

The Future of Malay Kueh: Exploring Factors Influencing its Acceptance among Young Consumers in Kelantan

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ABSTRACT

Malay kueh holds significant cultural value in Malaysia, symbolizing tradition, heritage, and communal identity. However, its consumption among Kelantanese youth has declined due to shifting food preferences influenced by modernization and globalization. This study explores the factors affecting the acceptance of Malay kueh among young consumers in Kelantan, focusing on cultural heritage, taste preferences, accessibility, and social influences. Employing a qualitative approach, data were collected through structured interviews and non-participant observations in local markets. Findings reveal that while many young individuals associate Malay kueh with nostalgia and cultural pride, external factors such as convenience, exposure to international cuisines, and changing dietary habits have contributed to its reduced consumption. Concerns over excessive sweetness, lack of accessibility in urban areas, and the influence of social media further impact its popularity. The study highlights the need for innovation in recipe adaptation, improved market accessibility, and strategic digital marketing to sustain the relevance of Malay kueh. Policy recommendations include promoting cultural education, supporting small-scale vendors, and integrating traditional food heritage into contemporary food culture. By addressing these challenges, stakeholders can play a crucial role in preserving Malay kueh for future generations while ensuring its alignment with modern consumer preferences.

Keywords: Malay Kueh, Food Heritage, Youth Consumption, Cultural Identity, Modernization

INTRODUCTION

Food consumption is an essential aspect of human life, extending beyond mere sustenance to encompass cultural, social, and psychological significance (Roach et al., 2019; Desmet & Fokkinga, 2020). Food serves as both a biological necessity and a symbol of human connection and identity (Wijaya, 2019). The anthropological link between food and cultural identity is well established, reflecting beliefs, traditions, and social structures (P. J. Chen & Antonelli, 2020). Anthelme Brillat (1825), as cited in Gabaccia (1998), famously stated, "Tell me what you eat, and I will tell you who you are," emphasizing food's role in shaping identity and heritage. Among Malaysian youth aged 18 to 25, food consumption habits have evolved due to lifestyle changes (Mokhtar et al., 2020). Convenience and globalization have influenced their preferences, leading to a preference for fast food and international cuisines over traditional options. Despite this trend, some young individuals continue to embrace traditional culinary practices, maintaining a connection to their heritage (Gunara et al., 2022).

Kelantanese cuisine, deeply rooted in Malay traditions and influenced by Thai and Indonesian culinary elements, showcases an array of aromatic dishes such as Nasi Kerabu, Laksam, and various Malay kueh, including Kuih Akok (Haslin, 2022). Traditional markets play a vital role in sustaining the culinary heritage of Kelantan. These markets not only offer authentic and affordable food but also create a sense of nostalgia and community among the younger generation (Putra et al., 2023). Many Kelantanese youth continue to favor home-cooked meals and street food over modern dining options, preserving their cultural food practices. Malay kueh, with its rich flavors, textures, and cultural significance, remains a fundamental aspect of Malay

culinary traditions (Kamaruzaman et al., 2020). These delicacies symbolize hospitality and unity, with their vibrant colors and diverse textures appealing to both nostalgia and contemporary aesthetic preferences (Zainal Abidin et al., 2020; Kamaruzaman et al., 2022; Ismail et al., 2021).

Despite its cultural significance, the consumption of traditional Malay kueh among the younger generation is on the decline. Scholars have expressed concerns regarding this trend, which poses a threat to the preservation of Malay culinary heritage (Aisyah et al., 2022; Md Nor & Kamaruddin, 2021). Food acceptance is influenced by factors such as taste, cultural value, and perceived nutritional benefits (Bernini et al., 2022; Knox et al., 2021; Tarquinio & Posadas, 2020; Siegrist & Hartmann, 2020). However, Malay kueh faces challenges due to globalization and Western influences, leading young people to prefer modern snacks and desserts over traditional options (Kamaruzaman et al., 2020; Akmar & Kamarudin, 2022). Additionally, some youth perceive traditional kueh as outdated, making it less attractive compared to contemporary alternatives (Hussain et al., 2022; Abd Aziz et al., 2021). The shift in food consumption patterns has resulted in a reduced appreciation for Malay kueh, leading to concerns about the loss of cultural identity and culinary traditions. While previous studies have explored Malay kueh consumption in Johor, Klang Valley, and other regions (Kamaruzaman, Muhammad, et al., 2022), limited research has focused on Kelantan. Given Kelantan's rich culinary heritage and its significance in preserving traditional food culture, this study seeks to address this research gap.

