Center for Agro-food Economy and Development (CREDA-UPC-IRTA)
Carrer Esteve Terradas, 8
08860 Castelldefels, Barcelona, Spain

Measuring Consumers' preferences for Traditional and Innovative Pork Products

Kallas, Z.[a], Čandek-Potokar, M.[c] Tomažin, U.[c] Pugliese, C.[d] Aquilani, C.[d], Gil, J.M.[a]

[a] Centre for Agro-food Economy & Development, CREDA-UPC-IRTA, Castelldefels 08860, Spain
[b] IRTA-Monells, Product Quality Program (IRTA), Finca Camps i Armet, Monells, 7121, Spain
[c] Agricultural Institute Of Slovenia (KIS), Ljubljana 1000, Slovenia.
[d] Universita Degli Studi Di Firenze (UNIFI), Florence 50121, Italy.

Funded by European Union
Horizon 2020
Grant agreement No 634476

INTRODUCTION

- **The AGRICULTURAL BIODIVERSITY remained one of the top CHALLENGES addressed by the last REFORM of the COMMON AGRICULTURAL POLICY (CAP).**

- **The EU adopted the BIODIVERSITY ACTION PLAN FOR AGRICULTURE whose PRIORITY is the "PROMOTION of actions to CONSERVE LOCAL or THREATENED livestock breeds" by SUPPORTING MEASURES that "*stimulate enhanced VALUE-ADDED PRODUCTS*".**

Horizon 2020
Grant agreement No 634476

INTRODUCTION

- This **RESEARCH** fit within the **PROPOSED MEASURES** to promote **ADDED-VALUE PRODUCTS** → **QUALITY CUES**.

- The promotion of the **TRADITIONAL FOOD PRODUCTS** (TFP) fall within this approach due to their **POSITIVE IMAGE** associated to enhanced **QUALITY** and **TASTE** and to their strong associations with a particular **ORIGIN** and **LOCALITY.**

Funded by European Union
Horizon 2020
Grant agreement No 634476

INTRODUCTION

- However, the **TFPS' QUALITY TRAITS** can be **IMPROVED** by including **HEALTH** enhancement and other **FOOD INNOVATIONS** creating **INNOVATIVE TRADITIONAL FOOD PRODUCTS** (ITFP)
- **TRADITION** and **INNOVATION** may appear to be **INCOMPATIBLE** concepts and even **CONTRADICTORY** according to consumers' perceptions.

Funded by European Union
Horizon 2020
Grant agreement No 634476

INTRODUCTION

- **Therefore, a TRADE-OFF ANALYSIS is needed to verify how food "INNOVATIONS" affect the "TRADITIONAL" concept perceptions.**
- **In addition, literature showed that NEOPHOBIC CONSUMERS have LOW EXPECTATIONS toward new food products and their neophobia level NEGATIVELY affects their willingness to consume them.**

Funded by European Union
Horizon 2020
Grant agreement No 634476

OBJECTIVES

- The **MAIN OBJECTIVE** of this research is **THREEFOLD:**

1. Understand the **CONSUMERS-DRIVEN DEFINITION** for the concept of “**TRADITIONAL PRODUCTS**”.

2. **CONSUMERS’ PURCHASE INTENTION** towards food **TRADITIONAL** products and food **INNOVATIVE TRADITIONAL PRODUCTS.**

3. Impact of **CONSUMERS’ FOOD NEOPHOBIA** attitude on **PURCHASE INTENTION** and **ACCEPTANCE**.

Funded by European Union
Horizon 2020
Grant agreement No 634476

CASE STUDIES

- The **PORK PRODUCTS** were taken as food product.

- In particular, we focused on the **TRADITIONAL PORK PRODUCTS (TPP)** and **INNOVATIVE TRADITIONAL PORK PRODUCTS (ITPP)** in three case studies obtained from **THREE UNTAPPED PIG BREEDS**

	Spain	Italy	Slovenia
Untapped breed	*Porc Negre*	*Cinta Senese*	*Krškopolje*
Traditional Pork Product (TPP)	Patties	Salami	Salami
Innovative Traditional Pork Product (ITPP1)	Enriched with a natural source of antioxidants	With natural preserving agent	Without preserving agent
Innovative Traditional Pork Product (ITPP2)	Enriched with a natural source of dietary fibre	-	-

Funded by European Union
Horizon 2020
Grant agreement No 634476

CASE STUDIES

- Data was collected from **QUESTIONNAIRES** completed in a **CONTROLLED ENVIRONMENT** to a **SAMPLE** of approximately 120 consumers stratified by gender and age, in each case study.
- The **EXPERIMENT** was conducted in Barcelona (Spain), Bologna (Italy) and Ljubljana (Slovenia) during October-December 2016.
- Consumers were **COMPENSATED** for their participation.

METHODS

1. How we measured the **CONSUMERS-DRIVEN DEFINITION** for the concept of "**TRADITIONAL FOOD**"?
2. How we measured **CONSUMERS FOOD NEOPHOBIA ATTITUDE**?
3. How we measured **CONSUMERS PURCHASE INTENTION**?
4. How we measured **CONSUMERS ACCEPTANCE**?

Funded by European Union
Horizon 2020
Grant agreement No 634476

1. How we measured the CONSUMERS-DRIVEN DEFINITION for the concept of "TRADITIONAL FOOD"?

Disagree Very Strongly	Disagree Strongly	Disagree Moderately	Disagree Slightly	Neutral	Agree Slightly	Agree Moderately	Agree Strongly	Agree very Strongly
1	2	3	4	5	6	7	8	9

1. Are anchored to the past	
2. Are tied to specific localities, regions or countries	
3. Evoke strong memories of childhood	
4. Are frequently consumed products	
5. Are associated to specific celebrations and/or seasons	
6. Are produced following recipes passed from generation to generation	
7. Are produced in a domestic setting or by artisans	
8. Helps local economies	
9. Are environmental friendly	
10. Possess distinctive and positive sensory merits	
11. Are of low quality.	
12. Are not safe	
13. Are authentic and genuine products	
14. Are a part of an area's gastronomic heritage	
15. May help to maintain natural landscape	
16. Are expensive products	
17. Are not healthy and contains higher fat amount	
18. Has narrow assortment of varieties and flavours	
19. Are not available at the point of purchase	
20. Are time consuming when prepared	
21. Has unattractive appearance	
22. Are difficult to prepare	

2. How we measured CONSUMERS FOOD NEOPHOBIA ATTITUDE?

English	Spain (Catalan)	Italy	Slovenia
1. (R) I am constantly sampling new and different foods	1. (R) Estic constantment provant aliments nous i diferents	1. (R) Assaggio frequentemente nuovi alimenti	1. (R) Kar naprej poskušam in zaužívam nove in drugačne jedi
2. I don't trust new foods	2. No confio en els aliments nous	2. Non mi fido degli alimenti nuovi	2. Ne zaupam novim jedem
3. If I don't know what a food is, I won't try it	3. Si no conec què hi ha en un aliment, no ho provo	3. Se non so cosa sia un alimento, non lo provo	3. V primeru, da jedi ne poznam, je ne bom poskusil
4. (R) I like foods from different cultures	4. (R) M'agraden els menjars de països diferents	4. Mi piacciono i cibi di differenti culture	4. (R) Všeč mi je hrana, ki izvira iz različnih kultur
5. Ethnic food looks weird to eat	5. El menjar ètnic em sembla massa estrany per menjar	5. Considero i cibi etnici insoliti/stravaganti	5. Etnična hrana mi deluje čudna
6. (R) At dinner parties, I will try new foods	6. (R) En festes on hi ha menjar, provo nous aliments	6. (R) Quando alle cene ci sono nuovi cibi, li provo	6. (R) Na zabavah vedno poskusim nove jedi
7. I am afraid to eat things I have never had before	7. Em fa por provar aliments que mai no he provat abans	7. Mangiare cibi che non ho mai assaggiato prima, mi preoccupa	7. Bojim se jesti stvari, ki jih še nisem jedel
8. I am very particular about the foods I eat	8. Sóc molt especial amb els aliments que menjo	8. Sono molto selettivo nei confronti degli alimenti che consumo	8. Sem zelo izbirčen glede hrane, ki jo zaužívam
9. (R) I will eat almost anything	9. (R) Menjaria gairebé de tot	9. (R) Mangerei quasi tutto	9. (R) Jem skoraj vse
10. (R) I like to try ethnic restaurants	10. (R) M'agrada provar nous restaurants ètnics	10. (R) Mi piace provare i ristoranti etnici	10. (R) Rad poskušam hrano v etničnih restavracijah

3. How we measured CONSUMERS PURCHASE INTENTION?

- NON-HYPOTHETICAL DISCRETE CHOICE EXPERIMENT-DCE
- We used the DCE because of its ABILITY to SIMULATE and MIMIC real MARKET where consumers choose amongst different products.

1. The product is DESCRIBED through an array of ATTRIBUTES.
2. Products are ARRANGED together following experimental designs to constitute "CHOICE SETS" (purchase situation/Cards).

Funded by European Union
Horizon 2020
Grant agreement No 634476

TREASURE

METHODS: DISCRETE CHOICE EXPERIMENT

3. The products are OFFERED at DIFFERENT PRICES that can vary from (lowest price level €) to (highest price level €).

4. Respondent are ASKED to chose their PREFERRED PRODUCT in each CHOICE SET or to RANK THE PRODUCTS from the most preferred (BEST) to the least preferred (WORST) and if they would purchase them.

