

Preference Choice of Pork Chop by Korean Consumers

S. H. Cho, B. Y. Park*, S. K. Lee¹, T. Ngapo², J. H. Kim and J. M. Lee

*National Livestock Research Institute, RDA. Suwon, Korea

¹Kangwon National University, Choonchun, Korea

²Station de Recherches sur la Viande, Theix, France

Consumer preferences will differ between individuals and between consumers in different countries. However, no systematic comparative research has been conducted to investigate the preference characteristics of pork for consumers from different countries. The objectives of this study are to identify the most important characteristics of fresh pork which determine Korean consumer choice and to show any consumer segmentation in choice. The randomly selected Korean consumers (n=1,014) were asked to select their preferred chop from the published book containing 256 images which were produced from photographs of 16 pork chops and each chop represents one of the combinations of the characteristics of fat cover, color, marbling and drip. Results of χ^2 test showed that within a characteristic there were significant differences in the number of choices for color, marbling and drip. The clustering analysis was used to group consumers with similar strategies for pork chop selection. For Korean consumers, 4 clusters were retained : Cluster 1, 97 consumers (10%) who prefer light red meat; Cluster 2, 81 consumers (8%) who prefer light red meat with some fat cover and no drip; Cluster 3, 430 consumers (42%) who have a strong preference for dark red meat with marbling but no drip; Cluster 4, 406 consumers (40%) who have a strong preference for light red, marbled meat without drip. Results from this study, the color was the most important characteristic among the four characteristics studied and there were approximately the same number of consumers in each of the dark and light categories. In this survey, Korean consumers preferred pork chop marbled but no drip. However, Korean consumers had no significantly differences in the selection of pork chop with or without fat cover.