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Product Safety of Preserved Foods in Myanmar

Dr. Hla Hla Mon¹

Abstract

Food safety for increasing population and the nature of seasonal food production make people to initiate developing technology for preserving foods; so that they can consume foods throughout the longer period of time. Traditional food preserving technologies have been improving to meet with the demand of consumers in terms of volume of production and speed of production. Many producers use inappropriate technologies and materials for preserving foods due to the economic reasons. Consumers take the risk to consume unsafe preserved foods knowingly or ignorantly.

The purpose of the study emphasizes on exploring the product safety of preserved foods in Myanmar. It includes examining the causes of producing unsafe preserved foods by the producers, investigating the reasons for consuming unsafe preserved foods by the consumers, and identifying consumer awareness on product safety of preserved foods in Myanmar.

Both qualitative research and quantitative research were utilized for collecting and examining the data of the study. The qualitative research, focus group discussion, was carried out for exploring the causes of producing and consuming unsafe preserved foods in Myanmar. The quantitative research was carried out to examine the consumer awareness of preserved foods safety.

It was found out that the producers offer the unsafe preserved foods because of lack of technology in food preservation and the attractiveness of ignorant consumer market. The consumers take the risk for consuming unsafe preserved foods because of their preferences, limited choices for reliable foods in the market, and lack of awareness regarding unsafe foods.

Key words: product safety, preserved food, food preserving technologies, consumer awareness

Introduction

The right of consumers to be protected from harmful products raises innumerable problems for manufacturers (Boatright, 2012). In 1962, John F. Kennedy proclaimed the consumer rights, which includes:

- the right to be protected from harmful products
- the right to be provided with adequate information about products
- the right to be offered a choice that includes the products that consumers truly want
- the right to have a voice in the making of major marketing decisions.

Product safety refers to the degree of risk associated with using a product (Velasquez, 2006). If consumers are able to make the rational decision in their consumption, producers will have to respond to this demand by producing more safe products. The producers and sellers also should take the moral duty of their business by providing safe products for their consumers.

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People want safe, nutritious, inexpensive food for their well-being. Food safety for increasing population and the nature of seasonal food production make people to initiate developing technology for preserving foods; so that they can consume throughout the longer period of time. However, the seasonal foods are not available throughout the year. If storing the food throughout the year is impossible, in that case, once food is harvested, it begins to deteriorate immediately due to the following factors: microorganisms (yeast, mould, bacteria), intrinsic enzymes, temperature, moisture and insects and vermin. Because of the risk of spoilage, much of our food is processed in some way to increase the durability and availability of foods for consuming in longer period of time.

Food preservation is the process of treating and handling food to stop or slow down food spoilage, loss of quality, edibility, or nutritional value and thus allow for longer food storage. Preservation usually involves preventing the growth of bacteria, fungi (such as yeasts), and other microorganisms, as well as retarding the oxidation of fats which cause rancidity.

Traditional food preserving technologies have been improving to meet with the demand of consumers in terms of volume of production and speed of production. Many producers use inappropriate technologies and materials for preserving foods due to the economic reasons. Consumers take the risk to consume unsafe preserved foods knowingly or ignorantly.

When the food is to be preserved it should be stabilized with respect to product safety and quality. Product safety is a term used to describe policies designed to protect people from risks associated with thousands of consumer products they buy and use every day. In order to protect the consumers, laws are promulgated and authorities enforce the producers to make foods according to safety standards. However, for many reasons, the safety of preserved foods in Myanmar is still questionable, so that, consumers have to take the risk of consuming preserved foods in their everyday life.

The purpose of the study emphasizes on exploring the product safety of preserved foods in Myanmar. It includes examining the influencing factors on producing unsafe preserved foods by the producers, the reasons for consuming unsafe preserved foods by the consumers, and consumer awareness on product safety of preserved foods.

Preserved foods refer to the processed foods for the purpose of preventing or delaying spoilage and adding up the quality and durability of foods. Among different preserved foods in Myanmar, fish paste, fish sauce, dried fish, dried prawn, pickle mango, pickle tea, chili sauce, and condense milk were selected in the examination of the study. These products were chosen for the study because of two reasons. One is that these products are very common preserved foods, which are consumed in everyday life of Myanmar people. The other reason is that preservation technologies used in producing of these foods are likely to create unsafe products.