This study aims to explore the factors influencing the acceptance of Malay kueh consumption among Kelantanese youth. By identifying key cultural, social, and personal influences, the research seeks to provide insights into strategies for preserving and promoting Malay kueh among younger generations. The primary objective of this research is to explore factors that influence the acceptance of Malay kueh consumption among the Kelantanese young generation. The study is guided by the following research question: What are the factors influencing the acceptance of Malay kueh consumption among Kelantanese young generation?

This study offers both academic and practical contributions. From an academic perspective, it enhances the fields of anthropology, sociology, and cultural studies by examining the evolving food preferences of Malaysian youth. It contributes to understanding cultural heritage preservation in the context of globalization and modernization. The findings provide insights into the factors that shape food acceptance, including cultural identity, personal preferences, and exposure to modern culinary trends. These insights can aid policymakers, educators, and cultural advocates in developing strategies to sustain traditional food culture within the Kelantanese community. From a practical standpoint, this study benefits various stakeholders, including food entrepreneurs, policymakers, and cultural organizations. Understanding young consumers' food preferences can help businesses tailor their products, marketing strategies, and distribution methods to align with contemporary tastes while maintaining cultural authenticity. Additionally, policymakers can implement initiatives such as educational programs, culinary workshops, and cultural events to foster an appreciation for Malay kueh. By promoting the consumption and preservation of Malay kueh, this study aims to strengthen cultural pride and community bonds within the younger generation.

LITERATURE REVIEW

Food Acceptance

Food acceptance plays a crucial role in cultural, health, and economic contexts. It is influenced by factors such as taste, smell, appearance, texture, and cultural significance (Mancini et al., 2019). Additionally, socioeconomic factors such as price, health benefits, and environmental concerns affect consumer choices (Poelman et al., 2022; Theophilus et al., 2019). Traditional foods, including Malay kueh, are accepted based on familiarity, cultural attachment, and sentimental value (Alias, 2019; Ismail et al., 2021). However, changing dietary trends and modern influences have impacted food acceptance patterns, requiring strategies to sustain the relevance of traditional foods in contemporary diets.

Food Consumption

Food consumption patterns are shaped by cultural, social, and economic factors (Sidor & Rzymiski, 2020). The impact of globalization and convenience-driven food choices has led to a shift away from traditional diets

(Pellegrini et al., 2020). Malay kueh, being a traditional delicacy, is affected by these changes, necessitating an understanding of how young consumers perceive and engage with traditional foods. By exploring consumption behaviors, this study aims to identify strategies for preserving Malay kueh in Malaysia's evolving food landscape.

Young Generation Food Consumption

The food consumption patterns of young individuals are heavily influenced by lifestyle, convenience, and social trends (Song et al., 2019). Younger generations are more likely to adopt new dietary habits based on exposure to global food trends, social media influence, and accessibility (Sullivan et al., 2020). While modernization has introduced a variety of food options, there remains a segment of youth who actively seek out and support traditional foods as part of their cultural identity (Mazurek-Kusiak et al., 2021). Understanding these shifts is essential for ensuring the sustainability of Malay kueh within contemporary food culture.

Malay Kueh

Malay kueh is a traditional delicacy that represents the cultural identity of the Malay community in Malaysia. These sweet and savory treats, typically made with ingredients such as coconut milk, palm sugar, and pandan leaves, have been passed down through generations (Kamaruzaman et al., 2020). Malay kueh plays a significant role in social gatherings, religious celebrations, and daily consumption, reflecting the deep-rooted traditions of Malaysian heritage (Ismail et al., 2021). Over time, modernization and commercialization have influenced the production and availability of Malay kueh, leading to adaptations in ingredients and preparation techniques (Zainal Abidin et al., 2020).

Factors Influencing Malay Kueh Acceptance

Several factors influence the acceptance of Malay kueh among Kelantanese youth. Cultural heritage plays a critical role, as traditional foods are often linked to identity and nostalgia (Ismail et al., 2021). The sensory appeal of Malay kueh, including taste, texture, and visual aesthetics, also impacts consumer preference (Kamaruzaman et al., 2022). Accessibility and affordability further shape food choices, with traditional markets serving as key sources for Malay kueh consumption (Putra et al., 2023). Social influences, including family traditions and exposure through social media, significantly affect young consumers' attitudes toward Malay kueh (Zainal Abidin et al., 2020). Understanding these factors is essential for developing strategies to promote and sustain traditional food culture in modern society.

