

**MALAYSIAN HAWKER'S FOOD
IMAGE, FOOD ATTRIBUTES
SATISFACTION AND
BEHAVIORAL INTENTION IN
THE PERSPECTIVE OF
SINGAPORE TOURISTS**

THEW KOK LIM

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MsC 2015

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SINGAPORE TOURISTS**

By

THEW KOK LIM

**Thesis Submitted to the
Othman Yeop Abdullah Graduate School
of Business, Universiti Utara Malaysia,
in partial Fulfillment of the Requirement for the
Degree of Master of Science (Management)**

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ABSTRACT

The purpose of this study was to determine the possibility of Malaysian gastronomic products specifically Malaysian hawker's food as the centered motivation to travel to a place. A model was adapted to assess the Malaysian hawker's food image, food attributes satisfaction and behavioral intention of the largest component of international tourists which was Singapore tourists. The results indicated that Malaysian hawker's food possessed clear and positive images on "Food price", "Delicious", "Easy access" and "Well presented" but is rather unclear on the images of "Sufficiency of seats", "Attractive eating surrounding", "Variety of food choice", "Many ethnic hawkers food" and "Use of herbs and spices". Tourists were satisfied relatively higher on the elements of "Cultural experience" and "Price" but were relatively lower on the element of "Cleanliness and food safety". In terms of intention, most of the items achieved an average mean score over 3.00 which indicated that the tourists did not have much negative perception and were relatively satisfied over Malaysian hawker's food. Regression analyses revealed that food image and food attributes satisfaction were significantly predicted tourists' behavioral intentions. The findings suggested that Malaysian hawker's food can be upheld as unique Malaysian food and strengthens the notion of repeat visitation to savor Malaysian food. Practical and theoretical contributions are discussed, with future research suggested.

ACKNOWLEDGEMENTS

First and foremost, I would like to express my sincere gratitude to Dr. Caroline M. Acosta for advising me during the implementation and development of this project and keeping the project focused

.

To my friends who had supported me during the data collection period for the accommodation and transfer, especially Tow Hui Ling and Desmond Lee Yun Yik.

To my senior lecturers who are kind in assisting me in validating and commenting on the questionnaires, special credit to Dr. Soon, Madam Hamimi, Madam Hasni, Sir Johan, Sir Nizam, Sir Muharis and Dr. Nurhazani.

Finally, I would also like to thank my family for their patience and support during the development of the studies.

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The World Tourism Organization (UNWTO) define tourists as visitors whom travel out of their home to another place and stay not more than one consecutive year for leisure, meeting, relaxation or visiting friends and relatives. Tourism has become one of the world’s largest and fastest growing industries. The tourism industry is global and a rapid growing industry and contributes to the economic enhancement as well as generating employment opportunities, apart from contributing to the development, especially in a developing country like Malaysia. Based on the 10th Malaysia Plan, the tourism industry is expected to contribute RM115 billion on GDP with two million jobs created in the year 2015 (New straits times, 10 March 2011). The Tourism sector has been recognized by the government as a major source of revenue and a catalyst for Malaysian economic (The star, 2 May 2012).

TOURIST ARRIVALS & RECEIPTS TO MALAYSIA		
YEAR	ARRIVALS	RECEIPTS (RM)
2013	25.72 Million	65.44 Billion
2012	25.03 Million	60.6 Billion
2011	24.71 Million	58.3 Billion
2010	24.58 Million	56.5 Billion
2009	23.65 Million	53.4 Billion
2008	22.05 Million	49.6 Billion
2007	20.97 Million	46.1 Billion
2006	17.55 Million	36.3 Billion
2005	16.43 Million	32.0 Billion
2004	15.70 Million	29.7 Billion
2003	10.58 Million	21.3 Billion
2002	13.29 Million	25.8 Billion
2001	12.78 Million	24.2 Billion
2000	10.22 Million	17.3 Billion
1999	7.93 Million	12.3 Billion
1998	5.56 Million	8.6 Billion

Figure 1.1

Tourist arrivals and receipts to Malaysia

According to figure 1.1 obtained from corporate tourism Malaysia, in year 2013, Malaysia has registered a total of 25.72 million tourist's arrival and tourism receipts of RM 65.44 billion. Since year 1998, there is a total increase of 362.59% from 5.56 million tourist's arrival to 25.72 million tourist's arrival in year 2013 and a total increase of 660.93% of receipts from RM 8.6 billion in year 1998 to RM 65.44 billion in year 2013. Refer to Appendix 1, there is 51.25% from the total of 25.72 million tourist's arrival categorized as Singapore tourists, thus formulated half portion of the total tourist arrival market. The rapid growth and increase number of tourists is seen as a huge potential to strengthen the country's economy through it. According to Munan (2002), tourism is also the largest source of income from foreign exchange.

Food and beverages is one of the elements that could not be detached from tourist activities. Numerous worldwide researches have proven that food could be a driving motivation for a person to travel to a particular destination. For example Zahari, Jalis, Zulfify, Radzi and Othman (2009) posits that food and beverages structure a large proportion of tourist experiences are spent either consuming food and drink or deciding what and where to eat. Tourists is in particular describe as gastronomic seekers where it encompasses a greater scale from food activities like involvement in cooking classes and picking vegetables from farm to attendance at cultural food festivals. Extension from the notion of wine tourism, gastronomy tourism seems to be receiving great attention during the 21st century as the people's standard of living has been improving. Many countries had started to impose their uniquely defined food to the tourists by promoting an integration of food cultures as an element in usual tourist activities. Therefore, there is an exciting activity for tourist to explore the country's famous dishes and the country's food cultures.

1.2 Malaysian Culinary Tourism

Malaysia is known as a food paradise that diverse cultures from different ethnics melted together to create what is so called as, the “Malaysian Food” (Malaysiafood.net, 2013). Malaysia launched the “Malaysia, Truly Asia” campaign in year 1999, a worldwide marketing plan that promotes Malaysia and successful representing 7.4 million international tourists. The hospitality industry is booming during this time, especially the establishment of the international franchise restaurant and numerous restaurants that offered famous-international cuisine. On the other hand local restaurants and hotel’s cafes are also growing to support the need of these mass tourists.

Food and beverage are being always a concern where these foods consumed by the tourists could influence their overall satisfaction during the trip and formed perception towards a country or a destination. These perceptions will in turn lead to tourists’ future behaviour intention. Based on Tsai (2013), it was found out that tourists are agreed that if they had bad meal experience at the location, they will not consider returning to the place to any further extent. Thus, it is in line with the expectation disconfirmation theory where in a review by Johns & Pine (2002) stated that post-consumption subtracted pre-consumption will lead to overall satisfaction which decide on how tourist think and feel which turn to their future behaviour. The perception of tourists towards Malaysian gastronomic products had been accessed by Jalis, Zahari, Izzat and Othman (2009); AbKarim, Chua and Salleh (2009), yet there is a lack of focus on the unification of Malaysian food identity neither from the tourist’s perspective nor tourism planner’s perspective. Although, Zainal, Zali and Kasim (2010) have suggested that gastronomy route of Malaysia in every state is known to have special and unique food to offer for tourists, and then it comes to a question, what is the significance famous Malaysian food and where to get it? Therefore, tourism

planners can have better strategies to uphold the value of the identified famous Malaysian cuisine. This is important as the linking of food and tourism is common among the other countries such as Hong Kong as people travel there, especially for gastronomic reasons, possibly to try dim sum or other Cantonese specialties. Similarly, when Tom Yam is mentioned, people certainly link this classic soup to Thailand (Chi, Chua, Othman and Karim, 2013). In addition, food image refer feelings and emotions of person towards food and beverage offered by a destination. Many destination marketers had confirmed that food image is an important element in forging destination image whereby food is unique cultural element recognized by the tourists as value-added in their trip. AbKarim, Ling, Othman, Adzahan Ramachandran,(2010) and AbKarim, Chua, Aman, Othman, Salleh (2011) find out that Malaysia possessed clear food image among foreign tourists and its positively linked with elements like price, food variation, uniqueness while is negatively linked with sanitation.

Hawker's food centre is the famous dining area of locals across Asia regions and often offers significant dishes that carry local food culture features. Tsai (2013) stated that night market who offered unique local food is the best place to experience local culture. This is true where the moment tourists enjoy the food and the moment that tourists would experience local culture through various interaction and talk to a local or dealer.

In the year of 1950s and 1960s, due to the unhygienic food preparation issues, the street hawkers are relocated to an open air complexes thus named hawker's food centres. Lately, particularly in urban areas like Kuala Lumpur, hawker's food centres are increasingly being replaced by food courts, air conditioned versions that are located in shopping malls. Still, there is some hawker's

food sold during night market along the street which is also recognizable as street's food. Pang & Toh (2008) in their investigation of food safety knowledge and practices toward hawker food industry in Malaysia reviewed that hawkers of Muslim/Malay, from higher education background and in urban area possessed stronger food safety knowledge and practice.

Food that sold in hawker's centre is usually low-priced and initially caters the needs of middle-class workers in an urban area. Later, hawker's centre becomes a frequent place of choice for dining as it resembles variety of food choice. In Singapore, the favourite place to eat is hawker centre, 19 percent of those interviewed children and teenagers dine five to seven times a week. (Ang & Foo, 2002) Eating out is a frequent phenomenon whereby parents have no time to cook as both of them are working. Thus, Singaporean was familiar and had strong perception toward meal experience in hawker centre.

Joan, Yun, Poon and Biwei (2012) had investigated western tourist's satisfaction towards Singapore hawker centres and food offered by them. Result reveals South East Asian hawker food and the overall hawker centre, dining experience is appealing to tourists. Thus, considering the potential of the hawker centre as one of the tourist destinations particularly designated to gastronomic seekers or lovers, more researches on related field are needed in order to provide insights into developing a niche market in the tourism industry. Nevertheless, Tsai (2003) further strengthen the notion that savouring local cuisine at night market is also a main motivation of tourists visiting the particular destination. Thus, it is easier for destination marketers to package the unique gastronomic resources of a destination and communicate them to tourists through proper channel. Visiting the night market would let the tourists stand a chance to improve

interpersonal relationship with the locals. Consequently, it develops deep emotion towards the place, food or people which would positively affect their future re-visitation intention on the destination. Furthermore, the emotions and feelings evoked by local culture and customs would affect the tourist's satisfaction level which would generally lead to their consumption level in terms of food and finally form their perception toward the culture from their experience.

In Malaysia, government had put in a lot of efforts in designing proper gastronomic products and uphold its value in the international stage. This includes "Fabulous Food 1Malaysia" campaign, which held three months at the end of every year since year 2009 and aim at promoting local dishes. The theme of the campaign in year 2013 is "Nasi Goreng"(Fried rice), "Popiah"(Chinese Spring roll) and "Sup Daging"(Beef soup) where these foods are searchable at the general hawker centre. This reflects that food tourism in Malaysia is getting a clearer identity to promote tourism and to uphold hawker food as a valuable asset representing the "Food of Malaysia". It is the multi-ethnicity food culture unlike any other countries. Indeed, there is still lack of specific investigation to explore the perceived food image, satisfaction level on food attributes and the tourist's behavioural intention in terms of hawker's food as previous researches like AbKarim et al. (2009, 2010, 2011), Chi et al. (2013), Jalis et al. (2009), Jalis, Usman, Zahari, Zulkifly and Othamn (2010) and Zainal et al. (2010) had not investigate toward Malaysia hawker's food. The outcome of this research will provide more understanding toward the perceived food image, satisfaction level on food attributes and the tourist's behavioural intention. As refer to Appendix 1, more than 50% of international tourists are from Singapore and thus formulate the biggest porportion of the international tourists arrival market which is worthy to investigate into this

group of tourists. This is important to provide insights from the marketing aspects to aid the stakeholders to better promote Malaysia gastronomy tourism.

1.3 Problem Statement

Generally, tourism industry has many aspects for instance, ecotourism, cultural, sport, health and others. The commonality of all is to provide food and accommodation whereas food had been given attention as a niche market in tourism industry in 19th century. The terms of culinary tourism, food tourism or gastronomy tourism became popular and marketers started to segment a particular group of tourists whereby their travel motivation partially or fully toward eating experience at a destination. Many destination marketers had incorporated the uniqueness of local food into tourist's travel itinerary to further adding enjoyment for the tourist. Some of the countries had even imposed heavy advertisements abroad especially adding the element of local cuisines to attract tourists to visit. It was proven successes that by conveying local food uniqueness through advertisements, television programme or exhibition effectively affect tourist's perception toward a destination, for instance, most people agreed that for wine tourism, the best place to visit are Italy and France. It was also proven that significant relationship existed between destination's food image and tourists' intention to visit whereby a positive perceived food image will trigger tourist's intention to visit or re-visit. Zainal et al. (2010) suggest a gastronomy route whereby each states in Malaysia have something (food) special to be offered to tourists. However Malaysia had no unification of food identity as imposed by destination marketers and there were lacks of research examined particular food which represented Malaysia. AbKarim et al. (2011) examined portugese cuisine while other researchers like Chi et al. (2013) and Jalis et al. (2009, 2010) examined Malaysian food as a whole. Tourists who had

eaten western fast food like MacDonald will resulted inaccurate results obtained regard investigation toward Malaysia food image whereby MacDonald do not possess as Malaysian food.

