31*(5), 767-776.

ResearchArticles (2019, June 6). Data Editing in Research. *Helping Research Writing for Student & Professional Researchers*. https://researcharticles.com/index.php/data-editing-in-research/

Reynolds, N., Diamantopoulos, A., & Schlegelmilch, B. (1993). Pre-testing in questionnaire design: A review of the literature and suggestions for further research. *Market Research Society. Journal.*, *35*(2), 1-11.

Rhodes, R. E., & Courneya, K. S. (2003). Investigating multiple components of attitude, subjective norm, and perceived control: An examination of the theory of planned behaviour in the exercise domain. *British journal of social psychology*, *42*(1), 129-146.

Rhodes, R. E., Jones, L. W., & Courneya, K. S. (2002). Extending the theory of planned behavior in the exercise domain: A comparison of social support and subjective norm. *Research quarterly for exercise and sport*, *73*(2), 193 199.

Richards, G. (2002). Gastronomy: An essential ingredient in tourism production and consumption. *Tourism and gastronomy*, *11*, 2-20.

Richards, G. (2002). Tourism attraction systems: Exploring cultural behavior. *Annals of tourism research*, *29*(4), 1048-1064.

Riley, R. W. (1995). Prestige-worthy tourism behavior. *Annals of tourism research*, *22*(3), 630-649.

Ritchie, J. B., & Crouch, G. I. (2003). *The competitive destination: A sustainable tourism perspective*. Cabi.

Robinson, R. N., & Getz, D. (2016). Food enthusiasts and tourism: Exploring food involvement dimensions. *Journal of Hospitality & Tourism Research*, *40*(4), 432-455.

Rousseau, R., Egghe, L., & Guns, R. (2018). *Becoming metric-wise: A bibliometric guide for researchers*. Chandos Publishing.

Rozin, E., & Rozin, P. (1981). Culinary themes and variations. *Natural history*, *90*(2), 6-14.

Sánchez, J., Callarisa, L., Rodriguez, R. M., & Moliner, M. A. (2006). Perceived value of the purchase of a tourism product. *Tourism management*, *27*(3), 394-409.

Santos, J. A. C., Santos, M. C., Pereira, L. N., Richards, G., & Caiado, L. (2020). Local food and changes in tourist eating habits in a sun-and-sea destination: a segmentation approach. *International Journal of Contemporary Hospitality Management*, *32*(11), 3501-3521.

Sardianou, E., Kostakis, I., Mitoula, R., Gkaragkani, V., Lalioti, E., & Theodoropoulou, E. (2016). Understanding the entrepreneurs' behavioural intentions towards sustainable tourism: A case study from Greece. *Environment, Development and Sustainability*, *18*, 857-879.

Schubert, F., Kandampully, J., Solnet, D., & Kralj, A. (2010). Exploring consumer perceptions of green restaurants in the US. *Tourism and Hospitality Research*, *10*(4), 286-300.

segment. *Journal of Culinary Science & Technology*, *4*(2-3), 39-55.

Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. john wiley & sons.

Seo, S., Yun, N., & Kim, O. Y. (2017). Destination food image and intention to eat destination foods: a view from Korea. *Current Issues in Tourism*, *20*(2), 135-156.

Sharif, M. K., Butt, M. S., Sharif, H. R., & Nasir, M. (2017). Sensory evaluation and consumer acceptability. *Handbook of food science and technology*, *10*, 362-386.

Sharma, A., Moon, J., & Strohbehn, C. (2014). Restaurant's decision to purchase local foods: Influence of value chain activities. *International Journal of Hospitality Management*, *39,* 130-143.

Shenoy, S. S. (2005). *Food tourism and the culinary tourist*. Clemson University.

Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Consumption values and market choices: Theory and applications.

Silkes, C. A. (2012). Farmers' markets: A case for culinary tourism. *Journal of Culinary Science & Technology*, *10*(4), 326-336.

Sims, R. (2009). Food, place and authenticity: local food and the sustainable tourism experience. *Journal of sustainable tourism*, *17*(3), 321-336.

Sims, R. (2010). Putting place on the menu: The negotiation of locality in UK Food Tourism, from production to consumption. *Journal of Rural Studies, 26*(2), 105-115.

Smith, S., & Costello, C. (2009). Culinary tourism: Satisfaction with a culinary event utilizing importance-performance grid analysis. *Journal of Vacation Marketing*, *15*(2), 99-110.

Son, A., & Xu, H. (2013). Religious food as a tourism attraction: The roles of Buddhist temple food in Western tourist experience. *Journal of Heritage Tourism*, *8*(2-3), 248-258.

Sparks, B., Bowen, J., & Klag, S. (2003). Restaurants and the tourist market. *International Journal of Contemporary Hospitality Management*, *15*(1), 6-13.

standard, *16*(40), 33-36.

Sthapit, E. (2017). Exploring tourists' memorable food experiences: A study of visitors to Santa's official hometown. *Anatolia*, *28*(3), 404-421.

Sthapit, E., Björk, P., & Coudounaris, D. N. (2017). Emotions elicited by local food consumption, memories, place attachment and behavioural intentions. *Anatolia*, *28*(3), 363-380.

Stone, M. J., Soulard, J., Migacz, S., & Wolf, E. (2017). Elements of memorable food, drink, and culinary tourism experiences. *Journal of Travel Research*, *57*(8), 1121–1132. https://doi.org/10.1177/0047287517729758

Suntikul, W., Pratt, S., & Chong, Y. W. J. (2020). Factors that influence Chinese outbound tourists' intention to consume local food. *Journal of China Tourism Research*, *16*(2), 230-247.