Objectives of the Study

The main objective of the study is discovering the problem and influencing factors of the problem relating to producing and consuming unsafe preserved foods in Myanmar. The study accepts that there are various factors influence on the problem. These influencing factors are presented from two main perspectives, producer perspectives and consumer perspective. Therefore, the following specific objectives are set for the examination of the study.

- (a) To explore the product safety of preserved foods
- (b) To examine the reasons for producing unsafe preserved foods by the producers

- (c) To evaluate the reasons for consuming unsafe preserved foods by the consumers
- (d) To investigate the consumer awareness on product safety of preserved foods

Scope and Method of The Study

This research is an exploratory research, which was conducted to fulfill the objectives of the study. A qualitative research, focus group discussion, was carried for explore the problem from the broad perspective by using judgments of experienced consumers. It examined the product safety of preserved foods in Myanmar, the reasons for producing unsafe preserved foods, and the reasons for consuming unsafe preserved foods. A quantitative research were be utilized for collecting and examining the data and information of the study. It emphasized on investigating the consumer awareness on product safety of preserved foods.

Qualitative Research: Focus Group Discussion

Focus group discussion was carried out on 23rd March 2016 at Department of Management Studies, Yangon University of Economics. The discussion took two hours. One moderator from the Department of Management Studies organized the discussion and nine discussants were participated in the discussion. The profiles of the discussants are shown in Table (1).

Table (1) The Discussants of Focus Group Discussion

Sr. No.	Discussants	Profile of Participants
1.	U Wanna Kyaw	Consumer
2.	U Zarni Aung	Officer of Government Organization
3.	Dr. Theingyi Han	Medical doctor
4.	Dr. Ni Ni San	Medical doctor
5.	Daw Tyn Maw Maw Oo	Food technologist
6.	Daw Swe Swe Tint	Consumer
7.	Daw Sanda New	Consumer
8.	Daw Shwe Zin	Consumer
9.	U Zarni	Consumer

Source: Survey Data (2016)

Research questions discussed in the focus group are as follows:

1. Exploration of food preserving technologies
2. Identifying product safety in preserved foods
3. The reasons of producing unsafe preserved foods
4. The reasons for consuming unsafe preserved foods

Quantitative Research

The quantitative research was carried out through interviewing 168 participants with structured questionnaire in 2018. The participants in the study were chosen with **convenient sampling**. The characteristics of respondents are defined as educated middle age income earners. The reasons for choosing educated people as respondents are having more knowledge about unsafe preserve foods than other people and middle age income earners can have more

experience in buying products than other people. They can decide buying their foods themselves. The personal profile of the respondents in the study is shown in Table (2).

As the research focuses on educated people, most of the respondents are graduate level and post-graduate level. The gender ratio between male respondents and female respondents is almost equal.

Table (2) Profile of Respondents in Quantitative Research

Particulars	No. of Respondents	Percent
Gender		
Male	74	44.05
Female	94	55.95
Total	168	100.00
Age Group (Years)		
31 to 35	83	49.40
36 to 40	51	30.36
41 \geq	34	20.24
Total	168	100.00
Education Level		
Graduate	110	65.48
Post-graduate	58	34.52
Total	168	100.00
Occupation		
Self-employed	31	18.45
Staff	137	81.55
Total	168	100.00

Source: Survey Data (2018)

The majority age group of respondents is nearly 80%, between 31 years to 40 years. The majority of respondents are employees of various organizations and 18 percent of respondents are self-employed. It can be seen that most of the respondents have matured age and they can spend their money because of their occupations.

Findings of Qualitative Research: Focus Group Discussion

As mentioned in objectives of the study, focus group discussion explored, firstly, food-preserving technologies applied in the preserved foods under the study. Then, it identified product safety in preserved foods under the study. Finally, the reasons of producing unsafe preserved foods and the reasons for consuming unsafe preserved foods were examined.

1. Food Preserving Technologies

Preservatives can expand the shelf life of food and can lengthen the time long enough for it to be harvested, processed, sold, and kept in the consumer's home for a reasonable length of time. Maintaining or creating nutritional value, texture and flavor is an important aspect of food preservation.

The traditional food preservation methods involve drying, cooling or refrigerating, freezing, boiling, heating, salting, sugaring, smoking, pickling, lye, canning, jugging, burial, and fermentation.

Drying is one of the most ancient food preservation techniques, which reduces water activity sufficiently to prevent bacterial growth.

