

C09 Frequently available street foods, its nutrient contents and factors affecting consumers' choice of street foods in Pahang

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Street food has become the food choice for people. Most people will take street food as their source of energy compared to consuming food at home. The aim was to determine the frequently available street food, the nutrient contents and the factors that influence the choice of street food consumption among adult consumers in Pahang. This study was divided into two phases. Phase I was based on secondary data through direct observation method followed by nutrient analyses of the street food while phase II was a cross-sectional study using convenience and snowball sampling to distribute the online questionnaires on factors influence the choice of street food in Pahang. Street food found in Pahang was divided into main meals category ($n=362$), snacks ($n=356$) and desserts ($n=241$). *Laksa* (main meal), fried chicken (snack) and *apam balik* (dessert) were the most common street food found in Pahang. *Keropok lekor* had the highest carbohydrate, energy, sodium and ash content; fried chicken had the highest content of protein and fat whereas congee had the highest moisture content. A total of 200 subjects were involved in the survey of determining the factors in purchasing the street food in Pahang. Hygiene factor (score: 4.01) was the most important factor in influencing the subjects' street food choices. There were significant relationships ($p<0.05$) between gender, race, education level and household income with the factors influencing the choice of street food. Female subjects, Malays, the low-educated and the M40 and T20 groups were more likely to agree with those factors. Most street food in Pahang was high in fat, sodium and energy. Education and awareness on food hygiene need to be exposed to the food vendors since the hygiene factor was the main factor that will influence the street food consumption among the adult consumers.