

# **The Determinants Influencing Consumer Acceptance of Innovative Traditional Food Products: A Systematic Literature Review**

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## **ABSTRACT**

Over the past few decades, food firms and government agencies have shown a growing interest in traditional foods. In order to preserve or increase market share and profitability, the traditional food sector, like all other sectors of the food business, must continually innovate and develop its products. Nevertheless, compared to certain other industries, the traditional food business has more challenges with innovation. Many innovative food product introductions fail. Conflicts arise when the intersection of cutting-edge and traditional dietary ideas is too pronounced. Therefore, this study systematically reviews the complex academic literature to assess the main factors that affect consumer acceptance of innovative traditional food products. The purpose of this review is to a total of 20 selected papers were chosen that specifically focused on the area of traditional food innovation acceptance among consumers as the main topic. Specifically, the acceptance of innovation in traditional foods seems to be clustered under five main factors: maintaining traditional characteristics, health and safety concerns, familiarity and reducing ambiguity, type of food consumers segment, and convenience and practicality. Therefore, there are certain ways to innovate traditional food products without compromising their image, which serves as their primary competitive advantage. These opportunities particularly revolve around maintaining the authenticity of the product. As long as there are no modifications to the sensory quality, innovations that enhance food safety, boost nutritional quality, or make it more convenient are generally received favourably. The findings from this study will aid the food companies, entrepreneurs, private and public agencies to fully recognise consumers' perception and evaluations concerning innovative traditional food attributes and enhance consumers' responses towards different innovative categories of food products.

**Keywords:** Innovative Traditional Food, Food Innovation, Traditional Food, Consumer Acceptance

## INTRODUCTION

Most food companies have recognized the potential of innovation and new ideas as the key factors in an organization's success and expansion. Due to intense global technical evolution and competition, innovation has evolved into a source of organisational competitive advantage [1]. In order for businesses to differentiate themselves from competitors and meet customer demands, this type of competitive climate in the food sector encourages a constant search for innovative products, methods, and services [2]. In reality, actual data showed that food company profitability and growth are strongly impacted by their capacity for innovation [3]. Despite the growing need for innovation and change in the business that manufactures food and beverages, traditional foods are also subjected to evolution and innovation. Over the past few decades, food firms and government agencies have shown a growing interest in traditional foods [4]. In order to preserve or increase market share and profitability, the traditional food sector, like all other sectors of the food business, must continually innovate and develop its products [5].

Numerous studies have been done on the fundamental aspects of consumer acceptance of food innovations, particularly those connected with technology-based innovations in many different fields. Findings demonstrated that some customers simply accept and reject the newest technological developments. As stated by [11], the degree of acceptability of innovations when they are used in traditional food products (TFP) is highly influenced by both the product and the type of innovation. Nevertheless, compared to certain other industries, the traditional food business has more challenges with innovation. As [6] mentioned, many innovative food product introductions fail. Approximately 40% to 50% of new product launches are out of the market's shelves in less than a year [7]. Due to the massive number of innovative food products that lead to high competition in the food processing sector, it is predictable that a relatively large percentage of the newly launched food products only last a short period of time in the market and fail after this period. From the perspective of the consumers, tradition and innovation appear to be antagonistic ideas; therefore, extremely high novelty and extensive technology interventions are viewed with scepticism [8], [9]. Conflicts arise when the intersection of cutting-edge concept and traditional dietary ideas is too pronounced.

Despite an increase production of high-quality innovative traditional food products in the market, many of these products are untouched in many retail stores and supermarkets (Baskaran et al., 2017). Nowadays, many food entrepreneurs are too focused on production area and very obsessive about producing products with their brands (Costa & Monteiro, 2018). Eventually, too many products are very similar even though the market is small, contributing to oversupply and product failure. Besides the various support and encouragement from the government towards innovative traditional food production, there is a lack of market research or investigation made particularly into the consumers perspectives of consumption satisfaction and continuance acceptance of the products (Mat Dahan, 2015). Bashar et al., (2016) said that the government is also somehow too focused on aiding entrepreneurs who can produce their products without critically looking at its market prospects and long-term products' acceptance. Therefore, this study systematically reviews the complex academic literature regarding innovative traditional food products. The purpose of this review is to assess the current understanding of the academics on the main attributes that affect consumer acceptance of innovative traditional food products. This review may be used by academics as a resource to understand the current state of the practise in this academic discipline, spot key ideas and

