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NURTURING HOSPITALITY, TOURISM AND WELLNESS WORLD

TOURISM CLUSTER

Editors:

Velan Kunjuraman, Raja Norliana Raja Omar, Hazyati Hashim, Mazne Ibrahim
& Normaizatul Akma Saidi

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Roslizawati Che Aziz, PhD
Mohd Fadil Mohd Yusof, PhD
Marlisa Abdul Rahim, PhD
Nor Dalila Marican, PhD
Derweanna Bah Simpong, PhD
Normaizatul Akma Saidi, PhD
Velan A/L Kunjuraman, PhD
Siti Fatimah Ab Ghaffar, PhD
Hasif Rafidee Hasbollah, PhD
Nur Hafizah Muhammad, PhD
Mazne Ibrahim
Raja Norliana Raja Omar
Hazzyati Hashim
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Factors Influencing Behavioural Intention Towards Street Food Consumption Among Tourists: A Case Of Street Food Paradise At Georgetown, Penang.

Harchana Devi Annathurai, Syairah Latip, Nik Nur Asmiza Nik Abd Hanal, Nurain Saidin & Nurzehan Abu Bakar

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan

Corresponding email: nurzehan.ab@umk.edu.my

ABSTRACT

Street food is a major attraction in Penang, this paper aims to investigate the factors influencing the behavioural intention towards street food consumption among tourist at Georgetown, Penang. This research is done by using the framework proposed by Ajzen in the Theory of Planned Behaviour with three independent variables named as perceived behavioural control, subjective norm, attitude and one dependent variable which is behavioural intention. A total of 384 questionnaires had been distributed to respondents who have visited Penang and also had the intention to try the street foods in Penang. Reliability test, validity test, descriptive test, and Pearson correlation coefficient are used to analyse the data collected. The result revealed that perceived behavioural control, subjective norm and attitude has a positive significant relationship towards behavioural intention to consume street food in Penang. The findings of this study could provide better understanding for tourism management and destination operators to further develop better strategies in satisfying food hunters in Penang.

Keywords: *Behavioral Intention, Food Consumption, Street Food, Theory Of Planned Behavior*

INTRODUCTION

Tourism in today's world has become an important industry that can help boost the economy of a country. Tourism is also one of the biggest contributions of the Malaysian economy. According to the National Treasury, the tourism industry has given RM 73.3 Billion of profitable revenue (Business News/The Star Online, 2017). It cannot be denied that Malaysia's economic growth was also mainly impelled by gastronomic tourism. According to Tourism Malaysia, the food and beverage sector has contributed 17.5 per cent or almost RM9.4 billion of the total revenue generated by the country's tourism industry in 2011 (Bernama, 2012). This gastronomy tourism is known as travel to a particular destination to enjoy the local gastronomic culture (UNWTO, 2012).

The historical city of Penang is known as the perfect destination for food hunter in Malaysia (Time Magazine, 2004) The CNN has chosen Penang as one of the top 10 street food cities in Asia (Goldberg, 2013). Penang was also been internationally recognize by Lonely Planet as one of the world top 10 food destinations in 2014. The streets of Penang city are known as a food paradise mainly due to its diversity in ethnicity, culture and religion. Its multi-ethnicity brings a variety in Penang's street and hawker food. Some of the best and cheapest foods are found at several stalls located along the Penang street such as at the Gurney Drive, Little India, and Chinatown. Among the popular multi-cultural street dishes that every tourists must try are Char Koay Teow, Hokien Mee, Nasi Kandar, Asam Laksa, Rojak Pasembur, Cendol and many more.

Although street food hawker offers a mouth-watering dish, approaching busy hawker carts on the street can be a little intimidating and uncomfortable (Tripsavvy, 2019). Many tourist concerns on hygienic level food served at hawker stall (Alkawsaneh and Alfandi, 2015).