

# Importance of Extrinsic Cues of Grass-Fed Beef by U.S. Consumers Across Regions

## Introduction/Need for Research

- Extrinsic qualities affect type of beef consumers purchase from grocery stores, farmers' markets, restaurants, & private vendors.
- If grass-fed beef producers know what consumers value, they can react to trends & communicate about products.

## Theoretical Framework

- Total food quality model by Grunert et al. (1996).
- Consumers learn about extrinsic cues through label or information.
- Quality cues help fulfill shoppers' purchase motives when seeking specific product.

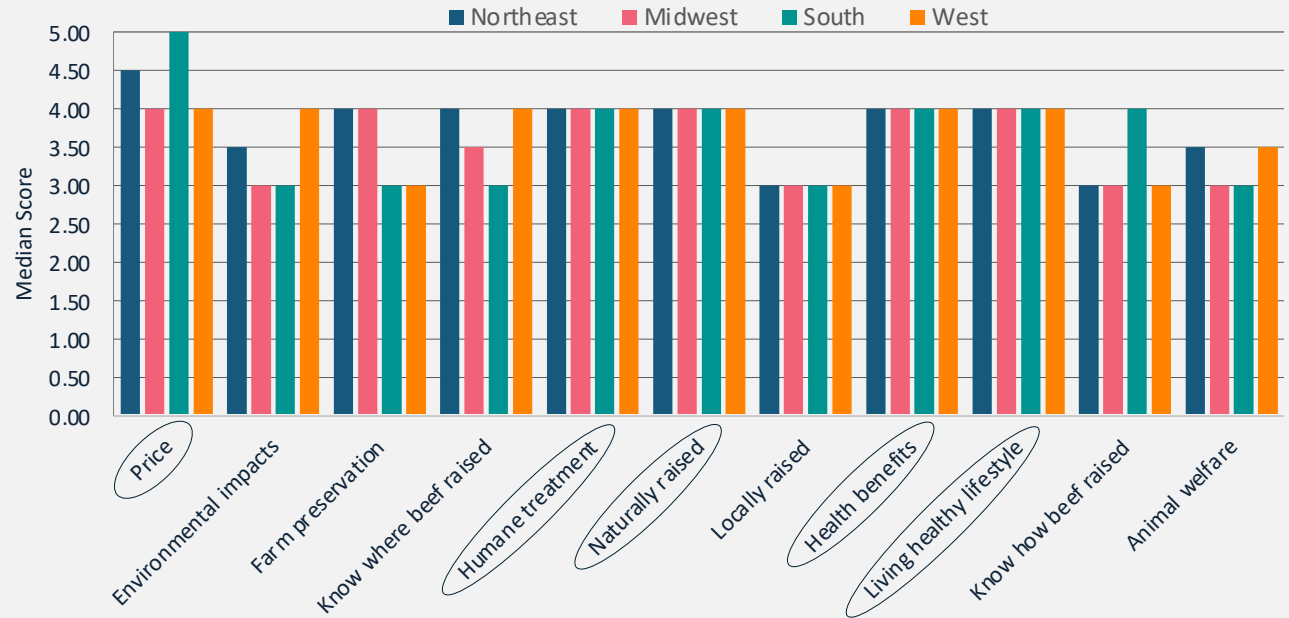
## Methods

- Centiment administered researcher-developed questionnaire through Qualtrics.
- **Opt-in panel of 484 individuals** who were over 18 years old & primary grocery buyer for household.
  - Northeast ( $n = 90$ ), Midwest ( $n = 114$ ), South ( $n = 182$ ), & West ( $n = 98$ ).
- **Representative balancing** ensured opt-in panel reflected U.S. census on age, ethnicity, gender, & region.
- Panel of experts ensured face & content validity.

## Conclusions, Implications, & Recommendations

- Need competitive pricing & communication about value of products to consumers, particularly moderately important extrinsic qualities: humane treatment of animals, naturally raised, health benefits of consuming grass-fed beef, & living a healthy lifestyle.
- Need information about consumers' current knowledge of these quality cues & why they are important.

Median Scores for the Importance of Extrinsic Quality Cues by Region



Note. Likert scale was 1.00-1.99 = not at all important, 2.00-2.99 = slightly important, 3.00-3.99 = neutral, 4.00-4.99 = moderately important, and 5.00 = extremely important.

Kruskal-Wallis H Test Summary Table for the Differences of the Importance of Extrinsic Quality Cues Among Regions

Quality cue	$\chi^2$	df	p
<b>Price</b>	<b>8.75</b>	<b>3</b>	<b>.033*</b>
Environmental impacts	2.03	3	.566
Farm preservation	1.90	3	.594
Know where the beef was raised	1.63	3	.652
Humane treatment of animals	1.57	3	.665
Naturally raised	1.47	3	.689
Locally raised	1.33	3	.723
Health benefits of consuming grass-fed beef	1.31	3	.728
Living a healthy lifestyle	0.87	3	.833
Know how the beef was raised	0.26	3	.967
Animal welfare	0.14	3	.986

\*  $p < .05$