Therefore, it comes to tha gap that food image, food attributes satisfaction and tourist's behavioural intention in terms of Malaysia hawker's food from the perspective of Singapore tourists are not yet been investigated by any researchers.

1.4 Research Question

This research focuses on the factor that influencing the tourist's behavioural intention from the perspective of Singapore tourists. The research design is to study how hakwer's food image and food attributes satisfaction predict tourist's behavioural intention. Besides this, the research design is to determine the tourists' perception towards Malaysian hawker's food, their level of satisfaction and their behavioural intention. Some questions are develop and will be used as guideline by researcher. The purposes of these questions are to formulate objectives and hypothesis. The research questions are as below:

:

1. What is the tourists' perception towards Malaysian hawker's food?
2. What is the tourists' level of satisfaction towards Malaysian hawker's food attributes?
3. Do Singapore tourists possess positive behavioural intention toward Malaysian hawker's food?
4. What is the relationship between Malaysian hawker's food image as perceived by the tourists and their future intention?

5. What is the relationship between tourists' satisfaction on food attributes and their future intention?
6. What is the relationship between Malaysian hawker's food image as perceived by the tourists and their satisfaction on food attributes?

1.5 Research Objectives

This study is design to find solutions to a problem and increase the scope of knowledge. The objectives of this research are as below:

1. To examine the Malaysia hawker's food image as perceived by Singapore tourists.
2. To assess the level of satisfaction of Singapore tourists towards Malaysia hawker's food attributes.
3. To determine the behavioural intention of Singapore tourists towards Malaysia hawker's food.
4. To determine the relationship between Malaysia hawker's food image as perceived by Singapore tourists and their behavioural intention.
5. To ascertain the relationship between tourist's satisfaction on Malaysia hawker's food attributes and their behavioural intention.
6. To examine the relationship between Malaysia hawker's food image as perceived by Singapore tourists and their satisfaction level towards Malaysia hawker's food attributes.

1.6 Significance of the Study

Jalis et al. (2009) stated in his research that Asian countries shared similar food culture like Malaysia, but since Malaysia had known to have unique gastronomy products to offer as suggested by Zainal et al. (2010), the ministry of tourism should differentiate them and promote gastronomy tourism within Asian countries specifically Singapore. Kotler, Bowens and Makens. (2002) in their publication of marketing management book had suggested marketing theory which is to create Points-of-difference (PODs) and Points-of-parity (POPs) in order to position a brand strategically thus stand as a distinct product among rivalry competition. “Malaysia Truly Asia” campaign is one of the successful marketing strategies that positioned Malaysia globally as tourist destination that offer a diversity of cultural experiences, distinctly different than its neighboring countries. Thus it is important to understand what do Singapore tourists perceived of Malaysian hawker’s food as they themselves were familiar with it as in the research done by Ang & Foo (2002). Singapore tourists should have been viewed as a distinctive group or market that is a high potential in contributing to the growth of Malaysian gastronomy tourism industry. Despite that, by understanding their perception, destination marketers can better promote the uniqueness of Malaysian hawker’s food.

It is to generate more knowledge and understanding of Malaysia hawker’s food image, food attributes satisfaction and tourist’s behavioural intention, whereas policy makers and destination marketers can successfully implement their strategies which can bring more tourists into Malaysia. The outcome of the study will contribute to the world of knowledge and strengthen the

conceptual framework of previous researches that the predictive factors of tourist's behavioural intention are food image and food attributes satisfaction.

1.7 Organization of the Study

Chapter one gives a general introduction about tourism background and culinary tourism in Malaysia. The statement of problem, objectives of the study, research questions, conceptual framework, and hypothesis are discussed in this section. In chapter two, broad literatures are reviewed base on the context of study to provide a better understanding of current research. Chapter 3 summarize the research design and methodology. In addition, the theoretical framework, sampling technique, sample size, procedure and analyse data techniques are presented. Chapter four discuss the findings and hypothesis testing. Chapter five concludes the study and provide some recommendations. In addition, limitation and future research are also discussed.

1.8 Limitations of the Study

Limited resource like time and fund are also a challenging issue, whereas the researches need to be compiled within or less than a year and data collection took up to several months as due to no sponsor and limited personal fund to hire research assistants, thus self-distributing is very time consuming. Furthermore, researcher does not have enough time to collect enough primary and secondary data.

In addition, reliability and transparency is important to ensure researcher to get accurate result. Some of the information gathered is not reliable because due to the nature of respondents' characteristic whereby respondents are in a rush or no incentives are given to respondent.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter focuses on the review in food and tourism encompassed from journals published in tourism and hospitality line and also journals from other field of study which were suit to the context of study. Different aspects relate to the context of study were raised for better understanding for instance food identities, food motivation, culinary tourism and relationship among food image, food attributes satisfaction and behavioural intention. Related to Malaysia gastronomy studies, Jalis et al. (2009, 2010) and AbKarim et al. (2009, 2010, 2011) were the pioneer researchers in the gastronomic field in the Malaysian context of study. Their researches had been used to review the current situation in Malaysia and each of the theoretical constructs used in the model of the study was reviewed for further clarification. Those constructs were food image, food attributes satisfaction and behavioural intention.

2.2 Food Identities

Food carried different identities as it could represent different meaning in different occasions for instance the use of champagne in a symbolic event celebration. The use of specific food in special occasions might also represent cultural and spiritual identity for a particular culture for example the beverage of “Tuak” (alcoholic beverage) was drank during the “Gawai” festival celebrated by Iban ethnic of Sarawak state, Malaysia. The rise of culinary tourism had given emphasized on traditional Taiwanese cuisines which help in reconstruction of Taiwan national identity (Chuang, 2009). As the way to experience one’s culture is through the appreciation of

their indigenous food and is usually along with stories or legend behind them which make tourists motivated to try these food. Omar, Karim, and Omar. (2014) stated that for the sake of future generation and international tourism to experience the pleasurable moment through enjoying local delights, Malaysian Heritage Food (MHF) which is a blend food identity of Malaysia reflecting local past history and culture should be conserve and preserve. Ardabili, Rasouli, Daryani, Molaie, & Sharegi (2011) commented that food identities could be observed through the way of offering food. For instance, serving noodles with chopstick which one could easily link to Chinese food or serving meals with fork and knife which one could link to Westerners alike food. Besides this, the link of food identity with ethnicity identity was also examined by Oum (2005) that in most Korean-American Diasporas that cooked significant Korean food, “Kimchi”, retained and possessed strong Korean identity. He further defined that national cuisine mean that people have national consensus, normative preferences, historical consistency, customs and uniqueness. It can be created through collective habits rather than natural existed. Cantarero, Espeitx, Lacruz, & Martin (2013) used both quantitative and qualitative approach to examine the relationship of human food preferences and cultural identity and the results further strengthen the previous notion. The results revealed that people prefer to consume foods that are associated with their own culture in order to intensify their sense of belonging whereas it reflected an ethnicity identity through a collective eating habit.

In a globalization era, food identity become more complex as the food itself has undergone change through culture adoption, food innovation, the way the food served and the ways we eat. As in research on a global recognized famous Japanese dishes, “sushi”, Edwards (2012) explores the complexities of the global flow of both sushi and popular imaginings associated with it

among Americans. He found out that although the food had undergone changes whereby American sushi style had been introduced, using local ingredients to suit the local taste, however there is still Americans that is willing to try authentic Japanese sushi due to curiosity and are exciting in trying new food. Therefore, even food undergone change but it still holds its original identity. In addition to this notion, in the past research did by Avieli (2005) investigated toward the type of dishes prepared by the Chinese community in Vietnam that reflected the ethnic identity and place of origin of migrant groups and found out that roasted pigs and bao dumplings appeared to be most representable. It is important for these writers stress the relations between ethnic food and ethnic identity, they use certain dish as a marker of an identity but not to forget that a unidirectional identification of a certain dish with a specific ethnicity is simplistic and potentially misleading. Narayan's (1997) pointed out that Indians don't use "curry powder" and what Indians usually use are different mixtures of ground spices that used to season a variety of dishes namely "masalas". The British made up the name of "curry powder" is a logic of colonial commerce imposing a term that signified a particular type of dish onto a specific mixture of spices, which then became a fixed and familiar Indian product. Similar research done by Everett & Aitchison (2008) toward the role of food tourism in sustaining regional identity in Cornwall, South West England. They carried out in-depth interviews with 12 restaurateurs and examined the role of food tourism in developing and sustaining regional identities within the context of rural regeneration, agricultural diversification and the creation of closer relationships between production and consumption in the countryside. Results revealed pastry being the main identity-related food item for Cornwall but not an entire regional identity is shaped by food while there are other elements like Celtic traditions, language, peripherality and industrial heritage. Nevertheless, food is certainly regarded as an intrinsic part of the development of regional

identity and thus food and food-related industries can be central to the formation of regional identities. Everett & Aitchison (2008) further stated that food tourism can strengthen a region's identity, sustaining cultural heritage, contesting fears of global food homogenization and facilitating the regeneration of an area's sociocultural fabric, ultimately to ensure the survival of small farms and their ways of life.

D'Sylva & Beagan (2011) examined the role of food in creating and maintaining distinctly gendered ethnic identities among Goan Canadian women. The food symbolizes power within a family and community as food itself carried traditional values or even an ethnic's culture. Through cooking and eating Goan foods, it provides the ground for a particular person to sustain the ethnicity identity. Foodwork is women's primary responsibility as interpreted by feminist scholars and because of this, food can be used as a weapon for women as a way to win a situation, against familial and social expectations and break the norms. Through five texts discussed by Daya (2010), food plays a central role in enabling and symbolizing the 'new Indian woman' who is modern in her values and sense of self, where it is used by women as a tool for gaining independence and as a means of negotiating migrant identities.

Eating is a must to keep life going. In Maslow's theory which applied into food consumption behaviour, it could be interpreted and classified as satisfying one's basic needs to self-actualization needs. The application is explained as follows:

1. Physical needs for survival: the basic elements in life whereas one should take sufficient food related to bodily needs.

2. Social needs for security: when there is surplus of food and basic needs are fulfilled, storage of food for security will be predetermined.
3. Belongingness: Food as a medium for social interaction and signifying cultural identity where as different types of cuisine represent the uniqueness of the culture.
4. Status: Eating as to demonstrate status of an individual. For instance eating with the royal family, eating caviar or eating at high-end restaurant to demonstrate luxury, rich and famous.
5. Self-realization: an individual achieved this level when other levels have been achieved. In this stage, an individual will be more motivated to experience food other than his own culture.

Basically, food is an element essential for life and serves many functions in satisfying human needs. These functions often motivate our eating behaviour. Hall and Mitchell (2000) found that food is not just meant for eating, but has other complex meaning like traditions, personal identity, consumption, production, and sustainability. For instance, in most Chinese ethnic culture where they will prepare tributes (food) to their ancestors during special occasions. In that case, the food itself served as traditions or customs or practises in Chinese religious belief. Not only that, food has also been recognized as an important tool that used in commercials to showcase products of hotels, restaurant and destinations. Food advertising could be seen in travel magazines, website, promotional brochures, television and even huge advertisement boards along the road. These help in fostering the food image of a particular country or destination and influence on tourist's perceived image of the country food identity.

Furthermore, food is also a tool to develop relationships between tourists and locals. For instance, Tsai (2013) found out that shopping at night market increase interpersonal relationship between tourists and locals. During the eating process which involved understanding, selection and consume, tourists get to interact with the dealers specifically hawkers and thus conversation take place which promote exchange of ideas. In a study did by Omar et al. (2014) revealed that although some international travellers do prefer to dine in a comfortable restaurant as compared to stall selection for food enjoyment, yet some of them do prefer to eat at street food because of its price and homemade feel.

Hall & Mitchell (2000) described the development of food and cuisines (Figure 2.1) in three major waves. First wave started when food was brought from Asia and the new world (Americas) to be traded in Europe. The first wave namely mercantile started in the 1400's and ended at the 1800's, then, followed by the second wave which started from the 17th century till 20th century. This wave is considered as the migration age where lot of people brought food and their culture when relocate to the new world, resulted in assimilation of culture and new food and recipe were emerged. Finally, the third wave is the technology and communication era. With the invention of World Wide Web (WWW) and the dot com technology, information was easily accessible worldwide, thus making the world a global village. Information about food is shared by people from around the world which will eventually alter peoples' behaviour toward food. For example, the "MacDonalization" phenomena in every country and city worldwide (Hall & Mitchell, 2000). This will eventually make a new revolution in culinary tourism. The challenges of sustaining the authenticity of the food such as new approaches in cooking style, technologies advancement especially in cooking equipments or utensils and the constant changing demand

from the market. Zahari, Kamaruddin, Kutut, & Langgat. (2011) stated that the modernization effect had ruined the original taste of the indigenous dishes in Sarawak, Malaysia whereby the young generation is unable to prepare the traditional food the way their ancestors did resulting loss of heritage food.

