

FREQUENTLY AVAILABLE STREET FOODS, ITS NUTRIENT CONTENTS AND FACTORS AFFECTING CONSUMERS' CHOICE OF STREET FOODS IN PAHANG

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Undergraduate

Introduction



- Street food has become the food choice for people.¹
- Most people will take street food as their source of energy compared to consuming food at home.²

Objective

To determine the frequently available street food, the nutrient contents and factors that influence the choice of street food consumption among adult consumers in Pahang.

Methodology

Phase I: Secondary data through direct observation, nutrient analysis of street food

Phase II: Cross-sectional study using convenience & snowball sampling to distribute the online questionnaires to determine the factors affecting consumers' choice of street foods in Pahang

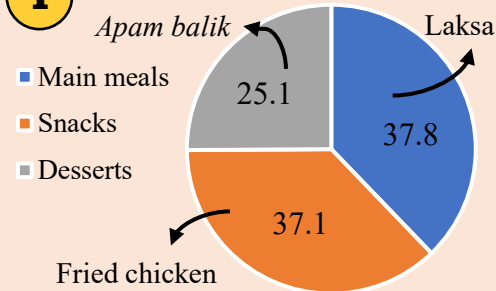
Inclusion criteria:

- Malaysian citizens aged 18-59 years
- Bought street food in Pahang before



Street food categories

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Keropok lekor



Fried chicken



Congee



- Study was in contrast to previous study because the CHO content in *keropok lekor* in Pahang was high compared to previous study.⁷ This result was similar with study that reported snack such as *keropok lekor* was usually high in energy.⁸
- Most fried foods such as fried chicken contain high fat content in the way of deep-fried dishes used a lot of oil.⁹

Results & Discussions

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N=200

Factors	Mean
Attribute	3.88
Price	3.73
Hygiene	4.01
Quantity	3.63
Practice & tradition	3.80

- Most subjects strongly agreed on hygiene factor can influence their choice of street food intake.
- Result was similar to previous study which most subjects tended to focus on hygiene before buying street food and agreed that the cleanliness of the stall environment was an important factor influencing consumer perceptions for choosing street food vendors.¹⁰

Conclusion

- Most street food in Pahang was high in fat, sodium & 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.

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