

Multi-Country, Multi-Species Comparisons of Seafood Consumption Decisions: Lifestyle, Country Image and Product Perceptions

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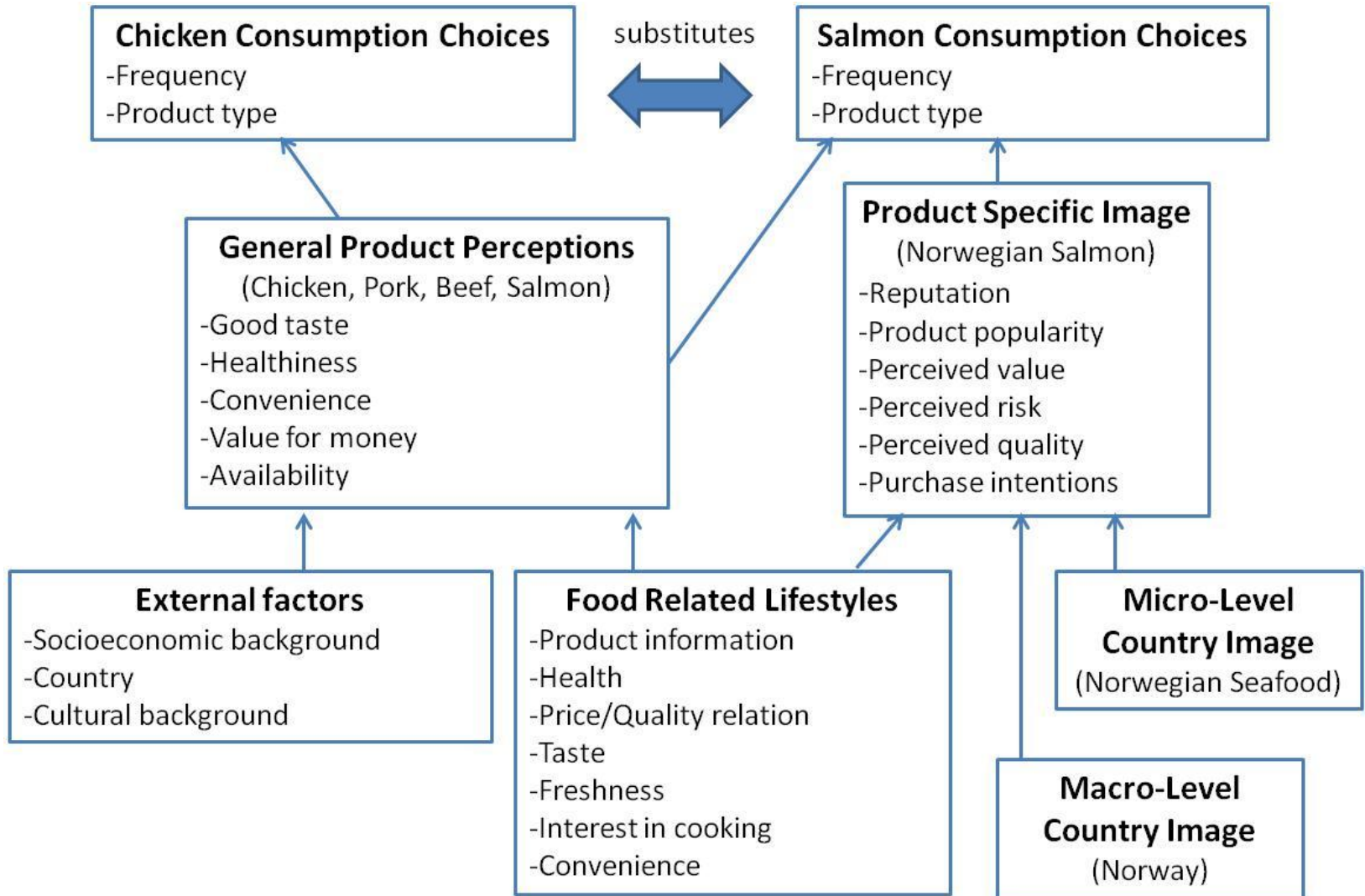


Overview of the project

- Identify the *positions* of seafood
- Analyze and compare consumers' seafood consumption behavior and choices
- Target species
 - Salmon
 - Cod
 - Herring
- Consumer survey in multiple countries
 - Salmon (UK, Russia, Germany, France, Sweden)
 - Cod (UK, France, Germany, Sweden)
 - Herring (Russia, Germany, Poland, Sweden)
 - Target the general population
 - Sample size 500 per country per species



Conceptual Diagram (Salmon)



