



Carola Grebitus (Autor)

Food Quality from the Consumer's Perspective: An Empirical Analysis of Perceived Pork Quality

**Food Quality from the Consumer's
Perspective – An Empirical Analysis of
Perceived Pork Quality**

Carola Grebitus

Cuvillier Verlag Göttingen

<https://cuvillier.de/de/shop/publications/1564>

Copyright:

Cuvillier Verlag, Inhaberin Annette Jentsch-Cuvillier, Nonnenstieg 8, 37075 Göttingen,
Germany

Telefon: +49 (0)551 54724-0, E-Mail: info@cuvillier.de, Website: <https://cuvillier.de>

**FOOD QUALITY FROM THE CONSUMER’S PERSPECTIVE:
AN EMPIRICAL ANALYSIS OF PERCEIVED PORK QUALITY**

Table of Contents

1. Introduction	9
1.1. Problem Statement and Motivation	10
1.2. Statement of Objectives	12
1.3. Organisation of the Thesis	13
2. Theoretical Background of Food Quality from the Consumer’s Perspective	15
2.1. Concept of Consumer-Oriented Food Quality	15
2.1.1. Definition and Classification of Consumer-Oriented Food Quality	15
2.1.2. Models of Perceived (Food) Quality	23
2.2. The Consumer’s Quality Perception Processes	34
2.2.1. Purchase Decision-Making and Information Processing	35
2.2.2. Cognitive Structures and Semantic Networks	40
2.2.3. High- and Low-Involvement Cognitive Structures	42
2.2.4. The Spreading Activation Network Model	44
2.3. Résumé	46
3. Literature Review of Meat Quality from the Consumer’s Perspective	48
3.1. Previous Studies on Meat Quality	48
3.2. Categorisation of Quality Characteristics	51
3.3. Determinants of Perceived Meat Quality	55
3.4. Résumé	66
4. Methodological Background of the Analyses of Perceived Pork Quality	68
4.1. Survey 1: Perceived Pork Quality based on Stored Information	70
4.1.1. Measurement of Stored Information	70
4.1.1.1. Free Elicitation Technique	71
4.1.1.2. Concept Mapping	71
4.1.2. Analyses of Stored Information	76
4.1.2.1. Counting	76
4.1.2.2. Content Analysis	78
4.1.2.3. Network Analysis	79
4.1.2.4. Principal Component Analysis	86
4.1.2.5. Count Data Analysis	87
4.1.2.6. Ordered Logit Model	89
4.2. Survey 2: Perceived Pork Quality based on Current Information	90
4.2.1. Measurement of Current Information	90
4.2.2. Analyses of Current Information	92
4.2.2.1. Hierarchical Cluster Analysis	93

Contents

4.2.2.2.	Binomial Logit Model	93
4.3.	Résumé	94
5.	Empirical Analyses of Perceived Pork Quality	95
5.1.	Survey 1: Perceived Pork Quality based on Stored Information	96
5.1.1.	Stored Information regarding Pork Quality	98
5.1.1.1.	Amount of Stored Information: Counting	98
5.1.1.2.	Content of Stored Information: Content Analysis	104
5.1.2.	Organisation of Stored Information regarding Pork Quality	108
5.1.2.1.	Aggregated Semantic Network	112
5.1.2.2.	Core/Periphery Structure of the Semantic Network	117
5.1.2.3.	Cliques within the Semantic Network	118
5.1.2.4.	Centrality Indices of the Semantic Network	121
5.1.3.	Determinants of Complexity of Stored Information regarding Pork Quality – Count Data Analysis	124
5.1.3.1.	Determinants	125
5.1.3.2.	Model Specification and Results	137
5.1.4.	Impact of Stored Information regarding Pork Quality on Conventional and Organic Pork Consumption Patterns – Ordered Logit Model	149
5.1.4.1.	Determinants	150
5.1.4.2.	Model Specification and Results	152
5.1.5.	Conclusion – Survey 1	162
5.2.	Survey 2: Perceived Pork Quality based on Current Information	164
5.2.1.	Correlation between Importance and Use of Current Information regarding Pork Quality	167
5.2.1.1.	Importance and Use of Current Information	168
5.2.1.2.	Measurement and Results	171
5.2.2.	Effect of Involvement on the Use of Current Information	173
5.2.3.	Determinants of the Importance and Use of Current Information regarding Pork Purchase Decision-Making – Logit Models	177
5.2.3.1.	Determinants	178
5.2.3.2.	Model Specification and Results	182
5.2.4.	Segmentation of Pork Shoppers according to Importance and Use of Current Information	196
5.2.5.	Conclusion – Survey 2	201
6.	Summary and Conclusions	203
7.	Zusammenfassung	209
REFERENCES		213
APPENDIX		233