

See discussions, stats, and author profiles for this publication at: <https://www.researchgate.net/publication/311970731>

Determinants of Food Choice: Intention to Consumer Dayak Food by Malaysians

Conference Paper · December 2016

CITATIONS

0

READS

12

5 authors, including:



Hiram Ting

University Malaysia Sarawak

54 PUBLICATIONS 62 CITATIONS

SEE PROFILE



Sharon Tan

University College Tunku Abdul Rahman

6 PUBLICATIONS 0 CITATIONS

SEE PROFILE



Ernest Cyril De Run

University Malaysia Sarawak

117 PUBLICATIONS 361 CITATIONS

SEE PROFILE

Some of the authors of this publication are also working on these related projects:



Tourism in Sarawak: Perspectives of Malaysians, Visitors from Neighboring and Distant Countries

[View project](#)



Intention to consume Ethnic Food [View project](#)

Ting, H., Tan, S., John Ling, A. N. & de Run, E. C. Intention to Consume Dayak Food: Determinants of Food Choice. Conference proceeding at 20th Asian Forum on Business Education Conference (AFBE), University College of Technology Sarawak, 5-7 December 2016.

DETERMINANTS OF FOOD CHOICE: INTENTION TO CONSUME DAYAK FOOD BY MALAYSIANS

Hiram Ting

Institute of Borneo Studies, Universiti Malaysia Sarawak
Kota Samarahan, Malaysia
hramparousia@gmail.com

Sharon Tan

Faculty of Accountancy, Finance and Business, Tunku Abdul Rahman University College,
Penampang, Malaysia
tans@acd.tarc.edu.my

Alexandra Nastassia John

Institute of Borneo Studies, Universiti Malaysia Sarawak
Kota Samarahan, Malaysia
alexandranastassia@gmail.com

Ernest Cyril de Run

Faculty of Economics and Business, Universiti Malaysia Sarawak
Kota Samarahan, Malaysia
drernest@feb.unimas.my

Siew Ling Liew

Faculty of Economics and Business, Universiti Malaysia Sarawak
Kota Samarahan, Malaysia
ling.hi91@gmail.com

ABSTRACT

The increase of awareness and trying of ethnic cuisine have increased due to the developing exchange of trade, movement of ethnicities across the globe, and tourist travelling opportunities. More people consume ethnic food for the appreciation of culture and the taste. Although the Dayaks are the largest indigenous group in Malaysia, little is done to date to explicate why Malaysians consume Dayak food. The present study aims to investigate Dayak food choice of non-Dayak Malaysians and assess its effect on consumption intention. Self-administered questionnaire-based survey was used and 195 respondents were sampled purposively in Malaysia. The results show that only health consideration and sensory appeal have positive effect on intention to consume Dayak food. It implies that most Malaysians consume only selected Dayak dishes occasionally. Practical implications of the study are provided.

ACKNOWLEDGMENT

This paper is based on research at Institute of Borneo Studies, Universiti Malaysia Sarawak (UNIMAS) under Dayak Chair Grant (Grant no: F01/(DRC)/1339/2016(3)).