COMMERCIAL TRADITIONAL FOOD: USING THEORY OF PLANNED BEHAVIOR TO EXAMINE PURCHASE INTENTIONAMONG LOCALS IN TERENGGANU

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Abstract*: This study was conducted to identify the relationship of attitude, subjective norm, and perceived behavioural control on behavioural intention to purchase commercial traditional food among locals in Terengganu. This study focuses only on locals who are aware and consumer of the commercial traditional dishes. An online questionnaire was used to collect data and was distributed to three hundred and seventy-nine residents of Terengganu, as the respondents of this study. Data gathered were analysed by using SPSS 23 version. Pearson's correlation coefficient was used to measure the relationship between independent variables and dependent variable of this research. Results show that only two variables, being subjective norm are the most influential variable for locals to purchase commercialised traditional food in Terengganu, followed by perceived behavioural control*

Keywords*: Commercial Traditional Food, Purchase Intention, Attitude, Subjective Norm, Perceived Behavioural Control and Behavioural Intention.*
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Introduction

Malaysia is one of the unique countries in Southeast Asia that has a wide range of traditional food crafted by the multi-ethnic groups which have lived for centuries. According to a study (Muhammad et al., 2015), Malaysian traditional foods are the recipes that has been passed down to younger generations and are made by using the finest and fresh found ingredients surrounding the neighbourhood. They may have a long history to be recognized as national dish, regional cuisine, or local cuisine (Conner, 2020). For thousands of years, traditional food has played an important role in the traditions of various nation and region, of which the preparation procedures might be a part of a country's or region's folklore. According to a study (Conner, 2020), traditional food has a specific characteristic or traits that set it apart from other identical products, such as the use of "traditional components" like raw materials, core products, or processing methods (Soon & Wallace, 2017).

In addition, traditional food is also very important economically and socially in many countries. Production of traditional foods, typically use local products (Niedbala et al., 2020) and many rural communities benefit from the cultivation and commercialization of native products. This also contributes to their development, diversity, and long-term viability. Thus, in order to sustain in a highly competitive and increasingly global food market, traditional food producer need to further improve the safety, healthiness, and convenience of their products by means of different innovations (Dinda et al., 2016).

Commercialization is the process of introducing and bringing a new product or production method into commerce and making it available in the market (Cavallo et al., 2020). Commercialization enables customers to achieve a wider choice of products and allows companies to develop more revenue, increase efficiency, and reduce costs. A good example to represent this is frozen 'Satar', which has been sold in many Malaysian markets. 'Satar is snack made of grilled spiced fish paste, wrapped in banana leaves. This snack is only available in limited locations, primarily Terengganu, which made it hard to find elsewhere. Nowadays, thanks to the production of frozen 'Satar', it is now accessible in broader Malaysian market with affordable prices (Soon & Wallace, 2017).

Besides that, customer purchase intention is somehow related with commercialization of traditional food in the Malaysian market. Commercialization drives competitive condition, product development strategy, competitive advantage, and economic growth, which significantly influence customers' intention to purchase (Niedbala et al., 2020). The purchase intention of a customer relates to the consumer's attitude toward a specific purchasing activity as well as the consumer's willingness to pay. This is, in essence, a signal of customer buying behaviour.

Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB), which originated in 1980, predicted the purpose of an individual to conduct himself at a particular time and location as a theory of reasoned action. The hypothesis was meant to describe all behaviour that people can exercise control over themselves (Soon & Wallace, 2017). The TPB is a model for explaining and forecasting human social behaviour. It can also be utilized as a conceptual framework for behaviour modification treatments to the extent that it is successful. The TPB assumes that most human behaviour of any significance to an individual is not irrational, but rather requires some thought and planning (Giampietri et al., 2018). TPB is one of the most often utilised study paradigms for predicting behavioural intentions (Giampietri et al., 2018).

Thus, the individual acts are involved in the proof of the general characteristics and personality traits, but they can only be identified indirectly by examining broad, aggregated, relevant behavioural samples by affecting certain factors that are most closely related to their activities (Giampietri et al., 2018). The intention of the person to engage in a given behaviour is the most important aspect of the TPB. The purpose is to capture the persuasion factors that influence behaviour; they are indicators of how demanding individuals might be when attempting to execute behaviours and how much dedication they intend to put into practice (Dinda et al., 2016). Overall, TPB's theoretical frameworks in this study provide a well-defined structure that can be used to investigate customers' attitudes, subjective standards, and perceived behavioural control while purchasing traditional food products.

Attitude

In TPB, the first determinant is attitude. Attitude is the evaluation of a certain behaviour involving the attitude object, such as purchasing the product (Armitage & Christian, 2017). Attitude has a beneficial effect on the purpose of people to buy a traditional food product (Armitage & Christian, 2017). The degree to which a person has a favourable or unfavourable opinion or appraisal of the action in question is referred to as attitude. As a general rule, the more favourable one's attitude and subjective perceptions of an activity are, and the greater one's perceived behavioural control is, the more likely one is to engage in the behaviour under consideration.

