

# THE GREEK CONSUMER BEHAVIOUR AND ATTITUDES TO FRESH MEAT CUTS

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## ABSTRACT

This paper aims at identifying consumers behaviour and attitudes to fresh meat cuts, in the region of Thessaloniki, in Greece. The theory of consumer behaviour is reviewed to establish the basis for the paper. Qualitative research is involving consumer group discussions and personal interviews to explore people's purchasing habits. It is used to formulate hypothesis and the structure of the questionnaire.

The quantitative research shows that people mostly prefer traditional butcher's shops, usually selling good quality meat, once a week and bought usually by the husbands.

Socio-economic characteristics of consumers were found to be significantly related to some consumer attitudes.

## RÉSUMÉ

*Ce travail vise à comprendre le comportement et les attitudes des consommateurs de la région de Thessalonique, en Grèce, vis-à-vis des coupes de viande fraîche. On s'est basé sur la révision de la théorie du comportement des consommateurs. La recherche qualitative comprend des discussions de groupe des consommateurs et des interviews personnelles pour explorer les habitudes des achats des gens. Elle nous permet de formuler des hypothèses et de définir la structure du questionnaire.*

*La recherche quantitative montre que les gens préfèrent faire leurs achats, une fois par semaine, chez les boucheries traditionnelles, qui vendent d'habitude de la viande de bonne qualité, et que c'est généralement le mari qui s'en occupe. Les caractéristiques socio-économiques des consommateurs se sont avérées être significativement corrélées avec certaines attitudes de ceux-ci.*

In recent years different types of retailing meat shops have come to exist in Greece. Even though there are big super-Markets and meat markets, consumers still prefer to buy meat from the traditional butcher's shops. Thus, this research was undertaken to involve people's purchasing habits and the types of meat cuts which they prefer. Moreover this research aims at investigating the affect of the various socio-economic characteristics of the consumers on their preferences and attitudes towards the various meat cuts. The research was conducted in two phases, the qualitative and the quantitative research. The characterization of meat cuts as Traditional butcher's cut (T.B.C.), ready cut (R.C.) and packed cut (P.C.) was given by the writer of this paper.

## THEORY

Consumer behaviour is defined as «Those acts of individuals directly involved in obtaining and using economic goods and services including the decision processes that precede and determine these acts (Engel, Blackwell and Kollat, 1978, p1). In Contrast, in the economist's approach to consumer behaviour, individuals try to maximise the gained utility from the consumption of goods or services (Manchester, 1977). Top managers spend a great deal of time thinking about customers. They want to know who their customers

are, what they think and how they feel, and why they buy a good instead another (Kotler, Armstrong, 1991, p. 117).

Different sciences have been applied to study and explain consumer behaviour, in particular Economics, Sociology, Psychology and Anthropology, because no single subject can provide a complete explanation. Consumer behaviour is the outcome of the different factors that affect it. These factors are:

1. Internal - physiological and psychological factors, and
2. External - environmental factors of the consumer, like natural and sociological factors.

