



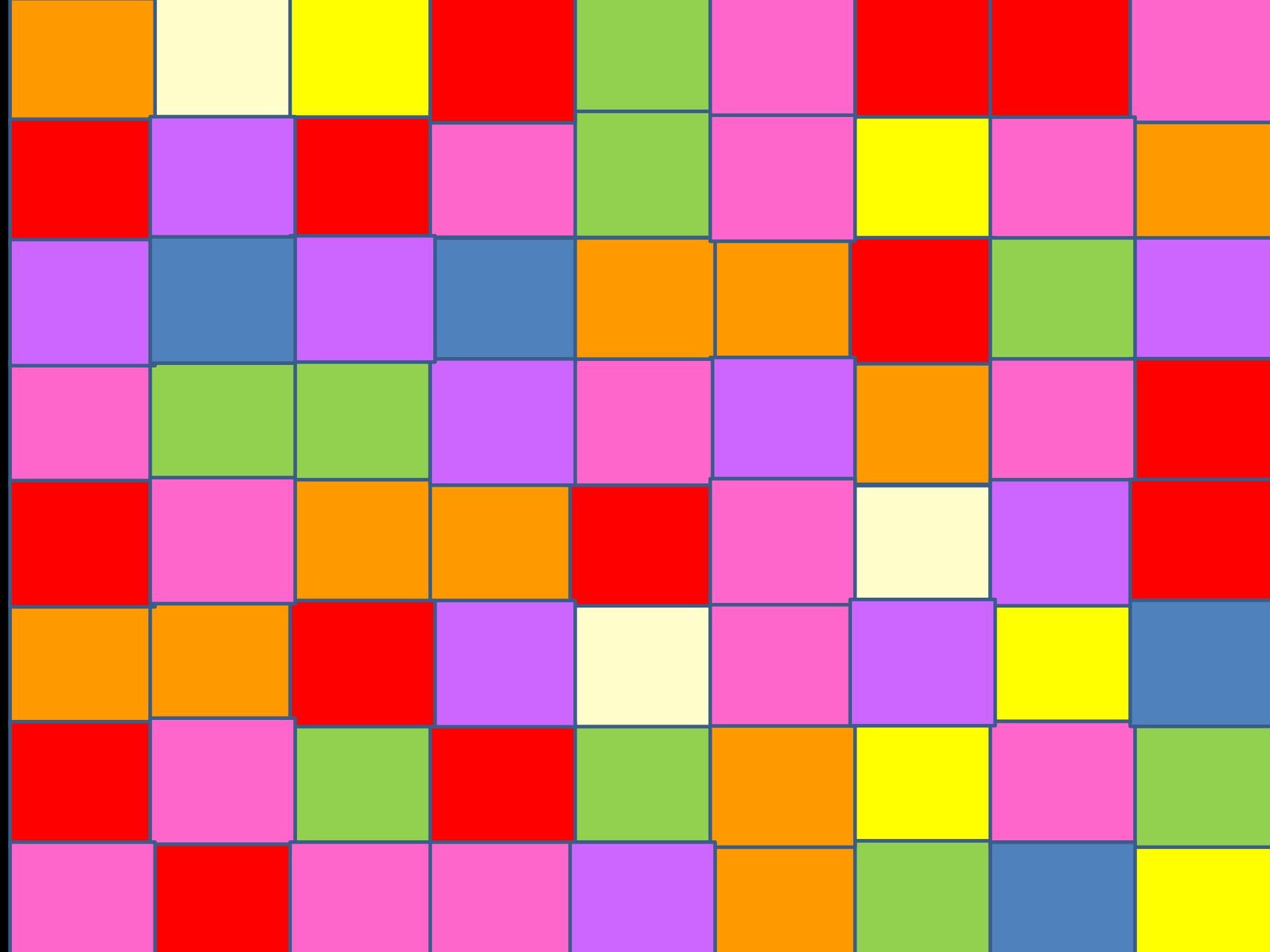
CONSUMER EXPECTATIONS TOWARDS MEAT FROM CASTRATED AND IMMUNOCASTRATED PIGS: A SEGMENTATION APPROACH

