

The Roles of Health Consciousness, Health Motivation, and Trust in the Purchase Intention of Meat with Traceability

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Abstract : Food safety crises including mad cow disease and bird flu have raised consumers' concern in meat safety. In response, the meat industry has adopted traceability systems to standardize quality and safety of their meat production. Traceability, however, is still rarely positioned as a marketing tool to persuade consumers who are meat endusers. Therefore, the present study attempts to understand consumer behaviors in the context of meat with traceability system by conducting a study in Thailand where research in this area is scant. The study results, based on structural equation modeling with AMOS, reveal that, while health motivation has a significant, positive impact on traceability trust, health consciousness does not directly affect traceability. Health consciousness, nevertheless, have a positive influence on health motivation. Finally, traceability trust has a positive impact on purchase intention of meat with traceability. Research implications and future study directions conclude the study report.

Keywords : consumer behavior, health consciousness, health motivation, traceability, trust

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