

A COMPARISON OF MEAT PURCHASING ATTITUDES ACROSS GENERATIONS

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By

Jamie Marilyn Mickelson

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COMMITTEE MEMBERSHIP

TITLE: A Comparison of Meat Purchasing Attitudes Across Generations

AUTHOR: Jamie Marilyn Mickelson

DATE SUBMITTED: November 2014

COMMITTEE CHAIR: Marianne McGarry Wolf, Ph.D.
Professor of Wine and Viticulture

COMMITTEE MEMBER: Eivis Qenani, Ph.D.
Professor of Agribusiness

COMMITTEE MEMBER: Jaymie Noland, D.V.M
Professor of Animal Science

ABSTRACT

A Comparison of Meat Purchasing Attitudes Across Generations

Jamie Mickelson

To identify the factors that influence generations' meat purchasing behavior. The list of the features for respondents to report are desirable to them when they purchasing meat. The results of features will provide the answer to meat purchasing attitudes across generations, which will help to analyze which features influences generations' purchasing behavior. There were 290 respondents to the survey. The target markets are split to four groups – young Millennials, older Millennials, Generation Xers, and Baby Boomers. The highest desirability that for respondents' decisions to purchase the meat is good value for the money and second is no hormones added. The organic product is rated the least desirability for young Millennials, Generation Xers, and Baby Boomers. Lastly, the local brand is not important to purchase meat compare to local vegetables and fruit

Keywords: Generations, Local, Meat, Purchasing Attitudes, Consumer Perception, Meat Consumption, Baby Boomer, Generation Xers, and Millennials.

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CHAPTER 1

Introduction

Technology, culture, social welfare, politics, food consumption, and meat consumption have changed as each decade passes. These changes have affected the consumer's view on everything, including their purchasing attitudes toward meat consumption. Fresh meat consumption today is affected by demand for a healthy and safe product, environmental and ethical concerns, accidents, scandals and product safety incidents that tend to attract negative media attention, changes in consumer tastes and preferences, the economy, as well as product palatability (Brewer, 2008). Changes in consumers' purchasing patterns and attitudes have a direct impact on farmers' and ranchers' operations.

Purpose of Study

The purpose of this study is to identify the factors that influence generations' meat purchasing behavior. The other purpose of this study is to explore if the changes in technology, culture, social welfare, politics, food consumption, and meat consumption have caused all the generations to have similar meat purchasing attitudes. It is important to analyze the similarities and differences across the generations because in the future, the food preferences and health priorities of older Americans will dominate because of the

population shift (Brewer, 2008). Gaining a better understanding of the differences between the generations will help the meat industry to follow the younger generation's trends. Ranchers and farmers can make adjustments to their practices to provide the meat in order to meet the consumer demand in the market place.

There are no previous studies that offer valuable information about what different generation's meat purchasing behavior is and what the similarities and differences are between the generations' meat purchasing attitudes and what has influenced their decisions to purchase meat. The data for meat consumption for each age group exists, but there are no studies that attempt to ascertain the factors that influence meat purchasing by consumers (Table 1-1). In the table 1-2, the studies showing the percent of dollars allocated to each meats for comparison with data were analyze.

Table 1-1: Age of Reference Person.

Average Annual Expenditures	All consumer units	Under 25 years	25-35 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years and older
Number of consumer units (in thousands)	124,416	8,159	20,112	21,598	24,624	22,770	42,147	12,161

Source: Bureau of Labor Statistics, 2012.

Table 1-2: Percent of dollars allocated to each

Average Annual Expenditures	All consumer units	Under 25 years	25-35 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years and older
Beef	\$226	71%	85%	117%	127%	107%	89%	61%
Pork	\$166	66%	87%	119%	117%	105%	101%	62%
Other meats	\$122	63%	91%	118%	118%	99%	100%	69%
Poultry	\$159	72%	103%	130%	130%	100%	77%	58%

Source: Bureau of Labor Statistics, 2012.

Consumers can be “grouped” in a variety of ways, but grouping by age is one of the most common because those in the same age category tend to have a good deal in

common which reflects the dominant cultural values when they were growing up and entering into early adulthood (Brewer, 2008). In this study, the target markets are divided into four generational groups: baby boomer, generation X, older millennial, and young millennial.

Problem Statement

It is beneficial to evaluate generational purchase behavior to gain a better understanding to help improve the marketing of the meat products. The results from the survey will help to improve the understanding of what the individual generations' meat purchasing behavior will be. This understanding will assist meat producers in their production decisions.

Hypothesis

Hypothesis 1: There are significant differences in meat purchasing behavior between generations.

Hypothesis 2: There is significant difference in purchasing behavior between generations on amount of money spend on meat.

Hypothesis 3: There are significant differences in purchasing behavior between generations who purchase local meat.

Hypothesis 4: There is a significant difference between young and old millennials in the factors that influence their decisions to purchase the meat.

Hypothesis 5: There is significant difference in the factors that influence their decisions to purchase the meat between generations.

Objectives of the Study

1. To explore the differences in meat purchasing behavior across generations.
2. To explore the similarities in meat purchase behavior across generations.
3. To identify the importance of “local” attribute among generational consumers.
4. To explore if these generations are interested in purchasing farmers’ market meat products.
5. To find out the factors that influences their decision to purchase meat.
6. To address how important it is to have local meat source.
7. To discover what media source generations use to get information about meat.

Justification

While meat consumption continues to grow, it’s time to focus on the consumer’s meat purchase behavior to gain a better understanding of what factors influence their decisions. It is also important to gain this knowledge of consumer meat purchasing behavior, so that the meat producers can produce more desirable meat to meet consumer needs and demands. The goal of this study is to discover what are the differences across generations’ meat buying patterns and to acknowledge the target market for local businesses. Insights gained from this study may contribute to enhance the efficiency of future meat consumption campaigns.

CHAPTER 2

Review of the Literature

The literature review will summarize the information from previous studies to define the Baby Boomers, Generation X, and Millennial generation and provide a better understanding of the factors that influence their purchasing decisions.

Definition of Generations

Each generation has unique expectations, experiences, generational history, lifestyles, and values that influence their buying behavior (Williams and Page, 2011). There are currently six American generations; Pre-Depression, Depression, Baby Boom, Generation X, Generation Y, and Generation Z. This research will focus on the Baby Boom, Generation X and Millennial generations. Generational history-be it the economy, scientific progress, politics, technology, or social shocks such as assassinations and terrorist attacks has an immense impacts on each generation (William and Page, 2011).

The Baby Boomer label is drawn from the great spike in fertility that began in 1946, right after the end of World War II, and ended almost as abruptly in 1964, around the time the birth control pill went on the market (Pew, 2010). The age range is 50 to 68 years old. Baby boomer attitudes toward the food that they were willing to purchase convenience and spend money to make life easier (Brewer, 2008). Older female baby

boomers have more experience and knowledge prompting them to go for better quality foods, more time for planning food shopping and more money for purchasing high quality foods (Worsley, Wang, Hunter, 2010). Gilg and Battershill (1998) found that in the high quality food market, older or retired people had more money and time to search for the tastes they desired (Worsley, Wang, Hunter, 2010).

Generation X cover people born from 1965 through 1980. As of 2014, they are in the age range of 38 to 49 years old. The label long ago overtook the first name affixed to this generation: the Baby Bust (Pew). The Generation X group are building families, and earning more and spending more than any other group (Brewer, 2008). Generation Xers are most price conscious of all generations. Generation X didn't have a great childhood experience and the economy was tough on them when they reached adulthood. These latch-key children grew up quickly, experiencing rising divorce rates and violence (Williams and Page, 2011). They have taken greater responsibility for raising themselves and tend to be less traditional than any other generation (Williams and Page, 2011).

The Millennial generations are children of the original Baby Boomers and their number rivals that of the Baby Boomers (Williams and Page, 2011). The Millennials were born from 1977 to 1994 and as of 2014, their ages are 20 to 37 years. They grew up in a time of immense and fast-paced change including virtually full employment opportunities for women, dual-income households as the standard, a wide array of family types seen as normal, significant respect of ethnic and cultural diversity including a heightened social awareness, and computers in the home and schools (Williams and Page, 2011). Both younger and older millennials are much less loyal to both food brands and traditional grocery stores and much more willing to explore different distribution models

and spread their shopping across different brands and channels to fulfill their consumable needs (Jefferies, 2012). They are the 'computer connected' generation in every way. They collect and compare information and communicate and shop on-line. They are strapped for money but buy things that are liked rather than those that are the best buy (Brewer, 2008).

Generations' Education and Work

In the Pew research, millennials are more highly educated when ranked with other generations at comparable ages. More than half of Millennials have at least some college education (54%), compared with 49% of Generations Xers, and 36% of Boomers when they were ages 18 to 28 (PEW, 2010).