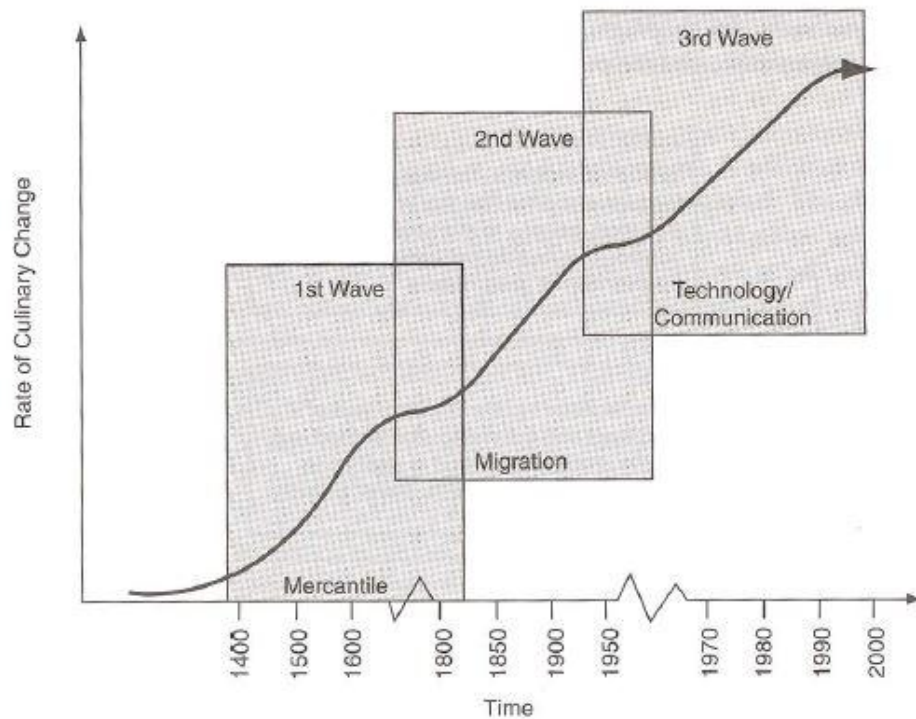


Figure 2.1

Three waves of food change in the Industrial society.

Furthermore, considering the one of the factors contributing to eating satisfaction; the authenticity of the food and the destination marketers connecting the food to a particular location is the corner stone for the globalization of their food. To minimize the effect of globalization of today's food, something different like national foods and cultures should be created and possessed clear image of its origins in international stage. For instance, generally when an individual was pursuing for the authenticity of the famous soup "Tom Yam", one would think of

going to Thailand as the famous soup was linked to Thailand. As a result, tourism industry should publicize the food and culture of a geographical location.

2.3 Food Motivation

According to Fields (2002) explain that the motivation to travel for food can be interpreted using a motivation typology developed by McIntosh (1995). There were four areas in this typology namely; physical motivators, cultural motivators, interpersonal motivators and status and prestige motivators. Kim, Eves, & Scarles (n.d.) further examined the motivation to travel for food and suggested seven motivations through existing literature which are thrill seeking, escape from routine, sensory experience, cultural exploration, health concern, togetherness, and prestige seeking.

Physical motivators are the actual experiences of tourists during their trip. The encounters where tourists experienced the cuisine like smelling the aroma of the food, looking at the presentation of the food or even sampling the food motivate tourists to travel for food. These contacts were not frequent in typical day-to-day life and thus these contacts were new experiences to the tourists. Similarly, tourists might also be motivated by curiosity reasons, such as visiting countries that offer exotic dishes; for example the deep fried insects of Thailand. This cuisine which required extreme courage from the tourists might attract those who dare to try out something very different.

The cultural motivators are the new cultures and lifestyles of the people to a destination that tourists attracted to and pay visits. The easiest way to experience another culture is through its

food. Thus, some tourists who wish to explore new cultures would travel to any destination just to savour local cuisine which is not available at their own place. There are also tourists specifically overseas Diaspora that travels back to their homeland to savour local cuisines which give them stronger sense of belonging. This is indicated in a research by Cantarero et al. (2013) where the socio-cultural factors are motivating food behavior especially in food selection. In other words, how cultural identity motivates preferences.

Interpersonal motivators refer as the travel to improve interpersonal relationship between families, friends and relatives. During vacation, one would have more leisure time and it is the best time to socialize with other members of the family which would help to build good relationship. Dining is a best choice where everyone can sit down and have conversation. Some hotels used food as a way for their guests to meet other people in hotels (Fields, 2002).

Finally, status and prestige refer to people travel to a destination because of their prestige status. This can be linked to food tourism where some up-scale restaurant offered impeccable cuisines and extreme price which only aim at attracting high-income level tourists. For instance, one would travel solely to Italy to sample wines whereas only high-income level tourists could afford and that reflected his/her status and prestige.

Motivation to travel for food was also differentiate into two categories consists of pre-consumption which is perception toward the food before really tasting them (pull factor) and post-consumption that means satisfactory level resulted from past eating experience. Both motivations would result in the intention to revisit that destination to sample the food of that

particular destination. The pull factor was that the effects from the advertisement strategies by the destination marketers through commercial advertisements in different media channels like television, radio, newspaper or magazine. As a result, these publicize information had form people's perception toward destination food image and thus triggers motivation to visit that destination because of the food. Many researchers had proven that tourist's perceived image has significantly and positively influence tourist's behaviour (AbKarim et al., 2011; Ryu, Lee and Kim, 2012; Lerputtarak, 2012). Besides this, tourists were motivated to visit a destination for food due to the reason that they were satisfied with the past meal experience. John & Pines (2002) conducted a quantitative study using expectancy-disconfirmation theory to determine the likelihood of repeat custom and found out that tourists which were satisfied with their meal experience would intent to come again or recommend to others, vice versa. Besides this, the author also found out that the attributes of restaurant experience vary between different outlets and dining occasions, thus it is hard to provide a generalizability result. For instance, tourists might look at the authenticity and attractiveness of the food sold by hawkers while the same tourists might look at the status and privilege of the food offered at a restaurant. Various food experiences from the past would influence the level of tourist's motivation and thus, Roozbeh, Ng, & Boo (2013) in their study comparing between first-time and repeat visitors' overall satisfaction indicating the motivation for repeat visitation and they emphasized that first-time visitors score higher for the unique experiences that add to their personal enjoyment while for the repeat visitors score higher for the traditional food preparation.

Yun, Mhennessey and MacDonald. (2011) segmented the culinary tourists into two groups using two approaches. First, the level of participation of tourists in culinary experiences and food-

related activities and results in four distinct segments and they were deliberate, opportunistic, accidental, and uninterested culinary tourists. Second is based on attitudes toward food-related behaviours at home and when travelling which results in three distinct segments and they were culinary-balanced, culinary-oriented, and familiarity-oriented tourists. Results revealed that deliberate culinary tourists were often identified as “foodies” where they are highly motivated to participate in more food-related activities at a rate higher than average. Opportunistic culinary tourists are also reported had high involvement in food-related activities even though they are not solely motivated to travel for culinary purposes. Both group participate in activities like “attending farmers’ markets,” “dining at restaurants featuring local style,” “visiting farms/orchards” and “attending country fairs.” Accidental culinary tourist is related to tourists who participate in food-related activities by chance which they do not seek out these culinary opportunities. The final group of the first approach is uninterested culinary tourists which refer to tourists that do not engaged in any of the food-related activities when travelling.

Culinary tourists, especially deliberate and opportunistic culinary tourists were considered “serious” culinary tourists and equally significant in terms of market size, economic contribution, segment for the destination and cultural or social interaction with communities. Yun et al. (2011) findings indicates the strong relationships between attitudes and behaviours whereby culinary experiences at destinations are highly related to attitudinal, psychological, perception, and other behavioural factors.

The structural relationship between the food image, food satisfaction, culinary quality and behavioural intentions was further examined by Chi et al.(2013). Findings suggested that

tourists' behavioral intentions are directly affected by the evaluation of culinary quality and the perceived quality of culinary experience was directly affected by their satisfaction with the culinary experience. The quality of the culinary experience and their satisfaction was ultimately influenced by their perceived food image. Thus, it can be concluded that food was the main contributor in destination tourism because of its ability on influencing tourists' perceived image of that particular destination, food satisfaction which contribute to overall satisfaction and consequently impacting tourists' behaviors in selection of a travel destination or to revisit a destination. Once tourists are satisfied with foods offered, local foods could serve as an attraction for tourists to return to the same destination (Ryu & Jang, 2006). Ziauddeen, Subramaniam, Gaillard, Burke, Farooqi, & Fletcher (2012) suggested that food images engage subliminal motivation to seek food. Authors used sensory-specific satiety (SSS) approach to examine food stimuli in response to food 3T in the environment can interact to motivate behavior outside of our conscious awareness. By understanding of unconscious influences on motivated behavior, food operators can manipulated these sensory to better enhance the motivation for food consumption and food selection.

Furthermore, travel intention is also influenced by brand equity whereby brand equity comprises of brand image, brand loyalty and perceived quality which would impact travel intention (Horng, Liu, & Tsai, 2012). In particular, brand image and perceived quality are positively related to brand loyalty while brand loyalty is positively related to travel intention. Thus, ultimately to forge repeat visitation, the brand image should be reinforced. In a research did by Wan & Chan (2013) towards food festival in Macau found out that the factors that affect the levels of tourists' satisfaction and loyalty are location and accessibility, food, venue facility,

environment/ambiance, service, entertainment, timing and festival size. Thus, in culinary tourism research, tourists' satisfaction is derived from good culinary experience which is a good predeterminant for brand loyalty.

Similarly, brand loyalty and brand image is the term for destination loyalty that widely use by the academicians. The core context is different as brand itself related to the product's level of well-known and recognizability while destination image as defined by Jamaludin, Johari, Aziz, Kayat, & Yusof (2012) as a mental perception made by tourists through multiple sources of information. Baloglu (1997) reported that many researchers from different fields of study agreed that two major causes: stimulus factors and personal factors can shape destination image. Stimulus was found to be linked to the external environment and previous experience. In contrast, personal factors were associated with an individual personality in terms of social and psychological behavior.

Guthrie and Gale (1991) stated that images can motivate customers to make decisions thus the importance of images is higher than a product's tangibility and perceptions. People make decisions based on the image of a destination. If a destination has a positive image, it is more likely that people will visit. According to Kotler et al. (2002), for achieving competitive advantage, it is important to develop a more favorable image. Therefore, the more highly positive a destination's image is, the more likely it is to attract travelers and successfully compete with its competitors. Baloglu and Mangalolu (2001) identified that travelers' perceptions and image of a destination would be affected by the types of information sources availability. In particular, information provided by travel agents or travel related companies were

considered the most important sources for international travels. Word of mouth by friends and relatives is also considered as influential source of information for international travels.

Jenkins (1999) commented that due to highly association of destination image with customers' decision-making processes, marketers are fascinated by the concept of tourist destination images. However, a destination or a particular market has to go through a process of segmentation in order to differentiate destination image (Kotler et al., 2002). This process includes developing and positioning strategies for a product or services. Positioning is defined as "creating an appropriate image of a product in the minds of customers" (Echtner & Ritchie, 1993). In this sense, position is very important as it affects self-congruity on tourists' travel behavior. Self-congruity is related to a tourist's self concept, which is matched to the destination visitor image (Sirgy and Su, 2000). Destination visitor image refers to the person's perception of the destination's image and the expectation to visit a particular destination. For example, Thailand was positioned to be a food or culinary destination. The food image would form in the tourists' mind and would influence their decisions to visit the destination.

Destination image is very complex, it is reasonable to develop various positioning strategies by creating different images for different segment of market. Diverse positioning strategies could help to attract different types of visitors. Sirgy and Su (2000) stated that it is more likely that the tourists will visit a destination when their self concept and their destination image matched. Goodall (1988) claimed that to decide which image should be positioned to which segment of the market; destination marketers should know the factors that influence image which ultimately would help to identify the target market. As Kotler, Haider, and Rein (1993) argued that

destinations have to be managed strategically using a brand image as the major role in the positioning process. As different travelers from different sociological background like education, finance, gender or age might have perceived in different way but in a study conducted by Ling & Liew-Tsonis (2012) which found out that there are no moderating effects among the moderator factors (i.e. age, gender etc) in the relationship between perceived food image and overall satisfaction.

