

WHO HAS THE FINAL SAY?

CONSUMERS' TRUSTED SOURCES FOR BEEF NUTRITION INFORMATION

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INTRODUCTION

Despite consumers' **distrust** in information shared by the agricultural industry, they are continuing to demand more details about the production, handling, and care of their food (Settle et al., 2023).

To properly educate and inform consumers, their **trusted sources** must be **established**.

The beef industry needs to be utilizing **sources consumers trust** to write its own narrative about the **benefits of beef**.

LITERATURE REVIEW

The **conceptual framework** that directed this study was drawn from the **Elaboration Likelihood Model of persuasion** (ELM; Petty et al., 2009) and Tschannen-Moran and Hoy's (2000) **definition of trust**.

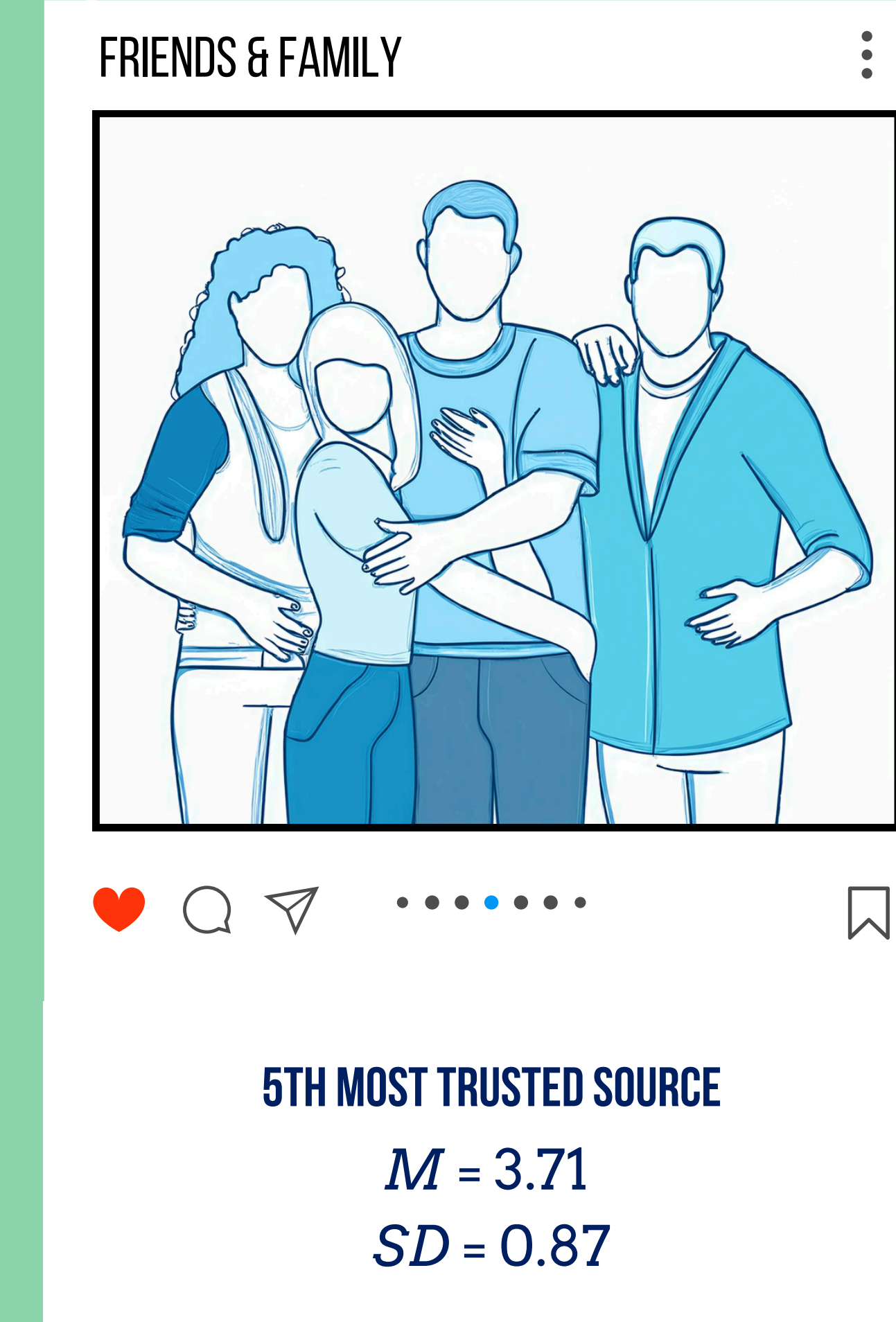
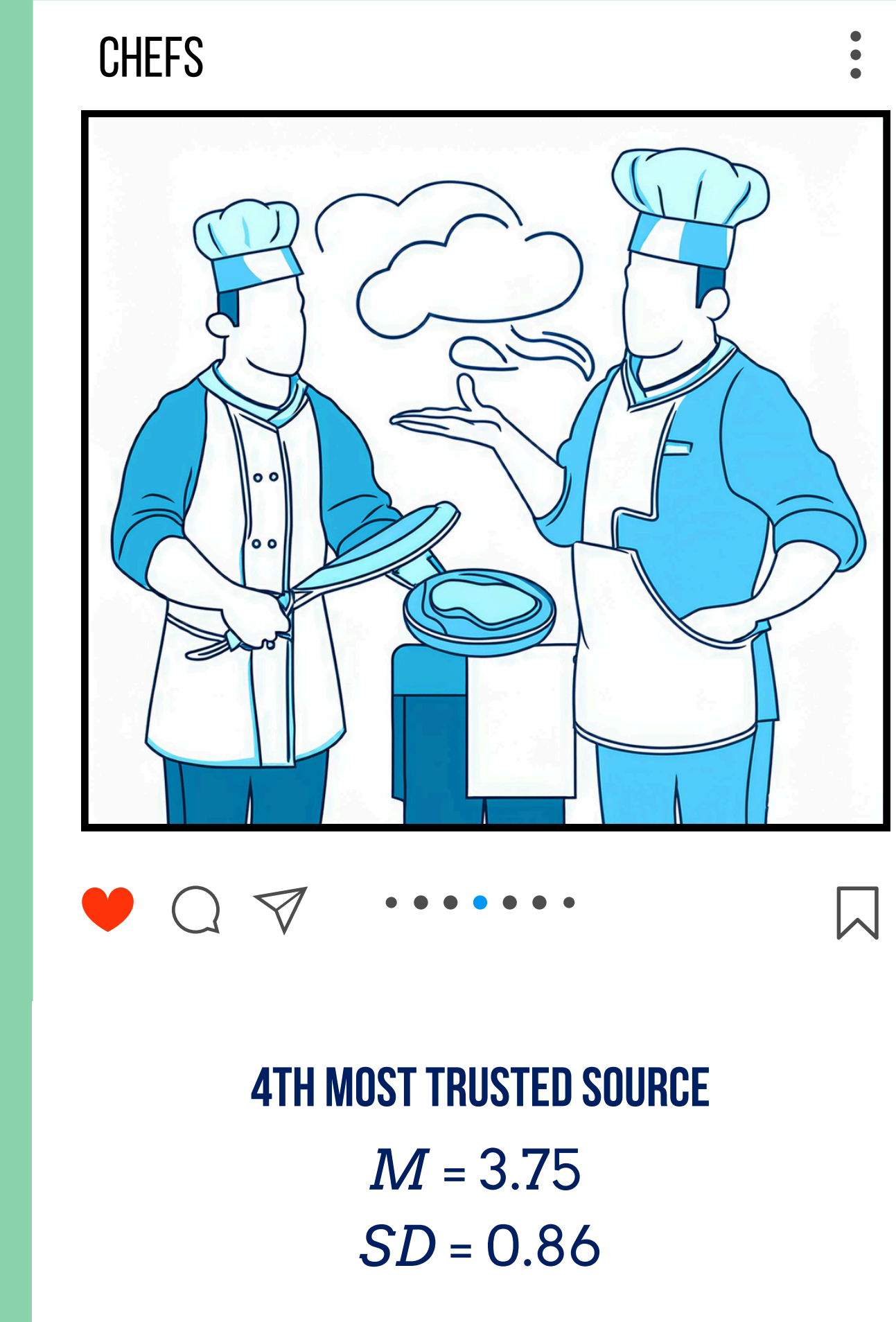
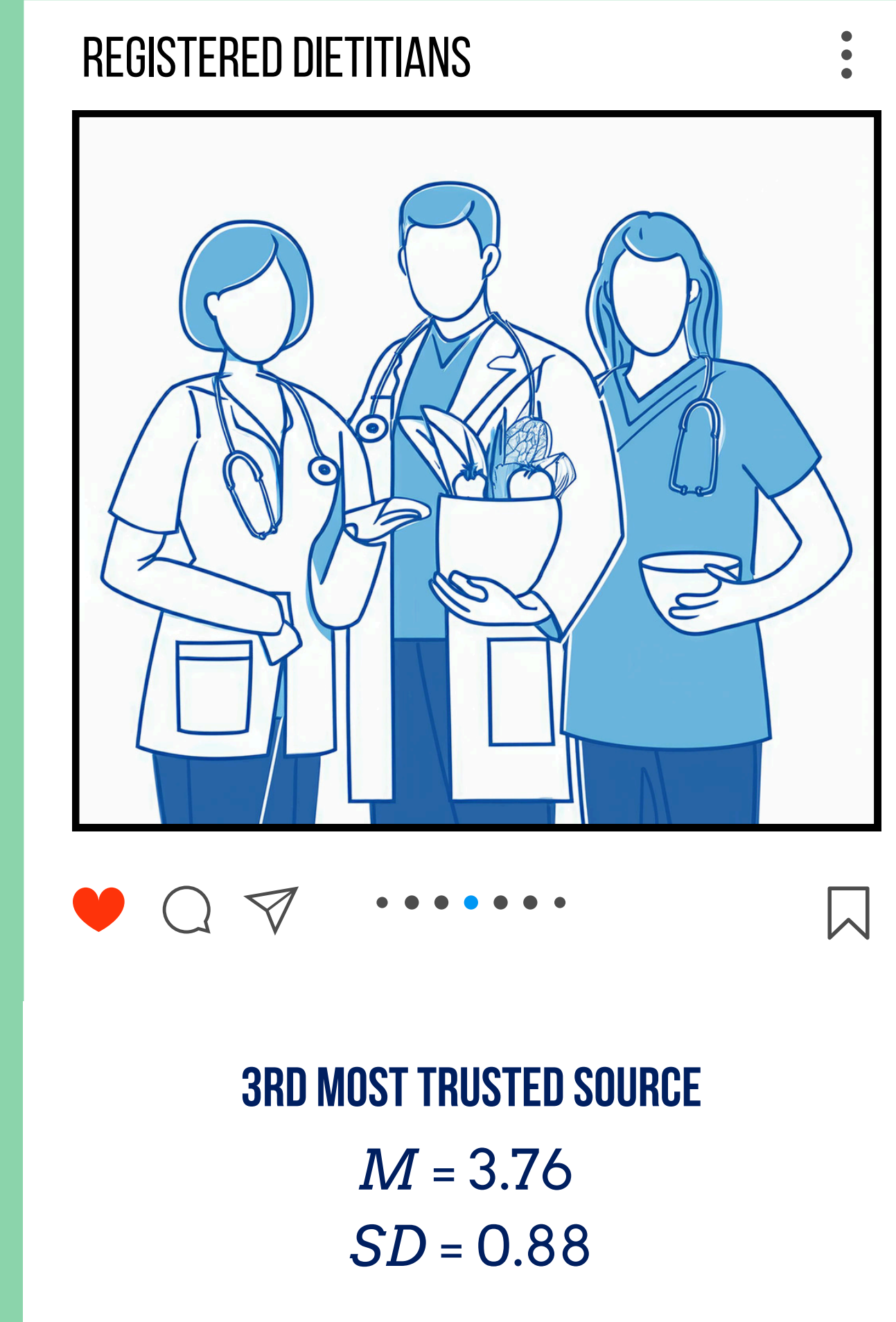