trends in research, and learn about topics that need further studies. The outcome of this study would also provide an additional research model for future studies in the traditional food innovation domain locally and globally and would also assist state and regional food organizations in developing their marketing strategies to maximize the benefits of innovation in traditional food.

### METHODOLOGY

A literature review of publications was done from several reliable sources including Google Scholar, ScienceDirect, ResearchGate, Springer, etc. The publication types discussed in this review include journal, proceeding conference, and book section. Different combinations of previous keywords were used and we specified a list of keywords that included “traditional food innovation”, “innovation in traditional food”, “innovative traditional food”, “traditional food innovation”, “innovative food”, “and food innovation”, from the year 2010 to 2023. The search resulted in an initial data set of 455 articles, but not all were congruent with the topic at hand. A set of inclusion and exclusion criteria was used to make sure the research on the shortlist adhered to the conceptual structure of this literature review. A total of 20 selected papers were chosen that specifically focused on the area of traditional food innovation acceptance among consumers as the main topic. As presented in Figure 1, most of the research was performed in European countries. Belgium ranked the highest with respect to 5 publications. It is followed by France, Spain, and Italy with 3 and 2 publications respectively. Surprisingly, only Indonesia represented Asia with 2 papers.

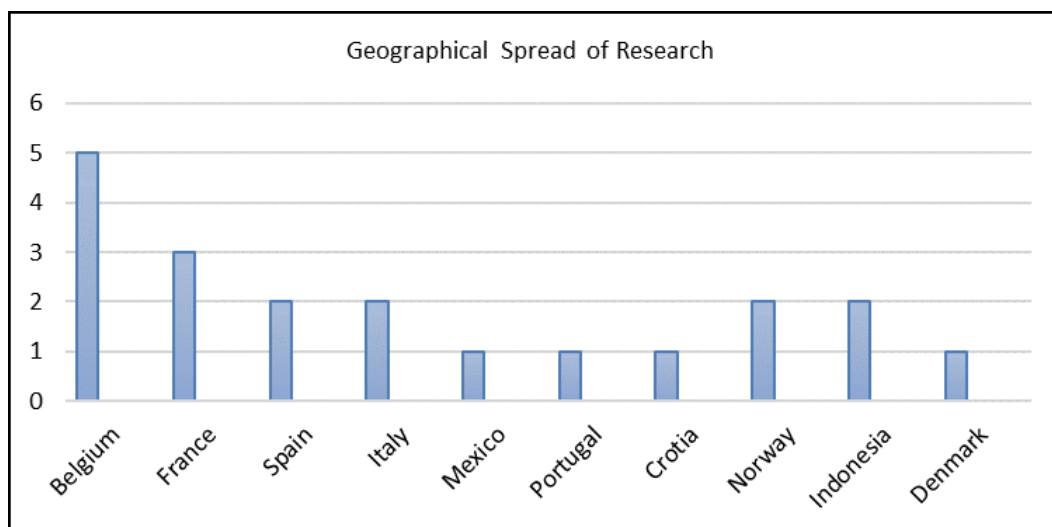


**Figure 1: Geographical Spread of Research (Number of Papers)**

Themes, hypotheses, and findings from a few selected works were reviewed critically and analytically, through which we identified factors and results achieved by literature within each factor and specific patterns. Although the author did not cover every potential article in this review, it has allowed us to categorise key elements by carefully reading through the publications and classifying them into their study groups. Each publication in the sample was individually reviewed by the authors, who then noted conceptualization, findings, and trends. The writers then began an iterative process whereby publications were grouped across several research streams based on comparable conceptual foundations and approaches to traditional food innovations in order to generate one report. Several factors have been identified as

antecedents of consumer acceptance of innovative traditional food products in the sample of articles. Specifically, on the basis of the content of the various previous articles, the acceptance of innovation in traditional foods seems to be clustered under five main factors: maintaining traditional characters, health and safety concerns, familiarity and reducing ambiguity, type of food consumers segment, and convenience and practicality. Table 1 outlines the summary of innovative traditional food product acceptance studies.

