

3rd SEAFOODplus Conference
Tromsø, May 30-31, 2006

What consumers would like to know about seafood

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Overview

- **Consumer Survey in SEAFOODplus**
- **Interest in and knowledge about seafood**
- **Perceived problems in relation to seafood**
- **Nice to know – from a consumer point of view**
- **Future challenges**

Consumer survey in SEAFOODplus

- **Aim: to explain attitudes, preferences and eating habits across consumer segments in Europe**
- **In order to determine motives and barriers for seafood consumption**
- **And to propose ways to overcome perceived problems and increase seafood consumption**
- **Social science research approach**
- **Partners: MAPP (Denmark), UGent (Belgium), NIFA (Norway)**

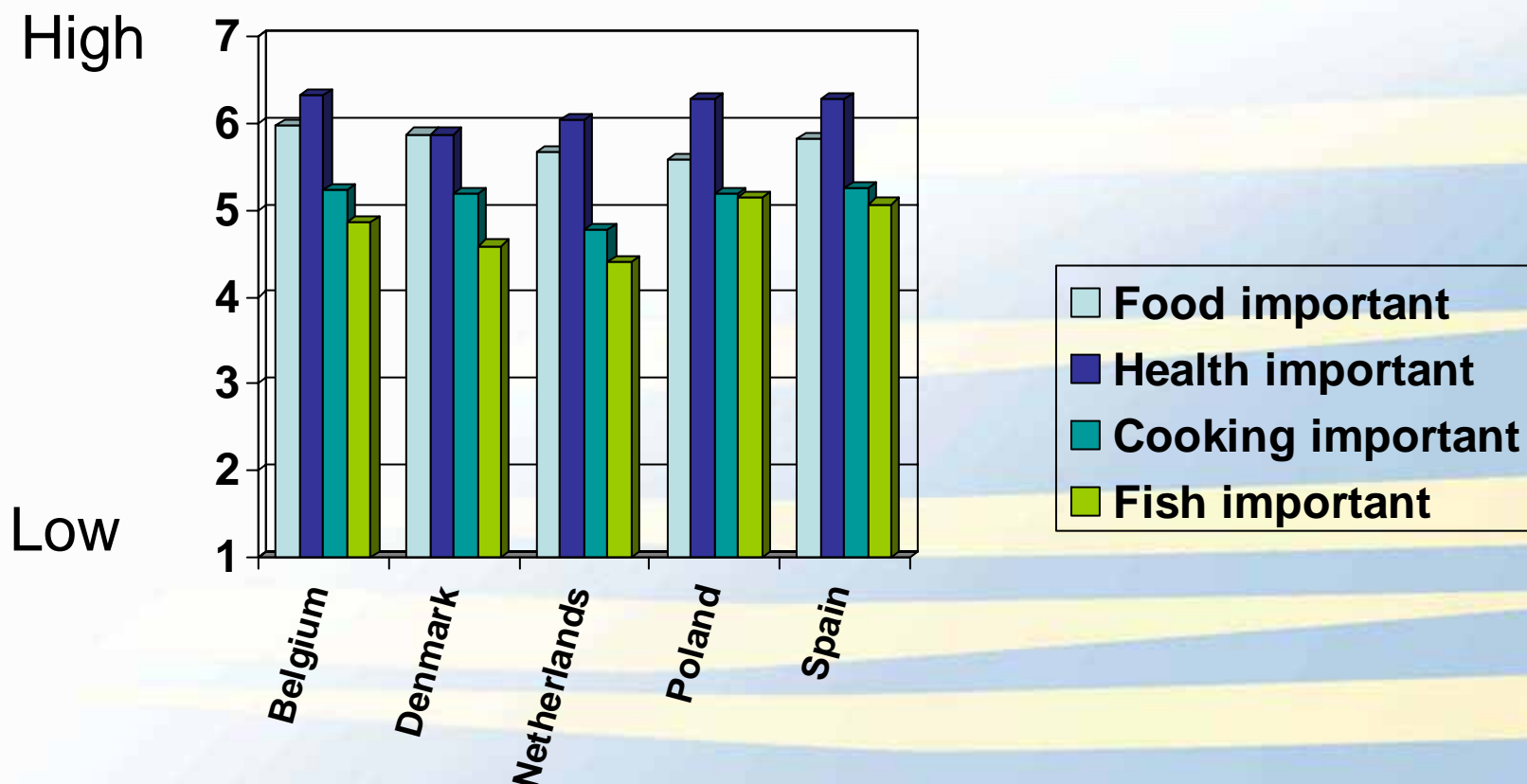
European Consumer Survey

- Survey in 5 European countries: Spain, Belgium, the Netherlands, Poland and Denmark
- Representative samples covering between 809 and 1110 consumers – in total 4786 consumers
- Applying developed questionnaire covering a large number of aspects related to consumer attitudes and perceptions of seafood
- To be answered by the person in the household responsible for shopping and cooking

