

Determinants of food heritage toward food identity

Abstract

Many studies on traditional food and food product toward identity have been done but lack of study on heritage context. In exploring this issue, conceptual frameworks have been developed on the determinants of food heritage and food identity. A self-administered questionnaire was distributed to the public in Klang Valley area, Malaysia. A total of 898 completed questionnaires were collected and analysed using SPSS and SmartPLS 3 software utilizing statistical tools(e.g. descriptive analysis) and partial least square-structural equation modelling (PLS-SEM) to validate the conceptual framework. Results revealed that there are eight construct determinants food heritage, and one construct food preservation and identity represent the conceptual model. There is a moderate relationship between the two variables. Using PLS-SEM establish the validity and reliability of the model and relationship of two factors.