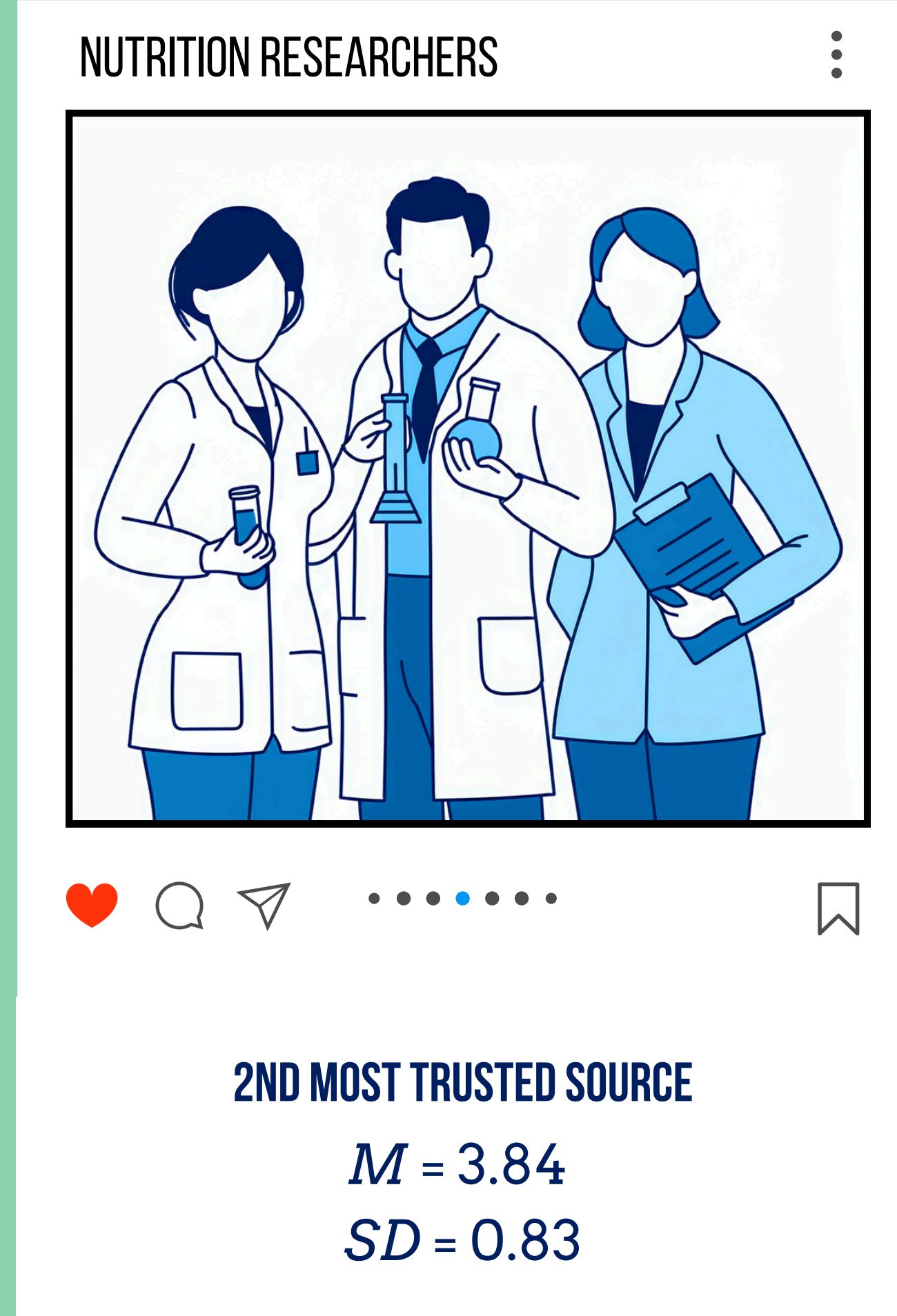
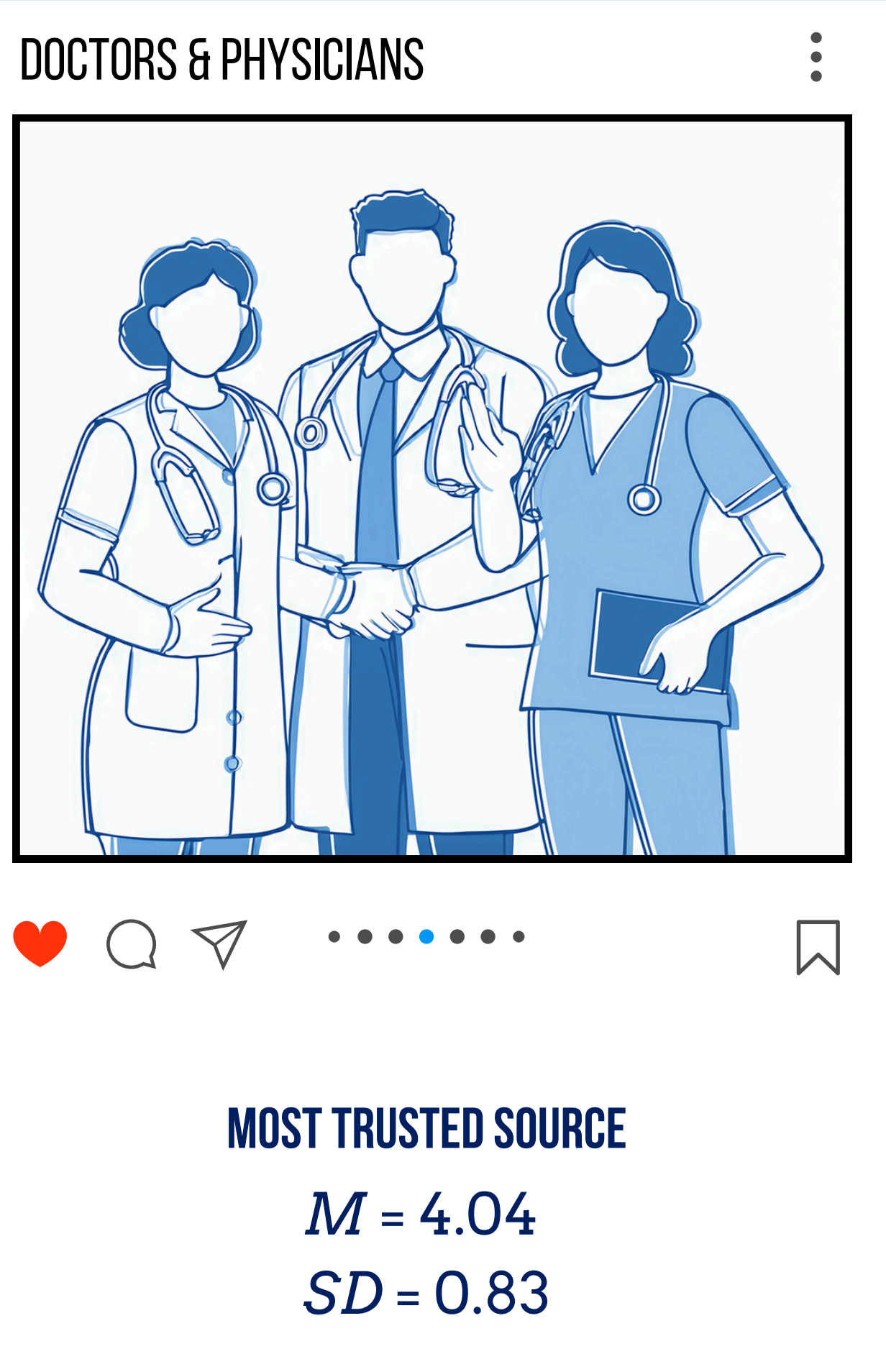
One of the routes, the **peripheral route**, occurs when an individual's ability or motivation to process information related to the topic is low and persuasion can occur with **simple cues** that **influence attitude** (Petty et al., 2009).

