



Tropentag 2015, Berlin, Germany
September 16-18, 2015

Conference on International Research on Food Security, Natural Resource
Management and Rural Development
organised by the Humboldt-Universität zu Berlin and the Leibniz Centre for
Agricultural Landscape Research (ZALF)

Food Security Management of Consumers in Surat Thani Province, Thailand

Chuleewan Praneetham^a and Intareeya Leekancha^b

a Suratthani Rajabhat University, International School of Tourism, 272 Moo. 9, Khun Talae, Muang, Surat Thani 84100, Thailand. Email chuleewansru@gmail.com.

b Suratthani Rajabhat University, International School of Tourism, Thailand.

Introduction

Food is the most important factor in life and human survival. Thus, food security is primary importance in human life. In the first decade of the 21st century global food situation has become an extremely issue (THIENGKAMOL, 2012; RENLIANG, 2013). Climate change, rapid growth of population, economic fluctuations and expansion, subsistence income, and increase in the price of food and many of the agricultural products enlarge food insecurity. (CANADIAN INTERNATIONAL DEVELOPMENT AGENCY, 2014). Environmental and socioeconomic issue is an important driver for food insecurity. Food crisis and malnutrition affect human security and vulnerability in society.

Thailand is a major exporter in the world rice market. Several food crops have also been exported. Thailand is concerned about its food security and has created self-sufficiency in domestic production mainly for human consumption, animal feed and bio-energy (TUMPRACHA ET AL., 2012B; PONGSRIHADUCHAI ET AL., 2013). However, consumption behaviours, both in rural and urban areas have changed considerably from the past according to economic, environmental and social changes. Unhealthy fast food becomes common for teenagers and young people (WARTORNPAIBUL, 2014). Human will live unhealthy and inactively, if they consistently lack access to adequate amounts of nutritious food. Proper food consumption behaviour and food security management will lead to self-reliance and social justice. Inspiration could be an important driver to make a change or take action in food security management. Therefore, the researchers are interested in studying inspiration, behaviour and the factors that influence the consumers' behaviour on food security management.

Material and Methods

The Food and Agriculture Organization (FAO) defined food security that it is a situation that exists when all people, at all times, have physical, social and economic access to sufficient, safe and nutritious food that meets their dietary needs and food preference for an active and healthy life (FAO, 2006; PONGSRIHADUCHAI ET AL., 2013). Food security can be identified into four dimensions, namely; food availability (sufficient quantities, production, distribution and exchange), food access (affordability, allocation and preference), food utilization (nutritional and societal values and safety), and food stability (availability and access dimensions of food

security) (FAO, 2006; THIENKAMOL, 2011). The four components of inspiration in food security management for this research comprise of inspiration in term of person as role model, inspiration in term of impressive event, inspiration in term of impressive environment, and inspiration in term of media receiving.

The purposes of this research were (i) to study inspiration and behaviour on food security management of consumers in Muang district, Surat Thani province, (ii) to investigate factors influencing food security management behaviour of consumers, and (iii) to investigate the relationship of consumers' inspiration and behaviour on food security management. A total of 400 consumers in Muang district were collected by simple random sampling technique. The closed-ended questionnaires used to collect the data consisted of four parts and total number of questions was 52 items. The frequency, percentage, mean, standard deviation, t-test, One-Way-ANOVA and Pearson's Product Moment Correlation were used to analyze the data.

Results and Discussion

The results revealed that the consumers' inspiration on food security management was at good level (Mean = 3.77). The finding indicated that the King Bhumibol is inspirational role model for Thai people and his projects motivate them on food security management. Tsunami and disaster are inspirational impressive events. Visiting the sufficiency economy projects/villages is inspirational impressive environment. And reading books and watching television regarding food issue is inspirational media receiving for food security management. Communication efforts and the provision of information influenced consumers to be involved with sustainable food chains. Moreover, the finding indicated that the consumers' behaviour on food security management was at good level (Mean = 3.75). The consumers were much concerned about food safety, cleanliness, and nutritious meals. Their food derived from production, natural food sources or their field. This related to survey of Teungfung and Kerdlapee (2013) and Phaungsri (2007) revealed that the influence factors on consumers' consumption behavior were attitude, motivation and the Royal Sufficiency Economy Philosophy. Field study in successful communities or project areas using the Royal Sufficiency Economy Philosophy should be encouraged for better understanding. The Sufficiency Economy is a philosophy based on the fundamental principle of Thai culture. It is a method of development based on moderation, prudence, and social immunity, one that uses knowledge and virtue as guidelines in living. Significantly, there must be intelligence and perseverance which will lead to real happiness in leading one's life. The Philosophy of Sufficiency Economy can be adopted by all people simply by adhering to the middle path, especially to assure that the majority of rural people have enough to subsist first (CHAIPATTANA FOUNDATION, 2015).

