

Chicken or Salmon? Roles of Beliefs, Perceived Qualities and Preferences in Formulating Product Choices

Yuko Onozaka¹ and Marco Costanigro²

¹University of Stavanger, ²Colorado State University

July 25, 2015 AAEA Annual Meeting, San Francisco

We thank Norwegian Seafood Research Fund and Norwegian Seafood Council for their financial support

Why do people value products differently?

- ▶ WTP for products/product attributes are heterogeneous
- ▶ Economics models attributes heterogeneity to “different preferences”
- ▶ In economics, often use socioeconomic controls as preference shifter
 - ▶ Income, education, gender, etc.
 - ▶ Does not explain much

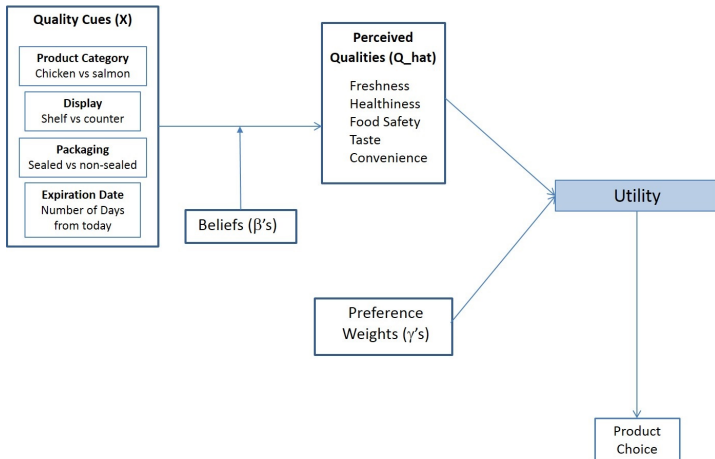
Explain Heterogeneity in Preferences

- ▶ How do we build models that explain the **mechanisms** behind people's choices?
- ▶ **Beliefs** play a major role (Lusk et al., 2013; Costanigro et al., 2015; Manski, 2004)
 - ▶ Expectation on the delivery of certain qualities from consuming a product
 - ▶ More relevant when qualities are unobservable (experience and credence qualities)
 - ▶ “Objective” measures may be misleading, e.g., individual can adjust their behavior (Teisl and Roe, 2010)

Objectives

1. Explicitly incorporating subjective beliefs in modeling product choices
2. Gaining insights on how consumer's subjective beliefs about products are affected by market cues
3. Investigating the roles of beliefs and perceptions in the context of choices between chicken and salmon

Conceptual Framework



Utility

- ▶ Consumers derive utilities from consuming J qualities Q_1, Q_2, \dots, Q_J :

$$U_i = U_i(Q_1, Q_2, \dots, Q_J, P; \gamma) \quad (1)$$

- ▶ Quality weights: γ

Perceived Qualities

- ▶ True qualities are not observable
- ▶ Consumers use their *subjective beliefs* about the true qualities of a product
- ▶ *Perceived qualities* are then used to formulate utility:

$$U_i = U_i(\hat{Q}_1, \hat{Q}_2, \dots, \hat{Q}_J, P; \gamma) \quad (2)$$

Quality Cues

- ▶ Perceived qualities are formulated using observable market cues X_1, X_2, \dots, X_K (Steenkamp, 1990)
- ▶ β is a vector of belief parameters that map cues into quality

$$\hat{Q}' = (\mathbf{X}; \beta) \quad (3)$$

Back to Utility

- ▶ The estimated perceived qualities can be obtained as $\hat{\mathbf{Q}}' = (\mathbf{X}; \hat{\beta})$ where $\hat{\beta}$ = estimated belief parameters
- ▶ Then the utility for a product s is obtained by plugging in the estimated perceived qualities:

$$U_s = ([\hat{\mathbf{Q}}_s' P_s]; \gamma) \quad (4)$$

Survey

- ▶ Web-based survey (administered during May 2015)
- ▶ Sample of US adults ($N \approx 2,000$)
- ▶ Conjoint choice experiment setting (only with those who eat both chicken and salmon)

Design

- ▶ Each respondent receive **six** choice tasks
- ▶ Each set contains chicken breasts and salmon fillets with varying cues (attributes)

Table: Attributes




Product	Chicken	Salmon	Condition
Display	Shelf/Counter	Shelf/Counter	
Eat Before Date	3, 5, 14 days	3, 5, 14 days	Only with shelf display
MAP ¹	MAP if 14 days	MAP if 14 days	Implicit
Price (\$/lb)	3.75, 5, 6.25	7.5, 10, 12.5	From average retail prices