Relationship among destination image, destination loyalty and tourist satisfaction had been consistently research and found out that destination image had significant impact on tourist satisfaction which in turn significantly influence destination loyalty (Chi and Qu, 2008; Mendes, Valle, Guerreiro, & Silva, 2010; Jamaludin et al., 2012). Thus, destination loyalty is desired by destination marketers as loyalty travelers have trust in the destination and would choose to revisit as to avoid uncertainty or service errors that to choose a new destination.

2.4 Culinary Tourism

Culinary tourism can be refer as food tourism which it is part of cultural tourism and is defined as the pursuit of unique and memorable eating and drinking experiences by World Food Travel Association (WFTA). The term “culinary tourism” was first introduced in year 1998 with tourists experience other cultures through consuming local food. Lucy (2004) defined the concept of “culinary tourism” refers not only to geographical travel for the purpose of sampling foods of foreign lands, but also to any journey outside of one’s normal dietary routine into the realm of the exotic “other”. Culinary tourism was further explained by Ignatov and Smith (2006) as the tourists while traveling, first, either purchase or consume local food, second, observe and

research the process of food production. As a result, the highlight of the importance of food element as motivation for one to travel to a destination gives birth to the term of culinary tourism.

Many destination marketers had recognized the importance of local food and start incorporating food element into a distinct tourism product to promote a destination. Besides this, culinary tourism had been promoted as a niche market to enhance local economy. Alonso & Northcote (2010) had examined the dimensions of the emerging market of the olive oil as a niche tourism product in Western Australia via qualitative approach. Face-to-face and telephone interviews were conducted among 23 olive-growing operations and was found out that olive oil growers give substantial benefits for visitors to rural areas. Only with government efforts and tourism bodies help in ways of assistance, partnerships and promotion, olive tourism can grow in a sustainable way that benefits regional stakeholders. Furthermore, in order to minimize threats of outside competition like cheaper olive imports and rural decline, these developments may help to develop a culinary identity and a unique tourism concept, olive tourism.

Taylor & Muri (2012) suggesting that as competition among destinations in Caribbean offering the same amenities, the region need to offered more culinary programs to maintain its share of the travel market. Tsai & Horng (2012) stated that in Hong Kong and Singapore, there were no abundant natural resources to develop more diverse tourism experiences due to the land limitation but they do have a diverse food and culture background. With that, both nations were able to combine these unique cultures creatively with tourism to forge a culinary tourism which is innovative, diverse, and most importantly attract people's attention. It is true that for small

nation, there is not many things to be offered due to its geographical limitation unlike big nation like America that has ranges of tourism products like sports, health, culinary, cultural, nature and others.

Country like Thailand had been always popular of its exotic food as a result of its successful marketing campaign that promotes the uniqueness of the local food. It could be seen based on Lertputtarak (2012) which indicated that foreign tourists perceived Thai food to be a good cultural experience, unique serving style, delicious, nourishing food, and exotic cooking methods. Similarly, Taiwan, Tsai (2013) stated that local cuisine is the major motivation for foreign visitors to patronize a night market and night market is the best place to go in Taiwan to experience the culture. Furthermore, Chuang (2009) suggested that traditional Taiwanese cuisine has recently been given new recognition through the practice of culinary tourism and these particular food consumption patterns reflects the reconstruction of national identity. Due to the globalization of food cultures, food from around the world could be easily found in one's own country and thus without travelling to a particular country or destination, once could have taste the cuisines in his home country. However, by consuming foreign countries cuisines even at one's own home country will affect on an individual's perception toward that country and thus will give an impact on his future intention of visiting that country particularly to sample the authentic local food. There are many research investigated and debated over the Asian food and Western food which the primary objective is to fill the gap of knowledge between both food in tourists' perspective. To clear the myth, Constantin (2012) explained explicitly the local gastronomic features with a concise description of dishes, beverages, restaurants and elements

of historical and local culture of the Far East countries and attempt a brief comparison between Eastern and Western cuisine.

Furthermore, Jang, Ha, & Silkes (2009) had examined the American perceptions on six types of Asian foods (Chinese, Indian, Japanese, Korean, Thai and Vietnamese). In term of Chinese food, American perceived low on the performance level of quality, freshness, digestible, clean, healthy and attractive while the attributes tasty and edible were perceived high. In term of Indian food, it is similar results as to the Chinese food. The Japanese food seems to be most highly rated among the six food attributes that meet or exceed customers' expectations, therefore suggesting a high level of satisfaction. American see Japanese food as quality and healthy although they do not perceived it to be inexpensive food. The Korean food need to improve on the attributes of digestible, looks pleasing, clean, healthy, and attractive. The uniqueness of Korean food is to be seen as being spicy and having a strong vegetable component. Regarding Thai food, overall perception is good and being accepted as a healthy, aromatic, and quality food but only attributes of digestible and cleanliness need to be improved. Finally, the Vietnamese food needs to improve on digestible, cleanliness and attractive as these attributes were perceived low by the Americans but generally overall perception is positive. These result had been used by Asian food marketers to create a joint-marketing strategy to market Asian food as a strong umbrella brand at international stage. In addition, using distinct characteristics of each Asian food to create a positive unique image for American customers had been succeeding.

Many destinations view their food and cuisine as a market niche, thus in order to outweigh other competitors, more efforts were allocated into researching for better marketing strategies. A

framework consists of four key success factors in culinary tourism were identified based on resource-based theory from an Asia-Pacific perspective (Horng & Tsai, 2012).

First is to identify and effectively use of culinary tourism resources. By assembling vital elements like facilities, activities, events and organizations to exert their role in promoting destination would certainly enrich tourist's experience. For instance, Italy had offered a whole package with various activities like wine tasting, cooking courses, visitation to winery yard and others.

Secondly is to evaluate governmental principles for promoting culinary tourism. Better policies and strategies would be able to help the marketing organizations to make good use of their culinary products and experience and improve the development of local culinary tourism. Thus, staying aligned with the government policies and attempt to reach a consensus would ensure culinary tourism strategies are well executed. For instance, Malaysia run a campaign that promote local dishes yearly, the private sectors respond quickly and are willing to cooperate further ensure the success of the campaign.

Thirdly, adopting marketing strategies to promote culinary cultural sectors by building the brand of culinary tourist destination. Incorporating the most representative and popular cuisine product to local food culture is important so that the brand has an impressive story to tell. For example, Malaysia Tourism Board appealed to the multi-ethnic food culture and proposed the slogan, "Malaysia, Truly Asia", representing the diversity of Malaysian food culture. Another example is

that the most distinguishing feature of Korean food is “kimchi” which it is most representative food of Korean culture.

Fourth is constructing educational environment for culinary culture and tourism. This is important as to create awareness among the society for sustainable development of culinary tourism in terms of cultivating more professional talents. Besides this, through consistent training and academic research development, the culinary tourism environment would be conducive to grow.

A successful marketing strategy must base on the current and constantly changing consumer trends and thus in order to create a clear image of the food service sectors, Oers (n.d.) in his research of eco-gastronomic tourism stated that the Food Service Institute of the Netherlands differentiates seven C’s to help to better understand the segmentation of the consumer trends. They are convenience, care, culinary, conscious, choice, cheap and concepts. Convenience means that consumers are focused on the availability and accessibility of food, more importantly that they are concerned about time saving; consumer under the care segment indicated that they are more conscious about health and are concerned about the nutrition contents of the food; consumer under culinary segment are ordinary foodies that they are type of enjoying food, taste, quality and seeking pleasurable meal experience; conscious refer to consumer that are paying greater attention to the process behind the products, for instance the environment, animal welfare, organic products, sustainability and fair trade; on the other hand choice is where the suppliers need to pay attention to simplifying the process of making choice by consumer for instance offering food and beverages in a package deal or offering complete set meals; cheap

refer to price sensitive group of consumers where marketers need to identify and differentiate between luxury and normal products for instance a hamburger served in a hotel restaurant will have different price with a hamburger served in a café; last but not least, concepts refer to the trend where consumers are looking at the creativity and the facilities offered instead of looking at the products directly, for example Starbucks is selling comfortability and prestige instead of just coffee and pastries which there are comfort sofa, free internet wi-fi service and music that foster a homelike environment.

2.5 Food Attributes Satisfaction

Satisfaction is defined as the degree of positive feelings' derived from the experience through five senses (vision, hearing, smell, taste, and touch). Using expectation-disconfirmation theory where this theory reveals that tourist would compare between "expectations" of the destination and their "performance" through information that they have received such as promotions and word-of-mouth. Simply said it would be the value after subtracting actual performance with expected performance. For example, a satisfied tourist would be happy when he received a higher service performance than what he had expected. However, if the service performance received is lower than the service expectation, it is considered as discontentedness of the customers' experience (Coban, 2012).

Food attributes is refer as the aspects of food elements that an individual would encounter along his meal experience and that include price, quality of food and service, variety of dishes, food presentation, the speed of service, the taste of the food, the atmosphere and others. Food attributes are very wide as it subjects to geographical and sociological factors for instance

romantic environment is important when considering research take place in a restaurant during valentine day while it is incompatible using romantic environment attribute when research take place in a hawker's stall setting. Thus, a careful selection of attributes to suit the context of research is necessary in order to validate the satisfaction value derived from it.

Food attribute satisfaction was direct antecedents of tourist's overall satisfaction and attribute satisfaction in turn had direct and positive impact on destination loyalty especially for tourists who travel purposely for food. Many food service consumer researches reflect this broad theoretical structure. Therefore many authors have studied restaurant attributes, finding that the principal ones to be the price or value, service, choice and quality of food and drink, location, atmosphere and convenience (Gregoire, Shnklin, Greathouse and Tripp., 1995). Kim (1996) uses multidimensional scaling of these attributes to position food and beverage offerings in Korean hotels. Some authors do not agree regards to the relative importance of attributes, especially the food and drink. Pettijohn, Pettijohn and Luke (1997) found that in fast food restaurants, the most important attributes are quality, cleanliness and value, while menu variety and atmosphere were relatively unimportant. Clark and Wood (1998) stated that the empirical evidence suggests that food quality and value to be the most significant restaurant attributes, and question the assumption of classic texts which claimed that the "meal experience" making up from the total package of attributes could determines consumer behaviour. Clark and Wood (1998) discovered that the sequence of attribute importance is somehow differing in different styles of restaurant. Jaiswal, Sapra, Patil, & Lama (2013) argued that besides of the service quality, food quality and atmospheric attributes, the sensory appeal is also important in influencing gastronomic

satisfaction. Sensory appeal includes the taste, smell and appearance that triggered the motivation of tourists to try the food and derived satisfaction from it.

Kara, Kaynak and Kucukemiroglu (1995) shows that demographically similar groups of Canadian and US fast food customers had different expectations of the location of restaurants, the type of food served, and the cost of the meal. Oh and Jeong (1996) demonstrated the role of attribute measures in segmentation by segmenting the fast food market on the basis of customers' expectations of food, convenience, service and environment. Some authors have concentrated upon a subset of restaurant attributes, for example Tefft (1995) reports that rather than food nutritional properties Canadian customers were motivated by the taste of food. During the 1980s, Parasuraman, Zeithaml and Berry (1986) made a major contribution to consumer research in service industries with the SERVQUAL instrument. 26 standardized questions were used to measure generalized service attributes that are considered relevant to all service industries. Parasuraman et al. (1986) demonstrated that their 26 items could be consistently reduced into five service dimensions: responsiveness, reliability, assurance, tangibles and empathy. Expectation-disconfirmation theory was employed and they calculated service quality by separately scaling consumers' expectations and perceptions of service performance and subtracting the latter from the former to obtain the value. Positive value indicated that service or products meet expectation or averagely satisfied and vice versa. Thus SERVQUAL provided a generalisable set of service attributes and at the same time conformed to the body of knowledge about consumer behaviour. Bojanic and Rosen (1994) and Lee and Hing (1995) has demonstrated the applicability of SERVQUAL in the food service, while Stevens, Knutson and Patton (1995) have developed a slightly modified instrument that they call DINESERVE.

Although SERVQUAL summarizes service attributes in a theoretically satisfying way, it takes little account of other empirical attributes of the restaurant experience, most notably food quality. Johns and Tyas (1996) amended the SERVQUAL scale by including food-related items, but were unable to obtain clear factor patterns corresponding to those of Parasuraman and his colleagues. Johns, Tyas, Ingold and Hopkinson (1995) employed multivariate statistics to relate SERVQUAL scores to empirically determined attributes of the meal experience, finding a clear differentiation between food and service.

2.6 Empirical Studies

In the early years of study on Malaysian gastronomy, Yahya (2000) had examined foreign consumer perceptions of tourism service in Malaysia in three dimensions which are lodging, dining and transportation. In dining dimension, restaurant factor are being linked the overall satisfaction of travel experience and three underlying factors proved significant to explain the tourist's satisfaction level, which is serving and food quality, accessibility and general layout and service design.

