

## DETERMINANTS OF CONSUMER ATTITUDES TOWARD CERTIFIED LIVESTOCK FOOD PRODUCTS: THE INFLUENCE OF SOCIO-DEMOGRAPHICS AND CONSUMER KNOWLEDGE

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### Abstract

Education on Veterinary Control Number (in Indonesian: Nomor Kontrol Veteriner, hereinafter NKV) certification at the first step needs to focus on women, educated and high-income consumers. The knowledge of certification has a significant role in understanding the product benefits and how an object functions as well as influencing the willingness of consumers to purchase novel products. The study aimed to analyze the influence of socio-economic factors on attitudes toward NKV-certified livestock food products and assess the effect of differences in consumers' knowledge levels regarding NKVs on their attitudes toward NKV-certified livestock food products.

This research was conducted using an online survey, with a total of 200 respondents from four major cities in Java, Indonesia: Jakarta, Bandung, Yogyakarta, and Surabaya. The sample was determined using a purposive sampling method. Data collection was conducted using questionnaires to establish the demographic profile of the respondents and to measure knowledge and attitudes regarding NKV-certified livestock food products. Data was analyzed using Principal Component Analysis (PCA) and Cronbach's alpha test for the validity and reliability test. Then, Mann-Whitney and t-test were used for hypothesis testing.

Three dimensions of attitude were revealed and labeled as Food Safety Value (FSV), Food Certificate Substitution (FCS), and Certification Credibility (CC). Age did not influence all dimensions of attitude, while females showed higher FSV and CC aspects compared to males. High education increased the dimension of food certificate substitution, and income increased CC. Moreover, consumer knowledge of NKV certification affected FSV, FCS, and CC. Males had lower results in FSV and CC because females are more meticulous and fastidious in considering food safety. Then, university graduates were more able to use some cues to simplify identifying food certification. The importance of NKV certification for higher-income consumers is due to its relevance to willingness to pay for premium prices. Knowledge was important in forming consumers' ability to evaluate certified food products.

Gender, educational level, and level of income influenced dimensions of attitudes variously. Furthermore, high consumers' knowledge regarding NKV increased attitudes toward NKV-certified livestock food products. This study contributed to profiling the consumers' attitude toward NKV certification based on socio-demographic factors and knowledge level of certification. This study is important to use as a recommendation for the stakeholders to improve the food industry that is concerned with food safety.

**Key words:** *Attitude, Knowledge, Socio-demographic, Veterinary Control Number.*