



# International Journal of Nature Science (IJNS)



## Consumer Views on Nanotechnology in Food Products and Strategies for Positive Engagement

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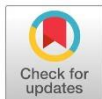
### Article History

Volume:1, Issue:2, 2024

Received: 17<sup>th</sup> May, 2024

Accepted: 30<sup>th</sup> May, 2024

Published: 5<sup>th</sup> June, 2024.



**Abstract:** *This study investigates how consumers perceive nanotechnology in food and suggests scientific strategies for better public engagement. Through surveys and interviews, we examined a spectrum of consumer attitudes, from enthusiasm to apprehension, toward nanotech-infused foods. We advocate for transparent labeling, educational outreach, and rigorous safety assessments to build trust and consumer confidence. This research offers insights to align public perceptions with the potential benefits of nanotechnology in the food sector, promoting its responsible integration while addressing consumer concerns.*

**Keywords:** *Consumer perception, Nano technology, Food Products, Positive Engagement.*

**Author's citation:** Saranya Sivakumar, Asvath Chandran R, Gnanamangai B M\*, Philip Robinson, Prabha Kolandaivel. Consumer Views on Nanotechnology in Food Products and Strategies for Positive Engagement. *Int.J.Nat.Sci.* Vol.1(2). 2024.Pp:34-46. <https://doi.org/10.51470/IJNS.2024.01.02.34>

## INTRODUCTION

The dawn of the 21<sup>st</sup> century has witnessed the convergence of science, technology, and culinary arts, leading to innovative breakthroughs in food production and consumption. At the forefront of this transformation stands nanotechnology, a ground-breaking scientific discipline that manipulates materials at the nanoscale. This scale, typically encompassing dimensions of less than 100 nanometer, confer unique properties upon substances, aiding revolutionary applications in various industries, including the food sector (Gallardo et al., 2022). Nanotechnology's capacity to engineer materials at the molecular level has redefined the principle of what we eat, how it's produced, and how it impacts human health.

The potential of nanotechnology in food is enormous. Nanoencapsulation techniques have been employed to improve the solubility, stability, and bioavailability of bioactive compounds, presenting new avenues for delivering health-promoting ingredients (McClements, 2022). The development of nanosensors has unlocked the ability to detect and identify pathogens at an unprecedented sensitivity and speed, guiding a new era of food safety and quality assurance (Dong et al., 2021). In the domain of food packaging, nanomaterials have demonstrated their prowess in enhancing barrier properties, reducing waste, and extending product shelf life (Baek et al., 2021). These advancements not only hold the promise of enhancing the sensory attributes of food but also exhibit potential for addressing critical issues like malnutrition and foodborne illnesses on a global scale (Rasooly & Herold, 2020).

However, the integration of nanotechnology in the food industry is far from straightforward. It has given rise to legitimate concerns regarding safety, transparency, and ethical considerations (Drechsel et al., 2019). The novel characteristics and behaviour of materials at the nanoscale introduce new dimensions of complexity and uncertainty, necessitating the evaluation of potential risks and ethical dilemmas (Meng et al., 2022). As nanotechnology infiltrates into the culinary sphere, it carries with it the responsibility of balancing the enormous potential for innovation with the assurance of safety, the safeguarding of consumer rights, and the maintenance of transparency.

We all agree that the consumer occupies a pivotal role in accepting or rejecting a new technology. The reception and perception of nanotechnology in food are not just scientific or regulatory matters; they are ethical & cultural phenomena that influence the adoption of new technology. As with any innovation, consumer attitudes and preferences significantly

influence market dynamics (Gallardo et al., 2022). The widespread acceptance of nanotechnology-enhanced food products hinges on various factors, including consumer awareness of the technology, trust in regulatory systems, and the perceived benefits of these applications (Siegrist et al., 2021). It is consumer acceptance that can either propel the adoption of these innovative technologies in the food sector or act as a hurdle (Schnettler et al., 2021). However, on a global scale, there is a significant requirement for training, recruitment, investment for infrastructure, partnership with regulatory organizations, and the establishment of both national and international guidelines, for better application of metagenomics for food safety (Kareem Siraj et al., 2023).