Chisnall believes that the consumer makes his decision after the influence of

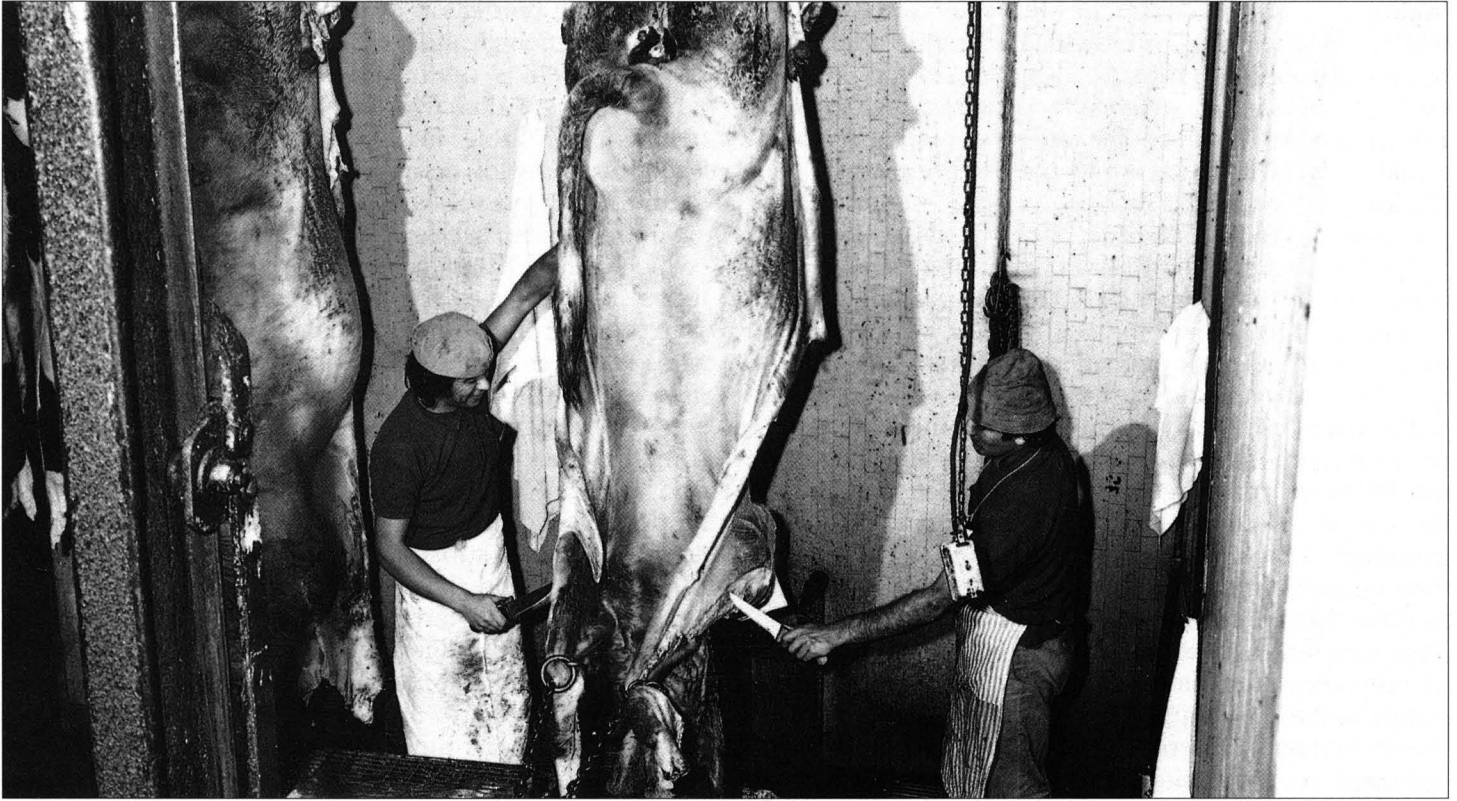
anthropological, sociological and economic factors, which together act on the personal psychology that makes him decide whether or not to buy a product or service. Psychology, as the other behavioural sciences, plays a very important role in consumer behaviour. Although economics had offered a lot in understanding different phenomena of the market, it has definite, and natural limitations (Tsaklaganos, 1980, p. 122). Psychology is «the science of human and animal behaviour. Of course, man is different from animals, because he has the possibility of understanding his environment, and other human beings, and he can be understood by others. This means that he is able to analyse, to learn, to think, to remember, and to communicate, with language or symbols (Magnissalis, 1981, p. 23). Psychology concentrates mostly on the individual as compared to all the other behavioural sciences. The traditional areas of psychology are: personality (Baker, 1979, p. 74); perception, learning, motivation, attitude (Bliss, 1970, p. 53); and memory (Magnissalis, 1981, pp. 97-101).