Refrigeration preserves food by slowing down the growth and reproduction of microorganisms and the action of enzymes, which cause food to rot.

Freezing is also one of the most commonly used processes for preserving a very wide range of food including prepared foodstuffs which would not have required freezing in their unprepared state.

Salting or curing is the process, which draws moisture from the meat through a process of osmosis. Meat is cured with salt or sugar, or a combination of the two. Nitrates and nitrites are also often used to cure meat and contribute to the characteristic pink color, as well as inhibition of *Clostridium botulinum*.

Sugar is used to preserve fruits, either in syrup with fruit such as apples, pears, peaches, apricots, plums, or in crystallized form where the preserved material is cooked in sugar to the point of crystallization and the resultant product is then stored dry.

Smoking is used to lengthen the shelf life of perishable food items. This effect is achieved by exposing the food to smoke from burning plant materials such as wood. Most commonly subjected to this method of food preservation are meats and fish that have undergone curing. Fruits and vegetables like paprika, cheeses, spices, and ingredients for making drinks such as malt and tea leaves are also smoked, but mainly for cooking or flavoring them. It is one of the oldest food preservation methods, which probably arose after the development of cooking with fire.

Pickling is a method of preserving food in an edible anti-microbial liquid. Pickling can be broadly categorized into two categories: chemical pickling and fermentation pickling.

Canning involves cooking food, sealing it in sterile cans or jars, and boiling the containers to kill or weaken any remaining bacteria as a form of sterilization.

Fermentation in preservation techniques usually implies to create lactic acid in sour foods such as sauerkraut, dry sausages, yoghurt, kimchi, vinegar (acetic acid) for use in pickling foods, and fish paste.

Preservatives are chemicals used to keep food fresh. Although there are a number of different types of food preservatives, antimicrobials, antioxidants, and products that slow the natural ripening process are some of the most common. Despite their important function, preservatives can pose a number of serious health risks. Common antimicrobial preservatives include calcium propionate, sodium nitrate, sodium nitrite, sulfites (sulfur dioxide, sodium bisulfite, potassium hydrogen sulfite, etc.), and disodium EDTA. Antioxidants include BHA and BHT. Other preservatives include formaldehyde (usually in solution), glutaraldehyde (kills insects), ethanol, and methylchloroisothiazolinone.

In Myanmar, the traditional food preservation methods are widely use for majority of our daily foods, such as fish paste, dried fish, fish souse, , pickled tea leaves, mango pickle, sausages, etc. These items are indigenous staple foods for Myanmar.

2. Product Safety of Preserved Foods

Increasing demand and price competition on preserved foods force the producers for mass production of preserved foods. But, food producers are using variety of preservatives and improper chemicals for efficient mass production of preserved foods. Nowadays, un-recommended preservatives are added to the rice noodles and bean curds, which are traditionally not preserved foods, to prolong the freshness during delivery. The perceived value of preserved foods has changed its meaning.

Table (3) Processing Time and Durability of Preserved Foods

Preserved Foods	Normal Processing Time	Advanced Processing Time	Durability (Normal Process)	Durability (Advanced Process)	Unsafe Advanced Preserving Technologies
Fish Paste and Fish Sauce	4-6 months	1 week	2 years	2 years	Addition of urea for faster protein break down and use of unpermitted dyes
Dried Fish	1 week	1 week	6 months	>10 months	Immerse in insecticide solution before sun drying to protect flies
Dried Prawn	3 days	3 days	6 months	>10 months	High concentration of potassium nitrate to prevent decaying and use of unpermitted dyes
Pickle Mango	2 weeks	2 weeks	1 year	1 year	
Pickle Tea	1 week	1 week	1 year	1 year	Unpermitted dyes
Chili Sauce	1 day	1 day	3 months	3 months	Unpermitted dyes
Condensed Milk			1 year	2 year	Addition of formalin to lengthen shelf life

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Source: Survey Data (2016)

Table (3) shows the processing time and durability of selected preserved foods in Myanmar. Producers use unsafe preserving technologies because they want to produce the durable goods in shorter production time. Traditional food preserve technologies take time to produce goods. Therefore, they use inappropriate technologies for producing in large quantity, reduce production time, and create better appearance of their products.

