

**UNIVERSITY TEKNOLOGI MARA**

**MOLECULAR GASTRONOMY: THE INFLUENCE  
OF HEDONIC CHARACTERISTICS AND  
PERCEIVED VALUES ON CHEFS' ACCEPTANCE  
TOWARDS *ASAM PEDAS***

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Thesis submitted in partial fulfilment of the requirements  
for degree of

**Master in Gastronomy**

**Faculty of Hotel & Tourism Management**

**JANUARY 2014**

## Candidate's Declaration

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

In the event that my thesis be found to violate the conditions mentioned above , I voluntary waive the right of my conferment of my degree and agree be rejected to the disciplinary rules and regulations of University Teknologi MARA.

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## ABSTRACT

The latest development in culinary realm has made chefs all over the world to improvise the traditional food into a different perspectives in developing new food. It successfully evoke the diners emotional experience through surprise elements. This emerging knowledge which combines science and cooking in the preparation of dishes is known as molecular gastronomy.

However, in developing countries the understanding of this term and acceptance is still in the introductory stage, as the study to seek knowledge and deeper understanding of molecular gastronomy movement in Malaysia is new. The incorporation of molecular gastronomy knowledge in Malay cuisines could increase the value of ethnic food, provide a new perspective and perception of how traditional food can be at par with molecular western cuisines.

This exploratory research empirically investigates the hedonic characteristics and perceived values of Malay cuisine as molecular gastronomy product (*asam pedas*) on chefs' acceptance. Through a series of descriptive and inferential statistic. The findings of this study revealed that product hedonic characteristics ( $\beta = .924$ ,  $p < 0.05$ ) and perceived values ( $\beta = .930$ ,  $p < 0.05$ ) have a significant influence on chefs' acceptance of molecular gastronomy product (*asam pedas*).

Keyword : Hedonic Characteristic, Perceived Values, Chefs' Acceptance, Malaysia, Malay Cuisine, Asam Pedas, Molecular gastronomy, Molecular cuisine

## ACKNOWLEDGEMENTS

Alhamdulillah, first and foremost praise to Allah, the most beneficent and the most merciful for His gratitude and bless in completing this thesis. A helpless servant like me will not able to achieve anything without His blesses and guidance.

I would like to express my deepest gratitude and utmost appreciation to my supervisor, Associate Professor Dr. Artinah Zainal for her excellent guidance, caring, and patiently correcting my writing, financially supporting my research and providing me with an excellent atmosphere for doing research. Her guidance and advises is essential for me to come out with beneficial input for the study, apart from contributing ideas in intensifying this thesis.

I am very much indebted to my parents, Faat Isral and Jamilah Mohd Joffri, who have given me their endless support and love. They trusted and standby me in every decision that I made. Both of your love have taught me to live to my fullest and here I am completing one of your dreams-dad. Thank you for blessing me with your prayers, and I hope both of you will be proud of me.

A gazillion thanks to all chefs that participated in my research, Puan Shahariah Ibrahim (Kitchen Coordinator) for granting me the permission to use the kitchen laboratory. My research would not have been possible without their assistance.

The completion of this dissertation is not wholly my individual efforts, as there are many people involved either directly or indirectly. A special thanks goes to, Zeiti Muhamud@Tan, Muaz Azinuddin, , Noor 'Aina Baharudin and Mohd Nazri Abdul Raji who as a good friend, was always willing to help and give me best suggestions.

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