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**Accepting a new nano-tech based technology in the fruit storage industry:
a B2B perspective from the middle-east**

Abstract

Nanotechnology is increasingly being employed in the areas of food production and packaging. While there exists considerable research that analyses consumer trust and perception of nano-technology use in the food sector, the B2B sector has widely been neglected. This research project analyzes the influence of perceived quality and psychological factors in adopting a new nano-based technology that increases storage life of fruits and vegetables. The research context is Iran and neighboring countries. The results show that customer acceptance of using nanotechnology is influenced by both quality dimensions (performance, features, reliability, conformance, durability, serviceability, aesthetics, perceived quality) AND psychological dimensions such as perceived risk and trust. The research also reveals individual differences in accepting nano-technology, depending on the function hold by the employee. We interpret the results from a culture perspective.