

**AN EMPIRICAL STUDY ON INNOVATIVE TRADITIONAL FOOD PRODUCTS AND
CUSTOMER ACCEPTANCE USING THEORY OF PLANNED BEHAVIOR**

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**A thesis submitted in fulfillment of the requirements for the degree of
Master of Business Administration in Technology and Innovation Management**

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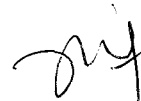
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2012

DECLARATION

“I declare that this project paper entitle “An Empirical Study on Innovative Traditional Food Products and Customer Acceptance Using Theory of Planned Behavior” is the results of my own research except as cited in the references. The project paper has not been accepted for any degree and is not concurrently submitted in candidature of any other degree”.

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2 MARCH 2012

DEDICATION

To my beloved husband and sons

ABSTRACT

The contribution of traditional foods to the diets of the people cannot be overlooked and also its contribution to social development such jobs opportunities and increases the family income for small scale traditional food industry. In order to preserve and sustaining the traditional foods for future generation, the traditional food products business operators need to refine the processing, the packaging, the attribute of traditional foods and some innovation need to be made in response to the new societal needs. It is however important to get an insight into consumers' perceptions, expectations and attitudes towards innovations related to traditional food product. Thus, this study is conducted to find out the determinants that influence customers purchase intention and behavior towards the innovative traditional food products with the use of Theory of Planned Behavior. This study is also conducted to analyze the relationship of attitude, social norms and perceived behavior control towards purchase intention and behavior of innovative traditional food products. The data was collected about 120 consumers from shopping malls in Melaka. Factor analysis was proposed in this study. The multiple regressions were used to examine the relationship and to test the six hypotheses. Results showed that attitude, social norm and perceived behavior control have positive relationship towards the purchase intention and behavior of innovative traditional food products.

ABSTRAK

Sumbangan makanan traditional terhadap diet orang ramai tidak boleh di lepas pandang dan begitu juga sumbangannya terhadap pembangunan sosial seperti memberi peluang pekerjaan serta meningkatkan pendapatan keluarga dalam industri skala kecil makanan traditional. Untuk memelihara dan mengekalkan makanan tradisional untuk generasi akan datang, pengusaha perniagaan makanan tradisional produk perlu untuk memperbaiki pemprosesan, pembungkusan, sifat makanan tradisional dan inovasi beberapa perlu dibuat sebagai respons kepada keperluan masyarakat yang baru. Bagaimanapun amat penting untuk mendapatkan gambaran tentang persepsi pengguna, harapan dan sikap ke arah inovasi yang berkaitan dengan produk makanan tradisional. Oleh itu, kajian ini dijalankan untuk mengetahui penentu yang mempengaruhi pelanggan niat pembelian dan tingkah laku ke arah inovasi produk makanan tradisional dengan penggunaan Teori Kelakuan Terancang. Kajian ini juga dijalankan untuk mengkaji hubungan sikap, norma sosial dan kawalan tingkah laku terhadap niat pembelian dan tingkah laku produk makanan tradisional yang inovatif. Data yang dikumpulkan kira-kira 120 pengguna dari pusat membeli-belah di Melaka. Analisis faktor telah dicadangkan dalam kajian ini. Regresi berganda telah digunakan untuk melihat perhubungan dan untuk menguji hipotesis. Hasil kajian menunjukkan bahawa sikap, norma sosial dan kawalan tingkah laku yang dianggap mempunyai hubungan yang positif terhadap hasrat pembelian dan tingkah laku produk makanan tradisional yang inovatif.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter provides an overview of scenario of food industry and traditional food products in Malaysia. The problem statement, research objectives, research questions, significant and scope of the study are also highlighted to show the importance of innovation in traditional food products.

1.1 Food industry in Malaysia

With diversity of multi-cultures, there are many choices of processed food with Asian tastes in Malaysia's food industry. It is estimated that the present global retail sales in food products are worth around US\$3.5 trillion, and are expected to grow at an annual rate of 4.8 per cent to US\$6.4 trillion by 2020. Small and medium scale companies are dominated in the food industry in Malaysia (MIDA, 2011).

