

Unravelling Religious Beliefs to Model the Intention to Accept 3D-Printed Foods

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Abstract:

3D-printed food has drawn increasing scientific interest, especially in relation to customer acceptance, and offers viable answers to current problems in the food sector. Nevertheless, prior research has not been able to ascertain how customers' religious influence their willingness to eat food that has been 3D printed. The Theory of Planned Behaviour (TPB) is used in this study to investigate how religious influence customers' intentions to accept 3D-printed food. In Malaysia, a nation with a wide range of religious backgrounds, data were gathered from 250 citizens via cross-sectional questionnaires. Partial least squares structural equation modelling was used for analysis. The findings demonstrated that the impact of religious beliefs on customers' intention to accept 3D-printed food was positively mediated by their attitudes, subjective standards, and perceived behavioural control. By examining how religious beliefs and TPB core constructions influence customers' intentions to embrace 3D-printed food, this study contributes to the body of knowledge on consumer behaviour and the adoption of food technology.

Keywords:

3D-Food Printing, Religious Beliefs, Acceptance, Theory of Planned Behaviour, Malaysia.