

**A STUDY ON CONSUMER PERCEPTION AND
ATTITUDE TOWARDS FOOD SAFETY WITH
REFERENCES TO COIMBATORE CITY**

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Abstract

The recent food crises and its great diffusion through the media had as consequence a reduction of the consumer's confidence, in general, and of the Indian ones in particular, in the products that they buy and consume. These events also served to disclose some of the existing problems in the current marketing chain, in which many sectors result to have low, or no transparency or unknown ones to the consumers. All these questions triggered the interest of researchers to study the impact of food safety related issues on consumer behavior. The objective of this paper is to know the consumer perception and attitude towards food safety. To study the consumer attention to different label information. To know the level of satisfaction towards the food safety measures. Internet interviews have been used as the main source of information and have been conducted throughout sample of 200 persons, representing the different geographic areas and age groups. The factors measuring lifestyle, especially those related to safety, and mainly, consumption experience, seem to be the main aspects explaining Indian consumers' perception on food safety. For moreover, one evidences of the reading of labels, the date of caducity is the information more consulted by the consumers, leaving of part other important food safety information and relation diet versus health, such as the instructions of storage and cooking, the nutritional value and the ingredients. In order to restore the

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confidence lost, an effort of diffusion of clear and truthful information is necessary, for beyond the necessity of an efficient coordination throughout all the marketing chain in order to offer food safety products.

Key-words: food safety, consumer behavior, perceptions, attitudes, label information.

INTRODUCTION

CUSTOMER PERCEPTION

A Customer perception is defined as the way that customers usually view or feel about certain services and products. It can also be related to customer satisfaction which is the expectation of the customer towards the products.

ATTITUDE

An attitude is an expression of favor or disfavor toward a person, place, thing, or event. Attitude can be formed from a person's past and present. Attitude is also measurable and changeable as well as influencing the person's emotion and behavior.

FOOD SAFETY

Food safety is receiving heightened attention worldwide as the important links between food and health are increasingly recognized. Improving food safety is an essential element of improving food security, which exists when populations have access to sufficient and healthy food. At the same time, as food trade expands throughout the world, food safety has become a shared concern among both developed and developing countries. Governments in many countries have established new institutions, standards, and methods for regulating food safety and have increased investments in hazard control. This set of policy briefs describes how developing countries are addressing food safety issues in order to improve both food security and food trade and discuss the risk, the benefits and cost when such policies are implemented. The globalization of food trade has necessitated a transactional system for food production. As a result, international sourcing of raw material is increasing, and the need of food safety

throughout the food chain has become obvious. Developing countries with a strong agricultural base and growing food processing industry such as India have the potential to become bread basket of the world provided they respond to food safety concerns.

REVIEW OF LITERATURE

Maria Raquel Ventura-Lucas (2002) a study on consumer perception and attitudes towards food safety in Portugal” conducted a study on the interest of researches to study the impact of food safety related issued on consumer behavior. The objective of his study is to increase knowledge on Portuguese consumer perception and attitudes towards food safety. Consumer’s level of concern about food crises, their safety view on the safety of several products throughout the supply chain and the assessment of different practices that may reduce food poisoning risk are here analyzed. The result indicates that, with exception of the residence place the other social economic variables play an ever decreasing role when explaining the consumer behavior. The factor measuring lifestyle especially those related to safety, and mainly, consuming experience seems, to be the main aspects explaining Portuguese consumer perception on food.

STATEMENT OF THE PROBLEM

Now a day’s people are not aware of food safety, there is lack of knowledge between the consumers about the food safety and the attitude among them, for their convenience and time saving they are purchasing cheap products which brings harmful for the health so it brings more problems among the health of the consumers so they should have the perception and attitude towards food safety. The consumer are not aware of label information hence the researcher made an attempt to study the consumer perception an attitude towards food safety with reference to Coimbatore city.

SCOPE OF THE STUDY

Specifically the study concentrated on consumer level of concern about food crises, their view on the safety, the role of label and different information channels on purchasing habits.

OBJECTIVES OF THE STUDY

- 1) To know the consumer perception and attitude towards food safety.
- 2) To study the consumer attention to different label information.
- 3) To know the level of satisfaction towards the food safety measures.

METHOLODOLOGY:

i. AREA OF THE STUDY:

The data has been collected from the respondents in Coimbatore city.

ii. SOURCE OF DATA:

Both primary date and secondary data have been collected for the study.

(i) Primary data

The primary date has been collected through structured questionnaire.

(ii) Secondary date

The secondary date has been collected from journals, magazines and other

iii. SAMPLING DESIGN:

For the purpose of this study, the data were collected from 200 consumer using convenient random sampling techniques.

iv. TOOLS AND TECHNIQUES USED FOR THE ANALYSIS:

- Simple percentage analysis
- Chi-squre analysis
- Correlation
- ANOVA

v. LIMITATION OF THE STUDY

- The respondents are restricted to Coimbatore city.

- Due to time constraints the sample size are limited to 200 respondents.\
- Since the survey was done only in Coimbatore the result obtained may not be taken as universal suggestion.

ANALYSIS AND INTERPRETATIONS

This chapter is allocated for analysis and interpretation of data.