As the standard of living is higher, the domestic demands for food have also increased in Malaysia. This increasing of food domestic demand also drivers by the tourist spending of a total RM9.29 billion on food and beverage in the country in 2009, up 6% from RM8.77% billion in 2008 and RM8.3 billion in 2007. Halal food industry has getting a lot of attraction from foreign direct investment and also high demand in recent years. These foreign investments create many jobs opportunities to Malaysian. In the area of Iskandar Malaysia in Johor, food products, food processing and agro-based industries become one of the most important pillars in industrial areas. The demand of organic food also increased as Malaysians become more health conscious. In Malaysia, the food manufacturing sector was attracted a total of over RM2.12 billion in the first month of

2010 compared to RM1.9771 billion for the whole of 2009. The growing of the global population will expect to the food productions will increase, thus innovation in the food processing and products are also need to emphasized (Cavendish, 2012).

1.2 Traditional food products in Malaysia

One of an important part of the rich cultural heritage that can be found in Malaysia is traditional foods. Malaysia has a rich variety of traditional food as we have different cultures. In the context of Malaysia, every region has their own unique traditional foods and it becomes one of the tourist attractions in this country (Lan & Hashim, 1984). The contribution of traditional foods to the diets of the people cannot be overlooked and also contribute to social development such for a new work opportunity and increases the family income for small scale traditional food industry. In order to preserve and sustaining the traditional foods for future generation, the traditional food products business operators need to refine the processing of traditional foods and some innovation need to be made in response to the new societal needs. Moreover, the development of traditional food or local food become an attraction for tourist to enjoy as it becomes core product for tourist experience and savor the local food and to contribute the continuation of nation's culinary heritage. Thus, innovation becomes plays an important roles in this perspective. Common traditional foods of Malaysia are illustrated in Table 1.1 as below:

Table 1.1 Common Traditional foods of Malaysia (Lan & Hashim, 1984)

Raw Material	Products	
	Local Name	Common Name/Description
1. Rice	Dodol	Rice-coconut product
	Ketupat	Rice or glutinous rice packed in leaves
	Tapai Pulut	Fermented glutinous rice
	Lemang	Rice or glutinous rice packed in bamboo
2. Fish and shrimps	Karas	Crispy rice product
	Cincalok	Fermented whole shrimps
	Belacan	Fermented shrimp paste
3. Fruits, Vegetables, root crops	Budu	Fermented fish sauce
	Pisang salai	Smoked banana halves
	Tapai ubi	Fermented cassava
	Acar	Cooked spicy, pickled fruits and vegetables
4. Kacang Soya	Halwa	Candied fruit and root crops
	Susu kacang soya	Soya bean milk
	Tau fu fah	Soft and sweet soya bean curd
	Tempeh	Mold fermented soya bean product
5. Milk	Dadeh	Sweet yogurt-like product
6. Wheat Flour	Mee	Noodles
	Kueh Sepit	Traditional cakes
	Bahulu	Traditional cakes

1.3 Problem statement

Traditional food products still face the challenge to further improve the safety, healthiness and convenience of the products by means of different innovations, which will enable them to maintain and expand their share in market in a highly competitive and increasingly global food market.

It is however important to get an insight into consumers' perceptions, expectations and attitudes towards traditional food products and consumers' attitude to innovations related to traditional food product. A basis for exploring these dimensions is a need for innovation related to traditional food product.

In order to consider the resistance to the adoption of innovation or even the rejection of some food products, it is necessary to consider the attributes that may influence purchase and consumption decision behavior. The cultural trait seems to be one of the most important attributes in this regard and the reason for studying the behavior of consumers. Lifestyle and the economic environment can also play an important role.

1.4 Research objectives

Findings from this study enable the traditional food business owners to be aware of the contributing factors that influence the consumer decision to buy innovative traditional food products. The findings and recommendations can also assist the traditional food business owners in achieving greater sales through product innovation such as new taste and flavor, new packaging, new serving in traditional food, etc. Therefore, this study aims are:

1. To identify the determinants that influence purchase intention and behaviors based on Theory of Purchase behavior
2. To evaluate the relationship between Theory Purchase Behavior constructs, namely: attitude, social norm, and perceived behavior
3. control with purchase intention of innovative traditional food products.
4. To evaluate the relationship between Theory Purchase Behavior constructs, namely: attitude, social norm, and perceived behavior control with behavior of innovative traditional food products.

