

Frequently available street foods, its nutrient contents and factors affecting consumers' choice of street foods in Kedah

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UNDERGRADUATE

INTRODUCTION

- Street food is one of the most popular foods that people enjoy at any time.
- Most Malaysian street food is authentic and traditionally prepared by locals.
- The high demand for street foods is due to their low cost, ease of access and ability to be cooked quickly.

OBJECTIVE

To determine the frequently available street foods and factors that affect the choice of street foods in Kedah.

METHODOLOGY

Phase 1 :
street food's survey

Surveyed districts in
Kedah

- Kuala Muda
- Kubang Pasu
- Pendang

Street food's
categories

- Main meals
- Snacks
- Desserts



Data will be analyzed using IBM SPSS Statistics version 25.0 to identify 15 types of street food with the highest frequency found in Kedah

Phase 2 :
Online questionnaire form

- Adult age 18-59 years old
- Used to purchase at least two times street food in Kedah

Descriptive analysis,
Chi-square / Fisher's
Exact tests



*The questionnaire consisted of demographic information, a list of 15 street foods with the highest frequency, and factors affecting consumers' choice of street food.

RESULT AND DISCUSSION

Phase 1

Main meals



Fried rice

5.8%

- Almost every main meal in Malaysia is served with rice, which is also a staple in many other Asian countries such as Indonesia, Thailand, Brunei, and the Philippines (Raji et al. 2017).
- Kedah is a **rice-growing state** that accounts for over half of Malaysia's total rice production (Raji et al. 2017).

Snacks



Nuggets

Fried sausages

6.3%

- Around the world, nuggets are a **popular** and **well-liked** processed meat product (Al Mardhiyah and Astuti, 2019).
- Sausages are one of the **oldest processed foods** made worldwide, with a significant rise in economic status (Carballo 2021).



Fried popia

Desserts



Kuih peneram

8.6%

- Kuih peneram is a Malay dessert that is considered a **heritage by the Malays**. It is a cake that is passed down through generations of the Malay people (Hamzah et al. 2015).



Currypuff

Highest in
calorie content



Chicken nuggets

Highest in fat
content



Fried sausages

Highest in
sodium content

Phase 2



Hygiene (mean: 4.25)



Price (mean: 3.72)



Customs & Traditions
(mean: 3.58)



Quantity (mean: 3.54)



Attribute (mean: 3.53)



Time (mean: 3.37)



Environment
(mean: 3.14)



calory content
(mean: 3.13)



Fat content
(mean: 2.46)



Sugar content
(mean: 2.42)

CONCLUSION

- The findings demonstrate the importance of hygienic elements in ensuring that the **food handled and prepared is safe to eat**.
- The findings of this study can be used by individuals, companies, or related parties to **manufacture and deliver safe food** to the people in accordance with the goals of the Malaysian National Nutrition Policy implementation.