

Understanding Lifestyle Consumer Segments in International Seafood Market: Perceived Quality Comparisons to Other Protein Sources

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Background

- Consumers' subjective assessment of product qualities influence purchasing decisions
- Four major quality concerns in food (Grunert, 2005)
 - Taste (and other sensory attributes)
 - Convenience
 - Health
 - Other process characteristics (e.g., organic)
- Relevant for salmon consumption decisions

Perceptions about fish

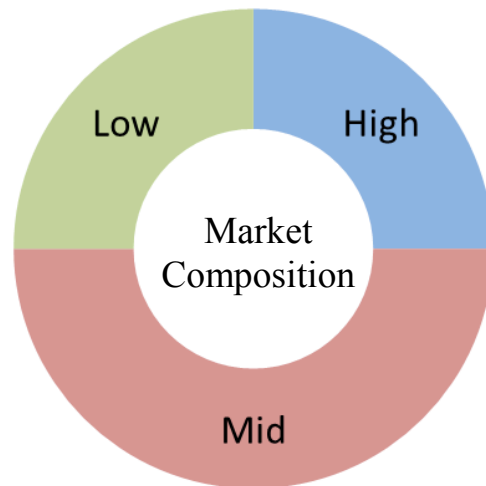
- Some perceptions are widely held
 - Many consumers think that fish is healthy and inconvenient (Brunsø et al., 2009; Olsen et al., 2007)
 - Does not explain the level of heterogeneity in consumption
 - Perceptions are likely to differ by different consumer segments

Previous work: Onozaka, Hansen and Sørvig (2014)

- Segmenting consumers in UK, Germany, France, Sweden and Russia
- Based on Food-Related Lifestyle instrument (Grunert, Brunsø, and Bishop 1997; Brunsø, Scholderer, and Grunert 2004)
- Measured in Freshness, Health, Taste, Cooking methods, Convenience, Importance of product information, Price/quality relations

Food lifestyle segments: Results

- Each market was divided into three segments



High group:

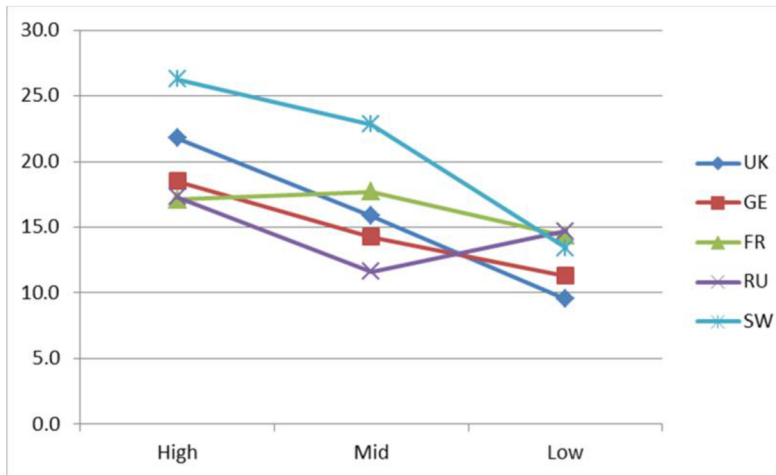
High

- Taste
- Health
- Freshness
- Price/quality relations
- Importance of product info
- Enjoy Cooking