Millennials are less likely to be employed (63%) than Gen Xers (70%) or Boomers (66%) had been at the same age (Pew, 2010). One reason is that overall economic conditions today are less favorable than they were when Gen Xers were ages 18 to 28 in 1995, or when Boomers were that age in 1978 (Pew, 2010). Pew (2010) also stated that Millennials are more likely than earlier generations to be in college, and thus are somewhat more likely to be out of the labor force.

Generations' Identity

Figure 2-1: Generation Identity

What Makes Your Generation Unique?			
<u>Millennial</u>	<u>Gen X</u>	<u>Boomer</u>	<u>Silent</u>
1. Technology use (24%)	Technology use (12%)	Work ethic (17%)	WW II, Depression (14%)
2. Music/Pop culture (11%)	Work ethic (11%)	Respectful (14%)	Smarter (13%)
3. Liberal/tolerant (7%)	Conservative/Trad'l (7%)	Values/Morals (8%)	Honest (12%)
4. Smarter (6%)	Smarter (6%)	"Baby Boomers" (6%)	Work ethic (10%)
5. Clothes (5%)	Respectful (5%)	Smarter (5%)	Values/Morals (10%)

Note: Based on respondents who said their generation was unique/distinct. Items represent individual, open-ended responses. Top five responses are shown for each age group. Sample sizes for sub-groups are as follows: Millennials, n=527; Gen X, n=173; Boomers, n=283; Silent, n=205.

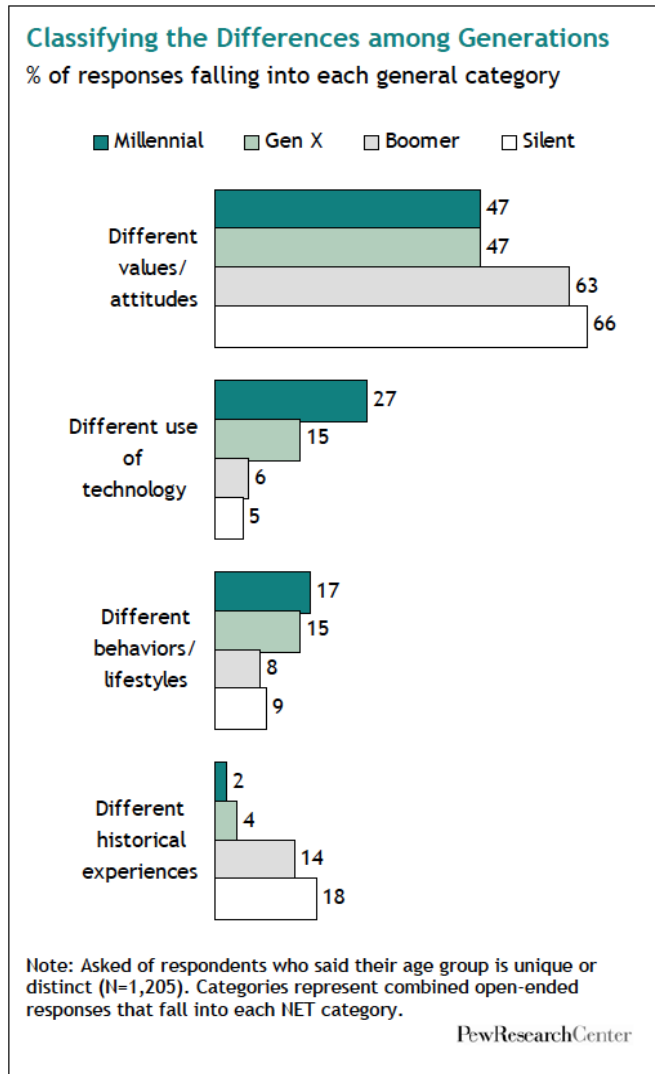
Source: Pew Research Center, 2010

According to figure 2-1, the results show that respondents answer about what is unique and distinctive about their generation. Roughly a quarter of those under age 30 (24%) say technology is what sets their generation apart (Pew, 2010). Other ways in which Millennials see themselves as unique include their music, pop culture and style (11%), their liberalism and tolerance (7%) (Pew, 2010). Gen Xers also point to technology as a defining characteristic of their generation- but just 12% name this as a way in which they differ from other generations. In addition, 11% of Gen Xers say their work ethic set them apart (Pew, 2010). Baby Boomers also stated that work ethic is a defining characteristic of their generation. Baby Boomers also indicate that respect for others that makes their generation unique (Pew, 2010).

The next step the researcher did is to classify the differences among Generations on values/attitudes, technology use, behaviors/lifestyles, and historical experiences. The results are below in figure 2-2. It shows that Millennials emphasize technology use as the defining characteristic of their generation much more than do their older counterparts (Pew, 2010). In addition, Millennials and Gen Xers are more likely than older generations

to see factors having to do with behavior and lifestyle as setting their generations apart (Pew, 2010). For the historical experience, Boomers and Silents are more likely to be informed than the younger generations.

Figure 2-2: Differences amongst Generations

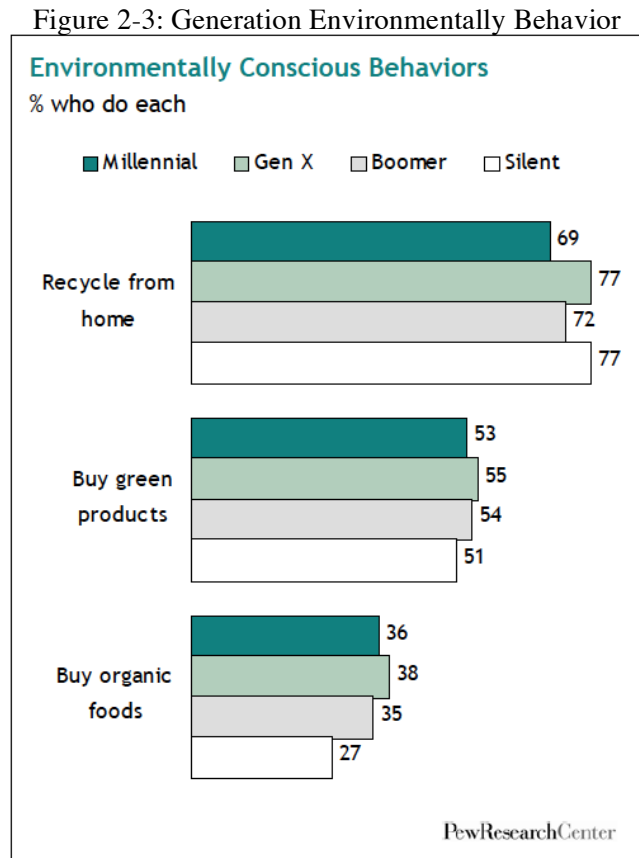


Source: Pew Research Center, 2010

Generational Environmental Behavior

Environmental awareness has become more important to consumers over the years, but not all the consumers acknowledge how important it is to maintain the

environment by going green, recycling, and buying green products. From the results shown in the figure 2-3, Millennials lag behind their older counterparts in terms of recycling as roughly seven-in-ten Millennials (69%) say they recycle paper, plastic or glass at home. That compares with 77% of Gen Xers, 72% of Boomers and 77% of Silents who recycle (Pew, 2010).



Source: Pew Research Center, 2010

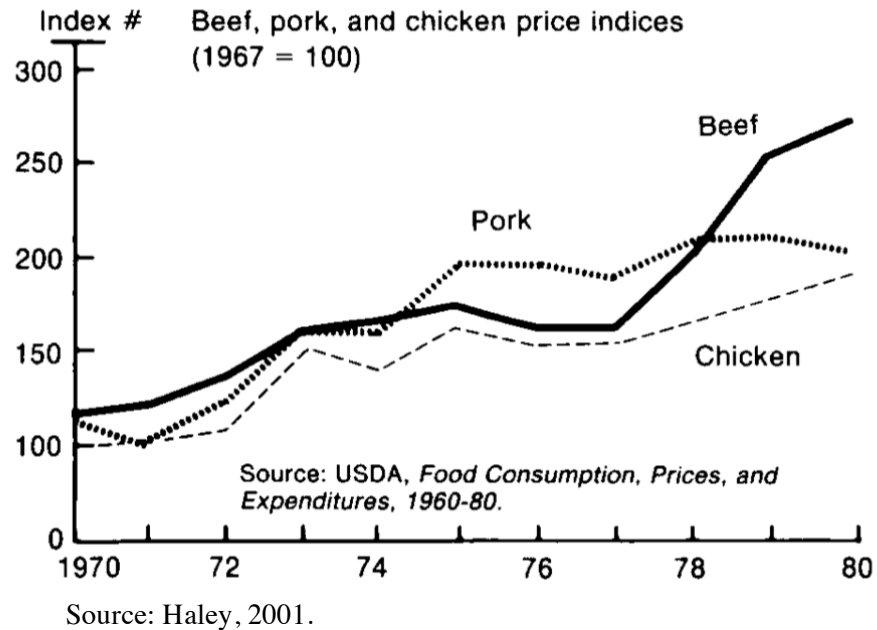
The next section of environmentally conscious behavior is buying green products. All the generations are on the same page to buy green products, even if they are more expensive than non-green products. Across the generations, just over half of Millennials (53%), Gen Xers (55%), Boomers (54%), and Silents (51%) say they buy green products (Pew, 2010). Buying green products is not as expensive as organic food, as organic food

is very expensive. This includes nearly equal proportions of Millennials (36%), Gen Xers (38%), and Boomers (35%). The Silents generation are less likely to buy organic foods (27%) (Pew, 2010).