The results revealed that level of age, education and marital status influenced on the different level of behaviour on food security management ($p < 0.01$). The finding indicated that the consumers' behaviour on food security management of age between 30-39 (Mean = 3.63) and 40-49 years old (Mean = 3.70) were better than those between 15-20 years old (Mean = 3.50) and 21-29 years old (Mean = 3.47) in term of food access. The results illustrated the behaviour of older consumers could better access to affordable, healthy and nutritious foods. The consumers' behaviour on food security management of Primary school and Bachelor level were statistical different ($p < 0.05$) (Mean = 3.66 and 3.70), and of Bachelor and Higher than Bachelor were also statistical different ($p < 0.05$) (Mean = 3.70 and 3.57). The behaviours on food security management of married consumers were better than single consumer in term of food utilization and food stability. The married consumers ate three full meals a day. They were much concerned about clean, healthy and delicious food. Single consumers consumed unhealthy fast food more than married consumers. Fast food is popular among youth because they can get large amount of food for very little money (WARTORNPAIBUL, 2014). Teenagers and young people need to

change their consumption behaviour to prevent childhood obesity, because junk food will cause long term impact on health (WILSON, ET AL. 2008; TUMPRACHA ET AL., 2012A).

The inspiration in food security management of consumers were significantly correlated with behaviour on food security management ($p < 0.01$). This is consistent with research of Teunfung and Kerdlapee (2013) and Tumpracha, et al. (2012A) that inspiration in food security management influenced behavior on food security management. When consumers have high inspiration, they will be highly involved in food security management actively.

Conclusions and Outlook

We conclude that people need enough food and should have three full meals a day to meet their basic daily nutritional needs. Hence, it is important to access safe, adequate and nutritious food and free from chemicals and toxins at all time. A person needs to live a healthy and active life. Food insecurity will affect health and quality of life during the ageing process and impact on ongoing old-age. In order to enhance food security and safety, consumers should help themselves in food management. Everyone can help prevent or minimize future food shortages and conserve resources optimally and sustainably by cooperation and participation in natural resources and environment conservation. Moreover, high motivation and inspiration, perceiving information, better knowledge, good attitude and awareness about food security and safety will lead to positive change in behavior. Therefore, the self-sufficiency principle should be promoted and integrated into every learning subject. Its concept can guide people to the balanced way of life and support sustainable development at all levels. Moreover, concern organization and community should set goals and develop plans and strategies to manage the food security and safety comprehensively.

Acknowledgement

The authors would like to acknowledge financial support from Suratthani Rajabhat University. Any errors are the responsibility of the authors.

References

- Canadian International Development Agency. (2014). Increasing Food Security. CIDA's Food Security Strategy. [Online] Available: [http://www.acdi-cida.gc.ca/INET/IMAGES.NSF/vLUIImages/Youth-and-Children/\\$file/food-security-strategy-e.pdf](http://www.acdi-cida.gc.ca/INET/IMAGES.NSF/vLUIImages/Youth-and-Children/$file/food-security-strategy-e.pdf) (November 25, 2014)
- Chaipattana Foundation. (2015). Philosophy of Sufficiency Economy. [Online] Available: http://www.chaipat.or.th/chaipat_english/index.php?option=com_content&view=article&id=4103&Itemid=293.
- Food and Agriculture Organization (FAO). (2006). Food Security: Policy Brief. June. Issue 2, 1-4.
- Phaungsri, C. (2007). A study on the sufficient economy appliance for the people in Bangkok and circumference. Master thesis in International Business, Graduate School, Rajamangala University of Technology Thanyaburi.
- Pongsrihadulchai, A., Wattanatchariya, S., Photiyarach, S., & Supawan, D. (2013). Food and Energy Security of Thailand. International Institute for Trade and Development. Bangkok: ID All Digital Print.
- Renliang, L. (2013). China's Food Security Policy. *Journal of Social Development*, 15(2), 101-112.

- Teunfung, R., & Kerdlapee, J. (2013). Consumption Behavior of Undergraduate Students Following the Royal Sufficiency Economy Philosophy : A Case Study at Rajamangala University of Technology Suvarnabhumi Nontaburi Center. *Journal of Social Development*, 15(2), 67-95.
- Thiengkamol, N. (2011). Development of a Food Security Management Model for Agricultural Community. *Canadian Social Science*, 7 (5), 162-166.
- Thiengkamol, N. (2012). Food Security Management of Agriculture Community. *MSU Research Digest*, 1 (2), 35-42.
- Tumpracha, K., Thiengkamol, N., Thiengkamol, C. (2012a). Causal Relationship of Food Security Management. *Mediterranean Journal of Social Sciences*, 3 (11), 625-636.
- Tumpracha, K., Thiengkamol, N., Thiengkamol, C. (2012b). Development of Food Security Management Model through PAIC Process. *Mediterranean Journal of Social Sciences*, 3 (11), 311-318.
- Wartornpaibul, T. (2014). Consumption Behavior : Consumerism Food and Health – Conscious Food. *Panyapiwat Journal*, 5(2), 255-264.
- Wilson, A. M., Magarey, A. M., & Mastersson, N. (2008). Reliability and relative validity of a child nutrition questionnaire to simultaneously assess dietary patterns associated with positive energy balance and food behaviours, attitudes, knowledge and environments associated with healthy eating. *International Journal of Behavioral Nutrition and Physical Activity*, vol. 5, January 2008.