



Consumer Perception on Foods and Conventional Technologies: Food Technology Neophobia Scale

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DESCRIPTION

New food processing technologies are continuously being introduced in the food industry such as longer product shelf life, convenience, sensory appeal, and nutritional superiority, new food processing technologies are constantly being introduced into the food business. Despite the advantages of such technologies, consumer perceptions and attitudes regarding food processing technologies are complicated, since consumers tend to be more cautious when it comes to innovative food processing technology. While it is often assumed that food processing technologies create opportunities for agri-food industry innovation, not all technologies are readily embraced by consumers. This is especially true when customers are unclear about the hazards connected with the use of such technology in food production and processing. As a result, each new product's success will be determined in large part by how people react to its processing technology. This is particularly in situations where consumers are unsure of the risks associated with applications of such technologies in food production and processing and consequently, the success of any new product will largely depend on consumer's behavioral responses to its processing technology [1].

To measure consumer's behavioural response to novel food processing technologies, a psychometric tool, the Food Technology Neophobia Scale was developing. The Food Technology Neophobia Scale has been shown to be a good factor in consumer resistance to foods prepared with innovative technology. For instance, found that food technology neophobia moderated consumer perceptions of processed juice amongst Brazilian consumers found that Ugandan consumers had a high degree of food technology neophobia towards processed and found that food technology neophobia was a significant factor in determining consumer's perception towards foods produced by nanotechnology in Canada [2].

Although the Food Technology Neophobia Scale is a valid and

reliable measure of food technology neophobia culture and the food may have an impact on their acceptance or rejection of specific food products. Because of these contextual differences, the Food Technology Neophobia Scale results from prior research and contexts cannot be applied universally, necessitating validation of the Food Technology Neophobia Scale in other contexts. Furthermore, much of the extant literature on the use of the Food Technology Neophobia Scale is based on research undertaken in industrialized nations like Brazil, Australia, Canada, and Italy. Only a few researches have focused on using the Food Technology Neophobia Scale in under developed countries. Furthermore, the majority of prior Food Technology Neophobia Scale research focused on food packaging technologies like nanotechnology, rather than the goods created by such technologies. Therefore, there is a need to conduct more studies on the applicability of the Food Technology Neophobia Scale on food products produced by novel technologies [3,4].

Milk is a highly perishable product and shelf life is primarily dependent on immediate processing and preservation. Much as milk processing and preservation technologies such as hydrostatic pressure technology, pulsed electric field technology, ultra-high temperature and cold pasteurization is old and known to most the world, Northern Ugandan milk consumers still have a strong preference for raw or locally processed milk products result of consumers fear for processed milk products processed. However, there is just a limiting scientific evidence to support these assertions. Therefore important to investigate and understand the neophobia elements that underpin the observed milk intake. Behaviour of consumers in Northern Uganda. The influence of food technology neophobia and socioeconomic characteristics on the intake of processed milk products made with ultra-high temperature milk was investigated using the Food Technology Neophobia Scale and sterilized milk processing methods. The main hypothesis study is to determine customer preference for unprocessed or locally processed milk products [5].

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