History of the Meat Consumption

In the 1970s, the demand for beef continued to increase until between 1976 and 1980, annual per capita beef consumption declined sharply from 94.4 to 76.5 pounds – a decrease of 19 percent (Jolly, 1983). The demand shift changed due to social and health factors that could harm consumer health due to high marbling fat. Increased consumption of poultry in place of beef is an expression of consumers' preference for meat products possessing desirable health characteristics, such as lower saturated animal fats, and lower cholesterol levels (Moschini and Meilke, 1989). While the changed dynamics of U.S. meat demand are not themselves at issue, identification of factors that cause American consumers to eat less beef now than in the past continues to be a source of controversy among economists (Haley, 2001). The decreased demand for beef changed the supply and demand dynamics, which caused beef prices to increase. Between 1970 and 1980, the index went from 119.5 to 270.3 – up 150.8 points or approximately 126 percent (Fig 2-4), which has adversely affected consumer demand (Jolly, 1983). As years go by, the price for the beef continues to increase and at the same time the demand continues to decrease. Chicken price remains the lowest, which made the demand from consumer to increase.

Figure 2-4: Beef, Pork, and Chicken price indices.



After 1980, U.S. beef consumption continued to decline, while poultry consumption has increased significantly over the past three decades (Haley, 2001). The factors are preference changes, relative prices, and available leisure time for consumer's meat budget for beef, pork, and poultry. Not only these factors, there are health factor concerns that also cause beef demand to decrease. With the lower demand for beef, the USDA (United States Department of Agriculture) and the cattle industry supported to change the USDA grade standards, whose purpose was to better meet perceived consumer demands (Haley, 2001).

Factors changing the demand for meat

The consumer interests and trends continue to change throughout the years. There is steady stream of conferences and lectures on the consumer of the future, on trends in food consumption, about the rapid changes in consumer demand, and about the need for

innovation of food producers as a way to survive (Grunert, 2006). Product development and innovation are necessary to offset the growth in the availability of food products competing for disposable income (Resurreccion, 2003). It helps ranchers and farmers to operate their industry efficiently but does it help to boost consumer confidence to purchase the product? To develop these types of products effectively, one must evaluate consumer perceptions and understand consumer preferences (Resurreccion, 2003).

Among the most important factors influencing the changes in consumer demand for meat and meat products in the USA are: (1) increased health concerns, (2) change in demographic characteristics, (3) the need for convenience and increased eating away from home, (4) change in distribution, and (5) change in relative prices (USDA/ERS, 2002; Resurreccion, 2003).

Increased health concerns have resulted in a shift away from high-fat, high-protein diets to a trend of more fresh vegetables and fruits in the American diet (Resurreccion, 2003). Veal, beef, and lamb, on the other hand, have experienced significant declines in consumption over the same period (Resurreccion, 2003). It hurt the veal, beef, and lamb industry but now consumers have tools to make their decision. U.S. consumers have used product attributes such as color, leanness, fat content, United States Department of Agriculture (USDA) quality grades, and past experiences to determine beef quality and to make their purchasing decisions (Umberger, McFadden, Smith, 2009).

By understanding the consumers' health concerns, it made the meat industry change their livestock genetics by reducing the fat content of red meat. The meat industry is working steadily to reduce the fat content of red meat achieving significant results (Higgs, 2000). A shift from the very fat breeds like Hereford and Angus to the bigger,

rangier, less fat, faster growing exotic breeds led to the inconsistent, less tender, less juicy, less succulent products (Higgs, 2000; Resurreccion, 2003). Consumers want less fat but wants consistently flavorful, tender, and juicy beef – characteristics associated with a relatively high degree of marbling (Haley, 2001).

Definition of Organic and Natural

The consumers' demand for green products continues to increase because they believe that it is good for their health and the environment. The consumer attitude is the same toward eating organic food when it comes to being green friendly. Interest in organic food has grown remarkably as consumers and marketers react to popular media about health and environmental effects of pesticides, genetically modified organisms, and food safety (Hughner, et al 2007). The definition for organic is that it doesn't use any chemical related to pest control for the crop and no antibiotics-resistance and hormone for livestock. Unlike USDA-certified organic products, products designated as "natural" are not subject to an official certification process and bear no standardized label (Onken, et al, 2011). There is no definition for "natural" in the United States Department of Agriculture because natural has not been standardized within the agriculture industry.

Definition of Locally Grown and Farmer Market

Locally grown foods (differentiated by the location where foods are grown and raised relative to where they are sold) and farmers markets (differentiated by where and how foods are sold; providing opportunities to sell locally-grown foods but may also sell other foods), can enhance food system sustainability by providing market opportunities

and price premiums for small and medium sized farms (Conner, et al, 2010).

Consumers have a demand for food that is locally produced but there is no accepted definition of “local” food under the USDA because it could be county, mile distance, or regions. Though “local” has a geographic connotation, there is no consensus on a definition in terms of the distance between production and consumption (USDA, 2010).

Farmers’ markets continue to rise in popularity as consumer demand for obtaining fresh products directly from the farm increases; as a result, farmers’ markets have become an increasing visible part in the urban-farm linkage (Wolf, Spittler, Ahern, 2005).

CHAPTER 3

Methodology

Procedures for Data Collection

A consumer survey instrument is used to examine consumer behavior and attitudes toward meat purchasing. Dr. Wolf's marketing class and Steven McLennan have collected the data for the research at the supermarkets and farmers' markets throughout San Luis Obispo County from February 2014 to June 2014. There were 290 Respondents to the survey. The questionnaires were used to collect quantitative data to measure the consumer purchasing behavior regarding meat. The objective is to find accurate information from the target market. In order to make that happen, consumers from the supermarket and farmers' market are the right kind of target market to answer the survey especially where they purchased meat from. The target markets for this research are young Millennials, older Millennials, Generation X, and Baby Boomers. The young and older millennials are separate for target markets because there are so many things that changed in their childhood experience.

The questionnaire was created in SurveyMonkey.com. The survey, (see Appendix 1), has 26 questions. It includes eight questions on personal description characteristics, eight questions on general purchasing habits, five questions on the local attribute and defining local, and five questions on meat purchasing habits.

The first question of the survey asks the respondents if they had or consumed meat products that they had purchased in the last year, which is an elimination question. If the respondents stated that they did eat meat, they finish answering the survey and if the respondents stated that they did not eat meat the survey would be terminated. The second and third questions are related to the Cal Poly brand of wine and food products. The fourth question asked respondents where they have purchased meat products. This question is key as it compares across the generations where they purchase their meat. The next question is about how much money respondents spend in a typical month on meat products, and the sixth question asks how much of one hundred dollars the respondents spend on chicken, beef, pork, and other meat products. Both of these questions show the meat purchasing behaviors and habits. The seventh question asks what percent is ground beef and what percent is steak/roasts that the respondent has served in a month. It's designed to gain better understanding of what kind of meat the respondent likes to eat in a typical month. The eighth question is the most important question in this survey. It has the list of the features for respondents to report are desirable to them when they purchase meat. The results out of this question will provide the answer to meat purchasing attitudes across generations which will help to analyze which features influence their purchasing behaviors. Question 9 to 13 focuses on the how respondent defines local and how important it is to respondents to purchase food products from local producers. It also examines which products it is important for respondents to purchase that are locally produced.

The concept board below (Fig. 3-1) was used for questions 14 to 17 to give a visual for the respondents to evaluate. The concept board was used to showcase the

product characteristics of local and quality. It also shows the price. Question 15 to asks respondents if the price is too high, too low, or just right.

Figure 3-1: The concept board



Question 18 asks what kind of media the respondents use to find information about meat. It is useful to learn what kind of media to use to engage the consumer instead of using the wrong kind of media. Questions 19 to 26 are related to personal description characteristics to find out who the target market is and what are their education, lifestyle, and employment.

Procedures for Data Analysis

Marketing research is a great way to be able to gather, record, and analyze data. Marketing research needs to have a tool to discover the results; Statistical Package for the Social Sciences (SPSS) is an effective tool to use. SPSS is a computer program that is

able to read data from questionnaire surveys and can produce statistical analyses and reports in a document (Journeys in Survey Research, 2011).

