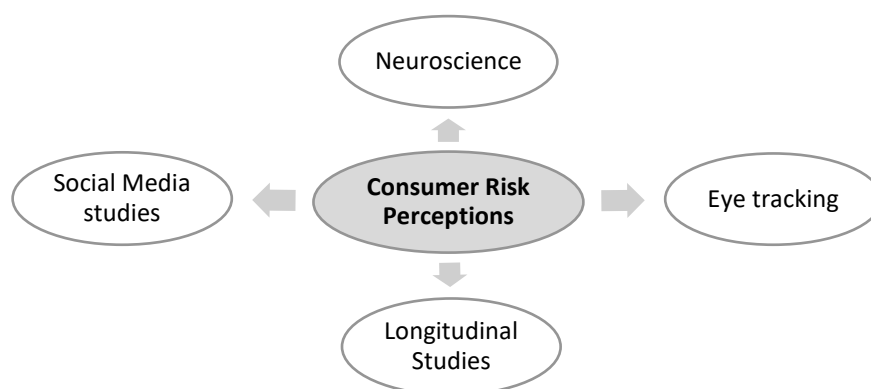


## CONSUMERS' RISK PERCEPTIONS, RATIONAL, AND IMPLICIT CONSIDERATIONS IN ALTERNATIVE PROTEIN ACCEPTANCE BEHAVIOURS IN ASIA

### STATEMENT OF RESEARCH PROJECT

The research will aim to identify consumers' risk perceptions and preferences towards various types of alternative proteins using an interdisciplinary and mixed methods approach.

Building on literature on food and risk communication, the research will offer the student opportunities to contribute on both theoretical and applied fronts in Asian consumer contexts. Consumer psychology and risk communication theories will be used to frame research design. A number of methods will be offered to address research aims. Consumers' cognitive and emotional responses to preferences and risks can be measured through the use of various tools including electroencephalograms (EEG). Eye tracking studies will be applied to identify consumers' responses to cues in decision making. Implicit Association Tests (IAT) may further be deployed to uncover consumers' subconscious motivations and psychological barriers as it pertains to diets.



### SCOPE OF WORK FOR SELECTED PHD STUDENT

This student will work with the supervisors to develop and execute all components of the research plan, including research planning, data collection, analysis, interpretation, publications and presentations. The student will also be expected to collaborate closely with team members on research outputs, attend research meetings, and to contribute interdisciplinary academic insights to the project.