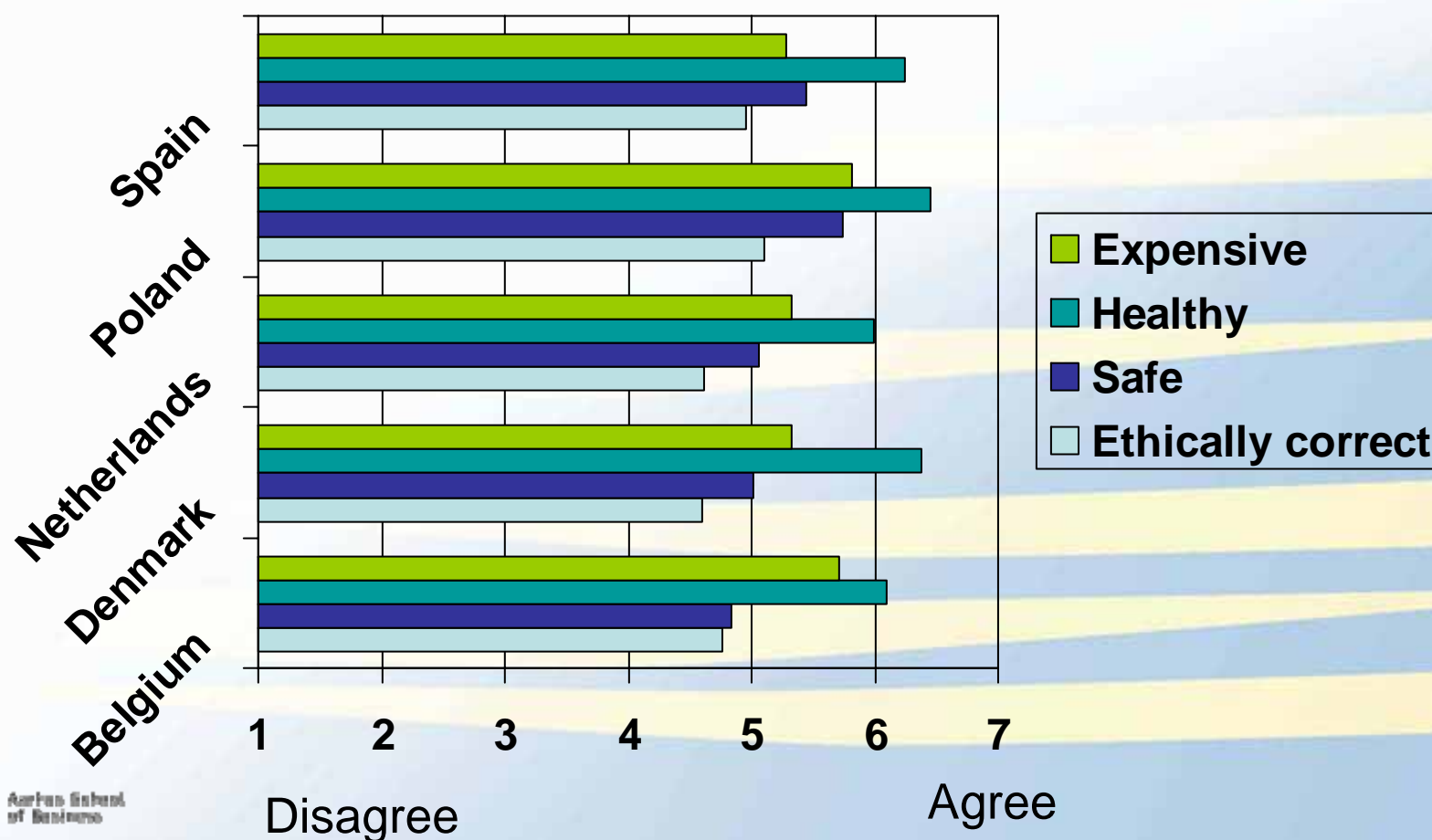
Interest in, knowledge about and perceived problems in relation to seafood

- **Interest – how involved are consumers when it comes to fish compared to food, health and cooking in general**
- **What do consumers know – and what do they feel they do not know**
- **How confident are consumers when it comes to quality evaluation and choice of fish**
- **Other perceived problems in relation to fish**

