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Summary of Factors Influencing Consumer Perceptions of Food Technologies: A Mapping Review

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Abstract

Several studies have shown that consumers perceive the risks associated with food and food processing technologies differently than experts do.

It is also a generally accepted idea that more public communication to consumers (through consumer 'education' exercises) could result in wider acceptance of food processing technologies.

Studies about the factors influencing consumer perceptions and their evaluation of food, that ultimately determine consumer behaviour and willingness to purchase, have however revealed that consumer behaviour is a complex subject. It has evolved into a comprehensively researched and specialised field of study, involving academic researchers from a wide variety of fields including psychology, marketing, consumer science and food science. These research endeavours have, however, generated an abundance of specialised academic papers and reviews over the years, some of which are not easily accessible to industry.

In this presentation, we will provide a succinct overview of recent and current research, presented in the form of a conceptual map that summarises key insights about the factors influencing consumer perceptions of food technologies.

Biography: Dr Corné Lamprecht

Dr Corné Lamprecht is a part-time researcher at the Department of Food Science at Stellenbosch University. She has research experience in the fields of irrigation water and fresh produce safety, as well as water treatment technologies (including UV and chemical). In addition to her qualifications in the natural and agricultural sciences, which include an MSc (Microbiology) and a PhD (Food Science), she also has an MPhil degree (Science and Technology studies) that focused on science communication and public engagement.