

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

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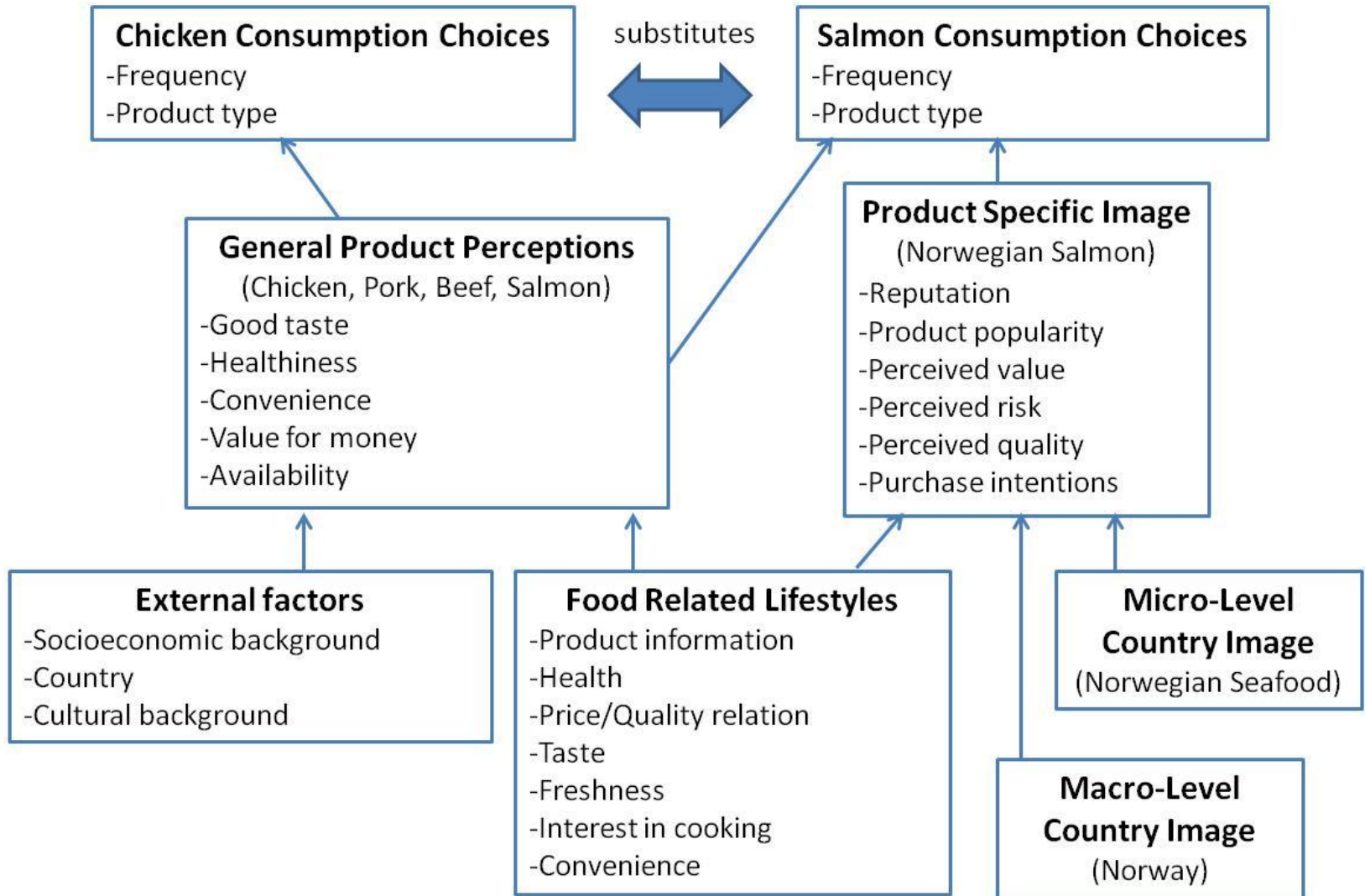
# Overview of the project

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- 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

