



## Table of Contents

### IN PRESS

**AGRICECON  
2014**

**AGRICECON  
2013**

**AGRICECON  
2012**

**AGRICECON  
2011**

**AGRICECON  
2010**

**AGRICECON  
2009**

**AGRICECON  
2008**

**AGRICECON  
2007**

**AGRICECON**

**2006**  
**AGRICECON**  
**2005**  
**AGRICECON**  
**2004**  
**AGRICECON**  
**2003**  
**AGRICECON**  
**2002**  
**AGRICECON**  
**Home**

---

**Editorial**  
**Board**

**For Authors**

- **Authors Declaration**
- **Instruction to Authors**
- **Guide for Authors**
- **Copyright Statement**
- **Submission**

**For**  
**Reviewers**

Guides for  
**Reviewers**

▪ **Reviewers  
Login**

---

**Subscription**

# **Agric. Econ. – Czech**

**Xu P., Zheng S.,  
Motamed M.:**

**Perceived risks and  
safety concerns about  
fluid milk among  
Chinese college  
students**

Agric. Econ. – Czech, 56 (2010): 67-78

The study uses the questionnaire information collected through personal interviews with college students at a large university in Beijing, China to discuss the students' perceived milk risks and their milk safety concerns. We analyzed the

milk risks perceived by students and found out that the top three listed risks are: (1) the use of low quality materials in milk packaging; (2) bacteria contaminations in milk production and processing; and (3) unsafe milk caused by the use of cow antibiotics. The binomial probit regression analysis shows that the health conscious milk consumers who consume milk frequently are likely to be worried about the safety of milk. Wealthy students from a household of three members or more are likely to be concerned about the milk safety. This study demonstrates that the current government efforts to raise milk consumption among college students are insufficient. Policies that reduce the perceived risks can be an effective strategy to raise milk consumption among the educated youth.

**Keywords:**

perceived milk risks, milk consumption behaviour, Chinese college students' milk consumption, milk safety regulations

[ [fulltext](#) ]

---

XHTML1.1 VALID

CSS VALID