Future trends and consumer lifestyles with respect to meat consumption

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Trends in the way we eat

- Storytelling sells food products
- Meal patterns crumbling
- Organic trend has topped
- CONVENIENCE! CONVENIENCE!
- Vegetarianism - the end of meat production?
- Food on the go
- No more kitchens in future homes?
What is a lifestyle trend?

Human values

Food motives

Quality
Consumption
Shopping
Cooking

Perceptions
Behavior
Four trends

1. The increasing role of extrinsic cues in quality perception of meat.
2. The distinction of fast and efficient shopping in supermarkets on the one hand and the buying of information-intensive specialized products in specific retail outlets on the other.
3. The increasing role of processed products, living up to both the demand for convenience and the trends towards meat avoidance in some consumer groups.
4. The channelling of concerns about meat production mainly into the citizen and less into the consumer role of people.
Cues in quality perception

Extrinsic quality cues

Intrinsic quality cues

Expected quality:
- Taste
- Health
- Convenience
- Process
What are extrinsic cues?

- Brands
- Labels
- Origin information
- Quality marks
- All other information provided to communicate the product’s value to the consumer
Increasing role of extrinsic cues: Drivers

- Discussion about food and health
- Meat scandals and awareness of food safety issues
- ‘Stories’ to add value beyond basic product functions
Interest in additional product information

Based on Grunert, Skytte, Esbjerg, Poulsen & Hviid, 2002
Increasing role of extrinsic cues: Inhibitors

- Credibility issue: manufacturers have lowest consumer credibility, followed by supermarkets, butchers, and consumer organizations.
- Channel organization: who should be the information provider?
Effect of label information on quality perception

- **Conventional pork:** breed DLY (male: Duroc, female: Landrace X Yorkshire), feed: conventional, raised indoors
- **Organic pork:** breed DLY (male: Duroc, female: Landrace X Yorkshire), feed: organic concentrate plus red clover silage *ad lib*, raised indoors with access to outdoor area on organic farm
Effects of extrinsic cues can be dramatic

Based on Scholderer & Bredahl, in press
Four trends

1. The increasing role of extrinsic cues in quality perception of meat.
   - Fuelled by health and safety concern
   - Fuelled by demand for product ‘stories’
   - Consumers want them
   - Requires credibility issue solved
   - Requires dominant actor in channel
   - Can have dramatic effects when physical differences are small
But….what about the shopping?

- Average time for decision in supermarkets is 12 seconds
- Many people even buy without knowing prices
- How can consumers even notice new products with new extrinsic cues?
Time for making a decision
# of 'clicks' per cue and session

- Welfare: 0.5
- Residues: 1
- Origin: 2.5
- Price: 3.5
Probability of having seen a cue

- Welfare: 0.5
- Residues: 0.4
- Origin: 0.8
- Price: 1.0
However.....

- Involvement with product category and interest in specific extrinsic cues (e.g., regional origin) leads to higher propensity to use specialty shops.
Four trends

2. The distinction of fast and efficient shopping in supermarkets on the one hand and the buying of information-intensive specialized products in specific retail outlets on the other.
   - Most meat shopping still in supermarkets
   - Even there new extrinsic cues will be noticed
   - Involvement with product category and interest in specific extrinsic cues (e.g., regional origin) leads to higher propensity to use specialty shops
   - Diversification of retail concepts
## What is convenience?

### A TYPOLOGY OF CONVENIENCE IN MEAL PREPARATION

<table>
<thead>
<tr>
<th>Consumption stage</th>
<th>What is being saved?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Time</td>
</tr>
<tr>
<td>Planning</td>
<td>Habitual purchasing, weekly meal plans, intelligent fridge</td>
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<tr>
<td>Purchasing</td>
<td>One-stop shopping, home delivery</td>
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<tr>
<td>Preparation</td>
<td>Ready-made meals, eating out, microwave ovens</td>
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<tr>
<td>Eating</td>
<td>One course meals, stand-up food outlets</td>
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<tr>
<td>Disposal</td>
<td>One-way containers</td>
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</tbody>
</table>
Convenience: Drivers

- Driven by demographic changes
  - Women in labour force
  - Family size
  - Scarcity of time relative to income
- Perceived, not actual resources
- Attitudinal changes
Convenience: Inhibitors

- Convenience means different things to different consumers – development of convenience products needs to be *segment specific*
Purchase of convenience products in different segments

Based on Ryan, Cowan, McCarthy & O'Sullivan, 2002
## Meat scepticism among young, female consumers

<table>
<thead>
<tr>
<th>Positive statements</th>
<th>Negative statements</th>
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</thead>
<tbody>
<tr>
<td><strong>Female</strong></td>
<td></td>
</tr>
<tr>
<td>“Meat tastes good”</td>
<td>“Fried meat is not good for you”</td>
</tr>
<tr>
<td>“Meat is a delicacy”</td>
<td>“Meat tastes of fat”</td>
</tr>
<tr>
<td>“Mutton-and-cabbage stew is actually good”</td>
<td>“Meat is boring”</td>
</tr>
<tr>
<td>“Meat balls taste good”</td>
<td>“Meat is not slimming”</td>
</tr>
<tr>
<td>“Trimmed grilled meat is better”</td>
<td>“Pork is disgusting”</td>
</tr>
<tr>
<td>“Food hadn’t been the same without meat”</td>
<td>“Raw meat smells disgusting before you prepare it”</td>
</tr>
<tr>
<td>“Meat tastes very good”</td>
<td>“Meat is expensive”</td>
</tr>
<tr>
<td>“Roasted moose smells nice”</td>
<td>“Meat is often disgusting”</td>
</tr>
<tr>
<td>“Meat is healthy”</td>
<td>“Mutton-and-cabbage stew is awful”</td>
</tr>
<tr>
<td>“Meat contains a lot of good things”</td>
<td>“Boiled meat is not good”</td>
</tr>
<tr>
<td>“I would very much like to eat more meat”</td>
<td>“Steak doesn’t taste of very much but the accompaniments do”</td>
</tr>
<tr>
<td>“I eat a lot of fried chicken drumsticks because they taste good, and are cheap and convenient”</td>
<td></td>
</tr>
<tr>
<td>“Meat constitutes a proper and good dinner”</td>
<td></td>
</tr>
<tr>
<td>“It is easier to fry meat than to boil cod”</td>
<td></td>
</tr>
<tr>
<td><strong>Male</strong></td>
<td></td>
</tr>
</tbody>
</table>

From Kubberød, Ueland, Tronstad & Risvik, 2002
Convenience and meat avoidance

- Meat avoidance: a tendency among some young, mostly female consumers
- Meat-based products that don’t look like meat
- Both convenience and meat avoidance point towards products with a higher degree of processing
Four trends

3. The increasing role of processed products, living up to both the demand for convenience and the trends towards meat avoidance in some consumer groups.
   - Higher degrees of processing require more adaptation to different consumer segments
   - Convenience in terms of the whole meal preparation chain
What they say and what they do

- Positive attitudes to organic products....
- Positive attitudes to animal welfare....
- Negative attitudes to in-door pig production....

Why are the market shares of organic, free range, welfare products not higher?
**Attitudes and behaviour**

**Strong attitude**
- Considerable knowledge on attitude object
- Based on own experience

**Weak attitude**
- Little knowledge on attitude object
- Not based on own experience

**Situation factors**

**Behaviour**
Consumers vs. citizens

Weak attitude
- Little knowledge on attitude object
- Not based on own experience

Consumer behaviour

Citizen behaviour

Situational factors

Weak attitude
- Little knowledge on attitude object
- Not based on own experience

Situational factors
Four trends

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