

Consumers and seafood - research priorities

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Food quality and safety

- Consumers are concerned with what they eat
- They try to evaluate quality and safety based on available information and their knowledge
- BUT there is a huge gap between what consumers perceive, believe, think, know
- AND scientific knowledge
- Consumer research will give the insight

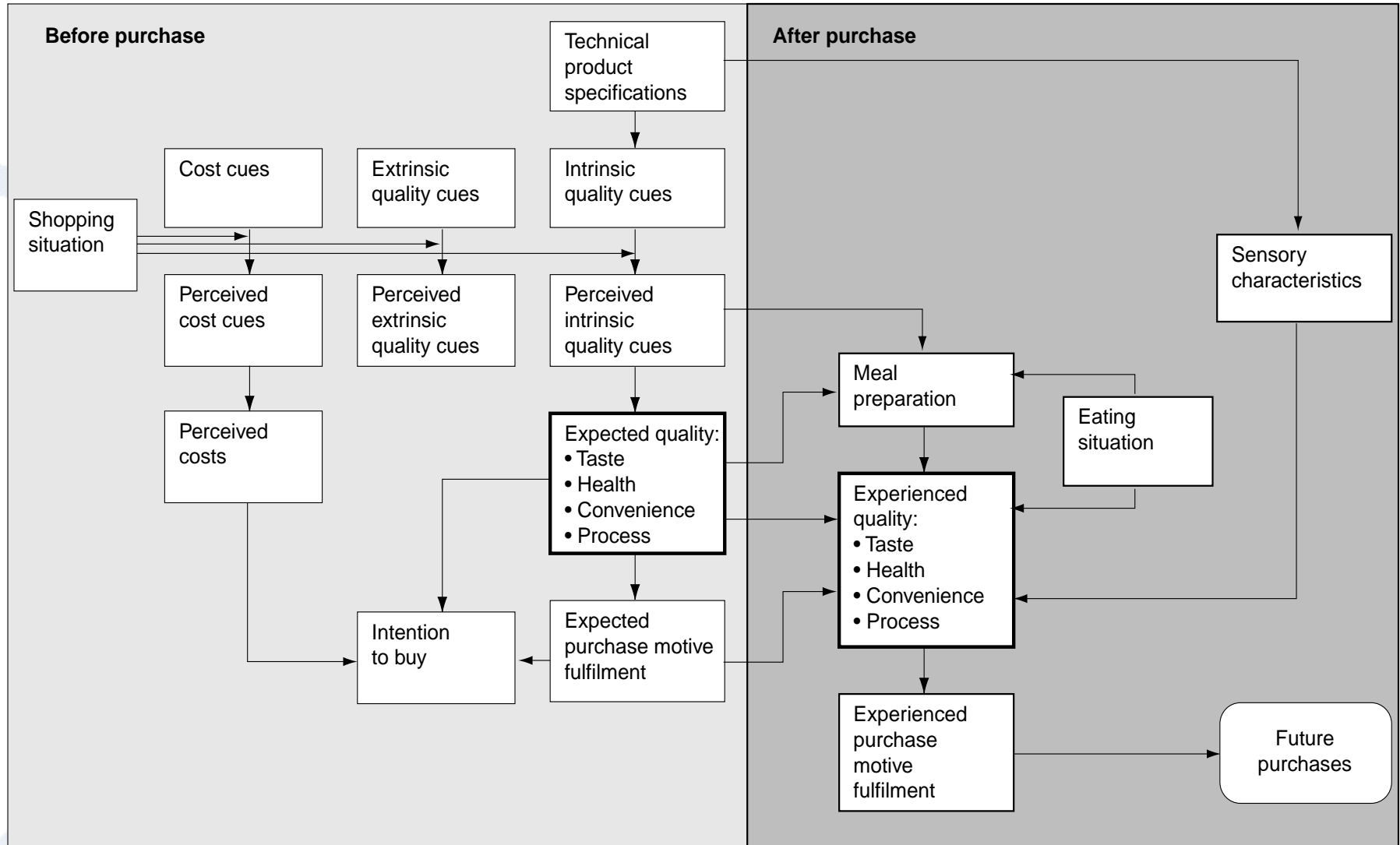
Consumers and seafood: Actual behaviour

- European fish and seafood consumption
 - Varies a lot across Europe
 - Varies within countries (regional habits)
 - Varies between segments: from fish lovers to fish haters
 - Older people (app. > 50 years) consume more seafood compared to younger people
- Development in European seafood consumption
 - Tendency towards declining consumption (not in all countries)