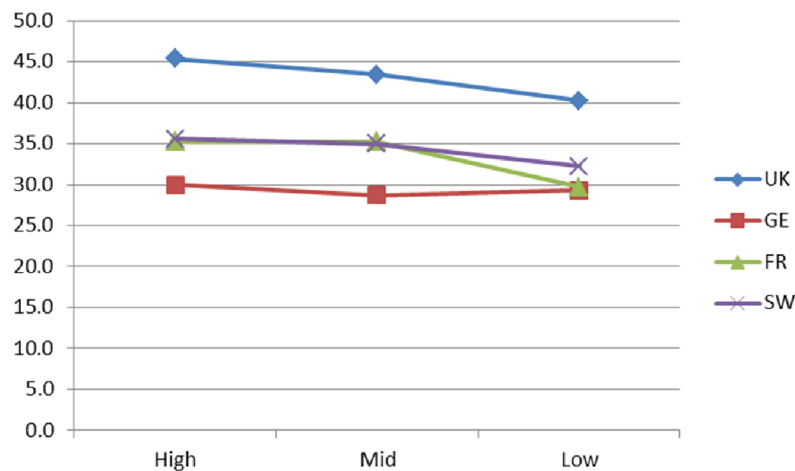
Low

- Convenience

Salmon and chicken consumptions by segment and country



- Salmon consumption frequencies vary among segments



- Chicken consumption frequencies do not vary much

Questions

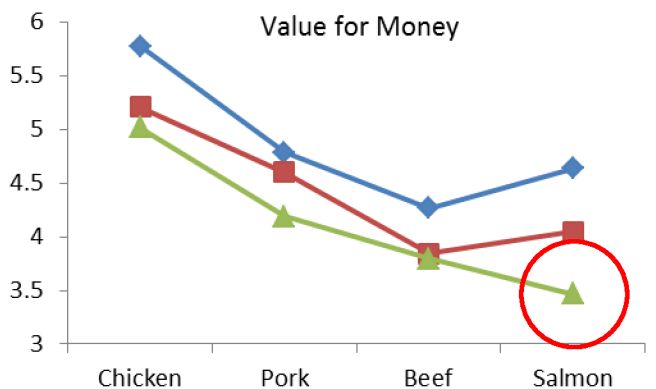
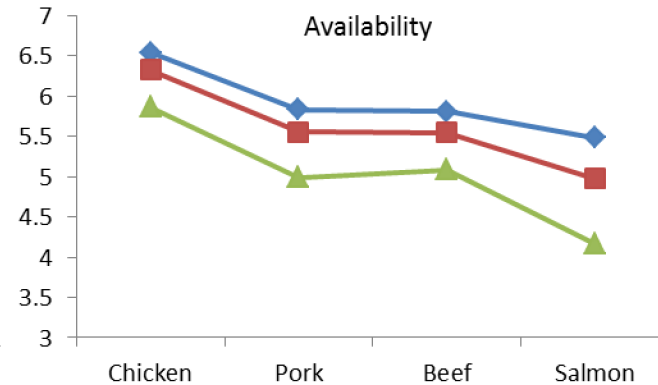
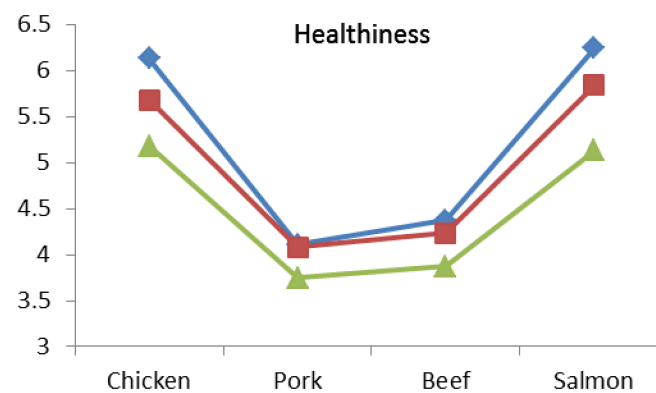
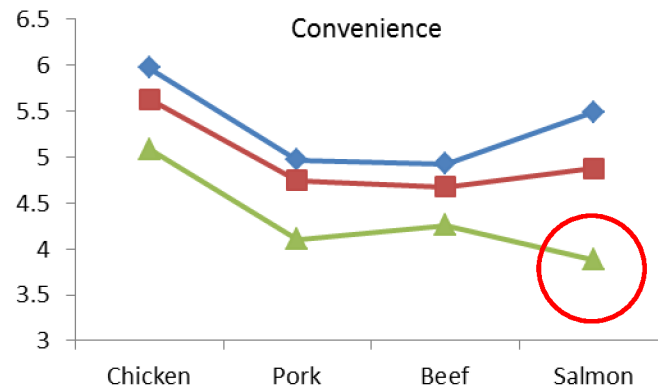
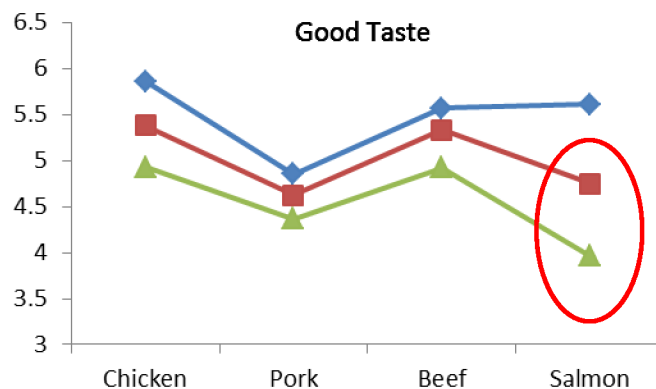
- Why everybody is eating chicken but not salmon?
- How do consumers see salmon compared to chicken?
- How do chicken and salmon compared to other meat alternatives (pork and beef)?



