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A Review on Intention towards Consumption Behavior of Gastronomy in Sarawak, Malaysia

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ABSTRACT

As gastronomy tourism research continues to experience exponential growth, several review articles have explored the connection between gastronomy and tourism through various thematic and disciplinary lenses. However, what is currently lacking is a comprehensive summary that encompasses the interdisciplinary aspects of this research field. The main goal of this study was to carry out a comprehensive review from literature. Therefore, as a conceptual paper, this article uses the previous empirical data of the theory between Theory Planned Behavior (TPB) and Social Cognitive Theory (SCT) to obtain insight into the local gastronomy in Sarawak experiences through quantitative method by study review from literature. The conceptual framework comprises eight factors (i.e., knowledge, experiences, cultural awareness, food safety, gastronomy image, epistemic value, and environmental factors and willingness to pay). This study established an in-depth understanding of the consumption of local gastronomy in Sarawak. Future academics working on the constantly evolving tourism industry will be better equipped to address current research concerns with greater understanding of the literature on Intention towards Consumption Behavior. This will further allow academics to have a solid literary basis for their studies.

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1. INTRODUCTION

A gastronomic image that communicates a unique identity is largely shaped by food (Fusté-Forné & Filimon, 2021). As a result, food plays a significant role in marketing travel destinations. Local cuisines, culinary adventures, and food tourism have garnered more attention as important elements of travel experiences in recent years, claim Okumus and Cetin (2018). Accordingly, it has been demonstrated that utilizing regional cuisines to promote a place is a successful tactic (Okumus & Cetin, 2018). According to data gathered from the Department of Statistics Malaysia Official Portal, food and beverage spending ranks second in terms of tourism expenditures after retail trade spending, which together accounted for 76.5 percent of the Gross Value Added of Tourism Industries (GVATI). Gastronomy, according to Kivela and Crofts (2006), is the art of dining. It is undeniable that philosophy, chemistry, literature, history, music, geology, psychology, medicine, biology, nutrition, sociology, and agriculture are all strongly related to this cross-disciplinary branch of art and science.

Food has become as necessary to human health and well-being as any other commodity since it is a valuable commodity for social and cultural inheritance (Pavlidis & Markantonatou, 2020). Many studies have examined gastronomy tourism enabling tourists' intention and the food consumption during the trip (Kim et al., 2009; Chi et al., 2013; Richards, 2021). Thus, by describing how knowledge, experience, cultural awareness, food safety, gastronomy image, and epistemic value affect this intention to consume Sarawak gastronomy (SG), this study adds to the body of literature on the gastronomy business in Sarawak. The report might then be used as a springboard for additional debate and investigation by academics and the Sarawak tourism sector. Additionally, this study makes recommendations for future lines of inquiry to raise Sarawak's gastronomy's commercial worth.

This paper reviews the tourist gastronomy knowledge, gastronomy experience, culture awareness of food, food safety, gastronomy image, and epistemic value form the underlying dimensions of predictors with a view to finding new relationship between environmental factor and tourists' behaviour to consume Sarawak gastronomy (SG). Further understanding of the literature on intention towards consumption behavior will help future studies better address the pressing issues surrounding the rapidly evolving tourism sector. The critical need to comprehend the complex relationships and influences shaping consumer behavior in this context is highlighted by the review study of the relationship between Intention towards Consumption Behavior and eight factors (i.e., knowledge, experiences, cultural awareness, food safety, gastronomy image, epistemic value, and environmental factors and willingness to pay). Thus, the review study approach will be used as a basis for further research regarding intention towards consumption behavior, especially in Sarawak Gastronomy (SG).