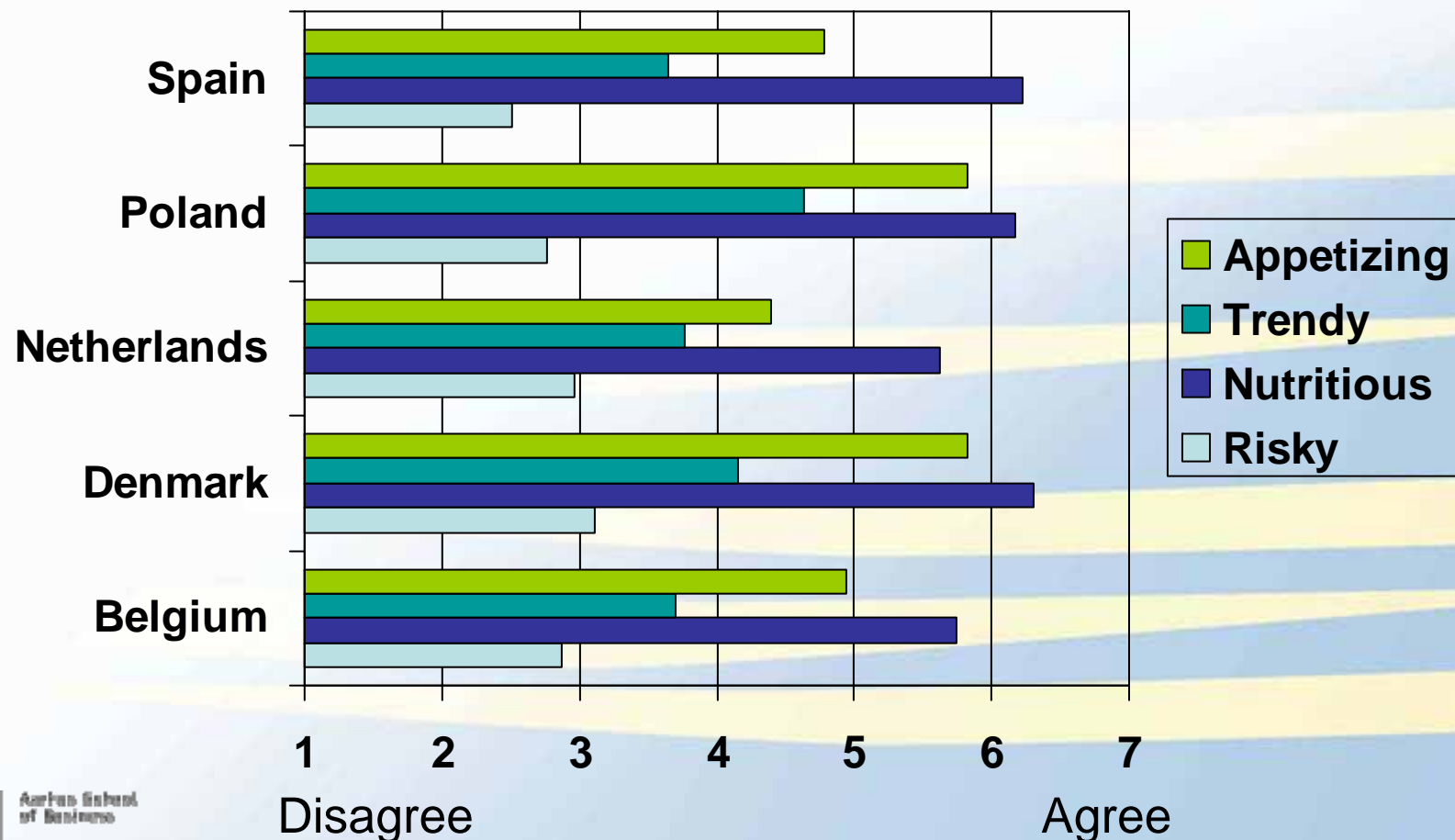
Interest in fish compared to food, health and cooking