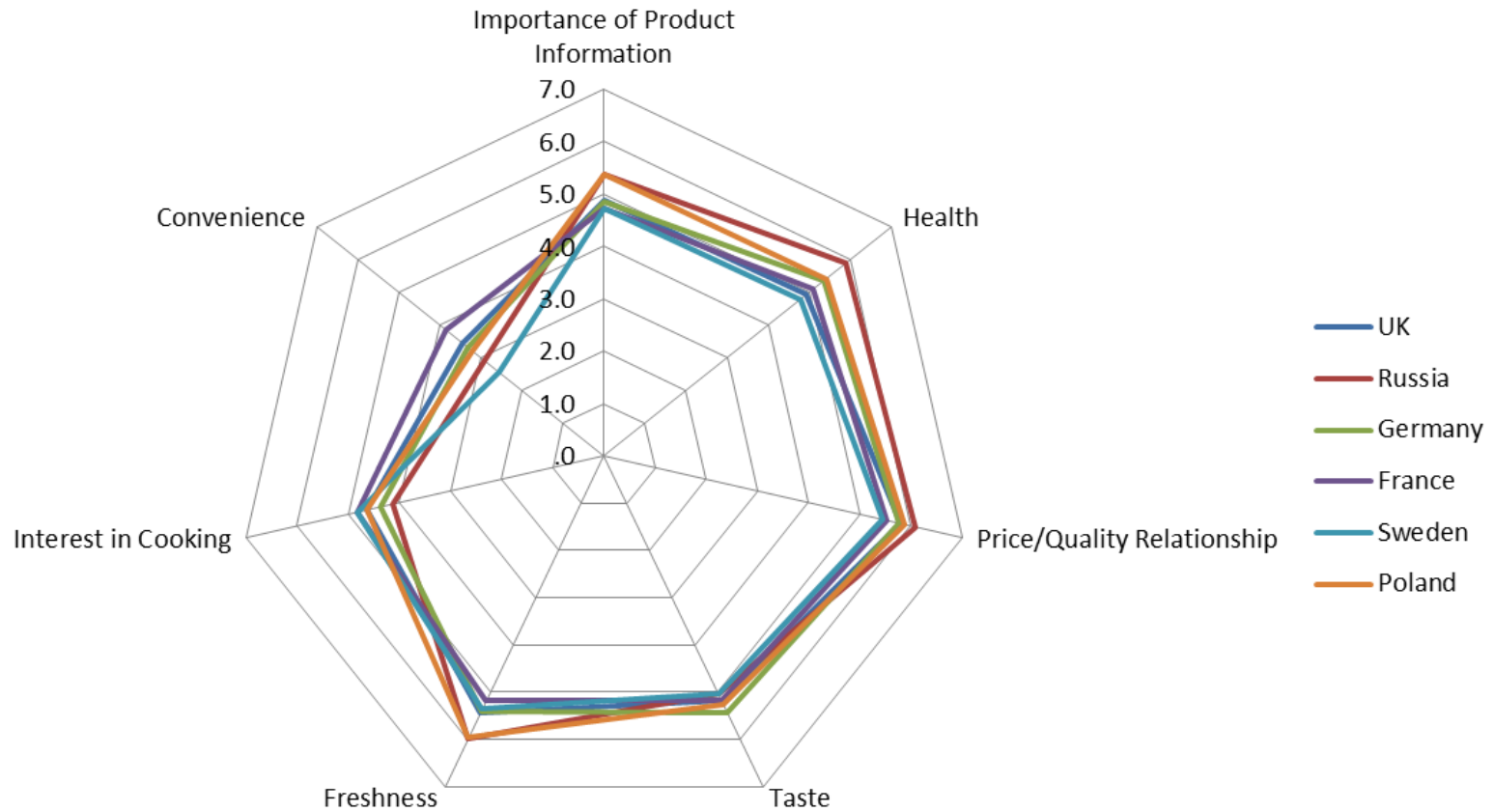
Today's Presentation

- Focus on salmon and cod
 - Comparisons of UK, France, Germany, Sweden (Russia)
- Food related lifestyle
- Product ratings of meat and fish
 - Taste, Healthiness, Value for money, Convenience, and Availability
 - Chicken, pork, beef, salmon, and cod
- Eating frequencies and factors that affect them
- Country of origin

Food Related Lifestyles (FRL)

- “Lifestyle” function as an intervening factor between abstract cognitive categories (e.g., personal values) and situation specific product perceptions
- Validated over different countries
- Widely used in European and non-European countries over years
- 7 dimensions (Importance of product information, Health, Price/Quality relation, Taste, Freshness, Interest in cooking, and Convenience)