SUSAN SHUR-FEN, G. A. U. (2006). Prevalence of sleep problems and their association with inattention/hyperactivity among children aged 6–15 in Taiwan. *Journal of Sleep Research*, *15*(4), 403-414.

Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of retailing*, *77*(2), 203-220.

Szymanski, D. M., & Henard, D. H. (2001). Customer satisfaction: A meta-analysis of the empirical evidence. *Journal of the academy of marketing science*, *29*(1), 16-35.

Talend. (n.d.). What is Data Processing? Definition and Stages - Talend Cloud Integration. *Talend - a Leader in Data Integration & Data Integrity*. https://www.talend.com/resources/what-is-data-processing/

Taormina, R. J., & Gao, J. H. (2013). Maslow and the motivation hierarchy: Measuring satisfaction of the needs. *The American journal of psychology*, *126*(2), 155-177.

Timothy, D. J. (2014). Contemporary cultural heritage and tourism: Development issues and emerging trends. *Public Archaeology*, *13*(1-3), 30-47.

Ting, H., Tan, S. R., & John, A. N. (2017). Consumption intention toward ethnic food: determinants of Dayak food choice by Malaysians. *Journal of ethnic foods*, *4*(1), 21-27.

Torres, R. (2002). Toward a better understanding of tourism and agriculture linkages in the Yucatan: Tourist food consumption and preferences. *Tourism Geographies*, *4*(3), 282-306.

Tourism Malaysia Corporate Site. (n.d.). *Malaysia tourism statistics in brief*. Retrieved March 16, 2023, from https://www.tourism.gov.my/statistics

Tranmer, M., & Elliot, M. (2008). Multiple linear regression. *The Cathie Marsh Centre for Census and Survey Research (CCSR)*, *5*(5), 1-5. Travel destination. *Tourism management*, *27*(4), 589-599.

Tsai, H., Yeung, S., & Yim, P. H. (2011). Hotel selection criteria used by mainland Chinese and foreign individual travelers to Hong Kong. *International journal of hospitality & tourism administration*, *12*(3), 252-267.

Tse, P., & Crotts, J. C. (2005). Antecedents of novelty seeking: international visitors' propensity to experiment across Hong Kong's culinary traditions. *Tourism Management*, *26*(6), 965-968.

Tuorila, H., Lähteenmäki, L., Pohjalainen, L., & Lotti, L. (2001). Food neophobia among the Finns and related responses to familiar and unfamiliar foods. *Food quality and preference*, *12*(1), 29-37.

Turner, A. G. (2003). Sampling frames and master samples. *United Nations secretariat statistics division*, 1-26.

Tuyen, D. QTing., Thi, C. T., Tran, Vu, H. T., Thao T, N., & THU, T. N. (2020). Is Vietnam ready to welcome tourists back? assessing covid-19's economic impact and the Vietnamese tourism industry's response to the pandemic. *Current Issues in Tourism, 25*(1), 115-133.

Van Teijlingen, E., & Hundley, V. (2002). The importance of pilot studies. *Nursing*

Van Trijp, H. (1995). *Variety-seeking in product choice behavior: theory with applications in the food domain*. Wageningen University and Research.

Van Westering, J. (1999). Heritage and gastronomy: The pursuits of the 'new tourist'. *International Journal of Heritage Studies*, *5*(2), 75-81.

Vartanian, L. R., Herman, C. P., & Wansink, B. (2008). Are we aware of the external factors that influence our food intake?. *Health Psychology*, *27*(5), 533.

Vesci, M., & Botti, A. (2019). Festival quality, theory of planned behavior and revisiting intention: Evidence from local and small Italian culinary festivals. *Journal of Hospitality and Tourism Management*, *38*, 5-15.

Wang, W., Fang, J., Wu, X., Xiong, Y., Liu, Y., & Xu, X. (2022, December). Research on Tourism Competitiveness Evaluation of the Wanjiang City Belt Based on SPSS Analysis. In *2022 3rd International Conference on Big Data and Informatization Education (ICBDIE 2022)* (pp. 1024-1039). Atlantis Press.

Wang, Y. (2016). *More important than ever: Measuring tourist satisfaction*. Queensland, Australia: Griffith Institute for Tourism, Griffith University.

Widjaja, D. C., Jokom, R., Kristanti, M., & Wijaya, S. (2020). Tourist behavioural intentions towards gastronomy destination: evidence from international tourists in Indonesia. *Anatolia*, *31*(3), 376-392.

Williams, L. T., Germov, J., Fuller, S., & Freij, M. (2015). A taste of ethical consumption at a slow food festival. *Appetite*, *91*, 321-328.

Williams, P., & Soutar, G. N. (2009). Value, satisfaction and behavioral intentions in an adventure tourism context. *Annals of tourism research*, *36*(3), 413-438.

Wondirad, A., Kebete, Y., & Li, Y. (2021). Culinary tourism as a driver of regional economic development and socio-cultural revitalization: Evidence from Amhara National Regional State, Ethiopia. *Journal of Destination Marketing & Management*, *19*, 100482.

Wuensch, K. L. (2010). Scales of measurement. *International Encyclopedia of Statistical Science*, 1283-1285.

Yeap, J. A., Ong, K. S. G., Yapp, E. H., & Ooi, S. K. (2020). Hungry for more: understanding young domestic travellers' return for Penang street food. *British Food Journal*, *122*(6), 1935-1952.

Yousaf, S., & Xiucheng, F. (2018). Halal culinary and Tourism Marketing Strategies on government websites: A preliminary analysis. *Tourism Management, 68*, 423-443.