Consumer acceptance is closely associated with issues of risk perception, trust, and information (Huang et al., 2021). It is influenced by how consumers understand and relate to the nanotechnology applications in their food. When the scale of technology is far smaller than the human eye can perceive, it becomes critical to communicate its applications and effects transparently and effectively. Public understanding of nanotechnology can affect their trust in food production processes (Slovic, 2019). Apart from addressing concerns; taking the technology is an opportunity to engage and educate the public on the benefits and potential drawbacks of nanotech-infused foods.

Despite the rapid interest in the field of nanotechnology in food, there remains a significant gap in research that investigates consumer perceptions and the potential influence of these perceptions on market dynamics. While there is a wealth of literature addressing the technical aspects of nanotechnology in food, the discussion of consumer perspectives has often taken a backseat. The extant research primarily focuses on risk perception and ethical considerations (Meng et al., 2022; Siegrist et al., 2021). However, it is essential to shift the focus toward the attitudes, preferences, and concerns of consumers. This study seeks to bridge this gap by exploring consumer attitudes and proposing strategies for positive engagement.

Within the evolving landscape of nanotechnology, heightened consumer awareness and familiarity with its applications necessitate an understanding of consumer perceptions and concerns. Such understanding assumes a critical role in guiding decisions within the food industry and shaping policies & regulatory frameworks. Furthermore, it emphasizes the need for the development of strategic initiatives aimed at fostering public engagement with nanotechnology-integrated food products. These initiatives are assumed as a dynamic link between technological advancement and consumer acceptance, ensuring beneficial incorporation of nanotechnology into the food industry.

## **Methodology**

### ***Study Design: Survey & Interview***

A mixed-methods approach was adopted, combining surveys and semi-structured interviews (Hair et al., 2017). The primary objective of this survey is to assess consumer perceptions, awareness, concerns, and preferences regarding nanotechnology applications in food products through structured questions. The survey was designed to also explore factors influencing consumer acceptance and their preferences for information sources.

### ***Participant Recruitment – Random sampling***

Participants were selected through random sampling methods to ensure representativeness within the target population (Dillman et al., 2014). Interviews were conducted face-to-face or via video conferencing, depending on participant preferences and geographical constraints. Participants for interviews were purposefully selected to encompass diverse viewpoints and experiences (Bernard, 2017). Focus groups were brought together with a small group of participants to discuss a particular topic or issue.

### ***Questionnaire Development***

A structured questionnaire was developed, consisting of closed-ended and open-ended questions to collect both quantitative and qualitative response from consumers. (Dillman et al., 2014; Hair et al., 2017).

The questionnaire used for this study is given in Appendix 1. The survey questionnaire was designed to cover the following categories:

- Demographics (e.g., age, gender, education)
- Awareness of nanotechnology in food
- Perceived benefits and concerns
- Willingness to consume nanotech-enhanced food products
- Preferences for information sources
- Attitudes toward food safety and labeling

### ***Data Collection***

The online questionnaire will be hosted on a secure platform and distributed through various channels, including social media, email, and relevant online communities. A clear consent statement will be provided, and participants will have the option to remain anonymous.

### ***Survey Period***

The survey will be available for a period of 1 week to collect all responses.

### ***Data Analysis***

Survey data were analyzed using statistical software (e.g., SPSS) to determine descriptive statistics, frequencies, and correlations between variables (Hair et al., 2017). Interviews were transcribed and analyzed thematically to extract recurring themes and insights (Bernard, 2017).

### ***Ethical Considerations***

Informed consent was obtained from all participants, and their anonymity will be ensured.

### ***Findings Interpretation***

The survey and interview findings were compared and triangulated to provide a comprehensive understanding of consumer perceptions of nanotechnology in food.

### ***Strategies for Positive Engagement***

Based on the research findings, strategies for fostering constructive consumer engagement was proposed, incorporating insights from the literature on risk communication and public engagement in emerging technologies (Besley et al., 2018; Fischhoff et al., 2011).

## **Results**

In this section, we present a summary of the responses obtained from the survey on consumer perception of nanotechnology in food products. The survey collected data from 50 randomly selected participants, and the findings are presented below.

### ***Demographics of Participants:***

- Age: Respondents were distributed across various age groups, with the majority falling between 18-29 years (40%) followed by 30-39 years (20%).
- Gender: The sample included a fairly even distribution of male (48%) and female (52%) participants.
- Education Level: A diverse range of education levels were represented, with the majority having a Bachelor's Degree (34%) or a Master's Degree (18%).

