

ABSTRACT

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The study was conducted to determine the street food consumption pattern of the students in Naga City. It answered the following questions: 1.) What is the demographic profile of the respondents? 2.) What are the reasons of buying street foods? 3.) What is the consumption pattern of the respondents along?

The study used the descriptive research design. Simple random sampling method was used to answer the specific problem of the study. Data were gathered through a survey questionnaire and were subjected to descriptive statistical procedure.

Findings revealed that: 1.) As to sex, 64 out of 100 were male and the rest were female. Sixty out of 100 of respondents belong to the age range of 19-22 years old that had the biggest percentage of the population. The least population was 6 out of 100 which belonged to the age range of 23-26 years old. 57 of them had an allowance ranging P50.00-P100.00. The least respondents were those with an allowance of P49.00 and below P151.00 and above. 60% respondents usually eat with their friends, 34% of the populations eat with classmates, only 3% each eat with their family members and boyfriend or girlfriend. 2.) The respondents indicated that the main reason for buying street foods was to have quality and bonding time with their friends, classmates with 82 respondents. Other reasons were because street foods are cheap and affordable with 61 respondents and these are ready to eat with 41 respondents. 3.) Of the 77 Weekly consumers, 30 or 38.96% respondents consumed 4-6 sticks per serving categorized as Moderate consumption pattern while only 9 consumers or 11.68% consumed 1-3 sticks categorized

as Light consumers being the least. Daily consumers had Moderate to Heavy ranging from 4-6 and 7-9 sticks per serving.

Conclusions of the study were: 1.) Most of the consumers are in college with a standard allowance everyday and they eat street foods with friends and classmates to establish friendship. 2.) Students primarily eat street foods to bond with friends and classmates. 3.) The consumption pattern of consumers for weekly consumption is moderate while the consumption pattern for daily consumption is moderate to heavy consumption.

The study recommends that the consumers should limit the intake of street foods as these are rich in cholesterol and bad for health. In addition, it is recommended to have a further study on cultural influences of food preparation and food consumption of street foods. The study may also be expanded to study areas outside Naga City.