2. LITERATUR REVIEW

2.1. Concept of Gastronomy

Previous research (Björk & Kauppinen-Räsänen, 2016; Payandeh et al., 2020; Saurabh Kumar Dixit, 2021; Yayla & Günay Aktaş, 2021) also supported the existence of the "tourism" aspect in gastronomic tourism. To sum up, because this industry has identified itself as such, the current researchers used the term "gastronomy tourism" throughout the investigation. However, culinary tourism is defined differently in different parts of the world. Gastro-tourism is defined as "any leisure vacation done solely or mostly for the experience of a region's cuisine and wine" by the Travel Industry Dictionary. Because food is seen as a manifestation of a destination's culture, many academics and writers believe that gastronomy and cultural tourism are intimately intertwined (Hjalager & Corigliano, 2000). The definitions of

gastronomic tourism from earlier studies are displayed in Table 1.

Table 1. past research related to Definitions of Gastronomy Tourism

Author(s)	Definitions
Quan and Wang (2004)	A new type of tourism is emerging: gastronomic tourism. This is because over one-third of visitor expenditure goes towards food.
Smith and Honggen (2008)	Any travel experience that teaches the visitor about, values, and enjoys well-known local culinary products is referred to as gastronomic tourism.
Everett (2012)	Establishing the connection between food and host culture is the goal of gastronomy.
Wolf (2014, p. 12)	"The search and enjoyment of one-of-a-kind and unforgettable food and beverage experiences, both close and abroad," is the definition of gastronomic tourism.
Sormaz et al. (2016)	By linking food and drink with travel, gastronomic tourism fosters the growth of local identity, culture, and economic conditions.
Pérez Gálvez et al. (2017)	Beyond being a basic human necessity, food is also a cultural artefact that is commonly utilised as a prism through which to view and appreciate the customs of the area.
Mehul Krishna Kumar (2019)	The development of a brand-new kind of tourism that uses cuisine to advertise travel destinations. Additionally, cuisines have a significant role in showcasing the culture and way of life of a region; this kind of travel is called "gastronomic tourism."
Hernandez-rojas et al. (2021)	With the help of gastronomic tourism, tourist destinations can flourish by providing cuisine that highlights local and distinctive ingredients.
Kokkranikal and Carabelli (2021)	Taking culinary classes to learn about and get involved in food production is a typical kind of gastronomy tourism, which is a subset of heritage tourism.

2.2. Review of Consumer Behavioral Theories

The Theory of Planned Behavior (TPB), which was first developed in 1985, has grown to be the most widely used theory for understanding and forecasting behavior. TPB is widely employed to characterize significant variables influencing specific circumstances (B. Kumar et al., 2017). TPB is an evolution of the Theory of Reasoned Action (TRA). Perceived behavioral control is an extra variable that modifies intention and is the main difference between TRA and TPB (Ajzen, 2020). The most significant predictor of overt behavior, according to theory, is behavioral motive, which is influenced by three different variables: behavioral beliefs, subjective standards, and perceived behavioral control (PBC). Previous research has demonstrated that the theory of planned behavior (TPB) viewpoint and an overview of pertinent literature are included in their work.

The authors have highlighted the significance of how green marketing strategies, such as eco-labels, eco-brands, and environmental commercials, influence foreign tourists' purchasing decisions regarding green products (Patwary et al., 2022). According to the TPB model, a person's actions or specific behaviors are influenced by their behavioral goals (Harmsen et al., 2018). This demonstrates how the TPB concept's behavioral intention is a direct antecedent in determining actual behavior. The TPB notion essentially proposes that the desire to behave is the direct antecedent of a behavior. Three factors or beliefs—attitudes, subjective standards, and perceived behavioral control—determine behavior intentions (Ajzen, 2020). The TPB claims that behavioral intention is preceded by attitude, subjective

norms, and PBC (Fauzi et al., 2022). Based on the previous studies, behavioral intentions hold significant importance in the study of consumer behavior research because they serve as antecedents to actual behavioral outcomes (Choe et al., 2021). The results showed that behavioral intentions are positively influenced by attitude, subjective norm, and perceived behavioral control, and that perceived utility and ease of use both positively affect attitude. The tourist and food service industries will be impacted by this study (Choe et al., 2021).

