Food Safety Awareness Among Customers To Avoid The Risk Of Food Borne Illness

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Abstract
Man is struggling for basic needs of food, shelter, safety, today technology improved a lot but the essential think is we have doubt we are living in a safe atmosphere or environment. Because lot of risk is increased man work like machine they lose their identity with a busy schedule it becomes risk. Each and every person should know what they purchase from the market where the product comes from first it is essential for your health it gives safety life. Today everything becomes commercial the producer should also think about it. It becomes one of the social responsibilities of every businessman. Because customer is the king they are the decider if the customer aware of food safety it is essential to avoid the risk. The aim of the study is to identify the food safety; awareness, risk of food borne illness among customers in Coimbatore districts simple percentage analysis is used for analysis. The questionnaire is divided into demographic information, food safety, risk of food borne illness and awareness of food safety awareness.

Keywords: food safety, consumer awareness of food safety, risk of food borne illness,

Introduction
The poultry industry in India has emerged as the most dynamic and rapidly expanding segment of live stock economy as evident from the production level touching about 40 billion broiler with a compound annual growth rate of 8% and 15% respectively, fast few decades made India 4th largest producer of poultry at present the industry is estimated at over Rs 30,000 corer and is expected to grow over Rs 60,000 corers by 2010. So it is essential to understand the needs, desire and problems of customers and redefining the business operations for their satisfaction. Here the place of Coimbatore, Tripur, Erode these are the areas identified as chance of food borne illness because the meat are sold in one shop mutton, chicken, fish.

Food Safety
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 intended 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”. The investigation of food safety classifies in three different levels I) supplier level specific test II) industry level specific trust III) 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 trust. The industry level specific test includes government regulatory bodies, professional association and legal organizations. Food safety is necessary in everyone’s life healthy life make the wealthy environment to protect your life from pathogens everyone must be aware of pathogens that means bacteria, viruses. The people must be conscious of nutri-


2 Weiping chen,(2013), “the effects of different types of trust on consumer perceptions of food safety”,vol.5 no:1 emerald group publishing limited.
tional foods and green organic foods and food hygiene. Who prepares food for others the person should wear good cloth and nail are removed from hands, head are covered it prevent the hair fall.

Consumer Awareness Of Food Safety

Chinese consumer are increased in awareness of food safety and hazard free products of green and organic foods 2007 in china 40% of shanghai city were not aware of green rice in 2009 80% of the consumers in Beijing they knew about green food in 2011 sixty six percent of familiar with organic food. If the consumer have the awareness of food safety and nutrition it will reduce the risk of food borne illness and also proper knowledge of food handling behavior it also help to avoid the risk of pathogens (bacteria, viruses) food borne illness are worldwide problem the cause of risk relates to public health. Separate knife and cutting board should be used for the cutting the poultry meat like (fish, mutton, chicken). Raw food should be separated from cooked food.

Risk Of Food Borne Illness

The risk of pathogens (bacteria, viruses) is unknown to the eye of customers. It only seen in the microscope salmonella and E-coli bacterial contamination are associated with the health hazard risk of diarrhea, vomiting, fever. If the food is contaminated it can be avoid by proper food handling behavior, the people must be aware of food safety knowledge (food labeling) when the food manufactured, what are the ingredients used in the product, expired date of the product. Proper food handling behavior that means before cooking food hands should be washed with soap and in the time of cooking if you cut the raw meat it should be separate from the uncooked food it prevent the food poisoning. Separate cutting board and knife should used to cut vegetables, fruits and poultry. The consumer must aware of product information, food handling behavior and knowing the temperature of the refrigerator and cooking temperature when removing the food from fridge you must reheat the food then only the bacteria disappear from the food.

( WHO) World health organization identified the proportion of food borne illness there is a need to know how food becomes unsafe in home and outside to avoid the food hazards. Food borne and water borne diseases kill about 2.2 million people in each year. And the risk of food borne illness is increasing day by day due to the growth of population. In Coimbatore the poultry shop selling the meat consumption as combined (chicken, mutton, fish) in one place it is very danger there is a chance of pathogen that means viruses or bacteria spread from one meat to another and same cutting board and knife is used for all meats in one shop it create lot of microbiological risk for the consumer. But the consumer is not aware of these risks they are not considering the health and nutrition of food consumption for creating awareness about the consumption meat to avoid the risk of food borne illness is necessary

Materials And Methods

The study was conducted to understand the consumer awareness of food borne illness in three district Coimbatore, erode and thiruppur Tamil Nadu, India; the study is divided into four division’s demographic information, food safety, risk of food borne illness, food safety awareness the questionnaire took approximately 15 minutes to complete each of whom distributed 15 questions

Pilot Study

The questionnaire is tested by 30 participants during January 2014 to February and the questionnaire was revised on the basis of pre-test results and other recommendation.