1.5 Research questions

This research aims to identify, evaluate and understand the consumer acceptance towards innovation of traditional food products. Therefore the central question for this study is

What are the determinants that influence of purchase intention and behavior towards innovative traditional food products?

The main research question can be divided into six sub-questions that together will answer the central research question:

1. Does the attitude of consumers influence the consumers' purchase intention towards innovative traditional food products?
2. Does the social norm of consumers influence the consumers' purchase intention towards innovative traditional food products?

3. Does the perceived behavior control of consumers influence the consumers' purchase intention towards innovative traditional food products?
4. Does the attitude of consumers influence the consumer's behavior towards innovative traditional food products?
5. Does the social norm of consumers influence the consumer's behavior towards innovative traditional food products?
6. Does the perceived behavior control of consumers influence the consumer's behavior towards innovative traditional food products?

1.6 Significant of study

Even though innovation is an important element to differentiate from the competitors and become competitive in global market but the success of product is more likely to be affected by consumers' assessment since they constitute the ultimate target of the product. It is important to consumer needs and preferences when applying even small innovations the traditional food product. Therefore, findings of this study hopefully can support the development of traditional food products based on consumer perception towards innovation.

Therefore the significant purposes of this study can be summarized as below:-

1. Understanding consumer behavior / attitude towards innovation in traditional food
2. Learning about innovation in the traditional food products
3. Recognition, knowing and identify the consumer needs in innovation of traditional food products

1.7 Scope of study

In order to ensure the findings and later on the conclusions of the study are true for a specific areas of the studied subject will be focus on as below:

1. This study will focus only on the consumers' attitude, social norm influence and perceived behavior control towards the purchase intention and behavior of innovative of traditional food products based on Theory Purchase Behavior by (Ajzen, 1991).
2. This study is limited to traditional food products with Melaka consumers as the target population.

1.8 Outline of thesis

This project paper is organized into six chapters explicitly relevant to the study directions summarized in this chapter. This introductory chapter has provided an overview of this study, including the research problems, research objectives, significant and the scope of study.

Chapter 2 reviews the definition of innovation, the importance and benefits of innovation, innovation in food industry. Chapter 2 also covers the literature on the Theory of Reasoned Action and Theory of Planned Behavior in order to develop the theoretical framework in Chapter 3.

Chapter 3 presents the theoretical framework which developed based on Theory of Reasoned Action and Theory of Planned Behavior discussed in Chapter 2. A total of six hypotheses were constructed based on the literature review.

Chapter 4 presents the methodology used in this study which described the research sampling size, sampling techniques, development of instrument, data distribution and data of analysis.

Chapter 5 presents the data of analysis and the results of this study. In this chapter, the data from main study was analyzed and presented through Descriptive analysis, factor analysis, Regression Analysis and Hypotheses Testing between all the variables influencing the consumers' purchase intention and behavior towards innovative traditional food in Melaka.

Chapter 6 research objectives were reviewed. Research implications and suggestions were discussed. The contributions and limitations of the study were also highlighted.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

Chapter 1 has highlighted the research questions and objectives of this study. It has also underlined the background of research which include food industry in Malaysia and traditional food products in Malaysia, scope of the study and significant of the study.

This chapter reviews the relevant literature pertaining to the innovation in the food industry and traditional foods, the importance and benefit of innovation in the food business. It further elaborates the Theory of Reasoned Action and its extended Theory of Purchase Behavior.

2.1 Innovation

An innovation can be defined as an improvement in technology and methods or ways of doing things. Product changes, process changes, new approaches to marketing, new forms of distribution and new conceptions of scope are established by innovation (Porter, 1990).

Different levels of innovations, from radical to incremental, are described in the literature. Garcia and Calantone (2002) propose the following definitions: Radical innovations are innovations that cause marketing and technological discontinuities on both a macro and micro level. Incremental innovations occur only at a micro level and cause either a marketing or technological discontinuity but not both. Really new innovations cover the combinations in between these two extremes.