2.3. Social Cognitive Theory (SCT)

SCT is a theoretical set that explains human behavior through environmental, psychological, and behavioral variables (Bandura, 1991, 1998). According to the SCT (Bandura, 1986), occurs in a social setting through a dynamic interplay between the person, their environment, and their actions (Nwosu et al., 2022). As Bandura puts it, "learning, motivational, and behavioral processes are the result of the reciprocal and bidirectional interaction of three different components: environmental factors, personal factors, and behavioral factors." In contrast, Bandura (2012) explains environmental factors as elements of the social and cultural context in which individuals learn, like placement learning in a commercial organization that provides social interaction possibilities.

Additionally, according to SCT, an individual's assessment of their external environment and decision to engage in any conduct may be influenced by personal characteristics such as their sex, age, occupation, beliefs, cognitive abilities, and emotional states (Bandura, 2012). This is also supported by a more recent study by Biraglia and Kadile (2017), who mentioned that understanding environmental cues and choosing to engage in particular behaviors can be greatly influenced by cognitive abilities and emotional states. Previously, SCT was commonly used exclusively in research on classroom motivation, organizational behavior, job choice, health, and education (Kim et al., 2021). In addition, the paper discusses by Kim et al. (2021), stated that the development of food taste perception and its association with psychophysical cognitive factors, such as acquired knowledge and information that, underpin food taste perception modulation. This suggests that cognitive factors play a significant role in food taste perception, which is a key aspect of social cognitive theory.

2.4. Integrated Underpinning Theory of TPB and SCT

As an outcome, environmental factors (gastronomy image), personal factors, and behavioral factors can all be considered components of TPB and SCT. As a result, adding this construct to the theory and model can considerably increase its dominance in modeling the conceptual framework for this investigation. The necessity of TBP and SCT in developing the model's basis is derived from their ability to anticipate human behavior. According to Ajzen and Fishbein (1980), the TPB is dependent on individuals' use of current logical information for interpreting behavioral reactions under particular conditions. In fact, the SCT paradigm is often known as the self-efficacy model. The most recent definition of self-efficacy is a person's self-assurance with full volitional control in doing a specified behavior that is environmentally dependent (Altinay & Taheri, 2019). WTP differs across different products, locations, and situations (Kang et al., 2012).

Numerous studies have also examined the relationship between local food and the tourism sector (Kang et al., 2012). According to Nummedal and Hall (2008); Sidali, Kastenholz, and Bianchi (2015), research conducted in various settings consistently demonstrates the appeal of local food to tourists. Feldmann and Hamm (2015), emphasize the need for further investigation into consumer preferences, spanning different nations, cultures, and products, to gain deeper insights into the influence of social and cultural

contexts on purchasing behavior and willingness to pay (WTP) for local food. Therefore, this research's theoretical framework is the integration between TPB and SCT, which combine socio-psychological-based theories and economics theory that allude to the research's goal of developing a model by merging cognition, feelings, and emotions in understanding human spending behavior as the component of this two-combination presented Table 2. Table 2 provides an overview of the three theoretical models and their corresponding factors that influence tourists' gastronomy behavior, which are have been discussed in this section. These factors will serve as independent and mediating variables in the empirical analyzes presented in subsequent sections. Not all determinants suggested by the theory of planned behavior, social cognitive theory, and contingent valuation method are taken into consideration, indicating that these three models have not been fully tested.

Table 2. Summary of Theoretical Approaches

Theoretical Approach	Determinants of Tourist consumption behavioral
Theory of Planned Behavior (TPB)	Attitude Subjective norm (SN) Perceived behavioral control (PBC)
Social Cognitive Theory (SCT)	Cognitive factors, Environmental Factors, Behavioral Factors