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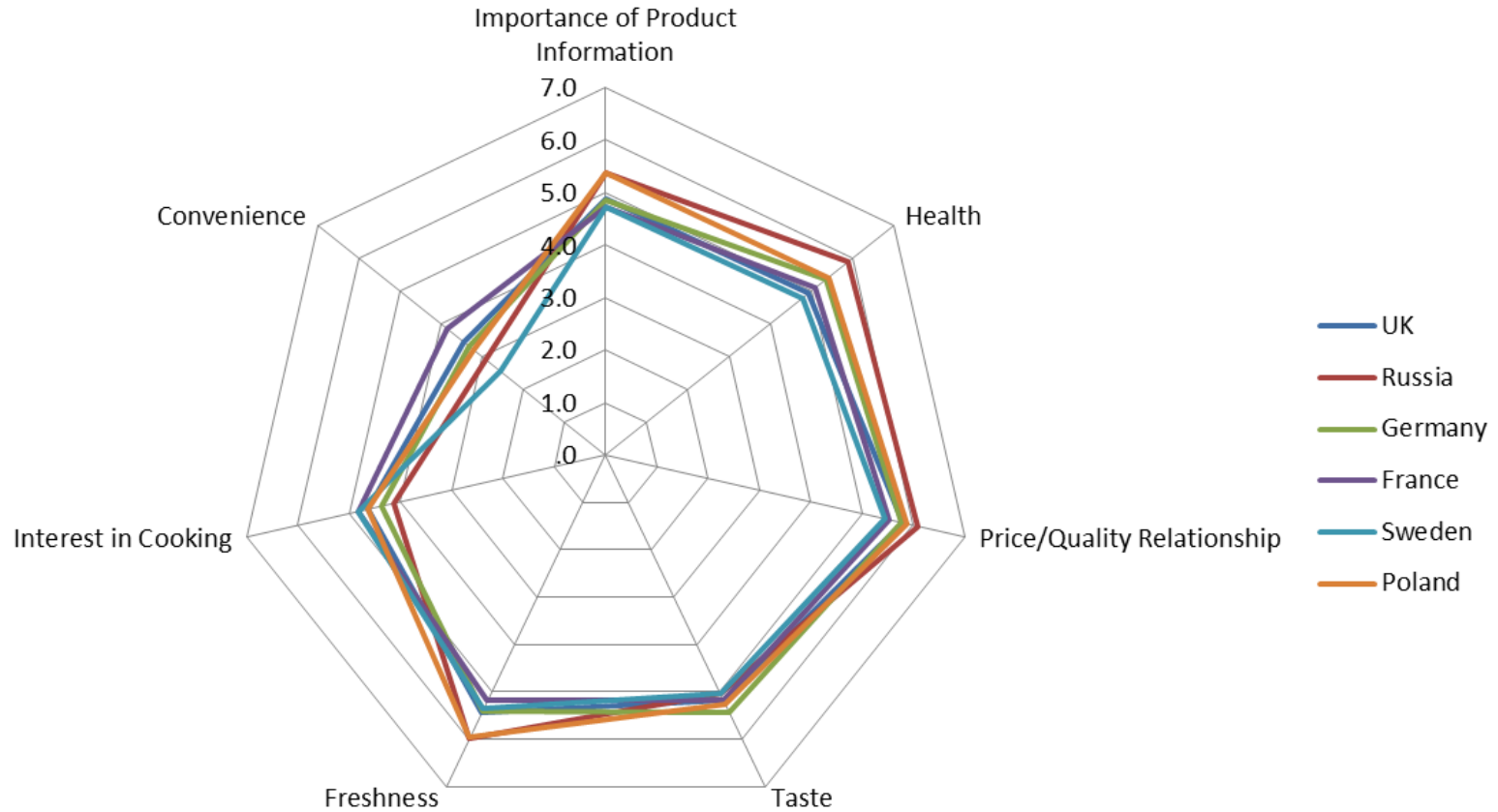
- Focus on salmon and cod
  - Comparisons of UK, France, Germany, Sweden (Russia)
- Food related lifestyle
- Product ratings of meat and fish
  - Taste, Healthiness, Value for money, Convenience, and Availability
  - Chicken, pork, beef, salmon, and cod
- Eating frequencies and factors that affect them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

## Food Related Lifestyles (FRL)

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- “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

