

## **Consumer Perceptions of a Lamb Meat Communication Campaign: A Qualitative Study**

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### **Abstract**

This article provides early insight into the effectiveness of advertising posters designed to promote new cuts of lamb meat with a Protected Geographical Indication (PGI) and investigate consumers' perceptions of them; focus group techniques were utilized as part of the research. Lamb meat is associated with festive consumption and tradition. Regarding the advertising poster and its effectiveness, the majority of participants stated that they were unaware of the new lamb cuts and did not remember the advertising posters. Samples of the new cuts were presented to participants, and they perceived the new cuts to be innovative.

**Keywords:** advertising posters, consumer preferences, focus group, new lamb cuts

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## **Introduction**

In the past decade, Spanish consumption of sheep and goat meats has declined significantly, culminating in a 40% overall drop between 2009 and 2018, with the largest decline (44%) between 2011 and 2014 (MAPA, 2019). The relative price of lamb has been noted as the main cause of the decrease in consumption (Du Plessis and Du Rand, 2012; Gracia and de Magistris, 2013) in certain market segments (Campo et al., 2008; Font-i-Furnols et al., 2011). Although the 2008 global financial crisis has been identified as the main reason for the decrease in lamb consumption, Blay (2017) suggests other possible causes, such as inappropriate cuts of lamb in the market or poor marketing communication.

Montossi et al. (2013) posit that an alternative to keep or even increase the amount of lamb consumed as a proportion of overall meat consumption is to focus on quality differentiation and to add value by offering a unique, healthy, tasty, safe, and distinguished product. Other authors indicate that differentiation can be accomplished by developing new cuts that were previously underutilized and by offering new presentation formats and packaging (Grunert et al., 2011). Vicente-Oliva, Garrido-Rubio, and Urquizu-Samper (2016) propose utilizing familiarity as a differentiation tool, since more awareness of the product reduces the search for alternatives, understanding familiarity as knowledge of the product because consumers have previously bought or experienced it.

To encourage demand for lamb and mitigate declining consumption, the Spanish sheep sector has invested in promoting lamb consumption by focusing on modernizing consumers' perceptions of lamb. To that purpose, producers have designed seven new cuts from the leg, skirt and neck as well as new preparations, such as brochette and hamburgers, to increase convenience and improve carcass use. Promotional campaigns for consumers promote these new cuts.

Measuring and quantifying the effect of marketing instruments has long been of great interest for industries. This task may become difficult since effectiveness can depend both on current and past marketing efforts as well as the co-occurrence of marketing instruments (Zenetti and Klapper, 2016). Consumers' evaluations of and preferences for advertising—and hence its effectiveness—may vary. Belenky (2001) finds that evaluating the economic effectiveness of an advertising campaign based only on revenue generated may not reflect the degree of influence on the targeted population.

The research described here is set in Zaragoza, Spain, a city in a region where lamb consumption has traditionally been higher than the national average and where promotional activities for lamb have been conducted at three levels: (i) a generic promotional campaign through an advertising spot on TV; (ii) a promotional campaign for Ternasco of Aragón's new cuts, sponsored by the Regulatory Council of Ternasco of Aragón (lambs produced under the Ternasco of Aragón PGI are young animals slaughtered at a carcass weight of 8–12.5 kg and at an age of 70–90 days), which included advertising posters; and (iii) brand promotional activities sponsored by a local sheep co-operative.

This work provides early insight into the effectiveness of advertising posters that were displayed throughout the city by the Regulatory Council of Ternasco of Aragón in collaboration with the local sheep co-operative by investigating consumers' perceptions of four of the new cuts. These advertising posters were designed by a marketing agency hired by the Regulatory Council of Ternasco of Aragón. The posters are meant to attract the attention of a younger consumer segment and modernize the image of lamb meat by making it more convenient for everyday consumption.

For the first goal of this study—providing early insight into the posters' effectiveness—it is important to consider the point in time at which advertising effects can be measured: before launching the campaign (pre-test), 24 hours after launching the campaign, and at the end of the campaign (post-test; Santemas, 2004). In the final case, we measure the level of attention that the campaign has drawn, consumers' ability to recall the campaign (whether unaided or aided), consumers' perceptions of the message, whether the message has been understood by consumers, and the campaign's credibility (Rufin, 1998).

