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Exploring consumer memorability of cold meat: Insights for marketing and product development

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Memory of food products has been claimed to be more important than the product itself in shaping consumer food choices. For this reason, understanding how to create memorable products for consumers become a key aspect to achieve success in the marketplace. The objective of this study was to explore the memorability of cold meat products by investigating which aspects of the eating situations involving this product category are remembered. A total of 152 Brazilians were asked to remember an occasion in which they were eating cold meat products, and to answer six specific questions about the occasion. Results showed that the memorability of cold meat products is not necessarily related to special occasions or sophisticated meals and dishes. Most participants referred to situations in which they ate cold meat products in the form of convenient preparations, such as sandwiches and appetizers. Participants mainly referred to the situations in which they shared the cold meat products with other people, particularly friends and family. From an emotional point of view, most of the memorable situations conveyed positive feelings, suggesting that positive emotional reactions contribute to the memorability of a product. Regarding the characteristics of the products that contributed to memorability, sensory characteristics and the pleasure generated during consumption were the main determinants of memorability. In summary, the memorability of cold meat products was strongly related to positive experiences in which consumers enjoyment was due to the characteristics of the products, the people they shared the meal with or the positive emotional state they were. These insights could be used in the design of marketing and communication campaigns, as well as for the selection of situations for the evaluation of product prototypes under evoked contexts to improve the ecological validity of consumer studies.

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