

EXPLORING CONSUMER PERSPECTIVES ON FILIPINO STREET FOODS: A STEP TOWARDS GLOBAL RECOGNITION

ABSTRACT

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This study investigates consumer perceptions of Filipino street food, focusing on its cultural appeal and potential for global recognition. While the international popularity of Filipino street food is gradually increasing, existing literature often emphasizes health concerns, overlooking its cultural significance. This research aims to explore how consumer perspectives can contribute to elevating Filipino street food as a cultural symbol and a tourism asset, with implications for local identity and economic development. A descriptive research design was employed, utilizing a structured survey questionnaire administered to 100 regular street food consumers in Quiapo, Manila. The questionnaire gathered both quantitative and qualitative data on respondents' demographics, perceptions of health and safety, cultural value, and purchasing behavior. Data were analyzed using statistical tools such as frequency distribution, percentages, ordinal scale, and weighted mean to evaluate patterns and key insights. Findings revealed that the primary consumers of Filipino street food are younger individuals aged 18–24 from lower to middle-income households. Hygiene and food safety were identified as top priorities influencing purchasing decisions. Consumers placed high value on cultural authenticity and traditional preparation methods. Additionally, there was significant awareness of the nutritional content of street food, with many respondents actively considering it when making choices. However, challenges such as poor sanitation, safety concerns, exposure to extreme weather, and insufficient nutritional labeling were also noted. The study emphasizes that while cultural appreciation is vital, hygiene, safety, and nutritional transparency are essential to earning consumer trust and advancing Filipino street food on a global scale. Addressing these concerns can help bridge the gap between local authenticity and international acceptance. By improving quality standards and preserving traditional elements, Filipino street foods have the potential to succeed both as cultural icons and viable global culinary exports.

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