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Development and validation of a scale to capture social desirability in food safety culture

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1 Development and validation of a scale to capture social desirability in food safety culture

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11
12 Abstract

13 The evaluation of food safety culture in a food company is influenced by human factors such as
14 employees' tendency to respond to social desirability – a reflection of respondents' tendency to answer
15 questions in a manner that will be viewed favorably by others. Building on previous research a self-
16 assessment scale consisting of 18-statements (FSDRS) was developed to capture desirable responding in
17 food safety. Statistical analyses of data collected from 816 North-American food manufacturing
18 professionals revealed that a shortened 14-item version of the FSDRS scale provides a reliable and valid
19 measurement of the extent to which employees deceive themselves. It is concluded that the proposed
20 FSDRS will enrich food safety culture measurement and food safety performance.

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