Ernest Hilgard has defined personality as «the config-

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uration of individual characteristics and ways of behaving which determine an individual's unique adjustment to his environment» (Hilgard, in Baker, 1979, p. 74). The common factor of all personality definitions is the belief that personality consists of a pattern of responses to environmental stimuli. It permits the classification of people in different ways, such as «stuffy», «methodical» or «egotistical» (Block, Roering, 1979, p. 214). Research suggests that there is a link between personality characteristics and consumer behaviour, according to what is bought, why, where, how it is used, with regard to taste. People do not perceive different things in the same way, even if they are presented by the same object or event. That may mean that, to some extent, people perceive what they wish to see or only what they are interested in! Perception is the process of linking the energy of all the excited sense organs to mental processes» (Bliss, 1970, pp. 68-70). Man is rational, is thinking, he has problems, and tries to find information to solve them. First, the advertiser must know the problems which the consumer is trying to solve and will try to emphasise the kinds of information that the consumer needs. This approach is very influential in consumer behaviour theory, and lies behind «systems» or «information processing» theories. Marketing is therefore concerned with consumer perception of products, brands, stores and people and about their needs, wants, desires, fears and the like. The mechanics of human vision, perception of time, selective perception, taste perception or perception by a projective technique have been studied many times by different companies to promote or advertise their products (Bliss, 1970, pp. 69-79). Memory is another function which is connected with consumer behaviour. Memory is the maintenance and the use of information which the brain had received in the past. The memory of consumers' needs to be reinforced many times. One of the key problems faced by food marketeers is the formulation of effective advertising strategies, to place images and ideas in the memory of consumers and prospects (Magdalinos, 1974, p. 56). «Learning» has different meanings, depending on the context in which it is used. Sperling, in his comments about it, says that while learning one of the three steps, some or even all of them can be used. Resolving a problem, memorising the solution; using the solution efficiently, or even making it a habit (Baker, 1979, p. 70). Motivation can be defined as a behavioural tendency involved in striving for goals (Verhallen and Raaij, 1986). «Drives» is another term which can be defined as physiological stimuli to action, while «motives» make up the variable which intervenes between the stimulus and response. In consumer studies, drives and motives are very often referred to as «needs», and products are seen as «satisfying» these needs (Baker, 1979, pp. 72-73). Attitudes are the most significant concept in consumer behaviour. Knowledge of attitudes promises

to allow the prediction of consumer behaviour. «An attitude is a mental and neural state of readiness to respond which is organised through experience and which exerts a directive and/or dynamic influence on behaviour (Allport, in Block, Roering, 1979, p. 324). There are a lot of definitions of «attitude» but most of them fall into one of two categories. Nowadays two basic models are used: The first is the C.A.C. model (which means cognitive —affective —conative). Attitudes, according to Krech and Crutchfield (1948) are composed of three dimensions. Our «knowledge» of the attitude-object (the cognitive dimension). Our «feelings» about it (the affective dimension) and they call the action tendency involved —how likely people are to do something about it (the conative dimension). The second is the E.V. model (expectancy-value). The first model is based on Plato's theory about the human soul. Scientists have subsequently developed their own C.A.C. model and the most important of this category are the following: Strong (AIDA: Awareness-Interest-Desire-Action), Lavidge and Steiner, Rogers, Engel-Kollat and Blackwell models. These models are used in marketing strategy to analyse behaviour, but most importantly to predict their likely behaviour and response to marketing activity. Other scientists established and improved the second category of model (E.V.), for example, Fishbein, Rosenberg and Heider. For Fishbein, an attitude contains two components, beliefs about an object and the values which are relevant to these beliefs. As an example, beliefs about brands means that consumers use an item of this brand, so it is possible to predict the fate of different products in the market (Baker, 1979, pp. 76-78). The «Hierarchy of effects» hypothesis is concerned with the effectiveness of advertising (Lavidge and Steiner, 1961). From the multi-attribute models, the work of Fishbein has the greatest impact. His model is: Evaluative Criteria—Beliefs—Attitudes—intention (Block, Roering, 1979, p. 327). The relationship between attitude and behaviour is not so clear, especially with regard to questions related to food nutrition. Because of this scientists developed a number of structured approaches to be able to measure attitudes and then relate them to behaviour (Shepherd, 1990). Qualitative research is a good method to identify consumers' behaviour and attitudes towards goods and services. The investigator usually does not use direct questions, so people answer without any hesitation. They are reluctant to express their personal feelings or experiences about products or to confirm their habits, manners and customs, their lifestyle and so on (Chisnall, 1986, pp. 145-147). Two important factors are related to the measurement of attitudes. The reliability, which refers to the consistency of the method (test-re-test), equivalent forms, split-half) and the validity, which refers to the scale of measurement (content validity, predictive validity). The most important scaling meth-