2.2 Innovation in the food industry

Food innovation can be defined as the addition of new or unusual ingredient, new combinations of product, different processing systems or elaboration procedures including packaging, coming from different origin or cultures, being presented and/or supplied in new ways and always temporary validity (Guerrero et al., 2009). The concept of innovation consist the elements of novelty and change in food preparation, adding new ingredients, varieties tastes, shape and design. The convenience food available in the form of pre-cooked or ready-to-eat, frozen foods, packaged microwavable container or new packages can make the consumers life easier. From marketing point of view, innovative packaging and product labeling are the important elements to influence purchase decision of the customers and a key to the competitive advantage that companies seek (Hicks, 2001).

It was inadequate innovation taking place in the food industry as the innovation in the food industry involve with the combination of technology innovation, social and cultural innovation (Lindgaard *et.al*, 1996).

Although a number of new technologies are available or being further investigated and could be of interest, the radical or really new innovations are not often introduced in the market. New products based on new technologies such as Gene technology. (Miles, Ueland, & Frewer, 2005) or functional foods (Frewer, Scholderer, & Lambert, 2003) have been reluctant by the consumers. This reluctance may well be related to the fact that consumers are very much concerned with hatred of risks (Galizzi & Venturini, 1996). However the food industry is historically considered to be good at applying technologies from other industries, like the pharmaceutical industry, biotechnology, etc (Lindgaard, Rama, & Tunzelmann, 1996).

2.2.1 Benefits and the importance of innovation in the food industry

Quality is one of the important elements in consumer food perceptions and food choice decision. In general, consumers prefer high quality products for their choices to consume. Customers are often prepared to pay slightly more for enhanced product value, indicating desire for more quality. Thus, to understand consumers' own perception of quality in making their purchasing decision is essential (Rijswijk & Frewer, 2008). Consumers expect food industry to deliver quality foods to them and normally they do not ask for the details on technology how the foods processed and delivered to them. Consumer attitudes and knowledge are usually affected by information received (Peters-Teixeira & Badrie, 2005). The sources of information on food and health are received from the influential sources such as television, newspapers, magazine, the Internet, books, family and friends (Bruhn, 2008).

Urbanization has led to consumers leading more hectic and stressful lifestyles, which has been a factor in greater demand for convenience and easy to prepare meals at home among Malaysians. Manufacturers have responded to this trend by introducing products in convenient packaging, as well as products that are quick and easy to prepare.

Rising environmental consciousness and health awareness among consumers also saw manufacturers undertake innovative new product launches, such as Mister Potato Rice Crisps, which contain no added monosodium glutamate (MSG), no artificial colourings, 20% less fat and are cholesterol- and trans fat-free; Sri Kulai bio-degradable microwaveable containers for frozen ready meals; and Magnolia Good Night Low Fat Milk, which contains Lactium, camomile and honey to aid relaxation for deeper and more refreshing sleep (International, 2011).

Product and packaging development also constrained in creating products that fully meet the consumer and channel criteria. Such constraints might be categorized as ingredient, processing, and cost restraints. Innovation must respond and develop new products that are more efficiently produced, packaged for a longer shelf life, environmentally friendly, nutritionally responsive to each of the emerging segments of society, and meet maximum food safety requirements (McIlveen, 1994).

Visible innovations are always used in product packaging. The package standing out on the shelf affects the consumer decision process and package design must insure that consume response is favorable. Some consumers are paying more attention to label information. It is clear from the review of literature that the importance of packaging development is high, as packaging plays a major role in consumer decisions of fast moving packaged food products (Silayoi & Speece, 2004).

Costa and Jongen (2006) state that product innovation may help to maintain a firm's growth (thereby protecting the interests of investors, employees and food chain actors), reduce the market risk, enhance the company's stock market value and increase competitiveness. On the contrary, Costa and Jongen (2006) state that the European food and beverage industry is quite conservative in the type of innovations it introduces to the market, with much lower research and development investments than industries in other sectors.