METHODOLOGY

This study adopts a qualitative research approach with a case study design to explore the factors influencing the acceptance of Malay kueh among Kelantanese youth. The qualitative method facilitates a comprehensive understanding of the subject matter by allowing for in-depth exploration of perspectives and experiences (Md. Mehadi Rahman, 2019). The case study method emphasizes a full contextual analysis of a few selected cases and their interrelations, offering an in-depth, multi-faceted understanding of a complex issue in its real-life context (Ganesha & Aithal, 2022). The study employs an inductive approach, a systematic method for qualitative data analysis that enables methodological flexibility (Chigbu, 2019). Grounded theory is applied to refine the scope of the study, allowing research questions to guide the responses of informants (Kirdy, 2019). Additionally, structured interviews supported by non-participant observations are used to collect relevant information. The structured interview method ensures a systematic approach to data collection, enabling researchers to assess informants' thoughts, feelings, and experiences while minimizing bias.

The study was conducted in local markets in Kelantan, Malaysia, known for its rich cultural heritage and diverse culinary landscape. Kelantan, located in the northeastern region of Peninsular Malaysia, has a population of 368.7 thousand (City Population, 2020). The selection of the research sites is based on the high concentration of young consumers in these areas and the availability of a wide variety of traditional Malay kueh. The study was carried out in four major local markets: Pasar Siti Khadijah, Pasar Kubang Pasu, Pasar Siti Aisyah, and Pasar Pendekar. These locations were chosen due to their significance as major food hubs,

attracting a substantial number of young consumers. The sampling method employed in this study is purposive sampling, which allows for the selection of informants who best represent the study's population (Mweshi & Sakyi, 2020). The inclusion criteria for informants included young Kelantanese individuals aged 18 to 25 who frequently consume Malay kueh and represent diverse socio-economic backgrounds.

The research methodology primarily relies on structured interviews and non-participant observations as data collection instruments. The interview questions were carefully designed to explore the factors influencing the acceptance of Malay kueh consumption. Structured interviews provide a standardized approach, ensuring all participants are asked the same questions, allowing for consistency in data collection (DeJonckheere & Vaughn, 2019). Observations were also conducted to supplement the interviews. This method involves systematically recording details about informants' behaviors, interactions, and preferences related to Malay kueh in real-life settings (Blanka, 2019). Photography was used as a visual documentation tool to capture relevant details regarding the preparation, presentation, and purchasing behavior related to Malay kueh (Makin et al., 2021).

The data collection process involved structured interviews, non-participant observations, and photographic documentation. The researcher conducted face-to-face interviews over a one-month period, from May 22 to June 21, 2024, across the four selected markets. The structured interviews lasted between 20 to 30 minutes per session. The interviews were conducted in Bahasa Malaysia to ensure informants felt comfortable expressing their thoughts, after which responses were transcribed and translated into English. The observational component of the study focused on understanding the types of Malay kueh available, purchasing patterns, and informants' interactions at market stalls. As suggested by Magolda (2019), detailed field notes were maintained to document behavioral patterns and environmental influences on purchasing decisions.

The time frame for interviews and observations was as follows:

Market	Duration
Pasar Siti Khadijah	May 22 – May 24, 2024
Pasar Kubang Pasu	May 29 – May 31, 2024
Pasar Siti Aisyah	June 2 – June 4, 2024
Pasar Pendekar	June 7 – June 21, 2024

Thematic analysis was employed to analyze the collected data, a widely used qualitative research technique that allows researchers to identify recurring patterns and themes within the data (Baumann et al., 2019). Thematic analysis follows six systematic steps: (1) Familiarization with Data – The researcher transcribes and thoroughly reviews the collected data. (2) Generating Initial Codes – Identifying recurring patterns and categorizing them into codes. (3) Searching for Themes – Grouping similar codes to form overarching themes. (4) Reviewing Themes – Refining themes to ensure coherence and relevance. (5) Defining and Naming Themes – Assigning meaningful labels to themes for clarity. (6) Producing the Report – Presenting findings in a structured manner with supporting evidence from interviews and observations.

