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

THEW KOK LIM

MsC 2015
MALAYSIAN HAWKER’S FOOD IMAGE, FOOD ATTRIBUTES SATISFACTION AND BEHAVIORAL INTENTION IN THE PERSPECTIVE OF 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)
PERMISSION TO USE

In presenting this thesis in partial fulfillment of the requirements for a postgraduate degree from Universiti Utara Malaysia, I agree that the University Library may make it freely available for inspection. I further agree that permission for copying of this thesis in any manner, in whole or in part, for scholarly purpose may be granted by my supervisor(s) or, in their absence by the Dean of the Graduate School. It is understood that any copying or publication or use of this thesis or parts thereof for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to Universiti Utara Malaysia for any scholarly use which may be made of any material from my thesis.

Requests for permission to copy or to make other use of materials in this thesis, in whole or in part, should be addressed to

Dean of Othman Yeop Abdullah Graduate School of Business
Universiti Utara Malaysia
06010 UUM Sintok
Kedah Darul Aman.
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.
# TABLE OF CONTENTS

PERMISSION TO USE.................................................................................................................. i

ABSTRACT................................................................................................................................. ii

ACKNOWLEDGMENTS.................................................................................................................. iii

LIST OF TABLES............................................................................................................................. vii

LIST OF FIGURES......................................................................................................................... viii

CHAPTER 1

INTRODUCTION............................................................................................................................. 1

1.1 Background of the Study......................................................................................................... 1

1.2 Malaysia Culinary Tourism................................................................................................... 3

1.3 Problem Statement................................................................................................................. 7

1.4 Research Question................................................................................................................. 8

1.5 Research Objectives.............................................................................................................. 9

1.6 Significance of the Study..................................................................................................... 10

1.7 Organization of the Study.................................................................................................... 11

1.8 Limitation of the Study....................................................................................................... 11

CHAPTER 2

LITERATURE REVIEW............................................................................................................... 13

2.1 Introduction............................................................................................................................ 13

2.2 Food Identities...................................................................................................................... 13

2.3 Food Motivation.................................................................................................................... 20

2.4 Culinary Tourism................................................................................................................. 27

2.5 Food Attributes Satisfaction............................................................................................... 33

2.6 Empirical Studies................................................................................................................. 36

2.7 Summary............................................................................................................................... 41
CHAPTER 3

METHODOLOGY.................................................................................................................44

3.1 Research Framework.................................................................................................44
3.2 Hypothesis Development..........................................................................................45
3.3 Research Design........................................................................................................46
3.4 Operational Definition..............................................................................................47
3.5 Measurement of Variables.......................................................................................48
3.6 Data Collection...........................................................................................................48
   3.6.1 Sampling..............................................................................................................49
   3.6.2 Sample Size.........................................................................................................49
   3.6.3 Procedure...........................................................................................................50
3.7 Techniques of Data Analysis.....................................................................................51

CHAPTER 4

RESULTS AND DISCUSSION..........................................................................................53

4.1 Introduction................................................................................................................53
4.2 Respondents’ Profiles...............................................................................................53
4.3 Malaysian Hawker’s Food Image............................................................................57
4.4 Food Attributes Satisfaction....................................................................................61
4.5 Behavioral Intention.................................................................................................63
4.6 Relationship between Malaysian Hawker’s Food and Behavioral Intention...........65
4.7 Relationship between Food Attributes Satisfaction and Behavioral Intention........67
4.8 Relationship between Malaysian Hawker’s Food Image and Food Attributes Satisfaction........................................................................................................69
4.9 Summary of Findings..............................................................................................71
CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

5.2 Recommendation for Future Research

BIBLIOGRAPHY

APPENDIX
LIST OF TABLES

Table 2.1: Summary of Literature Review.................................................................41
Table 4.1: Frequencies of Demographic Characteristics...........................................54
Table 4.2: Descriptive Analysis of the Image of Malaysian Hawker’s Food Image.......57
Table 4.3: Descriptive Analysis of Satisfaction on Food Attributes..........................61
Table 4.4: Behavioral Intentions...............................................................................63
Table 4.5: Regression Model for Malaysian Hawker’s Food Image Vs Behavioral
Intention.....................................................................................................................65
Table 4.6: Model for Food Attributes Satisfaction Vs Behavioral Intention.............67
Table 4.7: Model for Malaysian Hawker’s Food Image Vs Food Attributes
Satisfaction.................................................................................................................69
Table 4.8: Summary of Dissertation’s Findings.......................................................71
LIST OF FIGURES

Figure 1.1: Tourist arrivals and receipts to Malaysia......................................................1
Figure 2.1 : Three waves of food change in the Industrial society.................................19
Figure 3.1 : Theoretical Framework.............................................................................45
LIST OF APPENDIX

Appendix 1 : Total foreign tourists arrival year 2013 January – December. ...........................83
Appendix 2 : Profiles of Senior Lecturers................................................................................84
Appendix 3 : Questionnaires.....................................................................................................85
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).

![Table: Tourist Arrivals and Receipts to Malaysia](image)

Figure 1.1

*Tourist arrivals and receipts to Malaysia*
The contents of the thesis is for internal user only
BIBLIOGRAPHY


