

CONSUMER DEMANDS AND FOOD SAFETY AT THE MARKET

ZAHTEVI POTROŠAČA I BEZBEDNOST HRANE NA TRŽIŠTU

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Abstract: *Food safety is a global problem that affects hundreds of millions of people suffering from diseases caused by contaminated food. We can say that the food quality and safety are central issues of today's economy. Researches on the perception of consumers regarding the quality of food are very rare. The growth of consumer incomes, demographic changes and lifestyle, changes new demands for adequate food. Population growth is the main factor driving the demand for food. Higher income allows users to spend more on food and have greater discretion in spending, especially for favorite foods, and specialized food products. Consumers are relatively uninformed about how safe food products are. Consumers, especially those with lower incomes, are less sensitive to the issues of food safety and food is selected primarily on the basis of price. There are four options for addressing the challenges facing the agricultural industry in relation to issues of consumer demand and food safety, which are: the standardization of products, consumer information, consumer education and promoting competitive retail distribution. The source of food safety problems lies in the fact that there is food sector with a large number of small producers, with the lack of regulations, standards and certification, and lack of consumer information.*

Key words: *Agroeconomy, Agricultural Industry, Marketing in Agribusiness, Consumer Demands, Food Safety*

Sadržaj: *Bezbednost hrane je globalni problem koji utiče na stotine miliona ljudi koji pate od bolesti izazvanih kontaminiranim hranom. Možemo reći da su kvalitet i bezbednost hrane centralna pitanja današnje ekonomije. Istraživanje o percepciji potrošača u pogledu kvaliteta hrane su veoma retka. Rast potrošačkih prihoda, demografskim promenama i načinu života, menja nove zahteve za adekvatnu ishranu. Rast broja stanovnika je glavni faktor koji utiče na potražnju za hranom. Viši dohodak omogućava korisnicima da troše više na hranu i imaju veće diskreciono pravo u potrošnji, posebno za omiljenu hranu, iz specijalizovanih prehrambenih proizvoda. Potrošači su relativno neinformisani o tome koliko su prehrambeni proizvodi sigurni za konzumaciju. Potrošači, posebno oni sa nižim prihodima, manje su osetljivi na pitanja bezbednosti hrane i hrana se prvenstveno bira na osnovu cene. Postoje četiri opcije za rešavanje izazova sa kojima se suočava poljoprivredna industrija u odnosu na pitanja potrošača potražnje i bezbednosti hrane, a to su: standardizacija proizvoda, informisanje potrošača, potrošačko obrazovanje i promovisanje konkurentske maloprodajne distribucije. Izvori problema bezbednosti hrane leže u činjenici da postoje prehrambeni sektori sa velikim brojem malih proizvođača, sa nedostatkom propisa, standarda i sertifikacija, i nedostatka informacija potrošača.*

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Ključne reči: *agroekonomija, poljoprivredna industrija, marketing u agrobiznisu, zahtevi potrošača, bezbednost hrane*

INTRODUCTION

Food safety is a global problem that affects hundreds of millions of people who suffer from diseases caused by contaminated food. The World Health Organization (WHO) calls it "one of the most widespread health problems and an important cause of reduced economic productivity." [1] Food safety is a concern for many people. There are several things consumers can do to ensure that their food is safe. Basic operations such as washing hands before and after handling food, clean workspace, keeping food at the appropriate temperature will help in preventing the disease. [2] The requirement that there are indications of origin of the product is not just that they inform customers about where food comes already so provides product traceability. The process of recall of the product from such a label will be easier. [3]

The research topic

Professional and scientific importance of the research stems from the fact that researches on the perception of consumers regarding the quality of the model by the overall quality of food in Libya are very rare. We can say that the food quality and safety are central issues of today's economy. The social significance of the research lies in the fact that the perception of quality and food safety associated with the selection of food and consumer demand, prices and food safety and consumers' willingness to pay that price. The relationship between food safety and quality can be considered in the context of research on risk perception for consumers. The research topic is marketing in agribusiness. The growth of consumer income, demographic changes and changes in lifestyle, new information about the relationship between diet and health contribute to the new demands for adequate food. [4] At the same time, technological changes in the production, processing and distribution, structural changes and the growth in large-scale retail and trade expansion around the world contributed to the food market is rapidly changing.

Major trends affecting the greater consumption of food products

Basic categorical conceptual system in this conceptual sketch of the research is agromarketing and food safety. Changes in marketing retail food will probably lead to market expansion and increasing demand for products that are subject to state control and have certificates of health safety. Population growth and revenue in emerging economies will increase demand for safe, healthy and affordable food. Consumers in Libya are relatively uninformed about how safe food products are. Libyan consumers, especially those with lower incomes, are less sensitive to the issues of security of food products and food is selected primarily on the basis of price. This can be changed by the continuous growth of supermarkets, greater control in marketing channels, and inspection services, especially if the pricing differences in the market start to diminish. Several major trends affecting the greater consumption of food products: [5]

1. Demographic changes. Population growth in Libya is a major factor fueling the demand for food. Higher income allows users to spend more on food and have greater discretion in

spending, especially for favorite foods, and specialized food products. Consumers spend an average of 27% of its total income on food.

2. Income of the population. In principle, higher income leads to increased demand for other attributes of food, such as variety, prepared and convenience foods, and the actual characteristics of the product, such as taste, how food is produced and processed. As revenues increase, consumers buy more food, and changes in the shape and quality of the food they purchase. The presence of more women in the labor market contributes to increasing consumer income in Libya.

3. Changes in the food market. Consumers devote less time and effort to prepare food and consume food products that are easy to prepare, and are suitable for food. Increased consolidation and concentration in retail food markets and changes in food distribution channels mean that grocery stores offer more variety of food and services and to open more hours.

4. Technological innovation, as well as enhanced information technologies and transport, have significantly changed the way food is produced, processed, transported and delivered to consumers. Customers are now associated with large retail food networks, where the reputation, quality and delivery are important attributes of marketing transactions. Bigger, better coordinated systems enable food marketers better monitoring of food through a network of supply and demand of products with more specific attributes. In such systems, and the brand is often used to ensure that consumers are monitored and compared with the competition.

Conclusion

There are four options for addressing the challenges facing the Libyan agricultural industry in relation to issues of consumer demand and food safety, which are:

1. The standardization of products,
2. Consumer information,
3. Consumer education and
4. Promoting competitive retail distribution.

Structural factor is food safety as the most important consumer expectations. Sources of food safety problems in Libya lie in the fact that there is food sector with a large number of small producers, with the lack of regulations, standards and certification, and lack of consumer information. Libyan consumers are willing to pay more for safer food and for improved products, such as those who have a certificate of correctness or are made in accordance with the standards. Libyan consumers are very concerned about the safety of domestic food. They agree that food from developed countries is safer, but are skeptical of imported fresh foods, such as frozen fish and poultry. Libyan consumers prefer homemade food that suits their taste. Libyan producers are willing to produce safer products only if the market can pay them more.

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