CONSUMER PERCEPTION OF NEW TECHNOLOGIES ON FOOD PROCESSING

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Objectives
1. Find the existence of acceptance or rejection when using new technologies to produce new types of food
2. Determine the main factors of acceptance or rejection when using new technologies to produce new types of food
3. Discover how manipulating these factors to improve the perceptions
4. Describe how a real field study should be performed in order to determine perceptions and behaviors

General Perceptions
Consumer general perception on new technologies to produce new kinds of food

- New technology = high risk
- Uncertainty, distrust, anxiety and negativity
- Neophiles = fear to non common technologies, or food
- Lack of information

- Productivity improvements
- Food preservation improvements

Time and efforts savings

Acceptance or rejection factors
Acceptance or rejection factors of new technologies to produce new types of food

- Health benefits and improvements
- Ethics and animal welfare
- Cultural
- Social and economic environment
- Risks and benefits
- Cost
- The castle higher than traditional technologies
- Age, gender, income or education may impact the acceptance these new technologies
- Cultural factors like religion, country...

Benefits on environment or health impacts positively
Packaging and labeling is the 1st point of contact between the product and the consumer

Genetically modified food (GM)
Consumer definition: product genetically altered in order to get a new product feature

Perceptions
- Acceptance: 25%
- Rejection: 58%
- Undecided: 17%

Attitudes and behaviors
- Why? Better taste, better nutritional value...
- Why? Not needed, good and healthy food already exists...
- Why? Not needed, good and healthy food already exists, too expensive, not respect the traditional agriculture

Functional food
Consumer definition: successfully show added benefits on top of nutritional benefits, healthy, low illness likelihood...

Perceptions
- Acceptance: 46.6%
- Rejection: 53.4%

LACK OF INFORMATION

Attitudes and behaviors
- Why? Women, University students, older than 50
- Why? Much worried about wellness and health

Who? Men, younger than 55
- Why? Not worried about wellness and health, not natural food

High hydrostatic pressure
Consumer definition: high pressure utilization to improve food preservation

Perceptions
- Acceptance: 45%
- Rejection: 30%

RISKS = BENEFITS

Attitudes and behaviors
- Why? Much vitamin preservation, much tasty, better organoleptic features
- Why? High cost, lack of information, lack of experience

Who? Men, younger than 55
- Why? Not worried about wellness and health, not natural food

Conclusions
There is a general rejection to the use of new technologies on food processing

<table>
<thead>
<tr>
<th>Concept</th>
<th>Acceptance</th>
<th>Rejection</th>
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</thead>
<tbody>
<tr>
<td>GM</td>
<td>25%</td>
<td>75%</td>
</tr>
<tr>
<td>Functional food</td>
<td>46.6%</td>
<td>53.4%</td>
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<tr>
<td>HHP</td>
<td>45%</td>
<td>55%</td>
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Main factors involved:
- Social economics and demographics
- Knowledge about the different technologies

Improve perception AND Acceptance: ↑ Knowledge, Benefits Perception, AND Risks Perception

Study: Surveys and food testing