3. The Reasons for Producing Unsafe Preserved Foods

Respondents discussed why producers use unsafe way to preserve foods. Many factors influence on commercial scale manufacturing of preserved foods: consumer's preferences on appearance and taste profile, competition within the industry, economy of scale, faster return on investment, and lack of technical know-how. Findings of the focus group discussion can be summarized as follows.

- Consumer Demand: The consumption of preserved foods is increasing. Increase population calls for more foods for wellbeing. At the same time, some foods can be produced seasonally. Therefore, producers use inappropriate ways to speed up their production to meet with consumer demand.
- Cost of Production: Since the production costs are increasing, producers apply inappropriate ways to create perceived values of unqualified materials in the preserved foods they produce, instead of utilizing good quality materials in order to save the production costs.
- Consumer Preference: Consumers prefer foods in colorful, artificial taste, which is, sometimes, not possible to create in natural way. Therefore, producers use the chemical substances to prepare the consumer preferable tastes and appearance.
- Profit Motive: Producers prefer to seize the opportunities of increase in demand for their products due to the increase consumption.
- Competition: If they cannot increase their production, they may loss their market share to compare with their competitors.
- Lack of Technology: Myanmar businesses are weak in research and development. Therefore, food technologies applied in commercial foods manufacturing is rather very low. Instead of developing advanced food technologies in systematic way, they use short technologies for producing foods.

4. The Reasons for Consuming Unsafe Preserved Foods

The respondents of the focus discussion also explore the reasons for consuming unsafe preserved foods by the consumers.

- Availability of Choice: Commodities in Myanmar market is still not so much abundant to choose. Consumers have the limited alternatives of products in the market. Majority of preserved foods are locally produced with low technologies.
- Lack of Knowledge: Myanmar consumers, mostly, do not know about the ingredients of foods they eat. They are lack of technological knowledge of the foods. Sometimes they are also lack of knowledge in choosing healthy foods.
- Consumer Needs: Consumer needs for preserved foods are increasing because of changes in their life style and changes in their consumption habit. Families

require more income for their expenditure, so that, housewives become career women. Along with the changing lifestyle of Myanmar families, their consumption habit also changed.

- Costs of Foods: Healthy and qualified foods are expensive.
- Income Level: The income level of most Myanmar consumers is low.

Therefore, people cannot effort to consume qualified preserved foods.

Findings of Quantitative Research

Consumer Awareness on Product Safety of Preserved Foods

Consumer awareness on product safety of preserved foods was examined with mean values. Findings of quantitative research consists of consumption of preserved foods, considering factors of consuming preserved foods, consumer awareness on using hazardous substances in preserved foods, reasons for consumption of unsafe preserved foods, and consumers' perception toward unsafe preserved foods.

1. Consumption of Preserved Foods

The following Table depicts the consumption of preserved foods by respondents in the study. Majority of respondents regularly consume fish paste, fish source, dried fish, dried prawn, pickle mango, pickle tea, chili sauce, and condensed milk.

Table (4) Consumption of Preserved Foods

Preserved foods	Consume		Do not Consume		Total	
	No. of Respondents	Percent	No. of Respondents	Percent	No. of Respondents	Percent
Fish Paste	120	71.43	48	28.57	168	100.00
Fish Sauce	115	68.45	53	31.55	168	100.00
Dried Fish	147	87.50	21	12.50	168	100.00
Dried Prawn	157	93.45	11	6.55	168	100.00
Pickle Mango	148	88.10	20	11.90	168	100.00
Pickle Tea	156	92.86	12	7.14	168	100.00
Chili Sauce	63	37.50	105	62.50	168	100.00
Condensed Milk	114	67.86	54	32.14	168	100.00

Source: Survey Data (2018)

Table (4) shows that dried prawn, pickle tea, pickle mange and dried fish are consumed by majority of respondents because of their habits. Respondents in Myanmar have consumed these preserved foods since their childhood.

2. Considering Factors of Choosing Preserved Foods

There are a number of considering factors of choosing preserved foods. Respondents consider these factors when they choose preserved foods for consumption. The considering factors are availability, colorful, durability, antibacterial, hygiene, natural taste and preferences. The importance of considering factors in choosing preserved foods is shown in Table (5).

