



***CONSUMERS BUYING DECISION ON FROZEN TRADITIONAL CAKES IN
KEDAH***

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KEDAH

BY

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ABSTRACT

Traditional Frozen Cakes products are the new innovation for making the cakes available in frozen state. The innovation on the products has bring convenience to the consumer's consumptions. Therefore, the consumer preference has change due to the development of the cakes. This study investigated consumers buying decisions on purchasing traditional frozen cakes product. The study was performed by using a structured questionnaires survey which involved 378 respondents around Kedah. There are a few areas selected to do the study which are supermarket, might market, market, mart, frozen food shop and online purchase. The respondents were selected randomly using a cluster sampling methodology.

The questionnaires consist of 6 sections of questions which are respondent's background, purchasing information, respondent's attitude towards the product, subjective norm, perceived behaviour control and buying decisions. This research aims to better understand how attitudes and beliefs influence consumers buying decision on frozen traditional cakes. The findings of this study indicated that gender, age, race, religion, ancestry, marital status, education level, occupation and income level play an important role in decision making of purchasing.

There are three factors that can influence consumer's buying decisions on frozen traditional cakes which are attitude, subjective norms and perceived behaviour control. Besides, age, marital status, educational level and occupation has the association between buying decisions of frozen traditional cakes among consumers. Other than that, subjective norm shows the most influential factor as compared to the attitude and perceived behaviour control of consumer's decisions.

ABSTRAK

Kuih tradisional sejuk beku merupakan hasil inovasi masa kini untuk menampilkan kuih tradisional boleh didapati dalam bentuk sejuk beku. Inovasi ini telah menyebabkan kuih tradisional mendatangkan kemudahan terhadap setiap pembeliannya. Oleh itu, kehendak pengguna telah berubah disebabkan oleh perubahan terhadap kuih tradisional. Kajian ini dilakukan bertujuan untuk mengkaji keputusan pembelian pengguna terhadap kuih tradisional sejuk beku. Seramai 378 orang responden daripada kedah dipilih untuk menjawab soalan berstruktur bagi kajian ini. Terdapat beberapa lokasi dipilih untuk menjalankan kajian ini antaranya pasaraya, pasar malam, pasar, kedai sejuk beku dan belian atas talian.

Borang soal selidik terdiri daripada 6 bahagian soalan yang latar belakang responden, maklumat pembelian, sikap responden terhadap produk, norma subjektif, kawalan tingkah laku yang dianggap dan keputusan pembelian. Kajian ini bertujuan untuk lebih memahami bagaimana sikap dan kepercayaan mempengaruhi pengguna membuat keputusan membeli kuih tradisional sejuk beku. Hasil kajian ini menunjukkan bahawa jantina, umur, kaum, agama, keturunan, status perkahwinan, tahap pendidikan, pekerjaan dan tahap pendapatan memainkan peranan penting dalam membuat keputusan pembelian.

Terdapat tiga faktor yang boleh mempengaruhi keputusan pembelian pengguna terhadap kuih tradisional sejuk beku iaitu sikap, norma subjektif dan kawalan kelakuan yang dirasakan. Di samping itu, umur, status perkahwinan, tahap pendidikan dan pendudukan mempunyai hubungan antara keputusan pembelian kuih tradisional beku di kalangan pengguna. Selain itu, norma subjektif menunjukkan faktor yang paling berpengaruh berbanding dengan sikap dan kawalan tingkah laku pengguna terhadap keputusan pengguna.

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DECLARATION FORM

The project entitles “Consumers Buying Decisions on Frozen Traditional Cakes”, prepared by Wan Nuranisa Shafika Binti Wan Anuar and submitted to the Faculty of Agriculture in fulfilment of the requirement of Final Year Project, PPT 4999 for the award of Bachelor of Science Agribusiness is based on my original works.

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CHAPTER 1

INTRODUCTION

1.1 TRADITIONAL FOOD

A country of living such as Malaysia has developed with multicultural population of over 70 different ethnic groups (Ab. Karim, Chua, & Salleh, 2009). Different culture is influenced from variety of ethnic groups create a colourful signature of the country from aspects of traditions, norms, beliefs and the most important is traditional culinary heritage. According to Trichopoulou, Soukara, & Vasilopoulou, (2007), traditional food is inherited to the young generations as it is significant to the cultures, history and traditions in Malaysia. Malays commonly still eat traditional cakes as their daily food especially during breakfast and evening hi tea. A few sellers sell traditional cakes as their source of income and can be found at the housing area, schools and food court. However, the time passed day by day, traditional food has developed and still exists in the nature that brings traditional identity by the multi-ethnic of Malaysia (Salleh, 2006).

One of the traditional foods inherited from the ancient time is traditional cakes which usually can be eaten fresh baked from the kitchen. The elderly used to make this traditional cake since they are more expert in making it and the most important criteria are to maintain original flavour of the cakes. The uniqueness of the taste strongly affects by the way of preparation and also ingredients presented by using local raw materials. In the past, people enjoy eating traditional cake when they baked it fresh, but nowadays, it is hard to find the exact traditional cakes in fresh way. Therefore, technology has invented in the process of making traditional cakes which creates new innovation toward the way traditional cakes is prepared. A frozen traditional cake has the elements of modernisation

in the culture which makes traditional cakes available in the market (Shamsudin, Dardak, M. Nizat & Ahmad, 2014).

