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A Study of Consumer Behaviour towards Genetically Modified Foods and the Moderating Effects of Health Consciousness

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Abstract

With growing environmentalism and health concerns, people have become more conscious of the types of food they consume and the way they are processed. The principle of the present research paper is to explore the behaviour of consumers towards genetically modified (GM) foods and the moderating role of health consciousness. The rationale behind the present study is to address the gap in the past research

