

## **ABSTRACT**

A study on knowledge, attitude and practice of market food vendors, who are selling shrimp paste, chilli powder, fermented prawn and dried prawn, on food dyes from markets in Patheingyi Township, Ayeyarwaddy Region, Myanmar was done by using cross-sectional descriptive study design. The study period was from September to November, 2015 and one hundred and nine market food vendors in selected area participated in this study. After taking the informed consent, data collection was done by face to face interviews with pre-tested structured questionnaires. These questionnaires involve socio-demographic characteristics, knowledge, attitude and practice of market food vendors on food dyes, non-permitted dyes and harmful effect of non-permitted dyes in foods. In this study, (81.7%) of market food vendors were female out of 109 respondents. The mean age of the study population was 45.1 years while the youngest was 18 years and the eldest was 71 years. Twenty four percent of the market food vendors had below primary school level of education. Among market food vendors, (76%) of respondents had less than 200,000 kyats in monthly family income and more than half of the respondents (55%) had less than 10 years in duration of selling food. Nearly half of the market food vendors (42.2%) had high knowledge, (43.1%) had good attitude and only (41.3%) had good practice. Education level was found to be statistically significant association with knowledge score (p value- <0.001), attitude score (p value- 0.038) and practice score (p value- 0.029) of market food vendors. There were also statistically significant association between knowledge and attitude, attitude and practice. This study stated that knowledge, attitude and practice level of the market food vendors in study area was found to be poor. Therefore health education about non-permitted dyes in food and harmful effect of non-permitted dyes should be given to market food vendors in study area.