For our second goal—analyzing consumer perceptions of the new lamb cuts—it is important to consider that consumer acceptance has been investigated from multiple dimensions. Some research has focused on product characteristics—such as palatability, appearance, color, or flavor—while others have focused on consumer characteristics—such as attitudes, perceptions, and expectations (Meiselman, 2007; Brueckner, 2014). Furthermore, some researchers have demonstrated that consumers are open to innovations in traditional food products with different degrees of acceptance (Kühne et al., 2010; Vanhonacker et al., 2013; Pilonea et al., 2015).

Other researchers have studied innovations on the convenience dimension, an aspect that is becoming increasingly relevant when processing and marketing meat products. The convenience dimension is especially important for lamb, which is strongly associated with the way in which it is cooked and consumed: Lamb is perceived to be expensive with little versatility in cooking methods and to require time-consuming preparation (Bernués, Ripoll, and Panea, 2012).

Additionally, the familiarity factor is an important aspect affecting lamb flavor preferences and the appropriateness of lamb for specific circumstances (Font-i-Furnols and Guerrero, 2014). In particular, consumers' preferences for lamb are affected by sensory characteristics, which strongly depend on its origin (Montossi et al., 2013). For example, Font-i-Furnols et al. (2006) report that the overall acceptability of lamb is highly correlated with flavor and tenderness. Qualitative studies also demonstrate that intrinsic characteristics are important in consumers' perceptions and acceptance of lamb as a meat choice. Moreover, de Andrade et al. (2016) find that sensory characteristics, especially texture and flavor, are the most frequently mentioned dimension when consumers consider lamb.

Scozzafava et al. (2016) studied the role that different meat cuts play in consumers' purchase decisions. Their results reveal that the cut of meat is the third most important factor when choosing beef. Consumer segmentation reveals that more than half of the sample considered the

cut to be the most important driver when choosing beef and that the majority of consumers expressed a strong preference for particular cuts.

Generally, food is acceptable when its characteristics match expectations, when the product is attractive, and when consumers' physical, social, and economic circumstances are favorable (Brueckner, 2014). Therefore, it is important to understand how consumers perceive products, how their needs are shaped, and how they decide which product to purchase (van Kleef, van Trijp, and Luning, 2005).

Qualitative research methods can be applied for marketing purposes, including developing new products, evaluating whether product concepts meet consumers' needs, learning whether a product is perceived as innovative, investigating whether consumers will purchase a product, or studying brand positioning (Llopis, 2004). The focus group technique is a qualitative research method that has generally been used for exploratory purposes such as gaining insights into beliefs, attitudes, and intentions from diverse populations as well as product testing, marketing campaign testing, identifying product problems, and even recreating consumption situations. The number of groups depends on available resources. A guideline is to conduct interviews until the information reported by respondents is the same as that gathered from previous meetings. Krueger (1991) suggests that the first two groups generally provide a significant amount of new information, while the third and fourth sessions may duplicate opinions.

The present study implemented a focus group technique to recognize changes in lamb consumption habits, evaluate whether promotional campaigns attracted consumers' attention to the new cuts, and acquire a preliminary understanding of consumers' perceptions of the new cuts. As the aim of our investigation is to study consumers' knowledge levels regarding the new cuts after the promotional campaign had been conducted, we conducted the focus groups after the posters had been removed from the streets. Before conducting the focus group interviews, we hypothesized that the advertising posters would not have attracted consumers' attention and therefore that the new cuts might not be well known.

## **Materials and Methods**

### *Participants*

In this study, we conducted two focus groups involving a total of 16 participants at the University of Zaragoza in December 2016. The number of meetings was decided by following Andersen and Hyldig (2015). The number of participants was determined following data found in the literature and other available resources. Krueger (1991) indicates that discussion groups are generally composed of seven to ten people who do not know one another and have certain common characteristics relevant to the study's objectives. Since participants in this study were provided with a financial reward, the number of consumers in each group was limited. Each focus group consisted of eight consumers; all were lamb eaters. One group was composed of women and one of men (women's group  $n = 8$ ; men's group  $n = 8$ ). Participants were divided by gender to enhance integration and interaction, following research by Barcellos et al. (2010).

Participants were recruited through the Consumer and User Association of a Zaragoza neighborhood. Selection criteria were based on age (age ranges were 25–35 years of age, 35–55 years of age, and over 55 years of age, with representation for all age categories per group), and all participants were lamb eaters.

