# Preference Choice of Pork Chop by French Consumers

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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 French consumer choice and to show any consumer segmentation in choice. The randomly selected French consumers(n=573) 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 four characteristics such as fat cover, color, marbling and drip. Results of $x^2$ test showed that within a characteristic there were significant differences in the number of choices for all four characteristics. The clustering analysis was used to group consumers with similar strategies for pork chop selection and four clusters were defined as follows; Cluster 1, 188 consumers (33%) who have a strong preference for dark red meat, as well as preferring lean but marbled meat with no drip; Cluster 2, 115 consumers (20%) who prefer light red meat with no marbling; Cluster 3, 114 consumers (20%) who have strong preferences for light red meat without drip and a slight preference for lean meat; Cluster 4, 156 consumers (27%) who strongly prefer lean meat and have a slight preference for no drip. The meat color was the most important characteristic among the four characteristics for French consumers. However, there were equal numbers of consumers who actually selected for one of the two color levels(dark/light). French consumers also preferred lean meat with no drip.