Later, Jalis et al. (2009) had examined western tourist's perception of Malaysian gastronomic products (food, beverages and food cultures). Findings revealed that western tourists positively perceived that besides other tourism activities and products, Malaysia offers a great selection of food, beverages and food culture (gastronomic products) to attract tourists. To further examine whether this perception holds true, Mohd Hairi Jalis et al. (2010) had examined and analyzed western tourist's level of consumption and experiences based on gender and age on Malaysian gastronomic products. Findings revealed that despite no significance differences, both western

males and female tourists consumed a lot of Malaysian food and beverages, similarly, young and middle aged groups. It is important that destination marketers need to develop a specific strategy for a particular market segment by profiling and understanding the segmented market characteristic. Thus, Rob, Catherine and Ada (2004) examined the importance and relevance of profiling travel activities among Hong Kong tourists and found out that their travel motivation is driven by local foods, landmarks and scenic sites of travel destination.

In a similar study, AbKarim et al. (2009) examined the underlying dimensions of Malaysia food images and food attributes satisfaction in international tourist's perspective and tested the relationship of both factors with overall satisfaction with food experience in Malaysia. Regression analysis reveals that both factors are positively correlated with overall food satisfaction. Then the overall food satisfaction is used to predict behavioral intentions using simple linear regression and result showed a positive and moderate correlation. According to AbKarim et al. (2010) in another study on determining relationships between Malaysia food image, tourist satisfaction and behavioral intention found significant results that further strengthened model suggested in the past literature. They were found out the positive and moderate correlation between tourist's perceived image and tourist's satisfaction and there was a positive and high correlation between tourist's satisfaction and tourist's behavioral intentions. Another study of AbKarim et al. (2011) on investigating food image, satisfaction and behavioral intention on Portugese Cuisine emphasized that the positive and a moderate correlation exists between tourist's perceived image and satisfaction while there was a positive and high correlation between tourist's satisfaction and tourist's behavioral intentions.

The relationships among food image or restaurant image or destination image, perceived value, satisfaction or food attributes satisfaction or overall satisfaction and behavioral intentions often researched by researchers (AbKarim et al., 2009), (AbKarim et al., 2010), (AbKarim et al., 2011); (Lertputtarak, 2012); (Tsai, 2013); (Chi et al., 2013); (Jamaludin et al., 2012); (Mohamed, 1994); (Ryu, 2012); (Sirgy, 2000). The structure of theoretical framework proposed as image (Food or restaurant or destination) which tourists possessed as a result of getting information through sources of information (word-of-mouth, internet, past experiences etc) would create perception towards destination prior visiting to that destination. Then, these perceptions would lead to a perceived value which namely expectation which would later significantly affect satisfaction. These satisfaction derived the expectation-disconfirmation theory which expectation subtracted with real encounter which comes with the result either meet expectation or do not meet the expectation caused satisfaction or dissatisfaction. This feeling of satisfaction would eventually change one's perception toward the destination and influence one's future behaviour like revisit intention and word-of-mouth. The framework had been utilized in different setting (eg. restaurant, café, hawker stall etc) toward different group of respondents (eg. different in terms of demographic setting like age, educational background, nationality etc) and different field of studies (eg. Ethnic food, national food identity, fast food etc).

In addition, Lertputtarak (2012) had examined the relationship between destination image, food image and revisiting Pattaya, Thailand. Similar analysis, which is a VARIMAX rotation method, had been utilized to examine the underlying dimension of the destination image and food image of Pattaya. Regression analysis had tested on the relationship of both factors (destination image and food image) with revisiting intention. Results revealed that both factors have a positive

relationship with intention to revisit. Kim, Kim and K.Goh (2011) further strengthens the notion of revisiting intention among tourist by validating the construct of food tourist's behavior using the modified theory of reasoned action.

Furthermore, Tsai (2013) had determined the image of food in night markets in Taiwan from foreign tourists' perspective. Through qualitative research, local cuisine was identified as the most attractive element which can be used to develop effective marketing strategies. From the interviews with foreign tourists, it was found out that night market is the best place to experience the culture whereas the best way to experience culture is to taste the local cuisine. Thus, local cuisine is the major motivation for foreign tourists to patronize a night market.

Correia, Motal, Costa and Peres (2008) empirically developed and validate a second-order factor analysis model for measuring satisfaction of gastronomic tourists in Portugal. Three main elements had tested its relationship contributing to overall satisfaction and gastronomy factor were found to be the most important one despite of quality and price and atmosphere. However, despite of the complexity of evaluation method by tourists toward satisfying experience which vary through nationalities, cultural background, education etc. and by measuring of expectation with actual experience, the author suggests more related researches to be conducted to determine a generalizability framework which constitutes of significant determinants that contribute to tourist's satisfaction with food experience.

Ryu, Lee and Kim (2012) proposed an integrated model that examines the impact of three elements of food service quality dimension (physical environment, food, and service) on

restaurant image, customer perceived value, customer satisfaction and behavioral intention. Ultimately, customer satisfaction is the antecedent of the revisit intention.

Johns & Pine (2002) reviewed wide literature relating to consumer studies in foodservice through discussing survey work, experimental studies, and investigations relating to economics and geography, and sociological and anthropological research. The purpose of the reviews is to identify areas of commonality within the researches about consumer behaviour in the food service industry. Reviews showed that quantitative studies using segmentation, geodemographic technique and expectancy-disconfirmation theory to determine the likelihood of repeat custom but attributes of restaurant experience vary between different outlets and dining occasions. For instance, couple who travel to a restaurant might look at the atmosphere or environment of the restaurant as an important attribute rather than other attributes like price, taste of food, music and others. The paper stated that location and economic factors seem to be as important as the attributes of food and service but receive little research attention.

In conclusion, numerous researches carried out to determine the factors contributing to positive behavioral intention in gastronomy field. The success of developing a niche market is highly depending on the tourist's positive behavioral intention and specifically revisits intention and positive word of mouth. Food image and food satisfaction attributes have been regularly utilized and proven significantly by researchers in predicting tourists behavioral intention related to gastronomy.

2.7 Summary

Since gastronomic tourism or culinary tourism has many positive impacts on local social and economy, it is worth being research and develops to achieve long term sustainability. The success of developing a niche market in tourism industry is highly dependent on the tourist's positive behavioral intention and specifically revisits intention. Numerous researches have been carried out to determine the factors that contributed to positive behavioral intention in gastronomy field.

Table 2.1

Summary of Literature Review

No	Author	Variable	Result
1.	AbKarim et al. (2009)	<ul style="list-style-type: none"> • Malaysian Food Image, • Food Attributes Satisfaction • Overall Satisfaction • Behavioural Intention 	<ul style="list-style-type: none"> • Food image and food attributes satisfaction significant predict overall satisfaction. • Overall satisfaction significant predict behavioural intention.
2.	AbKarim et al. (2010)	<ul style="list-style-type: none"> • Perceived Image of Malaysian Food • Satisfaction • Behavioural Intention 	<ul style="list-style-type: none"> • Perceived image of Malaysian food significant predict satisfaction. • Satisfaction significant predict behavioural intention.
3.	AbKarim et al. (2011)	<ul style="list-style-type: none"> • Portuguese Cuisine Image • Overall Satisfaction • Behavioural Intention 	<ul style="list-style-type: none"> • Portuguese cuisine image significant predict overall satisfaction. • Overall satisfaction significant predict behavioural intention.
4.	Chi et al. (2013)	<ul style="list-style-type: none"> • Tourists' Perceived Food Image • Food Satisfaction 	<ul style="list-style-type: none"> • Tourist' perceived food image directly influenced food satisfaction and culinary quality.

Table 2.1 (Continuation)

Summary of Literature Review

		<ul style="list-style-type: none"> • Culinary Quality • Behavioral Intentions 	<ul style="list-style-type: none"> • Food image influenced behavioural intentions through culinary quality. • Tourist satisfaction with food experience directly affected perceived quality of their culinary experience and behavioural intentions.
5.	Jalis et al. (2009)	<ul style="list-style-type: none"> • Western tourist's perception of Malaysian Gastronomic Products 	<ul style="list-style-type: none"> • Western tourists perceived that Malaysia offered great choices of tasty and freshly prepared food, snacks and beverages and also owned a unique and exquisite identity of food culture.
6.	Jalis et al. (2010)	<ul style="list-style-type: none"> • Gender • Age Group • Level of Consumption 	<ul style="list-style-type: none"> • Despite no significant difference, both male and females consumed a lot of Malaysian food and beverage. • Same goes to age group that all age groups consumed a lot of Malaysian food and beverage.
7.	Ling & Liew (2012)	<ul style="list-style-type: none"> • Perceived Food Image • Overall Satisfaction 	<ul style="list-style-type: none"> • 66.9% of overall satisfaction can be explained by perceived food image.
8.	Lertputtarak (2012)	<ul style="list-style-type: none"> • Pattaya Destination Image • Thai Food Image • Revisit Intention 	<ul style="list-style-type: none"> • 37.4% of revisit intention can be explained by Pattaya destination image. • 15.4% of revisit intention can be explained by Thai food image.

Table 2.1 summarize the important variables that had been tested in a conceptual framework by previous researchers and these variables which would later will be use to develop the conceptual

framework of this paper. Food image and food attributes satisfaction have been identified and were regularly utilized. Both factors were proven significantly by previous researchers in predicting tourists behavioral intention related to gastronomy. Since, tourists perceived of food image and food attributes satisfaction vary due to demographic factor, social setting (function, party, romantic dining, group travelling etc) or location (restaurant, café, hawker center, street etc), thus it is worth to investigate tourists perceived of food image and food attributes satisfaction from different angle to provide significant result which tailored to the need of specific group of interest people.

CHAPTER 3

MEHTODOLOGY

3.1 Research Framework

This chapter explain the methodological aspects of the research and the major parts are research framework, hypothesis development, research design, operational definition, measurement of variables, data collection and techniques of data analysis. Research framework serve as a basis to conduct current research and it consists of independent variables and dependent variables. The framework explain the inter-relationship between independent variables and dependent variable. It is the structure that support the theory of research work and shows the theory explaining the existence of the problem under the research.

In the research, independent variables consist of dining atmosphere, variability and accessibility, core food value and specialty and uniqueness which are group under “Hawker’s Food Image”; dining atmosphere, variabiliy and accessibility, price and value of the food and culinary tourism products are group under “Food Attributes Satisfaction”. Dependent variable is the tourist’s behavioural intention. The independent variables are develop base on literature reviewed (refer table 2.1) that proven food image and food attributes satisfaction are important factors in predicting tourist’s behavioural intention. In addition AbKarim et al. (2010) had also found out that food attributes satisfaction is also affected by tourist’s perceived food image with 33.5% of food attributes satisfaction is explained by tourists’ perceived image of Malaysian food. Hawker’s food is selected as previous literature (Tsai, 2013) suggest that the best way to experience local food culture is to patronize local night market whereas significant cuisines

featuring local culture can be easily find. Besides this, in line with the food promoted through “Fabulous 1 Malaysia” event organized by Ministry of Tourism and Culture where these food can be easily found in night market and symbolizing Malaysian food. Figure 3.1 exhibit the proposed framework to show the relationship between hawker’s food image, food attributes satisfaction and behavioural intention.

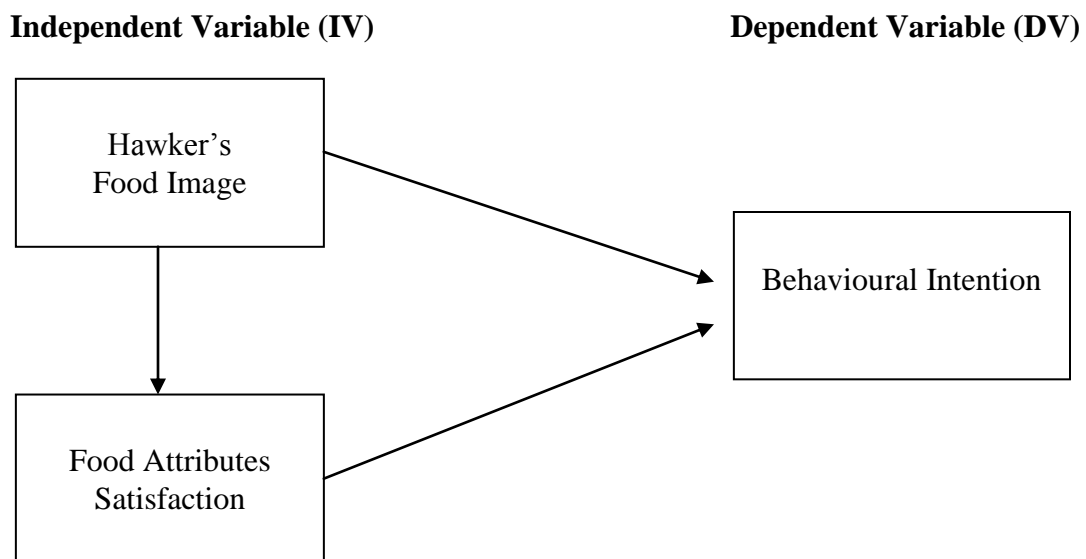


Figure 3.1

Theoretical framework

3.2 Hypothesis Development

Theoretical framework has identified the variables which later will enable the researcher to test the latent relationship. From these variables, three hypothesis are formed as below to achieve the objective of the study:

Research objective = To determine the relationship between Malaysia hawker's food image as perceived by Singapore tourists and their behavioural intention.

