

Exploring Consumer Risk Perception and Food Safety Knowledge during the COVID-19 Pandemic

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PART 01

Background and objective



Background and objective

The pandemic affected the global economy, restricting consumer and social activities. This study investigates consumers' awareness of food safety risks during the COVID-19 pandemic and identifies reliable sources for ensuring food safety. The objective is to understand the relationship between consumers' attitudes/practices and food safety during a critical time where health is paramount.





PART 02

Methods / intervention

Methods / intervention



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This study utilized a cross-sectional research design, and questionnaires were distributed in 2022, with 336 of them being considered valid samples.

Methods / intervention

Descriptive
statistics

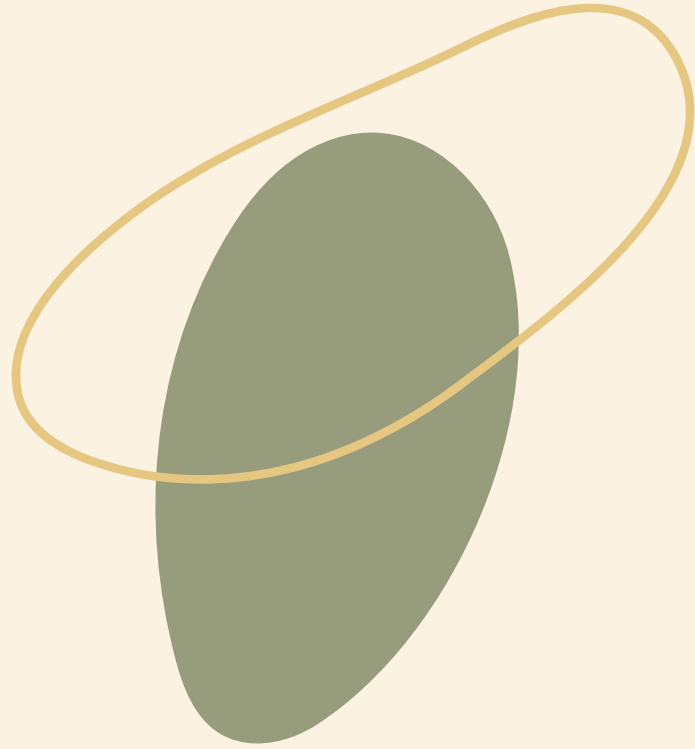
chi-square
tests

ANOVA

logistic
regression
analysis

assessments of
reliability and validity

The primary objective of the research was to investigate the reliability of the sources providing food safety information, the perception of food safety events, and the impact of COVID-19 related restrictions on food safety. Descriptive statistics, chi-square tests, ANOVA, logistic regression analysis, and assessments of reliability and validity were employed to conduct statistical analysis.



PART 03

Results



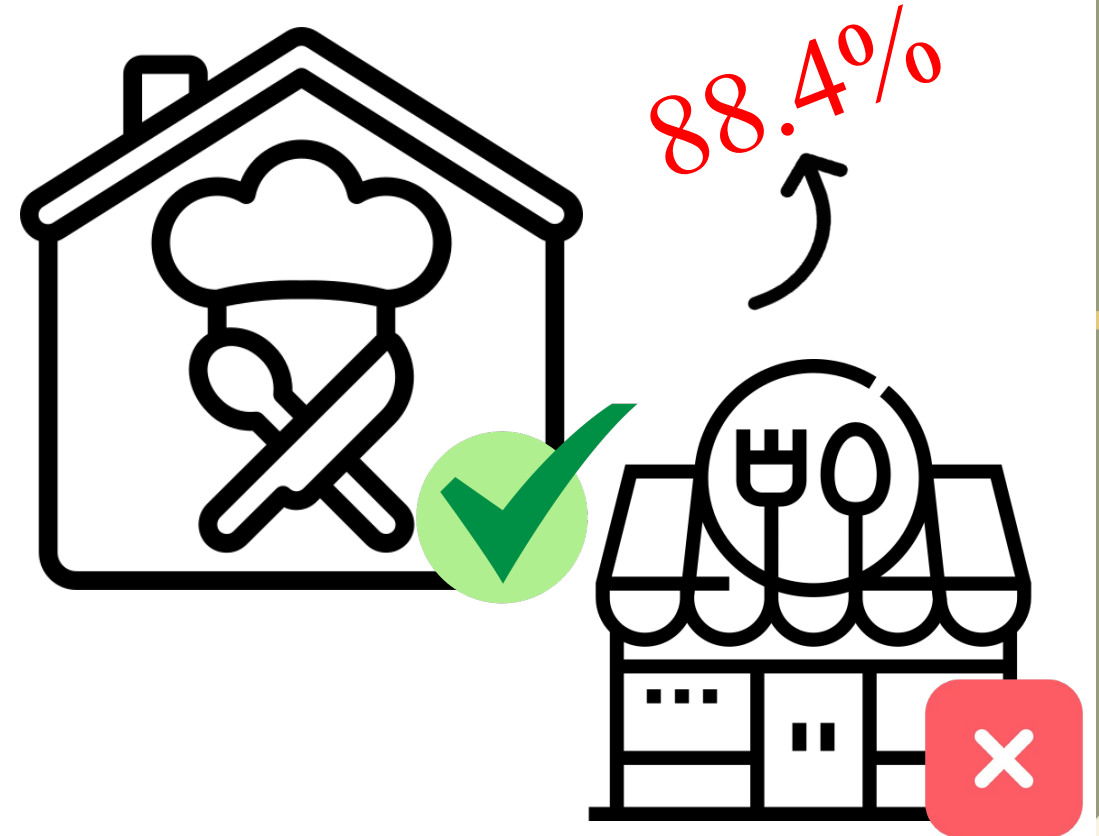
Results



This study found that most of the surveyed participants were women (62.6%) and had the highest level of trust in the internet as a source of information, followed by the government and media.

Results

87.3%



87.3% believed people pose higher COVID-19 risk than food, indicating better virus transmission understanding. 88.4% of consumers believed that cooking at home is safer than dining out or getting takeout, reflecting consumers' concern for their own health. Older respondents (aged 61 and above) placed greater importance on food safety attitudes.



PART 04

Conclusions / lessons learned



Conclusions / lessons learned

The pandemic has raised awareness of health risks and led to changes in consumer behavior. While good health and dietary habits are important, consumers may not associate them with food safety. As health promoters and food safety educators, we should use this opportunity to strengthen promotion of these concepts and encourage consumers to change their habits for better health protection.



Thank you for listening.