The beef market is becoming increasingly competitive in Chile due to the increase in imports and the countries of origin that do the importing. A study was carried out to evaluate preferences for two cuts, four countries of origin, two forms of presentation, brand and different prices of beef among supermarket buyers in southern Chile, and to distinguish the existence of different market segments, through a survey of 400 people. Included were questions about meat consumption habits, the importance of eating for personal well being, the SWFL (Satisfaction with Food-related Life) scale and sociodemographic characteristics. Using a fractional factorial design for conjoint analysis, it was determined overall that the origin was more important (44.5%) than price (20.8%), form of presentation (12.2%), cut (12.0%) and brand (10.5%), with preference for Chilean and Argentine striploin, packaged on trays, with no brand at medium price. Using a cluster analysis, three market segments were distinguished. The largest (52.3%) placed great importance on origin and preferred the highest price. The second (27.5%) also valued origin with the greatest preference for Argentine beef and it was the only group that preferred the ribeye as the cut. The third (20.5%) placed the greatest importance on price, and was the only group that preferred Paraguayan meat. The three segments preferred Chilean beef and rejected Australian beef. The segments did not differ in their satisfaction with food-related life, but did differ in the importance of eating for their personal well being and their ethnic origin. Therefore, the importance of the country of origin in the choice of beef and the preference for lean beef is confirmed. The low importance of packaging and brand indicates poorly developed marketing of this product. Study financed by FONDECYT, project 1100611.