

Importance Rankings for Pork Attributes by Asian Consumers in California

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Target Market: Pork is the primary meat consumed in Asian diets. The large size, projected to increase, of the Californian market for pork and the fact that most pork consumed there must be shipped in, make this is a market of interest for pork exporters. The ethnic Asian market for fresh pork in San Francisco was chosen as the market for investigation, due to its large Asian population and its geographic closeness to Canada, compared to other California cities.

Objectives: (1) To examine how Asian consumers rate and rank selected attributes of fresh pork; and (2) To evaluate the effects of demographic and socioeconomic factors of Asian consumers on their preferences for fresh pork.

Survey: A consumer survey was applied using a mall intercept method to obtain questionnaires from 173 Asian consumers in September /October, 1998.

Results: Among 13 attributes ranked, Asian consumers value freshness most, color of meat second, low level of fat third, whiteness of fat fourth, price fifth, free from chemicals sixth, USDA label seventh. Seasoned and prepared pork was least important. Socioeconomic and demographic factors associated with these rankings have been investigated using both non-parametric tests and ordered probit models. Some of the factors significantly affect Asian consumers' valuation of pork attributes. For example, Chinese respondents are more price sensitive than are other Asian groups.

Implications: To market fresh pork to Asian consumers, it is important to shorten the time from slaughter to retail as much as possible. Asian consumers should not be treated as a single homogenous niche market since there are identifiable sub-groups of these consumers with specific needs or preferences.

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