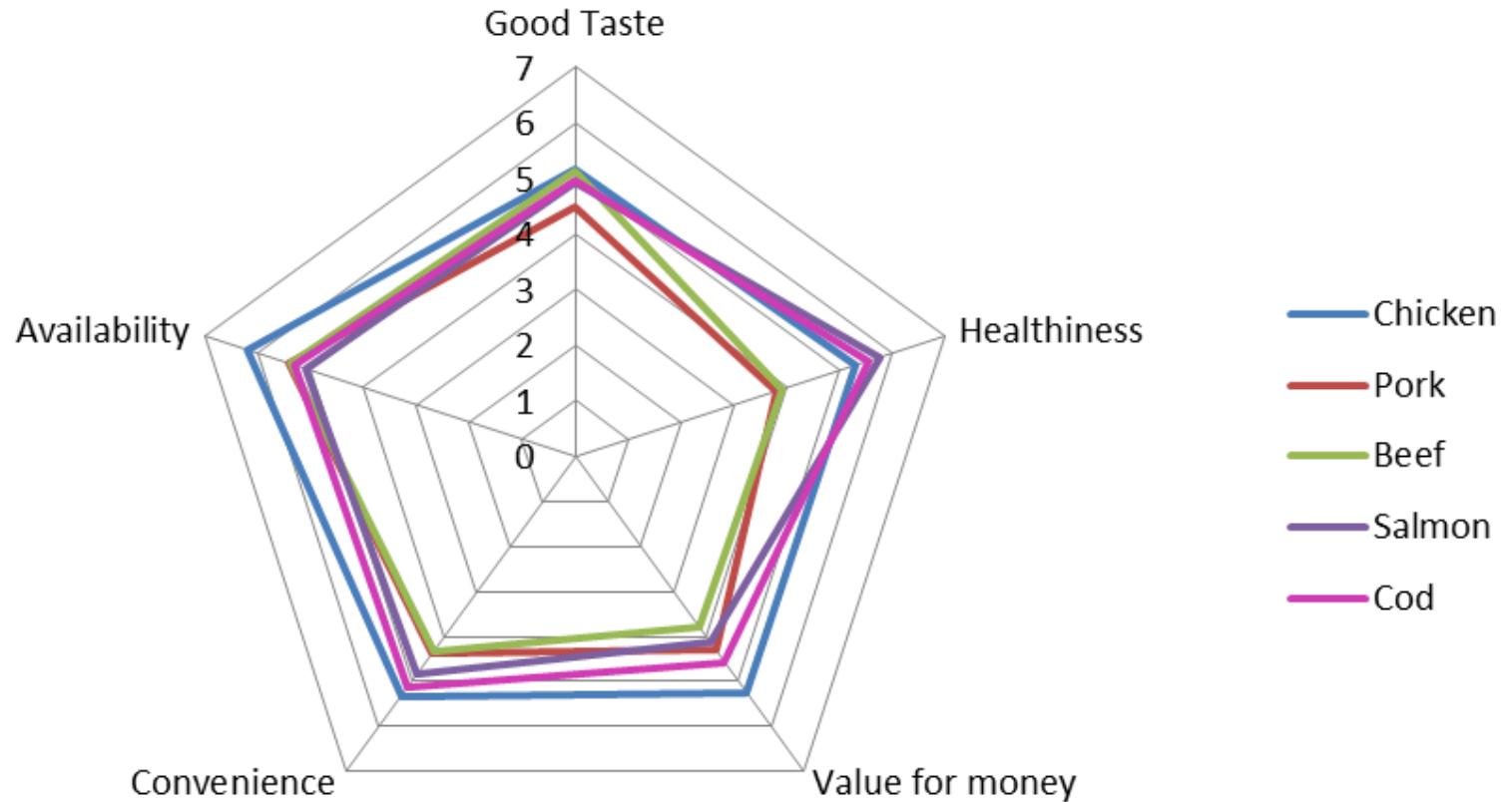


# Product Ratings

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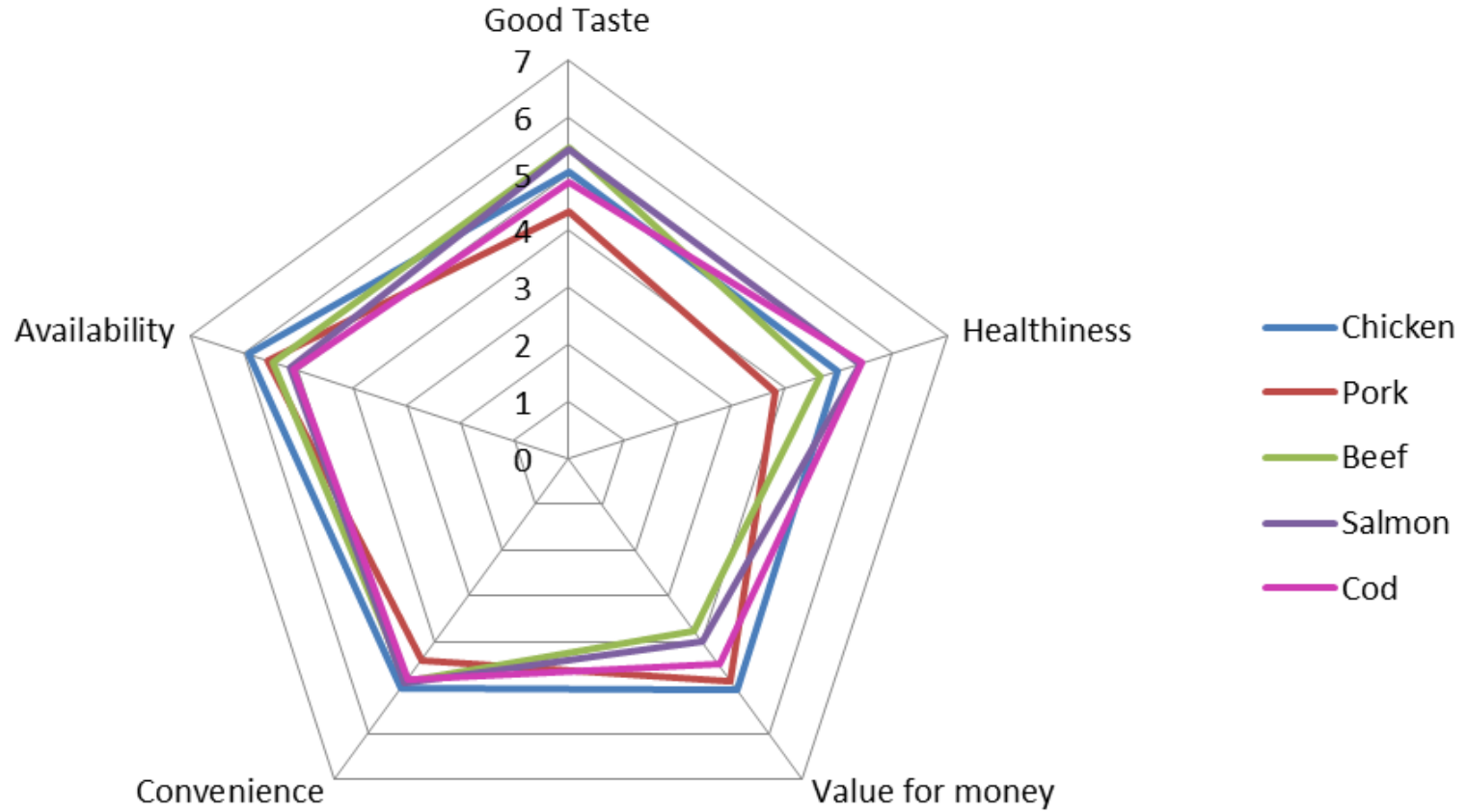
- How would you rate each of the following meat categories in terms of good taste, healthiness, value for money, convenience, and availability? (scale from 1=extremely poor to 7=superior)
  
- Chicken, pork, beef, salmon, and cod
  - Country differences
  - Salmon/cod compared to other meat?
  - Cod positioned compared to salmon?

