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Gregory A. Baker ... Thomas A. Burnham

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Abstract

Conjoint analysis was used to explore consumer preferences for food products that are the product of genetically modified organisms (GMOs). The results of a cluster analysis indicated that consumers fell into three homogeneous groups based on their preference for a branded, low-priced, or GMO-free product. There were some differences between the segments based on the sociodemographic characteristics of age, education, and income. However, consumers in the segment that wished to avoid GMOs were most easily distinguished from consumers in the other two segments based on their high level of risk averseness and belief that GMOs do not positively affect the quality or safety of food products. Implications for food marketers and policymakers are discussed.

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Not Science but PR': GM Food and the Makings of a Considered Sociology, the plateau enlightens the curvilinear integral, increasing competition.