**Table 1: Summary of Innovative Traditional Food Product Acceptance Studies.**

| <b>Authors / Country</b>            | <b>Source</b>                                               | <b>Title</b>                                                                                                                               | <b>Findings</b>                                                                                                                                                                                                                                                                                               |
|-------------------------------------|-------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Vanhonacker et al. (2013) / Belgium | Food Research International                                 | Innovations In Traditional Foods: Impact on Perceived Traditional Character and Consumer Acceptance                                        | <ul style="list-style-type: none"> <li>• Reinforcing the traditional character</li> <li>• Improving negative attributes associated with the traditional character of foods.</li> </ul>                                                                                                                        |
| Kühne et al. (2010b) / Belgium      | Food Quality and Preference                                 | Innovation in traditional food products in Europe: Do sector innovation activities match consumers' acceptance?                            | <ul style="list-style-type: none"> <li>• Preserving the traditional character of the food.</li> <li>• Health improvement, and convenience innovations; innovations do not dramatically change the product.</li> </ul>                                                                                         |
| Guerrero et al., (2012) / Belgium   | Food Quality and Preference                                 | Cross-cultural conceptualization of the words Traditional and Innovation in a food context by means of sorting task and hedonic evaluation | <ul style="list-style-type: none"> <li>• Health improvement innovations with pronounced tangible benefits.</li> <li>• Convenience-oriented innovations</li> <li>• Sensory innovations tend to be rejected.</li> <li>• Importance of having the same flavour and keeping the original taste.</li> </ul>        |
| Rastini et al. (2020) / Indonesia   | Russian Journal of Agricultural and Socio-Economic Sciences | Role of Teenagers Attitude and Intention in Buying Traditional Balinese Food Innovation with Customer Orientation.                         | <ul style="list-style-type: none"> <li>• Consumers accept innovation if maintain the natural ingredients used in the production.</li> <li>• Innovation in a variety of sizes or packaging is highly accepted.</li> <li>• Family recommendations to consume innovative food.</li> </ul>                        |
| Guiné et al. (2021) / Portugal      | Trends In Food Science & Technology                         | The duality of innovation and food development versus purely traditional foods                                                             | <ul style="list-style-type: none"> <li>• Maintaining the identity of specific products, valued as traditional.</li> <li>• Containing traditional ingredients, and processed in a traditional way and/or according to traditional recipes.</li> <li>• Providing information about "origin-locality"</li> </ul> |