Yüksel, A., & Yüksel, F. (2003). Measurement of tourist satisfaction with restaurant services: A segment-based approach. *Journal of vacation marketing*, *9*(1), 52-68.

Yuksel, A., Yuksel, F., & Bilim, Y. (2010). Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty. *Tourism management*, *31*(2), 274-284.

Yuncu, H. R. (2010). Surdurulebilir turizm acısından gastronomi turizmi ve Persembe yaylası. In *Congress of Aybastı-Kabatas* (Vol. 11).

Yusoff, N. M., Zahari, M. S. M., Kutut, M. Z. M., & Sharif, M. S. M. (2013). Is Malaysian food important to local tour operators?. *Procedia-Social and Behavioral Sciences*, *105*, 458-465.

Yuzhanin, S., & Fisher, D. (2016). The efficacy of the theory of planned behavior for predicting intentions to choose a travel destination: A review. *Tourism Review*, *71*(2), 135-147.

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods*. Cengage learning.

Appendix 1: Turnitin Report

fyp content

ORIGINALITY REPORT

14%	12%	6%	%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	eprints.utar.edu.my Internet Source	7%
2	www.tandfonline.com Internet Source	1%
3	www.researchgate.net Internet Source	<1%
4	Fu Chieh Hsu, Elizabeth Agyeiwaah, Noel Scott. "Understanding tourists' perceived food consumption values: Do different cultures share similar food values?", International Journal of Gastronomy and Food Science, 2022 Publication	<1%

5	hdl.handle.net Internet Source	<1%
6	journals.sagepub.com Internet Source	<1%
7	myscholar.umk.edu.my Internet Source	<1%

8	edepot.wur.nl Internet Source	<1%
9	coek.info Internet Source	<1%
10	link.springer.com Internet Source	<1%
11	repository.um.edu.mo Internet Source	<1%
12	Quee-Ling Leong, Shahrim Ab Karim, Khairil Wahidin Awang, Ainul Zakiah Abu Bakar. "An integrated structural model of gastronomy tourists' behaviour". International Journal of	<1%

13	epubs.surrey.ac.uk Internet Source	<1 %
14	Athena H. N. Mak, Margaret Lumbers, Anita Eves, Richard C. Y. Chang. "The effects of food-related personality traits on tourist food consumption motivations", Asia Pacific Journal of Tourism Research, 2016 Publication	<1 %
15	pt.scribd.com Internet Source	<1 %
	digitalcommons.usf.edu	
16	Internet Source	<1 %
17	Xiangping Li, Liangwei Qiu. "Local Food Consumption: The Trio of Motivation, Satisfaction, and Loyalty", Journal of China Tourism Research, 2023 Publication	<1 %
18	www.pnnl.gov Internet Source	<1 %

| 19 | hrmars.com
Internet Source | <1% |

| 20 | studentsrepo.um.edu.my
Internet Source | <1% |

| 21 | dergipark.org.tr
Internet Source | <1% |

| 22 | www.emerald.com
Internet Source | <1% |

| 23 | Ja Young (Jacey) Choe, Seongseop (Sam) Kim. "Effects of tourists' local food consumption value on attitude, food destination image, and behavioral intention", International Journal of Hospitality Management, 2018
Publication | <1% |

| 24 | www.scirp.org
Internet Source | <1% |

25 Bipithalal Balakrishnan Nair, Satyajit Sinha, M.R. Dileep. "What makes inauthenticity dangerous", Tourism, 2020
Publication
<1%

26 Athena H.N. Mak, Margaret Lumbers, Anita Eves, Richard C.Y. Chang. "An application of the repertory grid method and generalised Procrustes analysis to investigate the motivational factors of tourist food consumption", International Journal of Hospitality Management, 2013
Publication
<1%

27 mafiadoc.com
Internet Source
<1%

28 estatedocbox.com
Internet Source
<1%

29 stecf.jrc.ec.europa.eu
Internet Source
<1%

30 Irene Cenni, Camilla Vásquez. "Reflection: Airbnb's food-related "online experiences": a recipe for connection and escape", Food and Foodways, 2020
Publication
<1%

| 31 | chmk.org
Internet Source | <1% |

| 32 | www.coursehero.com
Internet Source | |

| | | <1% |

| 33 | www.theseus.fi
Internet Source | <1% |

| 34 | Alireza Rousta, Dariyoush Jamshidi. "Food tourism value: Investigating the factors that influence tourists to revisit", Journal of Vacation Marketing, 2019
Publication | <1% |

| 35 | jur.byu.edu
Internet Source | <1% |

| 36 | ynu.repo.nii.ac.jp
Internet Source | <1% |

| 37 | esnam.eu
Internet Source | <1% |

46	eldorado.tu-dortmund.de Internet Source	<1%
47	Mohamed S. Ghanem. "The Behavioral Intention of Tourists toward Local Foods: An Applied Research on the Local Foods Served in Egyptian Siwa Oasis", Journal of Service Science and Management, 2019 Publication	<1%
48	bura.brunel.ac.uk Internet Source	<1%
49	eurchembull.com Internet Source	<1%
50	www.deq.ok.gov Internet Source	<1%
51	www.ukessays.com Internet Source	<1%
52	www.yumpu.com Internet Source	

| 53 | "Generation Z Marketing and Management in Tourism and Hospitality", Springer Science and Business Media LLC, 2021
Publication | <1% |

| 54 | Chang, R.C.Y.. "Food preferences of Chinese tourists", Annals of Tourism Research, 201010
Publication | <1% |

| 55 | Jingru Chen, Fu-Chieh Hsu, Libo Yan, Hoffer M. Lee, Yuqing Zhang. "Tourists' Food Involvement, Place Attachment, and Destination Loyalty: The Moderating Role of Lifestyle", Behavioral Sciences, 2023
Publication | <1% |

| 56 | etd.aau.edu.et
Internet Source | <1% |

| 57 | ir.library.illinoisstate.edu
Internet Source | <1% |

| 58 | myassignmenthelp.com
Internet Source | <1% |

59 repository.up.ac.za:8080
Internet Source
<1%

60 www.mubs.ac.ug
Internet Source
<1%

61 www.repository.smuc.edu.et
Internet Source
<1%

62 Fangjhy Li, Yang-Che Wu, Mei-Chih Wang, Wing-Keung Wong, Zhijie Xing. "Empirical Study on CO2 Emissions, Financial Development and Economic Growth of the BRICS Countries", Energies, 2021
Publication
<1%

