

UNIVERSITI TEKNOLOGI MARA

**PERCEPTIONS TOWARDS STREET
FOOD AMONG CONSUMERS IN
MUKIM SUNGAI PINANG, DAERAH
TUMPAT, KELANTAN**

NURUL HASNA BINTI MOHD HASMY

Project submitted in fulfilment of the requirements for
the degree of
**Bachelor in Environmental Health and Safety
(Hons.)**

Faculty of Health Sciences

January 2023

ACKNOWLEDGEMENT

In the name of Allah, The Most Gracious, The Most Merciful. Assalamualaikum and Alhamdulillah, all praise to Allah S.W.T, The Supreme Lord of the Universe. Peace and blessing to Nabi Muhammad S.A.W., all prophets and their families. I praise Allah S.W.T. for the strength and His blessings in completing my study.

Thousands of thanks and love to my beloved mother and my family for their support and encouragement through thick and thin of my study. My deepest gratitude and appreciation to my dearest supervisor, Dr Shantakumari Rajan who spent her time and efforts in guiding and advising from the beginning till the end of my research journey. Not to forget, I would like to thank all the lecturers in Department of Environmental Health and Safety, Faculty of Health Sciences who always share their thoughts, knowledge and advice throughout my study in UiTM Puncak Alam. Only God can reward all of you with goodness.

My sincere thanks and appreciation go to all the staff from the department and laboratory who gave their full cooperation and assisted me in many ways throughout my study. A special thanks to my friends from HS243 who always give me support and motivation while completing my study. May our friendship lasts forever. Lastly, I would like to thank everyone who involved directly and indirectly in this study. Thank You.

TABLE OF CONTENTS

TITLE PAGE	ii
DECLARATION BY STUDENT	iii
INTELLECTUAL PROPERTIES	iv
ETHICAL APPROVAL LETTER	vi
APPROVAL BY SUPERVISOR	vii
ACKNOWLEDGEMENT	viii
TABLE OF CONTENTS	ix
LIST OF TABLES	xi
LIST OF FIGURES	xii
LIST OF ABBREVIATIONS	xiii
ABSTRACT	xiv
ABSTRAK	xv

CHAPTER 1: INTRODUCTION

1.1	Background of the study	1
1.2	Problem Statement	2
1.3	Research Objectives	3
1.3.1	General Objectives	3
1.3.2	Specific Objectives	3
1.4	Research Questions	3
1.5	Scope	4
1.6	Significance of Study	4

CHAPTER 2: LITERATURE REVIEW

2.1	Background	5
2.2	Consumers' Perceptions Towards Safety and Hygiene of Street Food	6
2.3	Consumers' Perceptions Towards Healthy Eating of Street Food	8

ABSTRACT

Street food contributes significantly to the diets of many people in low- and middle-income countries, and its market is a well-established activity throughout Asia. Despite the many health-related issues caused by street food consumption, the demand for food still exists and it is synonymous with the life of the community to this day. This study aimed to evaluate the consumers' perceptions of street food in Tumpat District, Kelantan. The researcher wants to determine consumers' perceptions regarding to safety and hygiene, healthy eating, price, and intention to repurchase street food. This study also focuses to determine the relationship between gender and consumers' perceptions towards safety and hygiene of street food. An electronic survey has been executed with 149 participants and the results were evaluated using descriptive statistics to find mean for perceptions and Chi-Square test to find the association between gender and perception of safety and hygiene of street food. From the data analysis, it shows that most of the respondent has a positive perception of safety and hygiene of street food nowadays. They also have an awareness of the healthy eating of street food where they realize that street food should not be overeaten. In terms of price of street food, most consumers buy street food because of its cheap price and they are also willing to repurchase but at a frequency that is not high. From the results of the Chi-Square test, it was found that gender is significantly associated with perception of safety and hygiene of street food. To ensure that the quality of street food is always guaranteed, street food vendors must understand the needs of consumers.

Keywords: Street Food, Consumers, Perceptions

CHAPTER 1

INTRODUCTION

1.1 Background of study

Street food terminology defines food and beverages as either ready for direct consumption or not and includes food that is ready-to-eat and food that is minimally processed, prepared and/or sold by vendors and handlers. This is an inexpensive food for workers of all socio-economic classes and occupations (Wiatrowski et al, 2021). Street food is consumed daily by 2.5 billion people worldwide (Morano et al., 2018). Street food is expected to become even more important over the next decades as the population in urban and peri-urban settlements is expanding (Battersby and Watson, 2018). Street food has always been popular in Malaysia and with the change of lifestyle and heavier responsibilities from society, work and family, Malaysians often look for other meal alternatives rather than home-cooked food. This contributes to making the already popular street food even more popular (Chang et al., 2020). Whether it is because of its economic, social and cultural importance, or because of public health implications, street food is a subject that is gaining interest in the literature (Morano et al., 2018).

In the 21st century, the revitalization of the street food industry by attracting consumers including local and foreign tourists is important for generating profit (Seo & Lee, 2021). Despite the issue of potential health risks associated with street food consumption that still exists and could not be avoided, street food vendors within the community continue to grow rapidly by time. Over the years problems associated foodborne illnesses involving this type of business has been identified as one of the main culprits, nevertheless consumers still view street food as an essential provider for their daily meals (Hanan et al., 2021). Since there is a continued demand for street food and an increase in the number of street food vendors among communities,