

CONSUMERS AND MEAT: SATISFACTION, SUSTAINABILITY AND SELF-INDULGENCE HOW DOES MEAT CONTRIBUTE TO CONSUMER WELL-BEING?

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OVERVIEW

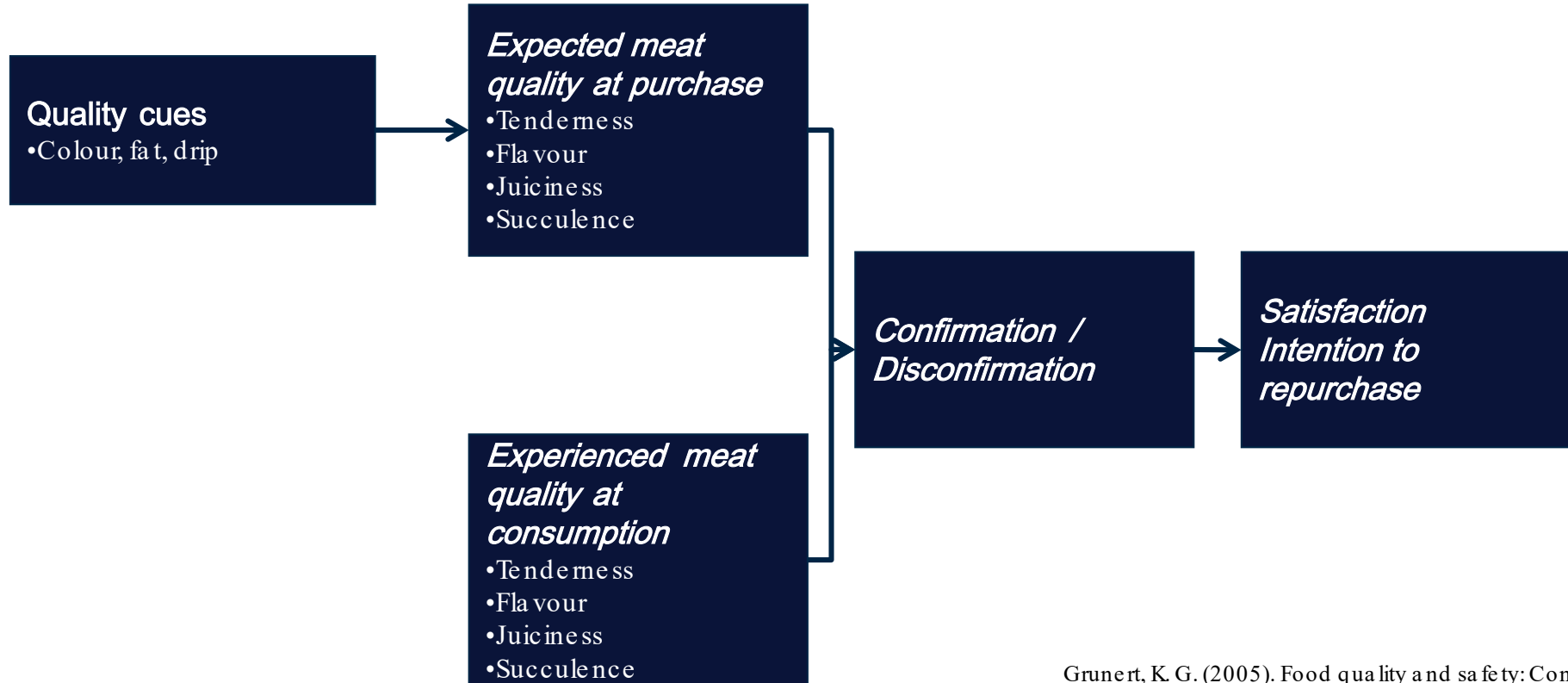
1. Consumer satisfaction with meat
2. Beyond satisfaction:
Emotional reactions to meat
3. Meat and well-being
4. Implications for the meat sector



Consumer satisfaction with meat



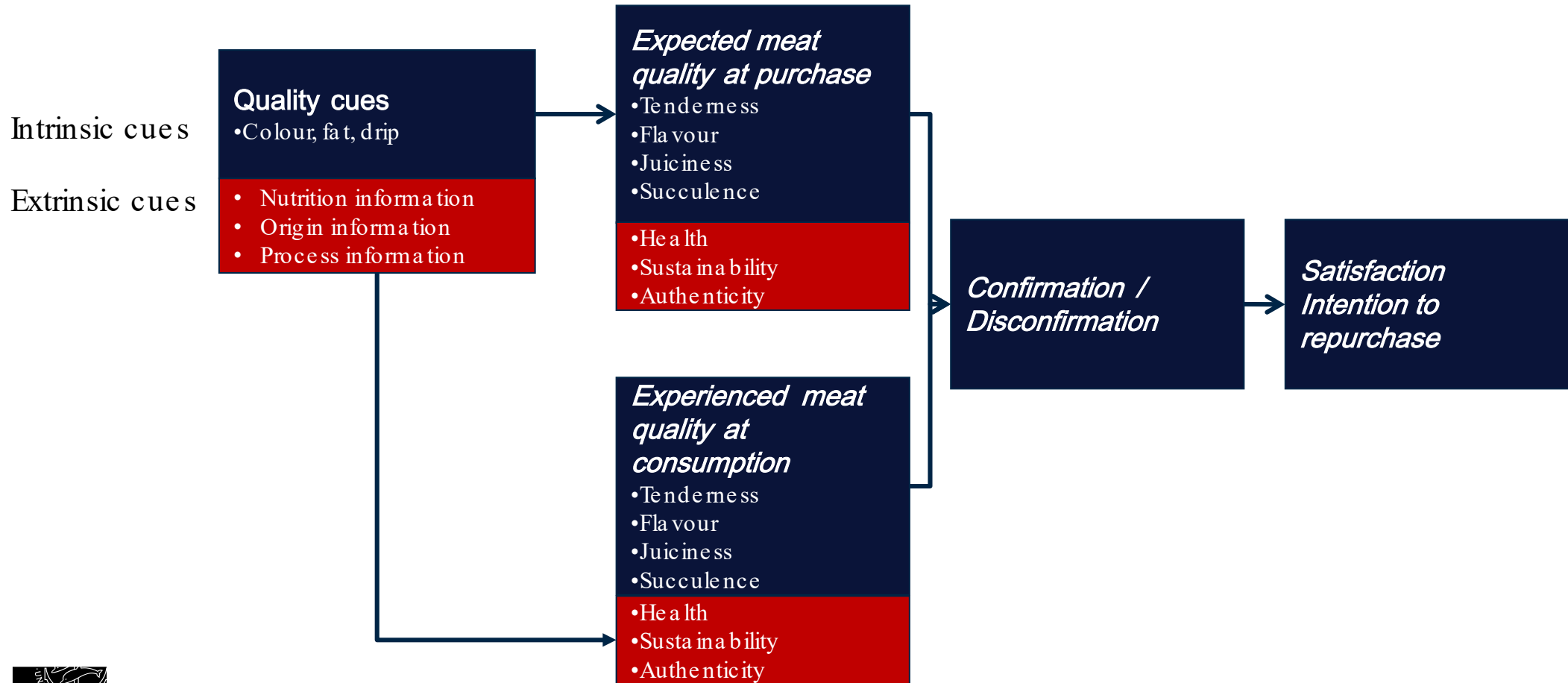
SATISFACTION: THE CLASSICAL APPROACH



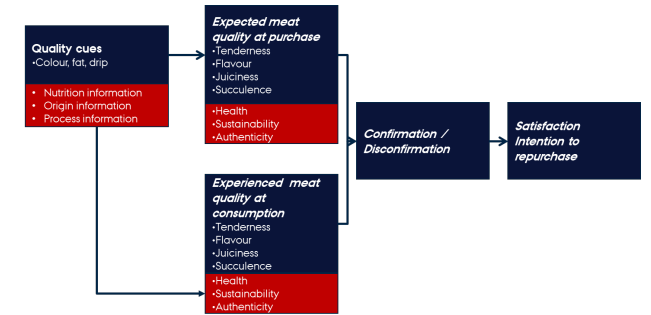
Grunert, K. G. (2005). Food quality and safety: Consumer perception and demand. *European Review of Agricultural Economics*, 32, 369-391.

Troy, D. J., & Kerry, J. P. (2010). Consumer perception and the role of science in the meat industry. *Meat Science*, 86(1), 214-226.

SATISFACTION THE EXTENDED APPROACH



CASE 1: PROCESS INFORMATION ON PORK PRODUCTION IN GERMANY AND POLAND



Which process attributes are most important to consumers?