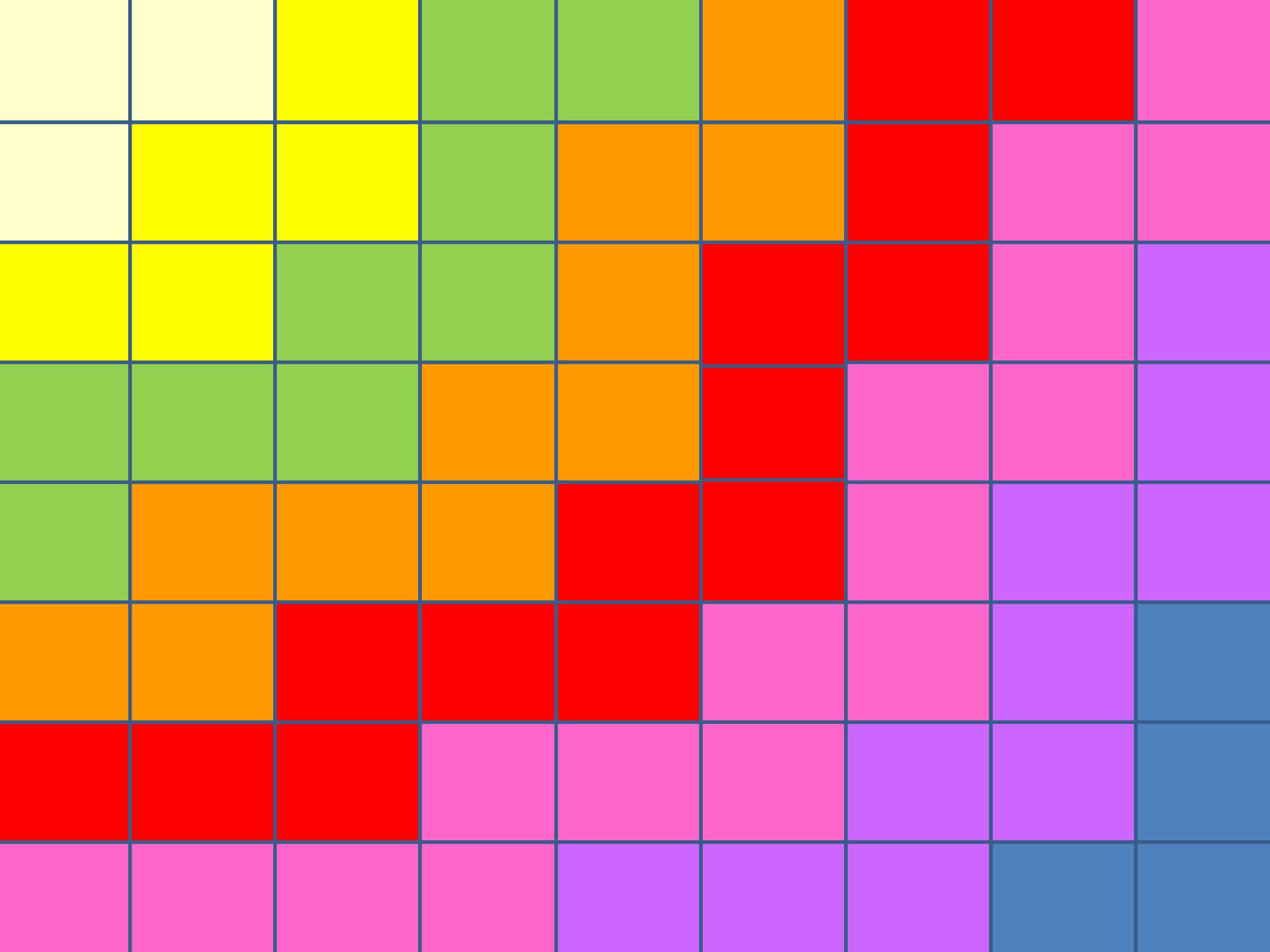
Anna Claret, Luis Guerrero, Maria Font-i-Furnols, Antoni Dalmau

