Article Title
Content Analysis of Consumer Confidence in Food Service in Relation to Food Safety Laws, Publicity, and Sales

Citation

Abstract
For many years, consumers have relied on food safety laws to protect them from foodborne illnesses. Unfortunately, incidents of foodborne illness have been increasing in recent years. As a result, consumer confidence in food safety has resulted in sales losses for many businesses as the media focuses more and more on finding someone to point the finger at in these incidences. This article will utilize previous studies of food safety laws, consumer confidence, and foodborne illness outbreaks to determine their respective effects on food sales.

Methods
Research was conducted by searching journal articles for terms related to: consumer confidence, food safety laws, food safety publicity, food safety controls, etc. Search results located 15 articles related to search criteria, and ranged from journals related to risk analysis, economics, and veterinary science. Each resulting study was analyzed for data relevant to the study at hand. Triangulation of data results was completed through news articles and information published on the internet.

Results
The impact of media on data collected was a variable for all studies analyzed. Overall, the incidence of a decrease in consumer demand for products after negative media attention has resulted in companies working toward counteracting the negative with positive media.

Conclusion
Ultimately, the increase or decrease in sales for food service establishments can be directly related to incidence of foodborne illness reported by the media and the resulting laws and regulations that government introduces. In fact, it can be shown that consumers have an actual systematic method for determining whether or not a potential risk should be avoided or not.