ods are: Thurstone's equal-appearing intervals (differential scale), Likert summated ratings, Guttman's scales (scalogram analysis), semantic differential scales, «Thermometer» scales and Kelly's personal construct theory (Chisnall, 1986, pp. 148-167). Among the behavioural sciences, sociology also tries to contribute to the explanation of consumer behaviour (Tsaglaganos, 1980, p. 136). Household composition such as the size of family, the age of the people and the family life cycle play an important role to consumer behaviour. Marketing must consider the form of the family like cycle, its mobility and the rates of new family formation. Also, it should find out who is responsible for making decisions about family purchases (Bliss, 1970, p. 43). Moreover, consumers who belong to the same social class can be expected to have similar behaviour and attitudes. Women's role is very important because it has changed during the last years in many countries, including Greece. Women now are more educated and the number of working women is increasing steadily, both single, married. In this way women do not only increase their independence but also increase their family's income and purchasing power (Magnissalis, 1981, pp. 188-190). Generally, «as people grow richer they tend to consume more meat along with other high status and high cost foods and other goods» (Goldsmith, 1976, p. 1). Consumers desire more convenience food and services, firstly because their ability to pay is rising and secondly because they have less time to cook, prepare and eat meals. A lot of changes have taken place in the

structure and technology of the industries which produce, process and sell food, including meat. As an example there is the «boxed beef», boneless meat cuts and pre-cooked meat (Duewer, 1989).

#### THE QUALITATIVE RESEARCH

The qualitative research was undertaken concerning consumers' attitudes to meat cuts, in summer 1987. The number of the consumer groups was eight. Greater of Thessaloniki and two villages Sindos and Vassilika around it was the area of the research. The first is located in the industrial area of Thessaloniki. The second consists mainly of farmers. The results were very helpful in understanding the consumers' beliefs as a basis for the development of the questionnaire for the quantitative research. It was found that Greek people preferred to buy their meat from traditional butcher shops; people also believe that the traditional butcher sells fresh Greek meat, local meat, or meat from mountainous areas or areas of free pasture. Moreover, they prefer the traditional butcher rather than supermarkets or meat markets etc., because they like to see meat cut in their presence so that they can have the best choice of what they see. People like to have their «own butcher», because of friendship or good relations with him. These people prefer to buy meat straight from the butcher's refrigerator because they like to see big cuts, so as to identify from the size of the cut, the age of the animal.



Others prefer traditional cuts because they like to have a discussion with their butcher, to make their own choice, or because they are used to buying from this kind of shop. Some traditional butchers accept telephone orders from customers. Then they send their children to collect the meat, or other times they send children to buy meat without any previous order. Finally, some of the consumers believe that the Greek meat is cheaper than the imported, and that the traditional butcher keeps the price quite low, because he sells only Greek meat. Except of the traditional butcher's cuts—that is, those meat cuts prepared in front of the consumer—there are also ready cuts of meat in refrigerated window displays, as well as packed cuts of meat. Many supermarkets have all types of meat cuts. Ready and packed cuts can be found in meat markets or ready cuts in modern butcher's shops. People do not like buying meat from supermarkets because of impersonal relations, anonymity etc., they do not trust the dates written on the packed meat and they cannot buy the precise quantities which they need. On the other hand, some consumers do prefer to buy packed meat, either because they do not have enough time for purchases or because this type of meat is well cut, fat-free and boneless, and can often be served better. They believe that a piece of meat of a very good quality may be ruined by a traditional butcher. Recently a school for trainee butchers has been established in Thessaloniki. Most of the consumers buy meat once a week, some more than once, and others once every fourteen days. The most common days to buy meat are Friday and Saturday. All these results were very helpful for a better understanding of the consumer's beliefs as a basis for the development of the questionnaire for the quantitative research.

#### THE QUANTITATIVE RESEARCH

In 1988, the quantitative research was done in the Thessaloniki region. A questionnaire was used. The design of the questionnaire, the ordering, and treatment of topics were undertaken carefully, as was also the method of asking questions (Crimp, 1985, pp. 75-94). It was based mainly on the qualitative research and on the relevant literature. The questionnaire mainly used closed questions multiple choice questions, and five scales of attitudes according to the method of Likert (Chisnall, 1986, pp. 112-161). The five scales were scored 5,4,3,2,1 from favourable statements to unfavourable statements.

#### THE QUESTIONNAIRE HYPOTHESES

The hypothesis of the questionnaire was based on the findings of the qualitative research. So, we were inter-

ested in knowing if the interviewed consumers, buy the meat for their households and if not, who does buy it; and how often.