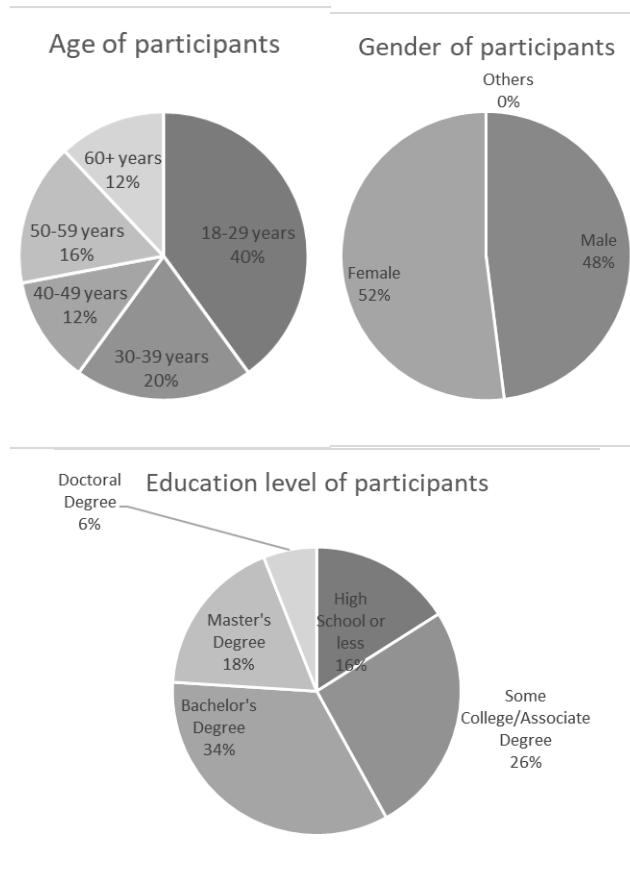


Figure 1: Schematic representation of demographics of participants – Age, Gender and educational level.

#### ***Awareness of Nanotechnology in Food:***

- 38% of respondents indicated awareness of the use of nanotechnology in food products, while 62% were not aware.
- Among those aware, common sources of information included news or media (40%), product labels (22%), and educational institutions (13%).

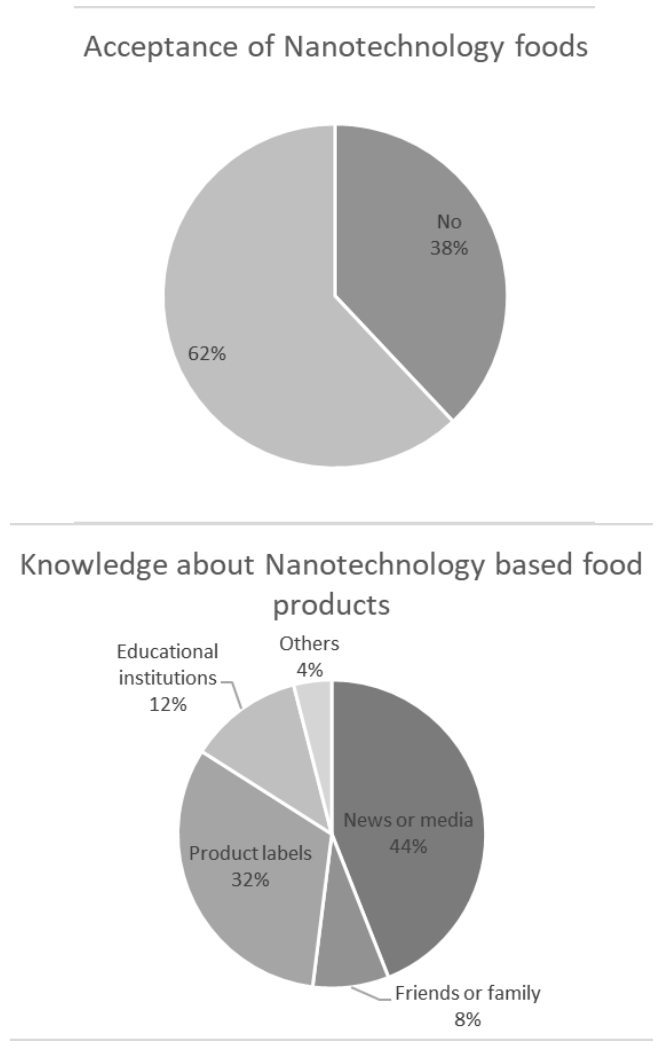


Figure 2: Schematic representation of awareness of Nanotechnology in foods.