2.5. Importance of attitude, SN and PBC toward Environmental Factor

Tourist knowledge and environmental factors on gastronomy in Sarawak are both believed to have a close relationship in improving the tourists' perception of local gastronomy and visiting Sarawak in the near term. A previous study examined how different patterns of knowledge influence attitudes toward the environment and whether attitudes affect ecologically conscious behavior (Adrita & Mohiuddin, 2020). This study also explores the relationship between consumer trust in eco-labels and attitudes toward the environment. As supported by Cheng and Wu (2015) "the crucial cognitive component that enables tourists to participate in responsible behaviors and decrease their negative environmental effect is environmental factor and knowledge." Several studies have highlighted the relationship between food, knowledge, and environmental elements in the study of gastronomy consumption, which is effectively supported by past research. Several scholars, for example, have highlighted the role of environmental information in food consumption, emphasizing the importance of knowledge in relation to environmental awareness with attention to local gastronomy (Akhoondnejad et al., 2022; Kvalsvik et al., 2021). Further to the previous study, to what possibility a knowledge which represent attitude antecedent toward local gastronomy are involved with environmental concern in Sarawak which can form the improvement of Sarawak Gastronomy.

Environmental factors play a crucial role in shaping subjective and personal norms toward sustainable consumption practices (Choe et al., 2020). The study found that subjective norms have a significant influence on attitudes toward visiting an edible insect restaurant. In addition, the five dimensions of cognitive triggers, which include environmental awareness, ascribed responsibility, biosphere value, environmental concern, and perceived effectiveness, positively affected personal norms, and the personal norms positively influenced behavioral intentions (Choe et al., 2020). SN refers to the influence of society and important people's recommendations and evaluations on the tourist destination (Shan et al., 2020). In other words, the opinions and recommendations of friends, family, and other influential people can have a significant impact on a tourist's decision to visit a

particular destination. Therefore, past researchers, by referring to the study in Haizhou Gulf in China, found a significant positive relationship between subjective norm and tourists' intention to visit there (Shan et al., 2020). Furthermore, findings from a prior study suggest that the association between social currency and customer experience is moderated by subjective norms (Singh et al., 2022). This indicates that the relationship between social currency and customer experience is moderated by subjective norms. In plainer language, a customer's experience with an online travel agency may be impacted by the views and opinions of others. As a result, travelling has become incomplete without experiencing the local cuisine (Dedeoğlu et al., 2022). Gastronomic experiences have been a great incentive for tourists as many travels to experience the real local food while on vacation, a trend that is supported by previous studies where the culture of experience has evolved and today's customers expect to have an experience in a variety of environments (Yoo et al., 2022). Tung et al. (2020) claim that the idea of the experience economy has influenced the expansion of experience research in the tourism and hospitality domains. Creating a memorable experience is crucial since visitors are always searching for new and unusual things to do while visiting a place.

According to Zhang et al. (2018), one of the three key factors is the physical environment because, when travelling, tourists have distinct preferences about the authenticity of different foods. Additionally, travelers who practice social sustainability align their choices with wellbeing considerations, probably due to the perception that locally produced and consumed food and beverages are fresher and healthier than equivalent items bought elsewhere (Williamson & Hassanli, 2020; Yoo et al., 2022). Gastronomy tourism is defined by the enhanced environmental and social consciousness of travelers, as demonstrated by a prior study by Galati et al. (2021), which broadens the body of knowledge in the field of tourism research. Local food is becoming more and more important to the economic and environmental sustainability of rural development (Mariani & Okumus, 2022). For visitors' food consumption experiences, excellent gastronomy tourism attributes including cuisine, service, and physical surroundings are just as important as authenticity (Liu et al., 2023; Uslu & Eren, 2020).

An overview of the important elements influencing destination image in general, followed by a review of prior research that has partly revealed, a relationship between key factors and gastronomy image (Wan et al., 2022). This finding is in accordance with the study by Yasami et al. (2020), which recommended that future research focus on discovering crucial aspects influencing gastronomy image. According to Beerli-Palacio & Martín-Santana (2020), sociodemographic features might influence a tourist's impression and experience. An overview of the critical components affecting destination picture generally is presented, then previous research that has partially disclosed a relationship between critical components and gastronomy image is reviewed (Wan et al., 2022). This result is consistent with the study conducted by Yasami et al. (2020), which suggested that future investigations concentrate on identifying critical factors impacting gastronomy image. A tourist's perception and experience may be influenced by sociodemographic characteristics, claim Beerli-Palacio & Martín-Santana (2020). Though gastronomic image is influenced by familiarity, frequency, number of excursions, and duration of stay. Similarly, a visitor's perception of a destination is influenced by their product awareness, which depends on where they get their information (Aydin et al., 2021). In order to gauge the perception of the culinary facilities, questions about restaurant image were put forth, with reference to the Wan et al. (2022) study. Food-themed events and festivals, or gastronomic experiences at local events and festivals, are considered as a crucial component in publicizing the