Table (5) Considering Factors of Choosing Preserved Foods

Considering Factors	Mean
Availability	2.24
Colorful	2.54
Durability	2.23
Antibacterial	1.47
Hygiene	1.45
Natural Taste	1.46
Preference	2.41
Overall Mean	1.97

Source: Survey Data (2018)

According to the data, hygiene, natural taste and antibacterial factors are the least considering factors to choose the preserved foods. The mean score shows that they do not pay attention for healthy when respondents choose the preserved foods. They also consider the colorful foodstuffs and their preference to choose preserved foods.

3. Consumer Awareness on Hazardous Substances in Preserved Foods

Respondents are asked whether they have known that hazardous substances like fertilizer, dying chemical, formalin and pesticide are contained in the preserved foods. The following results show consumers' knowledge upon preserved foods containing hazardous substances, such as fertilizer, dying chemical, monosodium glutamate, formalin, and pesticide.

(a) Consumer Awareness on Fertilizer Substance in Preserved Foods

Hazardous substances are used not just by producers, but also by retailers. Producers use fertilization to the preserved foods because adding fertilizer to foodstuffs such as fish sauce and fish paste can reduce production time of those products. Retailers also use the hazard substances because they want to ensure that their products retain a fresh look for a longer period. The respondents were asked whether they aware of containing fertilizer in preserved foods. The following Table shows the consumer awareness on containing fertilizer in preserved foods.

Table (6) Consumer Awareness on Fertilizer Substance in Preserved Foods

Preserved Foods	Consumer Awareness (No. of Respondents)	Percent
Fish Paste	106	63.10
Fish Sauce	121	72.02
Dried Fish	8	4.76
Dried Prawn	1	0.60
Pickle Mango	10	5.95

Pickle Tea	15	8.93
Chili Sauce	5	2.98
Condensed Milk	9	5.36

Source: Survey Data (2018)

The finding points out that more than 100 respondents have known the preserved foods have fertilizer substance especially in fish sauce and fish paste. Although they are aware on fertilizer substance in fish sauce and fish paste, they are unable to avoid consuming because of eating habits.

(b) Consumer Awareness on Monosodium Glutamate Substance in Preserved Foods

Food producers use monosodium glutamate in their products for tasty purpose. Mango salad, pickle tealeaves, fish sauce, dried prawn, dried fish, and fish paste are prepared with monosodium glutamate.

Table (7) Consumer Awareness on Monosodium Glutamate Substance in Preserved Foods

Preserved Foods	Consumer Awareness (No. of Respondents)	Percent
Fish Paste	28	16.67
Fish Sauce	56	33.33
Dried Fish	31	18.45
Dried Prawn	39	23.21
Pickle Mango	96	57.14
Pickle Tea	90	53.57
Chili Sauce	9	5.36
Condensed Milk	5	2.98

Source: Survey Data (2018)

Only some consumers are aware that among the preserved foods, mango salad and pickle tealeaves are prepared with huge amount of monosodium glutamate. Following these products, respondents are aware fish sauce.

(c) Consumer Awareness on Chemical-Dye Substance in Preserved Foods

The consumer awareness on chemical-dye substance in preserved foods is shown in Table (8). Producers prepare preserved foods by using chemical-dye to have attractive colour of the products. There are many preserved foods containing chemical-dye such as chili sauce, dried prawn, pickle tealeaves, dried fish, fish paste, fish sauce, mango pickles, and bamboo shoot.

Table (8) Consumer Awareness on Chemical-Dye Substance in Preserved Foods

Preserved Foods	Consumer Awareness (No. of Respondents)	Percent
Fish Paste	37	22.02
Fish Source	25	14.88
Dried Fish	55	32.74

Dried Prawn	109	64.88
Pickle Mango	23	13.69
Pickle Tea	73	43.45
Chili Sauce	118	70.24
Condensed Milk	3	1.79

Source: Survey Data (2016)

Respondents are aware that chili sauce, dried prawn, pickle tealeaves, dried fish, fish paste, fish sauce are dyed with chemical substance. They believe that Chili sauce and dried prawn are containing more chemical-dye substance than others.

(d) Consumer Awareness on Formalin Substance in Preserved Foods

Some producers use formalin to preserve the food. Based on the results of respondents, they recognize that vermicelli, fish paste, tofu, fish sauce, dried fish, milk, chili sauce, and pickle tealeaves are preserved with formalin.