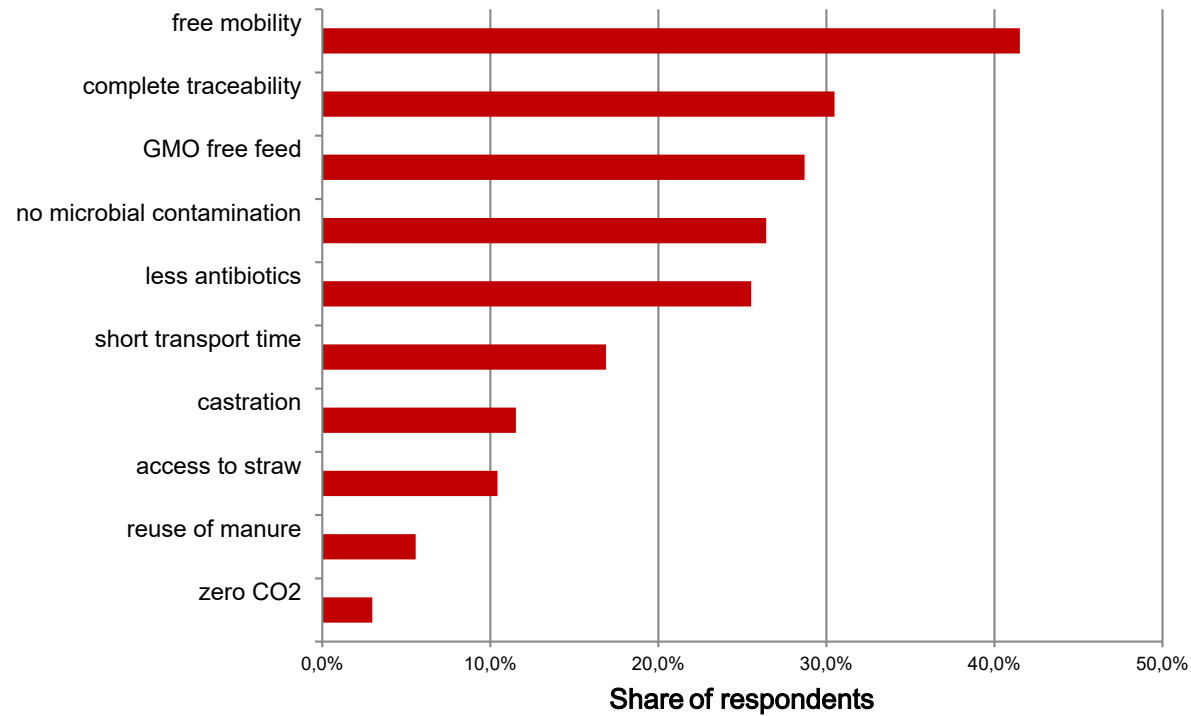
How much impact do they have on consumer choice compared to intrinsic cues and to origin information?

Based on choice experiment in Germany and Poland

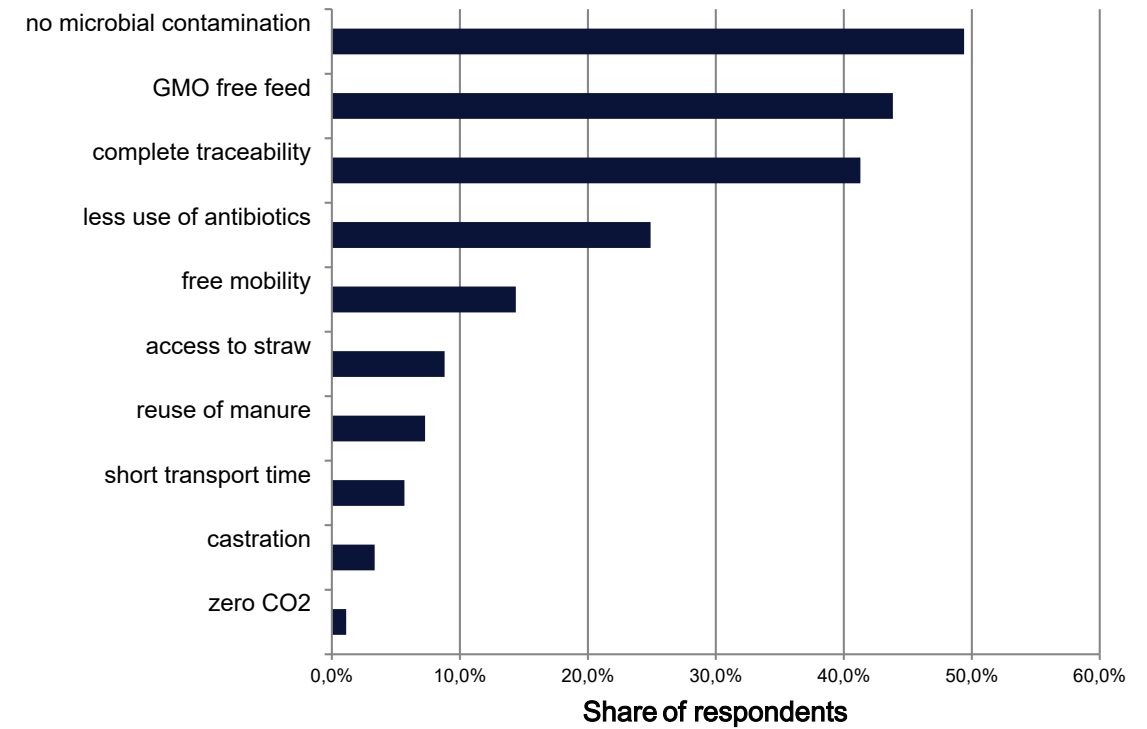


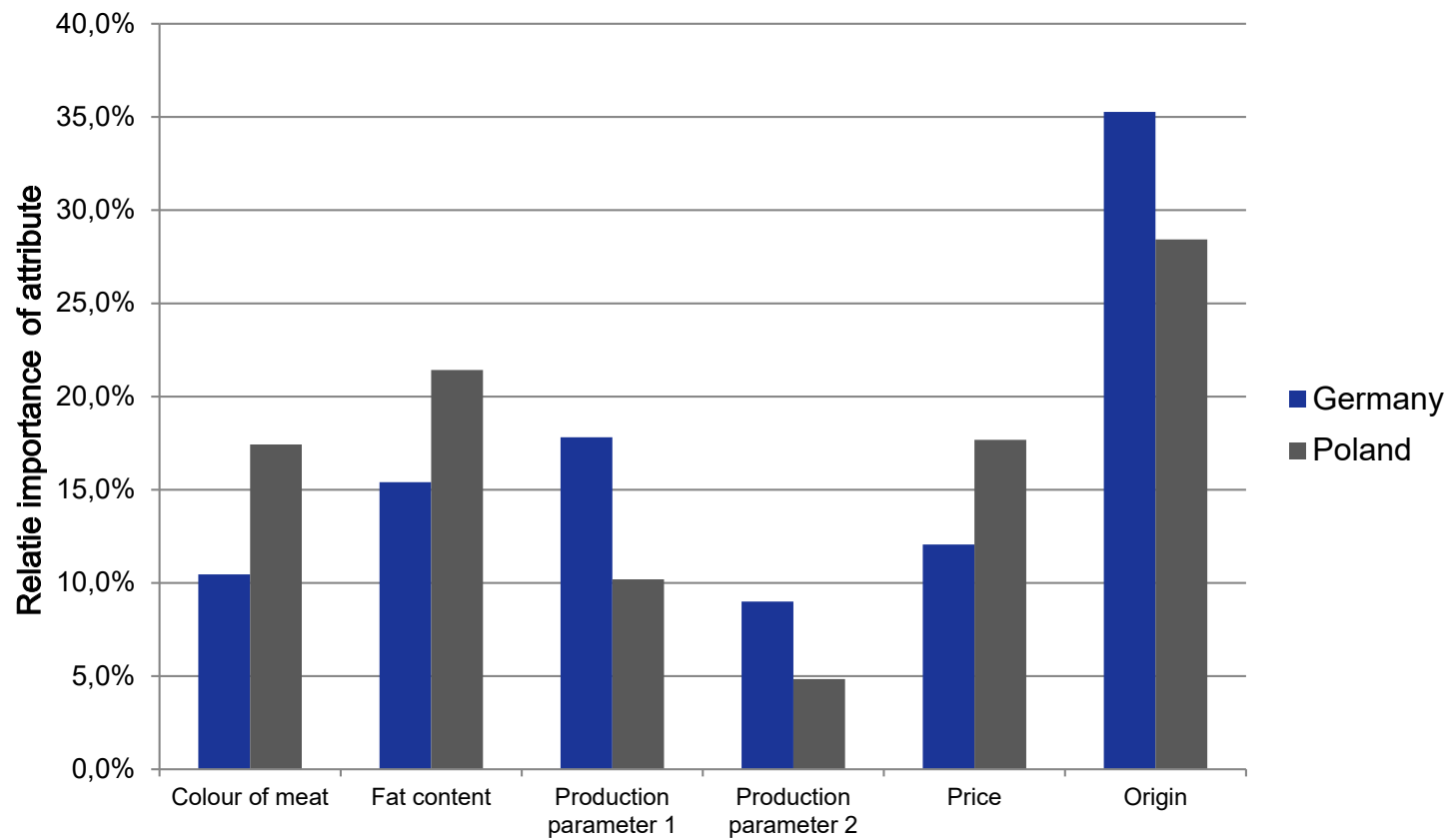
Grunert, K. G., Sonntag, W. I., Glanz-Chanos, V. & Forum, S.. (2018). Consumer interest in environmental impact, safety, health and animal welfare aspects of modern pig production: Results of a cross-national choice experiment. *Meat Science*, 137, 123-129.