After the data is collected, it was exported from SurveyMonkey.com to both SPSS and Excel. Excel provided tables for analyzing the demographics, media characteristics, and categorical behavior. Statistical testing for differences between generations was done through the SPSS program.

The SPSS program is able to run many different kinds of tests. The four tests most commonly used are frequency, one-way analysis of variance, Chi-square, and independent sample T-Test. Frequency shows the values of a variable and the corresponding numbers and percentages of participants for each value (Voelkl and Gerber, 1999). The one-way analysis of variance (ANOVA) shows the general difference in means between more than two independent groups. It uses the nominal, ordinal, or interval data to be able compare more than two independent groups.

With the post-hoc, it allows researchers to compare the differences in means between individual groups (Wolf, 2009). It includes hypothesis testing, to find the result is to use the P-Value. P-Value is significant in multiple comparisons output. “Significant at the 0.05 level ($P < 0.05$)” simply means that the probability that a relationship as strong as the observed one can be attributed to sampling error alone is no more than 5 in 100 (Babbie, 2009). When the P-Value is greater than 0.05 then it should accept the hypothesis that there is no difference between two groups. If less than 0.05, one doesn’t accept the hypothesis because there are differences between the two groups.

The Chi-square test is based on the null hypothesis: the assumption that there is no relationship between the two variables in the total population (Babbie, 2009). Chi-

square is very similar to ANOVA. They both use the P-value to estimate the hypothesis if the groups are the same or different. An independent sample T-Test examines the differences between the means of two independent groups (Wolf, 2009). A T-Test is a tool to know the accurate number between two independent groups related to the question being asking. P-Value is also used for the t-test.

Before using the statistical tests to examine the data in the SPSS, all the questions need to marked as nominal, ordinal, ratio, or interval. This identifies the right statistical tool. The nominal data is data where the number holds a place for a name- for example, age and marital status (Wolf, 2009). Nominal is only used for frequencies and Chi-square testing; frequencies will show the accurate number, and the chi-square shows the p-value for the differences. The ordinal data is the number that is in ranked order like the range of age and income. The test used for the ordinal is the same as the nominal, frequencies and chi-square. The interval data shows each number is an equal distance from the next (Wolf, 2009); it is more of the rating of the product from extremely desirable to not at all desirable. Interval data will be analyzed through t-test and one-way ANOVA to find the differences between two and more than two groups. The ratio data is the data to collect the questions that the respondents fill out blank with numbers, such as dollars spent and number of times they have bought gas in a week. To analyze ratio data is to use a t-test and a one-way ANOVA, the same as interval data. After the testing, there will be a result that will help to create the right kind of marketing by knowing what respondents would like to use and if there are differences between groups.

Assumption

After receiving the survey, it is an assumption that the respondents answered the survey honestly.

CHAPTER 4

Development of the study

Target Markets

We start by analyzing the age composition of the respondents. The first question to review is to find out how many respondents that answered question number 24, which is lists range of ages, of respondents. The young Millennials' age range is 18 to 27 years with total of 70 respondents. The older Millennials' age range is 28 to 34 years with a total of 72 respondents. The age of 35 to 49 years are Generation Xers with total of 71 respondents. The last group is the Baby Boomers in age of 50 to 65+ years with total of 82 respondents.

Table 4-1: Age of Reference Person

	Young Millennials	Older Millennials	Generation X	Baby Boomers	Total	P
18 to 20	8.7%				2.1%	0.000**
21 to 24	42.0%				10.0%	
25 to 27	49.3%				11.7%	
28 to 29		36.6%			9.0%	
30 to 32		39.4%			9.7%	
33 to 34		23.9%			5.9%	
35 to 39			30.0%		7.2%	
40 to 44			31.4%		7.6%	
45 to 49			38.6%		9.3%	
50 to 54				37.5%	10.3%	
55 to 64				43.8%	12.1%	
65+ years				18.8%	5.2%	

**Significant at the 0.05 level

*Significant at the 0.10 level

Meat Consumption Behavior

To analyze meat consumption behavior by generation, the survey asked consumers to report which of the following meat products they had purchased for consumption at home in the last year and their meat preferences. The result from table 4-2 shows that all of the generations have purchased chicken the most with above 95% occurrence. Beef came in second for all the generations but there are significant differences from baby boomers to all three other generations with 96.3% preference. Baby boomers are more likely to purchase beef. Generation X and Baby Boomers show a strong percentage with 80% and 81.4% for purchasing the pork, which shows a significant difference with 0.008 than young and older millennials with less than 68%. The result for the other meat is same as pork but the percentage is lower by 20-30%. Millennials and Generation X consumers purchase less meat than Baby Boomers. This is a concern for the meat industry if they do not increase consumption as they age.

Table 4-2: Which meat products have they purchased for consumption at home in the previous year

	Young Millennials (N=69)	Older Millennials (N=71)	Generation X (N=70)	Baby Boomers (N=80)	Total (N=290)	P-Value
Chicken	97.1%	95.8%	95.7%	97.5%	96.6%	.907
Beef	78.3%	87.3%	88.6%	96.3%	87.9%	.010**
Pork	59.4%	67.6%	81.4%	80.0%	72.4%	.008**
Other Meat	34.8%	49.3%	51.4%	55.0%	47.9%	.079*

**Significant at the 0.05 level

*Significant at the 0.10 level

Cal Poly Product

The survey also focused on interest in the Cal Poly Meat. Question 2 any of the respondents had purchased Cal Poly brand food or wine products. In the results, it shows

all the products show no significant differences across the generations, except for cheese. Cheese is top Cal Poly product that all generations bought with 34.1% purchasing percent. The second highest percent is ‘I have not purchased any Cal Poly brand food or wine products’ with 33.4%.

Table 4-3: Purchased any of the Cal Poly brand food or wine products.

	Young Millennials (N=69)	Older Millennials (N=71)	Generation X (N=70)	Baby Boomers (N=80)	Total (N=290)	P-Value
Fruits and/or Vegetables	23.2%	31.0%	31.4%	23.8%	27.2%	.535
Ice Cream	21.7%	29.6%	14.3%	16.3%	20.3%	.101
Cheese	27.5%	46.5%	28.6%	33.8%	34.1%	.068*
Meats	13.0%	18.3%	8.6%	16.3%	14.1%	.367
Wine	20.3%	22.5%	25.7%	23.8%	23.1%	.895
Other Cal Poly Food Products	29.0%	22.5%	20.0%	30.0%	25.5%	.434
I have not purchased any Cal Poly brand food or wine products.	33.3%	29.6%	37.1%	33.8%	33.4%	.823

**Significant at the 0.05 level

*Significant at the 0.10 level

Question 3 (table 4-4) asked respondents what their perceptions or experiences were with Cal Poly product after they purchased the Cal Poly food brand or wine products. The result shows the four generations agree on the quality, convenience and value of Cal Poly products. The results show the high ratings with 81.3% for excellent or very good in the quality category. In the convenience to purchase category, the 44.7% indicated excellent or very good. The value for the money category’s highest total percent is 64.4% indicated excellent or very good.

Table 4-4: Rate Cal Poly brand food and wine products.

		Young Millennials (N=69)	Older Millennials (N=71)	Generation X (N=70)	Baby Boomers (N=80)	Total (N=290)	P-Value
Quality	Poor			1.4%		.3%	0.102
	Not Very Good	1.5%			1.3%	.7%	
	Somewhat Good	19.1%	16.9%	18.8%	12.5%	16.7%	
	Very Good	51.5%	53.5%	56.5%	37.5%	49.3%	
	Excellent	27.9%	29.6%	23.2%	48.8%	33.0%	
Convenience to purchase	Poor	7.4%	4.2%	5.8%	6.4%	5.9%	0.666
	Not Very Good	19.1%	25.4%	21.7%	15.4%	20.3%	
	Somewhat Good	26.5%	32.4%	29.0%	28.2%	29.0%	
	Very Good	32.4%	25.4%	27.5%	23.1%	26.9%	
	Excellent	14.7%	12.7%	15.9%	26.9%	17.8%	
Value for the money	Poor						
	Not Very Good	2.9%	5.6%	5.7%	5.2%	4.9%	0.354
	Somewhat Good	33.8%	38.0%	21.4%	29.9%	30.8%	
	Very Good	50.0%	35.2%	50.0%	39.0%	43.4%	
	Excellent	13.2%	21.1%	22.9%	26.0%	21.0%	

**Significant at the 0.05 level

*Significant at the 0.10 level

Question 4 results shows that shoppers from all generations shop in similar locations. Chain grocery stores are their favored place to purchase meat with over 83.1% purchasing there (table 4-5). Costco is the second favorable with 57.2%, which is much lower than the chain grocery store, but chain grocery stores have multiple grocery stores such as Albertsons, Ralphs, Vons, etc. Costco is one of the biggest stores that carry high quality meats. Fresh & Easy, is a more likely choice for Millennials, which differed from generation X and baby boomers by 10%.