# Product Ratings (UK)

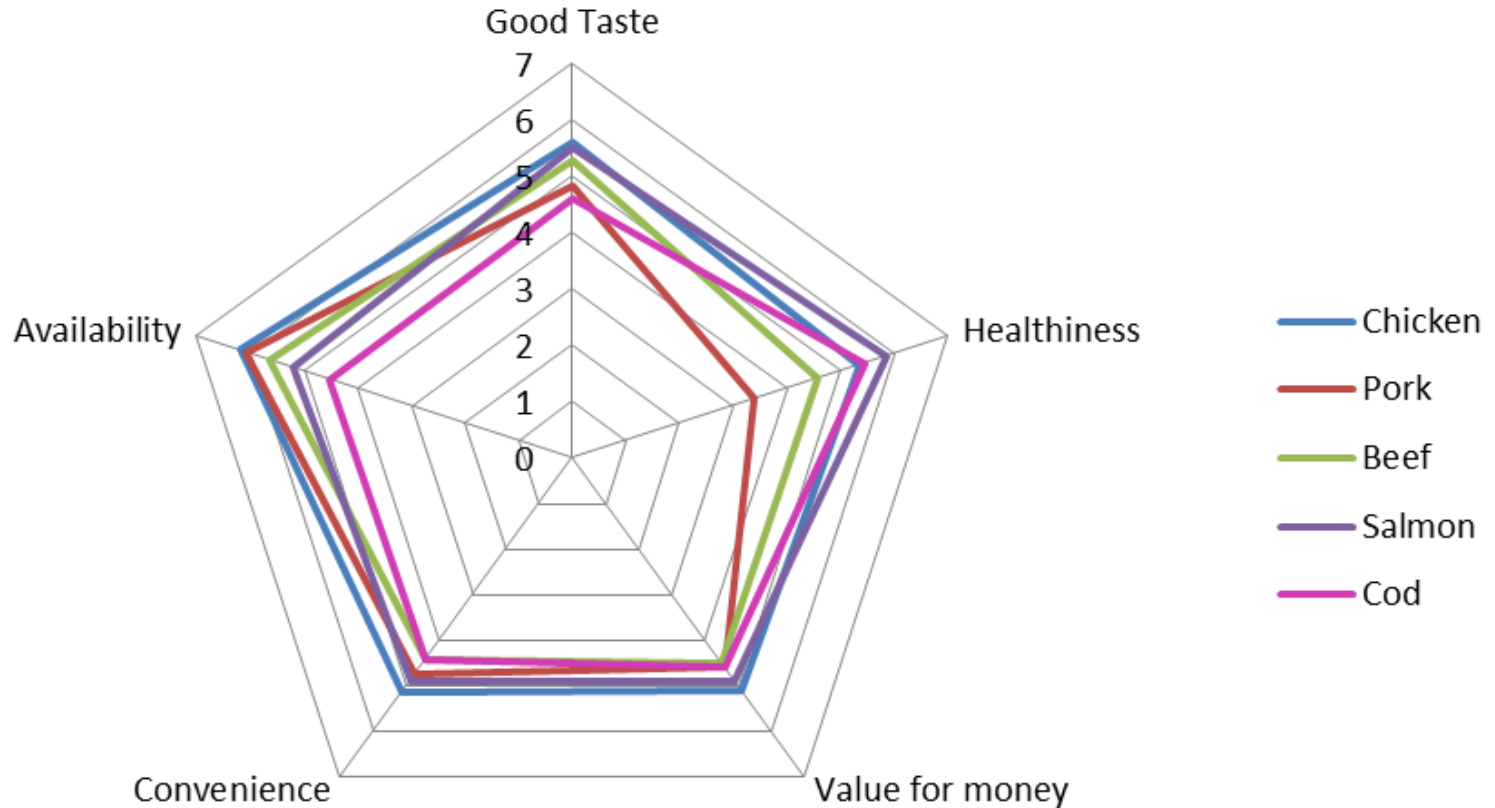




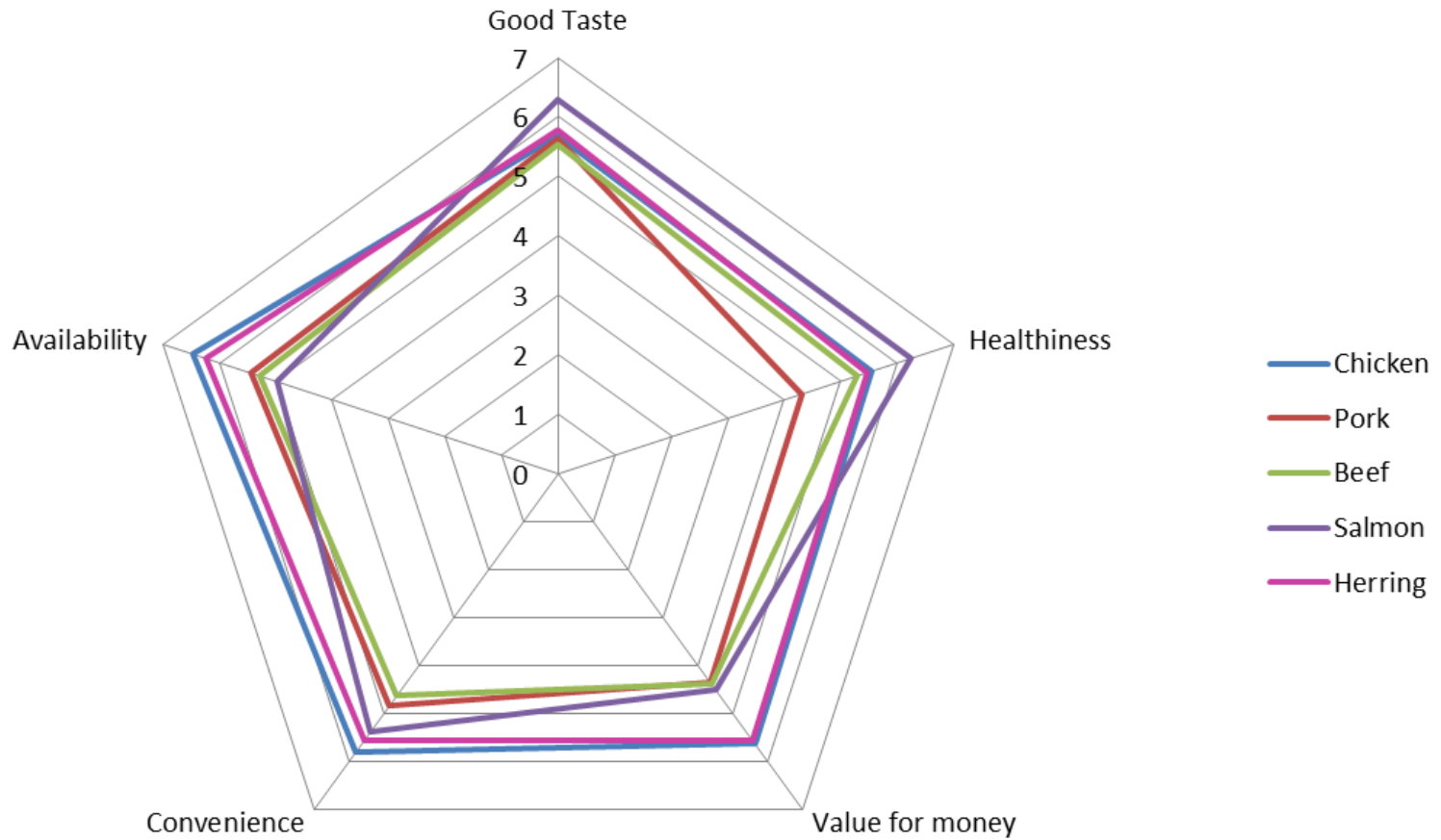
# Product Ratings (France)