69th Annual Meeting of the EAAP 2018

Dubrovnik, August 27th, 2018







CONSUMER STUDIES





IBERIAN PIGS

Autochthonous

High sensory quality

Reared extensively and
intensively

Castrated males/gilts

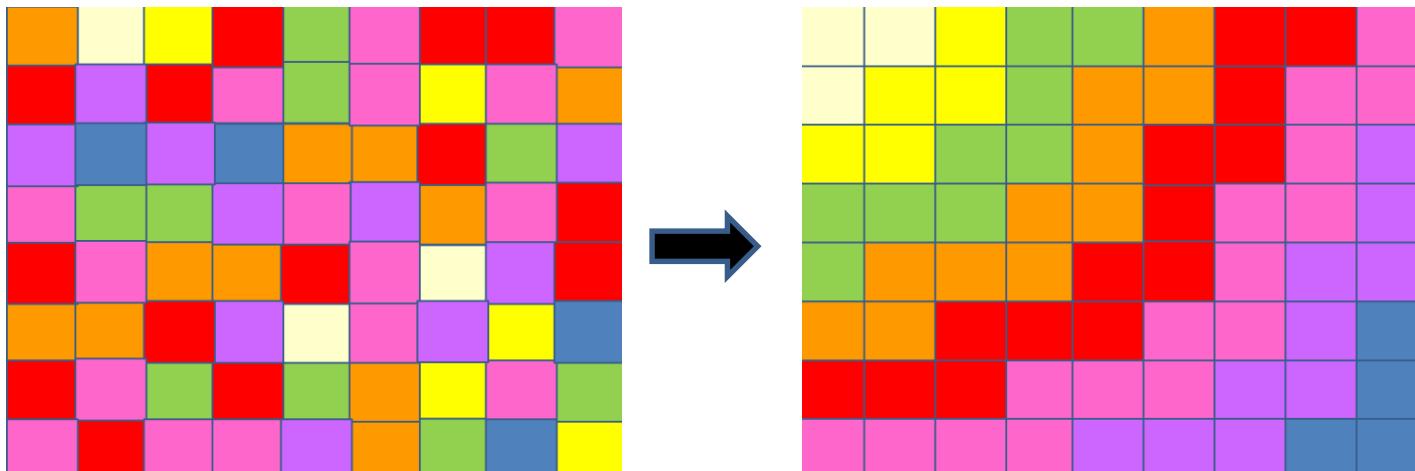
IMMUNOCASTRATION

Long life cycle pigs → 3-dose of vaccine



Objective

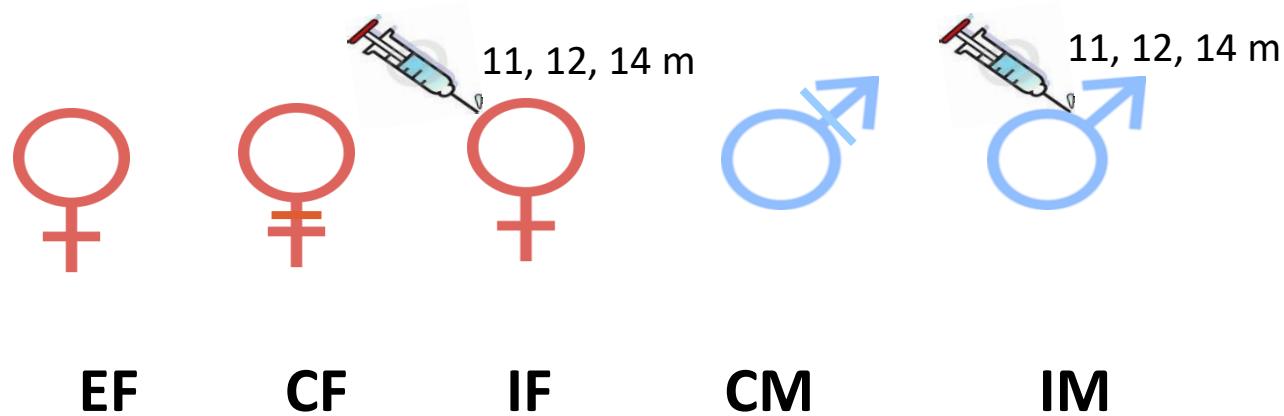
The aim of this work is to identify segments of consumers according to their expectations and acceptability of Iberian pork from five sex types.