Germany

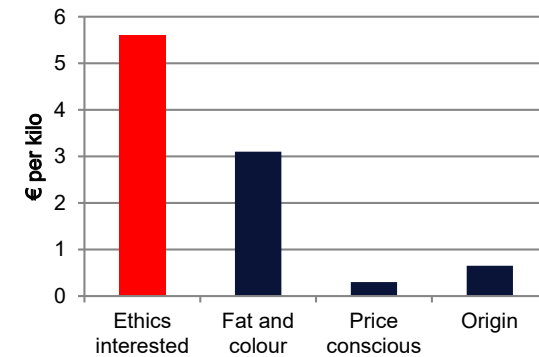


Poland

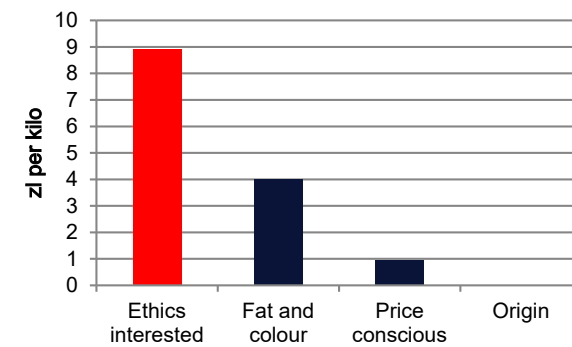




Willingness to pay extra for the most preferred ethics attribute - Germany



Willingness to pay for preferred ethics attribute - Poland

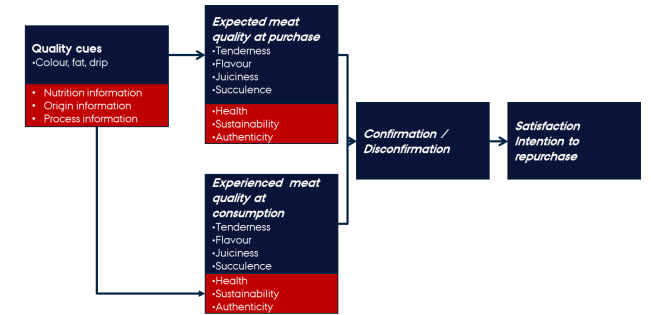


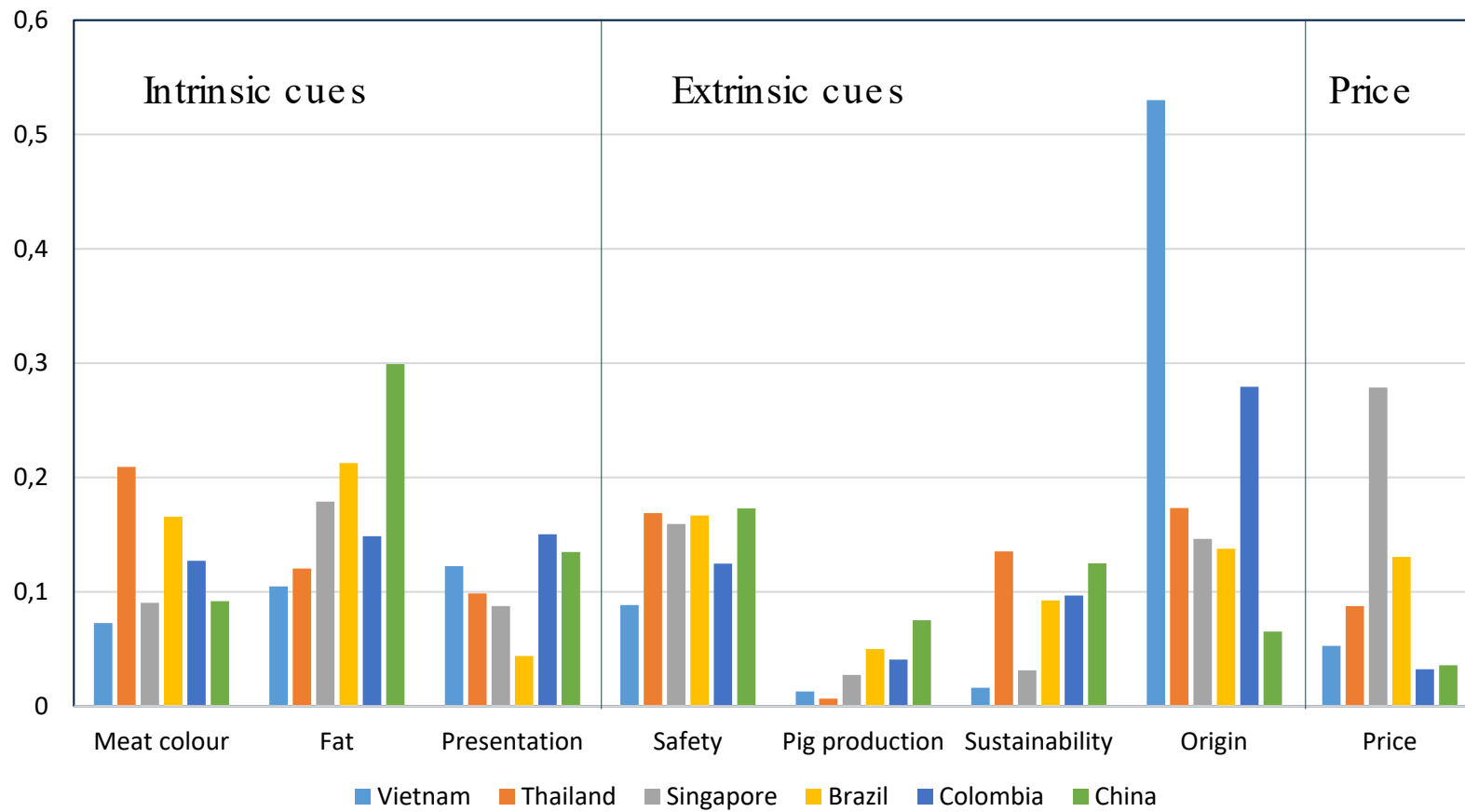
CASE 2: IMPORTANCE OF EXTRINSIC AND INTRINSIC CUES WHEN PURCHASING PORK IN EMERGENT MARKETS

What is the role of extrinsic and intrinsic cues when selecting pork on emergent markets?

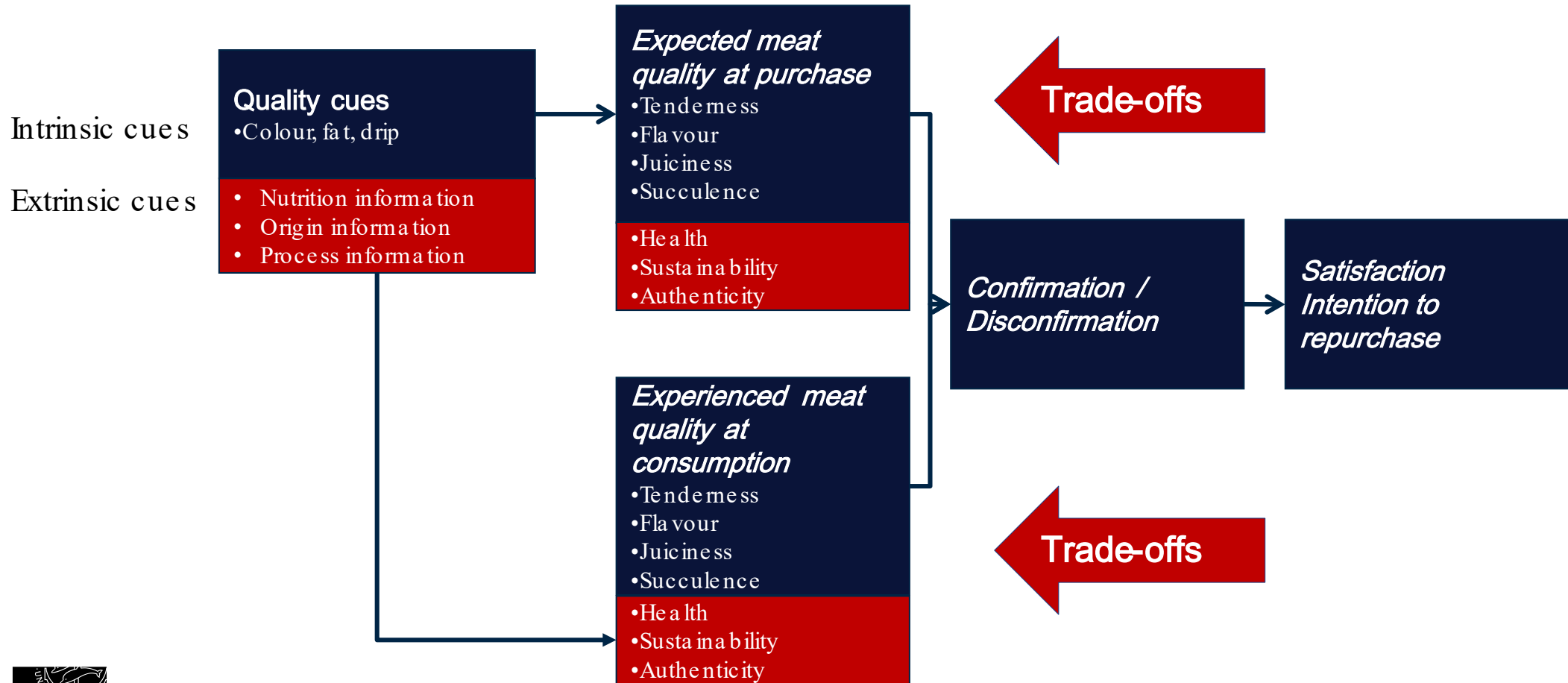
Based on choice experiment in China, Thailand, Vietnam, Singapore, Brazil, Colombia (major cities)

Sa Inikova, E. & Grunert, K.G. (in press). Consumption orientation, country-of-origin, and sustainability on emergent markets. *Journal of Business Research*





SATISFACTION THE ROLE OF TRADE-OFFS



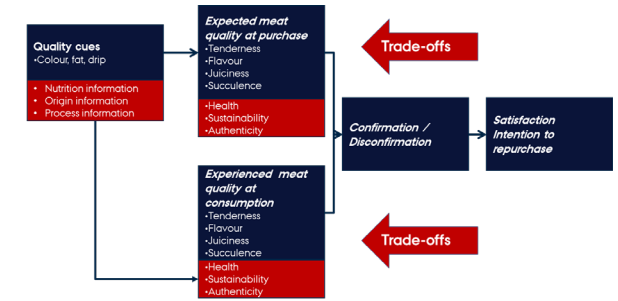
CASE 3: TRADEOFF BETWEEN HEALTH AND TASTE