***Perceived Benefits of Nanotechnology in Food:***

- 44% of participants believed that nanotechnology offers benefits to food products, including enhanced taste, longer shelf life, and improved nutrient delivery.

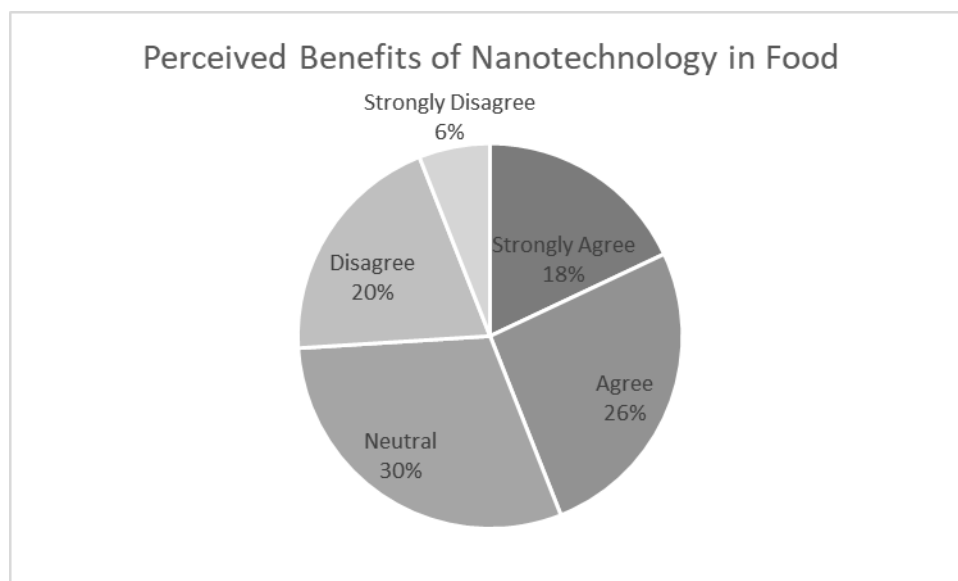


Figure 3: Schematic representation of perceived benefits of Nanotechnology in foods.

**Concerns about Nanotechnology in Food:**

- 68% expressed some level of concern about the use of nanotechnology in food products, with safety (68%) and a lack of information (20%) being the primary concerns.

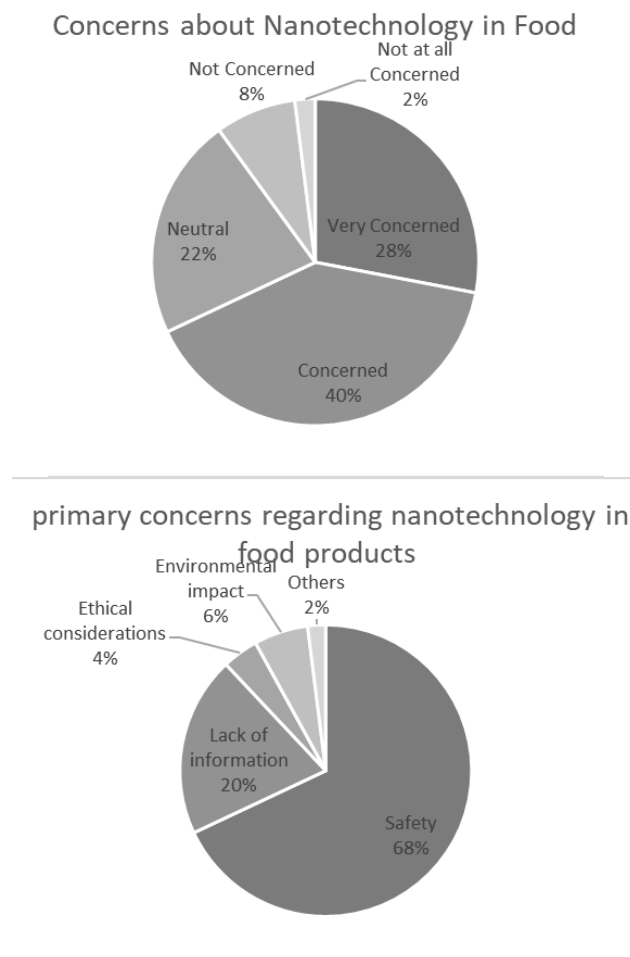


Figure 4: Schematic representation of concerns about Nanotechnology in foods

**Willingness to Consume Nanotech-Enhanced Food Products:**

- 58% of respondents were willing to consume nanotech-enhanced food products if they were deemed safe and beneficial.
- Factors influencing willingness included safety assurances (62%), clear labeling (30%), and potential health benefits (26%)