Consumption of fish across Europe

Country	Kilo consumed per person per year
Portugal	60
Iceland	45
Norway	40
Spain	40
France	27
Italy	23
Denmark	21
Germany	15
Finland	15
Netherlands	15
Sweden	14
Belgium	10
United Kingdom	8

The Total Food Quality Model



Current knowledge

Perceived cost cues:

- Price, outlet, type of fish/seafood, special offer, brand name, quality label, origin

Perceived cost:

- In most countries fish/seafood is perceived as expensive
- Statements saying that high price affect intentions to buy in negative direction

Perceived intrinsic quality cues:

- Kind of fish/seafood, fat content, fresh, frozen, canned, smell, look/appearance

Current knowledge

Perceived extrinsic quality cues:

- Price, origin, outlet, date of catch, quality labels, packaging, "Control", farmed/not farmed

Expected quality:

- Freshness, healthy, taste, nutrition, usability (for everyday meal), difficult to prepare, luxury food, natural flavour, low in calories, high digestibility

Expected motive fulfilment

- Keeping the family healthy
- Being adventurous
- Meal for the whole family
- Complete meal

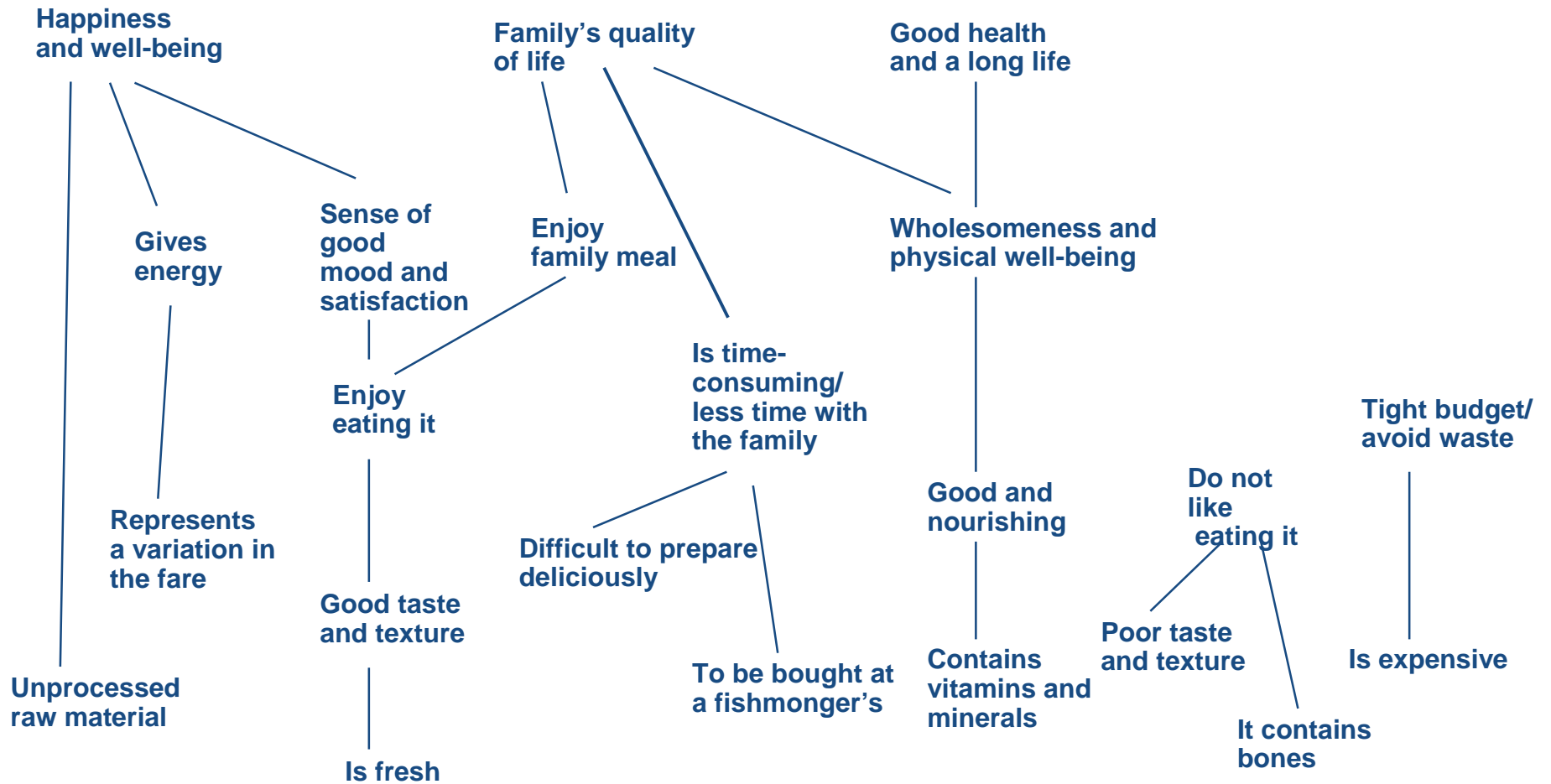
Fresh, gutted plaice

more experienced consumers



Fresh, gutted plaice

Less experienced consumers



More knowledge about

Perceived costs:

- Perception and use of cost cues
- Which perceived cost cues affect price perception (eg, expensive or not expensive), and how these affect perceived costs
- The importance of perceived costs relative to extrinsic/intrinsic quality cues on intention to buy

More knowledge about

Quality cues:

- Which intrinsic/extrinsic quality cues affect expected quality