Knowledge and beliefs about fish



Knowledge and beliefs about fish



How confident are consumers when it comes to choice of fish

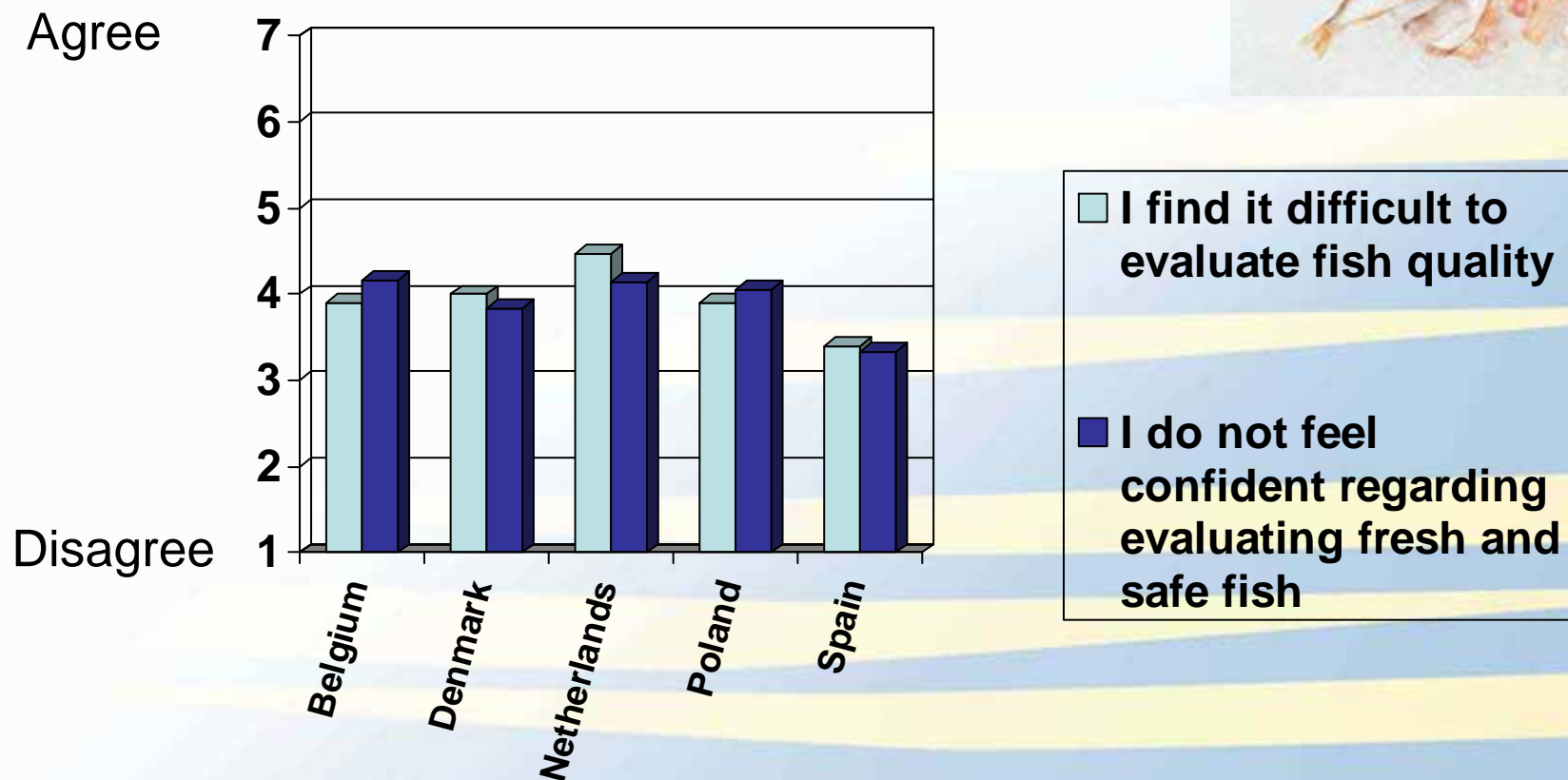
- **Consumers form expectations about seafood quality from the available information and cues in the shopping environment**
 - Price, label, packaging, appearance
- **During consumption the consumer forms a quality experience**
- **The relationship between expectation and experience determines the level of satisfaction – and thus future consumption!**



