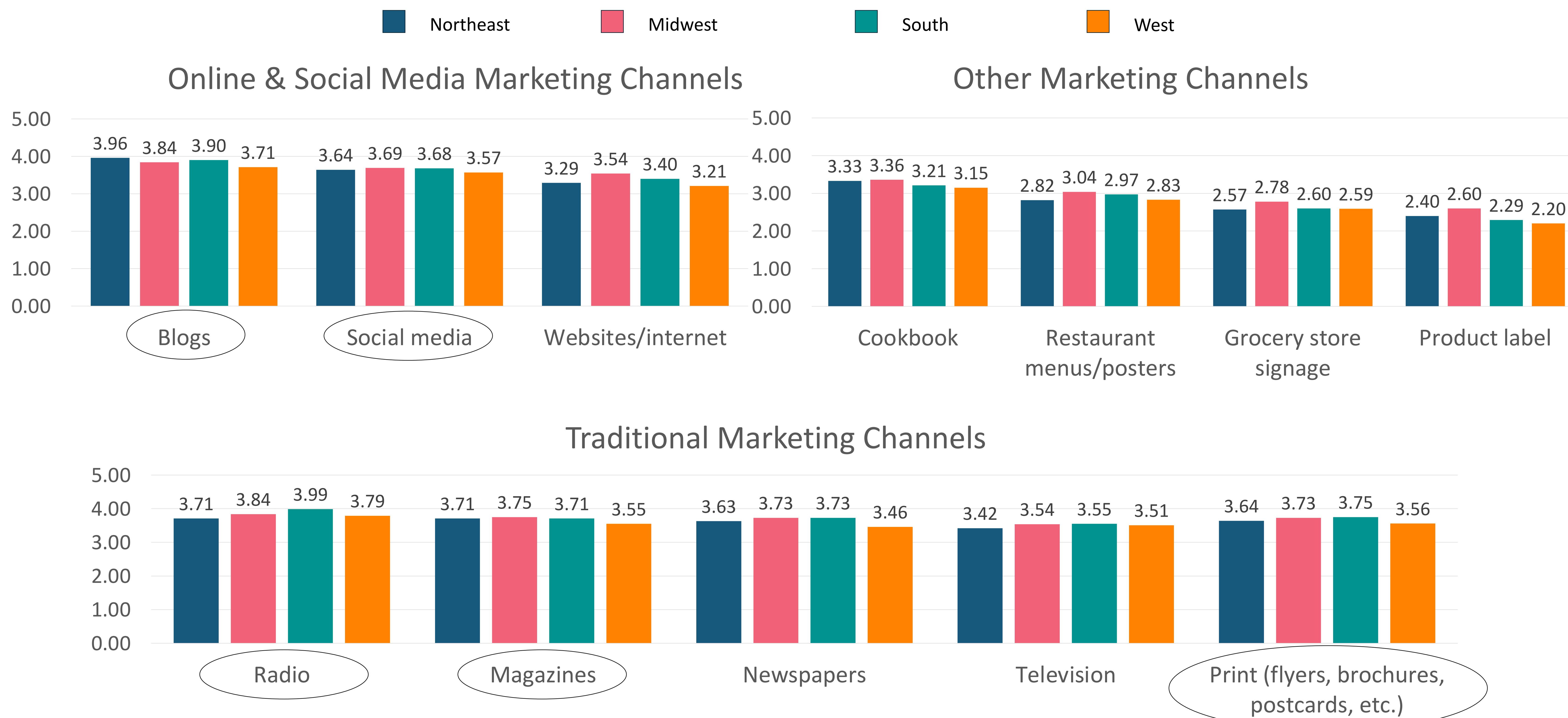


# In all regions, consumers often used blogs, social media, radio commercials/stories, magazine articles/ads, & print materials to learn about grass-beef.

Frequency of Using Marketing Communication Channels by Region



## Conclusions, Implications, and Recommendations/Impact on Profession

- Findings support producers should use multiple channels, especially when some regions lack established grass-fed beef markets (Gillespie et al., 2016).
- Qualitative research: understand how consumers in different regions use communication channels & what information would influence grass-fed beef purchases.
- Future research: examine producers' & agricultural businesses' efforts to determine the effectiveness of their marketing communication.

## How to Advertise Grass-fed Beef to Consumers: Comparing Use of Communication Channels Across Regions

Beth Crandall | Utah State University  
Dr. Kelsey Hall | Utah State University

### Introduction/Need for Research

Communication tactics that can target U.S. meat & poultry consumers haven't considered regional differences for marketing & promoting grass-fed beef.

**Research objective:** compare communication channels that consumers use to seek information about grass-fed beef across regions.

### Conceptual Framework

Based on communication channels, theory of planned behavior, total food quality model, meat consumption, knowledge, and demographics.

### Methods

- Real limits scale was 1.00-1.49 = never, 1.50-2.49 = rarely, 2.50-3.49 = sometimes, 3.50-4.49 = often, and 4.50-5.00 = always.
- Centiment administered researcher-developed questionnaire online to **484 opt-in panelists**.
- > 18 years old & primary grocery buyers for household.
- Northeast (n = 90), Midwest (n = 114), South (n = 182), & West (n = 98).
- Representative balancing.
- Used IBM SPSS Statistics 23.0.



UtahState University