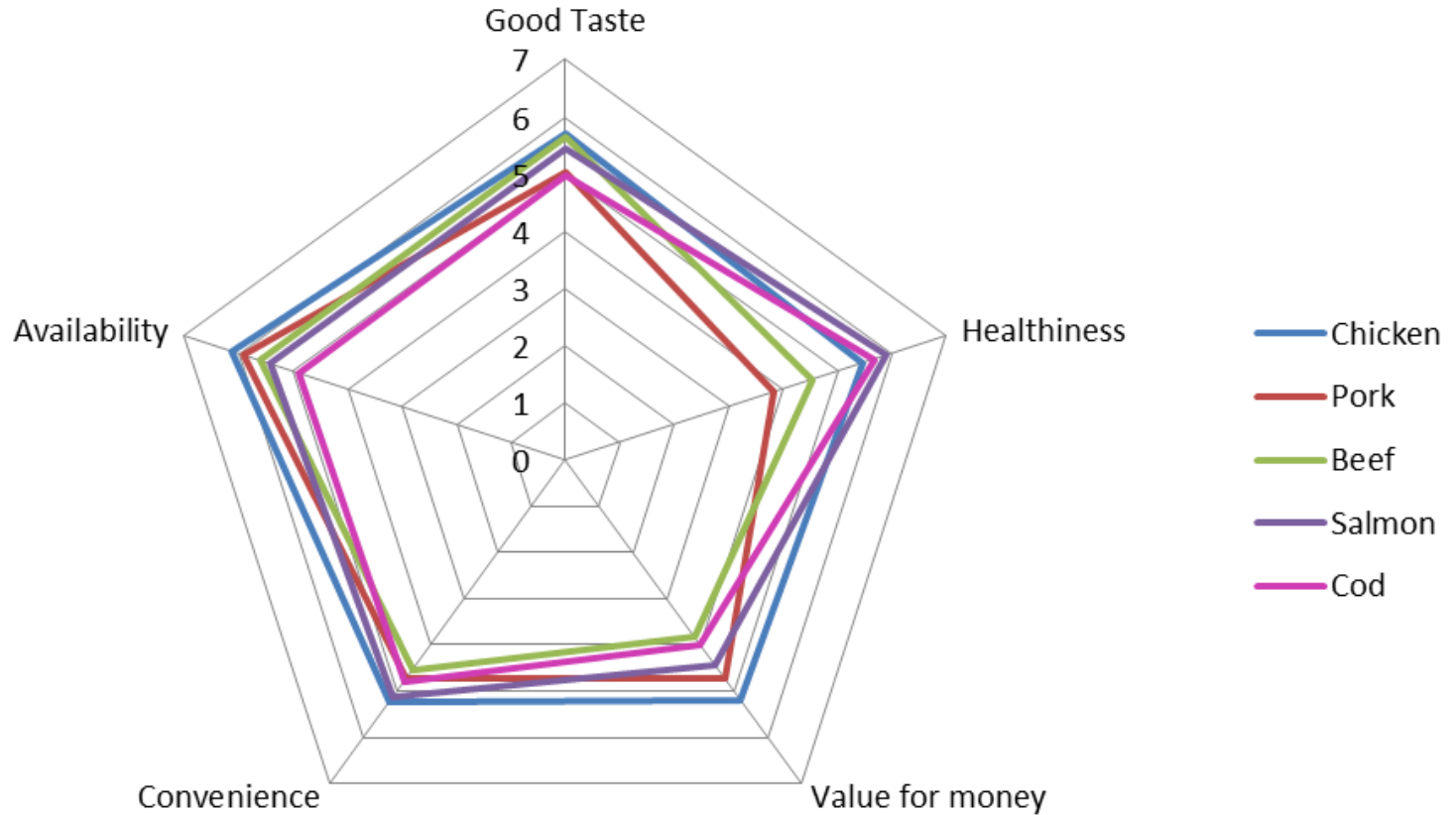
# Product Ratings (Germany)