Table (9) Consumer Awareness on Formalin Substance in Preserved Foods

Preserved Foods	Consumer Awareness (No. of Respondents)	Percent
Fish Paste	20	11.90
Fish Sauce	17	10.12
Dried Fish	14	8.33
Dried Prawn	11	6.55
Pickle Mango	2	1.19
Pickle Tea	11	6.55
Chili Sauce	12	7.14
Condensed Milk	1	0.60

Source: Survey Data, 2018

Majority of respondents are not aware using formalin in these preserved foods. From focus group discussion, they think that tofu and rice noodle are prepared by using formalin to lengthen the shelf-life of their product though they consume these products.

(e) Consumer Awareness on Pesticide Substance in Preserved Foods

Producers use pesticide in preserved foods due to protect their food from insects. Table (10) shows the consumer awareness on pesticide substance in preserved foods.

Table (10) Consumer Awareness on Pesticide Substance in Preserved Foods

Preserved Foods	Consumer Awareness (No. of Respondents)	Percent
Fish Paste	35	20.83
Fish Sauce	25	14.88
Dried Fish	53	31.55
Dried Prawn	30	17.86
Pickle Mango	12	7.14

Pickle Tea	38	22.62
Chili Sauce	7	4.17
Condensed Milk	0	0

Source: Survey Data, 2018

In relation to pesticides, it was found in dried fish, pickle tea leaves, fish paste, and dried prawn. As shown in Table (10), dried fish is the most containing pesticides, followed by pickle tea leaves, fish paste, and dried prawn.

4. Reasons for Consumption of Unsafe Preserved Foods

Regarding with consumption of unsafe preserved foods, the following questions are asked respondents to explore their reasons of consumption.

Table (11) Reasons for Consumption of Foodstuffs Containing Hazardous Substances

Reasons	Consume		Do not Consume	
	No. of Respondents	Percent	No. of Respondents	Percent
Consuming although I have already known that the foodstuffs are unsafe.	4	2.38	164	97.62
No consuming because I have already known that the foodstuffs are unsafe.	137	81.55	31	18.45
Consuming because it seems safe and reliable food.	52	30.95	116	69.05
Consuming because I don't know whether safe or unsafe food.	15	8.93	153	91.07
Consuming because of no choice.	66	39.29	102	60.71

Source: Survey Data (2018)

Table (11) shows that the majority of respondents did not consume if they know the preserved foods are unsafe. They consume the preserved foods if they think that the foods are safe and reliable. It is notice that some respondents consume because of no choice.

5. Perceptions toward Unsafe Preserved Foods

To measure the respondent degree of knowledge about foodstuffs, the opinion relating with responsibility and objectives of food producers, technology used by food producers and taking law action are shown in the following Table (12).

Table (12) Perceptions toward Knowledge about Unsafe Preserved Foods

Perceptions of Respondents	Mean
Taking full responsibility for the quality of products by producers of preserved foods	2.02
Considering only on profit rather than producing healthy food by producers of preserved foods	3.65
Using harmless technology in producing preserved foods by producers of preserved foods	1.96

No producing the safe foods due to lack of technology by producers of preserved foods	2.40
Having willingness to consider customers' well-being by producers of preserved foods	2.22
No notice the harmfulness of products they produce because of lack of knowledge by producers of preserved foods	2.60
Enacting food safety law	2.38
Always inspecting production of unsafe preserved foods by respective authorities	2.52
Taking effective actions If the businesses produce unsafe preserved foods	2.03
Being available to inspect unsafe preserved foods using advanced technologies and sufficient expertise	1.88

Source: Survey Data (2018)

The mean values upon consumer perceptions towards unsafe preserved foods are shown in Table (12). Respondents agree that the priority objective of food producers is profit – orientation and producers do not concern with customers' wellbeing. They do not agree that food producers concern with the healthy, safety and reliable food for consumers. Respondents agree that although food safety law is enacted, enforcement of law is still weak. They perceived that technology and experts to inspect unsafe foods are insufficient.

Conclusion

In conclusion, in Myanmar, consumers choose unsafe preserved foods because of the availability of choices, their needs, costs of preserved foods, lack of knowledge, and their low-income level. Producers sell out unsafe preserved foods because of consumer demand, reduction in cost of production, consumer preferences, profit motive, competition, and lack of technologies.

It can also be concluded that respondents have knowledge about the safety, healthy and reliable food. If they have a chance to choose safety food, they will choose hygiene, natural taste and antibacterial food. At present they are having foodstuffs containing hazards substances even they know that foodstuffs are unsafe for them because they have no choice to choose the safety food.

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