

Consumer Ambivalence Toward Innovations Integrating Ecological Methods in High-tech Agriculture

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Abstract

Consumers often hesitate to embrace novel food products due to ambivalence—harbouring simultaneous positive and negative evaluations. This study examines how integrating ecological methods, generally viewed positively, can shape consumer perceptions of high-tech agriculture. 45 interviews explored associations tied to technology, agriculture, and ecology. Participants showed ambivalence toward agricultural technology and ecological technology. Linking agriculture with ecology significantly reduced ambivalence towards agriculture. While perceptions of technology and agriculture were inherently ambivalent, views on ecology were mostly positive. Our findings suggest that blending ecological methods with high-tech agriculture might paradoxically increase consumer resistance to high-tech food production, highlighting potential challenges in achieving consumer acceptance of eco-friendly agricultural innovations and their food products.

Track: Innovation Management & New Product Development