

# **Analysis of consumer knowledge regarding genetically modified food products**

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## **Abstract:**

Statistics and figures in the last three decades show an increase in the cultivation and production of transgenic crops in the world. Cultivation of these crops has brought many benefits to various groups, including food security and environmental benefits. In spite of these benefits, there are risks from various aspects towards these products, which has made it difficult for consumers to accept these products. Moral, health and environmental risk are among these risks. Studies show that the people of most countries have not fully accepted transgenic products and have a negative attitude towards these products. This study has used the behavioral economics method to show its effect on the preferences of Iranians living in Mashhad for transgenic foods. Since GM corn oil is available in the country and consumers can buy it, it was chosen as the studied product. Finally, 550 people were considered as the statistical population of this research. The results of this study regarding personality characteristics show that consumers generally have a low level of information about transgenic products and mostly received negative information. In measuring the level of knowledge, they answered slightly more than half of the questions correctly on average. Therefore, proper information is recommended in this matter.

**Keywords: consumer, transgenic, food, information**