## Supplementary Materials

Linear modeling (forward stepwise) for assessing the influence of the predictors on the Purchase Decision (AICC: -1,508.295, R²= 0.724).

Table 4 Model summary effects – target variable: purchase decision

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Source | Sum of Squares | df | Mean Square | F | Significance | Importance |
| Corrected Model | 29.187 | 7 | 4.170 | 156.957 | .000 |  |
| Color (sensory) | 12.340 | 1 | 12.340 | 464.509 | .000 | 0.720 |
| White Striping | 2.410 | 1 | 2.410 | 90.722 | .000 | 0.141 |
| Mean Demerits | 1.477 | 1 | 1.477 | 55.617 | .000 | 0.086 |
| L\*value | 0.587 | 1 | 0.587 | 22.096 | .000 | 0.034 |
| Methionine supplementation | 0.212 | 2 | 0.106 | 3.995 | .019 | 0.012 |
| Initial Weight | 0.119 | 1 | 0.119 | 4.479 | .035 | 0.007 |
| Residual | 10.892 | 410 | 0.027 |  |  |  |
| Corrected Total | 40.079 | 417 |  |  |  |  |

Table 5 Model summary coefficients – target variable: purchase decision

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Source | Coefficient | Std. Error | Significance | Importance |
| Intercept | -2.331 | 0.294 | .000 |  |
| Color (sensory) | 0.734 | 0.034 | .000 | 0.720 |
| White Striping | -0.160 | 0.017 | .000 | 0.141 |
| Mean Demerits | -0.416 | 0.056 | .000 | 0.086 |
| L\*value | 0.021 | 0.004 | .000 | 0.034 |
| Methionine = Basal | 0.018 | 0.030 | .547 | 0.012 |
| Methionine= DLHMTBA | 0.049 | 0.017 | 0.006 |  |
| Methionine= DLM | 0a |  |  |  |
| Initial Weight | 0.000 | 0.000 | .035 | 0.007 |

a This coefficient was set to zero because it is redundant

Table 6 Meat quality parameters at the end of shelf life

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Basal | DLM 0.04 | DLM 0.12 | DLM 0.32 | DL-HMTBA 0.04 | DL-HMTBA 0.12 | DL-HMTBA 0.32 |
| pH192 | 6.11±0.19 | 6.36±0.29 | 6.25±0.24 | 6.24±0.20 | 6.12±0.19 | 6.27±0.21 | 6.29±0.24 |
| DL192 | 0.251±0.22 | 0.299±0.18 | 0.234±0.14 | 0.232±0.15 | 0.244±0.17 | 0.232±0.19 | 0.257±0.25 |
| L\*216 | 54.10±3.06 | 56.03±2.98 | 55.16±3.19 | 53.5±3.08 | 55.43±2.78 | 55.99±2.66 | 54.35±3.37 |
| a\*216 | 6.82±0.89 | 6.75±1.22 | 6.83±0.9 | 6.57±1.06 | 6.63±0.87 | 6.53±0.98 | 6.38±1.09 |
| b\*216 | 15.82±2.2 | 17.14±2.13 | 16.47±2.01 | 15.63±1.79 | 16.67±2.06 | 16.86±2.55 | 15.8±1.76 |
| SI192 | 1.44±0.20 | 1.29±0.19 | 1.47±0.14 | 1.50±0.18 | 1.50±0.12 | 1.49±0.19 | 1.46±0.20 |