Hypothesis, H1 = There is a positive and significant relationship between hawker's food image and behavioural intention.

Research objective = To ascertain the relationship between tourist's satisfaction on Malaysia hawker's food attributes and their behavioural intention.

Hypothesis, H2 = There is a positive and significant relationship between food attributes satisfaction and behavioural intention.

Research objective = To assess the relationship between Malaysia hawker's food image as perceived by Singapore tourists and their satisfaction level towards Malaysia hawker's food attributes.

Hypothesis, H3 = There is a positive and significant relationship between hawker's food image and food attributes satisfaction

3.3 Research Design

This study employed a descriptive research design because a descriptive research is able to describe the variables in a situation of interest to the researcher. This type of research is easy and practical as it allow researcher to gain experience, learn and gathering data concerning the factors that affect tourist's behavioural intention.

A quantitative approach will be adapted and questionnaire was developed for this study. A total of 36 items were adapted from the past literature (AbKarim et al., 2009) and modified to suit to the context of study. 16 items are identified as attributes under the dimension of Malaysian food image; 14 items are identified as attributes under the dimension of food attributes satisfaction and six items are identified as attributes under the dimension of tourists' behavioural intention. Later, the questionnaire was reviewed by eight senior lecturers (refer Appendix 2) from different professional fields of study and hence adjusted again to suit the context of study. The finalized questionnaire (refer Appendix 3) comprises four sections. In the first section, the respondents' demographic profiles were asked. The second section was designed to measure hawker's food image as perceived by the tourists with 16 items. The respondents were then asked to rate on a four-point Likert scale, ranging from 1 (strongly disagree) to 4 (strongly agree). The third section was aimed at measuring food attributes satisfaction with 14 items. Again, the respondents were asked to rate on a four-point Likert scale, ranging from 1 (strongly disagree) to 4 (strongly agree). Finally, the last section was to analyze tourist's behavioral intention with six items using a four-point Likert scale for consistency.

3.4 Operational Definition

Culinary Tourism: The intentional, exploratory participation including consumption, preparation, and presentation of a food item, cuisine, meal system, or eating style considered to a culinary system not one's own (Lucy, 2004).

Food Image: Is the sum of one's beliefs, ideas, and impressions of a particular food of a particular destination.

Food Attributes Satisfaction: Tourist's satisfaction level on attributes of food physically like aroma, presentation and taste or socially like eating environment, cultural experience and others.

Behavioural Intention: The likelihood of people (tourists) to behave in a way that is subject to various factors like their perception, experience, knowledge, and opinions of others.

3.5 Measurement of Variables

In order to test a hypothesis, collected data need to be analysis and before running any analysis, these data need to be measureable. Variables need to be reliable and valid in order to get an accurate results. Reliability means the consistency or repeatability of a measure where if researcher uses the same measurement twice, the results will be the same. Validity means that whether or not a measurement is really measuring the item of interest for instance do measuring how many push up that one did represent his strength.

The type of measurement scales utilize in this research is nominal and interval. The purpose of nominal scale of measurement is for identification and often used in section one to obtain demographic data. The purpose of interval scale of measurement is to provide both an order and shows the size of the difference between scores for instance in this study that measuring the level of satisfaction of tourists toward their gastronomic experience by counting numbers of satisfaction responses. In this case, it is also known that two satisfaction scores is twice as many as one. Four points likert scale is used as a tool of measurement scales, from 1 – Strongly Disagree, 2 – Disagree, 3 – Agree to 4 – Strongly Agree whereas this scale give a wider choice

of expression than just yes or no. This measurement is proven reliable and valid in past research by AbKarim (2009).

3.6 Data Collection

In this research, data is obtain from primary source and secondary source. Primary source is the fieldwork conduct by researcher to obtain raw data directly which would use for further analysis to test the hypothesis develop from theoretical framework. Data collection include the description of sampling tehniques, determination of sample size and procedures of collecting samples. Secondary source is the literature review that provide researcher rich information and data or results from past researches which eventually help the researcher in developing the theoretical framework.

3.6.1 Sampling

The target population for the study was the biggest porportionate of international tourist's arrival, Singapore tourists. (refer Appendix 1) The chosen locations of the study were in tourist concentrated areas like: (1) Gurney Hawkers Centre, Penang; (2) Petaling Street, Kuala Lumpur; and (3) Jonker Street, Melacca. Reported by Ministry of Tourism and Culture, the top five international tourist's arrival locations of Malaysia year 2013 in descending order were Kuala Lumpur, Pahang, Pulau Pinang, Melacca and Sabah. Kuala Lumpur, Pulau Pinang and Melacca were selected due to their significance as internationally recognized food paradise. Pulau Pinang and Melacca were upheld by UNESCO (United Nations Educational, Scientific and Cultural Organization) as world heritage cities in 7th July 1998. Therefore, both states are rich in cultural elements which

were perfectly suitable for gastronomic research to take place as to experience the culture, one must experiencing its food.

3.6.2 Sample Size

The estimated population of Singapore tourist's arrival is approximately 13 million based on total Singapore tourists' arrival in the year 2013. The actual number of sample size that was chosen is 384 respondents. According Uma Sekaran (2003), for a number of populations between 10 million to 100 million with 95% confidence interval and a 5 % margin of error, the appropriate sample size is 384. According to the Ministry of Tourism and Culture, the number of total hotel guests according to state for Kuala Lumpur, Pulau Pinang and Melacca were 9,260,734, 3,096,907 and 2,093,952 respectively in the year 2012. Hence the ratio in percentage for Kuala Lumpur, Pulau Pinang and Melacca are 64:21:15. Thus, 384 survey questionnaires were distributed according to the ratio with the assumption that Singapore tourist's arrival ratio was same as the total hotel guest ratio according to state. A total of 246 questionnaires were collected from Petaling Street, Kuala Lumpur, 80 from Pulau Pinang while remaining 58 is from Melacca.

3.6.3 Procedure

Convenience random sampling was used to collect data because it was the most efficient and each element in the population had an equal chance of being selected, thus reduce bias. Convenience random sampling was also the cheapest way to collect data. Distribution and collection of questionnaires were done manually and self administered by the researcher to minimize cost and errors. To further intensify the reliability of the

data, the researcher will ask two questions to the target respondents. First, “Are you a Singaporean tourist in Malaysia?”, If yes, then proceed to “Have you tasted the Malaysian food?”, If yes, again then self-administered questionnaire will be distributed and collected back. Incomplete questionnaires will be discarded.

3.7 Techniques of Data Analysis

A descriptive analysis was utilized to determine the hawker’s food image, food attributes satisfaction and behavioral intention. Frequency and percentage were used to describe the demographic pattern of the respondents, while mean and standard deviation scores were used to explain the findings on the Malaysian hawker’s food image, food attributes satisfaction and tourists’ behavioral intentions. Reliability test of Cronbach’s Alpha was used to evaluate the consistency in each item of the variables. It help to determine how well these items in measuring a concept that are positively related to one another. Nunnally and Bernstein (1994) stated that Cronbach Alpha of .07 or greater is acceptable in social science research.

Furthermore , mutiple regression analysis was utilized to examine the relationship between dependent variable and more than one independent variable. It is a statistical technique that demonstrated how much the variance in tourist’s behavioural intention can be explained by Malaysia hawker’s food image and food attributes satisfaction. The answers for this two vairables is a predictor to tourist’s behavioural intention scores. Variance could be explained from r squre value and beta coefficient will verify the contributors ranking.

Linear regression analysis was utilized to examine the relationship between Malaysia hawker's food image and food attributes satisfaction whereby tourist's level of satisfaction toward food attributes can be predicted by tourist's perceive image of Malaysia hawker's food. Statistical Package for Social Sciences (SPSS) software version 20 was used for data analysis.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Introduction

This chapter presents the findings of the survey and results analysis using SPSS version 20.0. The findings comprises of reliability analysis, descriptive analysis, correlation coefficient analysis, multiple and linear regression analysis. Frequency analysis also been computed to demonstrate respondents' demographic patterns such as gender, age, length of stay in Malaysia, first time tasting Malaysia food, main purpose of visiting and occupation. Mean and standard deviation are also computed to determine the Malaysian hawker's food image, food attributes satisfaction level and tourist's behavioural intention.

4.2 Respondents' Profiles

A total of 406 questionnaires were distributed, 22 questionnaires were discarded due to incomplete details whereas 384 questionnaires were administered, creating a response rate of 94.6%. The frequencies of demographic characteristics were depicted in table 4.1 and it indicated gender, age, length, of stay in Malaysia, first time tasting Malaysia food, main purpose of visiting and occupation.

Table 4.1:

Frequencies of Demographic Characteristics

Variables	Frequency	Percent	
Gender	188	49.0	
Male	196	51.0	
Female			
Age			
Less than 28 years old	67	17.4	
Less than 38 years old	147	38.3	
Less than 48 years old	114	29.7	
Less than 58 years old	35	9.7	
More than 58 years old	21	5.5	
Length of stay in Malaysia (Current Stay)	0-2 days 3-5 days	377 7	98.2 1.8
First time tasting Malaysian Food?	1 or 2 time 3 or 4 time More than 4 time	17 108 259	4.4 28.2 67.4
Main purpose of visiting			
Holiday/pleasure	277	72.1	
Business/meeting/ Convention/exhibition	11	2.9	
Friends/relatives	27	7.0	
Food and beverage	69	18.0	
Occupation			
Professional	96	25.0	
Managerial	40	10.4	
Production/clerical	12	3.1	
Technical/sales	25	6.5	
Self-employed	36	9.4	
Housewife	120	31.3	
Students	34	8.9	
Retired	21	5.5	

The gender profile of the respondents is depicted in Table 4.1. The total respondents consist of 188 males and 196 females where females form the majority of 51%. In terms of age group of the respondents, on the average, the age of the respondents “less than 38 years old” forms 38.3% (n=147) of the group which is the highest component. Follow by “less than 48 years old”, “less than 28 years old” and “less than 58 years old” which is 29.7% (n=114), 17.4% (n=67) and

19.7% (n=35) in descending order respectively. The lowest number of respondents falls into age group “more than 58 years old” which consisting of 5.5% (n=21) in total. Based on the response, it is observed that most of the tourists are family group members consists of different ages and there are also friends with similar age travel in pair or group. Thus, it explains the dispersed data of the respondent’s age group. Opinions from different age groups are crucial to avoid focusing on certain age group which will lead to a bias result. The results indicated that tourists from young and middle age groups (less than 48 years old) are frequent gastronomic seekers and love hawkers’ food. Thus, they are more adventurous as compared to older age groups and are more willing to try new things. This finding is in line with Jalis et al. (2010) who noted that young and middle-aged group has more courage of trying something new related to food and beverages compared to the older group of tourists when they are on vacation. Thus, hawkers can be innovative and creative in creating variation in food menu, food taste, food presentation or food demonstration to attract this young and middle-aged group of tourists.

In both items of the tourist’s length of stay in Malaysia and how many times tourist did tasted Malaysian food, results reviewed that 98.2% (n=377) of the respondents who stayed within the period of 2 days in Malaysia are believed to have consumed local food and beverage. 1.9% (n=7) of the respondents stayed up to 5 days in Malaysia are believed to have visiting friends and relatives in Malaysia. Furthermore, there is evidence that 100% of them answered that they had at least tasted Malaysian food one time and above. In addition 67.4% (n=259) of the respondents had tasted Malaysian food for more than four times indicating respondents are known to Malaysian food. These are positive indications that repeat visitation has occurred. Thus, hawkers must continuously maintain and improve their service and food standard in order to keep loyal

tourists back to Malaysia. As a result, repeat visitation is the key to sustainable gastronomic tourism growth in the long term.

Besides this, the main purpose that most of the respondents visiting Malaysia was for “Holiday/pleasure” which consists of 72.1% (n=277) in total. Follow by “Food and beverage” which is 18% (n=69) and “Visiting friends/relatives” which is 7% (n=27) respectively. The lowest percentage of respondents which is at 2.9% (n=11) visiting Malaysia for “Business/meeting/convention/exhibition” purpose. Most of the respondents are vacationers and there are 18% (n=69) of the respondents travels for food and beverage indicating a potential development of gastronomy tourism products. According to AbKarim et al. (2010), it is also reviewed that positive comments are given to hawker food especially in Penang. Thus, a good trail of Malaysia's significant food according to states can be proposed as a marketing tool to promote gastronomy tourism (Zainal et al., 2010). Thus, in line with the “Fabulous Food 1Malaysia” campaign, Ministry of Tourism and Culture is introducing significant local food, including hawker food each year to attract more gastronomic seekers. Furthermore, more food TV programs, food events or related campaign should be organized to make Malaysian hawker’s food more recognizable internationally.