- Which quality aspects should a quality label or other communication activities include
- How is the expected quality of fish related to the food-quality dimensions: taste, convenience, process characteristics, health

Expected purchase motive fulfilment

- What are the important values, and how do they influence expected motive fulfilment
- How will various communication activities influence expected purchase motive fulfilment

More knowledge about

Meal preparation:

- Knowledge/experience level
- Hygiene level and knowledge
- Treatment of bones
- Use of recipes, variation, familiarity etc.

Experienced quality:

- The effect these factors, cooking skills and many other factors have on the experienced quality

Research priorities

- Explore what consumers perceive and why - when they choose/avoid seafood
 - Explore the motives and barriers for choosing seafood (consumer values)
 - Explore the link from expected quality and experienced quality
 - Improve the understanding of how and why different communication activities work in relation to perception of seafood quality
-with focus on health and safety

<http://www.mapp.asb.dk>

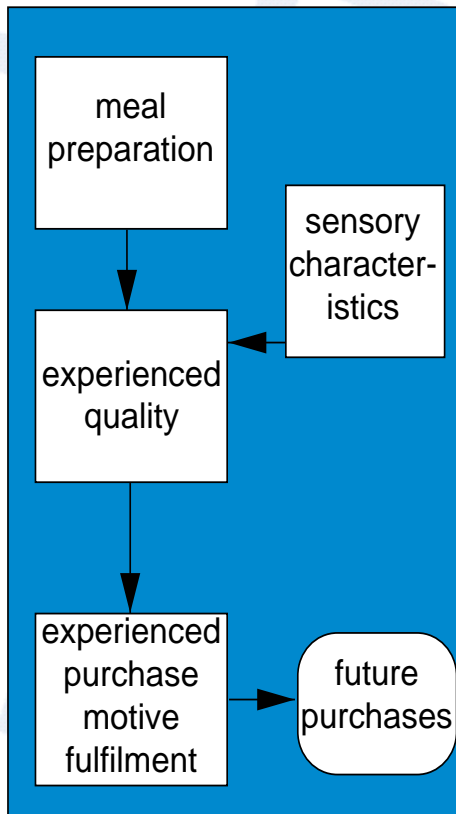


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Actual behaviour

- Where do consumers buy fish?
- Varies a lot across countries
 - Supermarkets, fishmonger's, fish markets, retail shops
 - Different levels of 'fish availability'
- Kind of consumed fish varies a lot
 - Cod, salmon, sea bass, sea bream, turbot, catfish, plaice, sole, sardine, horse mackerel, red fish etc.
 - Fresh, frozen, canned
 - Farmed, not farmed

