

Stakeholder acceptance of novel food technologies: Expert interviews

Idea:

In high-tech industries, even simple product or service innovations can become complicated. The reason for this is that companies often operate in ecosystems made up of powerful and closely interwoven interest groups. In such a tightly interwoven ecosystem, companies cannot focus solely on the customer and the company. Value propositions are needed that other stakeholders can accept. The entire ecosystem must accept the novel food technology. This study sheds light on the various factors that influence the acceptance of food technologies by different stakeholder groups by employing qualitative expert interviews. With this, drawbacks of food technology attributes can be disentangled.

Study design:

Qualitative – Expert interviews

Relevant Literature:

Siegrist, M., & Hartmann, C. (2020). Consumer acceptance of novel food technologies. *Nature Food*, 1(6), 343-350.

Onwezen, M. C., Bouwman, E. P., Reinders, M. J., & Dagevos, H. (2021). A systematic review on consumer acceptance of alternative proteins: Pulses, algae, insects, plant-based meat alternatives, and cultured meat. *Appetite*, 159, 105058.

Hartmann, C., Furtwaengler, P., & Siegrist, M. (2022). Consumers' evaluation of the environmental friendliness, healthiness and naturalness of meat, meat substitutes, and other protein-rich foods. *Food Quality and Preference*, 97, 104486.