Additionally, attitudes are focused on the possibility that actions will have clear repercussions and the evaluation of the desirability of such outcomes (Conner, 2020). A person will likely assess the advantages and costs of conduct while choosing whether a particular behaviour will be performed (Conner, 2020). As a result, attitude can be thought of as a crucial component in predicting and describing human behaviour (Conner, 2020).

Subjective Norm

Subjective norms are the second determinant. In the TPB model, subjective norms are proposed as a second predictor of behavioural purpose (Hardin-Fanning & Ricks, 2017). This refers to the apparent social duty to perform or refrain from performing an action. Subjective norms refer to the perceived societal pressures to engage in or refrain from engaging in a particular action (Conner, 2020). Individuals' perceptions about how they will be perceived by their reference groups if they engage in a particular action are revealed by subjective norms. Besides that, subjective norms are concerned with the interpretation of relevant groups' behavioural preferences and the desire to adhere to such comparison groups (Giampietri et al., 2018). It is described as a result of a person's moral ideals, what influential referents think he or she shouldn't do, and how ready they are to follow those references (Giampietri et al., 2018).

Moreover, subjective norms are the opinions of significant persons who are comparable to/important to a person and have an impact on his or her decision-making (i.e., close friends, relatives, business partners or co-workers) (Conner, 2020). Subjective norms are concerned with the possibility of whether important sources agree or disagree with the behaviour. This is related when buyers think that traditional food can give good nutrients in their body, it will make they felt in good behaviour to practices traditional food because they know about the high nutritional value in traditional food (Conner, 2020). Indirectly, it will make other people aware of the benefits of traditional food and will increase their motivation to choose traditional food as their obligatory food.

Perceived Behavioral Control

Perceived behavioural control is the final determinant in the TPB model. According to the TPB, perceived behavioural control, in combination with behavioural purpose, could be utilised to target segment completion in particular (Hardin-Fanning & Ricks, 2017). Individuals' personal judgement about their skills to engage in a given conduct is linked to perceived behavioural control difficulties (Zhang et al., 2020). Perceived behavioural control can be described as "the perceived ease or difficulty of doing the behaviour" and refers to the degree to which a person has positive or negative perceptions or assessments of the behaviour in question (Hardin-Fanning & Ricks, 2017).

The importance of actual behavioural control is self-evident. It can influence the goal and especially affect behaviour, in conjunction with the future effect of intention, in situations where behaviour is not within the total control of the personality (Conner, 2020). To put it simply, perceived behavioural control of behaviour refers to a person's perception of whether an activity will be simple or difficult to carry out, and it is based on control beliefs (Giampietri et al., 2018). The perceived behavioural control can evaluate understanding on how people can switch the fact that their actions can be influenced by given situations in this study. This may lead the researcher to find the factors that caused the buyer and customer to choose the traditional food product in Malaysia, based on all of the findings.

Behavioral Intention

Behavioural intention is an individual's willingness to engage in a specific conduct. It is considered that it is a direct cause of conduct (Wu et al., 2015). It is based on three predictors which is attitude toward the conduct, subjective norm, and perceived behavioural control, with each predictor weighted for its relevance to the behaviour and population of interest. This indirectly shows about the behaviours of buyers that cause them to choose traditional food as their food choice (Keszey, 2020) So it is something that greatly affects the rate of acceptance of traditional food in the community. Besides that, behavioural intention is influenced by a person's attitudes, which include perceptions about whether key people in their lives approve or disapprove of the conduct, as well as perceived control over the activity (Keszey, 2020). It clearly shows that an individual's attitude will influence the behaviours performed. Whether it is a good or bad behaviour, it needs to be controlled through a good attitude. This refers to the motivational factors that influence a given behaviours where the stronger the intention to perform the behaviours, the more likely the behaviours will be performed (Hardin-Fanning & Ricks, 2017).

Purchasing Intention

A customer's willingness to buy a specific product or service is referred to as purchase intention. Purchase intent is a dependent variable that is influenced by a number of external and internal variables (Mirabi et al., 2015). Purchase intentions are a measure of a respondent's willingness to buy something or use a service. Search marketing, often known as search engine marketing and search engine optimization, can be a source of purchase intention measurement. Site data, off-site web activity, point of sale, and customer relationship managers are all possible sources of intent data (Mirabi et al., 2015).

Methodology

Population and Sampling

The chosen population for this study is the local people of Terengganu. Convenience sampling method was used to measure the buyer's purchase intention to choose commercial traditional food over other types of foods. In order to understand the reason or behaviour of the intention, the sample has to be within the pool of consumer who frequent local markets and purchase commercial traditional food with awareness of the produce.