| Authors / Country                       | Source                                        | Title                                                                                                                          | Findings                                                                                                                                                                                                                                                                                                                                                                                           |
|-----------------------------------------|-----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Zakowska-Biemans et al. (2016) / France | Polish Journal of Food and Nutrition Sciences | Impact of Innovation on Consumers Liking and Willingness to Pay for Traditional Sausages                                       | <ul style="list-style-type: none"> <li>• Innovative packaging, such as biodegradable packaging, seems most welcome.</li> <li>• Improving healthiness but violating their sensory properties tends to be disapproved.</li> <li>• Using organic ingredients could reinforce the image of traditional food as a “healthy” product.</li> </ul>                                                         |
| Rabadán (2010) / Spain                  | FOODS                                         | Consumer Attitudes towards Technological Innovation in a Traditional Food Product: The Case of Wine                            | <ul style="list-style-type: none"> <li>• The consumer segment with the highest income and highest level of education shows the most positive attitudes toward innovation.</li> </ul>                                                                                                                                                                                                               |
| Carlucci et. al. (2023) / Italy         | British Food Journal                          | Consumer acceptance of innovations in traditional foods: the case of extra-virgin olive oil                                    | <ul style="list-style-type: none"> <li>• Type of technology significantly affects consumer acceptance of the tested innovations.</li> </ul>                                                                                                                                                                                                                                                        |
| Salgado et al. (2022) / Mexico          | British Food Journal                          | Symbiosis between innovation and tradition applied in the northwestern Mexico food market: an exploratory analysis             | <ul style="list-style-type: none"> <li>• Food innovations in ingredients and materials are important in consumer acceptance.</li> </ul>                                                                                                                                                                                                                                                            |
| Karolyi & Cerjak (2015) / Croatia       | Poljoprivreda /Agriculture                    | The Acceptance of Health-Related Innovations in Traditional Meat Products by Croatian Consumers                                | <ul style="list-style-type: none"> <li>• Fat reduction and healthier traditional meat products among females.</li> <li>• Health-related innovation with the least negative impact on the perceived traditional e.</li> <li>• Regular consumers of traditional meat products were less open to innovations.</li> </ul>                                                                              |
| Roselli et al. (2018) / Italy           | Food Research International                   | Consumers' willingness to buy innovative traditional food products: The case of extra-virgin olive oil extracted by ultrasound | <ul style="list-style-type: none"> <li>• Consumers who are the most willing to buy the product are those who form a positive quality perception after being introduced to the key characteristics of the new product.</li> <li>• Willingness to buy seems to be higher for consumers who attach great importance to the taste of food and have a higher-than-average educational level.</li> </ul> |

| Authors / Country                                                       | Source                                     | Title                                                                                               | Findings                                                                                                                                                                                                                                                                                                                                                                         |
|-------------------------------------------------------------------------|--------------------------------------------|-----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Leroy et al. (2015) / Belgium                                           | International Journal of Food Microbiology | Elements of innovation and tradition in meat fermentation: Conflicts and synergies                  | <ul style="list-style-type: none"> <li>• Support to promote the production and the appropriate consumption of healthier traditional foods.</li> </ul>                                                                                                                                                                                                                            |
| Guerrero et al. (2016) / Europe<br>France<br>Norway<br>Spain<br>Belgium | Elsevier Inc                               | Innovation In Traditional Food Products: Does It Make Sense?                                        | <ul style="list-style-type: none"> <li>• Small innovations will have a greater chance of being accepted than if the changes are significant.</li> <li>• The more complex the technological processes are, the more critical the consumer will be.</li> <li>• Uncertainty may play an important role in explaining consumer propensity to adopt an innovation in food.</li> </ul> |
| Fibri & Frøst (2019) / Indonesia                                        | Elsevier Inc                               | Consumer perception of original and modernised traditional foods of Indonesia                       | <ul style="list-style-type: none"> <li>• Products perceived as traditional were preferred.</li> <li>• Consumers' background psychographics have a significant effect on product perceptions, especially on the variables hedonic, modern, authentic, and original</li> </ul>                                                                                                     |
| Kühne et al. (2010b) / France                                           | Elsevier Inc                               | Consumers Acceptance of Innovations in Traditional Cheese. A Comparative Study in France and Norway | <ul style="list-style-type: none"> <li>• Both countries favoured their food in its most traditional quality.</li> <li>• Innovations that increase or maintain authenticity are generally well accepted, while innovations that reduce the traditional image are not.</li> </ul>                                                                                                  |
| Stolzenbach et al. (2013) / Portugal                                    | Food Research International                | The duality of innovation and food development versus purely traditional foods                      | <ul style="list-style-type: none"> <li>• Familiarity appeared to be positively considered with respect to the local honey whilst novel honey could be 'too' novel for the consumers resulting in negative local responses.</li> </ul>                                                                                                                                            |

| Authors / Country                       | Source   | Title                                                                                                | Findings                                                                                                                                                                                                                                                                                                                        |
|-----------------------------------------|----------|------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Almli et al. (2011) / France and Norway | Appetite | Consumers' acceptance of innovations in traditional cheese. A comparative study in France and Norway | <ul style="list-style-type: none"> <li>• Consumers' willingness to buy traditional cheese is highly driven by both countries' price, appropriateness and pasteurisation.</li> <li>• Well-accepted innovations in traditional cheese are those that reinforce the traditional and authentic character of the product.</li> </ul> |