63 Federico Schimperna, Rosa Lombardi, Zhanna Belyaeva. "Technological transformation, culinary tourism and stakeholder engagement: emerging trends from a systematic literature review", Journal of Place Management and Development, 2020
Publication
<1%

64   Jufang Lv, Huaiyuan Liu, Feng Wen. "A Study on the influencing factors of College Students' employment in Hubei Pilot Free Trade Zone", Proceedings of the 2020 3rd International Conference on E-Business, Information Management and Computer Science, 2020
Publication   <1%

65   Kathleen F. Weaver, Vanessa Morales, Sarah L. Dunn, Kanya Godde, Pablo F. Weaver. "An Introduction to Statistical Analysis in Research", Wiley, 2017
Publication   <1%

66   bloximages.newyork1.vip.townnews.com
Internet Source   <1%

67   busman.mandela.ac.za
Internet Source   <1%

68   irep.iium.edu.my
Internet Source   <1%

69   jtos.polban.ac.id
Internet Source   <1%

70   ro.ecu.edu.au
Internet Source   <1%

71   www.moh.govt.nz
Internet Source   <1%

72   www.slideshare.net
Internet Source   <1%

Appendix 2: Questionnaire of the Study

UNIVERSITI TUNKU ABDUL REHMAN

FACULTY OF BUSINESS AND FINANCE

BACHELOR OF BUSINESS ADMINISTRATION

FINAL YEAR PROJECT

Factors Influencing Intention to Travel for Food-related Tourism in Penang, Malaysia.

Dear Respondent,

Warmest greeting from University Tunku Abdul Rahman (UTAR)

We are the final year undergraduate students of Bachelor of Business Administration (Honours), Universiti Tunku Abdul Rahman (UTAR). The purpose of this survey is to conduct research to investigate the factors that affect the intention of consumption behaviour about food related tourism through influencer marketing. Please answer all questions to the best of your knowledge. There are no wrong responses to any of these statements. All responses are collected for academic research purpose and will be kept strictly confidential.

Thank you for your participation.

Instructions:

1) There are four (4) sections in this questionnaire. Please answer ALL questions in ALL sections.

2) This form will take you less than 10-15 minutes to complete.

3) The contents of this questionnaire will be kept strictly confidential.

Personal Data Protection Notice

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") with came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to take notice and require consent in relation to the collection, recording, personal information.

Notice:

1. The purposes for which your personal data may be used are inclusive but not limited to: -

2. Your personal data may be transferred and/ or disclosed to the third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

3. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable to us in the event such information is no longer required.

4. UTAR is committed to ensuring the confidentiality, protection, security, and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading, and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

1. By submitting this form you hereby authorize and consent to us processing (including disclosing) your personal data and any updates of your information, for the purposes and/or for ant updates of your information, purposes and/or for any other purposes related to the purposes.

2. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfil our obligations or contact you or assist you in respect of the purposes and/or for any other purposes related to the purpose.

3. You may access and update your personal data by writing to us at

1. Chong Joe Yee (chongjoeyee5@1utar.my/chongjoeyee5@gmail.com)

2. Tan Mei Qin (meiqin0303@1utar.my/meiqin16@gmail.com)

Acknowledgement of Notice

[ ] I have been notified by you that I hereby understood, consented and agreed as per UTAR for above notice.

[ ] I disagree, my personal data will be processed.

If you have any enquiries, please do not hesitate to contact us.

Thank you.

Student Name	Student ID	Email Address
Chong Joe Yee	20ABB06445	chongjoeyee5@gmail.com
Tan Mei Qin	19ABB04736	meiqin16@gmail.com

Goh Jenny	19ABB04564	jennygoh0406@gmail.com
Teo Khai Pin	19ABB04644	teohkhaipin@gmail.com

Section A: Screening Question Profile

This section is about filtering information. Please state and select the most suitable option.

1. Are you a Malaysian?

- o   Yes

  Your state of origin: _____
- o   No

  Your country of origin: _____

2. Are you a local resident in Penang?

- o   Yes

- o   No

  Have you visited Penang before?
- o   No

- o   Yes

  Number of visit(s) in Penang
- o   1 - 2 times

- o   3 - 4 times

- o   More than 5 times

3. Have you ever travelled to a destination specifically for its food offerings?

- o   Yes

- o   No

4. Are you looking for food recommendations in Penang?

- o Yes

- o No

Section B: Social-demographic Profile

This section is about your demographic information. Please state and select the most suitable option.