FRL Country Comparisons

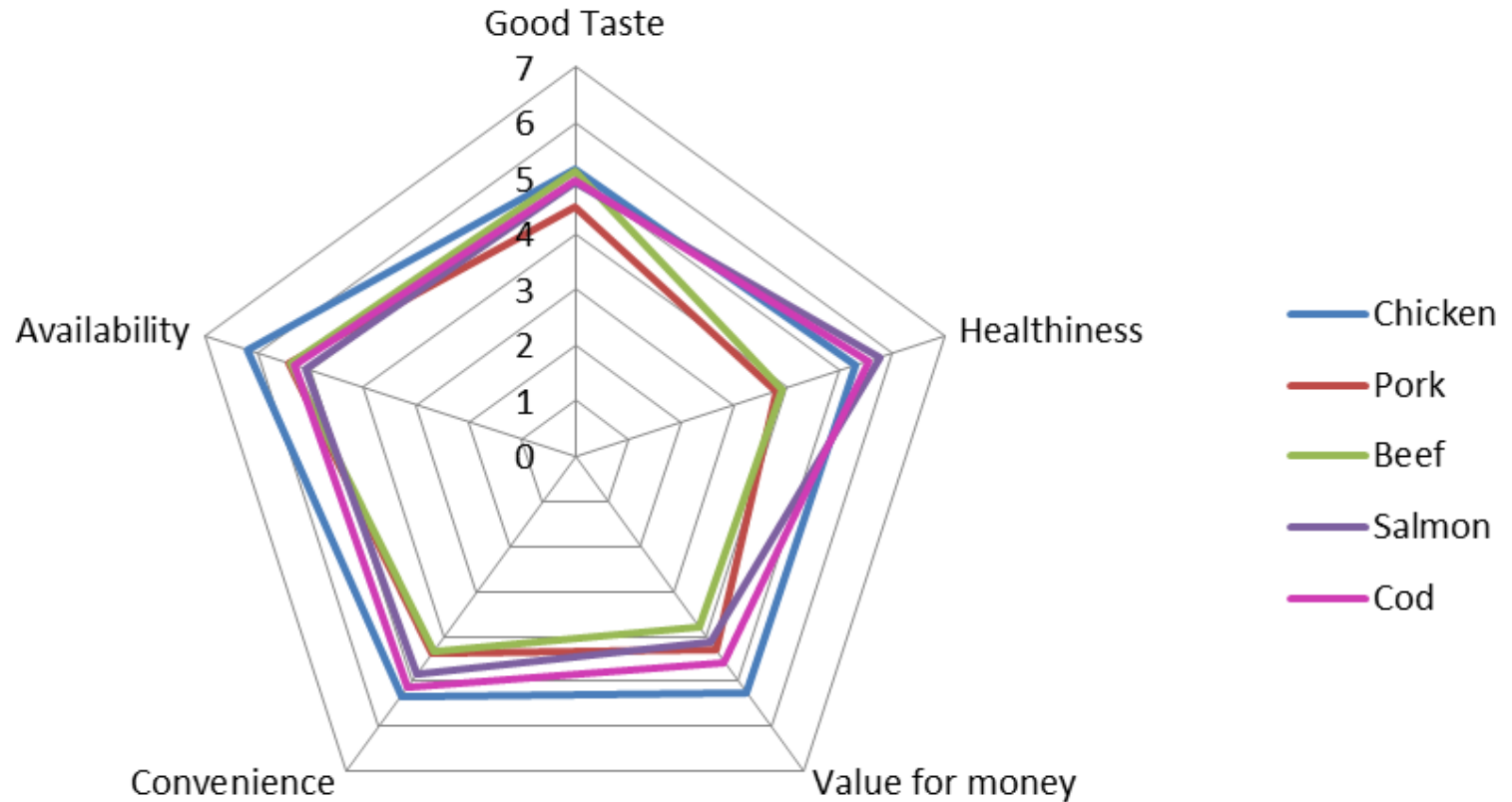


Product Ratings

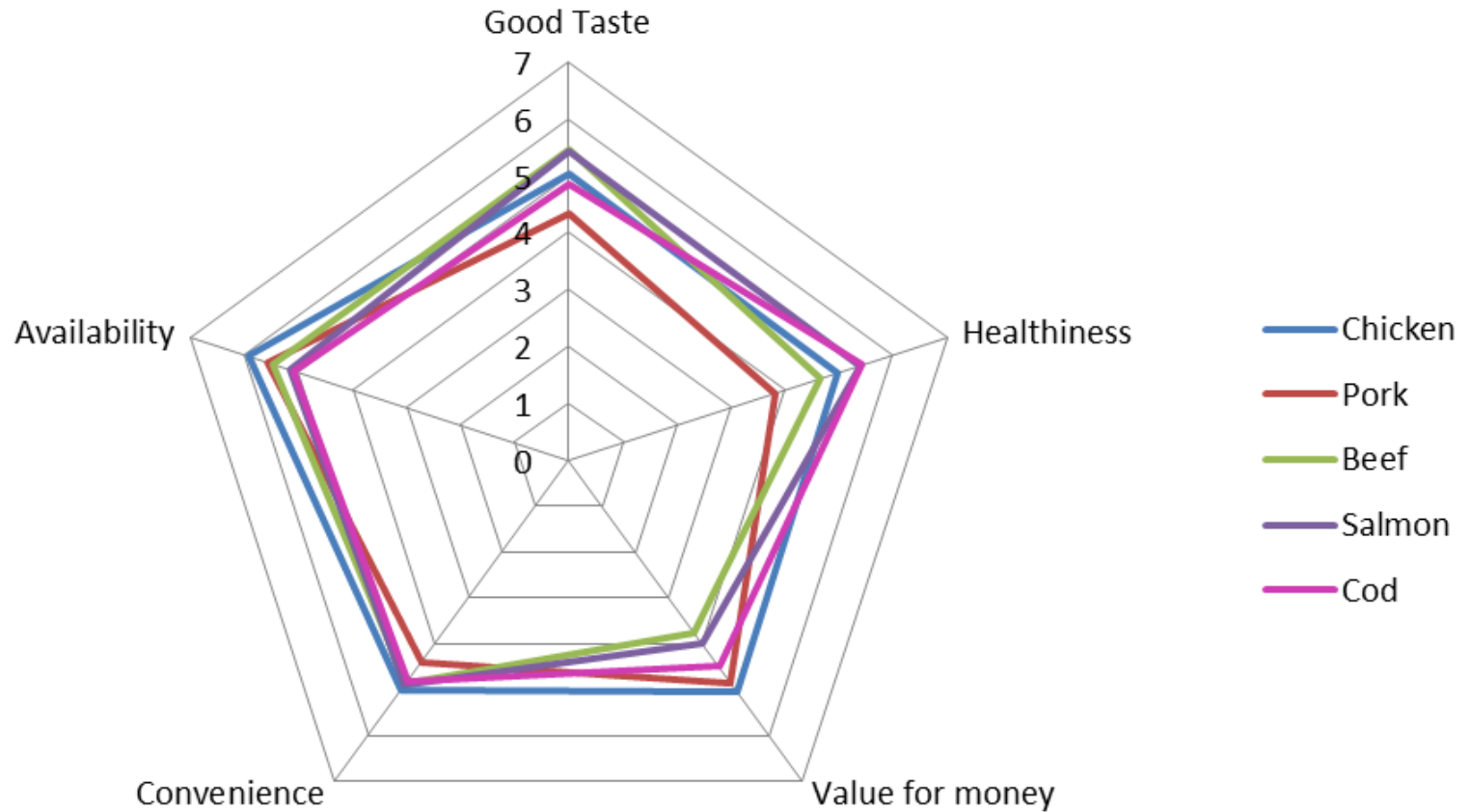
- How would you rate each of the following meat categories in terms of good taste, healthiness, value for money, convenience, and availability? (scale from 1=extremely poor to 7=superior)

- Chicken, pork, beef, salmon, and cod
 - Country differences
 - Salmon/cod compared to other meat?
 - Cod positioned compared to salmon?

