

Attitudes of Young Adult Consumers Regarding Food Safety During Meals Preparation*

Eugenia CZERNYSZEWICZ¹ And Magdalena NIEWCZAS-DOBROWOLSKA²

¹University of Life Science in Lublin, Department of Management and Marketing, Poland, 20-262 Lublin, Dobrzańskiego 37 Street, email: eugenia.czernyszewicz@up.lublin.pl
ORCID: 0000-0003-2292-6819

²Cracow University of Economics, Department of Quality Management, Poland, 31-510 Kraków, Rakowicka 27 Street, email: niewczam@uek.krakow.pl
ORCID: 0000-0001-5664-9886

Correspondence should be addressed to Magdalena NIEWCZAS-DOBROWOLSKA; niewczam@uek.krakow.pl

* Presented at the 39th IBIMA International Conference, 30-31 May 2022, Granada, Spain

Copyright © 2022. Eugenia CZERNYSZEWICZ And Magdalena NIEWCZAS-DOBROWOLSKA

Abstract

A significant proportion of foodborne illnesses can be attributed to practices used in the processing of food in the household. Hence, recognizing the knowledge, opinions and practices of consumers is important from the point of view of preventing hazards to food safety. The aim of this research was to assess the knowledge, beliefs and behavior of young adult consumers in relation to food safety during the preparation of meals in their home. It is commonly believed that attitudes have a strong influence on consumer behavior. This research was carried out using the survey method. It turned out that positive beliefs and knowledge in the field of food safety are not adequately reflected in the reported behavior of respondents during the processing and preparation of meals. In addition, it was found that the attitudes of young adult consumers are most influenced by gender, as well as the place of purchase of food and decisiveness regarding food purchase.

Keywords: food safety, food, attitudes, preparing meals, ABC model