Funded by European Union
Horizon 2020
Grant agreement No 634476

METHODS: DISCRETE CHOICE EXPERIMENT

SPAIN

Conventional product (Normal Quality)	Conventional product (Premium Quality)	TPP	ITPP1	ITPP2
Patty Conventional (pork + beef)	Patty Premium (Beef)	Patty (PN)	Patty (PN) Natural antioxidant	Patty (PN) Natural fiber
8€/Kg, 10€/Kg, 12€/Kg, 14€/Kg	12€/Kg, 15€/Kg, 18€/Kg, 21€/Kg	12€/Kg, 15€/Kg, 18€/Kg, 21€/Kg	12€/Kg, 15€/Kg, 18€/Kg, 21€/Kg	12€/Kg, 15€/Kg, 18€/Kg, 21€/Kg

ITALY

Conventional product (Normal Quality)	Conventional product (Premium Quality)	TPP	ITPP1
Salami Conventional	Salami Premium	Salami (CS)	Salami (CS) Natural preserving agent
12€/Kg, 14€/Kg, 16€/Kg, 18€/Kg	16€/Kg, 18€/Kg, 20€/Kg, 22€/Kg	18€/Kg, 20€/Kg, 22€/Kg, 24€/Kg	18€/Kg, 20€/Kg, 22€/Kg, 24€/Kg

SLOVENIA

Conventional product (Normal Quality)	Conventional product (Premium Quality)	TPP	ITPP1
Salami Conventional	Salami Premium	Salami (Kr)	Salami (Kr) Without preserving agent
12€/Kg, 14€/Kg, 16€/Kg, 18€/Kg	16€/Kg, 18€/Kg, 20€/Kg, 22€/Kg	18€/Kg, 20€/Kg, 22€/Kg, 24€/Kg	18€/Kg, 20€/Kg, 22€/Kg, 24€/Kg

Grant agreement No 634476

Purchase Situation: Spain

TPP | **ITPP$_1$** | **ITPP$_2$**

A

Hamburguesa Porc Negre Mallorquí

Carn de raça autòctona criada en sistema extensiu

2 Hamburgueses (250 g)
3.00€ (12.00 €/Kg)

B

Hamburguesa Porc Negre Mallorquí

Carn de raça autòctona criada en sistema extensiu
Preparada amb una font natural de fibra alimentària que millora les nostres defenses

2 Hamburgueses (250 g)
4.50€ (18.00 €/Kg)

C

Hamburguesa Porc Negre Mallorquí

Carn de raça autòctona criada en sistema extensiu
Preparada amb una font natural d'antioxidants que ajuda a prevenir malalties cardiovasculars

2 Hamburgueses (250 g)
3.75€ (15.00 €/Kg)

D

Hamburguesa mixta Porc i Vedella

2 Hamburgueses (250 g)
2.50€ (10.00 €/Kg)

CONV

E

Hamburguesa Vedella

Carn selecta

2 Hamburgueses (250 g)
5.25€ (21.00 €/Kg)

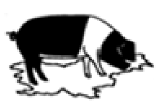
PREM

Funded by European Union
Horizon 2020
Grant agreement No 634476

Purchase Situation: Slovenia

TPP

A



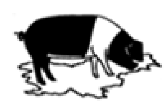
Salama iz krškopoljskega prašiča

Slovenska avtohtona pasma
Domača kmečka reja

Cel kos – 200 g (vakuumsko pakiran)
4,40 € (22,00 €/kg)

ITPP$_1$

B

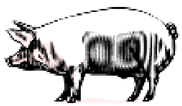


Salama iz krškopoljskega prašiča

Slovenska avtohtona pasma
Domača kmečka reja
Brez konzervansov

Cel kos – 200 g (vakuumsko pakiran)
4,00 € (20,00 €/kg)

C

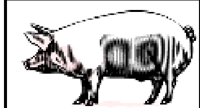


Salama

Cel kos – 200 g (vakuumsko pakiran)
2,40 € (12,00 €/kg)

CONV

D



Salama

Premium kakovost

Cel kos – 200 g (vakuumsko pakiran)
4,40 € (22,00 €/kg)

PREM

Funded by European Union
Horizon 2020
Grant agreement No 634476

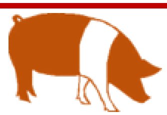
Purchase Situation: Italy

TPP

ITPP$_1$

FOGLIO 1

A

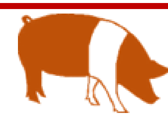


Salame di suino Cinta Senese

Carne suina di razza autoctona toscana allevata all'aperto

Porzione - 100g (Sottovuoto)
1,80 € (18,00 €/kg)

B

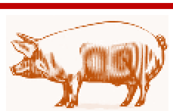


Salame di suino Cinta Senese

Carne suina di razza autoctona toscana allevata all'aperto
Con conservanti naturali

Porzione - 100g (Sottovuoto)
2,40 € (24,00 €/kg))

C

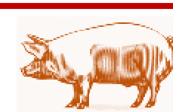


Salame suino

Salame

Porzione - 100g (Sottovuoto)
1,40 € (14,00 €/kg)

D



Salame suino

Salame premium

Porzione - 100g (Sottovuoto)
1,60 € (16,00 €/kg)

CONV

PREM

Funded by European Union
Horizon 2020
Grant agreement No 634476

METHODS: WHY NON- HYPOTHETICAL?

- TO OVERCAME THE HYPOTHETICAL BIAS
- HYPOTHETICAL BIAS IN SURVEYS reflects the OLD SAYING that "THERE IS A DIFFERENCE BETWEEN SAYING AND DOING"
- Is defined as the DIFFERENCE between what a RESPONDENT indicates he WOULD PURCHASE in a SURVEY or interview and what he would actually do in REAL MARKET.

Funded by European Union
Horizon 2020
Grant agreement No 634476

METHODS

- To overcame HYPOTHETICAL BIAS, we let the survey to be CONSEQUENTIAL TO RESPONDENT.
- We create a "REAL SHOPPING SCENARIO" at the end of the survey. Individuals WHO AGREED TO PARTICIPATE were asked to MANDATORY purchase their selected product.
- To avoid protest answers, before the DCE tasks, all participants were UNEXPECTEDLY rewarded by REAL MONEY that cover the highest price level of all products presented in the purchase situations (Cards) plus an additional margin ranging 10%- 30%

Funded by European Union
Horizon 2020
Grant agreement No 634476

METHODS

❑ **Expected Purchase Intention**

(DCE)

⇩

❑ **Create Sensory experience**

⇩

❑ **Experienced Purchase Intention**

(Repeat the same CE)

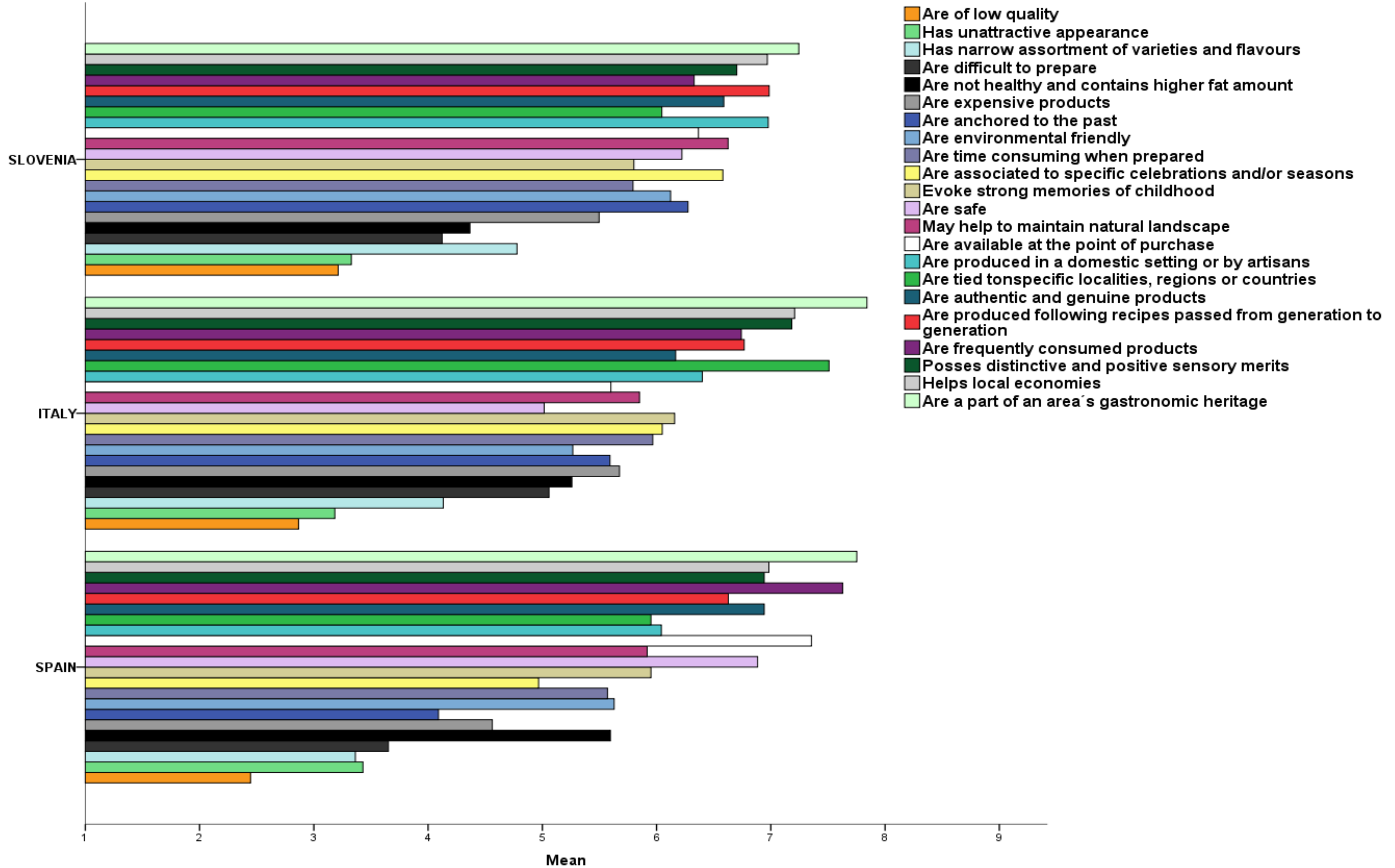
Funded by European Union
Horizon 2020
Grant agreement No 634476

