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# **Agric. Econ. – Czech**

**M. Pourová, V. Stehlík**

## **Czech consumers' evaluation of choosen meat products**

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The article summarises the main results of the analysis of the perception of selected meat products in theCzechRepublic (i.e. the following types of salami: Gothai, Famer's, Tourist, Poličan, chicken ham salami, Hunter's, pork ham salami and turkey roll). Two factors have been defined on the basis of a composition approach, which influence

the evaluation of meat products by Czech consumers during their purchase. The first factor was the perceived quality of the product and the second one was the healthiness factor. It has been found out that the perceived quality of the product has a decisive influence on forming of the preferences of Czech consumers in all analysed meat products. This finding has resulted from both direct and indirect acquisition of preference data. The healthiness factor is also important even though it has a relatively higher importance mainly in the meat products made from poultry and lean parts of other slaughter animals. Further, the analysis has confirmed the hypotheses of the influence of the consumers' perception on forming their preferences.

**Keywords:**

meat products, evaluation, preference, consumer, CzechRepublic

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