Current knowledge



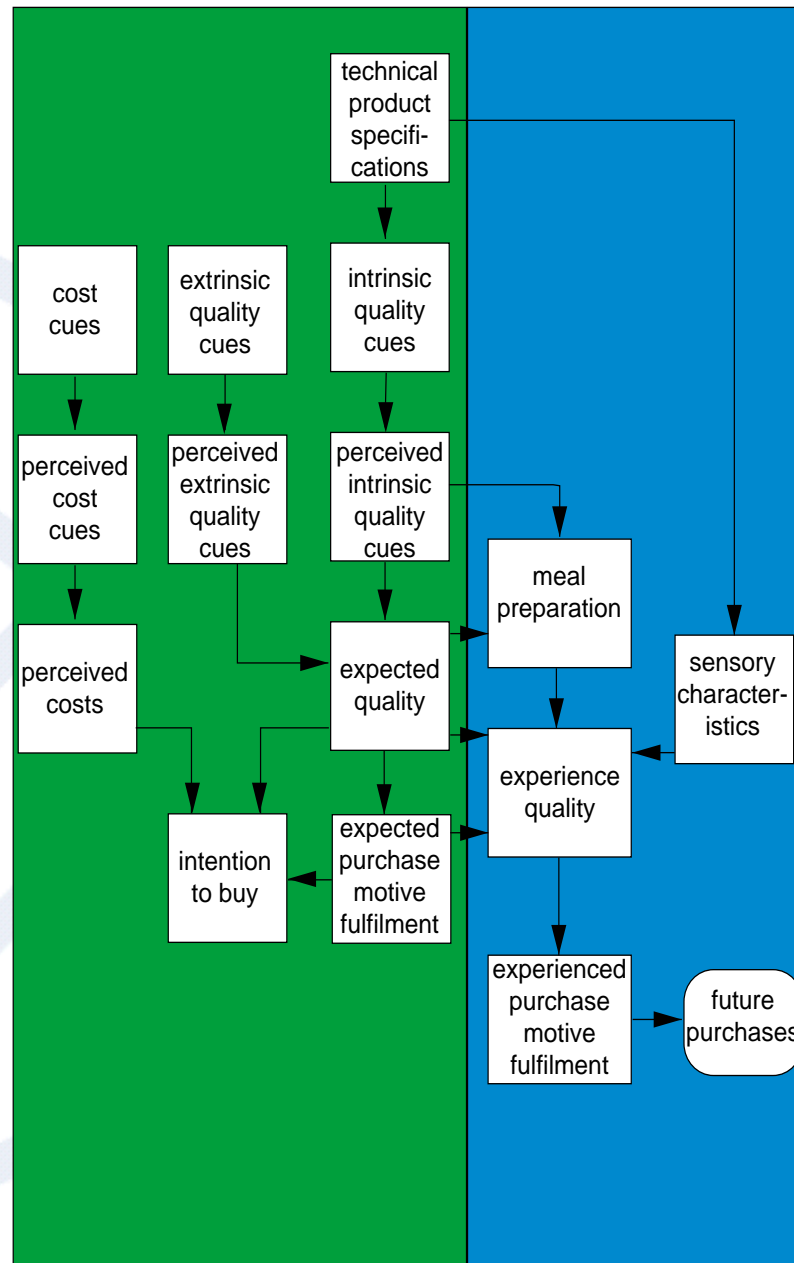
after purchase

Meal preparation:

- Baked, fried, grilled, boiled, raw
- Need HELP

Experienced quality:

- Taste, smell, freshness, digestibility



before purchase

after purchase

Consumers and food

- What do consumers consider when they choose food products. Studies show that important desired aspects are:
- TASTE
- HEALTH
- CONVENIENCE
- PROCESS CHARACTERISTICS

What we would like to know

Perceived costs:

- Perception and use of cost cues in different countries
- More cost cues?
- Which perceived cost cues affect the price perception (eg, expensive or not expensive), and how these affect perceived costs
- The importance of perceived costs relative to extrinsic/intrinsic quality cues on intention to buy