4. How we measured CONSUMERS ACCEPTANCE?

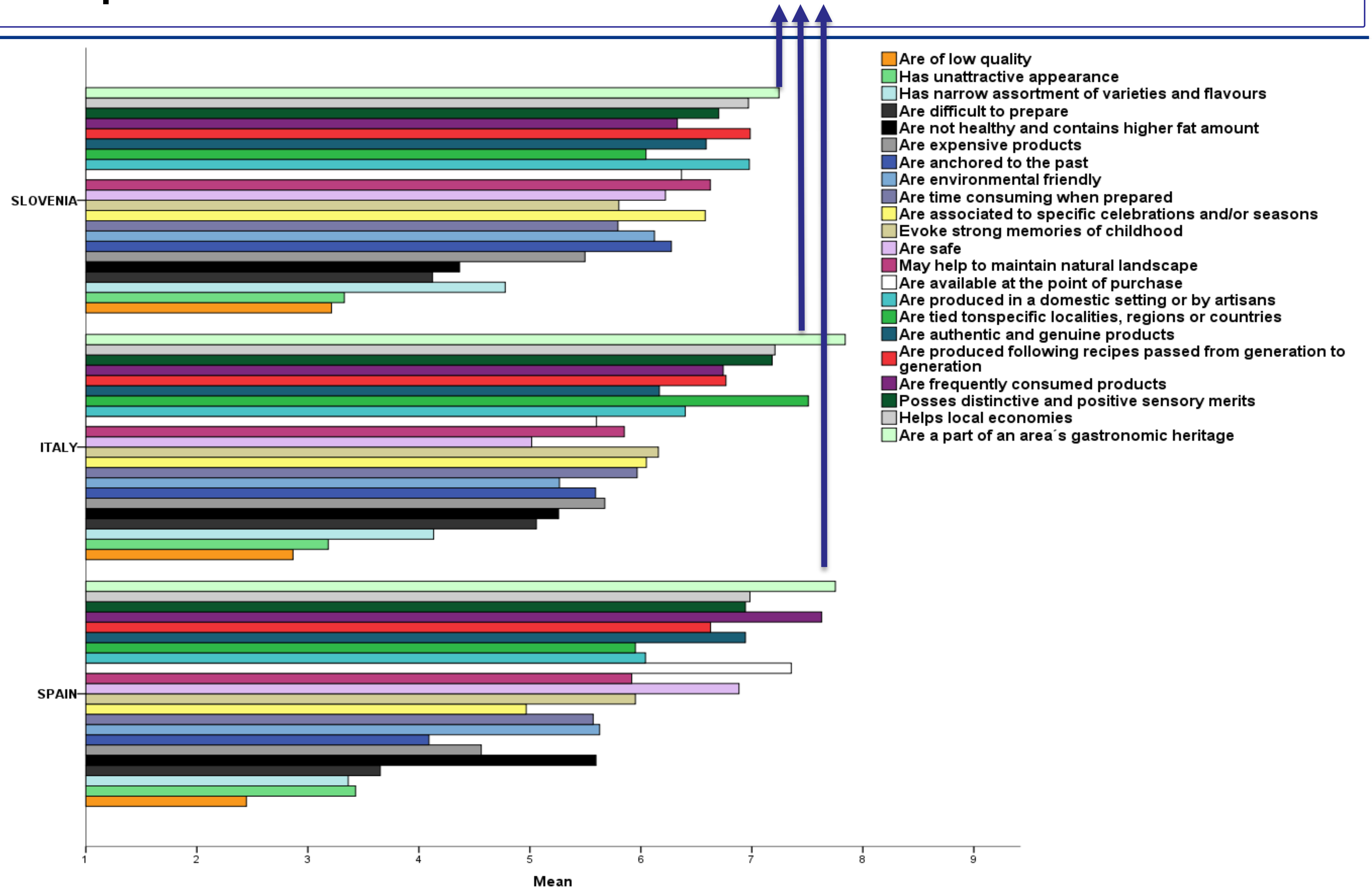
- **SPONTANEOUS HEDONIC LIKENESS (TPP, ITPP, CONV, PREM) test was applied following 9-points Likert scale from "I extremely dislike" to "I extremely like".**
- **We follow the EXPECTANCY-DISCONFIRMATION MODEL.**
- **The experiment was conducted in three steps:**
  1. **TASTING in BLIND CONDITION with NO INFORMATION**
  2. **Information WITHOUT TASTING**
  3. **Tasting WITH INFORMATION**

Horizon 2020
Grant agreement No 634476

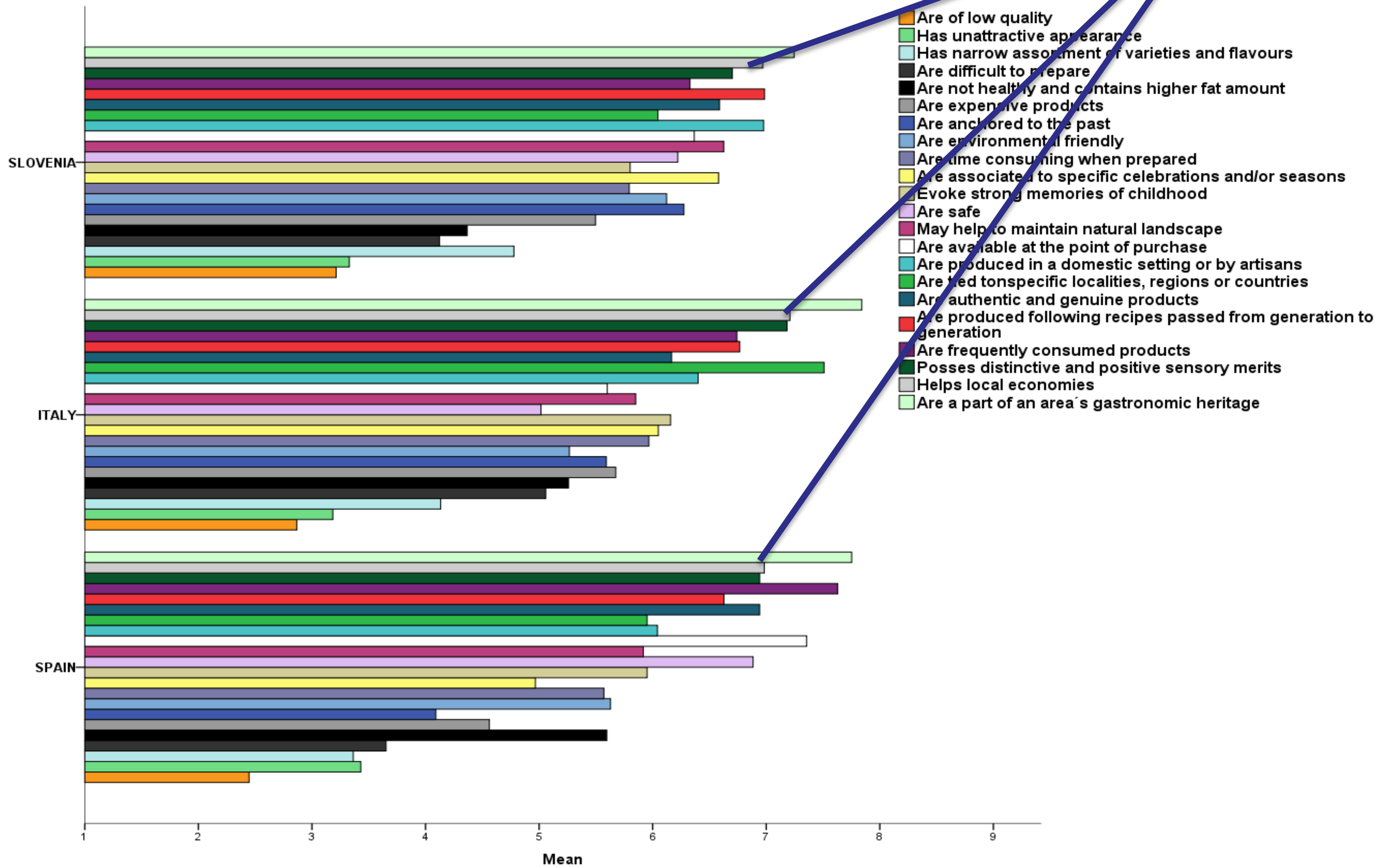
❑ **In general terms, the perception towards the Traditional Pork Products were POSITIVE SHOWING HIGH AGREEMENT level with the positive statements in all countries**