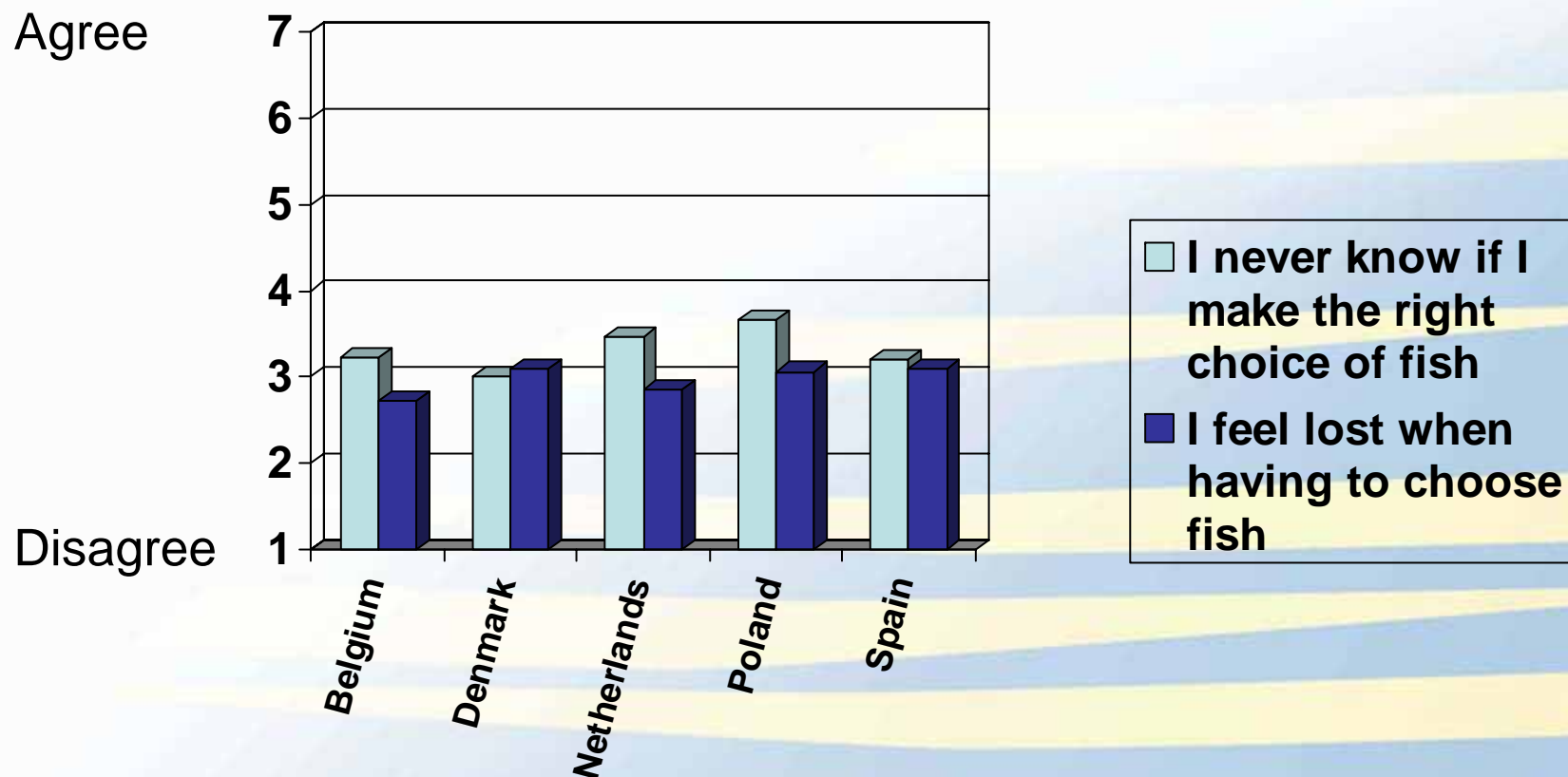
The quality experience

- The experienced quality depends on
 - the physical seafood product
 - transportation
 - storing
 - preparation/cooking
- And seldom corresponds to consumers' quality expectations