This study

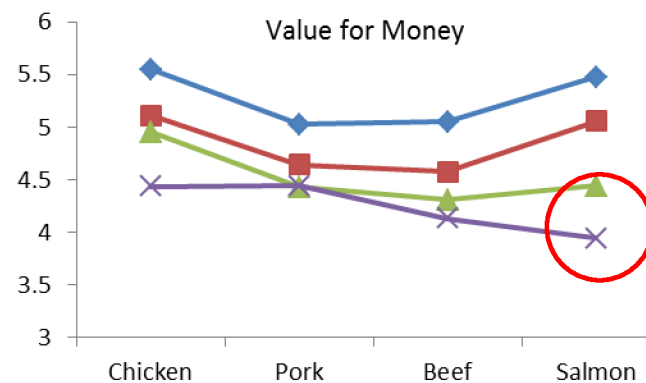
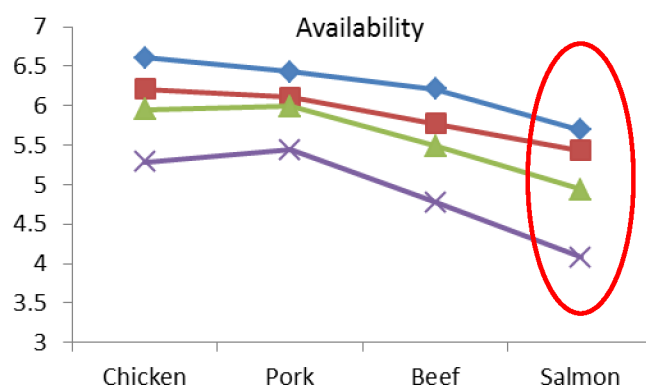
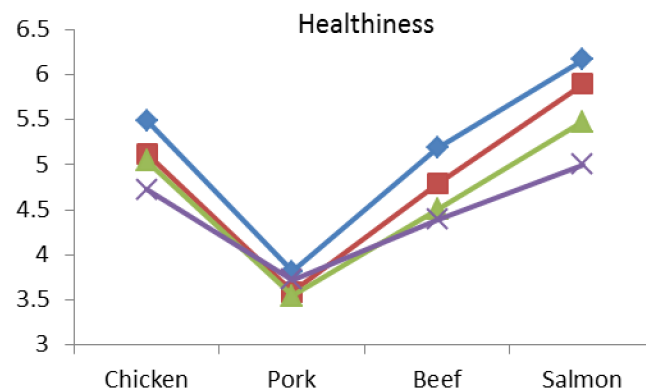
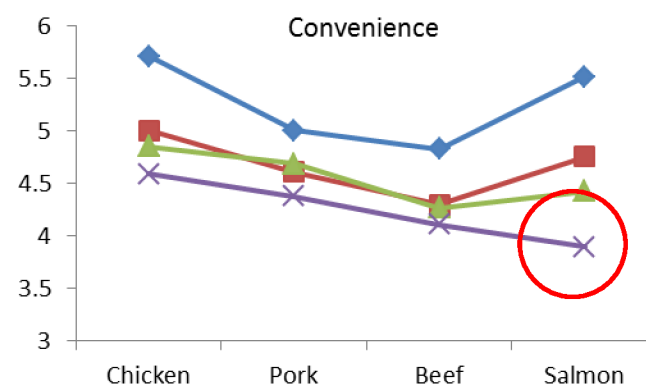
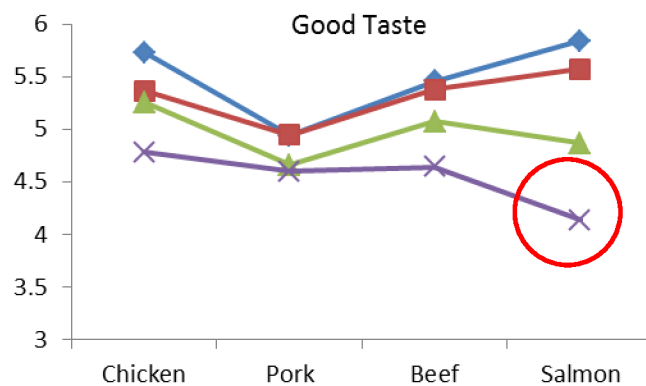
- Aims to better understanding relative positions of salmon compared to meat products
- Investigates this by perceived quality ratings of chicken, salmon, pork and beef
 - good taste
 - healthiness
 - value for money
 - convenience
 - availability
- International survey from 2012 (500 responses from UK, Germany, France and Sweden)
- Important to know if these products compete with salmon in meal occasions