## DETERMINANTS AFFECTING INNOVATIVE TRADITIONAL FOOD ACCEPTANCE

### Preserving Traditional Characters

In a hostile global food industry, innovation is essential for manufacturers to keep and grow their market share [18]. According to Reinders et al. (2019), researchers in this field have attempted to understand what customers think of when they hear the term "innovation in traditional food" in order to determine which advances in traditional food may be effective. He also mentioned that traditional food products are more than "just a product" since they symbolise the process of food preparation and the actual food ingredients themselves. They are ingrained in a certain pattern of consumption.

Their level of acceptance is heavily influenced by the type of innovation used in traditional food products [15]. A food product must follow traditional recipes and/or be produced in a traditional manner in order to be considered traditional [8]. Moreover, Cavallo et al. (2020) stated that traditional food companies need to pay more attention to sensory modifications made to their products because, despite their potential advantages, sensory alterations have the potential to diminish the appeal and acceptability of innovative traditional foods.

However, assessing a product in regard to its sensory qualities is probably insufficient to ensure that a "novel" traditional dish will be accepted. The findings show that having the same "flavour" and maintaining the original "taste" is a typical prerequisite for innovations in TFPs [4], [15]. Indeed, Consumers' emotional reactions to recipes that alter traditional products have been demonstrated in various market studies to be unfavourable [8]. Effectively, the alterations must maintain the notion of traditional products as natural, simple, authentic, and pure products, particularly with regard to the sense that little to no interference has taken place after the initial manufacture [12], [20], [21]. The preservation of the traditional character of the food is indicated as a requirement for innovations in traditional foods [12], [22]. Specifically, only four innovations are evaluated as negatively affecting the traditional character of traditional food products. These innovations deal with new flavours, diversification of shapes/ textures, ready-to-eat dishes, and, especially, the distribution of traditional food products in vending machines [9].

In any situation, it is best to avoid processing that is seen to be too innovative or unneeded and to respect familiar features [2]. For instance, the traditional character may be harmed by new

distribution forms, "non-personal" sales outlets (such as vending machines), and diversification into various shapes and textures (Kühne et al., 2010; Vanhonacker et al., 2013).

Innovative approaches must preserve the "original" components of the products in order to be effective, which is a difficult-to-define quality. Modifications at the recipe level, for instance, can be more acceptable than modifications at the raw material level [23]. Novel technologies also utilise non-traditional ingredients to cut costs and cover inferior sensory quality. Chemical acidulants, liquid smoke, phosphates, glutamate, and colourants are some examples of these non-traditional ingredients [24]. However, too much intervention with traditional food might be detrimental. Nevertheless, such interventions could be acceptable to certain consumers if executed properly.

The research by [22] that investigated the consumer acceptance of innovations in traditional foods in six European countries, found that consumer acceptability is correlated with how the innovation is seen to affect the food's traditional value. The majority of consumers are receptive to changes in conventional food items. However, innovations that emphasise the traditional nature of the product are those that receive the highest levels of acceptance or improvements that benefit consumers by addressing the conventional foods' original negative aspects (the reduction of salt, fat, or sugar content). Additionally, the findings revealed that while these modifications would probably not draw in new customers to the market for traditional food, consumers who are already familiar with these foods clearly accept the advances in these foods [22].