Table 4-5: Where have you purchased your meat products?

	Young Millennials (N=69)	Older Millennials (N=71)	Generation X (N=70)	Baby Boomers (N=80)	Total (N=290)	P-Value
Chain grocery store (Albertsons, Ralphs, Vons)	82.6%	80.3%	87.1%	82.5%	83.1%	0.741
Trader Joe's	52.2%	53.5%	55.7%	55.0%	54.1%	0.976
Costco	59.4%	56.3%	51.4%	61.3%	57.2%	0.648
New Frontiers	24.6%	31.0%	24.3%	30.0%	27.6%	0.723
Spencer's	8.7%	12.7%	17.1%	17.5%	14.1%	0.380
Farmer's Market	23.2%	26.8%	22.9%	13.8%	21.4%	0.239
Fresh & Easy	13.0%	14.1%	5.7%	3.8%	9.0%	0.064 *
Restaurant	31.9%	39.4%	32.9%	33.8%	34.5%	0.782
Cal Poly's Meat Processing Center	7.2%	5.6%	7.1%	13.8%	8.6%	0.280

**Significant at the 0.05 level

*Significant at the 0.10 level

Question 5 shows how much respondents spend in a typical month on meat. The results show no significant difference on how much all four generations spend on their meat. Chicken shows the highest purchasing dollars with a total average of \$48.45. Beef came second with \$35.77, and pork in fourth with \$19.05. According to table 1-2 which is national data, the result shows that the beef is high preferable to purchase for the older consumers in national than locally.

Table 4-6: How much money do you spend in a typical month on meat products

	Young Millennials (N=57)	Older Millennials (N=61)	Generation X (N=64)	Baby Boomers (N=74)	Total (N=256)	P-Value
Chicken	\$50.18	\$47.70	\$50.87	\$45.54	\$48.45	0.589
Beef	\$32.10	\$33.58	\$38.94	\$37.93	\$35.77	0.276
Pork	\$20.20	\$17.51	\$20.50	\$18.19	\$19.05	0.638
Other	\$17.18	\$25.36	\$22.59	\$21.03	\$21.73	0.472

**Significant at the 0.05 level

*Significant at the 0.10 level

Table 4-7 shows the total amount of dollars spent on all of the meats and it shows there is significant difference. Baby boomers spent the most in a typical month than all other generations with \$134.78. The generations Xers come in second with \$113.95.

Table 4-7: How much money do you spend in a typical month on total meat products

	Young Millennials (N=57)	Older Millennials (N=61)	Generation X (N=64)	Baby Boomers (N=74)	Total (N=256)	P-Value
Total	\$90.00	\$92.84	\$113.95	\$134.78	\$109.61	.003**

**Significant at the 0.05 level

*Significant at the 0.10 level

The results for question 7 show the difference between ground beef and steaks/roasts to determine which generation uses which cut the most in a month. It shows that there is no significant difference across all of the four generations. According to table 4-7 and 4-8, the results show that there is little difference between young millennials and the other three generations. The young millennials serve ground beef three percent more than steaks/roasts. The older millennials, generation Xers, and baby boomers serve the steaks/roasts more than the ground beef in a month.

Table 4-8: Of the number of times that you serve beef in a month, what percent is ground beef?

	Young Millennials (N=63)	Older Millennials (N=60)	Generation X (N=59)	Baby Boomers (N=72)	Total (N=254)	P-Value
Ground beef	50.08	42.90	39.07	41.74	43.46	0.153

**Significant at the 0.05 level

*Significant at the 0.10 level

Table 4-9: Of the number of times that you serve beef in a month, what percent is steak/roasts?

	Young Millennials (N=59)	Older Millennials (N=58)	Generation X (N=58)	Baby Boomers (N=75)	Total (N=250)	P-Value
Steaks/Roasts	47.71	53.26	56.98	55.67	53.54	0.277

**Significant at the 0.05 level

*Significant at the 0.10 level

Question 8 focuses on which features are the most desirable when it comes to purchasing the meat. The resulting scale, where extremely desirable is a score of 5, very desirable = 4, somewhat desirable = 3, slightly desirable = 2, not at all desirable = 1 shows the mean of the result (table 4-9). The highest desirability that for respondents' decisions to purchase the meat is good value for the money and second is no hormones added. The organic product is rated the least desirability for young millennial, generation X and baby boomers.

The result shows that there is no significant difference except for two. The first feature with a difference is not fed animal by-product. The results show that young millennials show the lowest desirability with 3.49 and the generation Xers shows the highest desirable with 4.01. Using a post hoc test for the one-Way ANOVA, young millennials rate not fed animal byproducts lower than generation Xers and Baby Boomers. Perhaps they were too young to be aware of the mad cow disease problems from animal by-products. The second feature that shows a significant difference with 0.066 is for the local brand. The older millennials show the rate for the local brand lowest desirability with 3.33, which is lowest out of all the features rated by them. Using a post hoc test for the one-Way ANOVA, older millennials rate local lower than generation Xers and Baby Boomers.

Table 4-10: Rate the desirability of each feature to you when you purchase meat.

	Young Millennials (N=69)	Older Millennials (N=71)	Generation X (N=70)	Baby Boomers (N=80)	Total (N=290)	P-Value
Good value for the money	4.37	4.21	4.30	4.37	4.31	0.532
No hormones added	3.89	3.93	3.97	4.08	3.97	0.723
Not treated with antibodies	3.65	3.76	3.90	3.92	3.81	0.400
Not fed animal by-products	3.49	3.74	4.01	3.96	3.81	0.028**
Natural	3.69	3.55	3.79	3.73	3.69	0.621
Local brand	3.57	3.33	3.74	3.73	3.60	0.066*
Organic	3.16	3.46	3.41	3.53	3.40	0.235

**Significant at the 0.05 level

*Significant at the 0.10 level

Define Local

There is no significant difference in question 9 across the generations when it comes to being involved in local food initiatives. The majority of the generations are not involved.

Table 4-11: Currently involved in local food initiatives.

	Young Millennials (N=69)	Older Millennials (N=71)	Generation X (N=70)	Baby Boomers (N=80)	Total (N=290)	P-Value
Yes	19.1%	32.9%	21.7%	30.0%	26.1%	0.197
No	80.9%	67.1%	78.3%	70.0%	73.9%	

**Significant at the 0.05 level

*Significant at the 0.10 level

According to table 4-10, the local brand is not the most desirable for generations to purchase the meat and few are involved in local initiatives. This research asks consumers what “local” means to them regarding food. Most consumers, 74%, believe local is less than 50 miles. The results for what their meaning for local shows no significant difference across the generations.

Table 4-12: Define Local.

	Young Millennials (N=69)	Older Millennials (N=71)	Generation X (N=70)	Baby Boomers (N=80)	Total (N=290)	P-Value
<10 Miles	11.6%	8.6%	8.6%	9.0%	9.4%	0.384
< 30 Miles	36.2%	34.3%	32.9%	35.9%	34.8%	
< 50 Miles	27.5%	30.0%	22.9%	35.9%	29.3%	
< 100 Miles	13.0%	18.6%	31.4%	12.8%	18.8%	
100 + Miles	4.3%	1.4%	2.9%	2.6%	2.8%	
I Don't Know	7.2%	7.1%	1.4%	3.8%	4.9%	

**Significant at the 0.05 level

*Significant at the 0.10 level

The next part of examining the meaning of “local” defines local as a municipal entity. There is no significant difference across four generations. In the results, the majority of the generations chose “your county” as local.

Table 4-13: Define local to be from.

	Young Millennials (N=69)	Older Millennials (N=71)	Generation X (N=70)	Baby Boomers (N=80)	Total (N=290)	P-Value
Your home town/city	19.1%	21.1%	25.7%	13.8%	19.7%	0.827
Your County	57.4%	60.6%	54.3%	70.0%	60.9%	
Your State	17.6%	11.3%	14.3%	10.0%	13.1%	
Western States		1.4%	1.4%	1.3%	1.0%	
US	1.5%	2.8%	1.4%	3.8%	2.4%	
I Don't Know	4.4%	2.8%	2.9%	1.3%	2.8%	

**Significant at the 0.05 level

*Significant at the 0.10 level

Local was examined again comparing mileage and locality. Locality, such as city, county and state was chosen over mileage by 69.1% of respondents. There is no significant difference of the definition based on generation. Respondents were asked which one means more to them when deciding what local is. Both young and older

millennials have the same result as their response to locality is higher than both generation x and baby boomers.