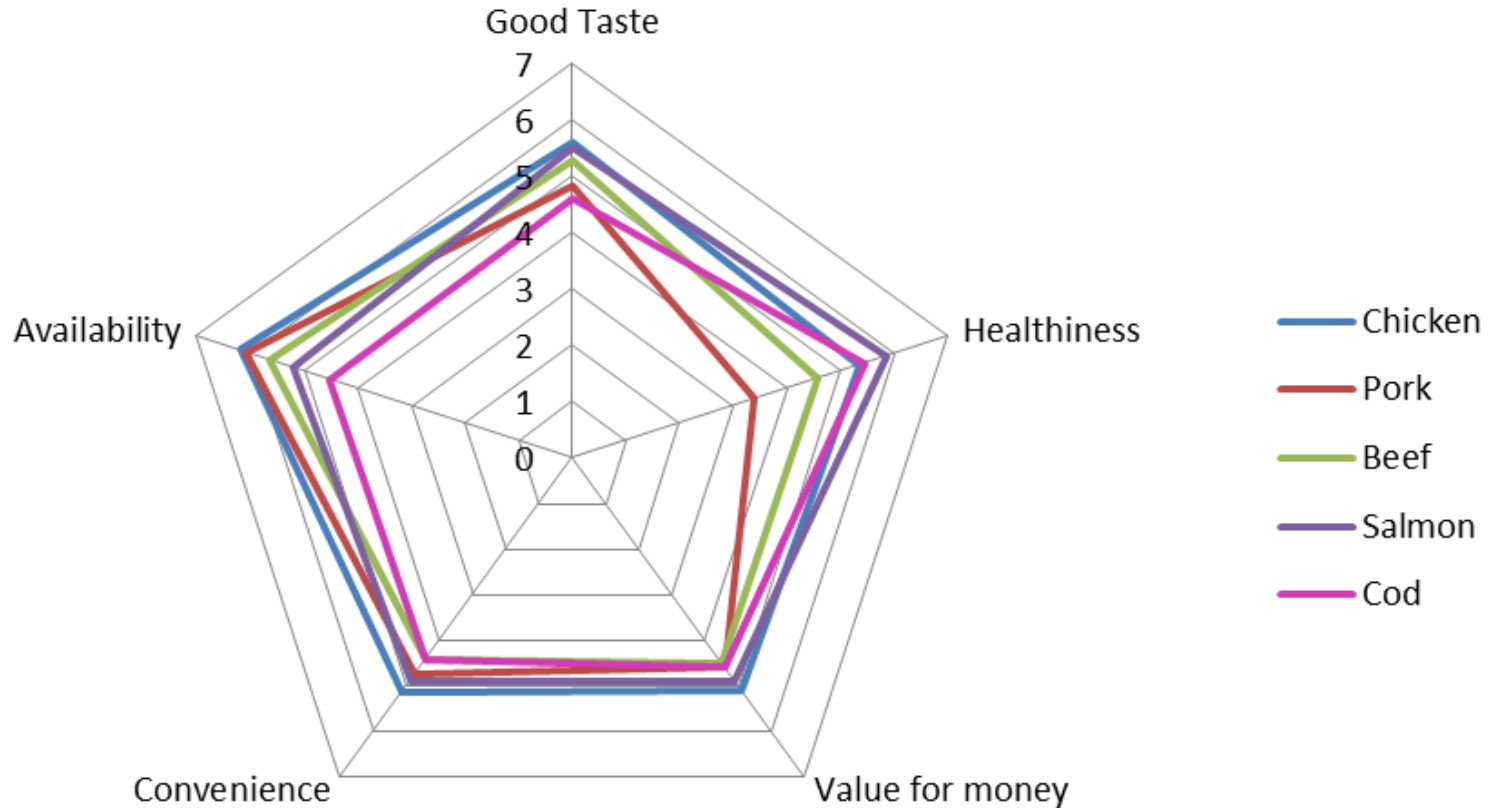
Product Ratings (UK)