The hypothesis, based on the qualitative research is that the husband usually buys meat for the household. They buy meat usually once a week because they like to keep meat in their freezer throughout the week in order always to be able to cover their needs. Another aspect is to find out from which kind of meat shops consumers prefer to buy meat.

The hypothesis is that people usually buy meat from the traditional butcher's shops, because they believe that there, they can find the best quality of meat. Important to our research was knowing which type of meat cuts consumers prefer and why.

A set of statements derived from the qualitative research was applied to the different cuts. We anticipated that socio-economic characteristics of the consumers would influence people's attitudes to different meat cuts.

#### THE METHODOLOGY AND THE ANALYSIS OF THE QUANTITATIVE RESEARCH

The size of the sample was estimated according to the population of every area (Crimp, 1985, pp. 54-57). The number of the questionnaires collected was 220 (Chisnall, 1986, pp. 88-94) and it was a random sample, because in this type of research we can not collect data easily in any other way. The analysis of the questionnaires was done on the NUMAC computer facility at the University of Newcastle Upon Tyne. The SPSSx statistical package was used. Sample frequencies and percentages were calculated for all the data. Attitudes were also analysed by the mean score. Socio-economic characteristics of the consumers were cross-tabulated with different attitudes in order to test the hypothesis discussed above. About cross-tabulations, the chi-square test of independence, and the resulting significance are given for each of the tables (Kempson, 1987, pp. 52-58).

#### THE SAMPLE

People of the sample live in the region of Thessaloniki. This consists of the Municipality (the centre) of Thessaloniki, suburbs and villages. Most of the interviewed people live in Urban areas (80%). In the centre of Thessaloniki live about fifty per cent of the population. In Semi-Urban areas live 10% and the rest (10%) live in rural areas. According to the sex of the people, 81 per cent were female. About age, 72 per cent were 26-45 years old, 7 per cent under 25 years old, and the rest of the people were aged over 46 years old. Most of the people were married (81%), and usually with two children. Moreover, over 10 per cent of the families includ-

ed more than two adults, because old people like parents live with their married children. In this area, 18 per cent have a low education level, only to primary school level, and 44 per cent have gone up to the end of secondary education. The rest of the people have gone further than secondary school. The occupation of the head of the household is characterised as white collar (65%), blue collar (28%) and dependents (7%).

#### CONSUMERS PURCHASING ATTITUDES

According to **table 1**, only 18 per cent are regular buyers of meat for their household. Half of the people usually buy meat, about 23 per cent buy it occasionally and the rest never buy meat. The most common is for the spouse to buy meat (77%). In other cases their parents, who live with them buy meat and a small number send their children, as illustrated in **table 2**. A few of the consumers buy meat once a month and a few more than twice a week. The higher proportion (42 percent) buys meat once per week, either Friday afternoon on Saturday, when they have time for food purchases (**table 3**). The majority of the interviewed consumers buy their meat from the traditional butcher shops and especially those located in the neighbourhood. As a result the traditional butcher still plays an important role in meat retailing in Greece (**table 4**).

#### CONSUMERS ATTITUDES ON DIFFERENT FRESH CUTS OF MEAT

**Table 5** contains all the attitudes about the traditional butcher cuts (T.B.C.), ready cuts (R.C.) and packed cuts (P.C.) of fresh meat by the average scores. It is immediately clear that people prefer the traditional butcher cuts of fresh meat rather than ready or packed cuts of meat. They believe that traditional butcher sells tender meat of good quality, Greek, cheap, clean and well cut. People prefer T.B.C, because they feel confident or because it is easy to see meat well before purchasing and they can choose the best cut. Moreover, they buy as much meat as they need, because of friendship or personal services. Other reasons are that there is a variety of meat of all kinds. Also these purchases are convenient and many people buy T.B.C of meat because of habit. It is noticeable that people believe that T.B.C of meat are Greek, but they disagree for all types of meat, that they are cheap.

#### RELATION BETWEEN CONSUMERS' CHARACTERISTICS AND ATTITUDES TO FRESH MEAT CUTS

**Table 6** indicated the attitudes to statements which are found significantly related to socio-economic character-

**Table 1** Frequency of meat purchases by the respondents.

Frequency of meat purchase	Per cent
Always	18,2
Usually	50,5
Occasionally	22,7
Never	8,6
Total	100,0

Note: Sample Size: 220 cases.