Data Analysis

The questionnaires were analyzed by using the software SPSS version 20.0 software. Percentage of respondents in each category were calculated and presented in table from to examine the relationship among and between the variables. Simple percentage analysis is used identify the attitude and behavior of Coimbatore respondents.

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5 Mary Mc carthy, Mary Bernnan and Christopher Ritson Martine De Boer, “Food hazard characteristics and risk reduction behavior the view of consumers on the island of Ireland”, vol:no:10,2006,pp.no:875,DOI: 10.110800070700610702127

Result And Discussion
Total of 160 questionnaires obtained for analysis listed in the table 1. The majority of the respondents were female (70.6%) most of the respondent are in the age group of 22-24 and had a under graduation 55.6%, undergraduate are 55.6% Post graduate respondent 38.8% occupation of the respondents.

Food Safety
Food safety is necessary in day – today life 59%of the respondents strongly agrees 97% of the respondents agree it is essential for health and nutrition. In home or restaurant the hand should be washed before preparing food it is essential for good hygiene.

Table: 1
Demographic characteristics

<table>
<thead>
<tr>
<th>Gender (n=160)</th>
<th>n</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Male</td>
<td>47</td>
<td>29.4%</td>
</tr>
<tr>
<td>Female</td>
<td>113</td>
<td>70.6%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Age group</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 21</td>
<td>36</td>
<td>22.5%</td>
</tr>
<tr>
<td>22 – 24</td>
<td>89</td>
<td>55.6%</td>
</tr>
<tr>
<td>25 – 27</td>
<td>20</td>
<td>12.5%</td>
</tr>
<tr>
<td>28 – 30</td>
<td>15</td>
<td>9.4%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Education</th>
<th>n</th>
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<tr>
<td>School level</td>
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<td>3.8%</td>
</tr>
<tr>
<td>Under graduation</td>
<td>89</td>
<td>55.6%</td>
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<tr>
<td>Post graduation</td>
<td>62</td>
<td>38.8%</td>
</tr>
<tr>
<td>Professional education</td>
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<td>1.9%</td>
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</table>

<table>
<thead>
<tr>
<th>Occupation</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmer</td>
<td>42</td>
<td>26.3%</td>
</tr>
<tr>
<td>Businessman</td>
<td>47</td>
<td>29.4%</td>
</tr>
<tr>
<td>Private employee</td>
<td>28</td>
<td>17.5%</td>
</tr>
<tr>
<td>Housewife</td>
<td>43</td>
<td>26.9%</td>
</tr>
</tbody>
</table>

Risk Of Food Borne Illness
Bacteria and viruses are known as pathogens it causes the risk of food poisoning the 118 % of respondent strongly disagree they don’t have awareness of the risk of food borne illness.

Food Safety Awareness
Consumer’s awareness of food safety 95% strongly agrees it very essential to avoid the risk and maintain good health 52% of the respondent agree food safety is necessary. Meat is combined sold in retail shop and also the surface area is also in poor condition of sanitation in the districts of Coimbatore, erode and thiruppur

The respondents strongly agree 133% and 27% of the respondent agree there is a need of food hygiene shop.

Conclusion:
Food safety is defined with hygiene behavior of the consumer to avoid the risk of food borne illness most of the consumers are unaware of food borne pathogens it cause the food poisoning when the time of purchasing raw poultry and meat it should be properly washed and the food should be cooked in correct temperature then only the viruses or bacteria will not affect the food.

The surface area and the equipments which are handling with raw meat for cutting it should be separately to use hygiene there is a chance of hazard FDA defines the food borne illness in five categories

a) Food from unsafe sources
b) Inadequate cooking
c) Improper holding temperature
d) Contaminated equipment and
e) poor personal hygiene

Each and every year the risk of food borne illness is increased young children and old people women are af-
fected and sometimes it may cause death so there is a need of good hygiene and nutrition conscious it will only comes from creating awareness programme in college students and school children’s The study helps to understand the attitude and behavior of food handling behavior in Coimbatore district most of the respondent agree that there is a need of awareness. Here the study focuses only the raw food of poultry and meat retail shop. Because most of the shop sell the goat and chicken in the same surface area the knife and other equipments are used same for cutting this may cause the risk of food borne illness the now fish also sold in the same shop itself. We give suggestion to the government has to take some step for the improvement of poultry and meat sector proper sanitation and separate shop for each sector separately it will avoid the risk of food borne illness.

Coimbatore is metropolitan city here the people comes for employment and for education safe food given to all in restaurant and hotel and bakery there is a need of food hygiene. The future study may concentrate on restaurant and hotel and bakery.

Reference