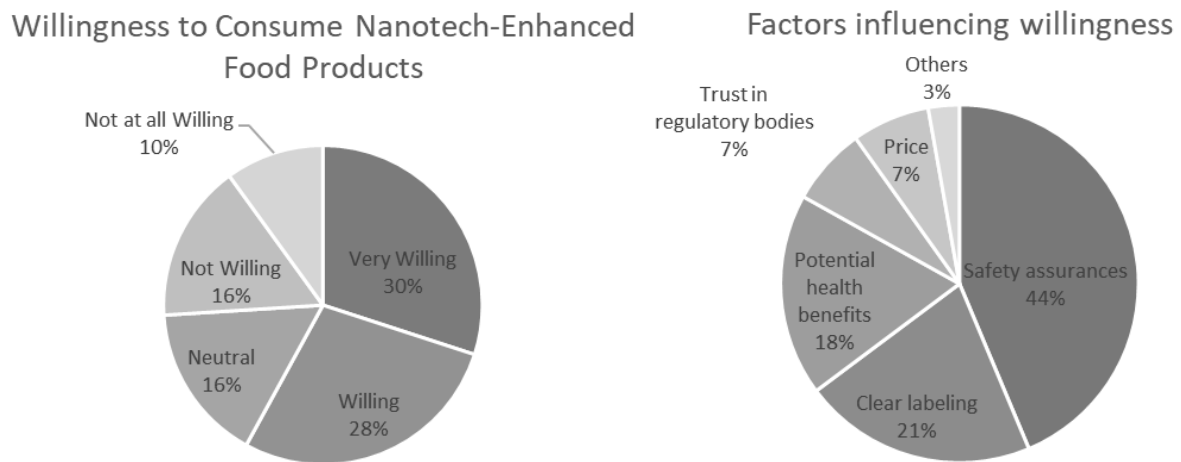


Figure 5: Schematic representation of willingness to consume Nanotechnology based foods

### ***Preferences for Information Sources:***

- Common sources for information about food products included product labels (38%), online reviews and forums (34%), and friends and family (28%).
- Trustworthy sources of information were government or regulatory websites (40%) and friends and family (32%).

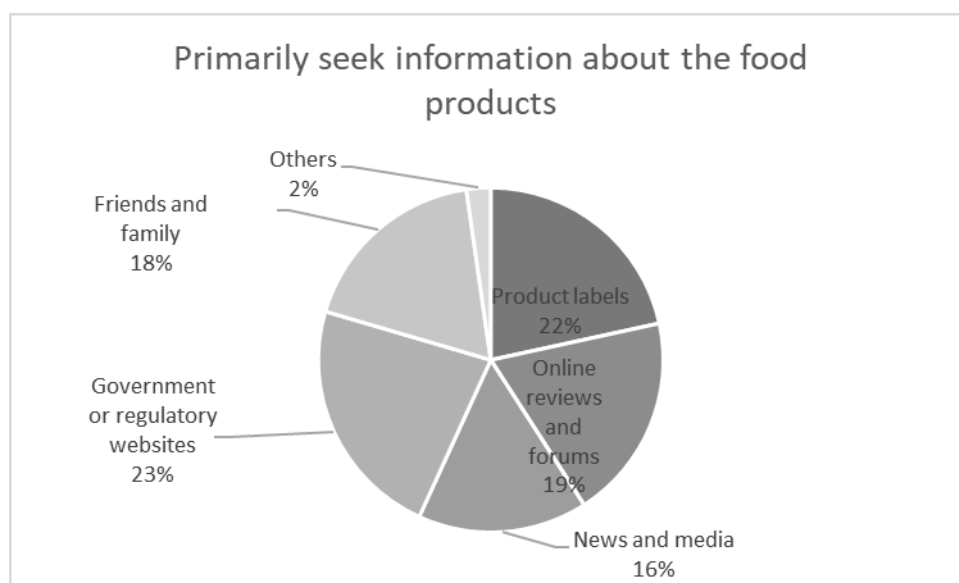


Figure 6: Schematic representation of preferences of information sources

### **Discussion**

The survey results provide valuable insights into consumer perceptions of nanotechnology in food products. The majority of respondents were aware of nanotechnology's presence in the food industry, primarily through news and media sources.

