

Summary of the doctoral dissertation entitled:

„Identification of attitudes and behaviors of Polish consumers towards game meat and optimization of its storage conditions in the context of changes in hunting management and promotion of sustainable consumption”

PhD student: mgr inż. Dominika Mesinger

Supervisor: dr hab. inż. Aneta Ocieczek, prof. UMG

Game meat is obtained from free-living animals through the act of hunting. Although game meat in Poland has a centuries-old history, and once its consumption was a sign of wealth, currently it is not a popular product. It is estimated that a statistical Pole consumes about 0.08 kg of game meat per year. This is a small amount by comparison with an overall meat consumption of 70.5 kg/person/year. Gathering wild animals is necessary in order to conduct rational hunting as an essential element of sustainable development.

Therefore, the study's main objective was to identify consumers' attitudes and behaviors toward game meat and the level of its sensory acceptance. Four specific objectives were also formulated:

1. Identification of the relationship between attitudes toward game meat and the level of food neophobia and the tendency to seek diversity in food.
2. Identification of the determinants of low consumption of game meat in the context of attitudes towards this meat.
3. Evaluation of the level of sensory acceptance of game meat.
4. Recommendations for changes in hunting management in the context of promoting sustainable consumption.

In connection with the above, two studies were designed that allowed the achievement of the set goals. The first study was a survey in which the sample consisted of 3 620 respondents from all over Poland. The research tool was an original questionnaire consisting of five constructs and a metric.

Two constructs commonly used in the literature were used in the questionnaire - FNS and VARSEEK, to identify respondents' attitudes towards food; two proprietary constructs – GMAS and HAS, were used to identify respondents' attitudes towards game and hunting, and a construct used to study behavior towards game meat. The author's constructs were validated using the PCA method to determine whether the obtained results would be reliable. The obtained results were analyzed in terms of their relationship with variables, i.e., sex, age, level of education, financial situation, subjective assessment of diet, subjective assessment of

nutritional knowledge, knowledge of people from the hunting environment, whether a given person had ever eaten game meat in their life. After analyzing the results, they were also synthesized by developing multiple regression models to determine the existence of relationships between the variables.

The second stage of the research was the organoleptic evaluation of wild boar and domestic pig meat carried out by a team of experts using the sensory profiling method. The wild boar meat was stored in a manner customary in the industry (i.e., similarly to pig meat) and in a version with an extended maturation period in the skin. The author's description of descriptors and the evaluation scale were used in the comparative assessment of meat quality using the sensory profiling method.

Based on the obtained results, it was found that the negative attitudes of the respondents towards the meat of wild animals were not conditioned by the coexistence of a high level of food neophobia and a low variety to seek diversity in food. In addition, the respondents' avoidance of wild animal meat was not conditioned by the coexistence of negative attitudes towards the safety of this meat, its nutritional value, and the method of obtaining it, i.e., hunting. These results became the basis for negative hypotheses 1 and 2 verification.

It was also found that the respondents' low level of game meat consumption was mainly due to the lack of sensory acceptance and the high price of this meat. At the same time, it was established that the sensory profile of game meat could be effectively modified by introducing organizational, technological, and storage changes in hunting management. The obtained results became the basis for positive hypotheses 3 and 4 verification.

The summary of this work may be a conclusion indicating that defining the attitudes and identifying the determinants of the respondents' behavior towards game meat and implementing the recommended modifications in the hunting management process in the organizational, technological, and storage area may create favorable conditions for increasing the level of game meat consumption in Poland, which will be in line with the concept of sustainable consumption.

However, it should be emphasized that consumer attitudes and behaviors are characterized by volatility specific to humans as a source of data used to identify these parameters. Therefore the results of this study can be interpreted only in relation to the aforementioned study group and only in the period in which the study was conducted. Therefore, in order to formulate conclusions about Poland, it would be necessary to conduct research on a larger group of people that would meet the condition of being representative of

Poland. Only applying such a procedure will allow to obtain reliable results that can be used to determine the conditions of the studied phenomena and the existing trends specific to Poland.

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