For the respondent’s occupation, the highest component is “Housewife” which comprised of 31.3% (n=120) in total. It is not surprising that most women travel in a family indicates themselves as a housewife. Follow by “Professional” and “Managerial” position that each comprises 25% (n=96) and 10.4% (n=40) in total respectively. Follow in descending order after “Professional” and “Managerial” position is “Self-employed”, “Student”, “Technical/sales” and

“Retired” which comprised of 9.4% (n=36), 8.9% (n=34), 6.5% (n=25) and 5.5% (n=21) in total respectively. The lowest category was “Production/clerical” position which comprised of only 3.1% (n=12) from the total. The group of professional and managerial consist of 35.4% (n=136) in total and this group is having a higher disposable income where repeat visitation is possible depending on their perception of Malaysia's hawkers' food image and level of satisfaction toward Malaysia gastronomic experience. Housewife often cooked for their family and thus is believed to have a greater sense in pursuing good food. Besides this, housewife has been often the one who choose and decide on food for her family, hence when the decision on food choices is made by them; hawkers need to understand their preferences.

4.3 Malaysian Hawker’s Food Image

Table 4.2
Descriptive Analysis of Malaysian Hawker’s Food Image

	Mean	Std. Deviation
MALAYSIA HAWKER’S FOOD IMAGE	3.00	
Well presented	3.28	.90
Attractive eating surrounding	2.12	.68
Sufficiency of seats	2.02	.65
Variety of food choice.	2.81	.53
Variety of cooking methods.	3.14	.65
Many ethnic hawkers' food.	2.80	.54
Easy access	3.23	.42
Information on food	3.05	.63
Add to eating enjoyment	3.18	.38
Clean and safe	3.20	.75
Cheap	3.58	.49
Delicious	3.29	.67
Reflect culture and heritage	3.18	.45
Hot and spicy	3.11	.54
Featuring local cuisines	3.18	.45
Herbs and spices	2.87	.45

Cronbach Alpha’s coefficient = 0.71

Note: A 4-point Likert scale was used to measure Malaysian Hawker's Food Image Scale: 1 = Strongly disagree; 4 = Strongly agree

The findings on the tourists' perceived image of Malaysia hawker food were tabulated in Table 4.7. There are 16 items adapted from past literature (AbKarim et al., 2009) and is revised after reviewed by eight senior lecturers (refer Appendix 2) to measure tourists' perceived image of Malaysia hawker's food context. In order to measure the same underlying construct, the cronbach's alpha coefficient of the scale should be above 0.70 which is the minimum standard suggested by Nunnally and Bernstein (1994). In this study, the cronbach's alpha coefficient reach 0.71 for Malaysia hawker's food image, indicating high internal reliability within each item and it is reliable for analysis.

The major strength of Malaysia hawker's food image perceived by Singapore tourists was found to be centered on "cheap" ($\chi = 3.58$) reflecting the food price, "delicious" ($\chi = 3.29$) reflecting the food itself, "easy access" ($\chi = 3.23$) reflecting easy accessibility to get hawker's food and "well presented" ($\chi = 3.28$) reflecting the food presentation or showcase. These strengths should be taken into consideration by destination marketers for promotional campaign as it would generate positive behavior since they feel good at these elements.

Apart from that, the attributes of "variety of cooking methods" ($\chi = 3.14$), "information on food" ($\chi = 3.05$), "add to eating enjoyment" ($\chi = 3.18$), "clean and safe" ($\chi = 3.20$), "reflect culture and heritage" ($\chi = 3.18$), "hot and spicy" ($\chi = 3.11$), and "featuring local cuisines" ($\chi = 3.18$) show an average value, indicating acceptable level which it actually needs to be intensified. Information

on food served as an important factor as it would affect traveller's intention to visit a destination. In this technology era, internet is the most popular source of information and Wang (2011) further strengthen this notion by developed a research model explained on how gastronomy blogs play a critical roles in predicting readers' intention to taste local food and beverage. Destination marketers should utilize various technology platform especially electronic social media to distribute promotional materials which possibly draw surfers' attention and then derived visitation intention.

Furthermore, the respondents did not perceive strongly on attributes such as "sufficiency of seats" ($\chi = 2.02$), "attractive eating surrounding" ($\chi = 2.12$), "variety of food choice" ($\chi = 2.81$), "many ethnic hawkers food" ($\chi = 2.80$) and "use of herbs and spices" ($\chi = 2.87$). Thus, it is recommended to the food providers that to provide more tables and chairs to cater the demand for tourists, especially during peak periods like school holidays or festive seasons where the crowd is tremendously high in volume.

The perceptions of the unattractive eating surroundings that have in common within three research areas were found to be open air, crowded and hot. Although the government and operators had put the effort in decorating the surrounding area, the tourists still found the area to be relatively hot which it means without air-conditioning or fan. This can be explained that due to the environmental setting that most hawker centres in Singapore had converted to food court with air-conditioned, thus they expect the same services when they travel to Malaysia. Tourists also perceived that there is less variety of food choice available, less ethnic hawkers food and less use of herbs and spices, hence food operators should offer more items in their food menu

especially ethnic food. Malaysia was well-known for the richness in culture and heritage, thus more local ethnic food should be made available. While for the usage of herbs and spices, food operators should display some examples of ingredients that they use and provide description in order to educate the tourists about what they were actually eating and conferred a positive image of Malaysian hawker's food and hospitality.

Most Singapore tourists were familiar to hawker's food whereas it is available in Singapore too. Ang & Foo (2002) stated that most of the Singapore children and teenagers are used to go to hawker centres, food courts and fast food outlets whereby the reasons are convenience or nobody prepares home-cooked meals. This indicated that these past similar meal experiences that they had in their home country would affect their perception toward Malaysian hawker's food as well. Thus, destination marketers could highlight the unique selling point by differentiate Malaysian hawker's food and Singapore hawker's food perhaps in term of authenticity.

In summary, the summated mean for Malaysia hawker's food image is ($\chi = 3.00$) indicated that most Singapore tourists are positively perceived toward Malaysia hawker's food image. Thus, it answered the below research question and achieved the first study's objective.

Research Question = What is the tourists' perception towards Malaysian hawker's food?

Research Objective = Examined the Malaysia hawker's food image as perceived by Singapore tourists.

4.4 Food Attributes Satisfaction

Table 4.3
Descriptive Analysis of Satisfaction on Food Attributes

Malaysian Food Attributes	Mean	Std. Deviation
Overall Food Attributes Satisfaction	2.94	
Tourists' Satisfaction on:		
Food presentation	2.90	.31
Food service	2.80	.39
Waiting time	2.79	.47
Eating surrounding	3.00	.29
Food variety	2.85	.43
Accessible to eating place	3.04	.19
Accessible to other Place of interest (POI)	3.15	.35
Prices	3.66	.47
Food proportion	3.04	.27
Food aroma	3.14	.39
Cleanliness and food safety	1.83	.65
Authenticity	2.58	.49
Cooking demonstration	2.47	.50
Cultural experience	3.85	.35

Cronbach's Alpha coefficient = 0.70

The dimension of satisfaction on food attributes is adapted from previous study (AbKarim et al., 2009) and is modified after reviewed by eight senior lecturers (refer Appendix 2) to suit the context of study. The findings are tabulated in Table 4.3. The Cronbach's Alpha coefficient reach 0.70 for the satisfaction on food attributes, indicating the high internal reliability within each item and reach the minimum standard which is 0.70 suggested by Nunnally and Bernstein (1994).

The tourists satisfied the most elements of "cultural experience" ($\chi = 3.85$) and "price" ($\chi = 3.66$), proposed that our nation was rich in culture where it produces variety food fusion and that our price is still very low as compared to the standard of living in Singapore. Thus, in conjunction with the government effort of "Fabulous Food 1 Malaysia" campaign organized by

Ministry of culture, art and tourism, food operators should take the chance to promote local cuisines to the tourists. For instance, the food to be promoted in the year 2013 is “Mee Rebus”, “Yong Tau Hu” and “Rojak”.

As contradicted with the perceived image that tourists agreed that hawker’s food is clean and safe to consume, findings showed that tourists are not satisfied on the element of “Cleanliness and food safety” ($\chi = 1.83$). This is because the tourists experience deep disappointment where food operators do not wear proper attire and did not handle the food in a hygienic way, although they are satisfied with the “eating surrounding” ($\chi = 3.00$). Thus, it is suggested that the food operators should wear proper attire like glove, apron, cap and mask if necessary to convey a professional and hygiene image which will lead to eating satisfaction. Theoretically proven that a satisfied tourist will encourage repeat visitation behavior and also a good word-of-mouth, which will help to attract more tourists; this is called the law of attraction. Hence, to continuously satisfy every tourist, hawkers must maintain their strong selling point which is low price by effective price control and eradicate their weakest point which is cleanliness and food safety issue by practicing good hygiene.

The attributes that scored above $X = 3.0$ are “Accessible to other place of interest (POI)” ($\chi = 3.15$), “Food aroma” ($\chi = 3.14$), “Accessible to eating place” ($\chi = 3.04$), and “Food proportion” ($\chi = 3.04$) which means that tourists are agreed that they were satisfied with the attributes. The attributes for “Food presentation” ($\chi = 2.90$), “Food service” ($\chi = 2.80$), “Waiting time” ($\chi = 2.79$), Food variety ($\chi = 2.85$), “Authenticity” ($\chi = 2.58$), and “Cooking demonstration” ($\chi = 2.47$) averagely score below, $X = 3.0$ which means that attributes were acceptable in the tourist’s

point of views but yet fully satisfied them. Thus, hawkers should put in more efforts in improving attributes by assimilate food culture with actual food process practise. The demonstrated result had answered the second research question and acheived the second objective of the study.

Research Question = What is the tourists' level of satisfaction towards Malaysian hawker's food attributes?

Research Objective = Assess the level of satisfaction of Singapore tourists towards Malaysia hawker's food attributes.

4.5 Behavioral Intention

Table 4.4
Behavioral Intentions

Intentions	Mean
Behavioral intentions	3.12
I have the intention of returning to Malaysia to enjoy the food.	3.08
I will try Malaysian food that is available in my country.	3.15
I would like to try other types of Malaysian food.	3.25
I consider Malaysia the first on my list for culinary destination.	3.19
I will consider Malaysian hawker's food first when I come to Malaysia.	3.01
I will give a positive recommendation of my culinary experience in Malaysia to my family/friends.	3.01

Cronbach's alpha coefficient = 0.71

The Cronbach's alpha coefficient reach 0.71 for behavioral intentions, indicating moderate high internal reliability within each item and reach the minimum standard which is 0.70 suggested by Nunnally and Bernstein (1994). Thus, the items are reliable and consistent for analysis. The summated mean of all the behavioral items is 3.12 as indicated in Table 9. As similar to AbKarim et al. (2009) study of international tourist's perspective of Malaysia as a culinary

tourism destination where it was also found that specifically Singapore tourists would like to try other types of Malaysian food, which was reflected by the highest mean score ($\chi = 3.25$). Most of the items achieved an average mean score over 3.00 which indicated that tourists were averagely agreed with the statement and did not have much negative perception or impression toward Malaysian hawker food. However, the relative low mean score ($\chi = 3.01$) where Singapore tourists that consider Malaysian hawker's food first when they come to Malaysia indicated that Malaysia have plenty of food choices to offer and Singapore tourists have tendency to try food other than hawker's food as well . Similar score ($\chi = 3.01$) that Singapore tourists will then give a positive recommendation of their culinary experience in Malaysia to their family and friends indicates that they were still unsure and were not confident toward the quality of Malaysian hawker's food. Perhaps, Malaysian hawker's food image had not been well established and recognized since it was not able to convince the tourists to taste again or to recommend it to their family and friends.

Overall, Singapore tourists demonstrated a positive attitude toward Malaysian hawker's food which would eventually an essential information for the destination marketers to organize more food-related campaigns or events to cater to groups of tourists. For instance, more food trails, cooking class, food fair, farm tour, food tour packages or other food-related activities should be organized in a mode of joint venture between public and private sectors. The results answered the third research question and achieved its third objective.

Research Question = Do Singapore tourists possess positive behavioural intention toward Malaysian hawker's food?

Research Objective = Determine the behavioural intention of Singapore tourists towards Malaysia hawker's food.

