

Project Title: CONSUMER ATTITUDES AND PERCEPTIONS TOWARD FOOD SAFETY

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Abstract

Food safety has become an important issue within the last decade. Consequently, factors that contribute to the food safety and problems become a major public concern. This study was conducted to determine consumer'S attitudes toward food safety. A total of 300 respondents in Klang Valley area were interviewed using close-ended questionnaires. Data collected were analyzed using descriptive analysis, cross tabulation analysis and chi-square analysis. This study analyzed the respondent's demographics, attitudes and the relationships between consumer attitudes toward food safety and demographic factors.. Descriptive and Chi-square analysis in this research reveal that there are statistically significant relationships between demographic factors and the attitudes of the consumers. The results showed that the consumer have positive attitudes towards certain hazards and risk associated to food safety.