

CONSUMER ATTITUDE TOWARDS THE USE OF EDIBLE COATING TO THE CONSERVATION OF LAMB MEAT

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Keywords: Intention to purchase; Consumer; Lamb meat.

Abstract: The use of edible coatings is an alternative for food preservation. However, the consumer attitude towards this technology is not clearly understood. The objective of this work was to analyze the consumer attitude towards the use of an edible coating on lamb meat, according to information on the label. Nine different labels were created, by the combination of the following factors and levels: type of cut (deboned loin - "lombo", bone-in loin - "carré" and leg - "pernil"), price (high and low) and edible coating (no information, with coating information and describing the objective of the coating - "technology used for meat preservation"). The study was carried out by 175 consumers of lamb meat, as well as those who would be interested in buying/consuming this type of meat, who evaluated the intention to purchase on 7-points structured scales of ranging from 1: "certainly not buy" to 7: "certainly buy." The data were analyzed by Conjoint Analysis using the software XLSTAT. Regarding the relative importance (RI), the type of cut was the most relevant factor for consumers (RI 50.0%), followed by the price (RI 26.6%) and coating (RI 23.3 %). The cut "carré" presented higher intention to purchase, possibly, because it is the most known and commercialized cut. Similarly, the high price level had a positive impact on the consumer's decision. Consumers stated higher intention to purchase for the product containing the chitosan information. On the other hand, the explanation on the chitosan contributed negatively to the purchase intention, which can be explained by the current trend of rejecting products with additives. The results suggest that the consumer's attitude toward the use of edible coating depends primarily on the type of cut. The findings contribute to the development of effective marketing strategies of the red meat sector, specifically lamb meat.

Órgãos Financiadores: Fundação de Amparo à Pesquisa do Estado de São Paulo (FAPESP), processo nº 2016/18232-3 e bolsa concedida pela Coordenação de Aperfeiçoamento de Pessoal de Nível Superior – Brasil (CAPES) – Código de Financiamento 001.