**Table 2** Meat purchases by other persons of the family.

Persons buying meat	Yes %	No %	Total %
Your spouse	76,7	23,3	100,0
Your mother-in-law	15,6	84,4	100,0
Your farther-in-law	6,1	93,9	100,0
Your children	7,2	92,8	100,0

Note: Sample Size: 180 cases.

**Table 3** How often the meat is purchased.

Frequency of Purchase	%
Once per month	5,0
Once every two weeks	17,7
Once per week	42,3
Twice per week	28,6
More than twice per week	6,4
Total	100,0

Note: Sample Size: 220 cases.

istics of the population. The occupation of the head of the household is significantly related to the statements: "People do not prefer T.B.C. (or R.C or P.C) of meat because they do not trust the dates". People prefer T.B.C. of meat, because they believe that these cuts of meat are really fresh. This is mostly believed by the blue collar workers. With regard to the R.C. of fresh meat, people do not prefer them because they think that these cuts are not so fresh since they are in the window display for a long time. People who are blue collar workers are more likely to believe this. The majority of people and especially the blue collar workers do not prefer the P.C. of meat because they do not trust the expire date written on the package. Moreover blue collar workers do not have any bias against T.B.C. of meat but they are biased against R.C of meat. This holds almost the same in the case of P.C. of meat with the exception that this bias is mostly expressed by the dependents.

The age of the consumers has a significant relation to the statement: "People prefer T.B.C (or R.C. or P.C.) of meat because it is easy to see meat well before purchasing". According to T.B.C. this is mostly believed by the older people. This also applies to R.C. of meat by

**Table 4 The place from which people prefer to buy meat.**

Place of Purchasing	Always per cent	Sometimes per cent	Never per cent	Total per cent
Traditional butcher's shop in the neighbourhood	33,2	30,0	36,8	100,0
Traditional butcher's shop in the central market	4,5	11,4	84,1	100,0
Traditional butcher's shop in the supermarket	4,1	7,7	88,2	100,0
Traditional butcher's shop in the village	13,2	25,9	60,9	100,0
Modern butcher's shop	1,4	5,9	92,7	100,0
Meat markets	0,5	6,4	93,1	100,0
Supermarkets without traditional butchers counter	0,5	2,7	96,8	100,0
Supermarket with traditional and ready cuts	0,5	0,9	98,6	100,0
Super Markets with all types of meat	1,4	8,2	90,4	100,0
No regular place	3,2	1,4	95,4	100,0

Note: Sample Size:220 case.

**Table 5 People's statements on types of fresh meat cuts by the average scores.**

Statement	Average score		
	T.B.C.*	R.C.**	P.C.***
... of meat are tender	3,76 (1)	2,96 (2)	2,71 (3)
... of meat are of good quality	3,89 (1)	2,95 (2)	2,76 (3)
... of meat are fresh	3,95 (1)	2,83 (2)	2,64 (3)
... of meat are Greek	3,65 (1)	2,75 (2)	2,61 (3)
... of meat are cheap	2,65 (3)	2,87 (2)	2,84 (2)
... of meat are clean	3,78 (1)	3,25 (3)	3,31 (2)
... of meat are well-cut	3,57 (2)	3,71 (1)	3,51 (3)
There is a variety of ... of meat of all kinds	3,56 (1)	3,50 (2)	3,28 (3)
People prefer ... of meat because they buy as much meat as they need	3,88 (1)	3,52 (2)	3,37 (3)
People prefer ... of meat because this type of meat is sold with a label	2,85 (3)	3,31 (2)	3,47 (1)
People do not prefer ... of meat because they do not trust the dates	2,36(3)	3,19 (2)	3,41 (1)
People prefer ... of meat because they feel confident	4,02 (1)	2,91 (2)	2,63 (3)
People prefer ... of meat because of personal services	3,72 (1)	2,77 (2)	2,41 (3)
People prefer ... of meat because these purchases are convenient	3,49 (3)	3,61 (2)	3,65 (1)
People prefer ... of meat because it is easy to see meat well before purchasing	3,99 (1)	3,39 (2)	2,78 (3)
People prefer ... of meat because they can choose the best cut	3,88 (1)	3,36 (2)	2,83 (3)
People prefer ... of meat because of friendship	3,19 (1)	2,38 (2)	2,14 (3)
People prefer ... of meat because of habit	3,17 (1)	2,79 (2)	2,70 (3)
People do not prefer ... of meat because they are biased	2,45 (3)	3,27 (2)	3,41 (1)

Notes: T.B.C.\*: Traditional Butcher Cuts  
R.C.\*\*: Ready Cuts  
P.C.\*\*\*: Packed Cuts  
Number in brackets is the rank of the meat cuts scores.