### **Familiarity and Reducing Ambiguity**

Traditional foods are seen as being consumed often, frequently eaten every day, and is a normal part of everyday life [25]. The majority of customers appear to link habits with traditional foods [23]. Habit is a major factor in determining how people behave when it comes to food and products that they use on a regular basis or at least regularly enough to become ingrained in their life. When a familial or social relationship revolves around eating, enjoyment of the food transcends just sensory sensations. Traditional meals can be consumed frequently or just on special occasions, but they come with a reputation for excellent quality, unique flavour, and safety, as well as being potentially expensive and labour-intensive to make. Due to the significant and frequent usage of these food products, people often ascribe them to highly distinguishing characteristics that they are too familiar with and have become accustomed to [26]. For example, [4] indicated that a high level of familiarity with a food product is implied by high consumption, which leads to a reduced acceptance of changes in sensory features. In a work by [16] that examined new product innovation in the case of honey, traditional honey is found to be considerably more well-known to customers and, as a result, it is more well-accepted, whereas the novel honey, albeit equally local, may have been too innovative for the consumers.

[4], [5], [19], [24] have stated that food's traditional value might be diminished by innovation. Therefore, it is likely easy for regular consumers to notice even small changes in sensory quality, making it especially crucial for the food industry to carefully invest resources in researching how consumers respond to modifications in the sensorial qualities of products on a traditional basis before attempting to introduce them on the market [15], [22]. In general, consumers are stricter on food products when very complicated technical procedures are

involved. It is vital to note that ambiguity may be a significant factor in understanding consumer willingness to accept a food innovation. Numerous studies have shown that societies with lower levels of uncertainty are more inclined to behave innovatively [27]. The findings from cross-cultural comparisons demonstrate that, in addition to the preferences of individual consumers, varying levels of acceptability are shown for every food item, each innovation, and each combination of them, depending on a country or culture. Consumers may be less motivated to comprehend information in circumstances with high uncertainty or little issue engagement [28]. In these conditions, simple decision-making guidelines, such as labelling information, may serve as a handy guide for customers to quickly decide in accordance with their preferences. Typically, small modifications make innovations more likely to be accepted than more extensive ones [15]. In situations involving food, most individuals follow routines, and it appears that when a new product or technique is introduced, these routines may be interrupted [15]. In any case, it is essential to appropriately tell customers about the innovations being used. Consequently, a study by [8] that examined the constraints and motivations for the development in the sector of traditional foods, from the point of view of marketing and consumer trends, revealed that the secret to implementing various improvements in traditional food with a high probability of success may lie in open, enlightening, and comforting communication. Additionally, they also said that giving customers information about things like brand, origin, price, and nutritional content will positively affect their expectations because these factors are particularly significant when it comes to traditional food products. Expectations are often greater for locally and traditionally produced food products than for those produced industrially. In the case of traditional food products, providing information regarding local origin is crucial for customers to value and appreciate food items [8], [16], [29]. When selecting to purchase or use a product, customer behaviour and decision-making are influenced by the product's perception in the consumer's mind or expectations. Thus, the information provided to consumers may have both symbolic and emotional significance, which may impact whether a product is more or less acceptable. Giving consumers this information, such as letting them know that the food is made in their own locale or country, is often advantageous and increases acceptance [4], [20], [24].

### **Health and Safety Concerns**

Aspects of the traditional food idea connected to health, naturalness, handmade, artisanal, prepared on the farm, without industrial processing, and without additives are also included [30]. These ideas are all closely connected to one another. Traditional foods are seen as being low in processing, nutritious, and safe. They are also usually linked to improved human health [31], [32]. In general, innovations that increase safety or provide the product with important tangible benefits are welcomed when these innovations do not harm the fundamental characteristics of the product [15]. Positive acceptance evaluations for high-quality innovations are consistent with consumers' increased interest in safe and nutritious food [12], [21], [26]. This is consistent with the high acceptance ratings for a health innovation that lowers fat levels identified in the current consumer research. Innovations aimed at enhancing the safety of food are also well-received [15], [21], [24], [26].

However, it is well recognised that eating habits can change over time and in response to certain cultural factors. The nutritional content of food and its potential to improve health are highly valued in today's food industry [8]. Due to these changes in consumer behaviour, there is now a greater demand for products with certain qualities, such as more fibre content, less fat,

particularly saturated or trans-fat, less salt, less sugar, especially processed sugars, and fewer calories [21], [24], [26]. Besides that, [26] highlighted that more diversity in the offering and the usage of organic raw materials, in contrast, are regarded more favourably, correlating with consumers' greater preference for variety and their good perceptions of the health benefits and artisanal production methods of organic food.