M & M - Animals

n = 83

LW = 155.7 ± 8.4 kg



M & M – Consumer study

150 (Barcelona) + 100 (Madrid) consumers
5 samples/consumer
3 information conditions

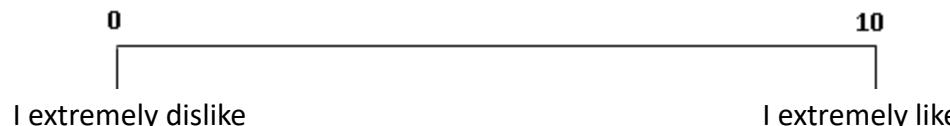
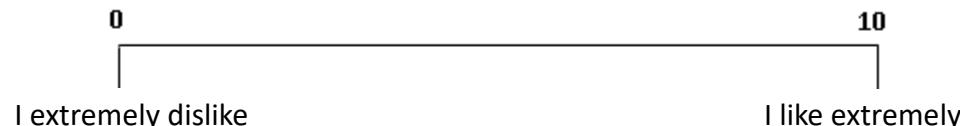
Sample: 563



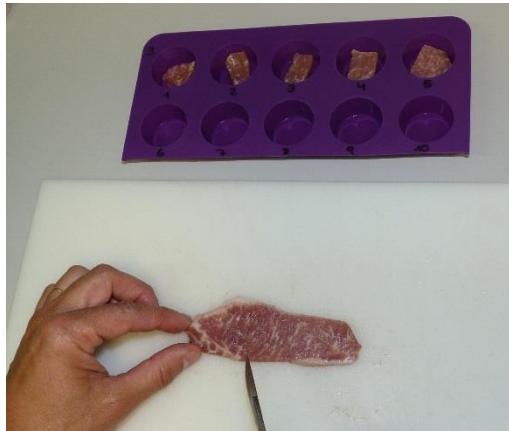
Sample: Entire female



Sample: Entire female



M & M – Sample preparation



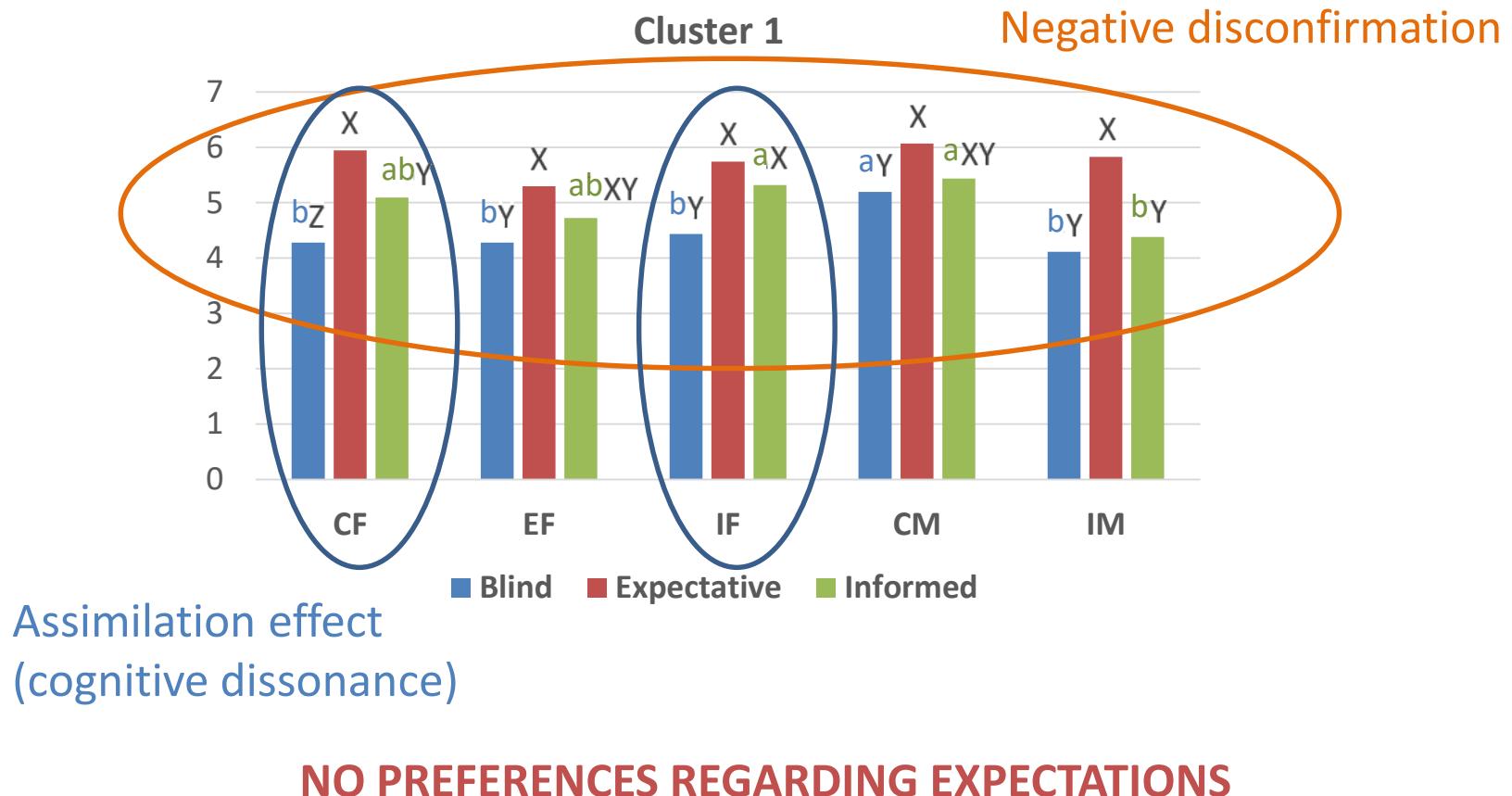
120 °
10 min



monadic way, one every 5 min

Results

N=79



Assimilation effect
(cognitive dissonance)

