

Is Food Safety a Satisfier or Dissatisfier for African Consumers?

Evidence on Green Leafy Vegetables from Nairobi, Kenya

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Problem statement

- Food safety is an important element of consumer well-being in Africa
- Far-reaching socio-economic and psychological consequences.
- Food safety institutions are often weak
- Private development of a market for safety-certified foods is suggested as a solution.
- Knowledge gap pertaining to whether consumer demand for food safety exists

Is food safety a dissatisfier or satisfier?

- Creating a market for safe foods requires that food safety is an attribute that consumers are potentially willing to pay for
- consumers in high-income countries simply assume foods to be safe
- Recent findings from Russia and China suggest that consumers in middle-income countries are less convinced about the protection they can expect from institutions.
- They take their own precautionary measures and seem to be willing to pay more for food they can trust.
- lead to the hypothesis that food safety is a typical satisfying attribute of food products in Africa.

Kano model of attribute classification



Research context and data collection

- Data collected in Nairobi, Kenya on 653 consumers
- Data collected by KANTAR Kenya
- Stratified, clustered sample by income class (hi, middle, low)
- Computer-assisted personal interviews
- Questionnaire and method derived from Kano (Kano 1984, Berger 1993; Zielke 2008)
- Desk research and five expert interviews to identify relevant product attributes (safety, traceability, freshness, insect damage, certification)

Method

- Five attributes: safety, traceability, freshness, insect damage, third-party certification
- Positively and negatively framed question concerning anticipated satisfaction
 - “How do you feel if [attribute] is present in the product?”
 - “How do you feel if [attribute] is not present in the product?”
- Five-point scales ranging from like-dislike

Analysis

- For each participant we classify how the attributes are classified
- Frequencies and (dis)satisfaction coefficients (indicating the average impact of a products' attribute on the satisfaction of all consumers in the sample)
- The customer satisfaction coefficient shows to what extent a fulfilled product attribute will cause satisfaction while the dissatisfaction coefficient shows to what extent the product attribute will cause dissatisfaction if unfulfilled for the whole sample.

Results (frequencies)

Attribute	Frequencies						Highest frequency
	Socio-economic class	Attrac-tive (A)	One dimensional (O)	Must be (M)	Indif-ferent (I)	Rever-se (R)	
Safety	Overall	106	377	130	36	4	O
	High	38	126	43	8	1	O
	Middle	31	139	40	10	0	O
	Low	37	112	47	18	3	O
Freshness	Overall	174	381	60	33	5	O
	High	68	117	23	7	1	O
	Middle	48	147	15	9	1	O
	Low	58	381	22	17	3	O
Free from insect damages	Overall	191	288	98	67	9	O
	High	68	106	20	21	1	O
	Middle	63	95	42	18	2	O
	Low	60	87	36	28	6	O
Traceable to the source	Overall	370	139	26	102	16	A
	High	131	43	7	30	5	A
	Middle	123	57	10	29	1	A
	Low	116	39	9	43	10	A
Food safety certification	Overall	376	138	27	102	10	A
	High	134	46	7	26	3	A
	Middle	111	60	10	36	3	A
	Low	131	32	10	40	4	A

Results (coefficients)

Attribute (Bold = Overall)	CS+	CS-
Safety	0.74	0.78
High	0.76	0.79
Middle	0.77	0.81
Low	0.70	0.74
Freshness	0.86	0.68
High	0.86	0.65
Middle	0.89	0.74
Low	0.92	0.84
Free from insect damages	0.74	0.60
High	0.81	0.59
Middle	0.72	0.63
Low	0.70	0.58
Traceable to the source	0.80	0.26
High	0.82	0.24
Middle	0.82	0.31
Low	0.75	0.23
Food safety certification	0.80	0.26
High	0.85	0.25
Middle	0.79	0.32
Low	0.77	0.20

Implications

- Market-based solutions are well possible to improve food safety
- Certification may not have to be the main mechanism
- Poorer consumers may be placed for a “devilish dilemma” trading off higher prices against safety:
- Higher priced safe food products rather be a step towards the development of stronger food safety institutions.
- More research will be necessary to understand whether satisfaction is a sufficient incentive for African food companies to invest in safety



Thank you for your
attention and stay safe!