Many innovative food product introductions fail in the real market. It is about 40% to 50% of new product introductions are off of retailers' shelves within a year (Costa & Jongen, 2006). The food sector strategy must be in cost-conscious improvement of innovations due to undesirable result of new product introduction in the market (Consulting, 1999).

The brand extensions of the same product can be considered as a less risky strategy in product innovation (Ian Grime, 2002). Consumers also present a slow rate of change in eating preferences and habits. Furthermore, they tend to reject too much innovation in food, thereby comprising strong barriers to genuine innovation (Costa & Jongen, 2006).

However, innovative consumers represent a key market segment as they play an essential role in the success of a new product by allow the innovative product to other consumers. There is considerable evidence that personality traits affect willingness to consume certain new or novel foods (Huotilainen, Pirttilä-backman, & Tuorila, 2006).

2.3 Innovation in traditional foods

In the current increasingly globalising food market, innovation is an essential strategic tool for small and medium enterprises (SMEs) to achieve competitive advantage (Avermaete, Viaene, Morgan, & Crawford, 2004).

This also applies for traditional food. So far, only few studies are published that focus particularly on innovations in traditional food products. Innovation in traditional food mainly pertain to product innovations such as a packaging innovations and changes in product composition, product size and form or new ways of using the product (Gellynck & Kühne, 2008).

Traditional food product is a product frequently consumed or associated with specific celebrations and/or seasons, normally transmitted from one generation to another, made accurately in a specific way according to the food heritage, will little or no processing/manipulation, distinguished and know because of its sensory properties and associated to a certain local area, region or country (Guerrero et al., 2009)

Consumers were particularly positive towards packaging innovations. A different package does not modify the core characteristics of the traditional food product (i.e. the characteristics captured in the definition that differentiate traditional food from other food products) and provides sought benefit, example: Longer shelf life (Guerrero et. al., 2009).

Positive acceptance in regard to convenience-oriented innovations was associated with opportunities, if this did not involve too remarkable changes in the product. Product innovations with implications for the sensory properties were strongly rejected.

Convenience-oriented innovations without too significant changes in the product have positive acceptance whereby the sensory properties consequences from product innovations were strongly rejected (Nathalie, 2007).

During festivals such as Aidilfitri and Aidiladha, dodol is one of the popular traditional foods commonly served in Malaysia. The newness of dodol is now containing dates, raisins, cashew nuts, almonds and nuts. Dodol also produced in varieties of flavors such as mango, strawberry and cappuccino (Wikipedia). Longer shelf life can be considered as an invention associates to processing, a method which produces Malay food traditional called dodol. Normal shelf life of traditional dodol is short and the dodol's stiffness will increase extremely within 2-4 weeks. However, the dodol produced by enzymatic processing (chemical process) will last longer and maintains its normal elasticity during storage (Zahid, 2007).

Ready-to-bake and frozen are another new innovation. The ready meals become a new trend in current market. Consumers are regaining a sense of heritage which is driving demand traditional national recipes. Manufacturers are developing ready meals that are make in it more convenient for consumers to develop 'homemade style food'.

An example is traditional Malay cake called "kuih bakar" is currently in the market in the convenient packaging and method which is frozen ready meal (Sharuddin, 2011).

2.4 Theoretical models

There are various model were used in previous research explaining consumer behavior. However Theory of Planned behavior, extended from Theory of Reasoned action by Ajzen and Fishbein is a social psychology model that has been extensively used related to the behaviors (Ajzen, 1991).

2.4.1 Theory of Reasoned Action

The Theory of Reasoned Action aims to explore the determinants of human behavior and it is the psychological process behind the human behavior's conscious (Ajzen, 1991). The behavioral intention is determined by two factors which are attitudes toward a behavior and subjective norms with respect to the behavior. Behavioral intention measures the willingness and effort given by people to perform the behavior (Ajzen, 1991). In general, the positive impact of performance of the behavior influenced by the individuals' behavioral intention. The behavior performing is determined by her/his salient beliefs about the benefits and costs. An individual's subjective norms are determined by her normative beliefs which the behavior as evaluated by referent people and her willingness to follow these beliefs. Theory of Reasoned Action assumed that an external factor such as an individual's characteristic will affect her behavior through their attitude and influence of social norms (Ajzen, 1991). Figure 2.1 diagrams the relationships