Sample Size

As stated in the Department of Statistics Malaysia, the total population in the state of Terengganu in 2020 is 1.2 million in total. However, for this study, only respondents aged 21 years and above are required to answer this question in order to get thoughtful and accurate results based on their knowledge. This is because individuals who are 21 years old and above are more relevant to be considered as experienced and opiniated consumer, thus, they are the target for the questionnaires (Soon & Wallace, 2017).

According to city population website, the total population for age 21 and above in Terengganu is 565,134. Thus, by using Raosoft calculator with 5% of margin error and 95% confident level; 323 was the calculated to be the sample size this research.

Survey Administration

Since the outbreak of the COVID-19 pandemic, online survey was used to collect data. Google form was created to minimize the interaction with people, and it is also effective as it can be distributed wider. The questionnaire was distributed through various online platform such as WhatsApp, Instagram, Twitter, and Facebook from October 28th to November 29th, 2021. A total of 379 Google form was sent to the respondents.

Instrument Development

A self-administered questionnaire was used in this study. Likert Scale was used in measuring the data gathered form the questionnaire. Five points were included in the Likert Scale range from one (1) for "Strongly Disagree" to five (5) for "Strongly Agree" to measure respondents' agreement on the statements given. The purpose of having both positive and negative statements is to control the tendency of certain respondents to mark one or the other end of the scale without reading the items.

In section A, demographic information of the sample, with five variables such as gender, age, ethnicity,

employment status and place of residence are included in the survey. Section B measures consumer attitude, subjective norm, perceived behavioural intention and behavioural intention to purchase commercial traditional foods. This study employed 22 items to answer all of the objectives. The items were adapted from previous similar studies with minor changes to meet the study's goal (Soon & Wallace, 2017).

Pilot Study and Reliability Analysis

A pilot study was performed, and the data were then analysed by referring to the Cronbach's Alpha values. Cronbach's Alpha was used to examine the internal reliability of the total 20 items used in measuring the five constructs. Cronbach's alpha varies from 0 to 1 and a value of 0.6 or less indicates unsatisfactory internal consistency reliability.

Table 1: Reliability Test

Reliability Test		
Constructs	**Cronbach's Alpha**	**N of Items**
Atituted (AT)	0.820	3
Subjective Norm (SN)	0.811	4
Perceived Behavioural Intention (PB)	0.816	8
Behaviourl Intention (BI)	0.801	5

From table 1, it indicates that the reliability for all the items for each variable is excellent and good. The variable of attitude with 3 items shows the highest value of Cronbach Alpha which is 0.820, followed by perceived behavioural intention which is 0.816 with 8 items. Next is the subjective norm with 0.811 with 4 items and the last one is behavioural intention which is 0.801 with 5 items. In addition, the overall results of reliability for all variable are 0.827 and it can be considered as good and excellent. It indicates that the instrumentation that used for this study is valid and relevant to use and it can be distribute to the targeted respondents in Terengganu.

Analyses and Findings

Descriptive Analysis

There were 185 female respondents (48.8%) and 194 male respondents (51.2%). The highest respondents in an age group are 21 to 24 years old consisting of 233 respondents (61.5%) followed by 30 above (17.2%) with 65 respondents. Next is the group age of 29 to 32 years old with 50 respondents (13.2%) and the least is from age 25 to 28 years old with 31 respondents which are (8.2%). For the ethnicity, most of the respondents were Malay (98.9%) consisting of 375 respondents. This shows that the majority of respondents who have answered this question are Malays. There have 2 respondents who are Indian with 1.2% and no respondents from Chinese and others.

Respondents' employment status who are seeking opportunities s is the highest percentage which is 63.3% with 240 respondents than the retired, that is only 61 respondents, and the percentage is 16.1%. Next is the employed full time who answered this questionnaire is 60 which is 15.8% and employed part-time is 4.7% with 18 respondents. This indicates that the majority of respondents who answered this questionnaire are still unemployed, and it is likely that they are still a student. The last one is residences. About 21.9% are from rural areas which is a total of 83 respondents. The people from the city is 296 respondents with 80.2%. These data indicate that the people who answered this question were people living in urban areas as opposed to those living in rural areas.

Table 2: Descriptive Analysis

Descriptive Analysis			
Socio-demographic Profiles		**Total (n)**	**Percent (%)**
Gender	Male	194	51.2
	Female	185	48.8
Age	21-24	233	61.5
	25-28	31	8.2
	29-32	50	13.2
	33 and above	65	17.2

Race	Malay	375	98.9
	Indian	4	1.2
	Chinese	0	0
	Others	0	0
Emloyment	Full time	60	15.8
	Part time	18	4.7
	Unemployed	240	63.3
	Retired	61	16.1
Residence	City	296	78.1
	Rural	83	21.9

Pearson Correlation

The application of coefficient, r in this test will evaluate the strength of the relationship between both variables which are attitude, subjective norm, perceived behavioural intention and behavioural intention. As seen in the Table 3, it shows the correlation score of the relationship between the independent variable and dependent variable based on the sample size which is 380 valid respondents.

