

ABSTRACT

The Food Neophobia Scale (FNS), originally developed in English, has been widely used in different studies to assess the individual's willingness to try new foods, the FNS in English designed by three English teachers then was translated into Farsi language by three other English/Farsi teachers. After that, both the English and Farsi language FNS versions were administered to 100 panellist on the Food Neophobia Scale (FNS) along with Health and taste attitude scale with both English and Farsi versions. The FNS total score ranged from 10-70 and the respondents were classified as food neophilic (≤ 16.4), neutral (16.5-38.5) and food neophobic (≥ 38.6). In addition to that, the consumer behaviour was studied. The t-test, chi-square test and Cronbach alpha test were carried out to have the clear picture on data analysis in both languages. In English version, regarding the health and taste attributes, the highest response calculated was found to be neutral (49%) whereas in Farsi, the Health and taste attributes, the highest response calculated was found to be positive (54%). In both Farsi and English version, the most of the involved panellist were found to be male who had neutral response except in case of FNS. In term of FNS, the Neophobic female number was found to be higher in both English and Farsi version. In comparing the demographic scale in both the languages, the similarities in scale can be found.

