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Consumption intention towards ethnic food: determinants of dayak food choice by malaysians

Hiram Ting, Sharon Tan, Alexandra Nastassia John

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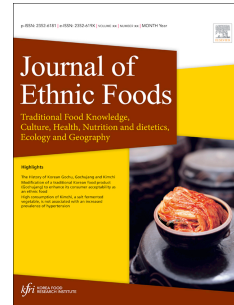
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**CONSUMPTION INTENTION TOWARDS ETHNIC FOOD:  
DETERMINANTS OF DAYAK FOOD CHOICE BY MALAYSIANS**

**Hiram Ting\***

Institute of Borneo Studies, Universiti Malaysia Sarawak

Kota Samarahan, Malaysia

[hiramparousia@gmail.com](mailto:hiramparousia@gmail.com)

**Sharon Tan**

Faculty of Accountancy, Finance and Business, Tunku Abdul Rahman University

College, Penampang, Malaysia

[tans@acd.tarc.edu.my](mailto:tans@acd.tarc.edu.my)

**Alexandra Nastassia John**

Institute of Borneo Studies, Universiti Malaysia Sarawak

Kota Samarahan, Malaysia

[alexandranastassia@gmail.com](mailto:alexandranastassia@gmail.com)

\*Corresponding Author

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