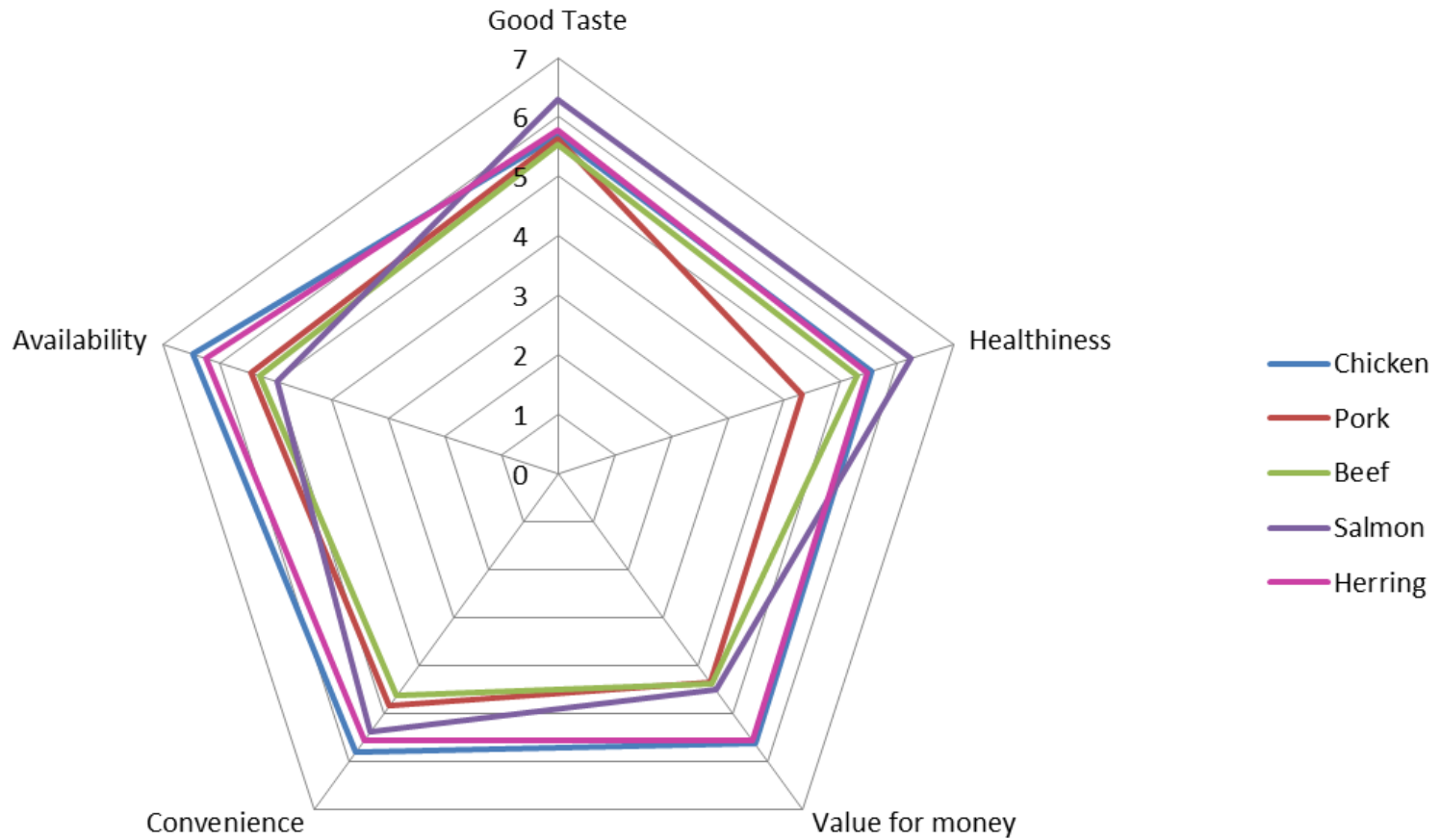
Product Ratings (France)



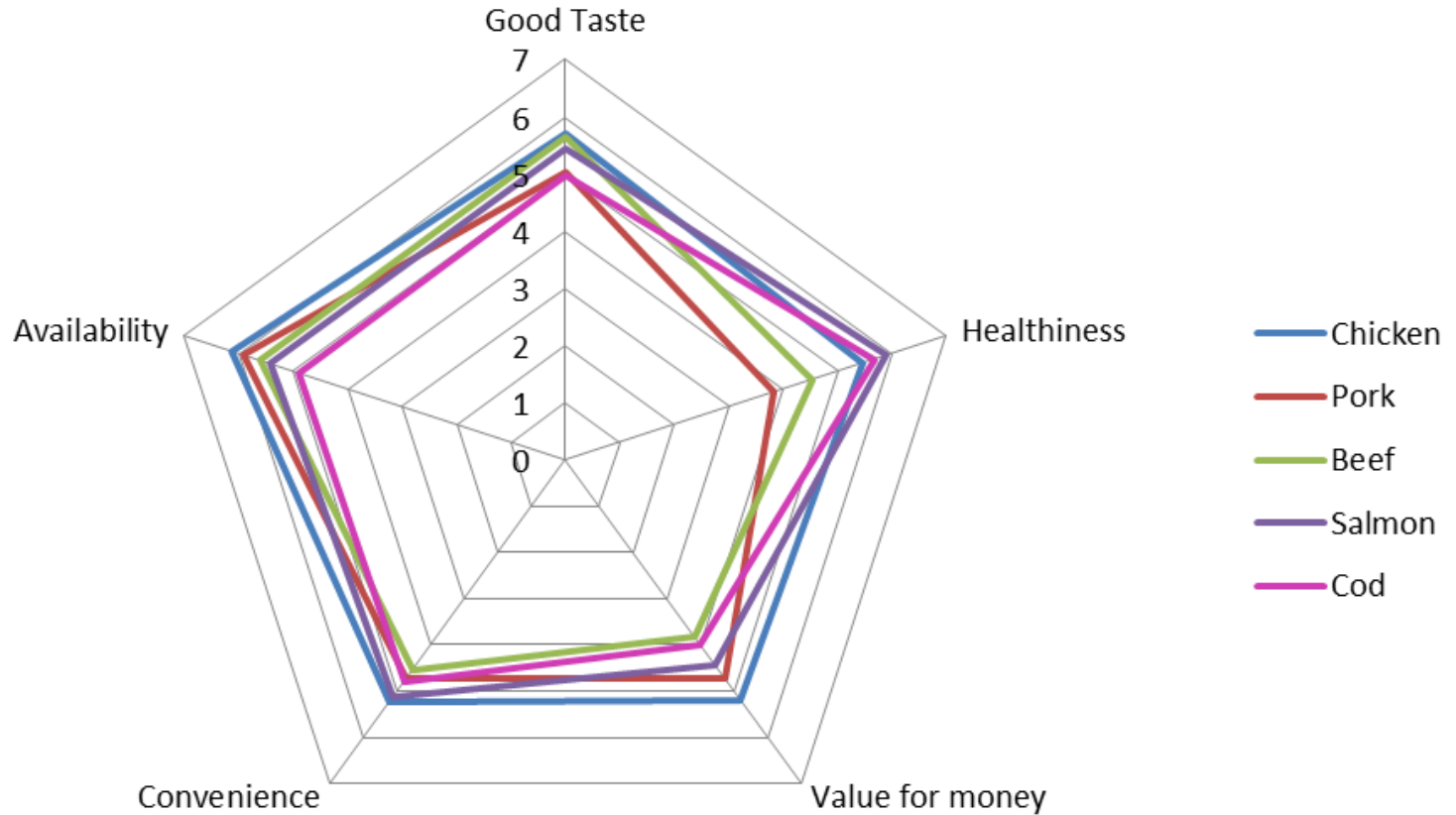
Product Ratings (Germany)



