

**CONSUMERS' AWARENESS, PERCEPTIONS, ATTITUDES AND  
WILLINGNESS TO PAY TOWARDS FOOD SAFETY:  
A CASE OF MEAT CONSUMPTION**

**By**

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**Thesis Submitted to the School of Graduate Studies,  
Universiti Putra Malaysia in Fulfilment of the Requirements for the  
Degree of Master of Science**

**June 2004**

This thesis is specially dedicated to  
my most wonderful family and Chee Sing, with love.

Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment  
of the requirement for the degree of Master of Science

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This study was designed to determine consumers' awareness, perceptions, attitudes and willingness to pay (WTP) for food safety. A total of 3,145 respondents were interviewed using a close-ended questionnaire. Descriptive analysis, factor analysis and contingent valuation (CV) method were used to analyse the collected data. The results pointed out that majority of the consumers know and have read or heard of foodborne illness, and a portion of them have experienced foodborne illness caused by meat. However, not all of the consumers have a right perception towards foodborne risks in meat due to lack of information. The results also indicated that freshness was the most important factor that influences consumers' preferences in purchasing and consuming meat, followed by healthiness and nutrient contents.

The factor analysis results identified four factors that influenced the consumption of meat among Malaysian consumers. The factors were government involvements, meat safety awareness, health consciousness and product potentials.

The CVM was used to determine consumers' WTP for the consumption of meat. A logit and probit model was used to estimate a premium that consumers are willing to pay for meat. As shown in the results, the most important and significant factors that influenced as well as determined the amount of premium that a consumer is willing to pay for meat are gender, age, marital status, household size and income, price levels, and children.

Based on the study, it was found that the demand and consumption of meat is still high despite of the food scares incidents in the country recently. However, many Malaysian consumers are becoming more vigilant when buying meat due to adapting of healthier diet and lifestyle. This current trend will certainly have effects on the present market of meat. Hence, to ensure a better development of meat market, there is a need to formulate proper standards, policies and promotion programmes for meat safety, and to step up the efforts of Research and Development (R&D) in improving the production technologies and food safety systems for meat.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Master Sains

**KESEDARAN, PERSEPSI, SIKAP DAN KESANGGUPAN MEMBAYAR  
PENGGUNA TERHADAP KESELAMATAN MAKANAN: BAGI KES  
PENGGUNAAN DAGING**

Oleh

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Kajian ini adalah bertujuan menilai factor-faktor yang menentukan kesedaran, persepsi, sikap dan kesanggupan membayar pengguna terhadap keselamatan makanan. Sejumlah 3,145 responden telah ditemubual menggunakan soal-selidik tertutup. Analisis deskriptif, analisis factor dan kaedah penilaian kontingensi digunakan bagi menganalisa data yang telah dikumpul. Keputusan yang diperolehi menunjukkan bahawa kebanyakan pengguna tahu dan pernah baca atau dengar tentang penyakit berpunca dari makanan, dan ada sebahagian daripada mereka pernah mengalami kesakitan tersebut. Walau bagaimanapun, tidak semua yang mempunyai persepsi yang betul terhadap risiko penyakit yang berpunca dari makanan. Keputusan yang didapati juga menunjukkan bahawa kesegaran merupakan faktor yang paling penting dalam mempengaruhi pengguna dalam pembelian dan penggunaan daging, diikuti oleh kesihatan dan kandungan nutrien.

Keputusan analisis faktor mengenalpasti empat faktor yang mempengaruhi penggunaan daging dikalangan rakyat Malaysia. Faktor-faktor tersebut ialah penglibatan kerajaan, keselamatan daging, kesedaran kesihatan dan juga potensi produk.

Kaedah penilaian kontingensi telah digunakan untuk mengukur kesediaan membayar pengguna terhadap penggunaan daging dan diukur dengan menggunakan model logit dan probit. Keputusan menunjukkan bahawa jantina, umur, status perkahwinan, saiz keluarga and pendapatan, tingkat harga dan keluarga yang mempunyai kanak-kanak berumur kurang dari 12 tahun merupakan faktor-faktor yang paling signifikan dalam menentukan kesediaan membayar pengguna.

Berdasarkan kajian ini, permintaan dan penggunaan daging masih tinggi walaupun ada berlakunya insiden-insiden keracunan makanan. Tetapi ramai pengguna telah mula was-was ketika membeli daging. Ini tentu akan mempengaruhi pasaran daging. Oleh itu, untuk memastikan pembangunan pasaran daging, garis panduan dan polisi baru serta program-program promosi keselamatan daging harus diperkenalkan. Pada masa yang sama, usaha penyelidikan dan pembangunan harus dipertingkatkan bagi memajukan lagi teknologi pengeluaran dan sistem keselamatan makanan untuk daging.

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I certify that an Examination Committee met 1st June 2004 to conduct the final examination of Lee Yen Cher on her Master of Science thesis entitled “ Consumers’ Awareness, Perceptions, Attitudes and Willingness to Pay towards Food Safety: A Case of Meat Consumption” in accordance with Universiti Pertanian Malaysia (Higher Degree) Act 1980 and Universiti Pertanian Malaysia (Higher Degree) Regulations 1981. The Committee recommends that the candidate be awarded the relevant degree. Members of the Examination Committee are as follows:

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## **DECLARATION**

I hereby declare that the thesis is based on my original work except for quotations and citations which have been duly acknowledgement. I also declare that this thesis has not been previously or concurrently submitted for any other degree at UPM or any other institutions.

LEE YEN CHER

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