

Beliefs, Values, and Technology: Consumer Attitudes Toward Assisted Reproductive Technologies in Spain

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Cite as:

Ronda Lorena (2025), Beliefs, Values, and Technology: Consumer Attitudes Toward Assisted Reproductive Technologies in Spain. *Proceedings of the European Marketing Academy*, 54th, (123880)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



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Abstract

This study examines the factors influencing consumer attitudes toward assisted reproductive technologies (ART) in Spain, focusing on how social tolerance, religiosity, and political conservatism shape acceptance levels and emphasizing the ethical dilemmas that influence acceptance of new reproductive health services. Using survey data from 1,030 Spanish citizens, we explore how these consumer traits impact openness to ART in various contexts, such as infertility and genetic selection. Results indicate that higher social tolerance and lower religiosity correspond to more favorable attitudes toward ART, while political conservatism tends to reduce acceptance, especially among conservative consumers. These findings offer insights for marketers and policymakers on tailoring communications and services to diverse consumer segments, highlighting the importance of addressing underlying values that influence consumer openness to reproductive health innovations.

Track: Innovation Management & New Product Development