Table 4-14: Which mileage or locality mean what local is

	Young Millennials (N=69)	Older Millennials (N=71)	Generation X (N=70)	Baby Boomers (N=80)	Total (N=290)	P-Value
Mileage (Set distance away)	27.5%	26.1%	34.8%	34.6%	30.9%	0.551
Locality (City, County, or State)	72.5%	73.9%	65.2%	65.4%	69.1%	

**Significant at the 0.05 level

*Significant at the 0.10 level

Question 13 asked how important is it for respondents to purchase local fruits, local vegetables, local meats, or local wines. The scale used was: extremely important is a score of 5, very important = 4, somewhat important = 3, slightly important = 2, not at all important = 1. There are significant difference in local fruits, vegetables, and wines. There is no significant difference in local meats. The baby boomers indicate higher importance for local fruits, vegetables, and wines than among the three generations. The young millennials show the least importance toward local wine.

Table 4-15: How important is it to you to purchase?

	Young Millennials (N=68)	Older Millennials (N=71)	Generation X (N=70)	Baby Boomers (N=79)	Total (N=288)	P-Value
Local fruits	3.62	3.68	3.76	4.04	3.78	.051*
Local vegetables	3.61	3.73	3.81	4.05	3.81	.042**
Local meats	3.29	3.34	3.51	3.63	3.45	.126
Local wines	2.69	3.35	3.00	3.48	3.14	.000**

**Significant at the 0.05 level

*Significant at the 0.10 level

Attitudes toward Cal Poly Meat

The concept board to showcase the Cal Poly Meat Processing Center was showed to respondents via a visual aid to help them answer the questions about purchasing it (Figure 4-1).

Figure 4-1: The concept board



Almost two-thirds, 64.2% of the respondents indicated they were 70% or more likely to purchase Cal Poly meat. There was not difference in the appeal of the Cal Poly meat by generation.

Table 4-16: How likely would you be purchase them in the next year

	Young Millennials (N=68)	Older Millennials (N=71)	Generation X (N=70)	Baby Boomers (N=79)	Total (N=288)	P-Value
Certain Will Buy (99 chances in 100)	8.8%	8.6%	15.7%	21.3%	13.9%	0.388
Almost Sure Will Buy (90 chances in 100)	10.3%	20.0%	20.0%	20.0%	17.7%	
Very Probable Will Buy (80 chances in 100)	25.0%	15.7%	17.1%	18.8%	19.1%	
Probably Will Buy (70 chances in 100)	16.2%	17.1%	11.4%	10.0%	13.5%	
Good Possibility (60 chances in 100)	7.4%	14.3%	8.6%	11.3%	10.4%	
Fairly Good Possibility (50 chances in 100)	10.3%	8.6%	11.4%	6.3%	9.0%	
Fair Possibility Will Buy (40 chances in 100)	4.4%	10.0%	2.9%	3.8%	5.2%	
Some Possibility (30 chances in 100)	5.9%	2.9%	7.1%	6.3%	5.6%	
Slight possibility (20 chances in 100)	5.9%		2.9%	1.3%	2.4%	
Very Slight Possibility (10 chances in 100)	4.4%	2.9%	1.4%		2.1%	
No Chance You Will Buy (0 chances in 100)	1.5%		1.4%	1.3%	1.0%	

**Significant at the 0.05 level

*Significant at the 0.10 level

The concept board was also used for question 15 to question the price points to the respondents. The price of the Cal Poly branded meat products shows no significant difference across the respondents by generation, as seen in (Table 4-17). Sixty percent of the respondents indicated the price was just right. This is similar to the percent that indicated they are 70% or more likely to buy Cal Poly meat.

Table 4-17: Is the price of Cal Poly Meat products?

	Young Millennials (N=68)	Older Millennials (N=71)	Generation X (N=70)	Baby Boomers (N=79)	Total (N=288)	P-Value
Too high	38.2%	42.9%	25.7%	38.8%	36.5%	0.356
Too low	1.5%	2.9%	5.7%	2.5%	3.1%	
Just right	60.3%	54.3%	68.6%	58.8%	60.4%	

**Significant at the 0.05 level

*Significant at the 0.10 level

Table 4.5 shows 21% of the consumers have purchased meat at a farmers' market and there was no difference by generation. Question 16 shows no significant difference in interest by generation. The result shows that all of the generations are on the same page with 36.3% extremely of very likely to buy at a local farmers' market.

Table 4-18: How likely are you to purchase a Cal Poly meat product at a local farmers' market

	Young Millennials (N=68)	Older Millennials (N=71)	Generation X (N=70)	Baby Boomers (N=79)	Total (N=288)	P-Value
Extremely likely		7.1%	4.3%	8.8%	5.2%	0.198
Very likely	27.3%	32.9%	34.3%	30.0%	31.1%	
Somewhat likely	37.9%	30.0%	41.4%	27.5%	33.9%	
Not very likely	24.2%	25.7%	14.3%	21.3%	21.3%	
Not at all likely	10.6%	4.3%	5.7%	12.5%	8.4%	

**Significant at the 0.05 level

*Significant at the 0.10 level

The Cal Poly Meat Processing Center sells the meat at the Cal Poly campus location. There is not free parking and it's required for consumers to pay the parking meter in order to park their car there. It's potential that people are more likely to go to the Cal Poly campus to purchase Cal Poly meat if there was free parking available. The generations have similar likelihood to go to Cal Poly Campus to purchase meat (table 4-19). The extremely of very likely purchasers are 27.9% of respondents and the not very or not at all likely are 40.1%.

Table 4-19: How likely are you to go to the Cal Poly campus to purchase Cal Poly meats, if there was free parking available

	Young Millennials (N=68)	Older Millennials (N=71)	Generation X (N=70)	Baby Boomers (N=79)	Total (N=288)	P-Value
Extremely likely	7.4%	4.2%	1.5%	13.8%	7.0%	0.323
Very likely	20.6%	15.5%	26.5%	21.3%	20.9%	
Somewhat likely	30.9%	38.0%	32.4%	23.8%	31.0%	
Not very likely	26.5%	28.2%	26.5%	27.5%	27.2%	
Not at all likely	14.7%	14.1%	13.2%	13.8%	13.9%	

**Significant at the 0.05 level

*Significant at the 0.10 level

Media

Question 18 is about the media and it asked which kind of media the responder use to find information about meat. The result shows significant differences. It appears that all generations use social media differently. The meat department and friends and family are the most important tools used in getting information about meat and both are word of mouth and not social media.

Table 4-20: Which of the following do you use to find information about meat?

	Young Millennials (N=68)	Older Millennials (N=71)	Generation X (N=70)	Baby Boomers (N=79)	Total (N=288)	P-Value
Blogs	8.7%	18.3%	15.7%	2.5%	11.0%	0.008**
Radio	5.8%	7.0%	2.9%	5.0%	5.2%	0.722
Google	37.7%	38.0%	30.0%	13.8%	29.3%	0.003**
Twitter	1.4%	4.2%	1.4%		1.7%	0.252
Facebook	14.5%	9.9%	7.1%	2.5%	8.3%	0.061*
Print Newspapers	15.9%	18.3%	21.4%	33.8%	22.8%	0.042**
QR Code	2.9%	4.2%	2.9%	1.3%	2.8%	0.74
Newspapers Online	5.8%	8.5%	12.9%	12.5%	10.0%	0.434
YouTube	4.3%	11.3%	4.3%	1.3%	5.2%	0.044**
Food Web Sites	27.5%	26.8%	31.4%	15.0%	24.8%	0.103
Recipe Web Sites	18.8%	35.2%	35.7%	20.0%	27.2%	0.025**
Cooking Shows	17.4%	36.6%	28.6%	25.0%	26.9%	0.077*
Food Magazines Online	17.4%	21.1%	18.6%	8.8%	16.2%	0.179
The meat department	42.0%	45.1%	42.9%	42.5%	43.1%	0.984
Friends and Family	65.2%	64.8%	62.9%	48.8%	60.0%	0.116

**Significant at the 0.05 level

*Significant at the 0.10 level

Baby Boomer respondents' top three media use are printed newspaper, cooking shows, and recipe web sites. Generation xers respondents' top three media use are recipe web sites, food web sites, and Google. Older Millennial respondents' top three media usages are Google, cooking shows, and recipe web sites. Young millennial respondents' have very similar results as older millennials the results show the top three media usage are Google, Food web sites, and recipe web sites. It is clear that in order to reach different generations with information about meat, different media sources need to be used.

Demographics

The earlier part of this chapter showed the result of the question 24 age amongst the generations. This part of demographics shows the results of whom those generations are.

Question 19 asked for the gender of the respondent. The result shows no significant difference across the generations.

Table 4-21: Gender

	Young Millennials (N=68)	Older Millennials (N=71)	Generation X (N=70)	Baby Boomers (N=79)	Total (N=288)	P-Value
Female	39.7%	51.4%	56.5%	54.4%	50.7%	0.197
Male	60.3%	48.6%	43.5%	45.6%	49.3%	

**Significant at the 0.05 level

*Significant at the 0.10 level

There is a significant difference between generations with respect to their marital status (table 4-20). Both baby boomers and generation Xers are more likely to be married. As both young and older millennials are more likely to be single.