Besides that, traditional food also is said to have contains nutritional value which is good for health (Trichopoulou, Soukara, & Vasilopoulou, 2007). According to (Tee, et al., 1989), a nutritional value such as variety of vitamins and minerals are available in traditional food such as traditional snacks which helps regulates the needs for health and body. Since ancient time, pumpkins have been used as one of the ingredients in making traditional cakes. More than 20 kinds of traditional cakes are made from pumpkin (Ghani, 2010). Nutrient content in the pumpkin itself brings value to the food and people cherish them by producing suitable products in the market. Moreover, traditional food is made up of authentic local ingredients which are easy to access for the most of dishes (Trichopoulou, Vasilopoulou, Georga, Soukara, & Dilis, 2006). In this country, tropical fruit such as coconut is being used in cooking and mainly traditional dish used coconut milk or the grated coconut to give the authentic traditional flavour to the dish. The food itself represents the locality and culture of the places because traditional food mainly use the raw materials that is around the place which like the elders find any source that they can use to eat.

1.2 FOOD INDUSTRY IN MALAYSIA

Diversity of multi-cultures encourages 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 increase 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.

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). Processing of Agro-based food products were the most popular projects selected by the agriculture venture participants because of demand for processed food, especially frozen food is increasing every year

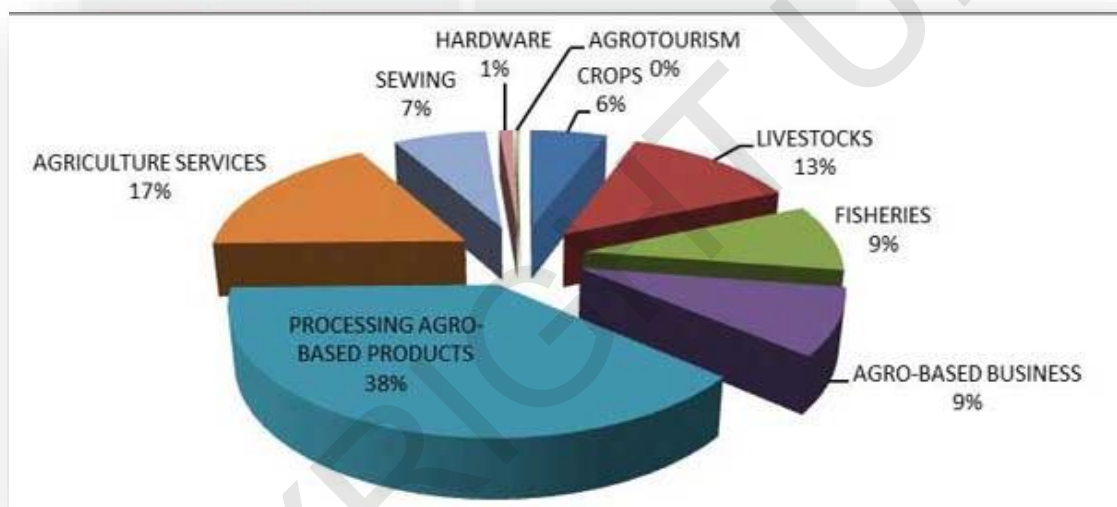


Figure 1: Food Processing Industries

Source: Mardi 2008

1.3 FROZEN TECHNIQUES

Frozen techniques in food has been introduced long time ago which is used to preserve food effectively. According to Shamsudin, Dardak, M. Nizat & Ahmad (2014), frozen state below (-18°C) is the recommended temperature for food freezing and helps to maintain the freshness of the food. During storage of frozen food, it is important to have knowledge on handling it because the food can experience dry out, lose weight and also enzymes' oxidation can take place causing the surface of the food looks dried out. Fellers (1932) stated that oxidative and deteriorative actions can be reduced to the minimum by

wrapping and packaging methods of the food. It is an innovation from the past and continuously practical nowadays for improvement and development in making frozen food has the added value required by the consumers.

The objectives of producing traditional frozen cakes products is not just focussing on preserving the traditional taste of the food and sustain it for new generations but it also needs the touch of innovation on the product. There are a few traditional cakes that can undergo frozen state which are karipap, cucur badak, onde-onde and donut. These cakes are easy to make and suitable to frozen them because the texture is nice and dry so that they are not stick together in the packaging. Some cakes are not suitable to be selected as frozen cakes because they are waterier textured and soft. Therefore, frozen state cannot freeze the cakes such as kuih lapis, kuih talam, kuih seri muka because it will not able to preserves the texture of the cakes and also easily get deteriorated.

In order to achieve the standards, some organisation has provided programmes to the entrepreneurs especially the one who runs frozen food business with the target to expand their business. There are mostly agencies such as MARA, FAMA and Pertubuhan Peladang who organised the programmes to help entrepreneurs improve their product with some innovation in the packaging, texture of product and most importantly introduced to them the frozen food technology which helps in preserving the product with long lasting period. 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.

1.4 PROBLEM STATEMENT

In this era of modernisation, a food preparation, type of cuisine and the menu is inherited from one generation to another generation which diversify in form of race in Malaysia. Culture in a community reflects the symbol of civilisation that occurs since ancient people. One of influencing factor by culture is traditional culinary heritage which worth over the years. However, a traditional cuisine become less practical since there are more modern food serve to consumers. Changing in lifestyles which is influenced by the urbanization does not affecting trend of consumption towards these traditional cakes (Shamsudin, 2014).

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. This is an important issue in food industry and more research is needed since modernisation has challenged the culture especially in the aspects of traditional food. 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. If changing in lifestyle is not affecting the consumer purchasing decision, so, what are the other factors that influence buying decisions of consumers towards frozen traditional cakes?

1.5 OBJECTIVES

1.5.1 General Objectives

To determine consumer's preference on the purchase of traditional frozen cake products in Kedah.

1.5.2 Specific Objectives

- To analyse the relationship between consumers socio demographic profile to purchase traditional frozen foods.
- To determine factors influencing consumers to purchase traditional frozen food than other frozen food products.
- To determine the most influential factor to purchase traditional frozen food from the market.

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.

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