## 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 | | |