1. Gender

- o Male

- o Female

2. Age Group

- o 18 & below

- o 18 to 25

- o 26 to 35

- o 36 to 45

- o 46 to 54

- o 55 & above

3. Religion

- o Muslim

- o Christian

- o Buddhist

- o Hindu

- o Atheist (no religion)

o Other: _____

4. Marital Status

o Single

o Single parent

o Married (without children)

o Married (with children)

5. Occupation

o Self-employed

o Company employee

o Public Servant

o Unemployed

o Retired

o Other: _____

6. Highest pursued or attained education level

o Secondary School

o Foundation or Diploma

o Professional Qualification

o Undergraduates

o Postgraduates Degree

o Other: _____

7. Income level

- o Below RM2,000 approximate below USD 454

- o RM2,001 to RM4,000 approximate USD 455 to USD 908

- o RM4,001 to RM6,000 approximate USD 909 to USD 1362

- o RM6,001 to RM8,000 approximate USD 1363 to USD 1817

- o RM8,001 to RM10,000 approximate USD 1818 to 2271

- o Above RM10,000 approximate above USD 2271

8. Travel companion

- o Alone

- o With family/ friends (Without children)

- o With family/ friends (With children)

- o Travelling in a packaged tour

Section C: Factors Influencing Intention to Travel for Food-Related Tourism in Penang, Malaysia.

Section C: Factors Influencing Intention to Travel for Food-Related Tourism in Penang, Malaysia.

This section is seeking your opinion regarding to the *factors to travel for Food-Related Tourism in Penang*. Please indicate your opinion with each statement based on the 5-point scale.

Strongly Disagree (1) ; Disagree (2) ; Neutral (3) ; Agree (4) ; Strongly Agree (5)

No.	Particulars	Novelty or Variety	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Factor 1: Novelty and Variety
It refers to the introduction of new and unique food experiences as well as the availability of diverse food options.

1	To try the well-known foods/dishes in Penang.	V	1	2	3	4	5
2	To try out foods I have never tried before.	N	1	2	3	4	5
3	To try foods that are novel (new) to me.	N	1	2	3	4	5
4	To sample a wide variety of foods/dishes in Penang.	V	1	2	3	4	5
5	To be adventurous in trying out various foods in Penang.	N&V	1	2	3	4	5

No.	Particulars	Authentic Exp or Prestige	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Factor 2: Authentic Experience and Prestige It refers to the perception of high quality and cultural representation of food experience.							

1	To try foods that are only available in Penang.	A	1	2	3	4	5
2	To sample authentic local foods.	A	1	2	3	4	5
3	To dine-in restaurants with authentic local ambience.	A	1	2	3	4	5
4	To dine-in restaurants that are recommended by the media. (e.g., travel guidebooks, Internet, TV)	P	1	2	3	4	5

No.	Particulars	Interpersonal or Culture	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Factor 3: Interpersonal and Culture It refers to social interactions and relationships that occur between visitors and locals with customs, traditions, and values of a particular society or group.							
1	To visit lively and friendly dining places.	I	1	2	3	4	5
2	To have enjoyable Penang food with my travel companions (partners).	I	1	2	3	4	5
3	To have foods that my travel companions (partners) like.	I	1	2	3	4	5
4	To learn about local food traditions and culture.	C	1	2	3	4	5
5	To increase my knowledge about the local culture through my dining experiences.	C	1	2	3	4	5

No.	Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Factor 4: Health Concern It refers to the consideration of nutritional value and potential health impacts of food choices.						
1	To travel for food with fresh ingredients and natural flavour.	1	2	3	4	5
2	To enquire about the ingredients in local foods before trying them.	1	2	3	4	5
3	To consume food that provides high nutritional value.	1	2	3	4	5
4	To enjoy foods that makes me healthy.	1	2	3	4	5
5	To have foods that keep me maintain healthy weight.	1	2	3	4	5

No.	Particulars	Familiarity or Eating Habit	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Factor 5: Familiarity and Eating Habit							
It refers to consuming familiar food through repeated exposure, and the habitual patterns of food consumption in food experiences.							
1	To have foods that match with my usual eating habit.	E	1	2	3	4	5
2	To enjoy foods that I am familiar with.	F	1	2	3	4	5
3	To dine-in chain restaurants that I have been to.	F&E	1	2	3	4	5
4	To consume foods from a well-known brand.	F&E	1	2	3	4	5

No.	Particulars	Sensory or Contextual Pleasure	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Factor 6: Sensory and Contextual Pleasure It refers to the enjoyment of a food experience influenced by both the sensory aspects of the food (taste, texture, and aroma) and the contextual elements of the environment (service and company).							
1	To enjoy a good selection of local and international foods in Penang.	C	1	2	3	4	5
2	To enjoy foods that are delicious.	S	1	2	3	4	5
3	To dine-in restaurants with a pleasant atmosphere.	C	1	2	3	4	5
4	To try out foods that are presented attractively.	S	1	2	3	4	5

No.	Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Factor 7: Food Experience It refers to memorable sensory, emotional engagement and cultural interactions with foods.						
1	I am satisfied with the quality service.	1	2	3	4	5
2	Comparing expectancy and actual experience it was worth money (good value).	1	2	3	4	5
3	Food and beverage experience was memorable and enriching.	1	2	3	4	5
4	I won't forget my local food experience in Penang.	1	2	3	4	5
5	I have encountered a great social interaction during my local	1	2	3	4	5

food experience, which I enjoyed.					

Section D: Food-related Behavioural Intention

This section is seeking your opinion regarding to the Behavioural *Intention in Food-related Penang*. Please indicate your opinion with each statement based on the 5-point scale.