Table 4-22: Martial Status

	Young Millennials (N=68)	Older Millennials (N=71)	Generation X (N=70)	Baby Boomers (N=79)	Total (N=288)	P-Value
Married	7.2%	36.6%	69.1%	73.8%	47.6%	0.000**
Living with a partner	7.2%	21.1%	7.4%	7.5%	10.8%	
Single	85.5%	42.3%	22.1%	13.8%	39.9%	
Widowed			1.5%	5.0%	1.7%	

**Significant at the 0.05 level

*Significant at the 0.10 level

In the table 4-23, generation Xers are more likely (60%) to have children under 18 living at home. The majority of three generations young, older millennial, and baby boomers show that the majority does not have children living at home under 18.

Table 4-23: Children under 18 living at home

	Young Millennials (N=68)	Older Millennials (N=71)	Generation X (N=70)	Baby Boomers (N=79)	Total (N=288)	P-Value
Yes	2.9%	27.9%	60.0%	15.4%	25.8%	0.000
No	97.1%	72.1%	40.0%	84.6%	74.2%	

**Significant at the 0.05 level

*Significant at the 0.10 level

Question 22 asked the respondents about the level of education completed. The older millennials show a high number of college graduates in the education area of 63.8%. Besides that, there is a significant difference among the generations. Baby boomers' have a high number of college graduates of 50%. The result is similar to Generation X of 52.9%. The young millennials show a high number of some college of 46.3%.

Table 4-24: Education

	Young Millennials (N=68)	Older Millennials (N=71)	Generation X (N=70)	Baby Boomers (N=79)	Total (N=288)	P-Value
Grade School or Less		2.9%			.7%	0.001
Some High School	1.5%				.4%	
High School Graduate	11.9%	11.6%	5.9%	7.7%	9.2%	
Some College	46.3%	14.5%	23.5%	23.1%	26.6%	
College Graduate	31.3%	63.8%	52.9%	50.0%	49.6%	
Post Graduate Work	9.0%	7.2%	17.6%	19.2%	13.5%	

**Significant at the 0.05 level

*Significant at the 0.10 level

With respect to their employment status (table 4-25), there is a significant difference between the generations. Both older millennials and generation xers have a high percentage (75.4% and 76.1% respectively) of being employed full time. For baby

boomers, they didn't have as high a percentage as older millennials and generation xers but they marked that employed full time is a high percent 56.8%. Young millennials have a high number of employed, part time, which makes sense based on their age and staying in school.

Table 4-25: Employment

	Young Millennials (N=68)	Older Millennials (N=71)	Generation X (N=70)	Baby Boomers (N=79)	Total (N=288)	P-Value
Employed, Full Time	40.0%	75.4%	76.1%	56.8%	62.2%	0.000**
Employed, Part Time	41.5%	18.8%	13.4%	10.8%	20.7%	
Not Employed/ Retired	18.5%	5.8%	10.4%	32.4%	17.1%	

**Significant at the 0.05 level

*Significant at the 0.10 level

There is no significant difference across the generations on location where they lived. However, San Luis Obispo has a high percent of 32.1% as total among all generations.

Table 4-26: Location

	Young Millennials (N=68)	Older Millennials (N=71)	Generation X (N=70)	Baby Boomers (N=79)	Total (N=288)	P-Value
San Luis Obispo	49.3%	26.8%	27.1%	26.3%	32.1%	0.122
Arroyo Grande	7.2%	9.9%	12.9%	11.3%	10.3%	
Avila Beach	1.4%	4.2%		2.5%	2.1%	
Morro Bay	7.2%	16.9%	11.4%	13.8%	12.4%	
Cambria				1.3%	.3%	
Cayucos			4.3%	3.8%	2.1%	
Pismo Beach	1.4%	4.2%	2.9%	3.8%	3.1%	
Grover Beach	10.1%	5.6%	11.4%	6.3%	8.3%	
Nipomo				5.0%	1.4%	
Atascadero	4.3%	5.6%	2.9%	1.3%	3.4%	
Paso Robles	5.8%	9.9%	12.9%	12.5%	10.3%	
Other	13.0%	16.9%	14.3%	12.5%	14.1%	

**Significant at the 0.05 level

*Significant at the 0.10 level

There is significant difference between the generations on their income status. About 44% of the generation X, 34% of the baby boomers, and 24% of the older

millennials reported an annual income between \$75,000 - \$149,999. For the young millennial, only 36.4% made less than \$20,000 a year.

Table 4-27: Income

	Young Millennials (N=68)	Older Millennials (N=71)	Generation X (N=70)	Baby Boomers (N=79)	Total (N=288)	P-Value
Under \$20,000	36.4%	2.9%	1.5%	1.4%	10.3%	0.000**
\$20,000 to \$24,999	12.1%	2.9%	1.5%	1.4%	4.4%	
\$25,000 to \$29,999	6.1%	2.9%	1.5%	1.4%	2.9%	
\$30,000 to \$34,999	4.5%	8.6%	1.5%	1.4%	4.0%	
\$35,000 to \$39,999	18.2%	7.1%	1.5%	1.4%	7.0%	
\$40,000 to \$49,999	7.6%	5.7%	9.1%	11.3%	8.4%	
\$50,000 to \$59,999	9.1%	21.4%	4.5%	7.0%	10.6%	
\$60,000 to \$74,999	6.1%	20.0%	13.6%	18.3%	14.7%	
\$75,000 to \$149,999		24.3%	43.9%	33.8%	25.6%	
\$150,000 or more		4.3%	21.2%	22.5%	12.1%	

**Significant at the 0.05 level

*Significant at the 0.10 level

CHAPTER 5

Summary and Conclusions

Summary

A survey was developed to compare meat purchasing attitudes across generations. In the end, there were a total of 290 respondents that answered the survey in San Luis Obispo County. Each generational group had the same amount of respondents, which made it easier to compare the results. The young millennials totaled 70 respondents, older millennials totaled 72 respondents, generation xers with a total of 71 respondents, and baby boomers with a total of 82 respondents.

Conclusions

Four hypotheses were developed before the analysis of the responses from SurveyMonkey.

Hypothesis 1: There are significant differences in purchasing behaviors between generations who purchase meat.

Hypothesis 2: There are significant differences in purchasing behaviors between generations on the amount of money spent on meat.

Hypothesis 3: There are significant differences in purchasing behaviors between generations who purchase local meat.

Hypothesis 4: There are significant differences between young and older millennials in the factors that influence their decisions to purchase meat.

Hypothesis 5: There are significant differences in the factors that influence their decisions to purchase the meat between generations.

Results showed that there are no significant differences about generations with respect to their chicken consumption (Hypothesis 1). All the generations responded with above 90% consumption of chicken in the previous year. However, there is a significant difference for beef, pork, and other meat consumption among generations. Baby boomers show a high percentage of beef consumption (96.3%) compared to other generations. Both Baby Boomers and Generation X consume more pork (80% and 81.4% respectively) than two other generations. Results provide evidence that supports the initial hypothesis.

The next hypothesis is related to the amount of money respondents spend on meat. It is assumed that there is a significant difference between generational purchases. The hypothesis is supported by the results reported in chapter four. In hypothesis one, it shows that there is a significant difference in the quantity purchased for beef, pork, and other meat, which makes sense that there is significant different on the amount of money spent on meat consumption.

The third hypothesis suggests that there are significant differences in purchasing behaviors between generations who purchase local meat. According to the results, there is

no significant difference between generations who purchase local meat. However, there is a significant difference in purchasing local fruits, vegetables, and wine. They all have different levels of desirability to purchase local fruits, vegetables, and wine but all the generations show stronger desirability to purchase local fruits and vegetables over local meat with a total mean of 3.78 and 3.81. The average mean for local meat desirability is 3.45, which is average desirability to purchase. The conclusion is that there is no significant difference in purchasing local meat between the generations. The hypothesis null is rejected.

The fourth hypothesis focuses on the young and older millennials and which factors that influence their decision to purchase meat. Both young and older millennials agreed on the top two factors of good value for the money and no hormones added. Organic is one other factor that is favorable for older millennials but young millennials mark it as least desirable than all other factors. For older millennials the least desirable factor is local brand. The conclusion is that there are only a few factors that affect young and older millennials differently such as local brand and organic.

The last hypothesis (there is significant difference in the factors that influence meat purchasing behavior) failed to be rejected. There are only two factors that show significant differences across the generations being not fed animal by products and local brand.

Aside from all the generations' different lifestyles, cultures, and education, their attitudes are similar when it comes to meat purchasing. From meat consumption per year to the factors that influence their decision, their purchasing patterns are similar. In further

research, it is possible that generations have different attitudes toward meat purchasing due to different regional cultures.

In conclusion, the results show the implications of establishing a new company whose plans are to start selling meat. The greatest gain in knowledge is knowing what consumers' most and least desirable factors are that influence their purchasing decisions.

