عنوان مقاله:

Using the Health Belief Model to Understand Farmers' Intentions to Engage in the On-Farm Food Safety Practices in Iran

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خلاصه مقاله:

In the present research, the health belief model was used as a framework for understanding the factors affecting farmers' intentions to engage in the on-farm food safety practices in Iran. The suggested model was empirically tested using the data collected from a survey of ۲۳۰ lettuce producers of Alborz Province in northern Iran. The structural equation modeling technique was utilized to test the hypothesized relationships in the research model and confirmatory factor analysis was used to examine the validity and reliability of the measurement model. The results revealed that the perceived barrier was the most reliable predictor of the farmers' intentions to engage in the on-farm food safety practices. Further, the variables including perceived benefit, self-efficacy, and cues to action were among the main predictors of the intention. Most notably, the threat perception variables, i.e. perceived susceptibility and severity, had no significant effects on the farmers' intentions to engage in the on-farm food safety practices. Overall, the main components of the health belief model explained about ۴۵.۶% of the variance of intention. The findings gave preliminary support for the health belief model as a powerful framework for scrutinizing the intention to engage in food safety behaviors, offering a reasonable explanation for the farmers' engagement intention in on-farm food safety practices, and providing practical information that can be incorporated into the development of more effective on-farm food safety interventions in Iran.

کلمات کلیدی:

Alborz province, Behavioral evaluation, Structural equation modeling, Threat perception,.
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