

Turkish Consumer Acceptance of Cultured Meat: Perceptions, Intentions, and Influencing Factors

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Abstract:

Cultured meat, also referred to as lab-grown or cell-based meat, presents a promising solution to the environmental, ethical, and health challenges associated with traditional meat production. As consumer acceptance is crucial to the market success of such innovations, this study presents a comprehensive analysis of Turkish consumer attitudes towards cultured meat and investigates the acceptance levels, perceptions, and influencing factors toward cultured meat among Turkish consumers.

Data were collected through an online survey conducted with 1,125 participants across Turkey. The findings were analyzed using quantitative descriptive statistics and basic relational analyses. This research provides crucial preliminary insights into potential market receptiveness and the specific factors that might influence adoption or rejection among Turkish consumers.

The study further discusses the implications of these findings for industry stakeholders, emphasizing the need for transparent communication strategies and consumer education. Additionally, recommendations are offered for policymakers and regulators in Turkey, highlighting the importance of developing supportive regulatory frameworks and addressing public concerns to facilitate the responsible integration of cultured meat into the national food system.

Keywords:

Cultured Meat, Consumer Acceptance, Turkey.