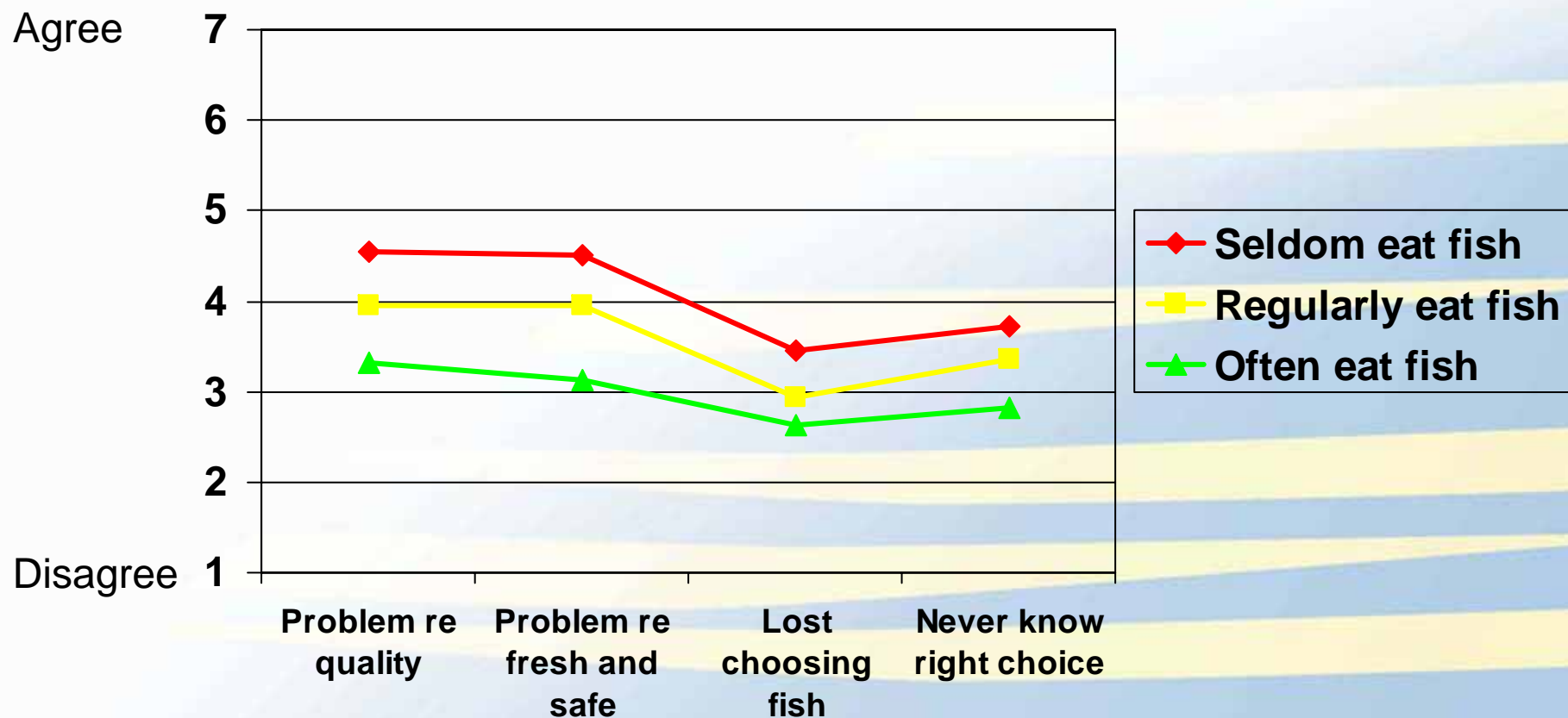
Evaluation of fish quality



Knowledge and self-confidence when choosing fish



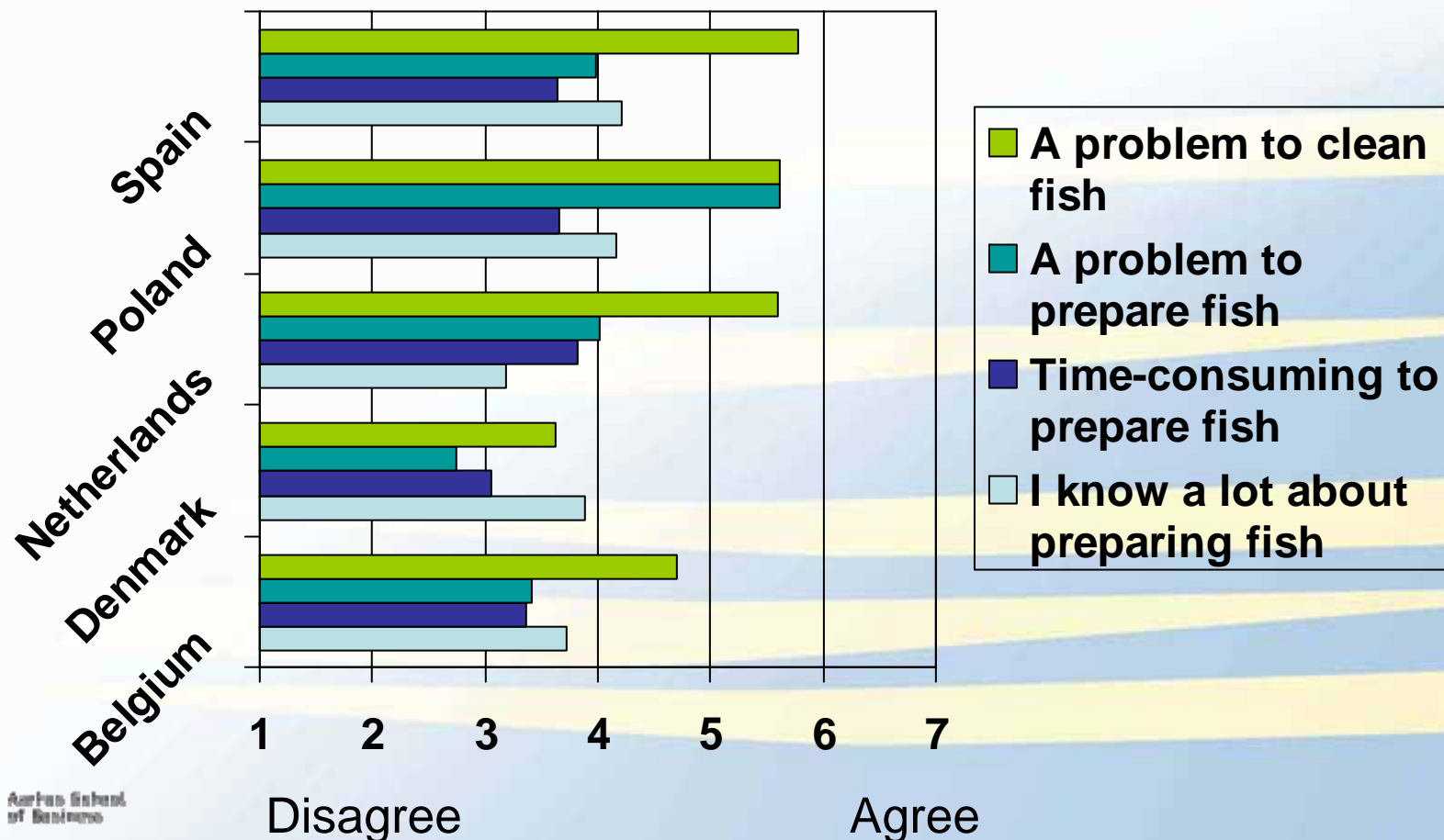
Perceived problems depend on consumption levels