gastronomic resources because the majority of gastronomy experiences take place in hotels (Wan & Choi, 2022). Furthermore, visitors with varying demographic profiles and patterns of behavior when they visit perceive a gastronomic image—where it exists—in varied ways (Wan & Choi, 2022).

A previous study found that epistemic value is determined by the product's potential to generate attention, inject novelty, or meet the prospect's demand for fresh knowledge (Kim & Jan, 2021). This information is acknowledged as an essential element in consumer behavior literature that influences overall customer decision-making (Tanrikulu, 2021). A recent study indicated that epistemic value, which refers to the learning or educational worth of local food, has a substantial impact on the attitude of domestic visitors toward local food in the setting of Pakistan (Hussain et al., 2022). This means that tourists are more likely to have a positive attitude toward local cuisine if they perceive it as a distinctive experience that can increase their knowledge. The study suggests that local food managers and destination managers should include newness and innovation when planning local food aspects that provide learning experiences (Hussain et al., 2022). According to Shin et al. (2021), epistemic value is one of the five primary values that explain buying behavior in the theory of consumption values. It refers to the value that consumers place on gaining knowledge or learning something new through their consumption choices. This paper suggests that highlighting the epistemic value of local food through package design and educational programs can stimulate consumer curiosity and increase their intention to consume local food. Therefore, the study found that epistemic value is positively related to the intention to consume local food (Shin et al., 2021).

2.6. Environmental Factors and Tourist Consumption Behaviour

Past studies have shown that a stable gastronomic tourism value chain combined with regional economic development can improve people's quality of life while revitalizing their unique social situations and culture (Matacena & Corvo, 2020; Yoo et al., 2022). Accordingly, Wondirad et al. (2021) found that by promoting environmentally friendly farming practices and generating more income, the region's culinary goods help sociocultural, economic, and environmental sustainability. Thus, the data presented above demonstrates how significantly the food and beverage sector raises regional revenue through a variety of means (Xie, 2021). According to the literature, consumers who are knowledgeable of the social and environmental consequences of their purchasing decisions pay more because they pay greater attention to label information as a strategy to limit the risk connected with their purchase (Bigi et al., 2022).

Consumer attitudes, according to the Theory of Reason Action, positively affect their intention to acquire a product (Madden et al., 1992). Supported by the expanded theory, which has become the fundamental theory for this study, Ajzen (1991), developed the theory of planned behavior (TPB) to explain the psychological process of behavioral intention. The TPB believes that purpose drives behavior. Intention is determined by attitudes toward behavior (ATT), subjective norms (SN), and perceived behavioral control (PBC) (Aslan, 2023). WTP research is a typical empirical strategy for investigating ethical consumerism (Yang & Fang, 2021). WTP is the amount of money a customer will spend to obtain an ethical good or service or to avert an unfavorable consequence (Boyer et al., 2021). Although several studies on WTP have been conducted in both retail and tourism, only a few have been conducted in the setting of gastronomy tourism. Another significant gap in current WTP research is the scarcity of data on real consumption behavior (Dodds & Holmes, 2020). Examining actual consumption behavior allows for a more thorough examination of WTP, where standard WTP

methodologies, including hypothetical scenarios, might result in hypothetical bias (Dodds & Holmes, 2020). When study participants lack real-world incentives, they overestimate the amount they would be prepared to pay for a product (Ruggeri et al., 2021). Previous research has discovered numerous investigation that show the significant effect of consumers' WTP (Kumar et al., 2021).

