

## **Making Choices:**

Consumers and Their Impact  
on Canada's Agriculture and Food.

*November 5 to 6, 2007*

The role of institutional trust in (new)  
food technology acceptance –  
implications for communication  
strategy (and third party certification)

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# Content

- I) Intro: European Perspective on GM
- II) Trust and Technology Acceptance
- III) Data
- IV) Results
- V) Discussion

# Introduction: European Perspective on GM

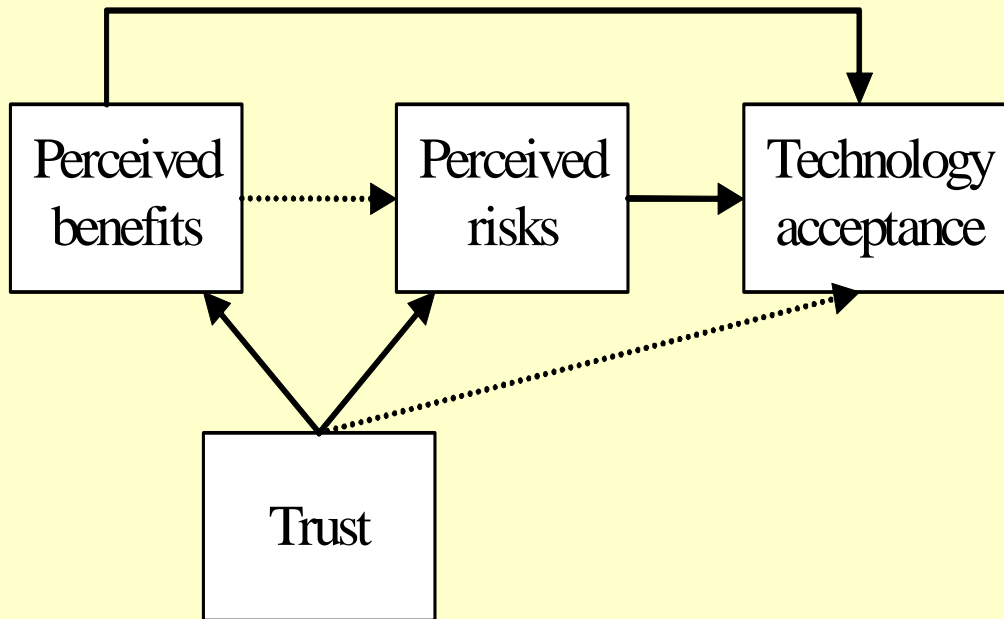
Consumer/institutional trust in EU  
since mid 1990's

- BSE
- HIV
- GM in France
- Form attempted by Monsanto
- Form of anti-GM campaigns

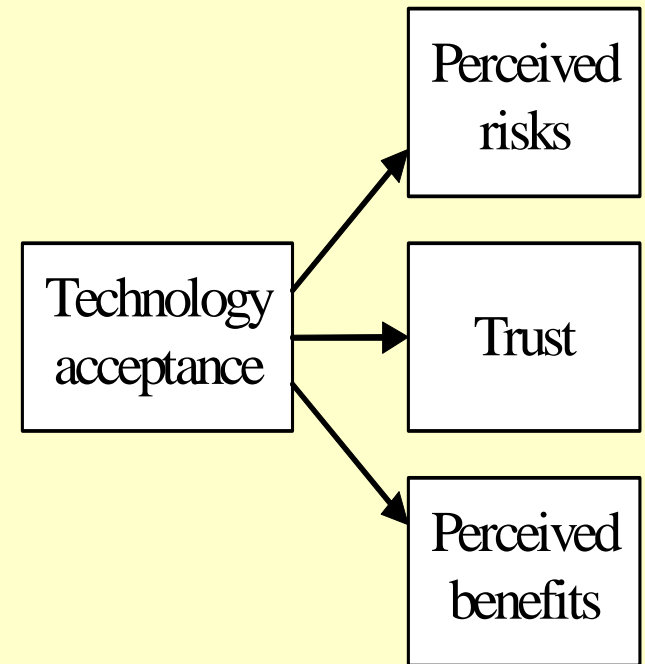
**Almost an obsession: How can the erosion  
of institutional trust be reversed?  
What's the conceptual base?**