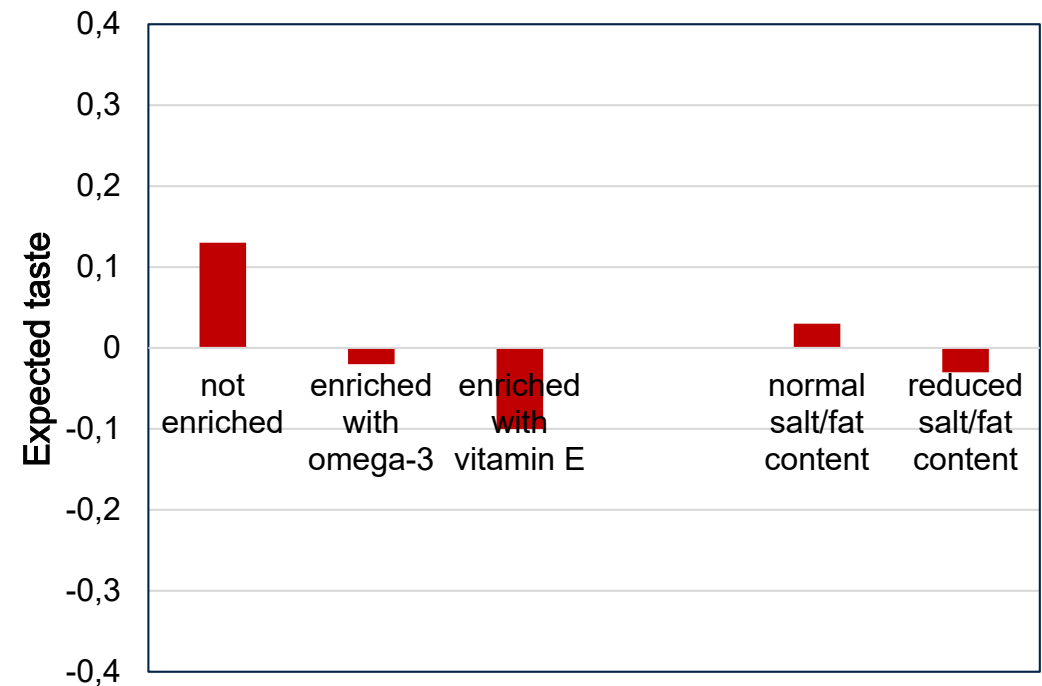
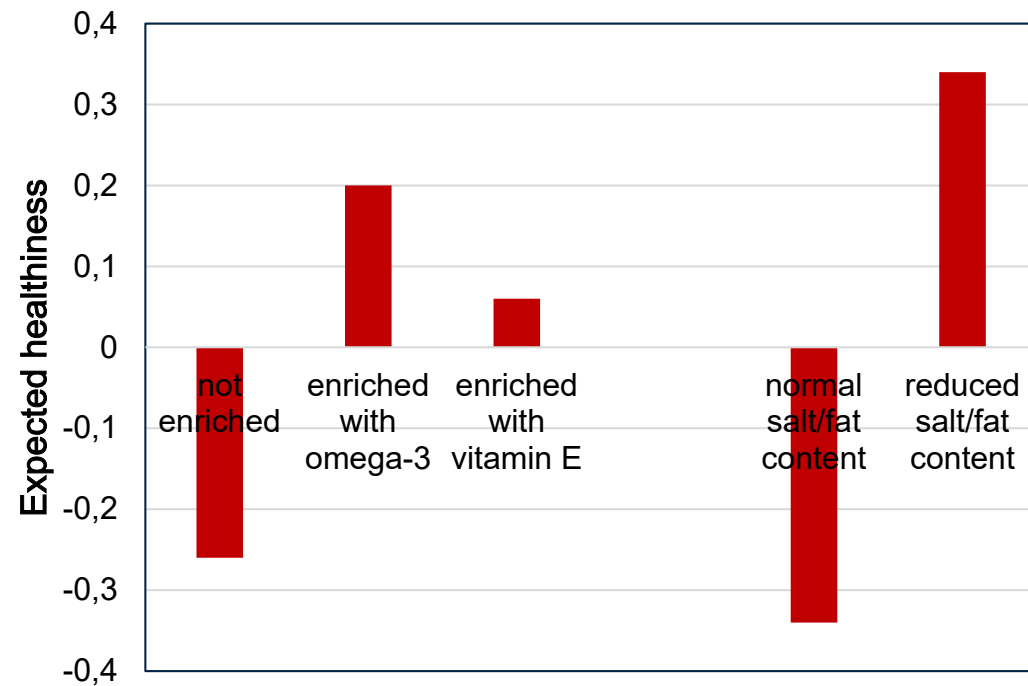
Do nutrition and enrichment claims affect the perceived healthiness of the product?

Are there perceived trade-offs between the increased healthiness and the expected taste?

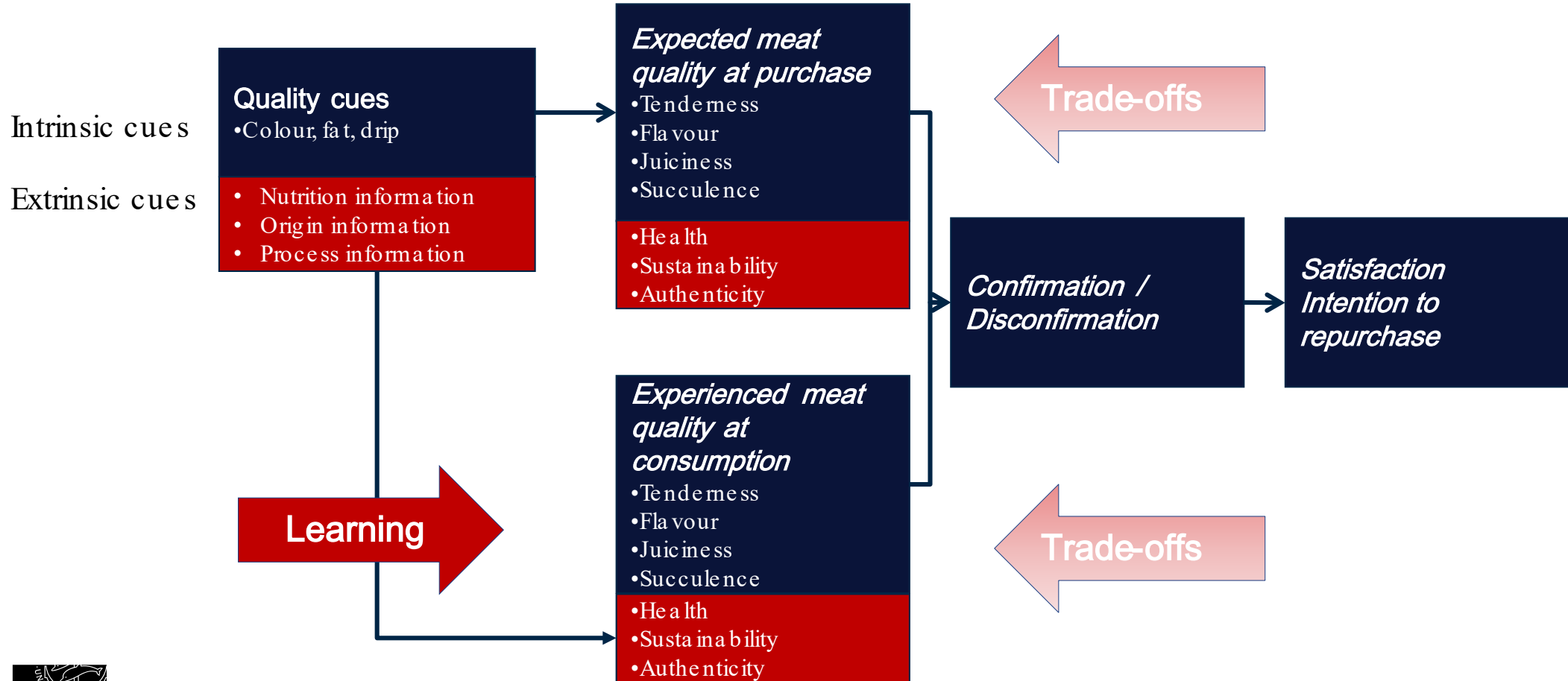
Conjoint study in Ireland

Shan, L. C., De Brún, A., Henchion, M., Li, C., Murrin, C., Wall, P. G., & Monahan, F. J. (2017). Consumer evaluations of processed meat products reformulated to be healthier—A conjoint analysis study. *Meat Science*, 131, 82-89.