Strongly Disagree (1) ; Disagree (2) ; Neutral (3) ; Agree (4) ; Strongly Agree (5)

No.	Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Dependent Variable: Food-related Behavioural Intention It refers to an individual's conscious decision to choose a particular food or food-related behaviour.					
1	If there was any opportunity, I would like to visit the same food destination in Penang again.	1	2	3	4	5
2	I would gladly recommend Penang to friends and relatives as worth for food and tourism.	1	2	3	4	5
3	I would gladly tell again the pleasurable food and beverage moments that bind me to stay in Penang.	1	2	3	4	5
4	I predict I would visit and taste a specific food introduced by Penang food blogs in the future	1	2	3	4	5
5	I will certainly invest time, money, and effort to travel for food tourism.	1	2	3	4	5

Appendix 3: Reliability Test for Pilot Test
Independent Variables: Novelty and Variety

Case Processing Summary

		N	%
Cases	Valid	60	93.8
	Excluded[a]	4	6.3
	Total	64	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.800	.799	5

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.62	10.037	3.168	5

Independent Variables: Authentic Experience and Prestige

Case Processing Summary

		N	%
Cases	Valid	60	93.8
	Excluded[a]	4	6.3
	Total	64	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.899	.901	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.97	12.711	3.565	4

Independent Variables: Interpersonal and Culture

Case Processing Summary

		N	%
Cases	Valid	60	93.8
	Excluded[a]	4	6.3
	Total	64	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.868	.874	5

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.28	16.952	4.117	5

Independent Variables: Health Concern

Case Processing Summary

		N	%
Cases	Valid	60	93.8
	Excluded[a]	4	6.3
	Total	64	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.962	.963	5

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.57	30.148	5.491	5

Independent Variables: Familiarly and Eating Habit

Case Processing Summary

		N	%
Cases	Valid	60	93.8
	Excluded[a]	4	6.3
	Total	64	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.920	.920	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.42	14.145	3.761	4

Independent Variables: Sensory and Contextual Pleasure

Case Processing Summary

		N	%
Cases	Valid	60	93.8
	Excluded[a]	4	6.3
	Total	64	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.926	.930	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.15	11.858	3.444	4

Independent Variables: Food Experience

Case Processing Summary

		N	%
Cases	Valid	60	93.8
	Excluded[a]	4	6.3
	Total	64	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.930	.932	5

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.32	19.440	4.409	5

Dependent Variable: Food Related Behavioral Intention.

Case Processing Summary

		N	%
Cases	Valid	60	93.8
	Excluded[a]	4	6.3
	Total	64	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.919	.919	5

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.2000	18.908	4.34839	5

Appendix 4: Reliability Test for Actual Study

Independent Variables: Novelty and Variety

Case Processing Summary

		N	%
Cases	Valid	450	100.0
	Excluded[a]	0	.0
	Total	450	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.772	.772	5

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.47	12.089	3.477	5

Independent Variables: Authentic Experience and Prestige

Case Processing Summary

		N	%
Cases	Valid	450	100.0
	Excluded[a]	0	.0
	Total	450	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.686	.687	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.78	8.922	2.987	4

Independent Variables: Interpersonal and Culture

Case Processing Summary

		N	%
Cases	Valid	450	100.0
	Excluded[a]	0	.0
	Total	450	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.743	.744	5

Independent Variables: Health Concern

Case Processing Summary

		N	%
Cases	Valid	450	100.0
	Excluded[a]	0	.0
	Total	450	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.801	.801	5

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.24	13.371	3.657	5

Independent Variables: Familiarly and Eating Habit

Case Processing Summary

		N	%
Cases	Valid	450	100.0
	Excluded[a]	0	.0
	Total	450	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.721	.723	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.13	7.768	2.787	4

Independent Variables: Sensory and Contextual Pleasure

Case Processing Summary

		N	%
Cases	Valid	450	100.0
	Excluded[a]	0	.0
	Total	450	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.708	.708	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.27	7.239	2.691	4

Independent Variables: Food Experience

Case Processing Summary

		N	%
Cases	Valid	450	100.0
	Excluded[a]	0	.0
	Total	450	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.708	.708	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.74	9.619	3.101	5

Dependent Variable: Food Related Behavioral Intention.

Case Processing Summary

		N	%
Cases	Valid	450	100.0
	Excluded[a]	0	.0
	Total	450	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.750	.753	5

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.5844	10.016	3.16484	5

Appendix 5: Descriptive Analysis

Independent variable: Novelty and Variety

Item Statistics

	Mean	Std. Deviation	N
1. I wish to try the well-known foods in Penang.	4.27	1.014	450
2. I wish to try out foods I have never tasted before.	4.30	.953	450
3. I wish to try foods that are novel (new) to me.	4.24	.954	450
4. I wish to sample a wide variety of foods in Penang.	4.33	.966	450
5. I wish to explore various foods in Penang.	4.34	.917	450

Independent variable: Authentic and Prestige

Item Statistics

	Mean	Std. Deviation	N
1. I wish to try foods that are only available in Penang.	4.25	.964	450
2. I wish to sample authentic local foods.	4.24	1.006	450
3. I wish to dine-in restaurants with authentic local ambience.	4.16	1.100	450
4. I wish to dine-in restaurants that are recommended by the media. (e.g., travel guidebooks, Internet, TV)	4.14	1.085	450

Independent variable: Interpersonal and Culture

Item Statistics

	Mean	Std. Deviation	N
1. I wish to visit lively cum friendly dining places.	4.35	.957	450
2. I wish to have enjoyable food with my travel companions (partners).	4.16	1.032	450
3. I wish to have foods that my travel companions (partners) like.	4.31	.922	450
4. I wish to learn about local food traditional value.	4.15	1.062	450
5. I wish to increase my knowledge about the local culture through my dining experiences.	4.23	1.065	450

