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Eat Safe - Introducing an online consumer based reviews platform for restaurants' hygiene

The World Health Organization states that everyone should play a role and contribute to food hygiene. In this article, we introduce the first online consumer based platform for Restaurant Hygiene Reviews, a platform that may provide a transparent channel for consumers to play their role in food hygiene. While public purchase decisions may be significantly affected by Online Consumer Reviews, currently there are no websites dedicated for consumers to add Restaurant Hygiene Reviews (RHRs), which is an expression we coined in this article. The new platform helps consumers put food hygiene reviews by answering a series of questions while at any restaurant, and it also gives them an option to report food hygiene violations to the authorities. This website may help future research if the data collected is analyzed to understand trends of food hygiene violations noticed by the public, we also plan to have annual awards for best restaurant in food hygiene based on consumer reviews. The questionnaire provided may also contribute to consumer food hygiene education. This platform may bring food hygiene to the context of daily life and add pressure on the restaurant industry to follow food hygiene requirements, leading to a positive impact on environmental health.

Biography

- Ph.D. candidate and researcher in the Life Innovation Design Lab. , the graduate school of technology management, Ritsumeikan University, Osaka, Japan.
- Co-Founder of EatSafe.ph which is an innovative platform, first in the world, that has a dedicated mission of enhancing the consumer-driven food safety and hygiene standards in the Philippines.
- Senior advisor and shareholder of Food Safety and Hygiene Academy of the Philippines FoodSHAP.
- Conducted several types of research comparing the functional food production and safety regulations in Japan, USA, China, Korea, Taiwan, Singapore.
- Masters in Business Administration MBA specialized in International Business & Marketing, Kwansei Gakuin University KGU, Hyogo, Japan.

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