UK



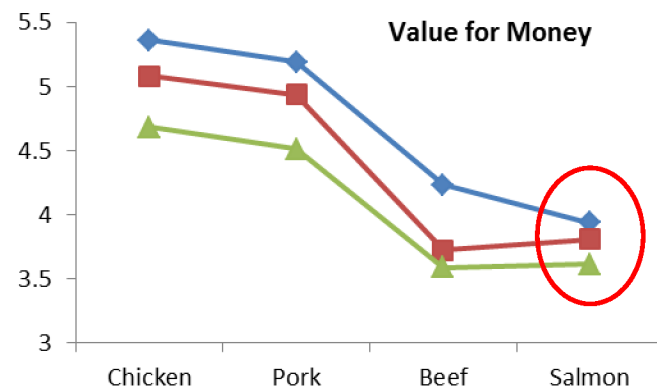
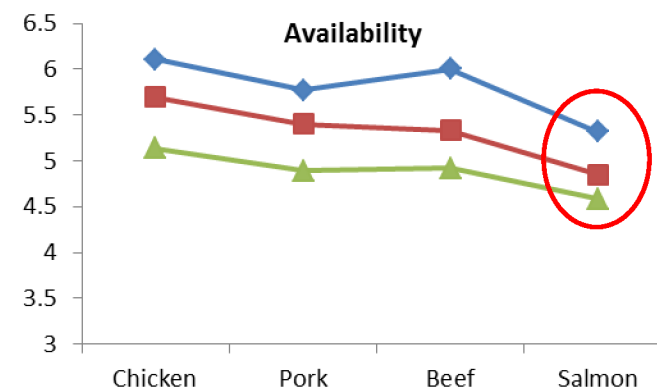
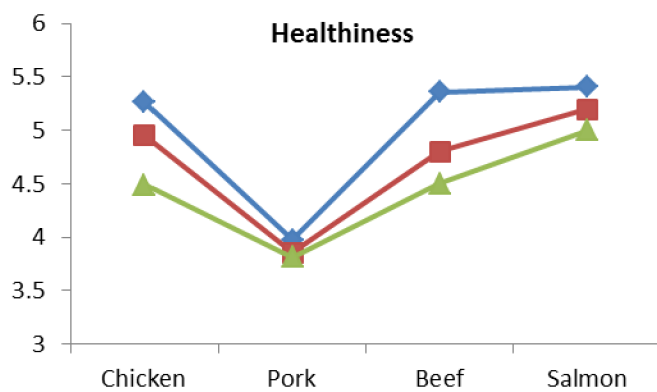
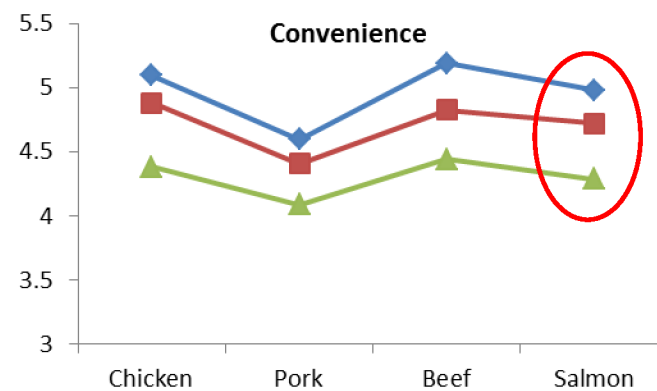
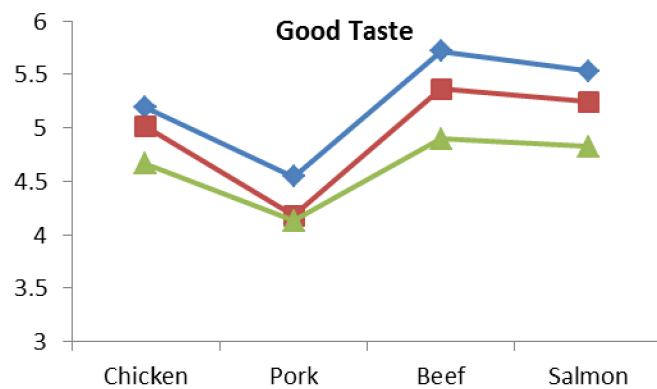
◆ High
 ■ Mid
 ▲ Low

