

The Influences of Marketplace Knowledge, General Product Class Knowledge, and Knowledge in Meat Product with Traceability on Trust in Meat Traceability

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Abstract : Since the outbreak of mad cow disease and bird flu, consumers have become more concerned with meat quality and safety. As a result, meat traceability is adopted as one approach to handle consumers' concern in this issue. Nevertheless, in Thailand, meat traceability is rarely used as a marketing tool to persuade consumers. As a consequence, the present study attempts to understand consumer trust in the meat traceability system by conducting a study in this country to examine the impact of three types of consumer knowledge on this trust. The study results reveal that out of three types of consumer knowledge, marketplace knowledge was the sole predictor of consumer trust in meat traceability and it has a positive influence. General product class knowledge and knowledge in meat products with traceability, however, did not significantly influence consumer trust. The research results provide several implications and directions for future study.

Keywords : consumer knowledge, marketing, product knowledge, traceability

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