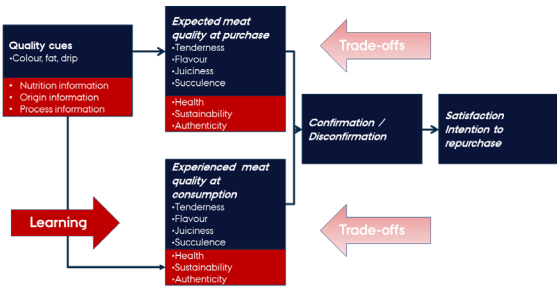




SATISFACTION LEARNING DURING PREPARATION AND CONSUMPTION



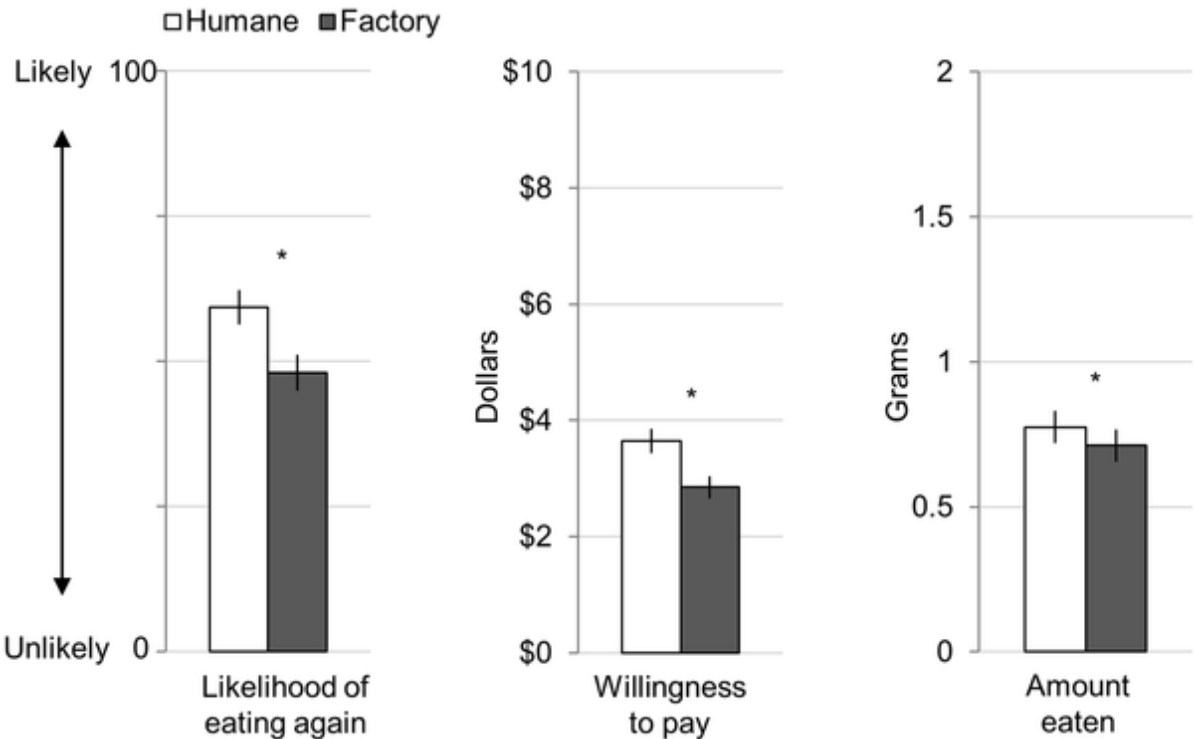
CASE 4: THE EFFECT OF PROCESS INFORMATION DURING CONSUMPTION



Provision of process attribute information during meat tasting

Tasting study in USA

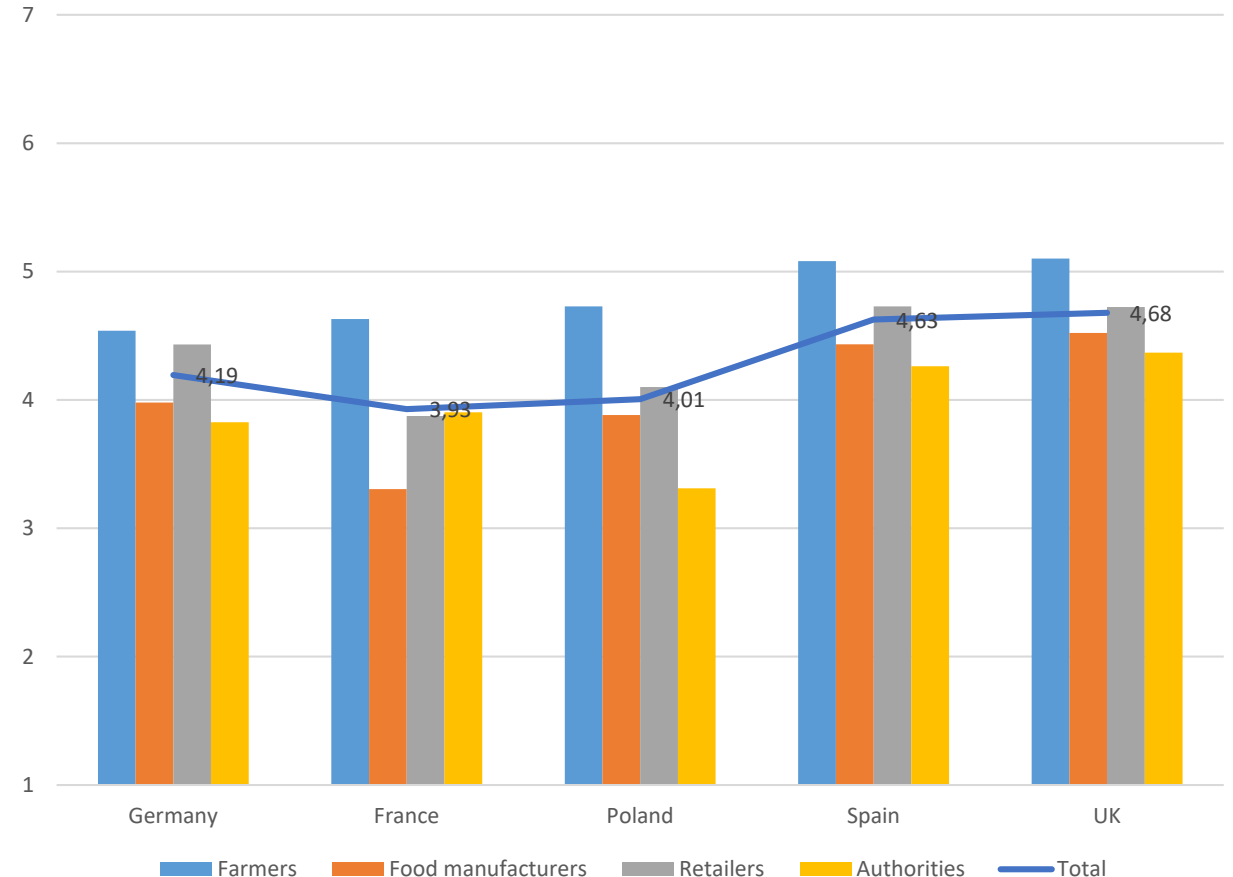
Anderson, E. C., & Barrett, L. F. (2016). Affective beliefs influence the experience of eating meat. *PLoSOne*, 11(8), e0160424.



THE ROLE OF TRUST

Information on origin, nutrition and process affects consumer behaviour only to the extent consumers believe the information is credible and the source is trustworthy

Labelling, third party certification and branding are trust building devices



Results from EIT Food TrustTracker®

CONCLUSIONSON SATISFACTION

Consumer satisfaction with meat depends on whether consumer expectations are met during consumption

However, meat today is evaluated not only in terms of sensory attributes, but also in terms of health, sustainability and authenticity

Satisfaction is therefore also affected by information on origin, nutrition and process characteristics

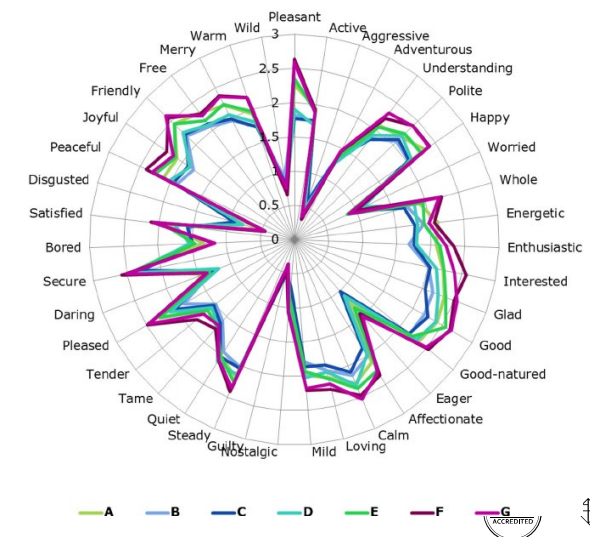
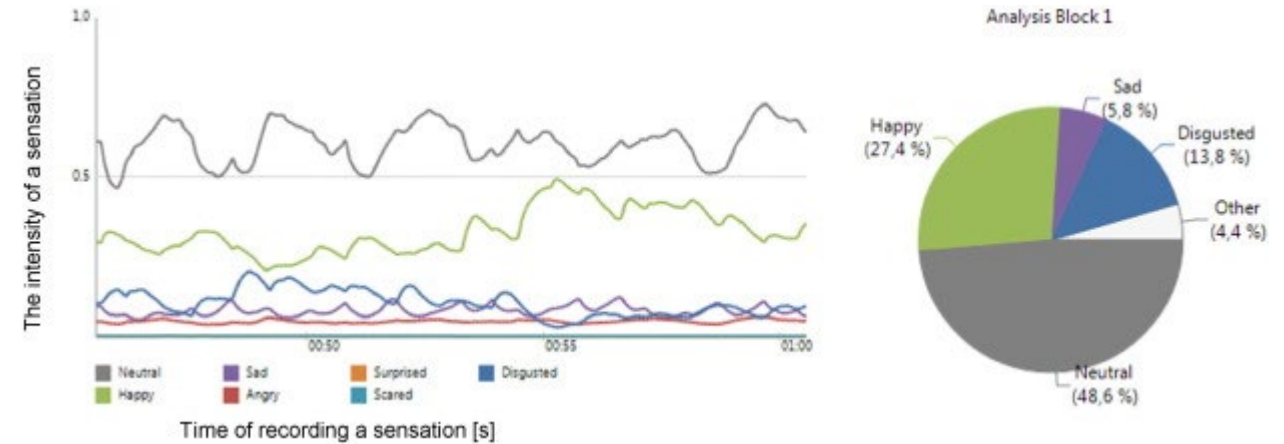
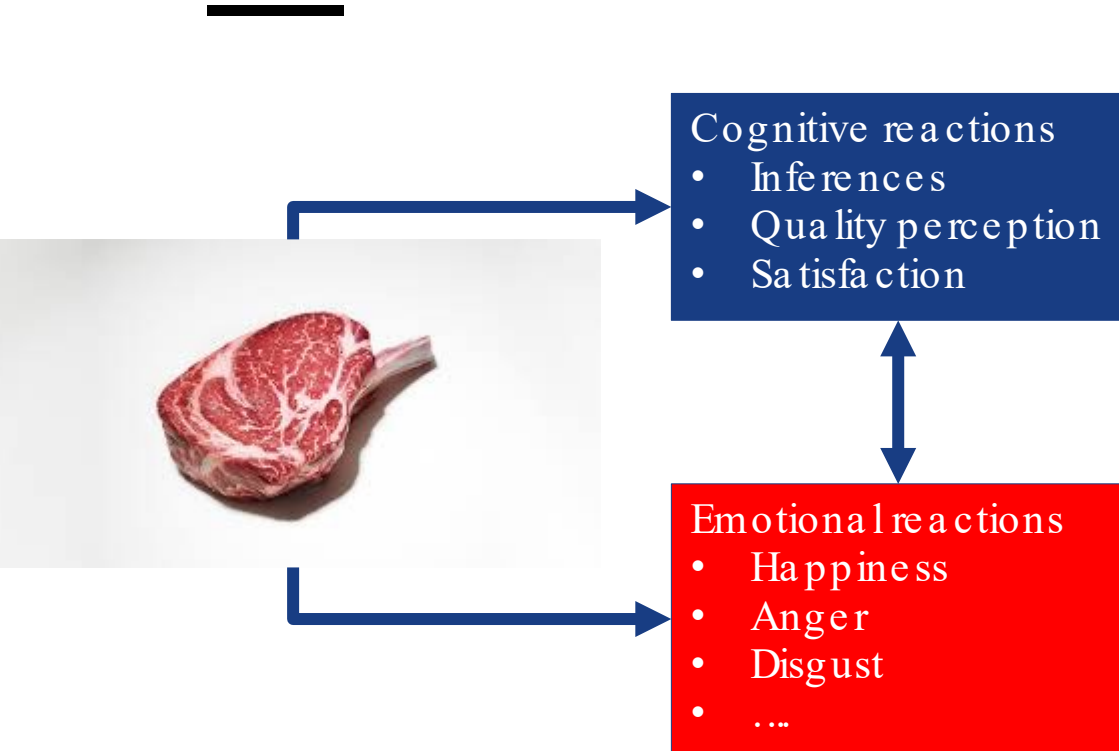
This is a worldwide phenomenon