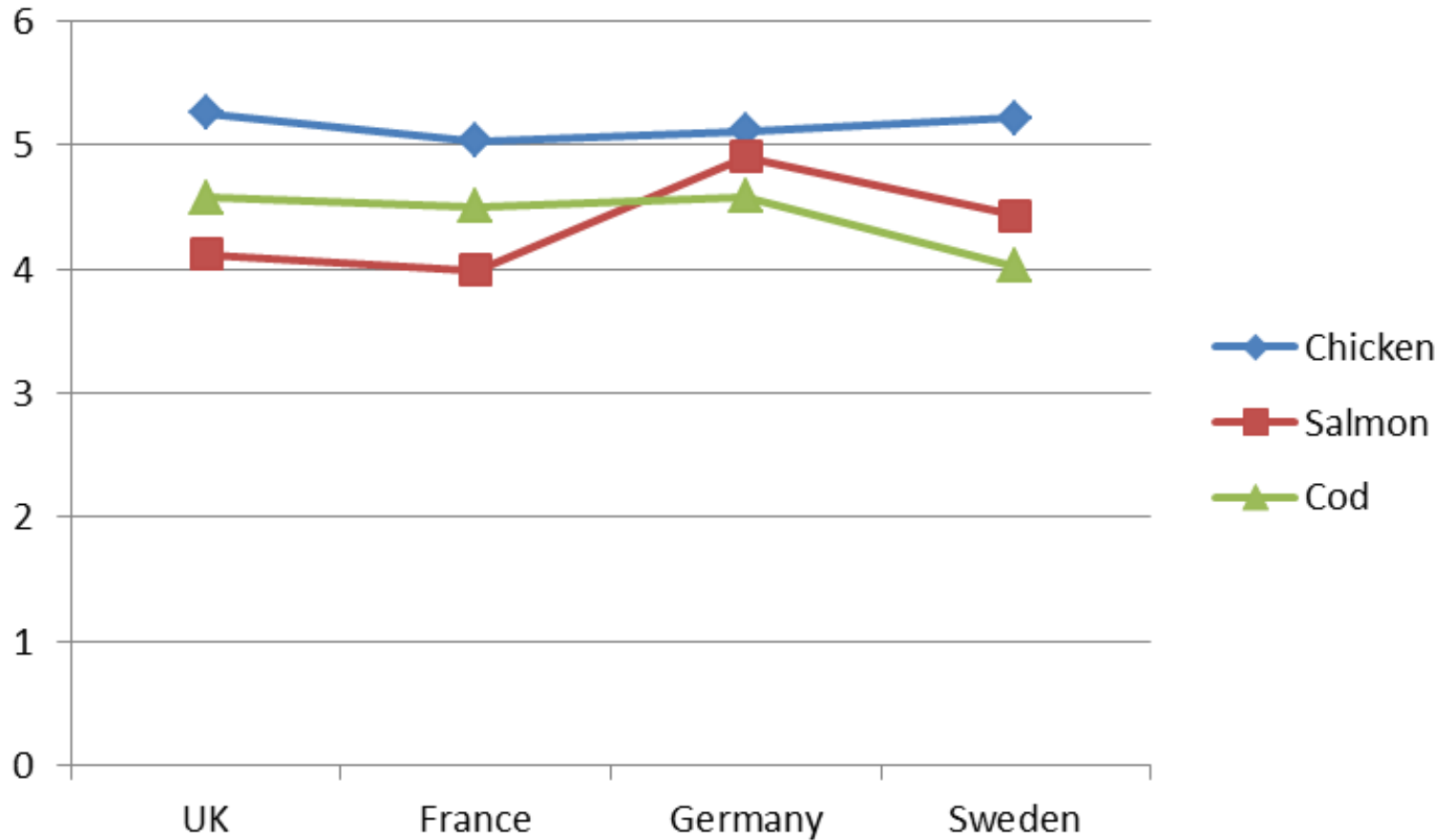
Product Ratings (Russia)



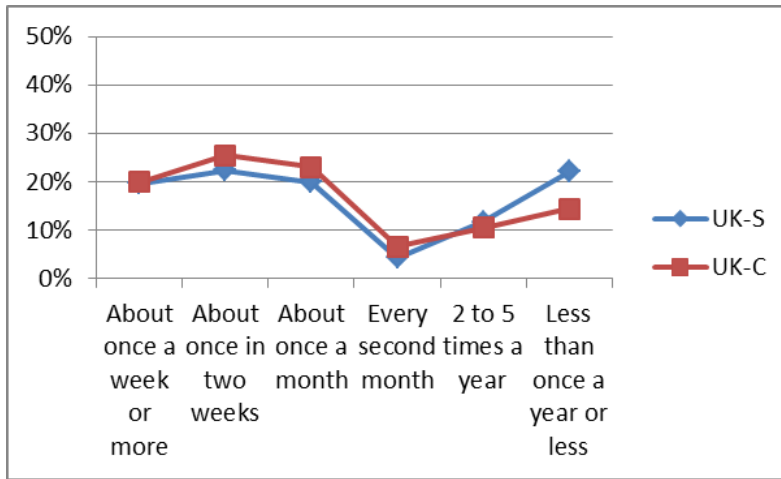
Product Ratings (Sweden)



