

UNIVERSITI TEKNOLOGI MARA

**SARAWAK ETHNIC FOOD CONSUMPTION
INTENTION AMONGST GENERATION Y AT
UCSI UNIVERSITY SARAWAK**

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AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Despite becoming more aware of food consumption from the perspectives of nutrition, health and safety, how Malaysians perceive ethnic food and what attracts or motivates them to consume it remains largely inconclusive. The study on consumption intention behaviour of Sarawak Ethnic Food among Generation Y is important as to give insight to the Local ethnic restaurant entrepreneur to improve their products based on the finding of this study. Little are known about consumption of Sarawak ethnic food among the Generation Y, therefore this study aims to investigate the relationship between consumption intentions amongst generation Y using Theory of Planned Behaviour toward Sarawak ethnic food. A quantitative study with self-administered questionnaire was utilized. Convenience sampling method was chosen because the aim was to sample Generation Y Students in UCSI University. A total of 434 sets of questionnaires were collected from the Generation Y and pilot test was conducted to ensure the reliability of the instrument. Pearson correlation and Multiple Regression analysis result indicate that all factors have positive and significant influence consumption intention amongst Generation Y toward Sarawak Ethnic Food. Subsequently, awareness, preference, attitude, subjective norm and perceived behavioural control are found to have significant relationship among Generation Y intention consumption toward Sarawak Ethnic food. From business points of views, the finding provide a new market of Ethnic food consumers in Kuching

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter introduces the background of this study, problem statement, research objectives and research questions, scope and limitations, and definition of terms.

1.2 Background of the study

Food consumption behaviour has been highlighted to be complex since there are multiple factors that could affect decision-making process (Hansen, 2005) (Vabo and Hasen, 2014). However, despite being mostly comfortable with their customary food choices, consumers today are willing to explore different flavored and culturally diverse food to satisfy their changing preferences. As a result, ethnic food is found to be an evolving trend in recent times and continues to blend into mainstream menus in most of the restaurants in the Western countries (National Restaurant Association, 2015) As stated by Sarah, (2001). Ethnic food has also become part of every day's diet, and its demand is expected to increase substantially in coming years (Bell, Adhikari, Chambers IV, Cherdchu, & Suwonsichon, 2011)

Although ethnic food in western countries has been greatly popular among consumers, the same cannot be said in South East Asian context. Specifically, the awareness and acceptance of ethnic food in Malaysia has not yet been relooked into (Chuah, Run, & Phung, 2015). Despite becoming more aware of food consumption from the perspectives of nutrition, health and safety (Teng, Rezai, Mohamed, & Shamsudin, 2011) how Malaysians perceive ethnic food and what attracts or motivates them to consume it remains largely inconclusive.

Being the largest state in Malaysia, Sarawak holds a significant status and embodies a part of culture and heritage of the country. Nevertheless, little is done to date on understanding consumer behaviour and behavioural intention towards consuming Sarawak Ethnic food. Given the gaps in literature on the subject matter, the present study serves as groundwork to investigate Sarawak Ethnic food consumption behaviour and behavioural intention among Generation Y using the Theory of Planned Behaviour. Since Sarawak Ethnic food is considered relatively