To ensure data credibility and reliability, trustworthiness criteria were applied (Weise et al., 2020). These include credibility, where informants were contacted for clarification to confirm the accuracy of recorded data; transferability, which ensures the study provides in-depth descriptions, allowing other researchers to replicate similar studies in different contexts; dependability, achieved by systematically documenting the research process to maintain consistency; and confirmability, where biases were minimized by systematically cross-referencing data from multiple sources. These methodological strategies ensure that the study produces reliable and meaningful insights into the factors influencing Malay kueh consumption among Kelantanese youth.

ANALYSIS AND FINDINGS

Cultural Significance and Heritage

One of the dominant themes emerging from the study is the role of cultural significance in shaping the consumption of Malay kueh. Many participants expressed a strong emotional connection to traditional kueh,

often associating it with childhood memories and family gatherings. The sense of nostalgia linked to these traditional delicacies is a key factor in their continued relevance within Malay households. One participant stated, “Whenever I eat Kuih Akok, it reminds me of my grandmother, who used to make it for us during Ramadan.” This illustrates how Malay kueh transcends its function as food and becomes a symbol of familial ties, tradition, and cultural heritage.

The cultural identity embedded in Malay kueh is further reinforced through religious and communal practices. Many of these delicacies are prominently featured during festive seasons, such as Hari Raya, and play a significant role in social bonding within communities. The preparation and sharing of Malay kueh are traditions that have been passed down through generations, ensuring their place in cultural celebrations. Despite this deep-rooted significance, some participants noted that cultural importance alone is not enough to sustain the consumption of Malay kueh among younger generations. “I love Malay kueh, but my friends and I rarely buy it because we are more exposed to modern snacks,” explained another respondent. This suggests that while young individuals may acknowledge and respect the cultural value of traditional foods, external factors such as globalization, convenience, and the rise of modern snack options influence their daily consumption choices.

This shift in priorities among youth reflects broader changes in dietary habits, where tradition is appreciated but not always incorporated into everyday food consumption. The exposure to Western and international cuisines, coupled with the influence of digital media, has led to the preference for more contemporary food choices. As a result, Malay kueh may increasingly become a food associated with special occasions rather than a staple in daily diets. Understanding this dynamic is crucial in developing strategies to preserve the consumption of traditional foods among younger generations while adapting to their evolving food preferences.

Taste Preferences and Sensory Appeal

The study also found that taste preferences play a crucial role in determining the acceptance of Malay kueh. Many participants highlighted their preference for kueh with rich, creamy flavors, such as Kuih Seri Muka and Kuih Lapis. The combination of coconut milk and glutinous rice creates a distinct taste and texture that appeals to many young consumers. “The coconut milk in Kuih Seri Muka gives it a unique taste that I enjoy,” one participant remarked. This sentiment reflects how the balance of ingredients plays a fundamental role in the overall acceptance of traditional desserts.

However, there were also concerns about the sweetness level of certain kueh. Some participants mentioned that overly sweet flavors could be a deterrent to consumption. “Some kueh are too sweet for my liking. I think if they were less sugary, more young people would enjoy them,” shared another respondent. This indicates that while traditional recipes have maintained their authenticity over generations, there may be a need to adapt them to align with the evolving preferences of younger consumers who are increasingly conscious of sugar intake and health implications.

Furthermore, texture was another factor influencing preference. Some participants found traditional kueh to have a distinct, chewy texture that they liked, while others preferred softer, cake-like textures found in Western desserts. The contrast between the dense, glutinous consistency of Malay kueh and the airy, sponge-like texture of modern pastries demonstrates a shift in palates due to exposure to globalized food trends. This highlights the need for adaptation in traditional recipes to cater to evolving consumer tastes while maintaining authenticity. Food entrepreneurs and kueh producers might consider slight modifications in texture or introducing fusion variations that blend traditional elements with contemporary influences, ensuring that Malay kueh remains relevant in modern food culture.

Accessibility and Availability

Another significant factor affecting Malay kueh consumption is accessibility. Several participants noted that finding freshly made Malay kueh can be challenging, particularly in urban settings. Traditional kueh is often available in local markets and small roadside stalls, but its presence in urban supermarkets and commercial

food outlets is limited. As urbanization progresses, many younger generations move to metropolitan areas for education and employment, reducing their direct access to home-prepared or market-bought traditional food. “I used to eat kueh often when I lived with my parents in Kelantan, but now that I study in Kuala Lumpur, it’s hard to find stalls selling good kueh,” one respondent explained. This indicates that while demand exists, accessibility plays a crucial role in sustaining traditional food consumption. The lack of availability in commercial stores and food delivery platforms further contributes to the declining frequency of Malay kueh consumption among young urban dwellers.