The following are the tools used to carry out the analysis are:

- Percentage analysis
- Correlation
- Chi-square
- ANOVA

SIMPLE PERCENTAGE ANALYSIS

TABLE NO :1

PERSONAL FACTOR	NO OF RESPONDENTS	PERCENTAGE
GENDER		
Male	88	44
Female	112	56
AGE GROUP		
BELOW 25YEARS	62	31.0
26-35 YEARS	43	21.5
36-45 YEARS	45	22.5
ABOVE 45YEARS	50	25
MARITAL STATUS		
Single	82	41.0
Married	118	59.0
EDUCATIONAL QUALIFICATION		

No formal education	15	7.5
School level	53	26.5
Undergraduate	66	33.0
Post graduate	53	26.5
Others	13	6.5
MONTHLY INCOME		
Below- Rs 15,000	43	21.5
Rs15001- Rs30000	68	34.0
30001-45000	42	21.0
Above-45000	47	23.5

Interpretation:

- Majority 56% of the respondents are female.
- Majority 59% of the respondents are married
- Majority 31% of the respondents are in the age group of less than 25yrs.
- Mostly 36% of the respondent's education qualification is undergraduate
- Mostly 31.5% of the respondents are earn 15001-30000.

CHI SQUARE:**TABLE NO: 2****TABLE SHOWING THE SIGNIFICANT RELATIONSHIP BETWEEN INCOME AND SHOPS REGARDING FOOD SAFETY**

HYPOTHESIS H_0 : There is no significant relationship between family income of the respondents and their perception about food safety shops.

Chi-Square Tests

Chi square Value	Df	Table value	Conclusion
13.138 ^a	6	.041	Rejected

Source: computed data

According to the Chi-square table the $X^2 = 13.138$, degree of freedom is 6 and 'P' value is .041. Here, the 'p' value is lesser than the significant value ($0.002 < 0.05$). There is significant relationship between the family income of the respondents and their perception about food safety shops.

Hence, Null hypothesis is rejected.

CORRELATION

HYPOTHESIS H₀: There is no significant difference between adulteration in purchasing the product and perception and respondents over tinned foods.

TABLE NO :3

Correlations

Particulars			Adulteration	Tinned foods
Pearson correlation	Adulteration	Correlation Coefficient	1.000	-.056
		Sig. (2-tailed)	.	.433
		N	200	200
	Tinned foods	Correlation Coefficient	-.007	1.000
		Sig. (2-tailed)	.926	.
		N	200	200

Source: computed data

From the above table it is inferred that there is negative correlation between both the factors. And the p value is greater than significant level of 0.05 hence we can declare that there is no significant difference between adulteration in purchasing the product and perception and respondents over tinned foods.

ANOVA (ANALYSIS OF VARIANCE)

TABLE NO: 4

TABLE SHOWING THE AGE GROUP OF THE RESPONDENTS AND THE PRODUCT LABEL INFORMATION.

ANOVA ANALYSIS

One way analysis was conducted to check whether the study variables differ across various ages of the respondents. The age break up among the respondents is as follows

AGE AND LEVEL OF ATTITUDE

AGE GROUP	RESPONDENTS	MEAN	STD DEVIATION
Below – 25 years	62	3.19	.846
26-35 years	43	2.72	1.202
36- 45 years	45	3.00	1.128
Above 45 years	50	2.92	1.046

To check whether the various study variables differ across ages of the respondents, one way ANOVA was conducted. The various hypotheses being considered are

HYPOTHESIS H_0 : There is no significant difference between the age group of the respondents and respondents' attention on food product label information.

TABLE SHOWING THE AGE GROUP OF THE RESPONDENTS AND THE PRODUCT LABEL INFORMATION.

ANOVA						
Factors		Sum of Squares	df	Mean Square	F	Sig.
ingredients	Between Groups	9.430	3	3.143	1.351	.259
	Within Groups	455.965	196	2.326		
	Total	465.395	199			
Human benefit	Between Groups	24.053	3	8.018	4.045	.008
	Within Groups	319.183	196	1.982		
	Total	412.555	199			
Calories	Between Groups	17.469	3	5.823	2.459	.064
	Within Groups	464.031	196	2.368		
	Total	481.500	199			
MRP Rates	Between Groups	12.507	3	4.169	1.927	.127
	Within Groups	424.088	196	2.164		
	Total	436.595	199			
Sugar content	Between Groups	20.856	3	6.952	3.589	.015
	Within Groups	376.624	196	1.937		
	Total	400.480	199			
Recipes	Between Groups	1.969	3	.656	.365	.779
	Within Groups	352.906	196	1.801		
	Total	354.875	199			

Cook information	Between Groups	12.967	3	4.322	2.100	.101
	Within Groups	403.353	196	2.058		
	Total	416.320	199			
Store information	Between Groups	15.732	3	5.244	2.526	.059
	Within Groups	406.988	196	2.076		
	Total	422.720	199			

Source – computed data

From the above table it is inferred that there is no significant difference between the age of respondent and attention on product label information like ingredients (.259), rates and taxes (.127), recipes (.779), calories (.064) cook information (.101) and store information (.059) as the P Value is greater than the significant value and so **hence the null hypothesis is accepted**. There is a significant difference between the age and the health benefit (.008) and sugar content (.015) so **hence null hypothesis is rejected**.

SUGGESTION:

- ❖ The government authorities can take steps for the checking of MRP sale done by the retailers.
- ❖ More awareness should be created among the consumers about the food safety and its measures
- ❖ Hygienic and attractive labels can be used.

CONCLUSION

The main objective is to increase knowledge on consumer perception and attitude towards food safety, with reference to Coimbatore city, presenting result of empirical research focused on this issue. Specifically, the study concentrated on consumer level of concern about food crises, their view on the safety, the role of label and different information channels on purchasing habits.

Regarding the food safety, consumers does not thrust about food handle in restaurants and they consider having less information to judge correctly the safety level of a product Nevertheless, they consider food not healthy as healthy as it should be, they need more nutritional information as they don't find it on food label.

Consumer read label information frequently and the date of manufacturing and the expiring is the information more consulted by the consumers, leaving of parts other important food safety information and relative diet versus health, such as the instruction of storage and cooking, the nutritional value and the ingredients.

BILOGRAPHY

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