Source credibility greatly impacts the **persuasiveness** of information and **ultimately attitudes**.

Tschannen-Moran and Hoy (2000) **define trust** as: "one party's **willingness to be vulnerable** to another party based on the confidence that the latter party is (a) **benevolent**, (b) **reliable**, (c) **competent**, (d) **honest**, and (e) **open**" (p. 556).

METHODS

1. This **web-based questionnaire** used a quantitative survey instrument to discover beef consumers' trust toward information sources.
2. Using Qualtrics Market Research, the survey was **distributed** to adults, **18 years or older**, in the U.S. who **consumed beef** and were **actively on social media**.
3. A **non-probability opt-in sample set quotas** to ensure the sample was **representative** of the **U.S. population** based on U.S. Census data (Lamm & Lamm, 2019).
4. **Trust** was **measured** using a **5-point Likert scale** (1 = *strongly distrust*, 5 = *trust completely*).
5. Participants were asked, "To what **extent** do you **trust** or **distrust** the following **sources of information** about **beef nutrition**?"



CONCLUSIONS

The findings revealed the top five trusted sources are **doctors and physicians, nutrition researchers, registered dietitians, chefs, and family and friends**.

These results are similar to a study conducted by Purvis et al. (2021), who found that **individuals trust** information from **healthcare providers** and **medical scientists**.

The results reveal that messages made about **beef nutrition information** should be **delivered by** or linked to **one of the top five sources**.

When receiving the information in such a manner, consumers will **automatically process** it as **trustworthy** because it will come from a source, they already **believe** is **trustworthy**.