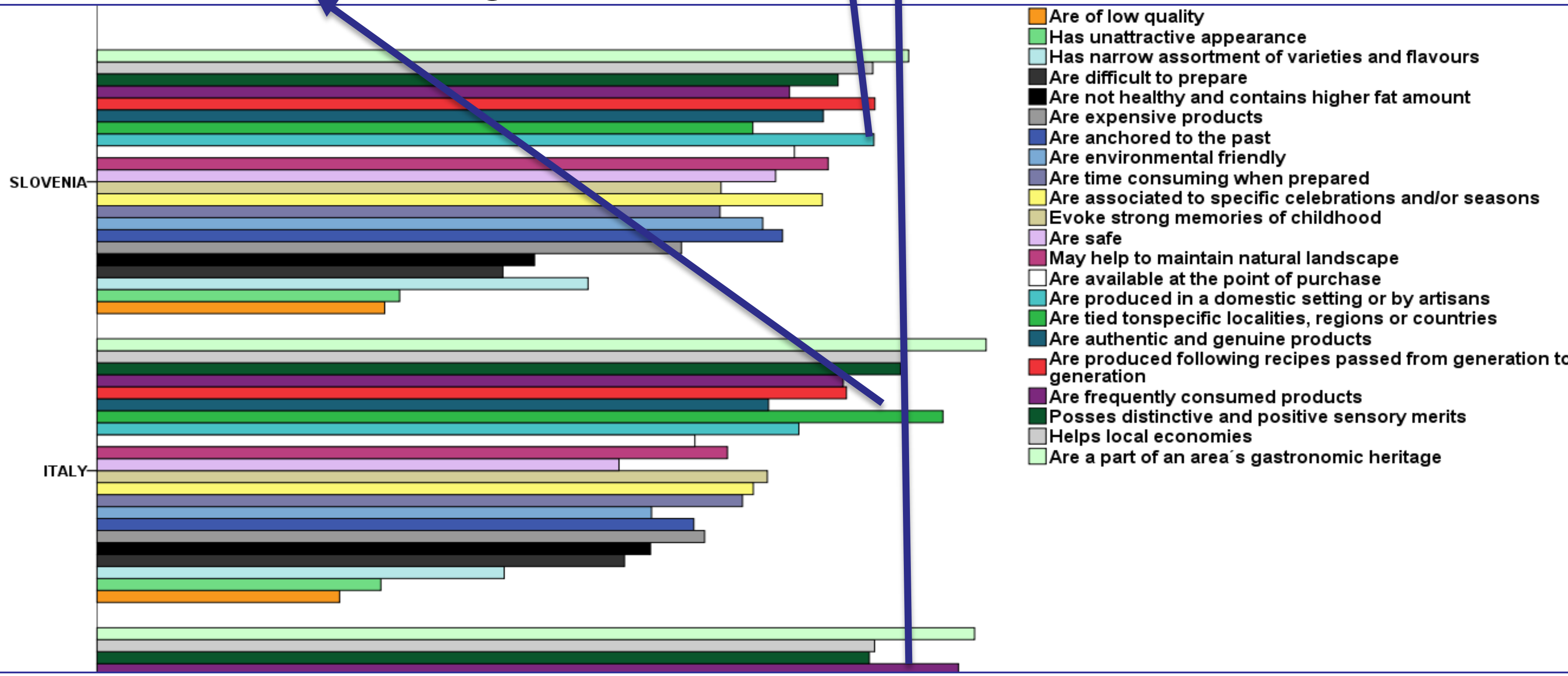
❑ **The TRADITIONAL CONCEPTS in all countries was highly identified as part of area GASTRONOMIC HERITAGE**



- It was also recognized their role in **MAINTAINING THE LOCAL** economies



- In Spain are **FREQUENTLY CONSUMED**. In Slovenia are produced in **DOMESTIC SETTING & ARTISANS**. In **ITALY** are tied to **SPECIFIC LOCALITIES** and regions or countries



- **SPAIN→ FREQUENT**
- **ITALY→ UNIQUE**
- **SLOVENIA → HOMEMADE**

RESULTS: CONSUMER FOOD NEOPHOBIA ATTITUDE

- The **RELIABILITY** of the FNS was assessed in each case study by calculating the internal consistency of the scale (**CRONBACH-ALPHA**). In **SPAIN** (0.819), **ITALY** (0.781) and **SLOVENIA** (0.846).

- individual FNS scores were calculated by **SUMMING ALL** the **RATINGS** of the **ITEMS** after **REVERSING** the **NEGATIVE** statements scores. FNS **RATE INCREASE** → **NEOPHOBIA INCREASE**

	N	Mean	Std. Deviation
SPAIN	121	31.75 (Max 72)	11.90
ITALY	121	31.56 (Max 72)	11.03
SLOVENIA	131	29.28 (Max 72)	11.15

uropean Union
)
nent No 634476

- Food **NEOPHOBIC** consumers **DO NOT AGREE** that the TPP posses distinctive and **POSITIVE SENSORY** merits

Statements regarding TPP concept	Spain		Italy		Slovenia	
1. Are anchored to the past		4,1		5,6		6,3
2. Are tied to specific localities, regions or countries		6,0		7,5		6,0
3. Evoke strong memories of childhood	–**	6,0		6,2		5,8
4. Are frequently consumed products		7,6		6,8		6,3
5. Are associated to specific celebrations and/or seasons		5,0		6,0		6,6
6. Are produced following recipes passed from generation to generation	–**	6,6		6,8	–**	7,0
7. Are produced in a domestic setting or by artisans		6,0		6,4		7,0
8. Helps local economies	–***	7,0		7,2	–**	7,0
9. Are environmental friendly	–**	5,6		5,3		6,1
10. Possess distinctive and positive sensory merits	–***	6,9	–***	7,2	–***	6,7
11. Are of low quality.		2,4		2,9	+**	3,2
12. Are not safe	–***	6,9		5,0		6,2
13. Are authentic and genuine products	–***	6,9	–**	6,2	–**	6,6
14. Are a part of an area's gastronomic heritage	–***	7,8		7,8	–***	7,2
15. May help to maintain natural landscape	–**	5,9		5,9	–**	6,6
16. Are expensive products		4,6		5,7		5,5
17. Are not healthy and contains higher fat amount		5,6		5,3		4,4
18. Has narrow assortment of varieties and flavours	+**	3,4	+**	4,1		4,8
19. Are not available at the point of purchase		7,4		5,6		6,4
20. Are time consuming when prepared		5,6		6,0	+**	5,8
21. Has unattractive appearance		3,4	+**	3,2	+**	3,3
22. Are difficult to prepare		3,7		5,1	+**	4,1

AGREEMENT LEVEL with the affirmation "TPP posses distinctive & POSITIVE SENSORY merits" DECREASE when the FOOD NEOPHOBIA level INCREASE

1. Are anchored to the past		4,1		5,6		6,3
2. Are tied to specific localities, regions or countries		6,0		7,5		6,0
3. Evoke strong memories of childhood	–**	6,0		6,2		5,8
4. Are frequently consumed products		7,6		6,8		6,3
5. Are associated to specific celebrations and/or seasons		5,0		6,0		6,6
6. Are produced following recipes passed from generation to generation	–**	6,6		6,8	–**	7,0
7. Are produced in a domestic setting or by artisans		6,0		6,4		7,0
8. Helps local economies	–***	7,0		7,2	–**	7,0
9. Are environmental friendly	–**	5,6		5,3		6,1
10. Possess distinctive and positive sensory merits	–***	6,9	–***	7,2	–***	6,7
11. Are of low quality.		2,4		2,9	+**	3,2
12. Are not safe	–***	6,9		5,0		6,2
13. Are authentic and genuine products	–***	6,9	–**	6,2	–**	6,6
14. Are a part of an area's gastronomic heritage	–***	7,8		7,8	–***	7,2
15. May help to maintain natural landscape	–**	5,9		5,9	–**	6,6
16. Are expensive products		4,6		5,7		5,5
17. Are not healthy and contains higher fat amount		5,6		5,3		4,4
18. Has narrow assortment of varieties and flavours	+**	3,4	+**	4,1		4,8
19. Are not available at the point of purchase		7,4		5,6		6,4
20. Are time consuming when prepared		5,6		6,0	+**	5,8
21. Has unattractive appearance		3,4	+**	3,2	+**	3,3
22. Are difficult to prepare		3,7		5,1	+**	4,1

❑ Food **NEOPHOBIC** consumers **DO NOT AGREE** that the TPP are **AUTHENTIC** and genuine productsº

Statements regarding TPP concept	Spain		Italy		Slovenia	
1. Are anchored to the past		4,1		5,6		6,3
2. Are tied to specific localities, regions or countries		6,0		7,5		6,0
3. Evoke strong memories of childhood	–**	6,0		6,2		5,8
4. Are frequently consumed products		7,6		6,8		6,3
5. Are associated to specific celebrations and/or seasons		5,0		6,0		6,6
6. Are produced following recipes passed from generation to generation	–**	6,6		6,8	–**	7,0
7. Are produced in a domestic setting or by artisans		6,0		6,4		7,0
8. Helps local economies	–***	7,0		7,2	–**	7,0
9. Are environmental friendly	–**	5,6		5,3		6,1
10. Possess distinctive and positive sensory merits	–***	6,9	–***	7,2	–***	6,7
11. Are of low quality.		2,4		2,9	+**	3,2
12. Are not safe	–***	6,9		5,0		6,2
13. Are authentic and genuine products	–***	6,9	–**	6,2	–**	6,6
14. Are a part of an area's gastronomic heritage	–***	7,8		7,8	–***	7,2
15. May help to maintain natural landscape	–**	5,9		5,9	–**	6,6
16. Are expensive products		4,6		5,7		5,5
17. Are not healthy and contains higher fat amount		5,6		5,3		4,4
18. Has narrow assortment of varieties and flavours	+**	3,4	+**	4,1		4,8
19. Are not available at the point of purchase		7,4		5,6		6,4
20. Are time consuming when prepared		5,6		6,0	+**	5,8
21. Has unattractive appearance		3,4	+**	3,2	+**	3,3
22. Are difficult to prepare		3,7		5,1	+**	4,1

