

UNIVERSITI TEKNOLOGI MARA

**THE CONSUMPTION INTENTION TOWARD ETHNIC
FOOD: DETERMINANTS OF BABA NYONYA FOOD
CHOICE BY YOUTH GENERATION IN MALAYSIA**

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AUTHOR'S DECLARATIONS

We declare that all the work done from this dissertation is in accordance with the regulations of Universiti Teknologi Mara (UITM). All of the results and analysis obtained from this study is genuine and through our own work unless it is indicated or acknowledged of referenced and cited work. In any event this study is found to violate any of the conditions of our bachelor's degree and will accept any disciplinary action as regulated by Universiti Teknologi Mara (UITM).

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ABSTRACT

This research is conducted to emphasize how consumption intention toward Baba Nyonya food by Youth Generation in Malaysia. Traditional food is imperative in culture, races, and countries. The community must preserve this traditional food to ensure that food is not extinct by time. This traditional food will represent a race and the unique combination between the two different ethnics in Malaysia such as Malay and Chinese (Baba Nyonya Food). Besides that, the methodology utilized in this research study is a causal study (under explanatory), while the type of research used is the quantitative method. Besides that, non-contrived setting study are also being utilized in the research. Meanwhile, the target population focused towards youth generation age 18-30 years old only. Since this study only targeted non-Baba Nyonya ethnic, so it doesn't have a proper market size or population. Besides that, Baba Nyonya ethnic is a minority and sub-ethnic in Malaysia. The total number of respondents who had responded to the questionnaire was 219. This survey was conducted in Malaysia and the data was collected using an online survey because of the current social distancing implemented by the government. Meanwhile, the software utilized in this research are Microsoft word, excel, and SPSS while the reference utilized in the article are related to Baba Nyonya food and culture, the youth generation, and the previous article about traditional food. All the articles, resources, and references were collected from the internet. Hence, of all the five hypotheses tested, there are only four variables that are significant to consumption intentions, namely personal attitudes, subjective norms, perceived behavioural control, and media influence. While for curiosity variable was not significant. Baba Nyonya Food is a traditional specialty food and it is interesting to expose to the world. So, it is the youth generation's accountability to preserve and present sub-ethnic food in Malaysia.