4.6 Relationship between Malaysian Hawker's Food Image and Behavioral Intention

Table 4.5
Regression Model for Malaysian Hawker's Food Image Vs Behavioral Intention

Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.822 ^a	.675	.674	.15612	.522

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.326	1	19.326	792.976	.000 ^a
	Residual	9.310	382	.024		
	Total	28.637	383			

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
		B	Std. Error	Beta	t		Tolerance	VIF
1	(Constant)	.343	.099		3.474	.001		
	Malaysian Hawker's Food Image	.923	.033	.822	28.160	.000	1.000	1.000

a. Predictors: (Constant), Malaysian Hawker's Food Image

b. Dependent Variable: Behavioral Intention

A simple linear regression analysis was used to estimate the coefficient of the linear equation between Malaysian hawker's food image as perceived by Singapore tourists and their behavioral

intention (Table 4.5). This study used 5% significance level ($p = .05$) to test the explanatory or independent variable. Findings reviewed that a significant model had existed [$F(1,382) = 792.976, p = .000$], thus the result indicated there is a significant and positive relationship between Malaysian hawker's food image and tourist's behavioural intention which supported and accepted the first hypothesis which is "There is a significant and positive relationship between Malaysian hawker's food image and tourist's behavioural intention". The result is also answered the fourth research question and achieved fourth research objective.

Research Question = What is the relationship between Malaysian hawker's food image as perceived by the tourists and their future intention?

Research Objective = Determine the relationship between Malaysia hawker's food image as perceived by Singapore tourists and their behavioural intention.

Malaysian hawker's food image contributed about 67.5% ($R^2 = .675$) in tourists' behavioral intention. For every one unit increase in tourists' perceived image of Malaysian hawker food, tourists' behavioral intention will increase by .822 units ($R = .822$). The findings supported the previous research (Lertputtarak, 2012) that physiological need of food was one of the motivations for food tourism and food can be seen as a tourist attraction to the place they visited. Thus, individuals having a favorable image of the product, service or destination will tend to have positive intentions. For instance, they would revisit the place, recommend the place to friends and families, or try out other similar products. Another research by Boulding, Kalra, Staelin, & Zeithaml (1993) stated that service quality perceptions positively affect intended behaviors. Perceptions were powerful thoughts that influence people to make decision

particularly during the purchase decision making process. Thus, when hawker's food image is significantly affecting tourist's future behavior intention, destination marketers should use proper channel to disseminate information to avoid wrong information influence on tourist's perception toward a destination which turn to bad behavior like negative word of mouth or deciding not to visit that destination.

4.7 Relationship between Food Attributes Satisfaction and Behavioral Intention

Table 4.6
Model for Food Attributes Satisfaction Vs Behavioral Intention

Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.844 ^a	.713	.712	.14668	.555

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.418	1	20.418	948.986	.000 ^a
	Residual	8.219	382	.022		
	Total	28.637	383			

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta	t		Tolerance	VIF
1	(Constant)	-.862	.129		-6.665	.000		
	Food Attributes Satisfaction	1.355	.044	.844	30.806	.000	1.000	1.000

a. Predictors: (Constant), Food Attributes Satisfaction

b. Dependent Variable: Behavioral Intention

Food attributes satisfaction is characterized as tourists' emotional toward food attributes after exposure and experience on it. Numerous researches has been done and most scholars claimed that satisfaction can be a good predictor of tourists' future behavioral intentions. (AbKarim et al., 2010; AbKarim et al., 2011; Chi et al., 2013; Jamaludin et al., 2012; Mendes et al., 2010; Lertputtarak, 2012; Wan & Chan, 2013) A simple linear regression method is utilized in this study to examine on single element which is satisfaction over foods toward tourists' behavioral intention. The findings of this study supported the previous studies in the literature suggested that tourists' who are satisfied with their food experiences while visiting a destination were more likely to revisit the country or recommend to their friends and family. Table 4.6 shows a significant regression model had existed [$F(1,382) = 948.986, p = .000$] indicated that there is a significant and positive relationship existed between food attributes satisfaction and behavioural intentions. 71.3% ($R^2 = .713$) of total variance in tourists' behavioral intentions were explained by tourists' satisfaction on food attributes. There is a positive and high correlation ($R = .844$) between tourists' satisfaction on food attributes and tourists' behavioural intentions, thus supported and accepted second hypotheses which is "There is a positive and significant relationship between food attributes satisfaction and behavioural intention". The result indeed answered the fifth research question and achieved fifth research objective.

Research question = What is the relationship between tourists' satisfaction on food attributes and their future intention?

Research objective = Ascertain the relationship between tourist's satisfaction on Malaysia hawker's food attributes and their behavioural intention.

This signified that satisfaction toward Malaysian hawker’s food will contribute to tourists’ behavioral intention, thus food operators should make an effort to maintain or improve their service length in order to satisfy the tourists which at last will help to better predict revisit intention and good word-of-mouth. Besides this, food operators should also improved their weakness like cleanliness and food safety, explore more opportunities for instance incorporating unique features into food preparation or demonstration and eliminate any potential threats.

4.8 Relationship between Malaysian Hawker’s Food Image and Food Attributes Satisfaction

Table 4.7

Model for Malaysian Hawker’s Food Image Vs Food Attributes Satisfaction

Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.802 ^a	.644	.643	.10186	.292

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.161	1	7.161	690.202	.000 ^a
	Residual	3.964	382	.010		
	Total	11.125	383			

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta	t		Tolerance	VIF
1	(Constant)	1.249	.064		19.372	.000		
	Malaysian Hawker's Food Image	.562	.021	.802	26.272	.000	1.000	1.000

a. Predictors: (Constant), Malaysian Hawker's Food Image

b. Dependent Variable: Food Attributes Satisfaction

Previous literature had proved that tourists' perception toward food image can predict their satisfaction level toward consuming the food. Thus, in this study, the relationship was tested again to further strengthen the satisfaction theory. A linear regression analysis was run to test the relationship of Malaysian hawker's food image perceived by Singapore tourists and their satisfaction over food attributes. The findings suggested a positive and significant relationship between Malaysian hawker's food image and food attributes satisfaction, thus accepting and proving third hypotheses which is "There is a positive and significant relationship between hawker's food image and food attributes satisfaction". The result is also answered the sixth research question and achieved sixth research objectives of the study.

Research question = What is the relationship between Malaysian hawker's food image as perceived by the tourists and their satisfaction on food attributes?

Research objective = Access the relationship between Malaysia hawker's food image as perceived by Singapore tourists and their satisfaction level towards Malaysia hawker's food attributes.

Table 4.7 shows a significant regression model existed [$F(1,382) = 690.202, p = .000$]. 64.4% ($R^2 = .644$) of total variance in satisfaction on food attributes can be explained by tourists' perceived hawker's food image. A unit increase in tourists' perceived hawker's food image will increase .802 units ($R = .802$) in tourists' satisfaction in food attributes, thus forming a high correlation between both factors. Food operators should realize that a positive food image will lead to a better food experience which contribute to better satisfaction. For instance, hawkers

should wear an apron or glove while processing the food which will imply a professional image to the tourists and lead to a satisfactory on cleanliness or food safety.

4.9 Summary of Findings

This chapter investigated the objectives related to the purposes of the dissertation as all the hypotheses of the dissertation were tested. The inquiry revealed that tourists' perceived of Malaysian hawker's food image and food attributes satisfaction are interrelated in influence tourists' behavioural intention. A tabulated summary of the dissertation's major findings are depicted in table 4.8.

Table 4.8
Summary of the Dissertation's Findings

Objective	Findings
To examine the Malaysia hawker's food image as perceived by Singapore tourists.	Major strengths of Malaysia hawker's food image centered at its' price which is cheap, delicious food, easy accessible to get hawker's food and hawker's food is well presented. Bad image imposed like insufficiency of seats and inattractive eating surrounding. Generally, summated mean of all items at ($\chi = 3.00$) indicated Singapore tourists perceived positively toward Malaysia hawker's food.
To assess the level of satisfaction of Singapore tourists towards Malaysia hawker's food attributes.	Singapore tourists most satisfied elements are the cultural experience which is learning Malaysia food culture and price whereby is

Malaysia hawker's food is cheap. Overall, summated mean of all items at ($\chi = 2.94$) indicated a relative high level of satisfaction.

To determine the behavioural intention of Singapore tourists towards Malaysia hawker's food.

Findings indicated most Singapore tourists possessed positive attitude toward Malaysia hawker's food and were intended to come to Malaysia and recommended to their friends.

To determine the relationship between Malaysia hawker's food image as perceived by Singapore tourists and their behavioural intention.

The result reviewed that Singapore tourists' behavioural intention is significantly influenced by their perceived image of Malaysia hawker's food. 67.7% of tourists' behavioural intention is explained by their perceived image of Malaysia hawker's food.

To ascertain the relationship between tourist's satisfaction on Malaysia hawker's food attributes and their behavioural intention.

Regression model analysis revealed that there is significant relationship between tourists' satisfaction on Malaysia hawker's food attributes and their behavioural intention. 71.3% of tourists' behavioural intention is therefore explained by their satisfaction of Malaysia hawker's food attributes.

To examine the relationship between Malaysia hawker's food image as perceived by Singapore tourists and their satisfaction level towards Malaysia hawker's food attributes.

64.4% of Singapore tourists' satisfaction towards Malaysia hawker's food attributes is explained by their perceived image of Malaysia hawker's food, thus proven a significant relationship existed between Malaysia hawker's food image as perceived by Singapore tourists and their satisfaction level towards Malaysia hawker's food attributes.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This study focus mainly on a niche product on gastronomic tourism, which is hawker's food and look for possibilities of upholding Malaysian hawker's food as a significant identity representing Malaysian food. Hence, the investigation was set to test the tourist behavioral intentions by constructing a model that has taken an image and satisfaction into consideration. Various aspects of food related questions had been adapted from past studies and modified to suit the context of study. Data obtained from a structured survey of three major tourists concentrated areas in Malaysia to test the relationships between all variables in this study. Numerous researches in destination marketing supported that favourable image and satisfaction will result in positive behavioral intentions; however, not much on empirical research has been done to examine a destination based on its distinct gastronomic features. This study differs from previous studies by examining the model in the context of hawker's food and specifically designated to our biggest group of international tourists arrived which is Singapore tourists.

The result reveals that most Singapore tourists perceived positively on Malaysian hawker's food that the food is cheap, well presented, easy to access and delicious. In destination marketing, it is important to implant a positive image in tourist's mind which will lead to satisfaction and positive behavioral intentions; the finding is consistent with past studies that confirmed the relationships of image, satisfaction and behavioral intention. Therefore more efforts should be allocated to further improve the image of Malaysian hawker's food in destination marketing

strategies in order to facilitate the development of gastronomic tourism in the country in parallel with other niche tourism products.

Theoretically, the findings have contributed to the literature and provide a better understanding of the image associated with Malaysian hawker's food. From the results, it is an opportunity for travel agencies to take advantage of this new market, perhaps the gastronomic lovers or food seekers where food is the centred motivation to travel to a place. In conjunction with government efforts in promoting local food, travel agencies can develop new travel packages or incorporate gastronomic activities or food events in existing tour packages to cater these food tourists and attract other tourists as well. This will eventually increase tourist arrivals in Malaysia and as well as ascending in foreign exchange currency and employment in Malaysia. For instance, an online agent, namely "Food Tour Malaysia" is providing food tour packages to tourists. Besides this, the findings of this study could also benefit the local hawkers to improve their services in order to cultivate loyal customers and this applies to other food operators as well as the findings provide a general understanding of Singapore tourists characteristics on food demands.

Finally, tourists' perceived image and satisfaction should be monitored and examined from time to time to keep track of the current trend among tourists. This will surely help Malaysian hawkers and government to be aware of areas needed to be improved. Thus, it also helps in predicting their revisit intention to Malaysia resulting in catalyzing the growth in the tourism and hospitality industry in Malaysia. To date, the definition of Malaysian food has yet to be defined, but identical local foods like "Nasi Lemak" can be seen through promotion campaigns and websites and even the local or tourist guide would recommend too.

5.2 Recommendation for Future Research

A convenience sampling approach was used to collect data from Singapore tourists who visited Petaling Street in Kuala Lumpur, Jonker Street in Melacca or Gurney Hawker Center in Penang. Thus, the generalization of the result only reviewed insights to target Singapore tourists into these three places. For instance, the results should be interpreted with caution when applied to tourists from different countries or data collected at different locations. The future studies may expand the studies with same settings on a different group of tourists from different countries to make a comparable result which can help to generalize Malaysia hawker's food image perceived by international tourists, their satisfaction and future behavioral intention.

Besides this, the perceived image of Malaysian hawker's food was measured by general items that are widely accepted and used in previous studies. Future researches need to develop survey items to assess the knowledge of tourists toward Malaysian hawker's food specifically hawker's food, dining culture and hawker's food variation and hawker's food service styles in order to provide an even more fully realized understanding of customer perceptions of hawker's food dining experience. In addition, future researchers can also incorporate situational or personal characteristics like analysis based on gender, age or first timers vs. repeaters into the conceptual framework. Besides this, future researchers can also focus on investigating food image and look for the sources of information that form tourists' perception toward Malaysian food. This could help destination marketers to promote through the right channels and use the right messages to implant the desired image into the target group which later created desire to visit or to re-visit.

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