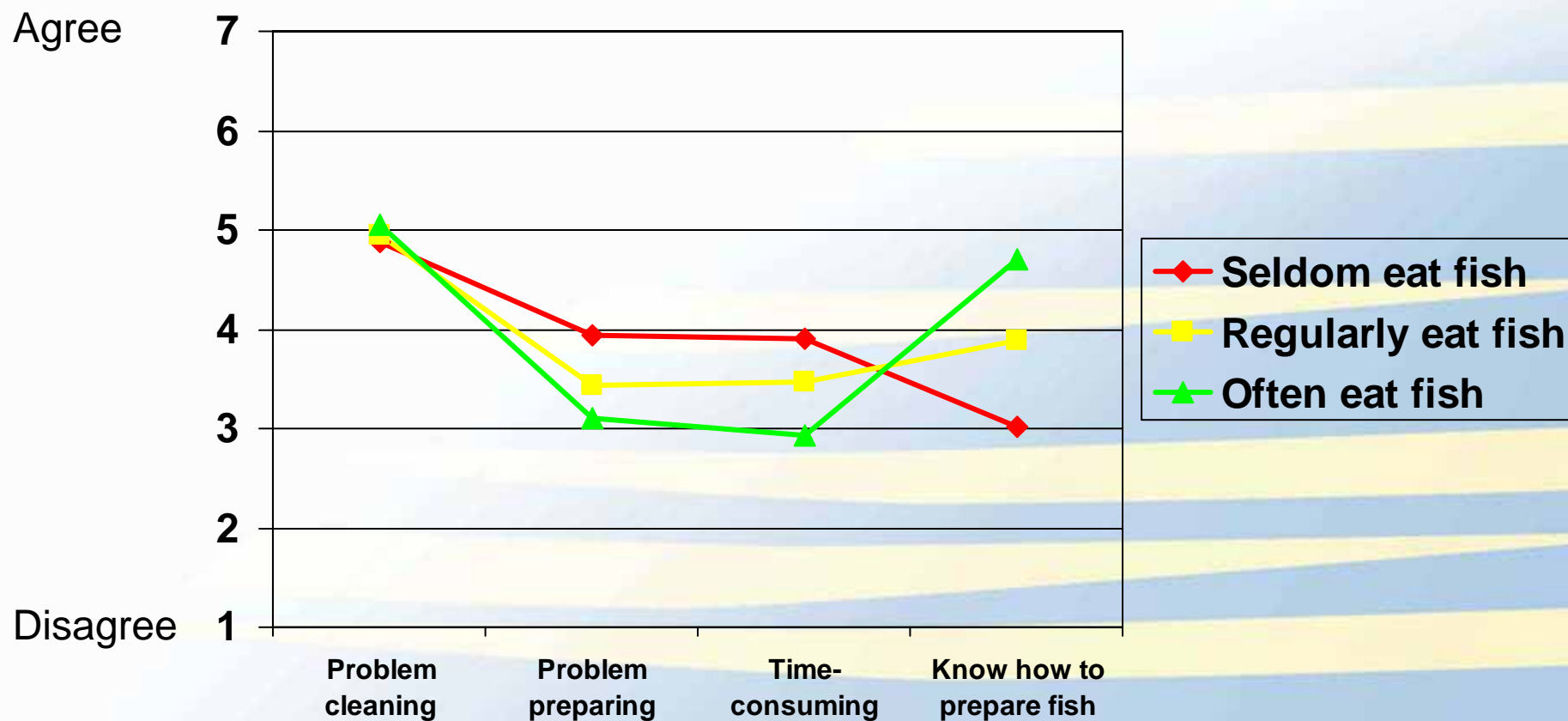
Consumers feel uncertain

- **Difficult to evaluate quality – especially for light users**
- **Feeling of uncertainty and lack of confidence in ability to evaluate the fish quality**
- **Cause dependence on other people's evaluations and a feeling of lack of control**
- **Focus on use of indicators such as brands, quality labels, store image or personal advice**

