Customers intentions of buying poultry chicken under perceived food safety knowledge in Coimbatore

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Abstract
The investigation belongs to how the consumer are influenced by purchasing chicken in different levels of risk perception relates to food safety information among the samples of Coimbatore districts. The main aim of the study is to analyze psychological variables like customer’s attitude and knowledge, risk perception also plays a major role and it is based on the food consumption choice relates to hazards. Food safety is defined as food that is free from all hazards, whether chronic or acute that may make food injuries to health of the consumer (FAO & WHO report, 2003). Good food hygiene is necessary and also essential for anyone doing business to make sell of food that it is safe to the consumers. Food safety has become most important global issue with the national and international trade. We will describe three factors which influence the customers (1) attitude (2) risk and (3) intention to purchase. “Concept that food will not cause harm to consumer when it is prepared and/or eaten according to intended use” to manage food safety effectively measurable indicators are necessary.[5] (L. Manning, R. N. Banies and S. A. Chand, 2005).[3] poultry market sectors and the marketing structures are shifting to the federal Government (James M. Macdonald, 1996). The food safety is necessary for all to make safe environment and reduce the risk of food borne illness each and every year it happens the risk in all countries especially in developing countries. Giving training to the food handlers in meat shop and all retail meat shop for most of the person are not concerted in sanitary and food hygiene.

Keywords:

Introduction
Today consumers are more concerned about food safety because worldwide continues to be a health problem of food borne illness. Food borne and water bone diseases kill about 2.2 million people each year. There is a lack of knowledge food contamination all the world governments are intensifying their efforts to improve food safety.[2] “In case of developing countries it could be even less than one percent (WHO, 2006)”. There is a need of information to the consumer how food becomes unsafe in home and outside. It is very essential to understand the roles of consumer perceptions regarding food safety standards & regulations, policy and procedures and food contamination[6]. The acceptance of determinants from meat products because of their low level of fat and also chicken meat is relatively available in low price.[1] Food is essential element for day –to-day life by reducing the risk of food borne illness it is essential to understand the consumers food safety knowledge and their behavior. [7] The decision influence the consumer in the habit of meat consumption (price, availability, quality, nutritional habits, and microbiological endurance) the relationship between the buyer decision making mechanisms and marketing communication questionnaire were collected from shop managers and retail shops. The poultry industry in India has emerged as the most dynamic and rapidly expanding segment of livestock economy as evident from the production level touching about 40 billion eggs and 1 billion broiler with a compound annual growth rate of 8% and 15% respectively, fast few decades made India 4th largest producer of eggs and 5th largest producer of poultry broiler. At present, the industry is estimated at over Rs 30,000 corer and is expected to grow over Rs 60,000 corers by 2010. Perception towards the marketing element in the activities of food safety emerged as an important element activities of customer purchasing of chicken. Understanding the needs, desire and problems of customers and redefining the business operations for their satisfaction.

Food Safety
[8] “To drive a working definition of food safety, a good starting point is to define the words food and safety. The codex Alimentaries commission defines food as “ any substance, whether processed, semi-processed or raw, which is indented for human consumption, and includes drink, chewing gum and any substance which has been used in the manufacture, preparation or treatment of ‘food’ but does not include cosmetics or tobacco or substances used only as “drugs” (Codex Alimentaries commission 2010). The definitions of safety have changed somewhat over the decades and vary with different organizations and sources. One of the most important developments with safety and health sciences is the incorporation of risk analysis. Risks can never be completely eliminated in any human end over, but they can reduce through design and/or practices. Therefore, the definition of safety should include the term risk. According to the American society of food safety engineers”, safety is “that state for which the risks are at an acceptable level, and tolerable in the setting being considered”.[9] the
Investigation of food safety classifies in three different levels: 1) supplier level specific test 2) industry level specific trust 3) general trust. This implies the result of perceived consumer behavior to improve the manufacture trust in retailers and also suggest the food suppliers are feel more difficult to convey the individual. The study gives the detail investigation relationship between the contexts of food safety how the perception relates to directly indirectly interaction between different types of trust. The study belongs to Beijing municipality, China by using structural equation model and analytical model through a survey of 1165 consumers. The specific trust is divided into two types: one is firm level specific test and the second one is industry level specific test. The industry level specific test includes government regulatory bodies, professional associations, and legal organizations.

Risk and hazard analysis of food safety

The word “risk” has different meanings to different people; risk has different perspectives, situations, and individual perceptions that are difficult to generalize. The acceptance of risk assessment as a process for public health and safety is often credited under national academies of science (NRC) 1983.

Risk assessment

The goal of risk assessment is to predict the probability of harm with the least amount of uncertainty. This goal is difficult to attain fully, but a rigorous approach based on scientific principles is necessary to assess risk problems. Risk assessment consists of:

1. Hazard identification
2. Hazard characterization
3. Exposure assessment
4. Risk characterization

The investigation of risk characterization in four categories: lifestyle, biotechnological, microbiological, and farm oriented. Content analysis is taken the findings are based on the qualitative study the study is conducted in eight republic Ireland and four in North Ireland. The lifestyle hazards are primarily associated with time pressure of modern life particularly working peoples. The risk is based on three types in general:

1. Microbiological risk
2. Chemical risks
3. Physical risks

Microbiological risks - viruses, bacteria, pathogens
Chemical risks - food additives, food perspectives
Physical risks - the equipment broken particles blend in the product examples: glass pieces.

The Theory of Reasoned Action and Further Modifications

The theory of reasoned Action (TRA): According to this approach (section 1 in the figure), attitude and subjective norm are the main determinants of people’s intention to behave (Ajezen & Fishbein, 1980). Attitude toward a given behavior and the evolution of those outcomes. Subjective norm (SN) is related to how one should “act”, in response to the views or thoughts of others such as friends, family members, colleagues, doctors, religious organizations, and so on.

![Figure 1: The Theory of Reasoned Action and Further Adjustments](#)
The model defines the human action as a combination of three dimensions, behavioural beliefs, normative beliefs, and control beliefs. Beliefs refer to subjective norms or perceived social forces: control beliefs lead to perceived behavioural control. The concept of subjective norms is based how the response act to measure the confidence.

The SPARTA MODEL

The acronym SPARTA comes from the initials of the global variables explained
Subjective norm (s) Perceived behavioural control (p) Attitudes (A) Risk perception (R) Trust (T)

The SPART model identified three levels they are
1) Global variables (S, P, A, R, T) relate to their specific determinants
2) The level of interaction among the global variables is quantified and
3) Intention to purchase (ITP) relates to the global variables obtained.

Conclusion

The demand of chicken has increased dramatically over the last few years. This is probably due to the lower price of chicken compare to other protein products such as mutton. The meat produces are highly perishable they can transmit diseases from animals to human beings. (Ready to eat / ready to cook) Due to the improper handling of consumer food management has reduced the implication of large number of food borne illness. Because by reducing the risk of food borne illness. The need of change in consumer’s behaviour those are not consistent according to safe food in knowledge and in their attitudes of proper food handling practices. The lack of public consciousness relate to their nutrition diet in contributing to the health status. The domestic poultry market size estimated at more than Rs. 47,000 corer and the growth trend is likely to continue for the present decade as demand has been growing steadily on back of favorable socio economic factor like healthy GDP growth, rising purchasing power, changing food habits, and increasing urbanization.

Reference:
[10]Economic Times