3. METHODS

This research aims at developing a conceptual framework for the investigation of the intention towards consumption behaviour of gastronomy in Sarawak, Malaysia. The qualitative research design employed in this study endorses the utilization of systematic reviews as a means of research methods (Creswell 2014). According to Attraide-Stirling (2001) contends that in order to carry out a systematic theoretical review, reduction, exploration, and integration of exploration are imperative. Creswell (2014), this research modifies thematic content analysis within this particular framework. The process of data collection encompasses data analysis. Data analysis was carried out simultaneously with the data collection process. The author collected data, through searching for scientific research related to the study review on intention towards consumption behavior of gastronomy which is related to several factors including knowledge, experiences, cultural awareness, food safety, gastronomy image, epistemic value, and environmental factors and willingness to pay.

4. DISCUSSION

The conclusion to make the notion intentional, it is vital to raise and expose SG awareness by ensuring that stakeholders are organized and cooperative. An effective management organization should be regarded in order to focus on marketing activities and play an active part in reviewing the process's outcomes. Although there is a significant body of literature on the relationship between gastronomy and tourism from many literatures (Hjalager, 2002; Kivela & Crofts, 2006; Hall & Mitchell, 2007; Karim & Chi, 2010; Chaney & Ryan, 2012; Leng & Badarulzaman, 2014; Agyeiwaah et al., 2019; Widjaja et al., 2020). There is not much dealt with the question of what is the significant relation of the environmental factor on tourists consumption behaviour of Sarawak gastronomy. Especially the study which has benefited with the mediator approaches (Willingness to pay) to investigate the influence factors of tourist's consumption behaviour towards gastronomy in Sarawak remains underexplored in the literature.

This study's suggested model attempts to contribute to the literature and fill this gap. It is crucial to discuss some of the current study's shortcomings. First, the current study lacks empirical evidence due to its conceptual character. To address this shortcoming, related insights from conceptual and empirical investigations in the strategic management and gastronomy literature have been utilized. However, further study is needed to put the concept described here to the test. The theoretical foundation of this study is comprised of two techniques from the science of intentional behaviour, namely the TPB and SCT. Therefore, these integrated theories are largely limited to the foundational beliefs of the Sarawak gastronomy. In practice, the gastronomy-tourism relationship is sometimes deliberately developed with a gastronomy experience; models based on an experience economy may, therefore, be needed. In this context, the process of improving the Sarawak gastronomy brand value can be considered within the scope of an economic growth for the state. Although it is not mentioned in this study, an experience economy theory has become an important theoretical framework for describing experience in recent years. Future studies may also investigate the impact of an experience economy on gastronomy tourism consumption

behaviour for SG.

5. CONCLUSION

The aim of this study is a comprehensive review to close this gap and add to the body of literature about the relationship between Intention towards Consumption Behavior and eight factors (i.e., knowledge, experiences, cultural awareness, food safety, gastronomy image, epistemic value, and environmental factors and willingness to pay). It is imperative to address a few of the current study's limitations. First, due to its conceptual nature, the current work is devoid of empirical support. Relevant knowledge from conceptual and empirical studies in the literature on gastronomy and strategic management has been applied to remedy this weakness. To test the idea presented here, more research is necessary. Two methods from the science of intentional behaviour—TPB and SCT—form the theoretical basis of this investigation. As such, these integrated ideas are mainly restricted to the fundamental principles of Sarawak cuisine. In reality, gastronomy tourism and gastronomy experiences are sometimes intentionally generated, necessitating the use of experience economy models. Within the framework of the state's economic development, the process of enhancing the Sarawak gastronomic brand value can be viewed. Experience economy theory is not discussed in this study, although in recent years it has grown in importance as a theoretical framework for characterizing experience. Subsequent research endeavors could perhaps examine the influence of an experience economy on the gastronomic tourist consumption patterns of Sarawak. Thus, an in-depth literature review study is able to create basic concepts for further research

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