

**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
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**Thesis Submitted to the
Othman Yeop Abdullah Graduate School
of Business, Universiti Utara Malaysia,
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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.

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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

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