People may perceive trade-offs between taste, health, sustainability and authenticity

Beond satisfaction: Emotional reactions to meat



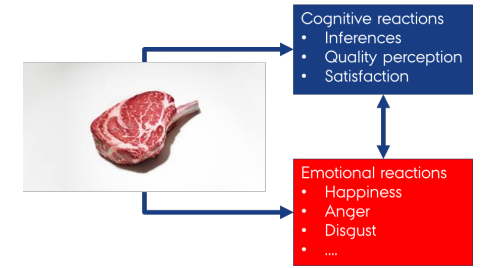
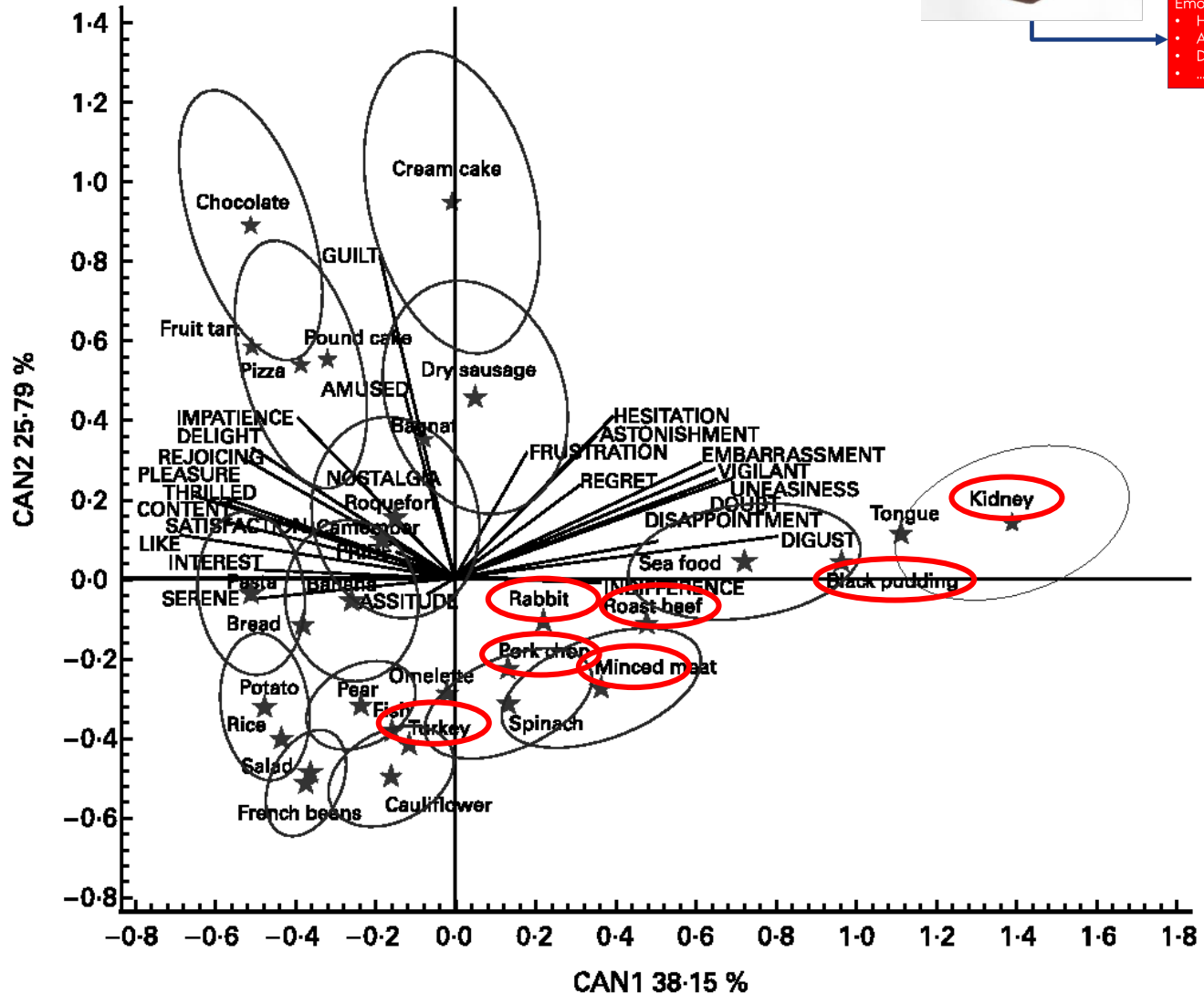
MEASURING EMOTIONAL REACTIONS



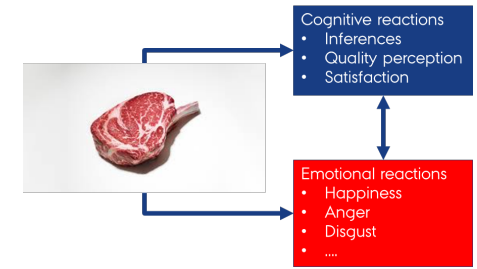
CASE 5: EMOTIONAL REACTIONS TO DIFFERENT FOODS

French women rated intensity of different emotional words in relation to pictures of foods

Rousset, S., Deiss, V., Juillard, E., Schlich, P., & Droit-Volet, S. (2005). Emotions generated by meat and other food products in women. *British Journal of Nutrition*, 94(4), 609-619.



CASE 6: OVERCOMING NEGATIVE EMOTIONAL REACTIONS TO MEAT



The 'Four N's': Rationalization of meat consumption

1. Natural

"It is natural for humans to eat meat"

2. Necessary

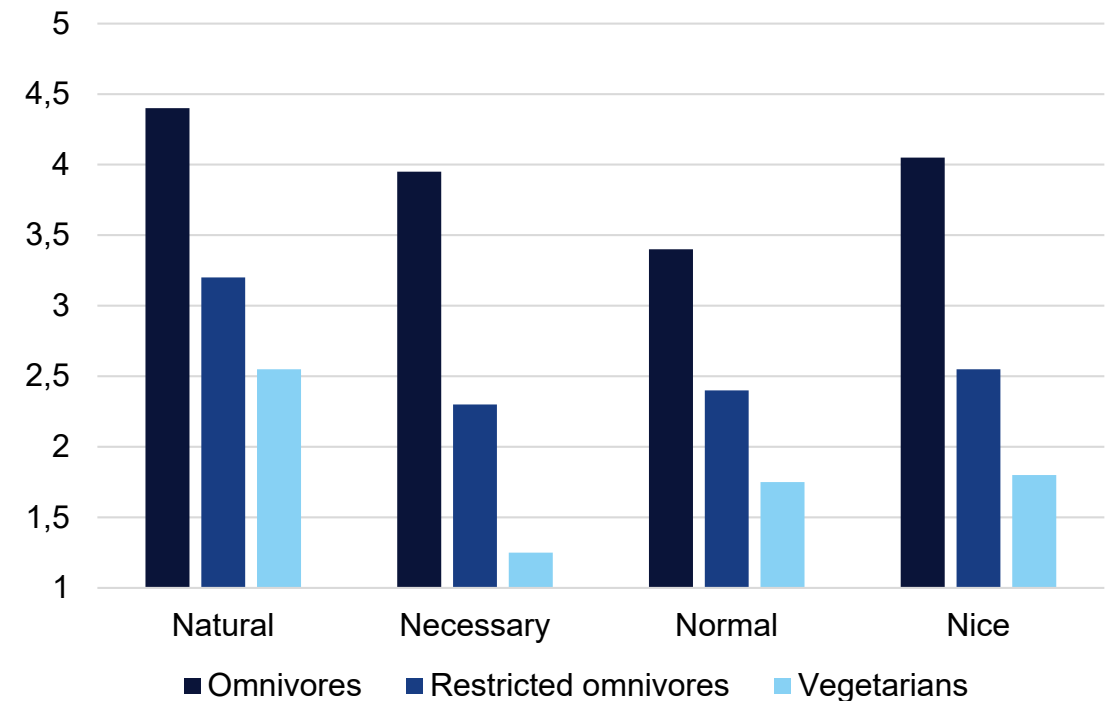
"Humans need meat to survive"

