

**UNIVERSITI TEKNOLOGI MARA**

**DETERMINANTS OF MENU  
HYBRIDIZATION DEVELOPMENT  
OPPORTUNITY TOWARD FOOD  
BUSINESS PERFORMANCE**

**NIK MOHD SHAHRIL BIN NIK MOHD NOR**

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## ABSTRACT

This study investigates the complex dynamics of menu hybridization development, focusing on the impact of familiarity of food attributes, food adaptability, food integration, and their subsequent effect on food business performance in Malaysia's thriving culinary landscape. The study develops a robust conceptual framework by analyzing relevant literature and theories, including Resource-Based Theory, Social Capital Theory, and Dynamic Capability Theory. It explores the complex connections between familiarity of food attributes, food adaptation, food integration, menu hybridization development, and food business performance. In Malaysia, 319 chefs from casual restaurants all around Malaysia were surveyed using a quantitative research methodology that included a cross-sectional survey with a structured questionnaire. To evaluate hypotheses and model fit, the collected data were subjected to rigorous analysis, including descriptive statistics and Partial Least Square Structural Equation Modeling 4.0 (PLS-SEM 4). This study's findings shed light on the crucial role of food adaptation, food integration, and menu hybridization development as mediators between familiarity with food attributes and food business performance. These findings highlight the significance of these processes in Malaysia's FnB landscape formation. This study contributes to the existing body of knowledge by shedding light on the evolving landscape of menu hybridization and its effect on the performance of food businesses. It serves as a foundation for future research endeavors in the fields of food innovation, menu development, and the globalization of traditional cuisine. This study provides a comprehensive understanding of the factors driving menu hybridization and its implications for the Malaysian and global culinary industries.

**Keywords:** Familiarization on food attributes; Food Hybridization; Menu hybridization development; Casual-Restaurants; Food adaptation; Food integration

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# TABLE OF CONTENTS

	<b>Page</b>
<b>CONFIRMATION BY PANEL OF EXAMINERS</b>	<b>ii</b>
<b>AUTHOR'S DECLARATION</b>	<b>iii</b>
<b>ABSTRACT</b>	<b>iv</b>
<b>ACKNOWLEDGEMENT</b>	<b>v</b>
<b>TABLE OF CONTENTS</b>	<b>vi</b>
<b>LIST OF TABLES</b>	<b>xii</b>
<b>LIST OF FIGURES</b>	<b>xiv</b>
<b>LIST OF SYMBOLS</b>	<b>xv</b>
<b>LIST OF ABBREVIATIONS</b>	<b>xvi</b>
<b>CHAPTER ONE INTRODUCTION</b>	<b>1</b>
1.0 Preamble	1
1.1 Background of the study	1
1.2 Hybridization Process in Food	4
1.3 Problem Statement	6
1.4 Research Objectives	9
1.5 Research Questions	9
1.6 Significance of the Study	10
1.6.1 Academic Perspective	10
1.6.2 Practical Perspective	11
1.7 Scope of the study	12
1.8 Definitions of Operational Key Terms	12
1.8.1 Hybridization	12
1.8.2 Food Recipe	13
1.8.3 Ingredients	13
1.8.4 Methods of Cooking	13
1.8.5 Eating Decorum	13
1.8.6 Adaptation	13
1.8.7 Integration	13

# CHAPTER ONE

## INTRODUCTION

### 1.0 Preamble

This first chapter begins by highlighting the background of the study and in brief, explains the fundamental information on hybridization in several aspects related to biological, technological, manufacturing, and social science. It also explained the overall situation and changes that may occur in the cuisine's hybridization toward menu development. This is then followed by addressing the issue relating to the familiarization of food attributes of Chefs in adapting and soon integrating the native and foreign foodways towards menu development as the main topic of the study and as well as the variables interest to be conducted. The direction of this present study through objectives and research questions is subsequently highlighted. This chapter ends with the significance, scope of the study, and operational key terms.

### 1.1 Background of the study

As the world is constantly accelerating and human development is unstoppable, the process of enhancing people's freedoms, and opportunities and improving their well-being is happening synchronously in building the nation (United Nations Development Programme, 2020). In this sense, human development is about the real freedom in which people of the nations must decide who to be, what to do, and how to live. In 1990, the first human development report introduced a new approach to advancing human well-being not only by expanding the richness of human life but at the same time the economic fertility. Human development is also about giving people more freedom to live the lives they valued, and this means that developing people's abilities and allowing them to use it is of utmost crucial (United Nations Development Programme, 2020). According to Mehrotra and Acharya (2017), three foundations of human development; to live a long, healthy, and creative life, to be knowledgeable, and have access to resources needed for decent nation development. Many other things are important too, especially in helping to create the