

Table of Contents

<i>Abstract</i>	<i>1</i>
1 Introduction	2
2 The Food Consumer of the New Century	5
2.1 Functional Foods	7
2.1.1 Functional Food Markets.....	10
2.1.2 Constraints for the Functional Food Market.....	13
2.1.3 Forces Driving the Functional Food Market	15
2.1.4 Omega-3 Fatty Acids.....	16
2.2 Organic Farming and Food	21
2.2.1 Market for Organic Products	22
2.2.2 Opportunities and Constraints for Organic Food.....	24
2.3 GM Foods	26
2.3.1 Market for GM Foods.....	26
2.3.2 Consumer Behavior Regarding GM Foods	29
2.3.3 Acceptance of Second Generation of GM Food.....	31
3 Objectives and Research Questions	33
3.1 Research Questions:	33
3.2 Hypotheses	34
4 Research Design and Data Collection	36
4.1 Research Design	36
4.2 Sample and Sampling Method	36
4.3 Instrument Design	37
5 Analytical Tools	39
5.1 Elicitation Methods	39
5.1.1 Contingent Valuation	39
5.1.2 Conjoint Analysis	40
5.2 Structural Equation Modeling	41

5.3	Choice Modeling	44
6	Results	48
6.1	Sample Description	48
6.2	Frequencies	48
6.2.1	Consumption of Yoghurt, Eggs and Bread.....	48
6.2.2	Food Purchasing Factors	49
6.2.3	Acceptance of Applications of Biotechnology	54
6.2.4	Attitude Towards Biotechnology	66
6.2.5	Knowledge of Biotechnology	69
6.2.6	Acceptance of GM Food	71
6.2.7	Willingness to Consume GM Foods with Health Benefits	74
6.2.8	Choice between Conventional, Organic or GM Foods.....	82
6.2.9	Attitude towards Functional Foods.....	90
6.2.10	Attitude towards Organics.....	92
6.2.11	Descriptive Statistics	95
6.3	Factor Analysis	96
6.4	Cluster Analysis	99
6.5	Models	102
6.5.1	Structural Equation Model	102
6.5.2	Binomial Logistic Models	107
6.5.3	Comparing the SEM model with the Binomial Logit Models	113
6.6	Hypothesis Testing	114
7	Discussion	117
8	Conclusions	122
9	Recommendations	124
	References	126
	Appendixes	132