Abstract

The ability of the scientific enterprise to increase the quality and availability of food hinges critically on consumers’ willingness to accept (or reject) new technologies. As such, the purpose of this research is to enhance understanding of consumers’ preferences for new food technologies by capitalizing on recent developments in economics and neuroscience. Specifically, this research seeks to determine how the human brain responds to the controversial newer food technologies of animal cloning and growth hormones as compared to standard, “rational” food attributes such as product price. By determining which regions of the brain activate in response to stimuli on new food technologies, the research will provide insight into whether aversion to new food technology are driven by emotions such as fear or by more logical “calculating” regions of the brain. Specifically, the objectives of this paper are to: i) identify how consumers’ brains respond to the controversial food technologies of animal cloning, and ii) determine whether and how brain activations predict consumer choice.