Table 3: Pearson Correlation Analysis

Pearson Correlation Analysis	
Variables	**Behavioural Intentions**
Atituted (AT)	-.034*
Subjective Norm (SN)	.457**
Perceived Behavioural Intention (PB)	.416**

Note: **Correlation is significant at the 0.01 level (2-tailed)

Results shown and confirmed that only two variables which are subjective norm and perceived intention has positive relationship towards behavioural intention to purchase commercial traditional food among people in Terengganu. The value between subjective norm and behavioural intentions is 0.457 followed by perceived intentions is 0.416. However, it was found that one variable has no relationship between attitude and behavioural intentions with a value of -0.034.

H1: There is a positive relationship between the attitude with the behavioural intention among the people to buy commercial traditional food in Terengganu.

It was found that attitude has lowest value towards their intention to buy the commercial traditional food. This proof can be seen where the result of Pearson's correlation between attitude and the behavioural intention is -0.034 with the significant value of p is 0.010 which is p≥0.001. Logically, attitude does not the biggest role in behavioural intention to buy commercial traditional food (Hardin-Fanning & Ricks, 2017).

According to (Hardin-Fanning & Ricks, 2017), attitude refers to the extent to which the individual has a positive or negative opinion or assessment of the relevant activity. These findings examine that the importance individual's attitude does not play an important role in their intention to buy commercial traditional food. So, based on the results we can conclude that the hypothesis is rejected.

H2: There is a positive relationship between the subjective norm with the behavioural intention among the people to buy commercial traditional food in Terengganu.

The relationship between subjective norm with the behavioural intention among the people to buy commercial traditional food in Terengganu is showing a positive result with strength of correlation is moderate. This proves is a result of Pearson's correlation between subjective norm with the behavioural intention is 0.457 with a significant value of p is 0.000 which is p<0.001.

Subjective norm is referring to relates to whether the majority of people agree or disapprove of the behaviours. It refers to a Person's opinions about whether peers and important individuals in his or her life believe he or she should engage in the conduct (Keszey, 2020). According to the findings of (Keszey, 2020) study, the subjective norm has a substantial association with the intention to purchase commercial traditional food in Terengganu. These findings examine that the subjective norm plays an important role in their intention to buy commercial traditional food. So, based on the results we can conclude that the hypothesis is accepted.

H3: There is a positive relationship between the subjective norm with the behavioural intention among the people to buy commercial traditional food in Terengganu.

The relationship between perceived behavioural control with the behavioural intention among the people to buy commercial traditional food in Terengganu is showing a positive result with strength of correlation is moderate. The result of Pearson's correlation between perceived behavioural control with the behavioural intention is 0.416 with the significant value of p is 0.000 which is p<0.001.

Perceived behavioural control is referring to the ease or difficulty with which a person can do the behaviours of interest (Hardin-Fanning & Ricks, 2017). Perceived behavioural control fluctuates depending on the context and actions taken, resulting in a person's sense of behavioural control changing depending on the scenario. The change from the Theory of Reasoned Action to the Theory of Planned Behaviour was made once this component was added to the theory.

According to (Keszey, 2020), the existence of sufficient resources and the ability to control behavioural barriers have an impact on behaviours performance. These findings examine that perceived behavioural control plays an important role in towards their intention to buy the commercial traditional food. So, based on the results we can conclude that the hypothesis is accepted.

Conclusion

This research examines the application of the theory of planned behaviour in purchasing intention and consumption of commercial traditional food in Terengganu. The analysis indicates that there are two variables having a positive relationship between people purchasing intentions and psychological influences (TPB). The variables are subjective norm and perceived behavioural control. Subsequently, there are two hypotheses that has been supported, which are hypothesis number two and there.

This research has been completed according to the time given. The researcher also has gained a better understanding of TPB, purchasing intention, and consumption of commercial traditional food in Terengganu. Last but not least, this study overall confirms the general applicability of TPB and provides a theoretical baseline for the buyer's decision-making process, which can assist the starting point for purchasing commercial traditional food.

Th researchers faced numbers of constraint while conducting research. To begin with, the first constraint was the time required to implement the final year report, which is comparable to the time spent undergoing industry training. This was because some students work for eight, ten, or even more than twelve hours per week. Also, work fatigue impaired their ability to produce the most accurate final year report.

Second limitation of this study was its reliance on online survey questionnaires distributed via social media. Researchers encountered challenges collecting the data from respondents because some of the respondents do not respond completely or in a rate-style manner. As a result, the obtained results are not optimal and are less accurate.

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