The advice for the new company is to opt out of the organic practice because it is not important to consumers compared to all other factors. To help the company to improve the growth is to meet consumers' demand. It's important to understand what consumers' are looking for and what makes them buy meat products. The most desirable trait is having good value for the money. This is the number one reason to make the consumer want to buy more meat product. The suggestion is to have a fair choice for quality of meat and the value for it. Rather than the grass fed meat that has low quality with high market value, it is not going to help with growth because organic traits are consumers' least desirable factor. For the new local company that sells meat to the local market, it is most important to keep the focus on local even though a local brand has second least desirable. To improve the demand for a local brand is to educate what local means and what benefits there are for purchasing it. Not all consumers know what local means. Lastly, the image is not part of the survey but it is suggested that the company should show the images of the operation as to how they raise their livestock, how they are fed, and how well they are taken care of. This can be done relatively inexpensively through a website, Facebook, and Google.

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APPENDIX A

1.

1. Which of the following meat products have you purchased for consumption at home in the last year?

- ☐ Chicken
 ☐ Pork
 ☐ I do not buy meat
☐ Beef
 ☐ Other Meat

Terminate if the respondent does not eat meat.

2. Have you ever purchased any of the following Cal Poly brand food or wine products? (mark all that apply)

- ☐ Fruits and/or Vegetables
 ☐ Wine
☐ Ice Cream
 ☐ Other Cal Poly Food Products
☐ Cheese
 ☐ I have not purchased any Cal Poly brand food or wine products.
☐ Meats

3. Even if you have not purchased Cal Poly food or wine products, based on your experience or perceptions, how would you rate Cal Poly brand food and wine products on the following?

	Excellent	Very Good	Somewhat Good	Not Very Good	Poor
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience to purchase	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value for the money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Over the past year, where have you purchased your meat products?

- ☐ Chain grocery store (Albertsons, Ralphs, Vons)
 ☐ Farmer's Market
☐ Trader Joe's
 ☐ Fresh & Easy
☐ Costco
 ☐ Restaurant
☐ New Frontiers
 ☐ Cal Poly's Meat Processing Center
☐ Spencer's

Other (please specify)

5. Approximately how much money do you spend in a typical month on meat products?

6. Please think of the last hundred dollars you spent on meat, how much of it was spent on the following?

Chicken	<input type="text"/>
Beef	<input type="text"/>
Pork	<input type="text"/>
Other	<input type="text"/>

7. Of the number of times that you serve beef in a month, what percent is ground beef and what percent is steak/roasts? Example 50% Ground Beef, 50% Steaks/Roast or 10% Ground Beef, 90% Steaks/Roast

Ground beef	<input type="text"/>
Steaks/ Roasts	<input type="text"/>

8. The following is a list of features people may look for when purchasing meat. Please indicate the desirability of each feature to you when you purchase meat.

Extremely Desirable, Very Desirable, Somewhat Desirable, Slightly Desirable, Not At All Desirable

	Extremely Desirable	Very desirable	Somewhat desirable	Not very desirable	Not desirable at all
No hormones added	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good value for the money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not treated with antibiotics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not fed animal by-products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Are you currently involved in local food initiatives (eg: CSA, farmer's markets, etc.)?

☐ Yes ☐ No

10. When thinking about purchasing local food products, how do you define local?

☐ <10 Miles
 ☐ < 50 Miles
 ☐ 100 + Miles
☐ < 30 Miles
 ☐ < 100 Miles
 ☐ I Don't Know

11. When thinking about purchasing local food products, do you define local to be from...

☐ Your home town/city
 ☐ Your State
 ☐ US
☐ Your County
 ☐ Western States
 ☐ I Don't Know

12. What means more to you when deciding what local is?

☐ Mileage (Set distance away)
 ☐ Locality (City, County, or State)

13. How important is it to you to purchase...

	Extremely Important	Very Important	Somewhat Important	Not very Important	Not important at all
Local fruits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local vegetables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local meats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local wines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



CAL POLY MEATS
SAN LUIS OBISPO

Where Local Means Quality.
Learn By Doing. Teach Quality.

Whole Chicken \$2.50 • Flat Irons Steaks \$10.00 • Rib-Eye Steak \$14.00

Hormone Free • Environmentally Friendly • Humane Care

14. If these new Cal Poly brand meat products were available in a store where you shop, how likely would you be to purchase them in the next year? (Circle only one)

- | | |
|---|---|
| <input type="radio"/> Certain Will Buy (99 chances in 100) | <input type="radio"/> Fair Possibility Will Buy (40 chances in 100) |
| <input type="radio"/> Almost Sure Will Buy (90 chances in 100) | <input type="radio"/> Some Possibility (30 chances in 100) |
| <input type="radio"/> Very Probable Will Buy (80 chances in 100) | <input type="radio"/> Slight possibility (20 chances in 100) |
| <input type="radio"/> Probably Will Buy (70 chances in 100) | <input type="radio"/> Very Slight Possibility (10 chances in 100) |
| <input type="radio"/> Good Possibility (60 chances in 100) | <input type="radio"/> No Chance You Will Buy (0 chances in 100) |
| <input type="radio"/> Fairly Good Possibility (50 chances in 100) | |

15. Is the price of these products?

- ☐ Too high ☐ Too low ☐ Just right

16. How likely are you to purchase a Cal Poly meat product at a local farmers' market?

- ☐ Extremely likely ☐ Very likely ☐ Somewhat likely ☐ Not very likely ☐ Not at all likely

17. How likely are you to go to the Cal Poly campus to purchase Cal Poly meats, if there was free parking available?

- ☐ Extremely likely ☐ Very likely ☐ Somewhat likely ☐ Not very likely ☐ Not at all likely

18. Which of the following do you use to find information about meat? (Choose all that apply.)

- | | | |
|-----------------------------------|--|--|
| <input type="checkbox"/> Blogs | <input type="checkbox"/> Print Newspapers | <input type="checkbox"/> Recipe Web Sites |
| <input type="checkbox"/> Radio | <input type="checkbox"/> QR Code | <input type="checkbox"/> Cooking Shows |
| <input type="checkbox"/> Google | <input type="checkbox"/> Newspapers Online | <input type="checkbox"/> Food Magazines Online |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> YouTube | <input type="checkbox"/> The meat department |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Food Web Sites | <input type="checkbox"/> Friends and Family |

Other (please specify)

19. Are you?

- ☐ Female ☐ Male

20. Are you...

- ☐ Married ☐ Living with a partner ☐ Single ☐ Widowed

21. Do you have any children under 18 living at home? (Circle only one)

- ☐ Yes ☐ No

22. Please tell me the level of education you have completed. (Circle only one)

- | | | |
|--|--|--|
| <input type="radio"/> Grade School or Less | <input type="radio"/> High School Graduate | <input type="radio"/> College Graduate |
| <input type="radio"/> Some High School | <input type="radio"/> Some College | <input type="radio"/> Post Graduate Work |

23. Are you employed?

- ☐ Employed, Full Time ☐ Employed, Part Time ☐ Not Employed/ Retired

24. Which of the following ranges describes your age?

- | | | |
|--------------------------------|--------------------------------|---------------------------------|
| <input type="radio"/> 18 to 20 | <input type="radio"/> 30 to 32 | <input type="radio"/> 45 to 49 |
| <input type="radio"/> 21 to 24 | <input type="radio"/> 33 to 34 | <input type="radio"/> 50 to 54 |
| <input type="radio"/> 25 to 27 | <input type="radio"/> 35 to 39 | <input type="radio"/> 55 to 64 |
| <input type="radio"/> 28 to 29 | <input type="radio"/> 40 to 44 | <input type="radio"/> 65+ years |

25. Where do you live?

- | | | |
|---------------------------------------|------------------------------------|------------------------------|
| <input type="radio"/> San Luis Obispo | <input type="radio"/> Cambria | <input type="radio"/> Nipomo |
| <input type="radio"/> Arroyo Grande | <input type="radio"/> Cayucos | <input type="radio"/> Other |
| <input type="radio"/> Avila Beach | <input type="radio"/> Pismo Beach | |
| <input type="radio"/> Morro Bay | <input type="radio"/> Grover Beach | |

26. Which of the following ranges describes your household income before taxes?

- | | | |
|--|--|---|
| <input type="radio"/> Under \$20,000 | <input type="radio"/> \$35,000 to \$39,999 | <input type="radio"/> \$75,000 to \$149,999 |
| <input type="radio"/> \$20,000 to \$24,999 | <input type="radio"/> \$40,000 to \$49,999 | <input type="radio"/> \$150,000 or more |
| <input type="radio"/> \$25,000 to \$29,999 | <input type="radio"/> \$50,000 to \$59,999 | |
| <input type="radio"/> \$30,000 to \$34,999 | <input type="radio"/> \$60,000 to \$74,999 | |

27. Thank you! Please provide your email address so my professor can confirm that I completed this survey.

28. ID Number

ID