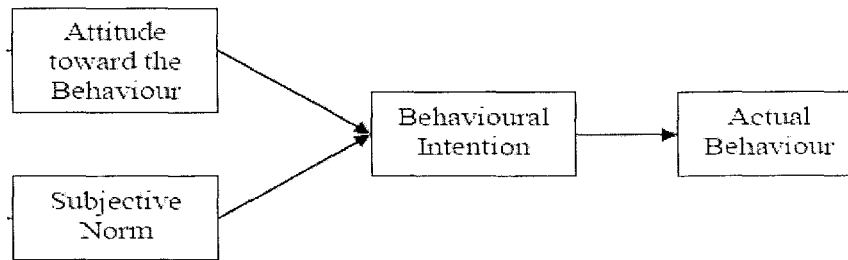


Figure 2.1 Theory of Reasoned Action Model (Ajzen, 1991)

2.4.2 Theory of Planned Behavior

In an extension to the Theory of Reasoned Action, the Theory of Planned Behavior developed third predictor of Perceived Behavioral Control (whether the person thinks he or she can actually perform the behavior) as a determinant of behavior and behavioral intention, together with social norm (i.e. whether significant others are likely to endorse the use of the innovation or activity) and attitude (i.e. the extent to which an individual is positive about engaging in the behavior under consideration) (Ajzen, 1991). Figure 2.2 illustrates the Theory of Planned Behavior model.

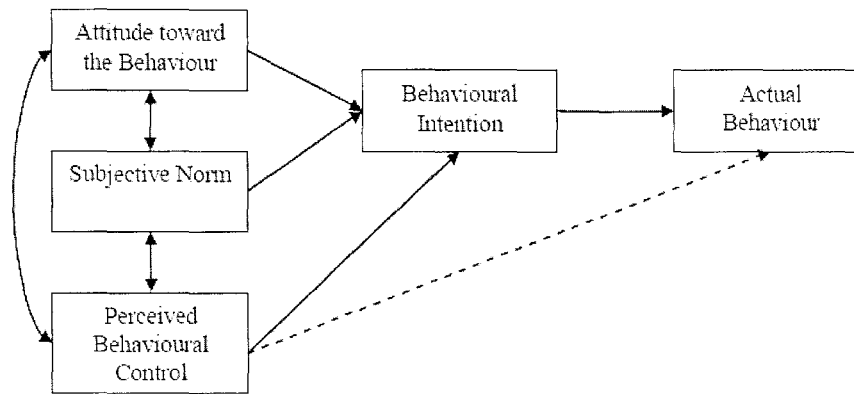


Figure 2.2 Theory of Planned Behavior model (Ajzen, 1991, p.182)

2.4.2.1 Attitude

Attitudes towards the behavior measure the extent to which an individual has a favorable or unfavorable evaluation of the behavior (Ajzen, 1991). In other words, if he or she feels the food is good, then he or she will be more likely to engage with the behavior. Study by (Mei-Fang, 2007) on organic foods found that there are several motives to determine the consumers' positive attitude which are mood, natural content, animal welfare, environment protection, political values and religion. By appealing the benefits of the foods it can enhance their perceptions. Perceived risk and benefits also determine attitude and purchase intention towards genetically modified foods (Costa & Jongen, 2006). For traditional food, study by (Almli et al., 2011) found that the innovations which increase or maintain the authenticity was accepted, while reduce the traditional image was rejected.

2.4.2.2 Social norm

The subjective norm measures the influence of other people in respect of the behavior. The acceptance or rejection of innovation by the consumer can be affected by perceived behavioral and subjective norm (Cook, Kerr, & Moore, 2002).

Perceived behavioral control and social norm on consumer acceptance of food technology and innovations have not received much attention in the literature. A study in India showed that the people's purchasing behavior towards new food product is highly influenced by subjective norm in this culture (HoJung Choo, 2004). Social pressure is the extent to which a person believes he should use the innovation for obtaining a higher social status. It can be expected that pressure from the social environment will exert its influence in other cases as well. The higher the social presence of e-mail, the more users would find it appropriate for a wide range of communication tasks (Kwon & L., 2000).