# Trust and Technology Acceptance – two dominating models

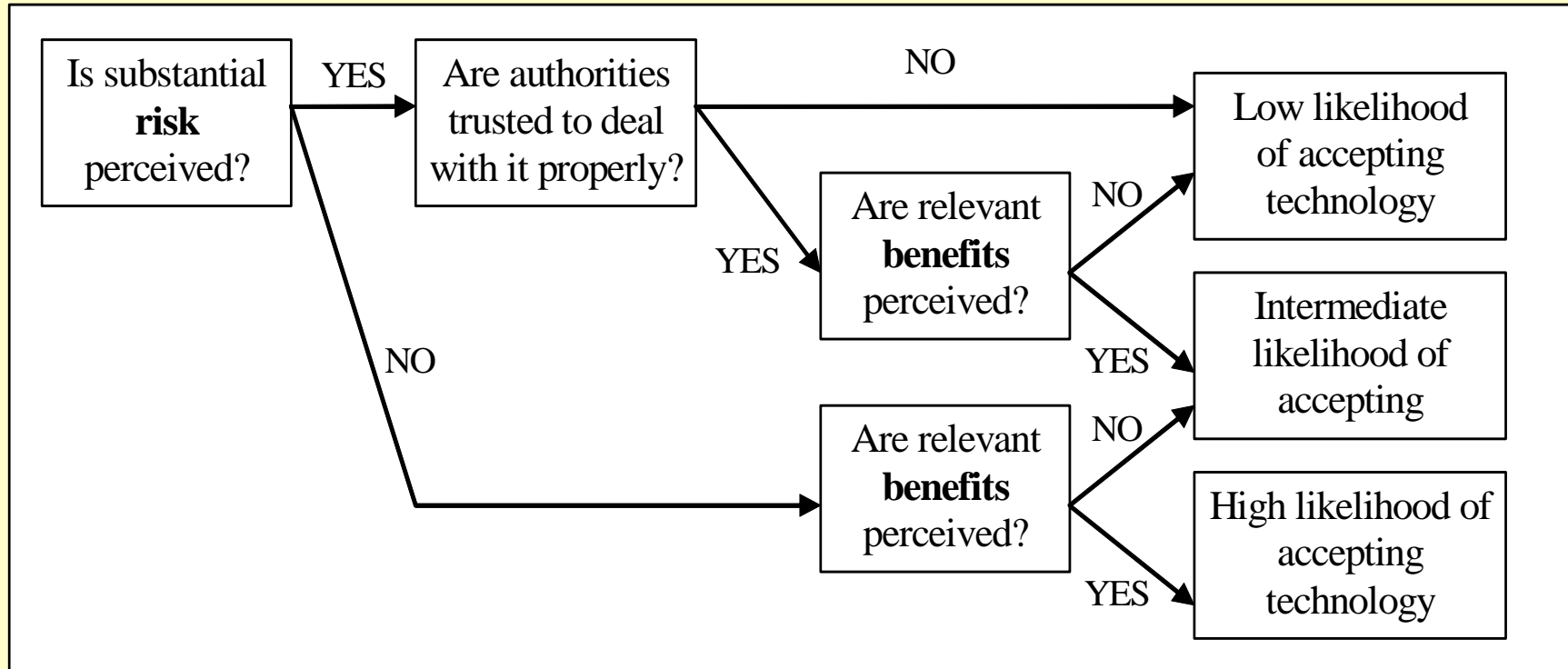
The causal chain model



The associationist model



# An alternative, sequential model proposed



## Hypotheses:

- Those who reject technology most strongly, don't care/know about benefits.
- Those who accept technology, do not raise issues of trust or distrust in open-ended questions.

## Data collection

### a) Consumer Survey in Germany and Italy

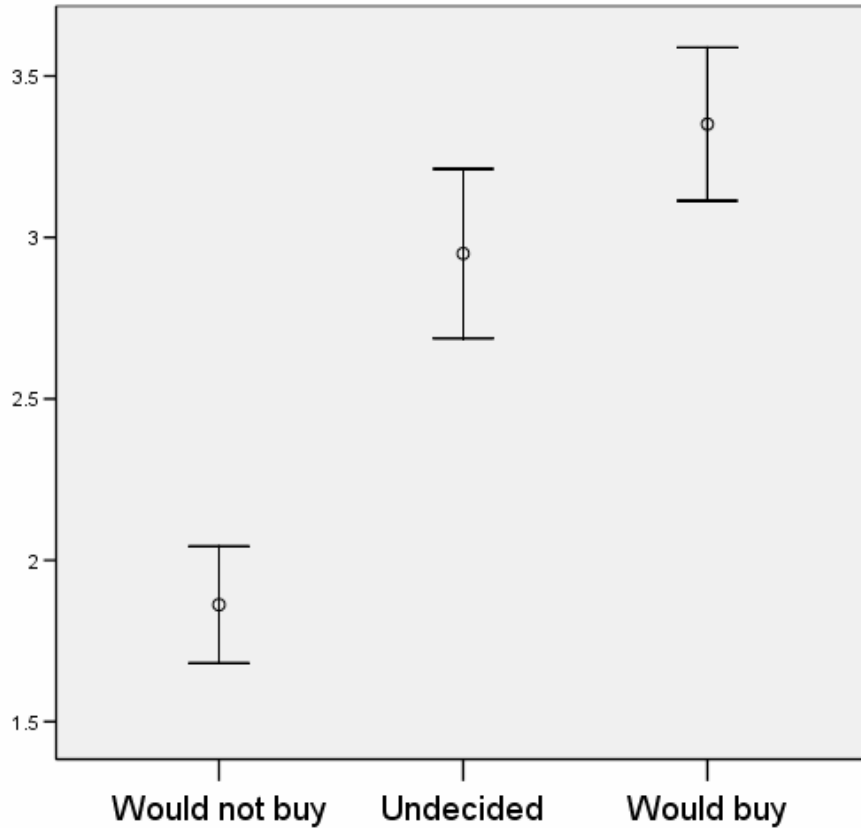
- Data collection from Sept. 2004 to Feb. 2005
- n = 1284 (2 online surveys each in Germany and Italy, 1 mail survey in Germany, 1 mall intercept survey in Italy)
- 5 knowledge items about benefits (score 1/0)
- Purchase intentions on 5 point scales

