

Consumers and meat: Satisfaction, sustainability and self-indulgence. How does meat contribute to consumer well-being? (#1)

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How does meat contribute to consumer well-being? In this presentation we will try to answer this question not in terms of nutrition and human physiology, but based on consumer perceptions and consumer values. We draw on research on well-being that distinguishes a cognitive and an affective component of well-being, where the former is related to a cognitive judgment of satisfaction and the latter to a feeling of happiness. Meat contributes to – or detracts from – well-being in both ways, with consumers forming judgements of how satisfied they are with sensory, health and ethical properties of meat, and at the same time developing spontaneous positive or negative feelings about a piece of meat, the way it looks and tastes, and the way it has been produced.

In order to understand these relationships, we will look at the cognitive processes by which consumers form expectations about the quality of meat based on the intrinsic and extrinsic cues available when making meat purchases, as well as at the spontaneous affect that such cues elicit. We will also look at how, during consumption, meat results in sensory and informational gratification, and how these together result in judgements of satisfac-

tion and the formation of intentions with regard to future purchases. We will try to address how these judgements of satisfaction along with spontaneous emotional reactions result in the overall contribution to well-being.

With this as a conceptual framework, we will discuss three topical issues in the meat sector. First, we will look at the increasing importance of extrinsic cues in the marketing of meat and in the way consumers form judgments about the quality of meat, with special focus on extrinsic cues related to safety, health and sustainability, drawing on data from different continents. Second, we will look at the issue of trust and credibility, discussing the challenge that extrinsic cues relating to issues like health and sustainability will have market relevance only if consumers regard them as credible and regard the source behind them as trustworthy. Use of 3rd party certification and branding will be invoked in this context as potential trust building measures in the meat sector. Third, we will look at the potential for meat substitutes and the extent to which future meat products and what today is called meat substitutes indeed are substitutes. We will finish with implications for the meat sector.

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