

The association between the country-of-origin effect and desired values in the purchase of fresh produce by Malaysian consumers

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Abstract

For Malaysian consumers, the origin of food is most often associated with food that is Halal, food that has been produced in a way that protects worker welfare and food that has been produced in a way that is good for the environment. Consumers also utilise information about the origin of food to indicate that the food is good value for money. Country-of-origin may also provide an assurance that the food has a good taste and is safe to eat. However, there is little evidence of any association between country-of-origin and food that has a good texture or is healthy and nutritious.