

[Article Navigation](#)

PSXIII-26 Are consumers' culinary skills related to their purchasing attitudes towards pork?

Imma Argemí-Armengol, Daniel Villalba, Guillermo Ripoll, Alfredo Teixeira, María Ángeles Latorre, Javier Álvarez-Rodríguez

Journal of Animal Science, Volume 97, Issue Supplement_3, December 2019, Page 471,

<https://doi.org/10.1093/jas/skz258.927>

Published: 05 December 2019

“ Cite  Permissions  Share ▼

Abstract

Consumers' food-related lifestyles may affect purchasing attitudes towards meat. This study aimed to evaluate the impact of consumers' culinary skills on their attitudes towards pork in two country regions of North-Eastern Spain and Portugal. Survey data were collected through an on-line questionnaire (Catalonia, n = 442; Aragon, n = 342; Northern Portugal, n = 190; all of whom consumed pork). Each respondent was asked questions regarding consumer purchasing habits that were used to segment the consumers through hierarchical clustering according to their culinary skills. A 5-point Likert scale was used to assess the importance of intrinsic and extrinsic cues towards pork (20 questions). Wilcoxon tests with pair-wise comparisons were conducted to cross consumer clusters with their purchasing drivers. Two optimal clusters were identified: “uninvolved” consumers that liked cooking to a lesser extent ($P < 0.001$), normally ate out on working days ($P < 0.001$), considered traditional recipes best ($P = 0.008$), spent less time cooking ($P < 0.001$), did not like changes in their meals ($P < 0.001$), considered less important meal planning for family nutrition ($P < 0.001$), enjoyed to a lesser extent shopping for food ($P < 0.001$), paid less attention to advertisements ($P = 0.03$) and food label information ($P < 0.001$) than “innovative cook lovers.” Interestingly, the two clusters did not differ in enjoying social eating out, following a shopping list, preferring butchers rather than supermarkets, or over the counter purchases rather than packaged meat. “Best before date,” “safety” and “appeal (colour, drip loss)” were the most important criteria for purchase decision in both clusters. The “price” importance was greater ($P < 0.05$) whereas “cooking ease” was less valued ($P = 0.04$) by “innovative cook lovers” than by “uninvolved” consumers. The least rated driver was “slaughter method,” although it was scored greater by “innovative cook lovers” than by “uninvolved” consumers ($P = 0.04$). In summary, innovative cook lovers may be more exigent consumers (price and animal welfare sensitive).

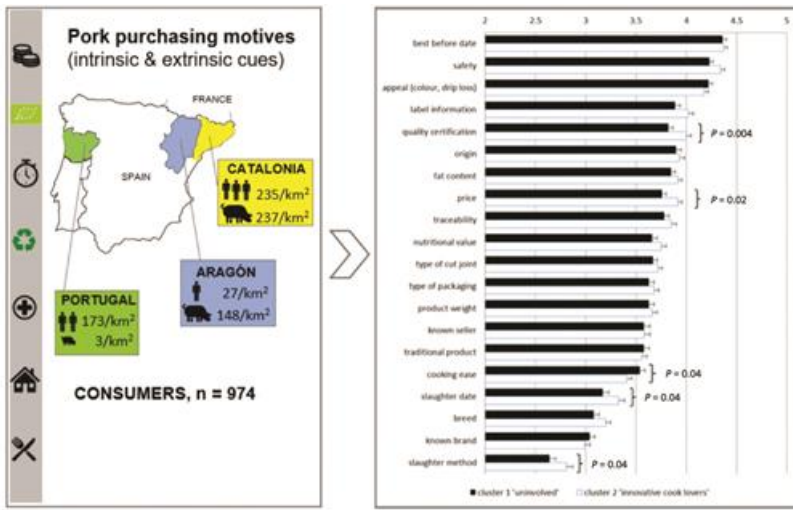


Figure caption.

Figure 1. Consumers' survey framework (left) and pork purchasing motives (right) in North-eastern Spain in Northern Portugal

Issue Section: [Swine Species](#)

This content is only available as a PDF.

© The Author(s) 2019. Published by Oxford University Press on behalf of the American Society of Animal Science. All rights reserved. For permissions, please e-mail: journals.permissions@oup.com.

This article is published and distributed under the terms of the Oxford University Press, Standard Journals Publication Model (https://academic.oup.com/journals/pages/open_access/funder_policies/chorus/standard_publication_model)

You do not currently have access to this article.

Sign in

Don't already have an Oxford Academic account? [Register](#)

Oxford Academic account

Email address / Username ?

Password

Sign In

[Forgot password?](#)

[Don't have an account?](#)

[Skip to Main Content](#)

American Society of Animal Science members



AMERICAN SOCIETY OF ANIMAL SCIENCE

[Sign in via society site](#)

Sign in via your Institution