DRIVERS OF CONSUMERS’ PERCEPTION OF RICE SAFETY IN WEST AFRICA

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Aim OF THE STUDY

In West Africa, the rice industry has recently been a subject of food scandals such as ‘fake’ or ‘plastic’ rice.

Consumers’ perception of risk determines their behaviour in the context of food safety incidence.

We examined key drivers of consumers’ perception of rice safety
STUDY DESIGN AND RESULTS

- The study was carried out in Ghana and Nigeria.
- Sampled population was 442 rice consumers.
- A generalized ordered Logit Model was used for the analysis.

Key drivers of consumers’ perception of rice safety were:

- Credence extrinsic attributes (labelling, place of purchase, brand name, price)
- Intrinsic attributes (taste, smell, appearance)
- Stakeholder trust.
KEY RECOMMENDATION

- In formulating policies for the rice industry, it is important to consider safety information of the credence extrinsic and intrinsic attributes of rice.

- This will reduce consumers’ perception of risks associated with consuming rice products in Ghana and Nigeria