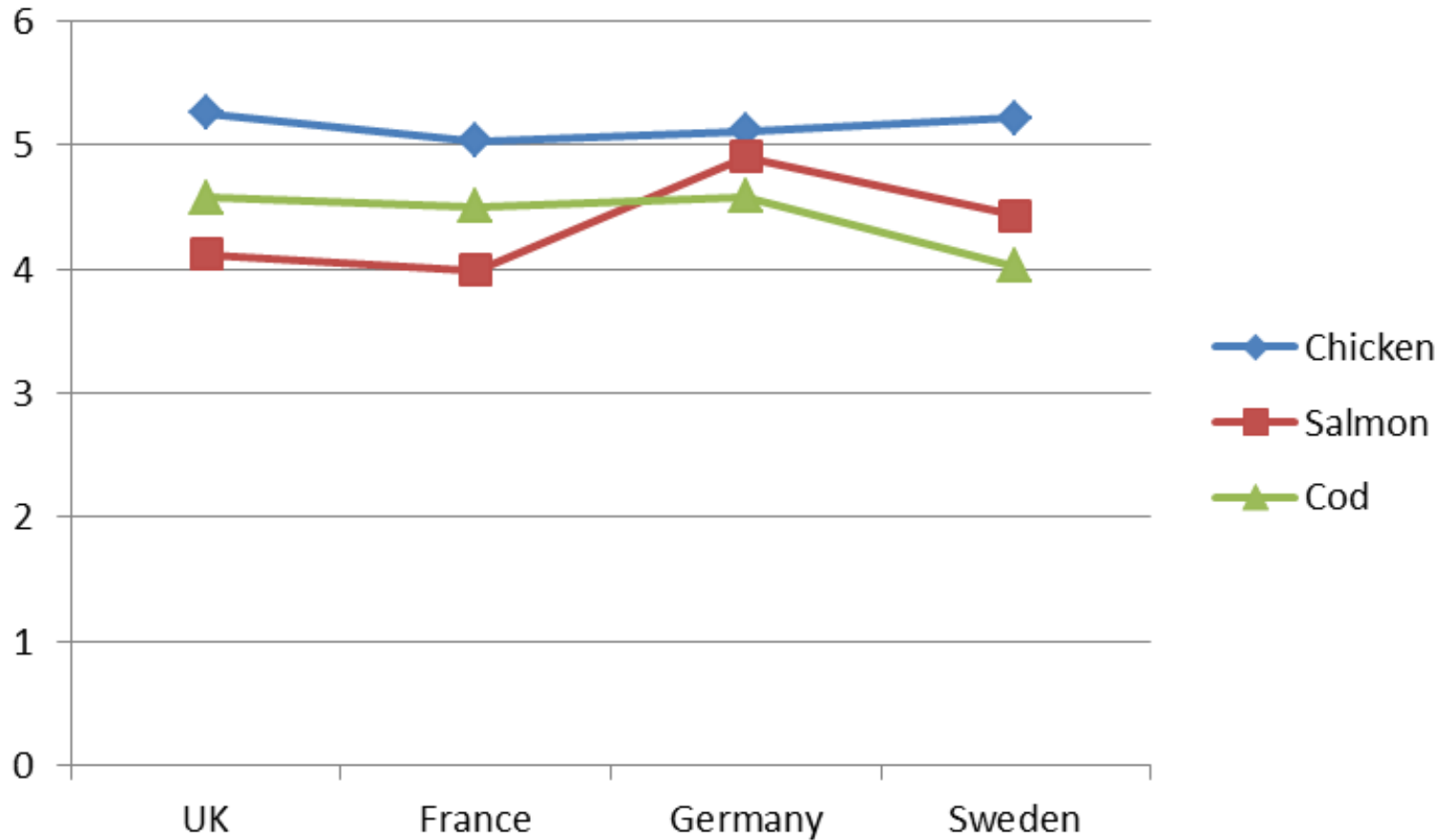
# Product Ratings (Russia)