Independent variable: Health Concern

Item Statistics

	Mean	Std. Deviation	N
1. I wish to travel for food with fresh ingredients and natural flavour.	4.32	.919	450
2. I wish to enquire about the ingredients in local foods before trying them.	4.23	.992	450
3. I wish to consume food that provides high nutritional value.	4.22	1.023	450
4. I wish to enjoy foods that makes me healthy.	4.28	.935	450
5. I wish to have foods that keep me maintain healthy weight.	4.20	1.028	450

Independent variable: Familiarity and Eating Habit

Item Statistics

	Mean	Std. Deviation	N
1. I wish to have foods that match with my usual eating habit.	4.34	.887	450
2. I wish to enjoy foods that I am familiar with.	4.33	.851	450
3. I wish to dine-in chain restaurants that I have been to.	4.23	.994	450
4. I wish to consume foods from a well-known brand.	4.23	1.032	450

Independent variable: Sensory and Contextual Pleasure

Item Statistics

	Mean	Std. Deviation	N
1. I wish to enjoy a good selection of local and international foods in Penang.	4.27	.959	450
2. I wish to enjoy foods that are delicious.	4.41	.810	450
3. I wish to dine-in restaurants with a pleasant atmosphere.	4.31	.939	450
4. I wish to try out foods that are presented attractively.	4.28	.967	450

Independent variable: Food Experience

Item Statistics

	Mean	Std. Deviation	N
1. I am satisfied with the quality service.	4.43	.795	450
2. Comparing expectancy and actual experience it was worth money (good value).	4.36	.861	450
3. Food and beverage experience was memorable and enriching.	4.38	.880	450
4. I won't forget my local food experience in Penang.	4.30	.915	450
5. I have encountered a great social interaction in food culture, which I enjoyed.	4.28	.955	450

Dependent variable: Food-related Behavioral Intention

Item Statistics

	Mean	Std. Deviation	N
1. If there was any opportunity, I would like to visit the same food destination in Penang again.	4.3489	.84714	450
2. I would gladly recommend Penang to friends and relatives as worth for food and tourism.	4.3800	.84160	450
3. I would gladly tell again the pleasurable food and beverage moments that bind me to stay in Penang.	4.3156	.88188	450
4. I predict I would visit and taste a specific food introduced by Penang food blogs in the future.	4.2711	.97053	450
5. I will certainly invest time, money, and effort to travel for food tourism.	4.2689	.92775	450

Screening Question Profile: Are you a Malaysian?

1. Are you a Malaysian?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	401	89.1	89.1	89.1
	2	49	10.9	10.9	100.0
	Total	450	100.0	100.0	

Screening Question Profile: Your state of origin

Your state of origin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	#N/	49	10.9	10.9	10.9
	1	69	15.3	15.3	26.2
	10	6	1.3	1.3	27.6
	11	49	10.9	10.9	38.4
	12	6	1.3	1.3	39.8
	2	73	16.2	16.2	56.0
	3	21	4.7	4.7	60.7
	4	21	4.7	4.7	65.3
	5	33	7.3	7.3	72.7
	6	18	4.0	4.0	76.7
	7	71	15.8	15.8	92.4
	8	27	6.0	6.0	98.4
	9	7	1.6	1.6	100.0
	Total	450	100.0	100.0	

Screening Question Profile: Your state of origin: Your country of origin

Your country of origin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	#N/	400	88.9	88.9	88.9
	1	11	2.4	2.4	91.3
	2	17	3.8	3.8	95.1
	3	6	1.3	1.3	96.4
	4	6	1.3	1.3	97.8
	5	7	1.6	1.6	99.3
	6	3	.7	.7	100.0
	Total	450	100.0	100.0	

Screening Question Profile: Are you a local resident in Penang.

2. Are you a local resident in Penang?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	400	88.9	100.0	100.0
Missing	System	50	11.1		
Total		450	100.0		

Screening Question Profile: Have you visited Penang before

Have you visited Penang before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	450	100.0	100.0	100.0

Screening Question Profile: Number of visit(s) in Penang

Number of visit(s) in Penang

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	140	31.1	31.1	31.1
	2	120	26.7	26.7	57.8
	3	190	42.2	42.2	100.0
	Total	450	100.0	100.0	

Screening Question Profile: Have you ever travelled to a destination specifically for its food offerings?

3. Have you ever travelled to a destination specifically for its food offerings?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	449	99.8	100.0	100.0
Missing	System	1	.2		
Total		450	100.0		

Screening Question Profile: Are you looking for food recommendation in Penang?

4. Are you looking for food recommendations in Penang?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	450	100.0	100.0	100.0

Demographic Profile: Gender

1. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	230	51.1	51.1	51.1
	2	220	48.9	48.9	100.0
	Total	450	100.0	100.0	

Demographic Profile: Age Group

2. Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	21	4.7	4.7	4.7
	2	154	34.2	34.2	38.9
	3	113	25.1	25.1	64.0
	4	86	19.1	19.1	83.1
	5	40	8.9	8.9	92.0
	6	36	8.0	8.0	100.0
	Total	450	100.0	100.0	

Demographic Profile: Religion

3. Religion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	36	8.0	8.0	8.0
	2	84	18.7	18.7	26.7
	3	241	53.6	53.6	80.2
	4	38	8.4	8.4	88.7
	5	51	11.3	11.3	100.0
	Total	450	100.0	100.0	

Demographic Profile: Marital Status

4. Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	254	56.4	56.4	56.4
	2	19	4.2	4.2	60.7
	3	47	10.4	10.4	71.1
	4	130	28.9	28.9	100.0
	Total	450	100.0	100.0	

Demographic Profile: Occupation

5. Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	68	15.1	15.1	15.1
	2	207	46.0	46.0	61.1
	3	43	9.6	9.6	70.7
	4	64	14.2	14.2	84.9
	5	28	6.2	6.2	91.1
	6	40	8.9	8.9	100.0
	Total	450	100.0	100.0	

Demographic Profile: Highest pursued or attained education level.