**Table 6 Statements toward meat cuts which have statistically significant correlation with socio-economic characteristics.**

Socio-economic characteristic of consumers	Statement	Significance
<b>Occupation</b>	"People do not prefer traditional butcher's cuts of meat because they do not trust the dates"	0,0023
	"People do not prefer ready cuts of meat because they do not trust the dates"	0,0078
	"People do not prefer packed cuts of meat because they do not trust the dates"	0,0058
	"People do not prefer traditional butcher's cuts of meat because they are biased"	0,0050
	"People do not prefer ready cuts of meat because they are biased"	0,0030
	"People do not prefer packed cuts of meat because they are biased"	0,0113
<b>Age</b>	"People prefer traditional butcher's cuts of meat because it is easy to see meat well before purchasing"	0,0343
	"People prefer ready cuts of meat because it is easy to see meat well before purchasing"	0,0016
	"People prefer packed cuts of meat because it is easy to see meat well before purchasing"	0,0133
<b>Place of Residence</b>	"Traditional butcher's cuts of meat are tender"	0,0118
	"Traditional butcher's cuts of meat are of good quality"	0,0038
	"Traditional butcher's cuts of meat are fresh"	0,0012
	"Traditional butcher's cuts of meat are Greek"	0,0002
	"Packed cuts of meat are clean"	0,0327

both old and young consumers. People of any age do not prefer to buy P.C. of meat because they cannot see what quality of meat they buy. This holds especially for the young consumers. Finally, the residence of the consumers in urban, semi-urban and rural areas is related with some consumers attitudes towards meat cuts. The majority of the people believe that T.B.C. of meat are tender, of good quality, fresh and Greek. People from rural areas hold this belief most strongly, with those from semi-urban areas. People who live in semi-urban areas believe that P.C. of meat is clean but people from the rural areas do not have the same opinion. All the above findings support the hypothesis that the husband usually buys the meat for the household once a week. Consumers prefer to buy meat from the traditional butchers shops because they believe that there, they can find the best quality of meat. Moreover the socio-economic characteristics of consumers affect their attitudes towards preferences of meat cuts.

## CONCLUSIONS

The husband usually buys meat for the household. The frequency of meat being purchased by households is once or twice a week. The preferable shop is the traditional butcher's shop in any place, as we was hypothesized from the qualitative research. Greek consumers mostly prefer the traditional butcher's cuts (T.B.C.) of meat rather than ready or packed cuts (R.C. or P.C.) because they believe that the quality of meat is very good (fresh, tender, locally produced etc.). Also, they feel confident in what they can see and what they are buying, or because of personal service. Concerning to packed cuts of meat, they do not trust the dates on them. On the other hand, socioeconomic characteristics of the consumers were found to significantly influence consumer's attitudes relevant to meat cuts as we hypothesized:

The occupation of the head of the household is found to relate to people's confidence in dates written on meat cuts. With regard to the T.B.C, people believe and especially the blue collar workers, that these cuts are really fresh instead of R.C. or P.C. Also, blue collar workers mainly expressed that they are not biased towards T.B.C. of meat. That people are biased about P.C. of meat is mostly believed by dependents.

The age of the people is found to be related to peoples attitudes regarding T.B.C. or R.C. or P.C. of meat. Greeks and especially the older people prefer T.B.C. of meat because they can see the meat well before purchasing. For the same reason younger and older consumers prefer R.C. of meat. People of any age, and especially the younger age groups, do not prefer P.C. of meat because they cannot see what they are buying. Finally the residence of the consumers influenced their

beliefs that T.B.C. of meat is tender, of good quality, fresh and Greek, and that packed cut of meat is clean, as we refer in our hypothesis. Characteristics of T.B.C. are mostly believed by consumers who live in rural areas and second in semi-urban areas. People who live in urban and semi-urban areas mostly believe that P.C. of fresh meat is clean. ●

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