Additionally, affordability was discussed, with some participants mentioning that certain types of kueh have become expensive due to rising ingredient costs. Traditional ingredients such as coconut milk, palm sugar, and glutinous rice have seen price hikes due to supply chain fluctuations, making it more costly for vendors to produce authentic kueh without adjusting their pricing. “Kuih Akok used to be really cheap, but now the prices have gone up, so I don’t buy it as often,” said one participant. This aligns with broader concerns about ingredient costs and inflation affecting traditional food pricing. Higher prices make Malay kueh less accessible to lower-income groups, which may further discourage regular consumption.

To address these challenges, there is a need for increased accessibility through diverse retail channels, including online food delivery services, supermarkets, and convenience stores. Entrepreneurs and kueh producers might consider modernizing their distribution strategies to reach younger consumers. Collaborations with cafes, food trucks, and packaged snack brands could help reintroduce Malay kueh into contemporary food culture while maintaining its traditional essence. By adapting to modern food retail trends, Malay kueh could become more accessible and affordable for the younger generation, preserving its significance in Malaysia’s evolving culinary landscape.

Influence of Modern Lifestyles and Social Media

Modern influences, particularly social media, were found to significantly shape food preferences among Kelantanese youth. The widespread use of platforms such as Instagram, TikTok, and Facebook has introduced young consumers to a variety of global food trends, shifting their preferences toward visually appealing and heavily marketed international cuisines. “I see a lot of food trends on Instagram and TikTok, but rarely do I see Malay kueh being promoted,” one participant noted. The lack of online visibility for traditional foods compared to Western and Korean desserts suggests a need for greater digital marketing efforts to promote Malay kueh to younger audiences. Social media plays a crucial role in shaping food trends, and the absence of Malay kueh in mainstream digital content may contribute to its decline in popularity.

Furthermore, convenience and lifestyle changes have also contributed to the decline in Malay kueh consumption. With many young individuals leading fast-paced lives due to academic, professional, and social commitments, traditional foods that require time for preparation and consumption are often overlooked in favor of quick and easy alternatives. “I’m always busy with classes and work, so I prefer quick snacks like packaged bread or granola bars instead of traditional kueh,” explained a respondent. This highlights how changing lifestyles impact food choices, making it necessary for Malay kueh to be marketed in more convenient formats. Packaged and ready-to-eat versions of traditional kueh, available in supermarkets or through online delivery services, could help bridge the gap between tradition and modern consumer behavior.

To counteract the declining consumption of Malay kueh, targeted social media campaigns, collaborations with influencers, and digital storytelling techniques can be employed to generate interest among younger audiences. Food entrepreneurs could also explore innovative presentation styles, incorporating contemporary aesthetics while maintaining the authenticity of Malay kueh. By leveraging digital marketing strategies and adapting to modern consumption habits, the relevance of Malay kueh can be preserved, ensuring its appreciation by future generations.

DISCUSSION AND INTERPRETATION OF FINDINGS

The findings of this study reveal that while Malay kueh remains culturally significant, several factors influence its declining consumption among Kelantanese youth. Cultural attachment plays a role, but it must be

supplemented with accessibility, affordability, and modern adaptation to remain relevant. While many young individuals express a sense of nostalgia and pride in traditional foods, their actual consumption is often influenced by external factors such as convenience and changing taste preferences. Taste preferences, particularly concerns about sweetness and texture, indicate an opportunity for recipe innovation without compromising authenticity. Adjustments such as reducing sugar levels, offering smaller portion sizes, or incorporating new flavors could appeal to younger consumers while preserving the essence of Malay kueh.

The influence of social media and changing lifestyles suggests that traditional food vendors and policymakers should focus on integrating digital marketing strategies to reach younger consumers. Increased visibility on platforms such as Instagram, TikTok, and food delivery services could help revitalize interest in Malay kueh. By leveraging food influencers, engaging content, and visually appealing presentations, traditional kueh can be rebranded to attract a modern audience. Additionally, collaborations with popular cafes and restaurants could introduce innovative serving styles that blend tradition with contemporary appeal.