This highlights the role of media in shaping consumer awareness and opinions on emerging technologies (Besley et al., 2018).

Despite concerns raised by a significant portion of respondents, a substantial proportion acknowledged the potential benefits of nanotechnology in food, such as improved taste and shelf life. This suggests a nuanced and ambivalent consumer attitude, reflecting the need for clear and transparent communication from both industry and regulatory bodies (Fischhoff et al., 2011).

The findings also indicate that trust in safety assurances and the presence of clear labeling can positively influence consumer willingness to consume nanotech-enhanced food products. These insights underscore the importance of effective risk communication and regulatory practices in building consumer confidence (Siegrist et al., 2007).

The preferences for information sources reveal the significance of product labels and online reviews, emphasizing the role of labeling as a communication tool and the potential for online platforms to shape consumer choices (Huang et al., 2021).

These preliminary results highlight the complexity of consumer perceptions in this emerging field and lay the groundwork for further analysis of the data. Future research should delve deeper into specific benefits and concerns, explore variations among demographic groups, and develop strategies for addressing consumer concerns and fostering positive engagement.

### **Conclusions:**

The findings from this study, based on responses from 50 participants, offer valuable insights into consumer perceptions of nanotechnology applications in food products. Consumer awareness of nanotechnology in food is substantial, largely attributed to media channels. A significant portion of respondents expressed concerns, particularly regarding safety and a perceived lack of information. However, a substantial number recognized the potential benefits, reflecting a nuanced consumer attitude. Factors influencing consumer willingness to consume nanotech-enhanced food products include safety assurances, clear labeling, and the promise of health benefits. The study also highlighted the importance of product labels and online reviews as sources of information. Trust in government or regulatory websites underscores the significance of official channels in providing credible information. This research lays the foundation for further exploration of specific consumer segments and the development of strategies to address concerns and foster positive consumer engagement, ensuring the responsible integration of nanotechnology in the food industry.

**Recommendations:**

Based on the findings of the study on consumer perception of nanotechnology applications in food products, the following recommendations can be made:

- **Enhance Labeling Transparency:** Ensure clear and informative labeling for nanotech-enhanced food products.
- **Prioritize Safety Testing:** Invest in robust safety assessments and adherence to stringent regulatory standards.
- **Educate and Engage:** Develop educational campaigns to raise awareness and provide accurate information about nanotechnology in food.
- **Diversify Communication Channels:** Extend communication through informative websites and partnerships with online platforms.
- **Tailor Messaging:** Customize communication strategies to address specific concerns of diverse consumer groups.
- **Collaborate with Regulators:** Work closely with regulatory authorities to establish uniform guidelines and standards.
- **Monitor Emerging Concerns:** Continuously track and respond to new consumer concerns related to nanotechnology in food.
- **Involve Consumers in Development:** Engage consumers for feedback and preferences in the product development process.
- **Foster Responsible Innovation:** Prioritize transparency, safety, and consumer engagement in nanotech-enhanced food product development.
- **Encourage Industry Collaboration:** Promote collaboration among industry stakeholders, researchers, and regulatory bodies for responsible technology integration.

These recommendations aim to bridge the gap between consumer perception and the responsible integration of nanotechnology in the food industry. By prioritizing transparency, safety, education, and engagement, industry stakeholders can better align scientific advancements with consumer acceptance and preferences.

### Acknowledgement:

The authors are thankful to the Management of K. S. Rangasamy College of Technology, Tiruchengode, Tamil Nadu with special mention to the Principal Dr. R. Gopalakrishnan for his enormous support and for providing the necessary facilities to carry out this research work. Our special mention to Instrumentation and analytical support by DBT-STAR (BT/HRD/11/09/2018), DBT-PG Scheme (BT/HRD/01/07/2020), DST-FIST (SR/FST/College-235/2014) and DST-FIST (SR/FST/College/2023/1423).

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