2.4.2.3 Perceived Behavior Control

Perceived behavior control is a central concept of self-efficacy. It is supported by research in the field of functional foods (Cox, Koster, & Russell, 2004). The belief of assessing the resources and opportunities to perform a behavior is reflected by this variable. It has two components; the first reflects the access to money, time and other resources the availability of resources to engage in the behavior. The second component reflects the focal person's self-confidence in their ability to conduct the behavior. According to (Saba & Vassallo, 2002) in their interesting study in the field of GMF (genetic modified food) found that perceived behavioral control had a negative influence on the intention to eat a genetic modified tomato but attitude has significant relationship to intention to eat.

2.4.2.4 Purchase Intention

Intentions are described as the motivational factors that influence a behavior and indicate how hard people are willing to try or how much effort they would exert to perform the behavior (Ajzen, 1991, Armitage & Conner, 2001) and it is the center of Theory of Planned Behavior concept (Ajzen, 1991). Subjective norms and attitude towards the behavior and perceived behavior control are three antecedents to influence the intention (Ajzen, 1991).

In social terms, intention is usually measured in terms of 'will', 'expect', 'should', 'which/intend', 'determined' or 'want' with the probability estimates such as "unlikely and likely" (Armitage & Conner, 2001). It is also well accepted that "the stronger the intention to engage in a behavior, the more likely should be its performance" (Ajzen, 1991, p181). It has been found by (Honkanen, Verplanken, & Olsen, 2006) in their study that the intention has significant influence to behavior.

2.4.2.5 Behavior

The behavior is defined and measured as the individual's frequency of buying the product-as a self - reported indication of past behavior (Saba & Vassallo, 2002). The Theory Planed Behavior traces attitude, subjective norms and perceived behavioral control are foundation of beliefs about the behavior.

The underlying foundation of beliefs provides the detailed descriptions needed to gain essential information about a behavior's determinant. It is at the level of beliefs we learn about the unique factors that induce one person to engage in the behavior of interest. In previous study by (Ali, Khan, & Ahmed, 2011) reported that there are many consumers who have positive and high intentions to purchase green products but due to higher prices and poorer quality as compare to non-green products, they do not buy them.

In the sum, there are internal and external factors can influence the behavior of purchase especially in food products.

2.5 Conclusion

Based from the literature review, it is proved that that attitude, social norms and perceived behavior control acted as a vital role and have significant effect to purchase intention and behavior of consumers. Furthermore the theory and previous studies support these antecedents are contributed to the influence of purchase intention and behavior either in the food domain or outside the food domain.

CHAPTER 3

THEORETICAL FRAMEWORK

3.0 Introduction

Chapter 2 reviews the definition of innovation, the importance and benefits of innovation, innovation in food industry. Chapter 2 also covers the literature on the Theory of Reasoned Action and Theory of Planned behavior. The lists of the proposed research questions are to be addressed in this study. This chapter is developed to underlying framework constructed based on the literature review discussed. Hypotheses were also constructed based on the literature review.

3.1 Focus of study

There are various model were used in previous studies which explaining consumer behavior towards food. In previous empirical research, study on consumer purchase intention and behavior towards green food and organic food are given more attention, however there are limited studies in the area of innovative in traditional food products.

Therefore, this study intends to find out the consumer acceptance towards the innovation of traditional food based on the Theory of Planned Behavior in Melaka.

3.2 Research questions

This research aims to identify, evaluate and understand the consumer acceptance towards innovation of traditional food products. Therefore the central question for this study is:

What are the determinants that influence of purchase intention and behavior towards innovative traditional food products?

The main research question can be divided into four sub-questions that together will answer the central research question:

1. Does the attitude of consumers influence the consumers' purchase intention towards innovative traditional food products?
2. Does the social norm of consumers influence the consumers' purchase intention towards innovative traditional food products?
3. Does the perceived behavior control of consumers influence the consumers' purchase intention towards innovative traditional food products?
4. Does the attitude of consumers influence the consumer's behavior towards innovative traditional food products?