The two sessions were conducted at the library of the Agricultural and Environmental Science Department at the University of Veterinary Medicine of Zaragoza. Participants were comfortably accommodated around a table to allow interaction, visual contact, and relaxed discussion. Snacks and soft drinks were offered to create a friendly atmosphere. Each session lasted approximately 60 minutes and was videotaped and audiotaped. Participants received a financial reward of €20 at the end of the session. To facilitate the recruitment process, consumers were informed before the session that they would receive compensation for their participation, but they were not informed of the nature of the reward.

### Topic Guide and Interview Procedure

During the session introduction, the moderator explained the purpose of the focus group and project goals; both anonymity and confidentiality were ensured. The moderator additionally emphasized that there were no right or wrong answers to encourage participants to express themselves.

The focus group discussions followed a protocol based on a semi-structured interview guide that facilitated conversation and ensured that all intended themes were addressed. The discussion guide was organized in two parts: First, a set of general questions queried reasons for purchasing lamb, evolution of lamb consumption, places of purchase, important aspects for buying lamb and consumption occasions (Table 1). The second part of the guided discussion consisted of specific questions about the new lamb cuts (Table 1). Participants were asked whether they were aware of the new cuts, and an explanation followed concerning the new cuts for those consumers who were unaware. Informational leaflets were distributed to show consumers images of new cuts (Figure 1).

Figure 1. Informational Leaflet Featuring New Lamb Cuts



Table 1. Discussion Guide

**General questions about lamb meat**

- What are your reasons for lamb consumption?
- Have you changed your lamb consumption frequency? Why?
- Where do you usually buy lamb?
- What aspects do you consider when you want to buy lamb?
- On which occasions do you consume lamb meat, and how do you cook it?

**Specific questions about the four new lamb cuts**

- Do you know the new lamb cuts?
- If affirmative, where have you seen them?
- If negative, explain the four new lamb cuts and supply informational leaflets.
- Present the posters and ask:
  - Have you seen these posters around the city? (do not provide any information or explanation about them)
  - Then, cover or hide the posters and ask what these posters were advertising. Next, ask if it was clear that they were advertising the new lamb cuts.
  - Display the posters again and ask if the images attract their attention.
  - Provide participants with samples of the new cuts (real samples in the packaging; these cuts are commercialized).
  - Ask participants to say the first word or idea they associate with the new lamb cuts.
  - Do you think these cuts are traditional, or do you consider them innovative?
  - Do you think these new lamb cuts fit your needs and habits? What do you think about them?
  - Ask about their motives for purchasing these lamb cuts.
  - Do you think these cuts are convenient for everyday consumption?
  - Ask their opinions on each lamb cut (ask one by one about the four cuts):
    - What do you think about this cut? Is it attractive? Does it fit your needs? Is it convenient?
    - Do you have comments about the prices?
    - When and why would you consume this cut?
  - Encourage participants to make other comments.

Next, the promotional posters (Figures 2 and 3) that had been displayed throughout the city between May and June 2016 were presented to participants; they were asked whether they remembered the posters and what effect the posters had exerted on them. At this stage of the interview, participants were asked to provide their associations with lamb meat by saying the first word or image that arose in their minds when they thought of the new cuts.

The final portion of the interview investigated participants' opinions of each of the new cuts. For this purpose, the following packages of the new lamb cuts were displayed:

- Leg fillets: boneless fillets from the lamb leg, 7 mm thick (50 gr). They are designed to be grilled, breaded, or fried and quick to cook, 2 minutes per side.
- Churrasquitos: marinated pieces of bone-in lamb meat from the skirt of the lamb. They are designed to be easy to cook, for pan-searing, baking, or grilling.

Figure 2. Advertising Poster for Leg Fillet



Figure 3. Advertising Poster for Churrasquitos



- Collares: bone-in slices from the neck of the lamb, 10–12 mm thick. They are designed to be cooked in stews, grilled, or barbecued, 5–6 minutes per side.
- Tournedos: boneless medallions of leg lamb meat, designed to be easy to barbecue or grill, 5–6 minutes per side.

Each package featured a label indicating the actual supermarket price found.

## Data Analysis

The analysis of the focus groups consisted of grouping similar opinions that expressed the same idea. For the first stage of the analysis, transcripts were written for both focus groups.