❑ Food **NEOPHOBIC** consumers **AGREE** that the TPP are **UNATTRACTIVE** (Italy & Slovenia), with narrow assortment (Spain & Italy), difficult to prepare and time consuming (Slovenia)

Statements regarding TPP concept	Spain	Italy	Slovenia
1. Are anchored to the past	4,1	5,6	6,3
2. Are tied to specific localities, regions or countries	6,0	7,5	6,0
3. Evoke strong memories of childhood	–** 6,0	6,2	5,8
4. Are frequently consumed products	7,6	6,8	6,3
5. Are associated to specific celebrations and/or seasons	5,0	6,0	6,6
6. Are produced following recipes passed from generation to generation	–** 6,6	6,8	–** 7,0
7. Are produced in a domestic setting or by artisans	6,0	6,4	7,0
8. Helps local economies	–*** 7,0	7,2	–** 7,0
9. Are environmental friendly	–** 5,6	5,3	6,1
10. Possess distinctive and positive sensory merits	–*** 6,9	–*** 7,2	–*** 6,7
11. Are of low quality.	2,4	2,9	+** 3,2
12. Are not safe	–*** 6,9	5,0	6,2
13. Are authentic and genuine products	–*** 6,9	–** 6,2	–** 6,6
14. Are a part of an area’s gastronomic heritage	–*** 7,8	7,8	–*** 7,2
15. May help to maintain natural landscape	–** 5,9	5,9	–** 6,6
16. Are expensive products	4,6	5,7	5,5
17. Are not healthy and contains higher fat amount	5,6	5,3	4,4
18. Has narrow assortment of varieties and flavours	+** 3,4	+** 4,1	4,8
19. Are not available at the point of purchase	7,4	5,6	6,4
20. Are time consuming when prepared	5,6	6,0	+** 5,8
21. Has unattractive appearance	3,4	+** 3,2	+** 3,3
22. Are difficult to prepare	3,7	5,1	+** 4,1

RESULTS: IMPACT OF FN ATTITUDE ON PURCHASE INTENTION

- **Principal Component Analysis (PCA): low food neophobic factor (Low FNS F1) and the high food neophobic factor (High FNS F2).**

⇩

- **Two Step Cluster Analysis (TSCA): The Low neophobic cluster (Low FNS C1) and the high neophobic cluster (High FNS C2).**

Funded by European Union
Horizon 2020
Grant agreement No 634476

1

A	B	C	D	E
Hamburguesa Porc Negre Mallorquí	Hamburguesa Porc Negre Mallorquí	Hamburguesa Porc Negre Mallorquí	Hamburguesa mixta Porc i Vedella	Hamburguesa Vedella
Carn de raça autòctona criada en sistema extensiu	Carn de raça autòctona criada en sistema extensiu Preparada amb una font natural de fibra alimentària que millora les nostres defenses	Carn de raça autòctona criada en sistema extensiu Preparada amb una font natural d'antioxidants que ajuda a prevenir malalties cardiovasculars		Carn selecta
2 Hamburgueses (250 g) 3.00€ (12.00 €/Kg)	2 Hamburgueses (250 g) 4.50€ (18.00 €/Kg)	2 Hamburgueses (250 g) 3.75€ (15.00 €/Kg)	2 Hamburgueses (250 g) 2.50€ (10.00 €/Kg)	2 Hamburgueses (250 g) 5.25€ (21.00 €/Kg)

TARGETA 1 - ELECCIÓ 1
1. Compraria ALGUNA de les CINC hamburgueses? ☐SI ☐NO, CAP de les CINC
2. Quina és la seva PRIMERA hamburguesa MÉS PREFERIDA que segur compraria (La MILLOR)? ☐A ☐B ☐C ☐D ☐E
3. Quina és la seva PRIMERA hamburguesa MENYS PREFERIDA (La PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
4. Quina és la seva SEGONA hamburguesa MÉS PREFERIDA (La SEGONA MILLOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
5. Quina és la seva SEGONA hamburguesa MENYS PREFERIDA (La SEGONA PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
6. Quina és la seva hamburguesa RESTANT? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO

TARGETA 1 - ELECCIÓ 2
1. Compraria ALGUNA de les CINC hamburgueses? ☐SI ☐NO, CAP de les CINC
2. Quina és la seva PRIMERA hamburguesa MÉS PREFERIDA que segur compraria (La MILLOR)? ☐A ☐B ☐C ☐D ☐E
3. Quina és la seva PRIMERA hamburguesa MENYS PREFERIDA (La PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
4. Quina és la seva SEGONA hamburguesa MÉS PREFERIDA (La SEGONA MILLOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
5. Quina és la seva SEGONA hamburguesa MENYS PREFERIDA (La SEGONA PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
6. Quina és la seva hamburguesa RESTANT? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO

2

A	B	C	D	E
Hamburguesa Porc Negre Mallorquí	Hamburguesa Porc Negre Mallorquí	Hamburguesa Porc Negre Mallorquí	Hamburguesa mixta Porc i Vedella	Hamburguesa Vedella
Carn de raça autòctona criada en sistema extensiu	Carn de raça autòctona criada en sistema extensiu Preparada amb una font natural de fibra alimentària que millora les nostres defenses	Carn de raça autòctona criada en sistema extensiu Preparada amb una font natural d'antioxidants que ajuda a prevenir malalties cardiovasculars		Carn selecta
2 Hamburgueses (250 g) 3.75€ (15.00 €/Kg)	2 Hamburgueses (250 g) 5.25€ (21.00 €/Kg)	2 Hamburgueses (250 g) 4.50€ (18.00 €/Kg)	2 Hamburgueses (250 g) 2.50€ (10.00 €/Kg)	2 Hamburgueses (250 g) 3.00€ (12.00 €/Kg)

TARGETA 2 - ELECCIÓ 1
1. Compraria ALGUNA de les CINC hamburgueses? ☐SI ☐NO, CAP de les CINC
2. Quina és la seva PRIMERA hamburguesa MÉS PREFERIDA que segur compraria (La MILLOR)? ☐A ☐B ☐C ☐D ☐E
3. Quina és la seva PRIMERA hamburguesa MENYS PREFERIDA (La PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
4. Quina és la seva SEGONA hamburguesa MÉS PREFERIDA (La SEGONA MILLOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
5. Quina és la seva SEGONA hamburguesa MENYS PREFERIDA (La SEGONA PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
6. Quina és la seva hamburguesa RESTANT? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO

TARGETA 2 - ELECCIÓ 2
1. Compraria ALGUNA de les CINC hamburgueses? ☐SI ☐NO, CAP de les CINC
2. Quina és la seva PRIMERA hamburguesa MÉS PREFERIDA que segur compraria (La MILLOR)? ☐A ☐B ☐C ☐D ☐E
3. Quina és la seva PRIMERA hamburguesa MENYS PREFERIDA (La PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
4. Quina és la seva SEGONA hamburguesa MÉS PREFERIDA (La SEGONA MILLOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
5. Quina és la seva SEGONA hamburguesa MENYS PREFERIDA (La SEGONA PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
6. Quina és la seva hamburguesa RESTANT? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO

3

A	B	C	D	E
Hamburguesa Porc Negre Mallorquí	Hamburguesa Porc Negre Mallorquí	Hamburguesa Porc Negre Mallorquí	Hamburguesa mixta Porc i Vedella	Hamburguesa Vedella
Carn de raça autòctona criada en sistema extensiu	Carn de raça autòctona criada en sistema extensiu Preparada amb una font natural de fibra alimentària que millora les nostres defenses	Carn de raça autòctona criada en sistema extensiu Preparada amb una font natural d'antioxidants que ajuda a prevenir malalties cardiovasculars		Carn selecta
2 Hamburgueses (250 g) 4.50€ (18.00 €/Kg)	2 Hamburgueses (250 g) 3.00€ (12.00 €/Kg)	2 Hamburgueses (250 g) 4.50€ (18.00 €/Kg)	2 Hamburgueses (250 g) 3.50€ (14.00 €/Kg)	2 Hamburgueses (250 g) 4.50€ (18.00 €/Kg)

TARGETA 3 - ELECCIÓ 1
1. Compraria ALGUNA de les CINC hamburgueses? ☐SI ☐NO, CAP de les CINC
2. Quina és la seva PRIMERA hamburguesa MÉS PREFERIDA que segur compraria (La MILLOR)? ☐A ☐B ☐C ☐D ☐E
3. Quina és la seva PRIMERA hamburguesa MENYS PREFERIDA (La PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
4. Quina és la seva SEGONA hamburguesa MÉS PREFERIDA (La SEGONA MILLOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
5. Quina és la seva SEGONA hamburguesa MENYS PREFERIDA (La SEGONA PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
6. Quina és la seva hamburguesa RESTANT? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO