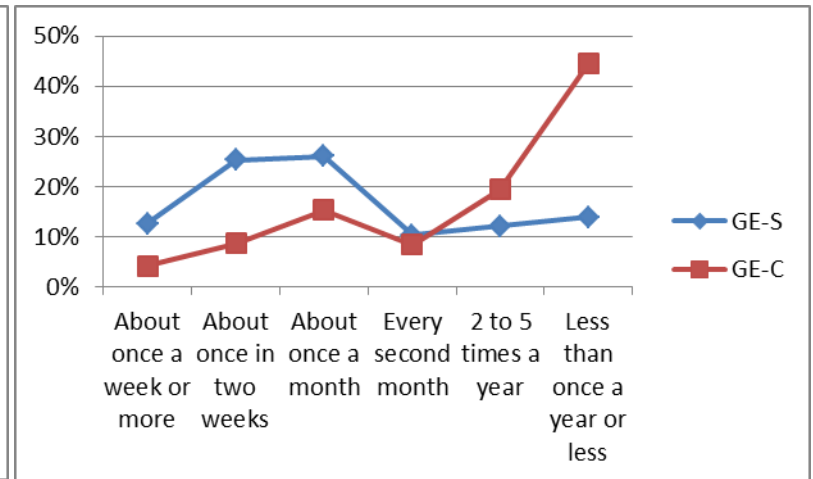
«Value for Money»