6. Highest pursued or attained education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	75	16.7	16.7	16.7
	2	73	16.2	16.2	32.9
	3	70	15.6	15.6	48.4
	4	175	38.9	38.9	87.3
	5	57	12.7	12.7	100.0
	Total	450	100.0	100.0	

Demographic Profile: Monthly Income

7. Income level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	114	25.3	25.3	25.3
	2	116	25.8	25.8	51.1
	3	99	22.0	22.0	73.1
	4	69	15.3	15.3	88.4
	5	37	8.2	8.2	96.7
	6	15	3.3	3.3	100.0
	Total	450	100.0	100.0	

Demographic Profile: Travel Companion

8. Travel companion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	56	12.4	12.4	12.4
	2	206	45.8	45.8	58.2
	3	127	28.2	28.2	86.4
	4	61	13.6	13.6	100.0
	Total	450	100.0	100.0	

Appendix 6: Pearson Correlation Coefficient Analysis
Correlations Between Novelty and Variety and Food Experience

Correlations

		Nv	Foe
Nv	Pearson Correlation	1	.655**
	Sig. (1-tailed)		<.001
	N	450	450
Foe	Pearson Correlation	.655**	1
	Sig. (1-tailed)	<.001	
	N	450	450

**. Correlation is significant at the 0.01 level (1-tailed).

Correlations Between Authentic and Prestige and Food Experience

Correlations

		Ap	Foe
Ap	Pearson Correlation	1	.529**
	Sig. (1-tailed)		<.001
	N	450	450
Foe	Pearson Correlation	.529**	1
	Sig. (1-tailed)	<.001	
	N	450	450

**. Correlation is significant at the 0.01 level (1-tailed).

Correlations Between Interpersonal and Culture and Food Experience

Correlations

		Ic	Foe
Ic	Pearson Correlation	1	.608**
	Sig. (1-tailed)		<.001
	N	450	450
Foe	Pearson Correlation	.608**	1
	Sig. (1-tailed)	<.001	
	N	450	450

**. Correlation is significant at the 0.01 level (1-tailed).

Correlations Between Health Concern and Food Experience

Correlations

		Hc	Foe
Hc	Pearson Correlation	1	.592**
	Sig. (1–tailed)		<.001
	N	450	450
Foe	Pearson Correlation	.592**	1
	Sig. (1–tailed)	<.001	
	N	450	450

**. Correlation is significant at the 0.01 level (1–tailed).

Correlations Between Familiarity and Eating habit and Food Experience

Correlations

		Hc	Foe
Hc	Pearson Correlation	1	.592**
	Sig. (1–tailed)		<.001
	N	450	450
Foe	Pearson Correlation	.592**	1
	Sig. (1–tailed)	<.001	
	N	450	450

**. Correlation is significant at the 0.01 level (1–tailed).

Correlations Between Sensory and Contextual Pleasure and Food Experience

Correlations

		Sc	Foe
Sc	Pearson Correlation	1	.723**
	Sig. (1–tailed)		<.001
	N	450	450
Foe	Pearson Correlation	.723**	1
	Sig. (1–tailed)	<.001	
	N	450	450

**. Correlation is significant at the 0.01 level (1–tailed).

Correlations Between Food Experience and Food-related Behavioral Intention

Correlations

		Foe	Fbi
Foe	Pearson Correlation	1	.749**
	Sig. (1–tailed)		<.001
	N	450	450
Fbi	Pearson Correlation	.749**	1
	Sig. (1–tailed)	<.001	
	N	450	450

**. Correlation is significant at the 0.01 level (1–tailed).

Appendix 7: Multiple Linear Regression analysis (Full Data)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
					Change Statistics				
1	.813[a]	.661	.657	.36334	.661	144.280	6	443	<.001

a. Predictors: (Constant), Sc, Ap, Fe, Hc, Ic, Nv

b. Dependent Variable: Foe

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	114.281	6	19.047	144.280	<.001[b]
	Residual	58.482	443	.132		
	Total	172.762	449			

a. Dependent Variable: Foe

b. Predictors: (Constant), Sc, Ap, Fe, Hc, Ic, Nv

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	.620	.130		4.772	<.001		
	Nv	.129	.040	.144	3.201	.001	.376	2.662
	Ap	.010	.032	.012	.328	.743	.528	1.893
	Ic	.069	.037	.079	1.893	.059	.437	2.288
	Hc	.073	.032	.086	2.257	.024	.521	1.919
	Fe	.312	.033	.350	9.564	<.001	.570	1.754
	Sc	.276	.042	.299	6.562	<.001	.368	2.721

a. Dependent Variable: Foe

Appendix 8: Simple Linear Regression (Full Data)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change	df1	df2	Sig. F Change
1	.749[a]	.561	.560	.42003	.561	571.648	1	448	<.001

a. Predictors: (Constant), Foe

b. Dependent Variable: Fbi

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100.853	1	100.853	571.648	<.001[b]
	Residual	79.038	448	.176		
	Total	179.892	449			

a. Dependent Variable: Fbi

b. Predictors: (Constant), Foe

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	.995	.140		7.091	<.001		
	Foe	.764	.032	.749	23.909	<.001	1.000	1.000

a. Dependent Variable: Fbi

Appendix 9: Photo take with tourist's respondent

Tourists from UK visit Penang for foods.

Tourists from Johor state visit Penang for char kuey tiao

Tourists from England visit Penang for foods