

Mechanism of Perceived Behavioral Control, Attitude and Subjective Norms Influence the Safety and Hygiene Control Behavior of Dairy Farmers in Developing Economy

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Abstract : Low adoption of food safety practices has serious consequences for smallholder dairy farmers' productivity, profitability, and market access. Farmers' low levels of knowledge concerning FSMs coupled with a negative perception of it have greatly influenced compliance with food safety standards. Therefore, it is imperative to understand the drivers that influence dairy farmers' behaviors to perform safety and hygiene control practices at the farm level. Using data obtained from structured questionnaires completed by 757 smallholder farmers in Central Uganda, we construct a theoretical framework based on the theory of planned behavior and structural equation model to capture the mechanisms behind smallholder dairy farmers' adoption of SHCP. The findings indicate that there was a positive relationship between perceived behavioral control ($\beta = 0.121$, $p=0.06$) and attitude ($\beta = 0.883$, $p=0.01$) with the adoption of safety and hygiene control practices. However, the relationship between subjective norms and the adoption of safety and hygiene control practices was negative ($\beta = -0.533$, $p=0.02$). It is noteworthy that perceived behavioral control and attitudes play a crucial role in increasing farmers' adoption of SHCP. The result of this study shows that by fully understanding the merits and demerits of performing safety and hygiene control practices at the farm, smallholder farmers can make better decisions on adopting the SHCP at their farms linked to their cognitive behavior. Based on these findings, future policy interventions to promote SHCP should focus on improving farmers' perception and attitude toward implementing safety and hygiene control practices through capacity building and providing incentives such as better milk prices through a quality-based buying system.

Keywords : food-safety, hygiene, behavioral, norms, attitude, smallholder, dairy

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