TARGETA 3 - ELECCIÓ 2
1. Compraria ALGUNA de les CINC hamburgueses? ☐SI ☐NO, CAP de les CINC
2. Quina és la seva PRIMERA hamburguesa MÉS PREFERIDA que segur compraria (La MILLOR)? ☐A ☐B ☐C ☐D ☐E
3. Quina és la seva PRIMERA hamburguesa MENYS PREFERIDA (La PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
4. Quina és la seva SEGONA hamburguesa MÉS PREFERIDA (La SEGONA MILLOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
5. Quina és la seva SEGONA hamburguesa MENYS PREFERIDA (La SEGONA PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
6. Quina és la seva hamburguesa RESTANT? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO

4

A	B	C	D	E
Hamburguesa Porc Negre Mallorquí	Hamburguesa Porc Negre Mallorquí	Hamburguesa Porc Negre Mallorquí	Hamburguesa mixta Porc i Vedella	Hamburguesa Vedella
Carn de raça autòctona criada en sistema extensiu	Carn de raça autòctona criada en sistema extensiu Preparada amb una font natural de fibra alimentària que millora les nostres defenses	Carn de raça autòctona criada en sistema extensiu Preparada amb una font natural d'antioxidants que ajuda a prevenir malalties cardiovasculars		Carn selecta
2 Hamburgueses (250 g) 4.50€ (18.00 €/Kg)	2 Hamburgueses (250 g) 5.25€ (21.00 €/Kg)	2 Hamburgueses (250 g) 3.75€ (15.00 €/Kg)	2 Hamburgueses (250 g) 3.50€ (14.00 €/Kg)	2 Hamburgueses (250 g) 3.00€ (12.00 €/Kg)

TARGETA 4 - ELECCIÓ 1
1. Compraria ALGUNA de les CINC hamburgueses? ☐SI ☐NO, CAP de les CINC
2. Quina és la seva PRIMERA hamburguesa MÉS PREFERIDA que segur compraria (La MILLOR)? ☐A ☐B ☐C ☐D ☐E
3. Quina és la seva PRIMERA hamburguesa MENYS PREFERIDA (La PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
4. Quina és la seva SEGONA hamburguesa MÉS PREFERIDA (La SEGONA MILLOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
5. Quina és la seva SEGONA hamburguesa MENYS PREFERIDA (La SEGONA PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
6. Quina és la seva hamburguesa RESTANT? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO

TARGETA 4 - ELECCIÓ 2
1. Compraria ALGUNA de les CINC hamburgueses? ☐SI ☐NO, CAP de les CINC
2. Quina és la seva PRIMERA hamburguesa MÉS PREFERIDA que segur compraria (La MILLOR)? ☐A ☐B ☐C ☐D ☐E
3. Quina és la seva PRIMERA hamburguesa MENYS PREFERIDA (La PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
4. Quina és la seva SEGONA hamburguesa MÉS PREFERIDA (La SEGONA MILLOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
5. Quina és la seva SEGONA hamburguesa MENYS PREFERIDA (La SEGONA PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
6. Quina és la seva hamburguesa RESTANT? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO

5

A	B	C	D	E
Hamburguesa Porc Negre Mallorquí	Hamburguesa Porc Negre Mallorquí	Hamburguesa Porc Negre Mallorquí	Hamburguesa mixta Porc i Vedella	Hamburguesa Vedella
Carn de raça autòctona criada en sistema extensiu	Carn de raça autòctona criada en sistema extensiu Preparada amb una font natural de fibra alimentària que millora les nostres defenses	Carn de raça autòctona criada en sistema extensiu Preparada amb una font natural d'antioxidants que ajuda a prevenir malalties cardiovasculars		Carn selecta
2 Hamburgueses (250 g) 5.25€ (21.00 €/Kg)	2 Hamburgueses (250 g) 3.75€ (15.00 €/Kg)	2 Hamburgueses (250 g) 3.00€ (12.00 €/Kg)	2 Hamburgueses (250 g) 3.00€ (12.00 €/Kg)	2 Hamburgueses (250 g) 4.50€ (18.00 €/Kg)

TARGETA 5 - ELECCIÓ 1
1. Compraria ALGUNA de les CINC hamburgueses? ☐SI ☐NO, CAP de les CINC
2. Quina és la seva PRIMERA hamburguesa MÉS PREFERIDA que segur compraria (La MILLOR)? ☐A ☐B ☐C ☐D ☐E
3. Quina és la seva PRIMERA hamburguesa MENYS PREFERIDA (La PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
4. Quina és la seva SEGONA hamburguesa MÉS PREFERIDA (La SEGONA MILLOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
5. Quina és la seva SEGONA hamburguesa MENYS PREFERIDA (La SEGONA PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
6. Quina és la seva hamburguesa RESTANT? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO

TARGETA 5 - ELECCIÓ 2
1. Compraria ALGUNA de les CINC hamburgueses? ☐SI ☐NO, CAP de les CINC
2. Quina és la seva PRIMERA hamburguesa MÉS PREFERIDA que segur compraria (La MILLOR)? ☐A ☐B ☐C ☐D ☐E
3. Quina és la seva PRIMERA hamburguesa MENYS PREFERIDA (La PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
4. Quina és la seva SEGONA hamburguesa MÉS PREFERIDA (La SEGONA MILLOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
5. Quina és la seva SEGONA hamburguesa MENYS PREFERIDA (La SEGONA PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
6. Quina és la seva hamburguesa RESTANT? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO

6

A	B	C	D	E
Hamburguesa Porc Negre Mallorquí	Hamburguesa Porc Negre Mallorquí	Hamburguesa Porc Negre Mallorquí	Hamburguesa mixta Porc i Vedella	Hamburguesa Vedella
Carn de raça autòctona criada en sistema extensiu	Carn de raça autòctona criada en sistema extensiu Preparada amb una font natural de fibra alimentària que millora les nostres defenses	Carn de raça autòctona criada en sistema extensiu Preparada amb una font natural d'antioxidants que ajuda a prevenir malalties cardiovasculars		Carn selecta
2 Hamburgueses (250 g) 5.25€ (21.00 €/Kg)	2 Hamburgueses (250 g) 3.00€ (12.00 €/Kg)	2 Hamburgueses (250 g) 3.00€ (12.00 €/Kg)	2 Hamburgueses (250 g) 3.00€ (12.00 €/Kg)	2 Hamburgueses (250 g) 5.25€ (21.00 €/Kg)

TARGETA 6 - ELECCIÓ 1
1. Compraria ALGUNA de les CINC hamburgueses? ☐SI ☐NO, CAP de les CINC
2. Quina és la seva PRIMERA hamburguesa MÉS PREFERIDA que segur compraria (La MILLOR)? ☐A ☐B ☐C ☐D ☐E
3. Quina és la seva PRIMERA hamburguesa MENYS PREFERIDA (La PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
4. Quina és la seva SEGONA hamburguesa MÉS PREFERIDA (La SEGONA MILLOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
5. Quina és la seva SEGONA hamburguesa MENYS PREFERIDA (La SEGONA PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
6. Quina és la seva hamburguesa RESTANT? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO

TARGETA 6 - ELECCIÓ 2
1. Compraria ALGUNA de les CINC hamburgueses? ☐SI ☐NO, CAP de les CINC
2. Quina és la seva PRIMERA hamburguesa MÉS PREFERIDA que segur compraria (La MILLOR)? ☐A ☐B ☐C ☐D ☐E
3. Quina és la seva PRIMERA hamburguesa MENYS PREFERIDA (La PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
4. Quina és la seva SEGONA hamburguesa MÉS PREFERIDA (La SEGONA MILLOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
5. Quina és la seva SEGONA hamburguesa MENYS PREFERIDA (La SEGONA PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
6. Quina és la seva hamburguesa RESTANT? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO

7

A	B	C	D	E
Hamburguesa Porc Negre Mallorquí	Hamburguesa Porc Negre Mallorquí	Hamburguesa Porc Negre Mallorquí	Hamburguesa mixta Porc i Vedella	Hamburguesa Vedella
Carn de raça autòctona criada en sistema extensiu	Carn de raça autòctona criada en sistema extensiu Preparada amb una font natural de fibra alimentària que millora les nostres defenses	Carn de raça autòctona criada en sistema extensiu Preparada amb una font natural d'antioxidants que ajuda a prevenir malalties cardiovasculars		Carn selecta
2 Hamburgueses (250 g) 3.00€ (12.00 €/Kg)	2 Hamburgueses (250 g) 4.50€ (18.00 €/Kg)	2 Hamburgueses (250 g) 5.25€ (21.00 €/Kg)	2 Hamburgueses (250 g) 2.00€ (8.00 €/Kg)	2 Hamburgueses (250 g) 3.75€ (15.00 €/Kg)

TARGETA 7 - ELECCIÓ 1
1. Compraria ALGUNA de les CINC hamburgueses? ☐SI ☐NO, CAP de les CINC
2. Quina és la seva PRIMERA hamburguesa MÉS PREFERIDA que segur compraria (La MILLOR)? ☐A ☐B ☐C ☐D ☐E
3. Quina és la seva PRIMERA hamburguesa MENYS PREFERIDA (La PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
4. Quina és la seva SEGONA hamburguesa MÉS PREFERIDA (La SEGONA MILLOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
5. Quina és la seva SEGONA hamburguesa MENYS PREFERIDA (La SEGONA PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
6. Quina és la seva hamburguesa RESTANT? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO

