Smart Farming and Consumer Acceptance
An online survey study on consumers’ acceptance of vegetables produced using novel technologies

Abstract
Digitalisation has made its way into agriculture and is now increasingly used in vegetable production. Improvement in sustainability and efficiency are only two important reasons for the use of digitalisation in agriculture. While there is a lot of innovation in the agricultural sector contributing to the so-called smart farming, the public is critically aware of the agricultural sector as well, as the current number of pending agricultural initiatives in Switzerland clearly demonstrate. However, consumers’ perception of smart farming technologies and the resulting food products has received very little scientific attention so far (Pfeiffer, Gabriel, & Gandorfer, 2020). Most of the research up to date has focused on topics such as the adoption and adaption of smart farming technologies (Klerkx, Jakku, & Labarthe, 2019). The aim of this master study is to investigate consumers’ perception of smart farming. For this, the study shall build on our previous results obtained from experts and compare their opinion to lay people’s perception. The main research questions can be summarised as follows:

RQ1: How do consumers perceive vegetables produced in smart farms?
RQ2: How do lay people and experts differ in their opinions towards smart farming in vegetable production?

Findings from this Master thesis will provide valuable insights on how vegetables produced in smart farms are perceived. This in turn provides a basis for future communication and adoption of these technologies.

Tasks
- Literature review
- Conducting an online survey
- Data analysis
- Writing a Master thesis (in German or English)

Further information and contact
The thesis will be conducted in collaboration with Agroscope. The project can be started upon prior arrangement. For further information or application, please contact:
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References