

## **Unlocking the secret of nasi lemak: How food choices shape emotional experience and purchase intentions among Malaysians**

### **ABSTRACT**

This study investigates how Malaysians' emotional experiences influence their intentions to purchase nasi lemak, with food choice acting as a critical moderator. The theoretical foundation of the research is based on the Theory of Planned Behavior (TPB), which provides a framework for understanding the relationship. The study collected data from a convenience sample of 718 respondents. The instruments contain 14 questions, using a 5-point Likert scale format. This research used Smart PLS for data analysis, revealing a significant positive correlation between emotional experience and purchase intention. Furthermore, the results show that the type of food choice influences the relationship between emotional experience and nasi lemak purchase intention, underscoring the role of food choice as a moderator. The findings contribute to a deeper understanding of the TPB and its applicability in the context of food consumption behavior, highlighting the importance of the relationship between emotional experiences and cognitive determinants of behavior. The results have implications for marketers, policymakers, and other stakeholders seeking to promote healthier food choices and develop targeted interventions. By recognizing the influence of emotional experiences and the moderating role of food choice, stakeholders can design more effective strategies to encourage consumers to make informed and positive dietary decisions. This study sets a significant research agenda for future research in the domain of consumer behavior related to nasi lemak consumption, particularly in unraveling the mechanisms governing health risk perceptions and their influence on consumer behavior within the Malaysian culinary context.