TARGETA 7 - ELECCIÓ 2
1. Compraria ALGUNA de les CINC hamburgueses? ☐SI ☐NO, CAP de les CINC
2. Quina és la seva PRIMERA hamburguesa MÉS PREFERIDA que segur compraria (La MILLOR)? ☐A ☐B ☐C ☐D ☐E
3. Quina és la seva PRIMERA hamburguesa MENYS PREFERIDA (La PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
4. Quina és la seva SEGONA hamburguesa MÉS PREFERIDA (La SEGONA MILLOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
5. Quina és la seva SEGONA hamburguesa MENYS PREFERIDA (La SEGONA PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
6. Quina és la seva hamburguesa RESTANT? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO

8

A	B	C	D	E
Hamburguesa Porc Negre Mallorquí	Hamburguesa Porc Negre Mallorquí	Hamburguesa Porc Negre Mallorquí	Hamburguesa mixta Porc i Vedella	Hamburguesa Vedella
Carn de raça autòctona criada en sistema extensiu	Carn de raça autòctona criada en sistema extensiu Preparada amb una font natural de fibra alimentària que millora les nostres defenses	Carn de raça autòctona criada en sistema extensiu Preparada amb una font natural d'antioxidants que ajuda a prevenir malalties cardiovasculars		Carn selecta
2 Hamburgueses (250 g) 3.75€ (15.00 €/Kg)	2 Hamburgueses (250 g) 3.75€ (15.00 €/Kg)	2 Hamburgueses (250 g) 5.25€ (21.00 €/Kg)	2 Hamburgueses (250 g) 2.00€ (8.00 €/Kg)	2 Hamburgueses (250 g) 3.75€ (15.00 €/Kg)

TARGETA 8 - ELECCIÓ 1
1. Compraria ALGUNA de les CINC hamburgueses? ☐SI ☐NO, CAP de les CINC
2. Quina és la seva PRIMERA hamburguesa MÉS PREFERIDA que segur compraria (La MILLOR)? ☐A ☐B ☐C ☐D ☐E
3. Quina és la seva PRIMERA hamburguesa MENYS PREFERIDA (La PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
4. Quina és la seva SEGONA hamburguesa MÉS PREFERIDA (La SEGONA MILLOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
5. Quina és la seva SEGONA hamburguesa MENYS PREFERIDA (La SEGONA PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
6. Quina és la seva hamburguesa RESTANT? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO

TARGETA 8 - ELECCIÓ 2
1. Compraria ALGUNA de les CINC hamburgueses? ☐SI ☐NO, CAP de les CINC
2. Quina és la seva PRIMERA hamburguesa MÉS PREFERIDA que segur compraria (La MILLOR)? ☐A ☐B ☐C ☐D ☐E
3. Quina és la seva PRIMERA hamburguesa MENYS PREFERIDA (La PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
4. Quina és la seva SEGONA hamburguesa MÉS PREFERIDA (La SEGONA MILLOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
5. Quina és la seva SEGONA hamburguesa MENYS PREFERIDA (La SEGONA PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
6. Quina és la seva hamburguesa RESTANT? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO

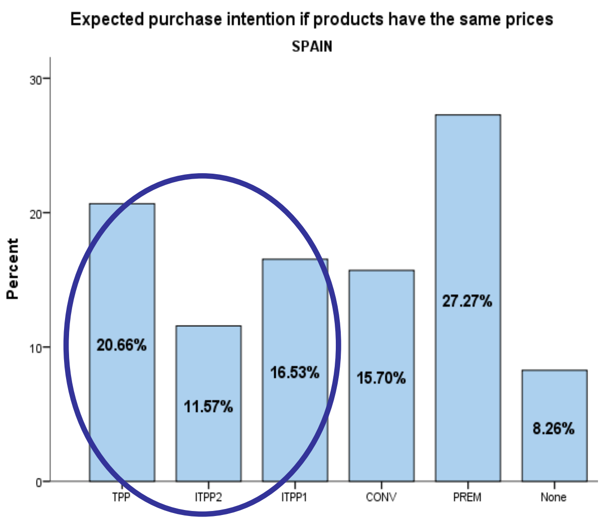
9

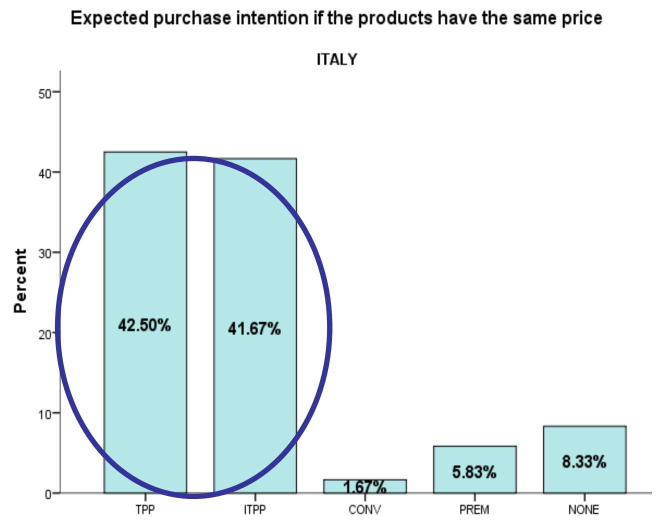
A	B	C	D	E
Hamburguesa Porc Negre Mallorquí	Hamburguesa Porc Negre Mallorquí	Hamburguesa Porc Negre Mallorquí	Hamburguesa mixta Porc i Vedella	Hamburguesa Vedella
Carn de raça autòctona criada en sistema extensiu	Carn de raça autòctona criada en sistema extensiu Preparada amb una font natural de fibra alimentària que millora les nostres defenses	Carn de raça autòctona criada en sistema extensiu Preparada amb una font natural d'antioxidants que ajuda a prevenir malalties cardiovasculars		Carn selecta
2 Hamburgueses (250 g) 3.00€ (12.00 €/Kg)	2 Hamburgueses (250 g) 3.00€ (12.00 €/Kg)	2 Hamburgueses (250 g) 3.00€ (12.00 €/Kg)	2 Hamburgueses (250 g) 3.00€ (12.00 €/Kg)	2 Hamburgueses (250 g) 3.00€ (12.00 €/Kg)

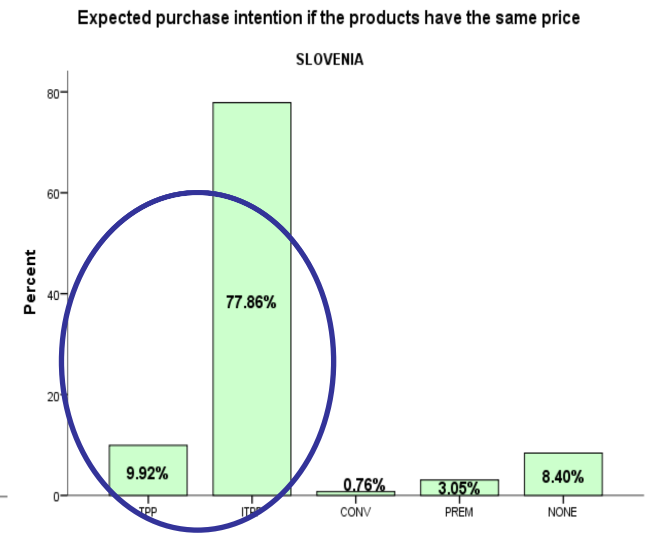
TARGETA 9 - ELECCIÓ 1
1. Compraria ALGUNA de les CINC hamburgueses? ☐SI ☐NO, CAP de les CINC
2. Quina és la seva PRIMERA hamburguesa MÉS PREFERIDA que segur compraria (La MILLOR)? ☐A ☐B ☐C ☐D ☐E
3. Quina és la seva PRIMERA hamburguesa MENYS PREFERIDA (La PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
4. Quina és la seva SEGONA hamburguesa MÉS PREFERIDA (La SEGONA MILLOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
5. Quina és la seva SEGONA hamburguesa MENYS PREFERIDA (La SEGONA PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
6. Quina és la seva hamburguesa RESTANT? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO

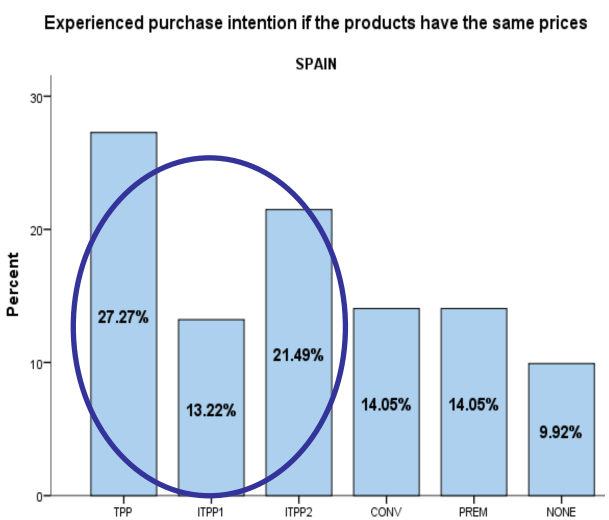
TARGETA 9 - ELECCIÓ 2
1. Compraria ALGUNA de les CINC hamburgueses? ☐SI ☐NO, CAP de les CINC
2. Quina és la seva PRIMERA hamburguesa MÉS PREFERIDA que segur compraria (La MILLOR)? ☐A ☐B ☐C ☐D ☐E
3. Quina és la seva PRIMERA hamburguesa MENYS PREFERIDA (La PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
4. Quina és la seva SEGONA hamburguesa MÉS PREFERIDA (La SEGONA MILLOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
5. Quina és la seva SEGONA hamburguesa MENYS PREFERIDA (La SEGONA PITJOR)? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO
6. Quina és la seva hamburguesa RESTANT? ☐A ☐B ☐C ☐D ☐E La compraria? ☐SI ☐NO