¹Modified Atmosphere Packaging

- ▶ Two-step elicitation (belief and preference)

Belief Elicitation

Table: Belief Elicitation Example





Product:	BONELESS SKINLESS CHICKEN BREASTS	BONELESS SKINLESS SALMON FILLETS
		
Sold at:		
	Counter	Shelf
Eat before date:	Fresh from the Counter	3 days

Please tick one product that you think is superior in:

	<i>Chicken</i>	<i>Salmon</i>	<i>They are the same</i>
<i>Freshness</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Good Taste</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Food safety</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Convenience</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Healthiness</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Product Choice Elicitation

Table: Preference Elicitation Example

Product:	BONELESS SKINLESS CHICKEN BREASTS 	BONELESS SKINLESS SALMON FILLETS 
Sold at:	 Counter	 Shelf
Eat before date:	Fresh from the Counter	3 days
Price:	\$5.00/lb	\$12.50/lb

If you have to choose one between these products, which would you buy?

Chicken

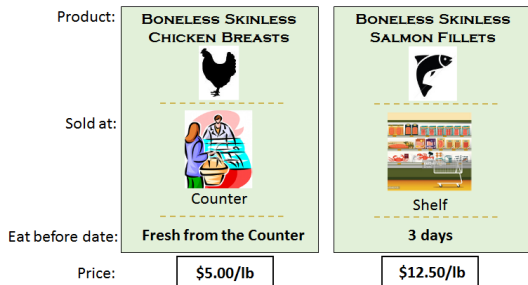
Salmon

Neither

Panel Mixed Logit Perceived Quality Estimation

	Freshness	Taste	Food Safety	Convenience	Healthiness
Chicken	0.397*** (0.084)	-0.173 (0.141)	-0.786*** (0.116)	-1.422*** (0.148)	-0.862*** (0.151)
Salmon	0.335*** (0.074)	-0.148 (0.146)	-1.022*** (0.121)	-2.191*** (0.172)	-0.210 (0.157)
Shelf	-0.716*** (0.084)	-0.367*** (0.105)	-0.430*** (0.114)	0.602*** (0.128)	-0.515*** (0.121)
5 Days	-0.244** (0.108)	-0.432*** (0.139)	-0.072 (0.150)	0.277** (0.137)	-0.348** (0.171)
14 Days	-0.200* (0.117)	-0.290** (0.131)	-0.126 (0.154)	0.151 (0.128)	-0.054 (0.149)
Observations	12195	12153	12153	12072	12075

Estimated Average Perceived Qualities (example)



	Fresh	Taste	Safe	Conv	Health	Observed Choice
Chicken	1.97	2.63	1.44	1.35	1.86	0.86
Salmon	1.19	2.29	0.77	1.19	2.00	0.14

Product Choice Model with Perceived Qualities

	Mean	Std.Dev.
Price	-0.084*** (0.013)	-
Freshness	0.123 (0.090)	-0.002 (0.121)
Good Taste	-0.209 (0.190)	0.000 (0.055)
Food Safety	0.097* (0.058)	0.000 (0.176)
Convenience	0.312*** (0.068)	0.247*** (0.047)
Healthiness	-0.132 (0.095)	0.124*** (0.056)
Observations	6406	

Standard errors in parentheses

Conclusion

1. Our two-step elicitation provides insights on the mechanisms of product choices through implicitly considering subjective beliefs
2. Market environment does influence the formation of perceived qualities
3. Effects seem product specific
4. Some cues shifts quality perceptions but may not significantly affect the purchase decisions
 - ▶ Depends on the preference parameters and trade-off with prices

Next Steps

1. Parameter distribution assumptions
 - ▶ Other than normal distribution
2. “Properly” re-introducing the linkage between beliefs and preferences
 - ▶ Latent class approach

Literature

- Costanigro, M., Deselnicu, O., and Kroll, S. (2015). Food Beliefs: Elicitation, Estimation and Implications for Labeling Policy. *Journal of Agricultural Economics*, 66(1):108–128.
- Lusk, J. L., Schroeder, T. C., and Tonsor, G. T. (2013). Distinguishing beliefs from preferences in food choice. *European Review of Agricultural Economics*, pages 1–29.
- Manski, C. F. (2004). Measuring Expectations. *Econometrica*, 72(5):1329–1376.
- Steenkamp, J.-B. E. M. (1990). Conceptual Model of the Quality Perception Process. *Journal of Business Research*, 21:309–333.
- Teisl, M. F. and Roe, B. E. (2010). Consumer willingness-to-pay to reduce the probability of retail foodborne pathogen contamination. *Food Policy*, 35(6):521–530.