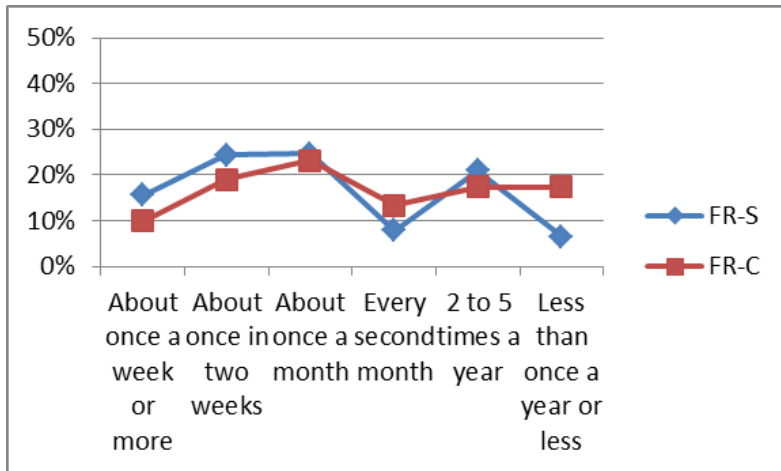
Consumption frequencies



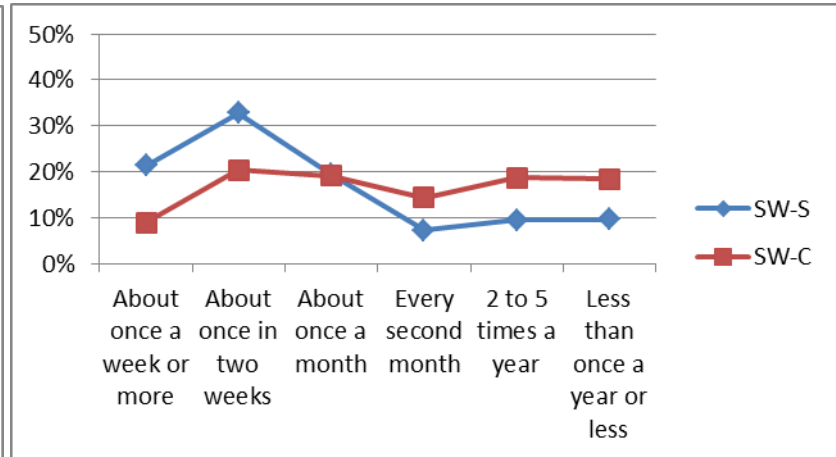
UK



Germany



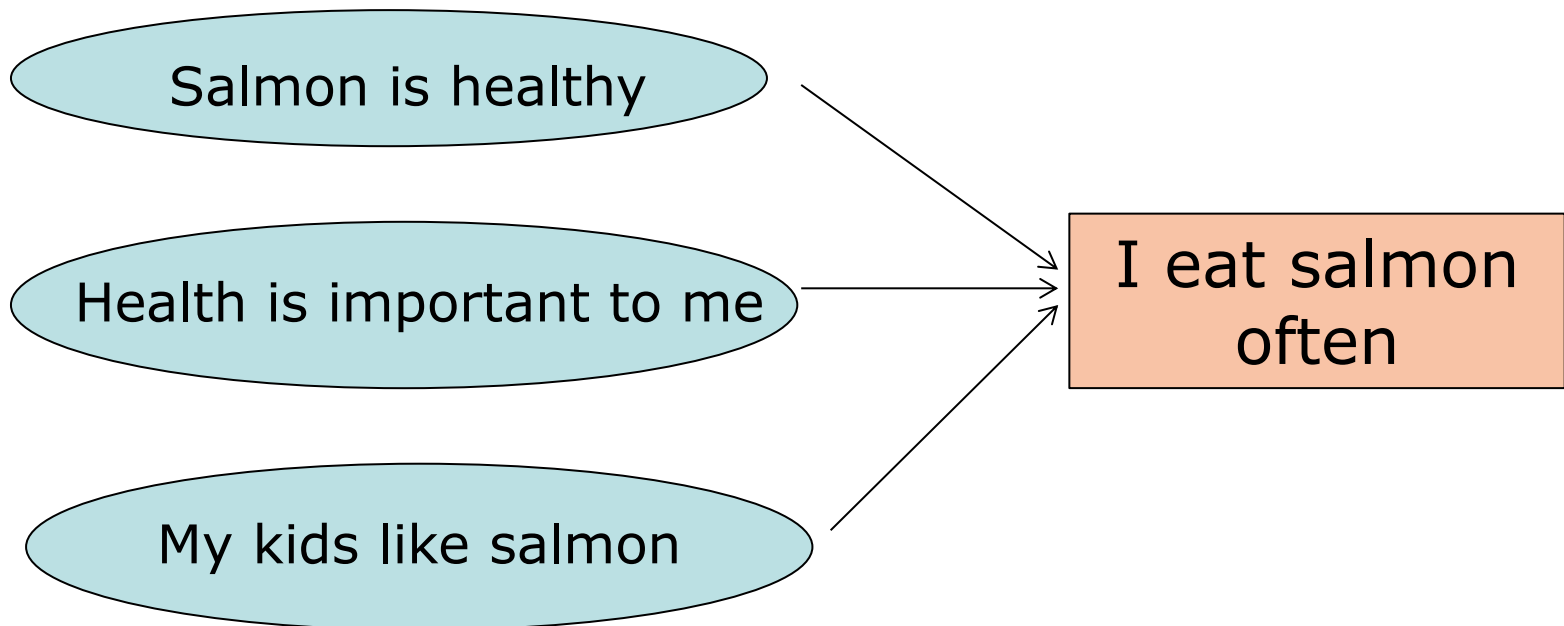
France



Sweden

What explains consumption frequencies?

- Food Related Lifestyle?
- Product rating?
- Socioeconomic background?



Exploratory Regression Analysis

- Dependent variable: eating frequency of salmon and cod (categorical)
- Independent variables
 - FRL
 - Product ratings for the respective product
 - Cross-frequency
 - Age, have kids, years of education

Factors

- Both FRL and product specific ratings are highly correlated → Problematic to put into the same regression equation
- These are reduced in dimensions using factor analysis

	FRL	Product Rating
Quality	Product Info, Health, Price/Quality, Freshness	Good taste, Healthiness, Value for money
Convenience	Interest in cooking, Convenience	Convenience, Availability
Taste	Taste over health	

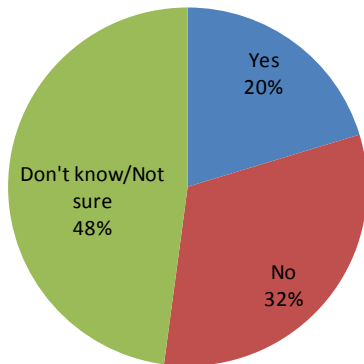
Regression Results (Summary)

- About 30% to 40% of the variations explained
- Product ratings consistently significant across countries and species
- Cross-consumptions consistently positive and significant
- FRL and demographic results vary among countries and species

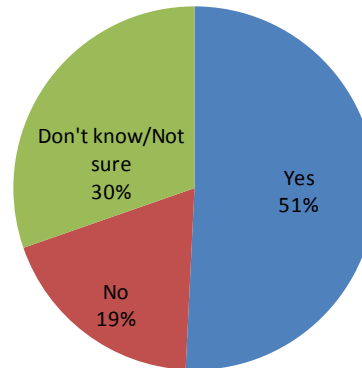
Country of Origin

Q: Have you bought seafood products from Norway before?

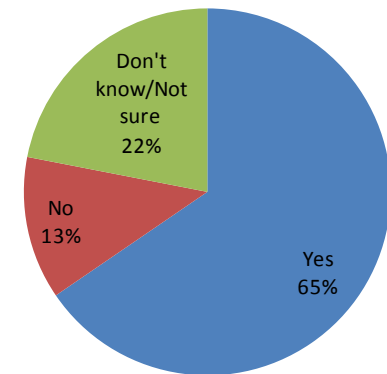
UK



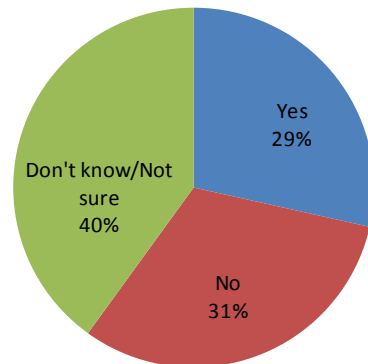
Russia



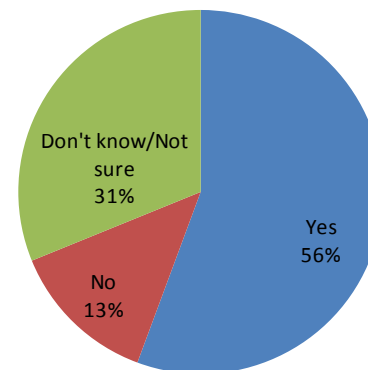
France



Germany



Sweden



Country Image

- Positive correlations among different levels of images



- Positive correlations between country image and purchase intentions
- Positive correlation between country image and eating frequencies

Summary

- Positioning of salmon and cod
 - Strong in “health” dimension for both species
 - Mixed result in other criteria
 - Large variation by country
- Eating frequencies
 - Strong link to perceived quality
 - Varying results with FRL and demographic variables
 - Also positively related to cross-consumption
- Country of origin
 - Limited knowledge in some countries
 - Positive relations found in preliminary analysis among
 - Different levels of country images
 - Country image and consumption

What's next?

- More fine-tuned country by country analysis
 - FRL
 - Product ratings
 - Country of origin
- Market segmentation using FRL
 - Exploring the relationship with consumer behavior
 - Characterization of the segment by observable measures
- More comprehensive modeling of the effect of country of origin and country image

Thank you!

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