The second phase involved reading each transcript individually, generating initial codes and identifying provisional themes (Tan, Johnstone, and Yang, 2016). We employed open coding, a technique that consists of reading transcripts and comparing messages with the aim to group them into categories based on similarities (Hung, de Kok, and Verbeke, 2016a; Gibbs, 2012). Content analysis was performed using the NVivo software.

The main themes were identified based on the patterns of meaning in the content as outlined in the topic guide (Hung, de Kok, and Verbeke, 2016b). During the analysis, we considered that a group interaction creates a social context; participants' comments should therefore be interpreted in that context (Krueger, 1991).

## Results

### *Consumption Habits*

According to the general view of participants, the most relevant aspects for lamb consumption were organoleptic characteristics and tradition. The primary organoleptic characteristics mentioned by attendants were taste, texture, and juiciness. Furthermore, these characteristics were linked with the presence of children in the home. Although we cannot generalize due to the small size of our sample, participants who had children at home thought that these attributes were more important than people who did not prepare meals for children.

Tradition was also mentioned as important to lamb consumption, and lamb meat was associated with family celebrations, friends' meetings, or weekend meals, especially in rural areas. Participants further associated lamb consumption with restaurant dining. Younger participants declared that they did not include lamb in their daily consumption habits.

Almost all participants declared that they have decreased their lamb consumption because of the high price of lamb meat and the poor economic situation over recent years.

Another relevant aspect of lamb consumption was the place of purchase. The majority of participants stated that they purchased lamb in traditional butcher shops. In our study, participants also highlighted that they appreciate buying at butcher shops because they can see how butchers prepare their meat cuts and they can choose the cut and quantity they desire. However, younger participants declared that they usually purchase in supermarkets because it is more convenient for them. However, when they procure lamb meat for celebrations, they prefer to purchase it in traditional butcher shops.

Another aspect that emerged repeatedly during the meetings was the way participants cooked lamb. Women declared that they usually follow traditional recipes (stews, baked roasts, or breaded fillets), while men stated that they do not usually cook traditional dishes.

Table 2. Quotes from Participants regarding Lamb Consumption Habits

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<p>"I eat lamb meat because I like it a lot, because of its flavor; it has a strong taste, and I really like it."</p> <p>"The reason why I eat lamb meat is tradition. At home, we have always eaten lamb meat and especially in the village and of course because it has a good taste."</p> <p>"We eat lamb meat at home, because children usually eat it easier than beef."</p> <p>"I buy lamb meat at the butcher's shop. The butcher already knows me. I prefer a small shop rather than going to a supermarket."</p> <p>"I buy at the supermarket because it's convenient."</p> <p>"In my family, we have decreased meat consumption in general but especially lamb meat."</p> <p>"For cooking stews, it's better to use the neck or the breast. I frequently cook shoulder and ribs in the oven. I prefer that way of cooking lamb meat."</p>
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### *Factors Affecting the Purchase Process*

To understand what consumers consider to be important in the lamb meat purchasing process, participants were asked about what aspects they usually ponder when they desire to acquire this meat (Table 1). The main factors participants revealed are meat cut, quality label linked to local origin, freshness appearance, meat color, size of cut, and presence of bone. Having children also influenced their purchasing decisions, since they think children prefer lamb meat due to its flavor and tenderness. Participants indicated that they are more likely to consider buying lamb meat when there are children at home.

Table 3. Quotes from Participants regarding Factors That Affect Purchase Decisions

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“The cut is a very important aspect.”

“It’s important that it has the Aragón label.”

“Important aspects for me are color and size.”

“For children, the easiest cut to eat is lamb ribs. So, I look for ribs that have few bones.”

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### *Knowledge of the New Cuts and Posters’ Effectiveness*

When participants were asked whether they were aware of the new lamb cuts, they first answered that they were not. Then, informational leaflets (Figure 1) with images and a brief explanation of the four new cuts were provided. Upon viewing the leaflets, the majority of the men realized that they had seen some of these cuts previously, while only one woman recognized one of the cuts (tornado). Therefore, men have a better knowledge of the new cuts than women. The majority of the men associated these cuts (especially churrasquitos and leg fillets) with “La Carpa del Ternasco de Aragón” (food and music event where the new lamb cuts were promoted) and the food trucks present during local festivities. The best-known cuts were leg fillets and churrasquitos.

