Consumer perception of food products is a very complex phenomenon that is influenced by a wide range of characteristics. The major motivation for food science and nutrition should be sensual features, cost/price balance, and consumer health (sufficient/balanced nutrition). However, there are important differences between theory and reality. Past research indicates that sensory appeal, healthiness, convenience, and price tend to be the most important factors that influence food choice. Consumers tend to amplify the risk when a food or a technology is unknown, or to minimize the risk in familiar foods or home preparation. From a consumer’s perspective, innovation in foods may either imply real novelty or modifications of already existing products. The article lists taxes, housing, transportation, food, and health care as the top 5. This trend in consumer research is similar to other research with housing being higher on the list as the years go by. Bayleigh H. Exam Time Dp. A new poll conducted by vehicle price guide and automotive research group Kelley Blue Book indicates that consumers may not yet be ready for self-driving cars. The survey, conducted among a sample size of 2,264 12-64 year olds, found that consumers are torn almost evenly between the need for safety and desire for control.