GER



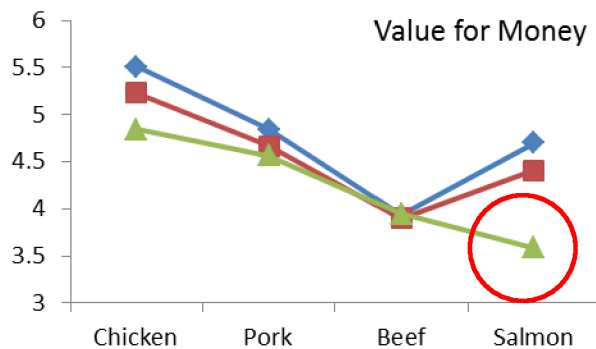
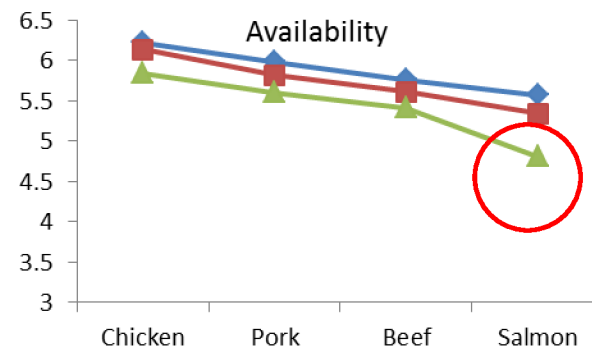
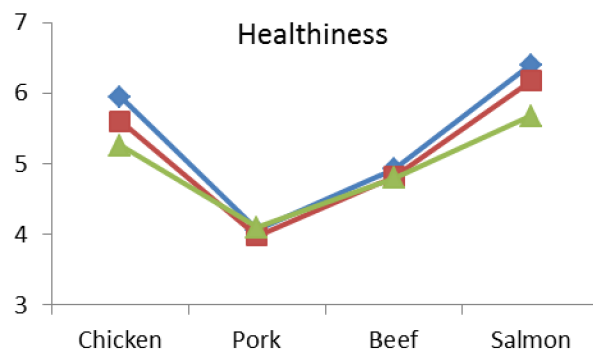
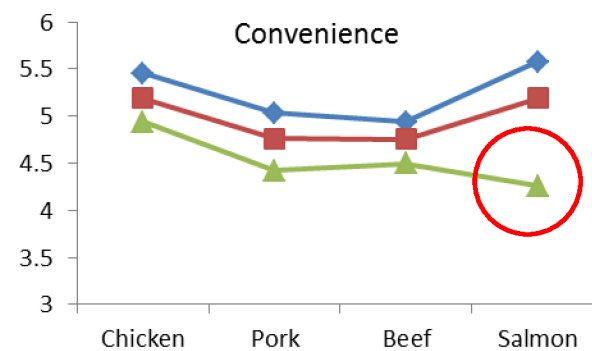
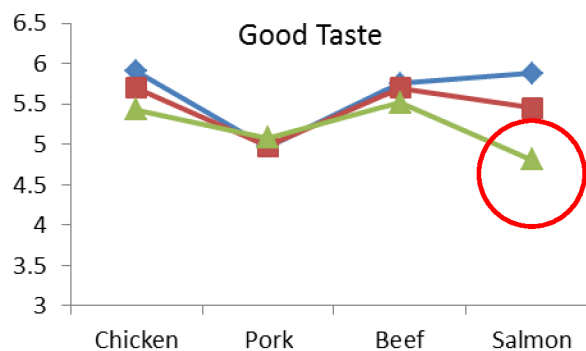
◆ High
 ■ Mid1
 ▲ Mid2
 × Low

FR



◆ High
 ■ Mid
 ▲ Low

SW



◆ High
 ■ Mid
 ▲ Low

Summary

- High groups
 - salmon is highly rated—as high or better than chicken in taste, healthiness and convenience
 - Low in availability and value for money
- Mid groups
 - Mostly similar patterns with High groups
 - Low in taste in UK
- Low groups
 - Particularly bad ratings for value for money, availability and convenience
 - Worse than not only chicken but also compared to pork and beef
 - Salmon may not be a viable substitute for chicken for this group

Summary

- The relative ratings of salmon vary by the segment and country
 - Guidance on which dimension to improve to increase salmon consumptions
- Cases when salmon rated close to chicken
 - Higher consumption frequencies