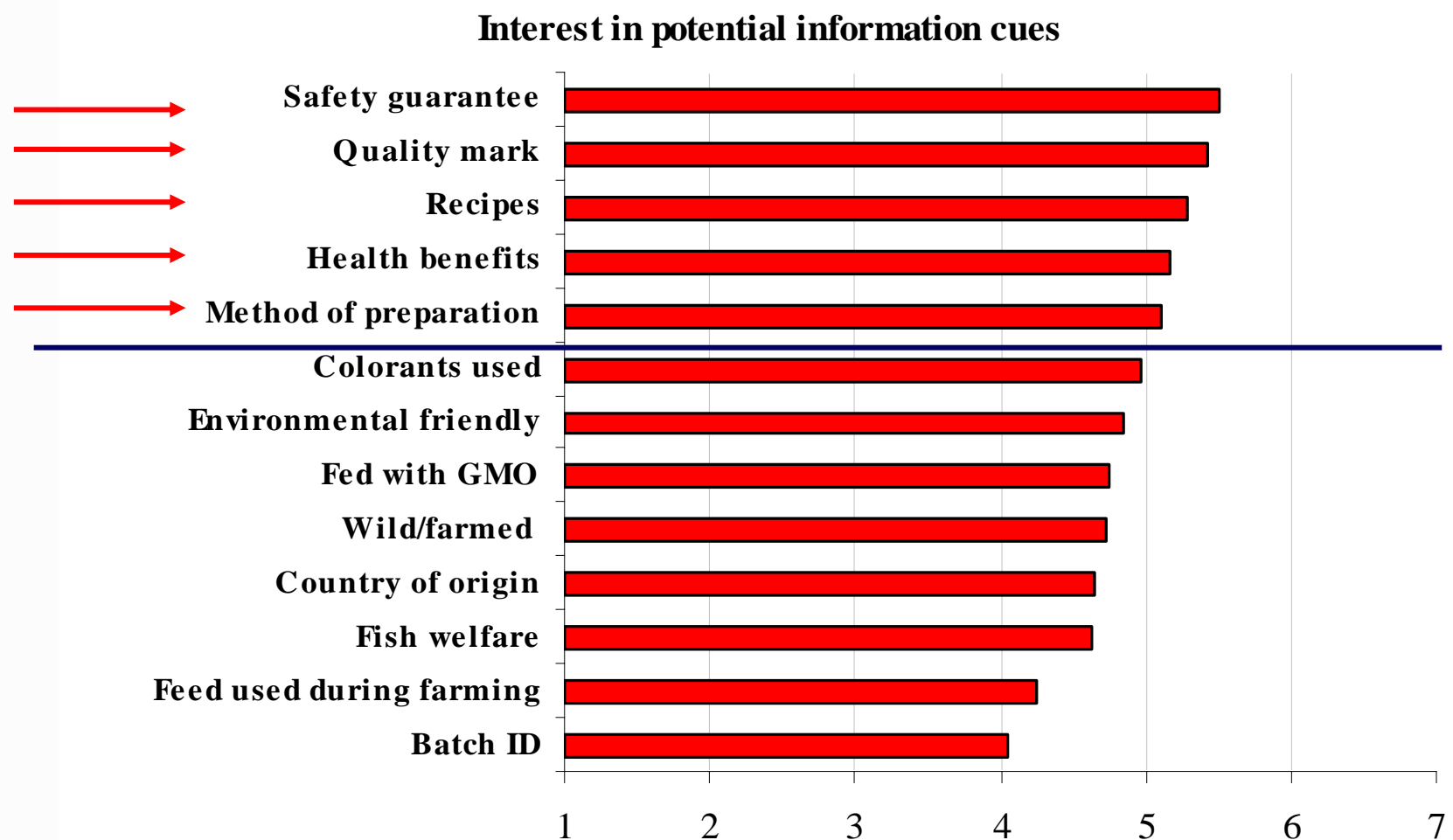
Perceived problems in relation to fish and seafood



Perceived problems depend on consumption levels



Interest in information (total sample, n=4,786)



Information and labels that solve problems

- **Consumers want to be able to predict quality and safety**
- **Consumers want instructions in relation to preparation**
 - Recipes
 - Method of preparation
- **Consumers use cues which they believe in (TRUST): credibility is important**
- **But information and quality labels must be simple**

Cross-cultural image

Consumers agree regarding

- ✓ **Health and nutrition**
- ✓ **Safe product**
- ✓ **Problem to evaluate quality and safety (freshness)**
- ✓ **Preparation a challenge for light users**
- ✓ **Price image...**



Conclusions

- **What consumers would like to know about seafood....**
 - Not detailed information about nutrition – but rather about health benefits
 - **Easy ways to evaluate quality and safety – quality and safety labels or guarantees**
 - Not detailed information from traceability – enough to know that the store has the information – that the information is available
 - **Help to make fish meals a success – recipes and instructions about preparation**

Future challenges

- **Light users experience more problems**
 - Need for simple information (labels) regarding quality and safety
 - Need for easy and convenient seafood products especially for light users
- **More targeted product development strategies meeting different consumer demands to increase seafood consumption**

A better life with seafood...

A large version of the SEAFOODplus logo, with "SEAFOOD" in blue and "plus" in yellow, set against a blue square background with yellow wavy lines at the bottom.

www.seafoodplus.org