

C13 Frequently available street foods, its nutrient contents and factors affecting consumers' choice of street foods in Kedah

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Street food is one of the most popular foods that people enjoy at any time. Most street food in Malaysia is authentic and traditionally prepared by locals. The high demand of street foods was due to its low cost, easy to access and ability to be cooked quickly. Hence, this study aims to determine the frequently available street foods, its nutrient contents and factors that affect the consumers' choice of street food in Kedah. This study was divided into two phases. The first phase included a survey of street food followed by analysis of nutrient content. Surveys were carried out in the districts of Kubang Pasu, Kuala Muda, and Pendang. The second phase involved an online questionnaire form to determine factors that affect the consumers' choice of street food in Kedah which was completed by adults aged 18 to 59 who had purchased at least two times street food in Kedah. In the first phase, street food survey data from three main categories in selected areas were analysed using SPSS to identify 15 types of street food commonly found in Kedah. According to the study's findings, fried rice from the main meal, nuggets, fried popia, fried sausages from snacks, and *kuih peneram* from desserts are the most popular street foods in the state of Kedah. Among all street foods, currypuff was the highest in calorie content (399 kcal), chicken nugget was the highest in fat content (22.95%) and fried sausage was the highest in sodium content (757 mg/100g). Data analysis showed that most respondents agreed that the hygiene factor (score: 4.25) was the main factor influencing their choice when buying street foods followed by price factor (score: 3.72). The findings demonstrate the importance of hygienic elements in ensuring that the food handled and prepared is safe to eat.