Moreover, efforts to ensure the availability of traditional kueh in urban areas, either through specialized stalls or partnerships with modern convenience stores, could bridge the accessibility gap. Urban migration has made it more difficult for many young Malaysians to find authentic Malay kueh, further contributing to its decline in daily consumption. Introducing pre-packaged versions of kueh in supermarkets and convenience stores, along with offering them on food delivery apps, could increase accessibility. By understanding these factors, stakeholders can develop strategies to sustain the relevance of Malay kueh in contemporary Malaysian food culture. Future efforts should focus on innovative marketing, recipe adaptation, and improved distribution channels to ensure that Malay kueh continues to be enjoyed by future generations.

CONCLUSIONS

This study highlights the crucial role of Malay kueh in Kelantanese cultural identity while examining the factors influencing its declining consumption among youth. While cultural heritage and nostalgia remain strong influences, factors such as accessibility, affordability, taste preferences, and modern social influences significantly impact purchasing decisions. Many young consumers appreciate traditional flavors but often find certain kueh too sweet, prompting a preference for less sugary alternatives. Additionally, urban migration has reduced access to fresh, homemade Malay kueh, especially outside Kelantan. The growing presence of social media and exposure to global food trends has further shifted youth preferences toward Western-style snacks and desserts, underscoring the need for strategic interventions to sustain Malay kueh's relevance in contemporary food culture.

Despite these challenges, there is an opportunity to revitalize the consumption of Malay kueh through innovation and adaptation. Modernization efforts, digital marketing, and policy support can help preserve this traditional delicacy while making it more accessible and appealing to younger generations. By addressing the barriers to consumption and aligning Malay kueh with contemporary food trends, stakeholders can play a crucial role in ensuring its long-term sustainability.

To ensure the continued relevance of Malay kueh, cultural preservation and education should be prioritized. Schools and cultural organizations can incorporate traditional food heritage into educational programs, while cooking workshops and heritage food festivals can foster appreciation and encourage younger generations to learn the art of making Malay kueh. By instilling a sense of pride and understanding of traditional foods from an early age, future generations may be more inclined to embrace and sustain these culinary traditions.

Another important strategy is the modernization of recipes to align with evolving consumer preferences. Small modifications to traditional recipes, such as reducing sugar content while maintaining authenticity, could attract health-conscious individuals. Experimenting with new flavors and offering Malay kueh in convenient, ready-to-eat packaging formats can also make it more appealing to busy consumers who seek quick and accessible snack options.

The role of digital marketing and social media promotion cannot be overlooked. Malay kueh vendors should leverage platforms such as Instagram, TikTok, and YouTube to engage younger audiences. Creating visually

appealing content, such as behind-the-scenes kueh-making videos, collaborations with influencers, and interactive campaigns, can enhance visibility and appeal. By presenting Malay kueh in an aesthetically pleasing and engaging manner, vendors can capture the attention of digital-savvy consumers and reignite interest in traditional delicacies.

Enhancing market accessibility is also crucial in sustaining Malay kueh's presence in the food industry. Expanding its availability through supermarkets, convenience stores, and online food delivery services can ensure that it remains within easy reach of consumers, particularly those in urban areas. Establishing dedicated sections for traditional kueh in modern retail spaces could encourage impulse purchases and broaden market reach, making it more convenient for consumers to access these traditional treats without having to visit specialized stalls or markets.

Government and policy support are essential for sustaining the traditional kueh industry. Policymakers should introduce grants, subsidies, and training programs to support small-scale kueh entrepreneurs. Providing incentives for vendors to modernize their operations while preserving authenticity can contribute to long-term sustainability. Additionally, implementing heritage food certification programs can help authenticate and market traditional Malay kueh, ensuring its recognition as a valuable cultural asset. Such initiatives can enhance consumer trust and promote the value of traditional foods in a competitive market.

Future research should further explore Malay kueh consumption trends on a national scale to incorporate diverse demographic perspectives. Comparative studies on different traditional Malaysian foods and their adaptation strategies could offer broader insights into food sustainability. Additionally, conducting quantitative studies analyzing market demand, pricing strategies, and consumer willingness to pay for Malay kueh could provide a more comprehensive understanding of its market potential and inform future business strategies.

By implementing these recommendations, stakeholders can work towards preserving Malay kueh as a vital part of Malaysia's culinary landscape. Strategic efforts in education, innovation, marketing, and policy development will ensure that Malay kueh remains relevant and cherished by future generations, bridging the gap between tradition and modern consumer preferences.

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