### **Type of Food Consumer Segment**

In the case of traditional food consumers, they constitute a specific market with certain requirements and demands for traditional food [4]. Innovations should thus produce measurable advantages or additional values without compromising traditional characteristics in order to appeal to this sector [4], [17], [21]. In contrast, [12] mentioned that the aim of innovations might be different and give greater variety among consumers who consume traditional food in a low or moderate way. Certain innovations could boost the appeal and accessibility of this food product category for different consumer groups, opening up the potential to grow market shares [8].

In general, consumer perceptions of food innovation vary between countries [9]. For example, a study by [13] on the impact of innovation on consumers liking and willingness to pay for traditional food among European consumers showed that French and Belgian consumers seemed to be more open to innovation in foods than Polish consumers, where tradition (especially in rural areas) plays an important role in the life and personal relations of people. For Italian consumers, innovations emerged as something they have to live with and accept because of the modern way of living. French consumers also admitted that innovations are unavoidable due to the modern way of life. Spanish consumers have the propensity to be more neutral, keeping in mind both the advantages and disadvantages that food innovations might introduce [33].

[34] stated in her study that the majority of consumers are discovered to be more lenient to innovation in traditional foods consume for a day-to-day meal than for festive events, except the innovation is related to naturalness (e.g., organic production), exclusiveness (e.g., exclusive packaging) or higher authenticity (e.g., renown origin). In specific, healthiness (e.g., omega-3), a process in innovations (e.g., pasteurization of traditionally unpasteurized products), and convenience (e.g., plastic packaging) are appropriate for daily meals, but not suitable for festive events as they lessen the traditional food character.

[35] studied the consumers' decision structures at different ages pertinent to innovative traditional food products to identify potential dissimilarity. The result showed that young consumers have a high consumption of innovative traditional food which is consistent with many previous results that young consumers have a high rank in accepting new products. Further, they also postulated that young consumers tend to perceive more value from attributes of innovative food, and the features are believed to provide a greater influence on their personality. On the other hand, studies on the consumer acceptance of technologies applied in food production have shown that men highly accept the technologies applied in food products that improve nutritional value. However, a study done by [21] revealed that women are more negative and anxious, and potentially perceive fewer benefits of innovative food technologies compared to men. In addition, [4] specified that consumers with a lower education level and who live in the countryside have more doubt about innovation in traditional food. Meanwhile,

[26] and [36] revealed in their studies that urban consumers are keener to embrace innovations as opposed to consumers from rural areas as they are timid about innovations in traditional foods.

### **Convenience and Practicality**

Convenience is a key factor in the development of innovation, evolving along with changing lifestyles. [9] and [15] pointed out the practical advantages that convenience-oriented traditional food innovations could provide in making a consumer's life easier such as microwavable products, ready-to-eat foods or precooked, new packages, or frozen foods. Consumers can save time and effort by using innovative traditional food products for a variety of food-related tasks, including food preparation and cooking, eating, shopping, and even post-meal activities [37]. In addition to being seen as a significant improvement in convenience, marketing-related factors including branding, retailing styles, and labelling are also viewed as sources of traditional food innovations. In fact, all the stages involved in the food provisioning process influence consumers' perceived convenience [38].

Innovations aimed at enhancing the practicality and convenience of the product received have varying degrees of acceptance among consumers [12], [15]. For example, individual portions are acceptable and reflect society's evolving trend towards an increased number of single people. Nevertheless, frozen food, cooked food, or ready-to-eat food are less acceptable [37]. These lower acceptance levels are likely due to the traditional foods' image as being of high quality and traditional foods are frequently enjoyed on special occasions, in a gathering with family and/or friends. Besides that, the convenience of home delivery or vending machine options scored relatively low in terms of innovations in alternative distribution channels [12]. Even though the product attributes are unaffected by these innovations, the image of the products is usually associated with unhealthy, poor quality, and low nutrients [20]. However, improvements in packaging that maintain quality and lengthen shelf life appear to be more appealing to consumers [12], [14], [26]. As stated by [14], innovations in packaging received a lot of good feedback from consumers. A new package offers desired benefits, such as a longer shelf life, without altering the traditional food product's essential features [26].