The majority of participants agreed that at first sight they did not realize that the posters were advertising Ternasco de Aragón’s new cuts; the packaging in the posters attracted participants’ attention more than the product itself did. The poster featuring the churrasquitos image (Figure 3) attracted more attention. However, some participants expressed confusion, thinking that it could be an advertisement for chicken or French fries. The majority of participants agreed that they needed to read the text included with the picture to know that the posters were advertising Ternasco de Aragón.

Table 4. Quotes from Participants regarding Posters’ Effectiveness

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“The churrasquitos’ poster attracts my attention because I want to know what they have in the box. It looks like chicken.”

“I didn’t realize they are announcing the new lamb cuts at first sight. Maybe, I can imagine it with the churrasquitos poster. . . But not at first sight.”

“So, I should stop and read the poster to know what it’s about, but you can’t read it from far away.”

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### *Participants' Perceptions of the New Lamb Cuts*

Participants mainly associated the new lamb cuts with dining at restaurants, enjoying a drink at a bar, or ordering food to take home. Thus, participants perceived the new cuts as a meat for dining out more than for dining at home. They also related the new lamb cuts to children in a positive way. Some participants compared tournedos to beef entrecôte, and churrasquitos were compared to pork ribs. Attendants recognized that these cuts lend a modern image to Ternasco de Aragón. For instance, churrasquitos were associated with the influence of American food and tournedos were associated with exclusivity.

Finally, some participants—primarily women—stated that these new presentations could allow them to change the way they cooked lamb.

### *Specific Perceptions of Each New Lamb Cut*

#### *Leg Fillets*

The leg fillet was highly reported to be an appealing cut, especially for children, and was perceived to be simple to cook. However, the price was considered high in comparison to other types of meat. This cut was familiar to participants and similar to their usual fare. The leg fillet is the only new cut that is similar to a traditional cut already consumed in this region; the novelty lies in the way it can be cooked—it is faster, easier, healthier, and cheaper than the traditional method. Participants were also presented with a vacuum-packaged leg fillet to investigate whether they had any preference between the two presentations. Their opinions regarding vacuum packaging were negative; they said that they could not see the meat cut properly because the vacuum effect on the packaging causes the visibility of the meat cut and the number of fillets to be poor. Participants preferred packaging in trays rather than vacuum packaging for leg fillets.

#### *Churrasquitos*

Many participants stated that churrasquitos had an attractive appearance and thought that children might enjoy them. They were considered to be quick to cook and were frequently associated with meals on weekends and at barbecues. This cut was designed to be more convenient for everyday consumption.

#### *Collares*

According to the general view of participants, collares did not have a pleasant appearance. However, a few participants stated that they like this way of presenting lamb neck since they like the taste of neck and cooked with it.

## Tournedos

Participants considered this cut to be attractive, and they mentioned that they were surprised to find tournedos significantly appealing. Participants also commented that it seemed simple to cook and remarked that it was for eating on special occasions due to its high price.

Table 5. Quotes from Participants regarding Their Perceptions of the New Ternasco Cuts

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“I think of going out for a drink and tapas.”

“The one that I liked the most was leg fillet. I would buy it because it’s similar to what I usually take for lunch.”

“The leg fillet would be more appropriate for kids, but not for me.”

“Vacuum-packaged leg fillets look like a block; you can’t distinguish the cut.”

“Churrasquitos look modern.”

“I think it is a product that young people and children would like. It’s not like stews; it is something that you can take away as it shown on the advertising poster.”

“Tournedo reminds me of a small entrecôte. It has surprised me.”

“I would buy Tournedo for a special occasion.”

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## Discussion

The first specific objective of this work was to investigate consumption habits related to lamb meat. According to participants in this study, the main reasons that they purchase this meat are because of its organoleptic characteristics and tradition, particularly those traditions associated with family and friends’ celebrations. In agreement with our results, the research conducted in Brazil by de Andrade et al. (2016) also reveals that the words most frequently associated with lamb meat are related to consumption occasions (barbecue), followed by words related to sensory characteristics of the meat, such as *tasty*, *flavor*, *tenderness*, and *soft*. The majority of participants in our study (consumers in Zaragoza) declared that they have decreased their lamb consumption, a result that is in line with Fortuny’s (2017) finding: Spanish consumption in 2008 was 2.69 kg/person, and it decreased to 1.68 kg/person in 2015, reaching as high as a 50% drop between 2011 and 2014.