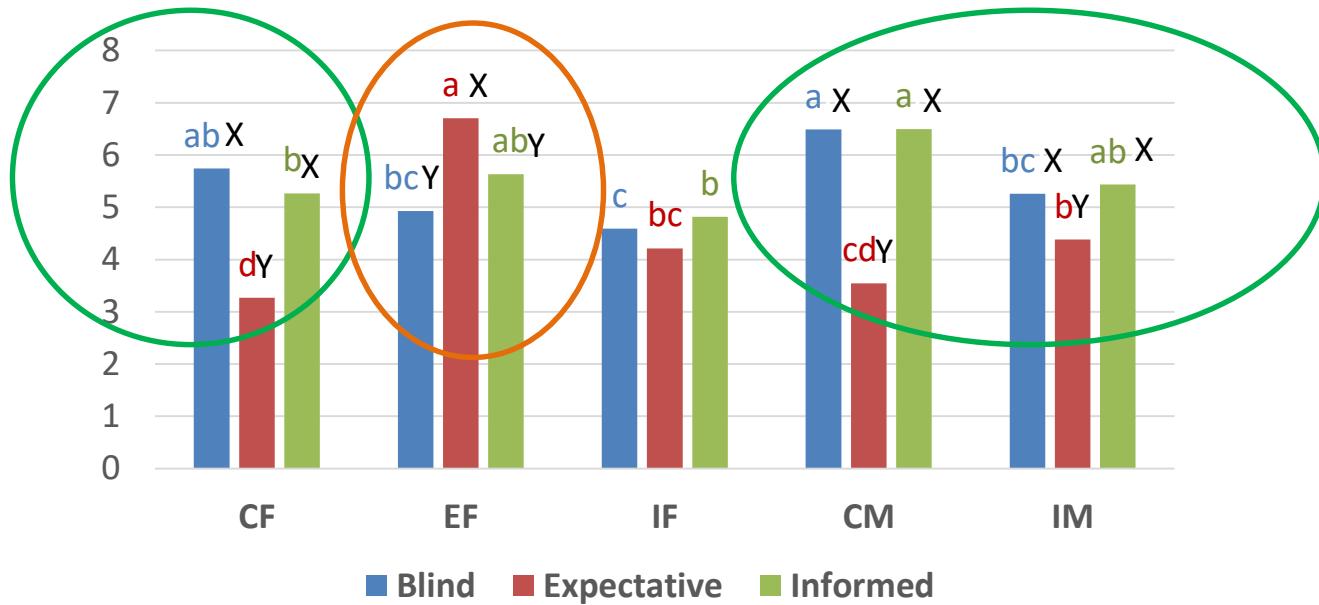
NO PREFERENCES REGARDING EXPECTATIONS

N=79

Negative disconfirmation

Cluster 2

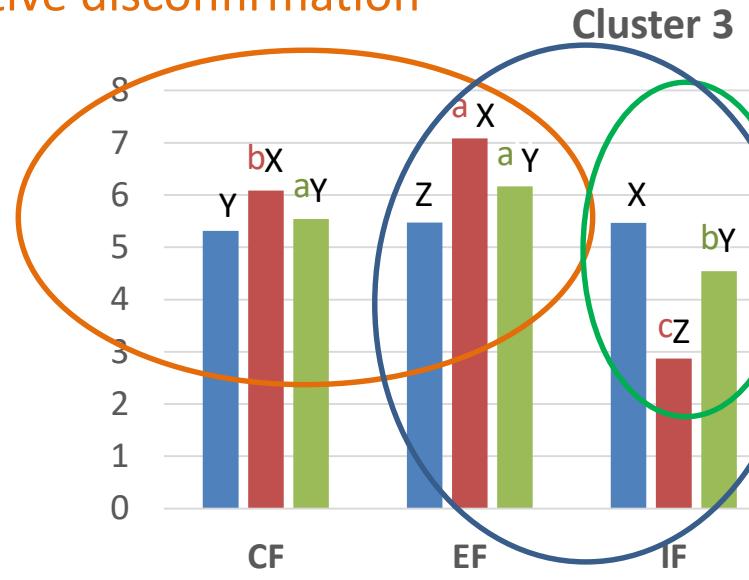
Positive disconfirmation



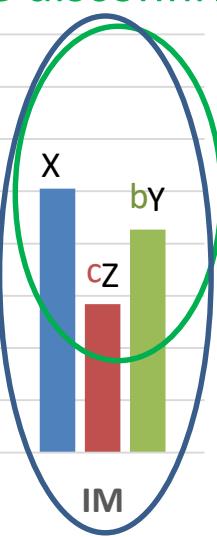
AGAINST CASTRATION AND IMMUNOCASTRATION

N=94

Negative disconfirmation



Positive disconfirmation

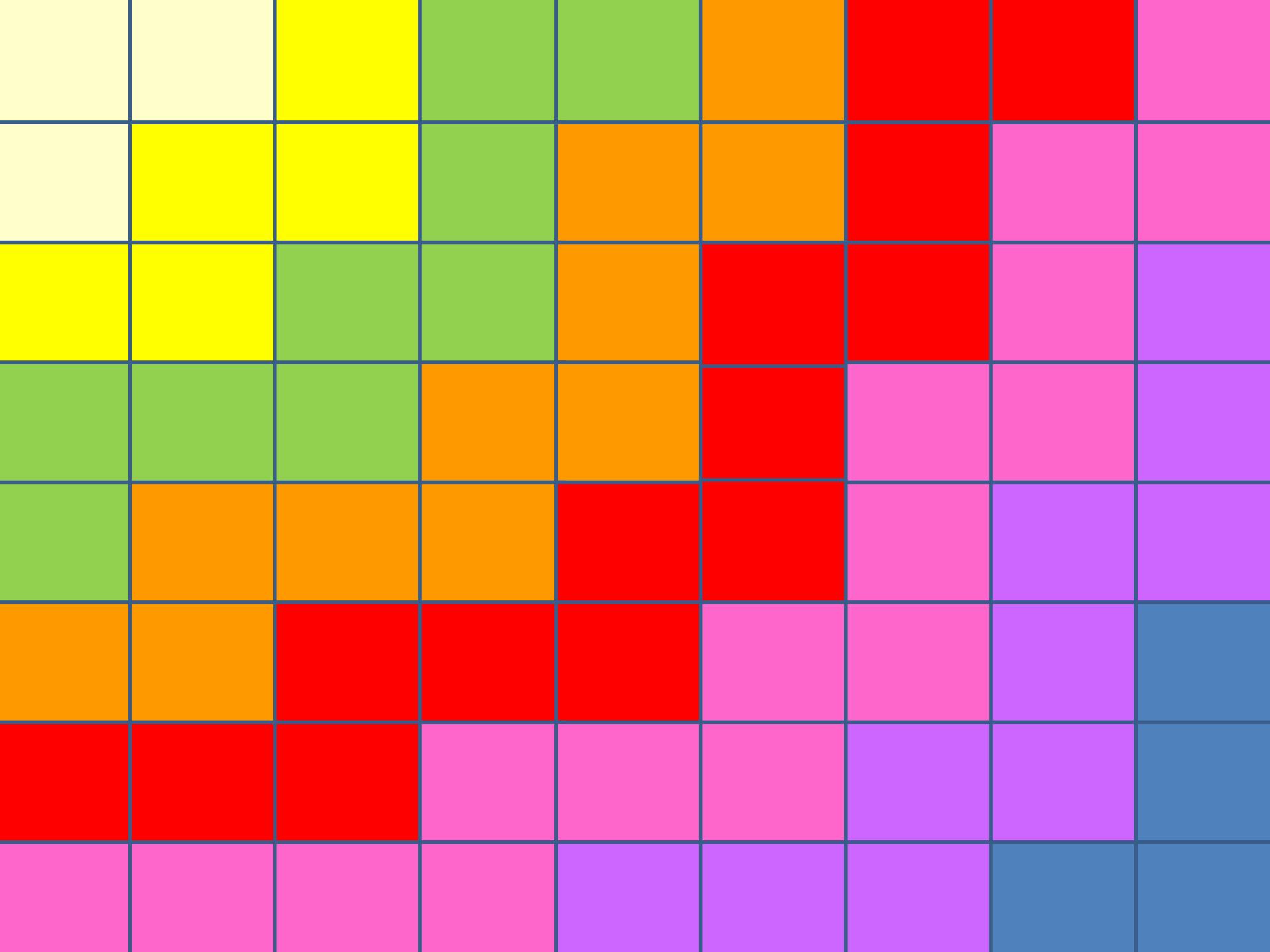


Assimilation effect
(cognitive dissonance)

AGAINST IMMUNOCASTRATION

Conclusions

In conclusion, segments of consumers with different expectations towards meat from castrated and immunocastrated pigs were detected, and they have disconfirmation expectations in most of the types of meat.





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