3. Normal

"A lot of other people eat meat"

4. Nice

"It's delicious"



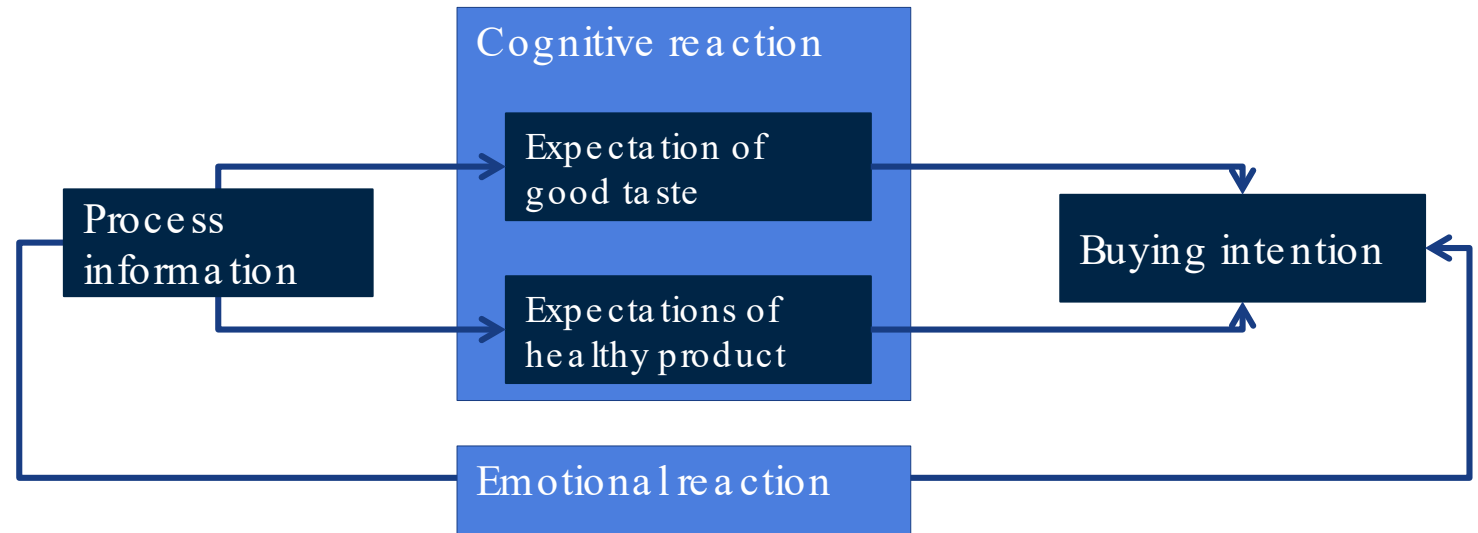
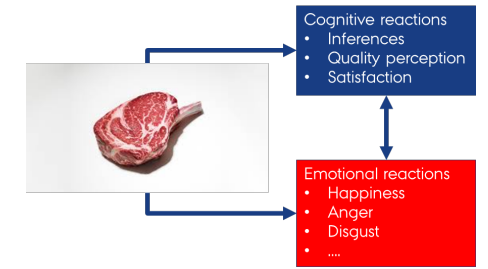
Piazza, J., Ruby, M. B., Loughnan, S., Luong, M., Kulik, J., Watkins, H. M., & Seigerman, M. (2015). Rationalizing meat consumption. The 4Ns. *Appetite*, 91, 114-128.



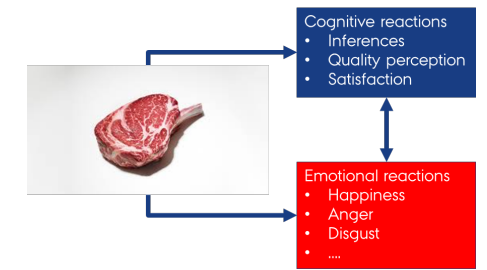
CASE 7: EMOTIONAL REACTION TO PROCESS INFORMATION

Process information can lead to cognitive inferences about quality that affect buying intention

However, process information can also elicit spontaneous affect that affects buying intention



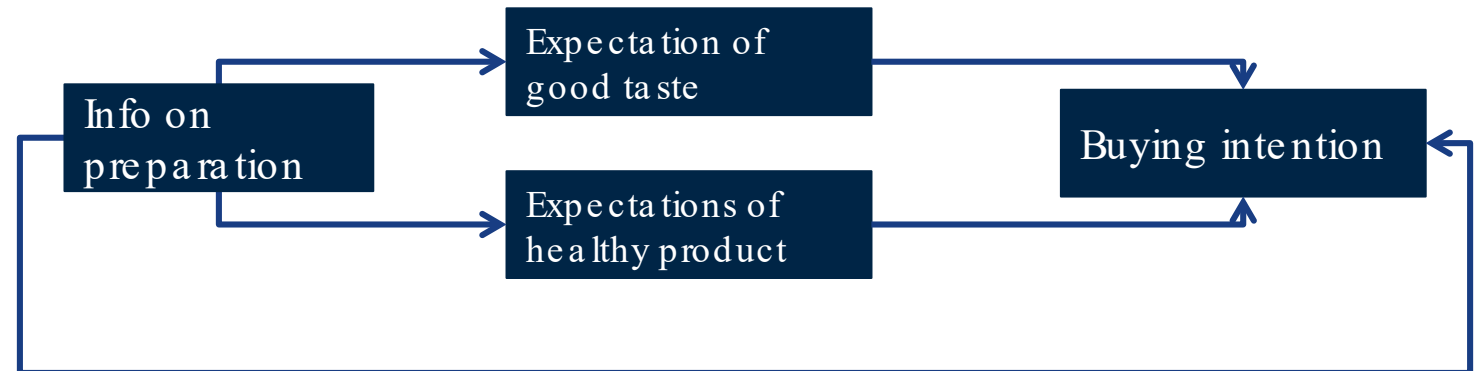
Saeed, F., & Grunert, K. G.. Expected and experienced quality as predictors of intention to purchase four new processed beef products. *British Food Journal*, 2014, 116, 451-471.

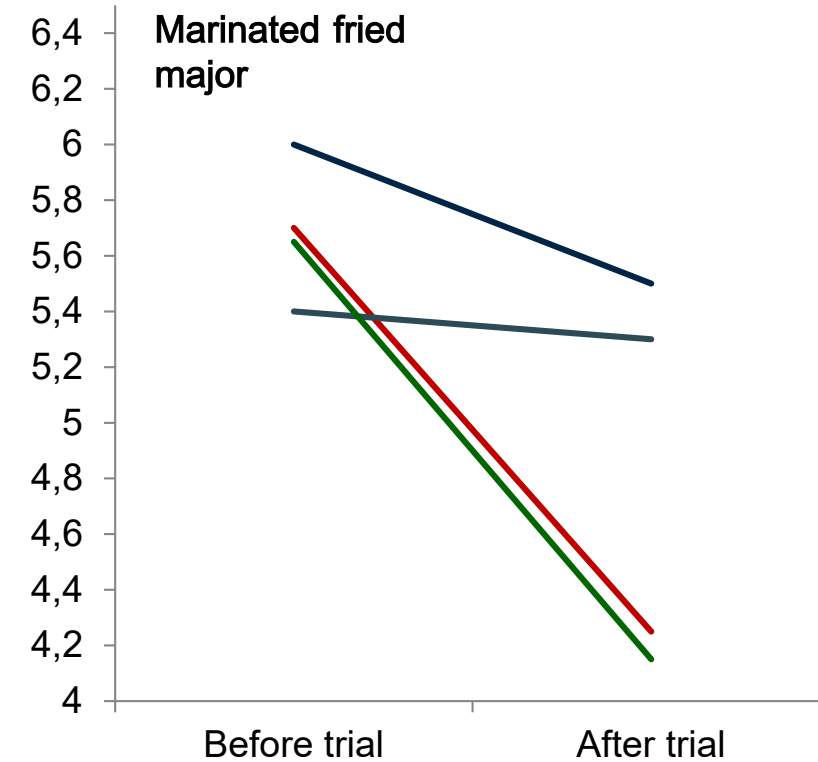
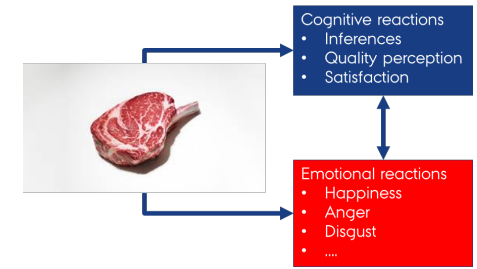


Heather-smoked shoulder filet
Smoked with beech-wood and
heather twigs



Marinated fried major
Marinated in Danish honey and
Danish blackthorn schnapps
prepared from blackthorn collected
in West Jutland





CONCLUSIONS ON EMOTIONAL REACTIONS

We know less about the emotional than about the cognitive reactions to meat

Negative emotional reactions have received more attention than positive ones

Emotional reactions to information about origin, nutrition and production process can have an effect on buying behaviour

Meat and well-being



WHAT IS WELL-BEING?

