



**HEALTH ATTITUDE AND PERCEPTION TOWARDS  
CONSUMPTION OF FISH**

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## Chapter 1

### INTRODUCTION

#### 1.0 Introduction

Studies had been done to prove that physical and sensory properties (bones, smell and taste), together with price, availability, convenience, as well as personal involvement, interest in health and nutrition are important factors that influence seafood consumption behavior in general, and fish consumption in particular (Juhl and Poulsen, 2000; Leek et al, 2000; Olsen, 2003; Olsen et al, 2007; Schoderer and Grunert, 2001; Trondsen et al., 2003, 2004; Verbeke and Vackier, 2005). The image of fish among consumers is predominantly healthy and attitudes towards eating fish are strongly favorable (Olsen, 2003; Trondsen et al., 2004). Fish is beneficial to human health, as it is an important source of a number of nutrition, particularly protein, retinol, vitamin D, vitamin E, iodine, selenium and the essential long-chain polyunsaturated fatty acid. On the other hand, fish may include contamination with pathogenic bacteria, viruses, toxins, chemical and other environmental hazard (Sumner and Ross, 2002). Recently, several studies concentrated on the question whether it is possible to follow the dietary recommendations of eating two portion of fish a week, of which one should be fatty fish, without exceeding tolerable intakes of chemical contaminants (Mpzaffarian and Rimm, 2006; Sioen et al 2008, b;Smith and Sahyoun, 2005). The result showed that health benefits of eating fish outweigh the potential risks. Despite conclusive evidence about the content and positive effect of omega-3 fatty acid in fish, and consumer awareness and beliefs about the fact that fish content omega-3 fatty acids and that this nutrients are beneficial for human health were found to be rather poor (Verbeke et al, 2005).

Therefore, this study is to prove the level of health attitude and perception of consumers toward consumption of fish in Sarawak.

In the following sections related literature is, reviewed, followed by the development of research hypotheses. Then, research methodology and data analysis are discussed and reported. Finally, the last section includes conclusions and discussion.

## Chapter 2

### LITERATURE REVIEW

#### 2.0 Introduction

Several studies have yet suggested or demonstrated the existence of associations between constructs relating to health, risk, food and fish consumption, and consumer well being. Whereas some links between perception and beliefs relating to health, risk and well being are well-documented in literature, others are less straightforward (Zuzanna Pieniak et al; 2008). In consumer behavior research literature, the concept of involvement has been widely used. Involvement has been shown to have robust effects on explaining consumers' purchase and eating decisions (Beharrell and Danison, 1995; Marshall and Bell, 2004; Verbeke and Vackeir, 2004; Zaichkowsky, 1985), including fish consumption behavior in particular (Juhl and Poulson, 2000; Olsen, 2001). Health involvement refers to the personal relevance and importance attached to health issues, based on inherent needs, values and interests (Zaichkowsky, 1985)

Diehr and Beresford (2003) demonstrated that a healthy diet was associated with better nutrition, better behavior, and some cases also with better factual baseline health. Several cross-sectional studies have shown a positive relationship between following a recommended diet and better health perception (Blaxter, 1990), although at least two studies indicated that food intake patterns or quality of diet did not associate with self-related health (Goodwin et al., 2006; Osler et al., 2001). Based on the previous study, we anticipate finding a relationship between health involvement and subjective health, and between interest in healthy eating and subjective health.

Many factors can influence people's food choice and dietary intake, such as social, cultural, cognitive and physiological processes. The correlate of dietary intake have been examined across a variety of