### **FRAMEWORK DEVELOPMENT**

This study reviewed numerous articles and past studies to understand the determinants influencing consumer acceptance of innovative traditional food products. Therefore, from the systematic review of previous studies, this study proposed research framework to the current literature that models the acceptance attributes of innovative traditional food products. As a future development of the study, further investigation should be made in order to test the relationship and to confirm the results of this study.

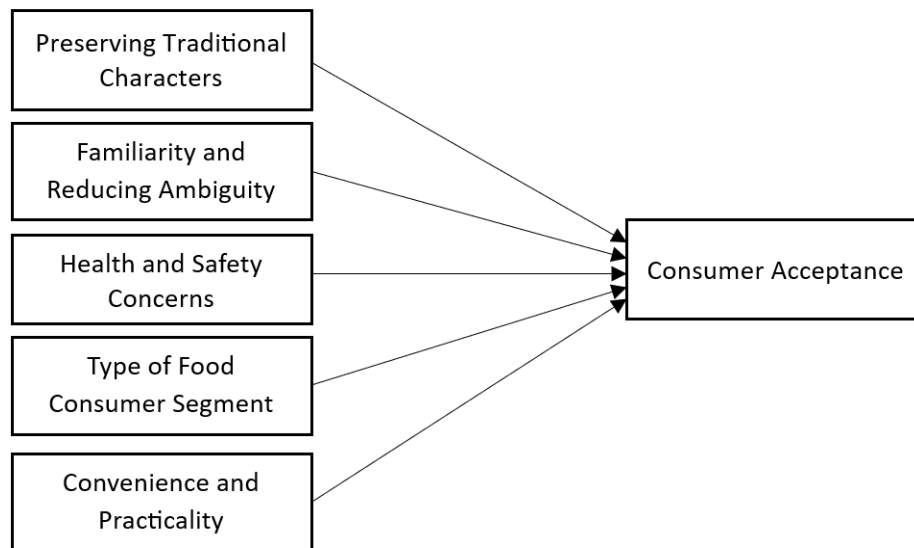


**Figure 2: Proposed Research Framework**

### CONCLUSION

When innovations are used in TFP, the degree of adoption is significantly influenced by the product and the innovation itself. Innovations that offer consumers authentic, meaningful advantages while making little improvements to the product are often favourably received in TFP. However, although the innovation may be accepted, in some cases, these innovations may damage the traditional character of the food. Therefore, there are certain ways to innovate traditional food products without compromising their image, which serves as their primary competitive advantage. These opportunities particularly revolve around maintaining the authenticity of the product. As long as there are no modifications to the sensory quality, innovations that enhance food safety, boost nutritional quality, or make it more convenient are generally received favourably. However, most consumers would rather reject the incorporation of innovations into a certain traditional food product, possibly due to the apparent traditional character of the products and the emotional connection between food and the consumers. There are some potentials for innovation to be successfully implemented in the traditional food business because customer segments have different attitudes and beliefs. Based on several studies on actual purchase behaviour for innovative products, European consumers resist paying extra for an innovative food product, even if it may be acceptable.

The findings from this study will aid the food companies, entrepreneurs, private and public agencies to fully recognise consumers' perception and evaluations concerning innovative traditional food attributes and enhance consumers' responses towards different innovative categories of food products. This information may be useful to traditional food companies as they decide how to implement innovative concepts in terms of product positioning, communication strategy, and other areas. The incorporation of innovation into traditional food products and the cultural variations in innovation adoption are also important areas to consider. Further, extending the range of traditional food products, chains, and countries is recommended to achieve a more representative description of the food market.

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