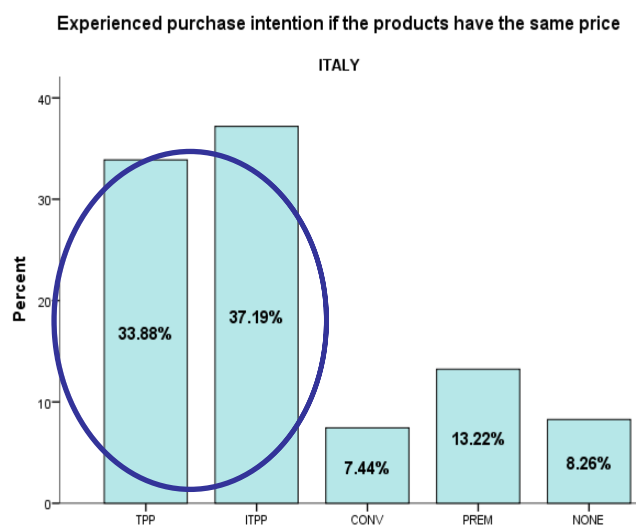
❑ **The EXPECTED & EXPERIENCED PURCHASE INTENTION showed that the TPP and the ITPP are LIKELY to be purchased.**

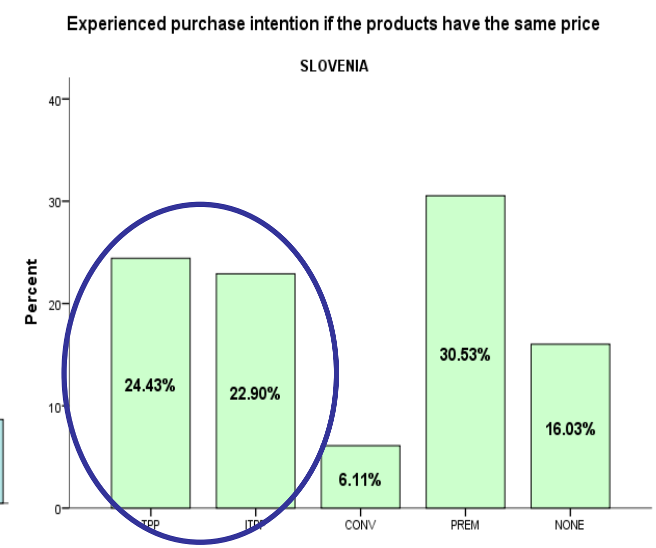












	Spain (N=121) Low FNS C1 (N=64) & High FNS C2 (N=57)						Italy (N=120) Low FNS C1 (N=81) & High FNS C2 (N=40)						Slovenia (N=131) Low FNS C1 (N=80) & High FNS C2 (N=51)					
Expected Purchase Intention	TPP	ITPP1	ITPP2	CONV	PREM	NONE	TPP	ITPP1	ITPP2	CONV	PREM	NONE	TPP	ITPP1	ITPP2	CONV	PREM	NONE
% of choice	20.7%	11.6%	16.5%	15.7%	27.3%	8.3%	42.5%	41.7%	-	1.7%	5.8%	8.3%	9.9%	77.9%	-	0.8%	3.1%	8.4%
Total FNS mean	27.4[b]	26.8[b]	29.2[a]	34.7[a]	35.8[a]	36.6[a]	29.0[b]	33.1[a]	-	43.0[a]	34.5[a]	30.9[a]	32.3[b]	27.8[c]	-	27.0[b]	30.0[b]	38.6[a]
	ANOVA (p value: 0.012)						ANOVA (p value: 0.180)						ANOVA (p value: 0.014)					

- Consumers in Spain and Slovenia who SELECTED the ITPP (**EXPECTED PURCHASE INTENTION)** exhibit **LOW LEVEL OF FOOD NEOPHOBIA ATTITUDE**.

Experienced Purchase Intention	TPP	ITPP1	ITPP2	CONV	PREM	NONE	TPP	ITPP1	ITPP2	CONV	PREM	NONE	TPP	ITPP1	ITPP2	CONV	PREM	NONE
% of choice	27.3%	13.2%	21.5%	14.0%	14.0%	9.9%	33.9%	37.2%	-	7.4%	13.2%	8.3%	24.4%	22.9%	-	6.1%	30.5%	16.0%
Total FNS mean	29.3[a]	33.3[a]	29.1[a]	35.4[a]	31.4[a]	36.8[a]	31.2[b]	29.0[c]	-	31.8[b]	38.0[a]	33.6[b]	27.8[b]	26.7[b]	-	36.0[a]	28.6[a]	33.6[a]
	ANOVA (p value: 0.253)						ANOVA (p value: 0.081)						ANOVA (p value: 0.078)					

- NON SIGNIFICANCE between the **EXPERIENCED PURCHASE INTENTION** for the ITPP and the **FOOD NEOPHOBIA ATTITUDE**.

	Spain (N=121) Low FNS C1 (N=64) & High FNS C2 (N=57)						Italy (N=120) Low FNS C1 (N=81) & High FNS C2 (N=40)						Slovenia (N=131) Low FNS C1 (N=80) & High FNS C2 (N=51)					
Expected Purchase Intention	TPP	ITPP1	ITPP2	CONV	PREM	NONE	TPP	ITPP1	ITPP2	CONV	PREM	NONE	TPP	ITPP1	ITPP2	CONV	PREM	NONE
% of choice	20.7%	11.6%	16.5%	15.7%	27.3%	8.3%	42.5%	41.7%	-	1.7%	5.8%	8.3%	9.9%	77.9%	-	0.8%	3.1%	8.4%
Low FNS C1	76.0%	65.0%	57.1%	42.1%	36.4%	40.0%	74.5%	62.0%	-	50.0%	57.1%	70.0%	46.2%	66.7%	-	100%	50.0%	27.3%
High FNS C2	24.0%	35.0%	42.9%	57.9%	63.6%	60.0%	25.5%	38.0%	-	50.0%	42.9%	30.0%	53.8%	33.3%	-	0.0%	50.0%	72.7%
	Chi-Square (p value: 0.006)						Chi-Square (p value: 0.725)						Chi-Square (p value: 0.055)					
Experienced Purchase Intention	TPP	ITPP1	ITPP2	CONV	PREM	NONE	TPP	ITPP1	ITPP2	CONV	PREM	NONE	TPP	ITPP1	ITPP2	CONV	PREM	NONE
% of choice	27.3%	13.2%	21.5%	14.0%	14.0%	9.9%	33.9%	37.2%	-	7.4%	13.2%	8.3%	24.4%	22.9%	-	6.1%	30.5%	16.0%
Low FNS C1	60.6%	50.0%	37.5%	47.1%	58.8%	58.3%	63.4%	80.0%	-	66.7%	43.8%	60.0%	62.5%	70.0%	-	50.0%	62.5%	47.6%
High FNS C2	39.4%	50.0%	62.5%	52.9%	41.2%	41.7%	36.6%	20.0%	-	33.3%	56.3%	40.0%	37.5%	30.0%	-	50.0%	37.5%	52.4%
	Chi-Square (p value: 0.698)						Chi-Square (p value: 0.152)						Chi-Square (p value: 0.320)					

- **Results of Cluster confirmed that consumers in Spain and Slovenia: who SELECTED the ITPP (EXPECTED PURCHASE INTENTION) belong to the LOW LEVEL OF FOOD NEOPHOBIA CLUSTER.**

- **Results of Cluster showed that the SENSORY EXPERIENCE PLAYED A HOMOGENIZING ROLE→ EXPERIENCED PURCHASE INTENTION NOT RELATED TO LEVEL OF FOOD NEOPHOBIA CLUSTERS.**

CONCLUSIONS

- The **EXPECTED & EXPERIENCED PURCHASE INTENTION** showed that the TPP and the ITPP are LIKELY to be purchased.
- **LOW FOOD NEOPHOBIC CONSUMERS** showed the **HIGHEST LIKELINESS TO PURCHASE** in comparison to the **HIGH NEOPHOBIC CONSUMERS**, in particular in Spain and Slovenia.

LOW FOOD NEOPHOBIA ATTITUDE ON ITPP	SPAIN	ITALY	SLOVENIA
HIGH EXPECTED PURCHASE INTENTION	YES	NO	YES
HIGH EXPERIENCED PURCHASE INTENTION	NO	NO	NO

Grant agreement No 634476

CONCLUSIONS

- However, when the **PRODUCTS WERE TASTED**, the **EXPERIENCED PURCHASE INTENTION** turns to be **INDEPENDENT** from the **FOOD NEOPHOBIC BEHAVIOR**,
- Showing **THE IMPORTANCE OF CREATING EATING EXPERIENCE IN REDUCING THE "FEAR" TOWARDS UNKNOWN (NEW) PRODUCTS → DIRECT PROMOTION AT MARKET PLACE → PUSH MARKETING STRATEGY**

Funded by European Union
Horizon 2020
Grant agreement No 634476

Funded by European Union
Horizon 2020
Grant agreement No 634476