

# CONSUMER EVALUATION OF THE QUALITY ATTRIBUTES AND ACCEPTABILITY OF HYBRID MEAT-BASED PRODUCTS

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## **Abstract**

*In the current food industry, a key emerging trend is the partial replacement of animal-based protein with plant-based protein in meat products. This study aimed to evaluate the acceptability and quality of these innovative products by analyzing consumer behavior. The study was conducted over a period of 30 days on a sample of 150 participants. The results revealed a clear consumer profile: most consumers are from urban areas, have higher education, and are predominantly women. It was observed that lifestyle and residential environment significantly influence consumer preferences. The study concludes that consumers demonstrate openness to hybrid products, with their preference being conditioned by sensory attributes (taste, texture, and appearance) - all essential elements for ensuring an experience similar to traditional meat preparations. A better understanding of these factors allows manufacturers to develop products that better meet market expectations. This trend suggests that the hybrid products market has significant growth potential, fueled by consumer demand for healthier and more sustainable alternatives.*

**Key words:** hybrid meat, plant-based proteins, consumer acceptability, product quality, sustainability