### b) Qualitative/Laddering Interviews in Germany

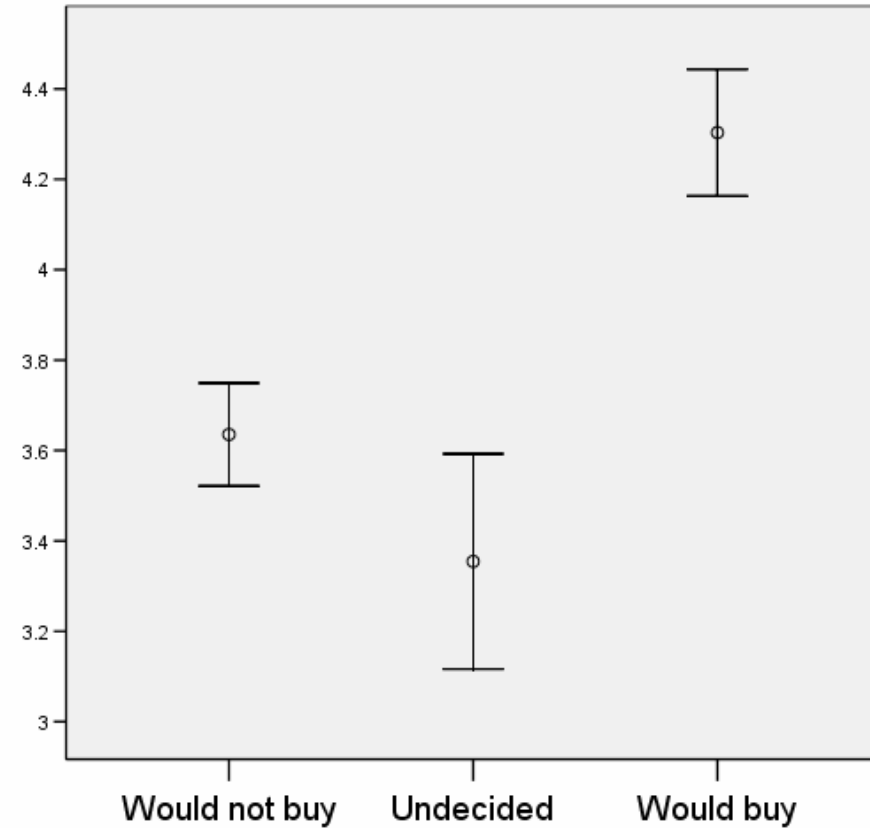
- Data collection from Nov. 2003 to April 2004
- n = 60 (mothers with at least one child at home)
- Purchase intentions for GM yogurt
- Open-ended questions: Importance of product attributes and consequences of consumption

## Empirical Evidence: a)

**Knowledge (max. score 5) and Purchase Intention; Italy (n = 523)**



**Knowledge (max. score 5) and Purchase Intention; Germany (n = 761)**



## Empirical Evidence: b)

Purchase intentions	Likely	Maybe	Unlikely	Total
Segment size				60
Raised trust/distrust Issue ( <i>% of segment</i> )				26 (43%)

# Discussion

- Institutional Trust in Industry or Government not equally relevant for all consumers in technology acceptance.
- Influence of family and friends' opinion more influential than institutional trust.
- What about silent majority between accepters and rejecters?
- Develop comprehensive procedure for testing three models simultaneously.