Another relevant aspect related to consumption habits is the place of purchase. The majority of participants stated that they purchased lamb in traditional butcher shops. These results correspond with previous research conducted in Aragón (Feliciano, Camarena, and Albisu, 2003; Gracia, 2005; Sepúlveda, Maza, and Mantecón, 2010; Bernués, Ripoll, and Panea, 2012), which finds that more than half of the sample procured lamb at a traditional butcher. Participants explained that the most important reason that they prefer traditional butcher shops is personal attention. The relationship between butcher and consumers allows consumers to feel more confident in the product they are purchasing. McCarthy and Henson (2005) also suggest that confidence in the butcher was employed by many respondents to reduce the level of perceived risk when they purchased Irish beef. However, statistics from the Ministry of Agriculture, Fisheries and Food (MAPAMA, 2017) on the database of household consumption indicate that purchase establishments have changed in the past three years. The percentage of lamb purchased

at butcher shops and marketplaces has decreased, while the percentage of lamb purchased at supermarkets has increased. In 2014, 58.48% of lamb was purchased at butcher shops and marketplaces,<sup>1</sup> and 41.52% was purchased at supermarkets.<sup>2</sup> In 2016, 49.87% of lamb was purchased at butcher shops and marketplaces,<sup>3</sup> and 50.13% was purchased at supermarkets.<sup>4</sup>

Other factors affecting the purchase process according to participants were meat cut, quality label linked to local origin, and appearance. These results confirm those by Scozzafava et al. (2016), who analyze consumers' preferences for beef cuts and demonstrate that meat cut is the most important factor when consumers choose beef, followed by quality certification (origin). Gracia and de Magistris (2013) further find that the most important attribute preferred by the majority of consumers is the local origin of production. Furthermore, Bernués, Ripoll, and Panea (2012) find that respondents consider that the most important intrinsic quality of lamb meat to be the appearance of freshness.

The second specific objective of this study was to investigate whether consumers in the focus groups remembered the advertising posters and whether the posters were effective. The majority of participants stated that they were unaware of the new lamb cuts and did not remember the advertising posters. Furthermore, participants agreed that at first sight they did not realize that posters were advertising two of the new cuts. They stated that the churrasquitos poster attracted more attention due to the packaging containing the product. Some researchers have studied how people observe advertisements; Rayners, Miller, and Rotello (2008) demonstrate that the viewers' goals influence how they study the picture and the text. Consequently, viewers examine the portion of the advertisement that provides them with more information for their goals. They scan the picture as they evaluate the extent to which they like the advertisement, or they read the text when they consider purchasing the product.

The final objective of this work was to investigate consumers' perceptions of the new lamb cuts. Participants were presented with samples of four of the new cuts. Generally, participants said that all the cuts were appealing; however, some participants declared that the leg fillet was not new to them since they have traditionally ordered it in butcher shops. Some participants stated that they perceived the new cuts to be highly innovative and appropriate for restaurants, although the price was considered high.

During the group discussions, expectations emerged as an important factor in purchasing the product, and participants with higher expectations were more willing to pay for the more expensive cuts. Furthermore, their previous knowledge and experiences also influence their decisions. For example, some participants considered that thin fillets (leg fillets) could become

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<sup>1</sup> This figure was calculated by totaling the butcher shop data category and the marketplace data category over the period from January 2014 to December 2014.

<sup>2</sup> This figure was taken from the supermarkets/shelf-service stores/shopping galleries data category over the period from January 2014 to December 2014.

<sup>3</sup> This figure was calculated by totaling the butcher shop data category and the marketplace data category over the period from January 2016 to December 2016.

<sup>4</sup> This figure was taken from the supermarkets/shelf-service stores/shopping galleries data category over the period from January 2016 to December 2016.

dry after cooking, while thick fillets (tournedos) could be undercooked; these preconceived ideas can negatively affect the purchase intention. These reactions demonstrate the importance of desires and previous expectations, as demonstrated by Andersen and Hyldig (2015), who reveal that expectations and desires are created by associations to previous food experiences. Researchers investigating beef consumers' choices reached similar conclusions: Consumers in this study were more concerned with wasting money (because the meat did not perform as expected) than they were with safety issues (McCarthy and Henson, 2005).

This study provides insight into how consumers perceive the new lamb cuts and the main reasons that they choose lamb over other meats. Furthermore, by using focus group techniques, we have demonstrated that the advertising posters have not attracted sufficient attention from consumers; clearer messages and images that focus on the product itself may facilitate the target populations' understanding of information regarding the new lamb cuts.

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