



UNIVERSITI TEKNOLOGI MARA (MELAKA) CITY CAMPUS

FACULTY OF HOTEL & TOURISM MANAGEMENT

**MOTIVES FOR FOOD CHOICE AMONG  
INTERNATIONAL TOURIST IN MELAKA**

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## ABSTRACTS

Tourism Malaysia indicates food as a major antecedent in attracting International tourists for their travelling purpose to this country. This study was conducted to determine the most influential factor among international tourist regarding their food selection around Melaka and to survey the most selectable heritage food among international tourist in Melaka. A Food Choice Questionnaire (FCQ), an instrument that measures the reported importance of nine factors underlying food choice was administrated to a representative sample of 100 respondents in Bandar Hilir Melaka. By having a fifteen heritage food which is in Melaka specialities, the frequency analysis revealed that the most selectable heritage food is sate followed by roti canai. The most important factors reported are health, sensory appeal, mood, also convenience and least important are familiarity by using mean score analysis.

Keywords: *heritage food; Food Choice Questionnaire; motives food choice*

## **CHAPTER 2: LITERATURE OF REVIEW**

2.1	Overview of the chapter	10
2.2	Psychology of Food Choice	10
2.2.1	Psychology Factor	11
2.2.2	Physiological Factor	12
2.3	Malaysian Heritage Food	13
2.4	Food Choice Questionnaire (FCQ)	14
2.4.1	Health	16
2.4.2	Mood	16
2.4.3	Convenience	17
2.4.4	Sensory Appeal	17
2.4.5	Natural Content	18
2.4.6	Price	18
2.4.7	Weight Control	19
2.4.8	Familiarity	19
2.4.9	Ethical Concern	20
2.5	Motives for Food Choice among Tourist	20
2.6	Relationship between Factors in Food Choice Questionnaire (FCQ) And Motives for Food Choice among International Tourist	21

## **CHAPTER 3: RESEARCH METHODOLOGY**

3.1	Overview of the chapter	22
3.2	Research Design	22
3.3	Population and Sample Size	23
3.4	Questionnaires and Design Development	23
3.5	Data Collection Method	25
3.6	Plans for Data Analysis	26

## **CHAPTER 4: DATA ANALYSIS AND RESULTS**

4.1	Overview of the chapter	27
4.2	Reliability of the chapter	27
4.3	Procedure of analysis	36
4.4	Summary Findings	46