



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَرَا
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**Young Consumer Awareness towards Food Safety Practices
among Vendors in Street Foods**

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ABSTRACT

The street food sector continues to grow in Malaysia in a largely unregulated environment. Data were collected from previous study and previous researchers. All the data were collected and been gathered. The findings reveal that young consumer awareness towards food safety practices among vendors in street foods. Food safety practices can influence awareness of young consumer among vendors in street foods. A food safety practices is very important during preparation and producing a food. Young consumer awareness is among vendors in street foods highly affected by a food safety practices. Thus, food safety practices influences the awareness of young consumer among vendors in street foods. Therefore, it is also important for the owner of street food to learn about food safety such as join class food handling that can be apply in their business. Food safety hygiene risk reduction tools, such as thermometers, are lacking in many street food operations, and basic food safety procedures, including frequent hand washing, are not practiced. Young consumers also overlook on the hygiene and sanitation or sellers at street food may lack of the understanding of proper practices and the potential foodborne illness. The role of consumer becomes prominent as an active group by taking part in risk communication of risk governance framework that formally institutes stakeholder consultation and dialogue through a transparent and accountable process.

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