Well-being has an objective and a subjective side

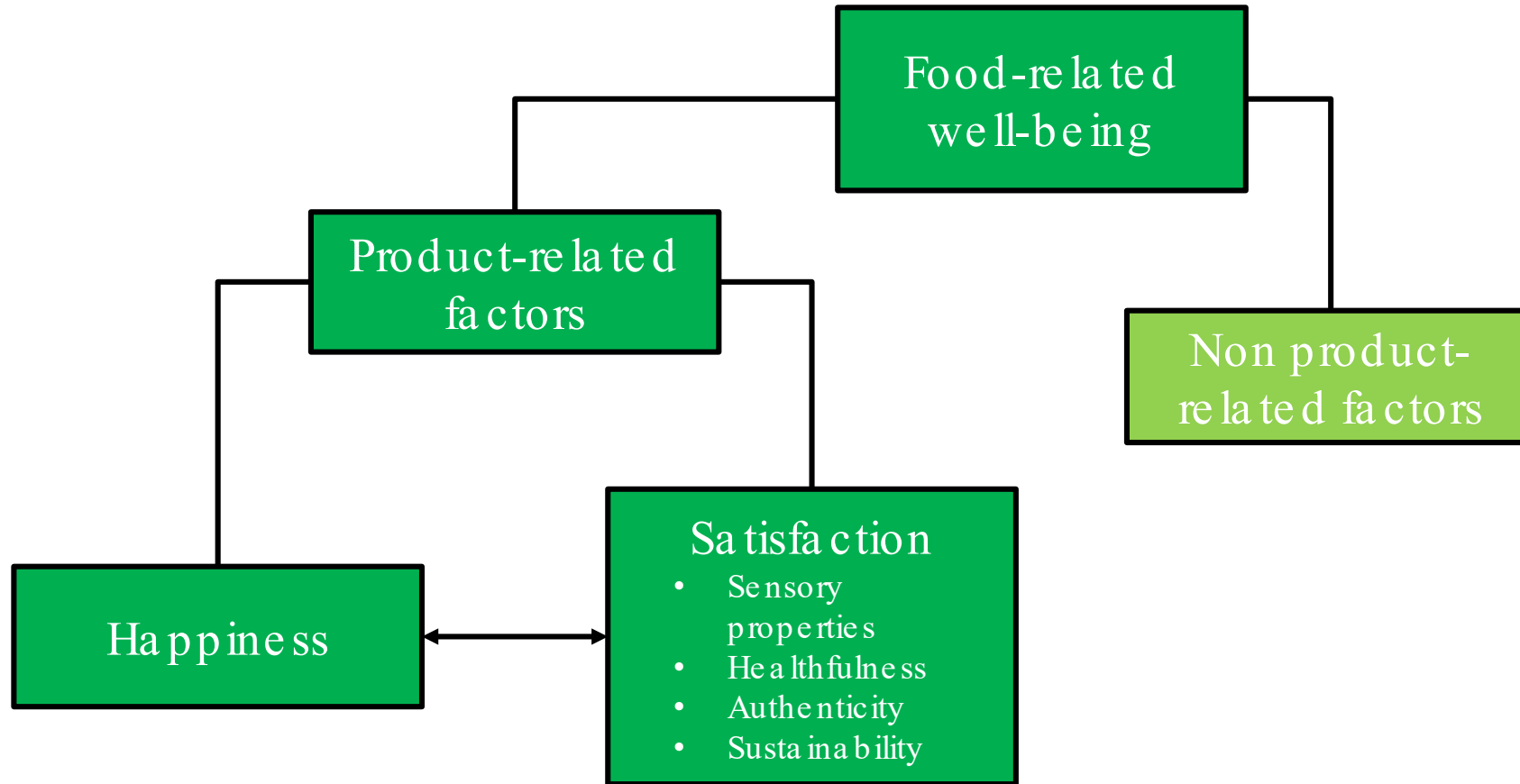
Subjective well-being has a cognitive and an affective component

- The cognitive component: satisfaction
- The affective component: happiness

Meat has always been related to well-being!

Diener, E. (2012). New findings and future directions for subjective well-being research. *The American Psychologist*, 67, 590-597.

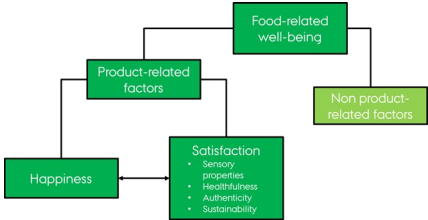
WELL-BEING, FOOD AND FOOD PRODUCTS

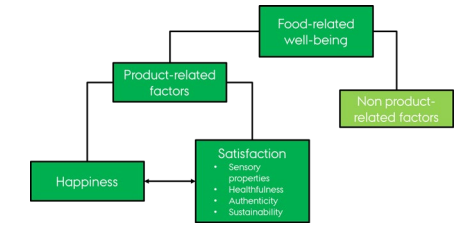
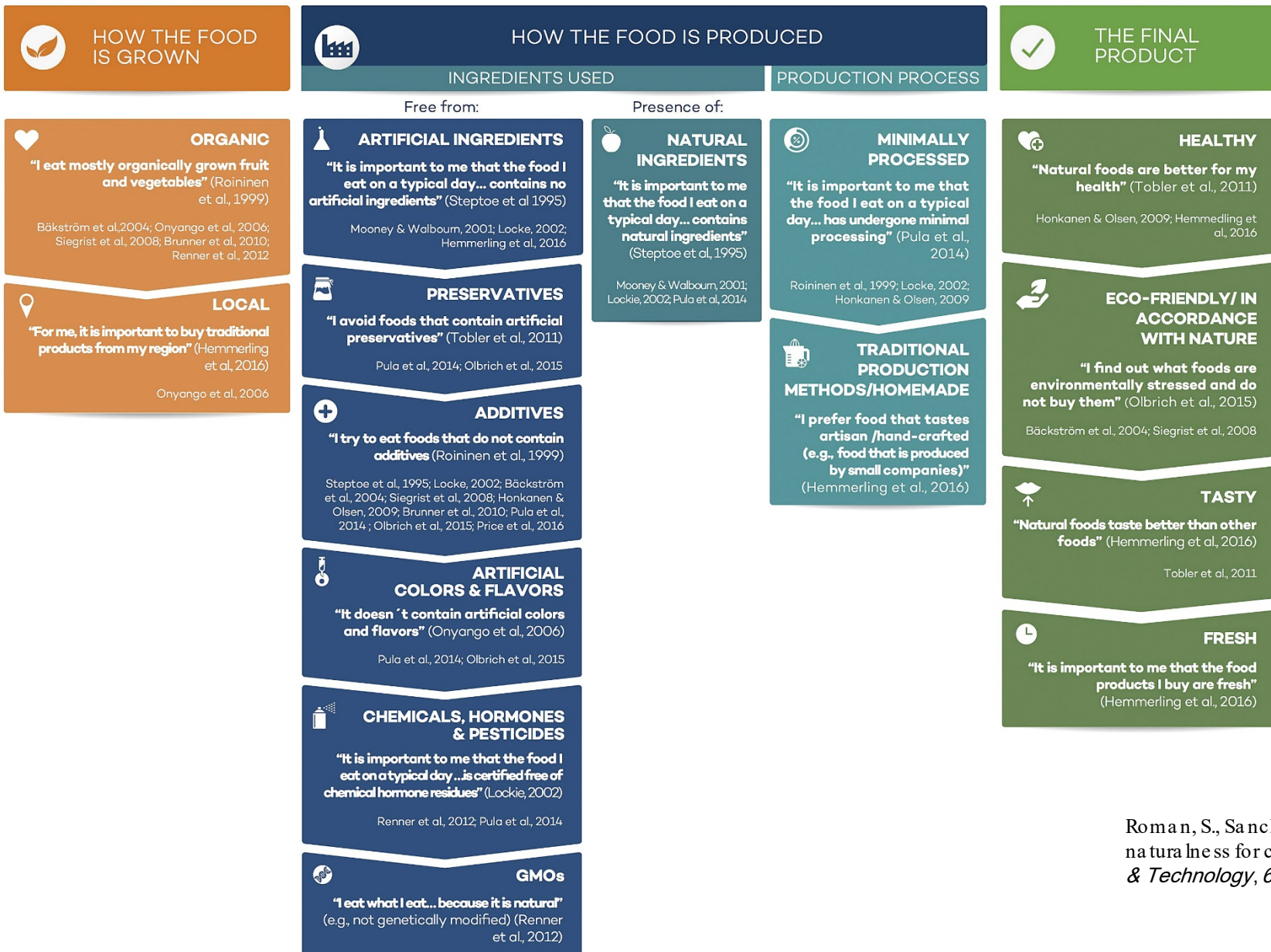


CASE 8: SUPERFOODS THE PROMISE OF THE MAGIC BULLET

Superfood is a marketing term for food with supposed health benefits as a result of some part of its nutritional analysis or its overall nutrient density. The term is not commonly used by experts, dietitians and nutrition scientists, many of whom dispute that particular foods have the health benefits claimed by their advocates.

Wikipedia





THE CENTRAL ROLE OF NATURALNESS

Roman, S., Sanchez-Siles, L. M., & Siegrist, M. (2017). The importance of food naturalness for consumers: Results of a systematic review. *Trends in Food Science & Technology*, 67, 44-57.

CONCLUSIONSON MEATAND WELL-BEING

Well-being has a cognitive component – satisfaction – and an affective component – happiness

Future consumer demand for meat will depend both on their satisfaction with different meat products and on the extent to which meat products elicit positive affect (happiness) and avoid negative affect

Sensory properties, healthfulness and sustainability are all important determinants of satisfaction and perceived trade-offs between them are a major driver of consumer behaviour

For many people positive affect is linked to naturalness.

IMPLICATIONS FOR THE MEAT SECTOR

The increasing importance of healthfulness, sustainability and authenticity opens up for new possibilities for new meat products

New meat products can be differentiated at all levels in the value chain

New product development should adopt a well-being approach – aiming for the positive emotional experience and avoiding the priming of trade-offs

The value chain, the processing technology, the communication and the sensory properties need to play together

Credibility and consumer trust become a key success factor in new product development

” Thank you for your attention!





MAPP - RESEARCH ON VALUE CREATION IN THE FOOD SECTOR

DEPARTMENT OF MANAGEMENT
AARHUS UNIVERSITY