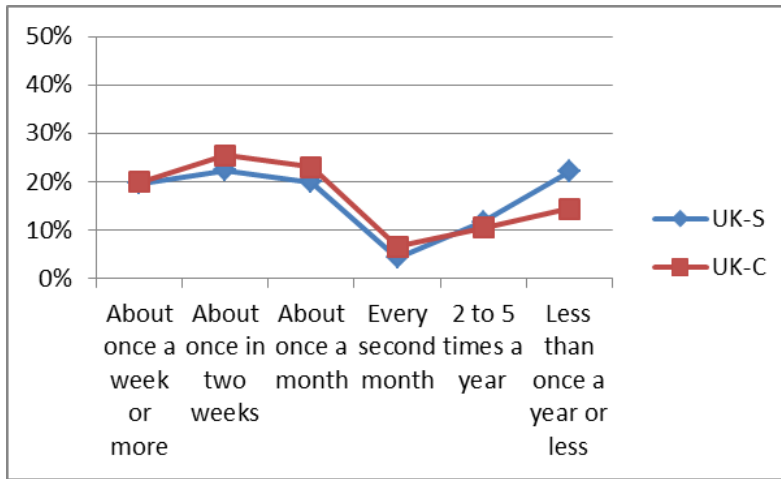
# Product Ratings (Sweden)



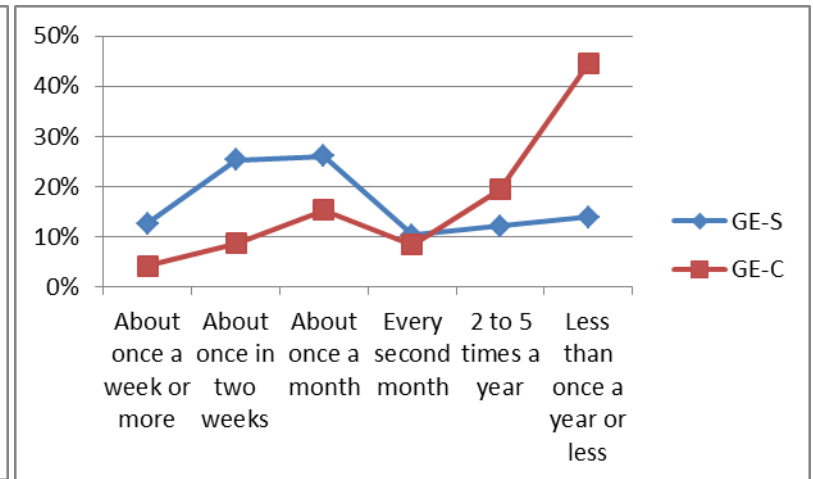
# «Value for Money»



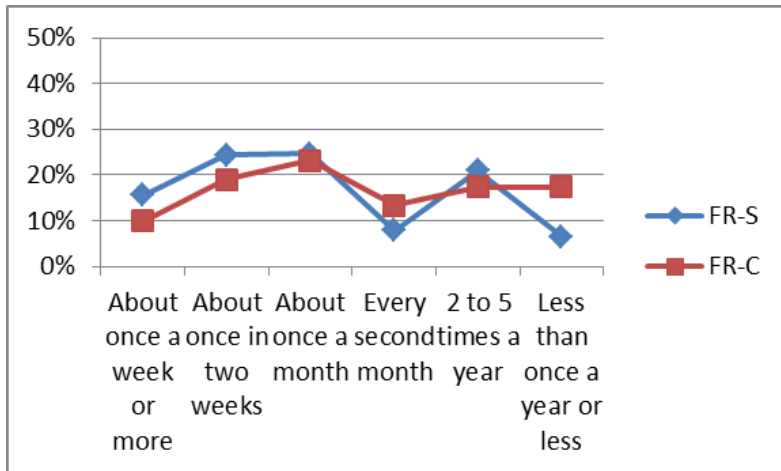
# Consumption frequencies



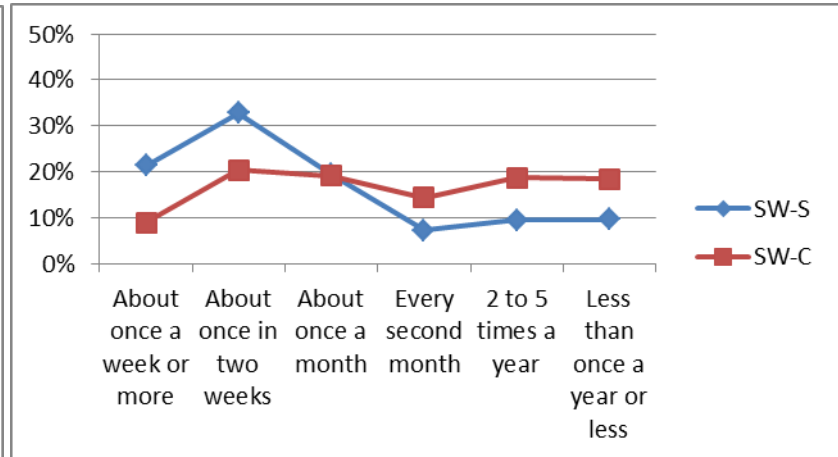
UK



Germany



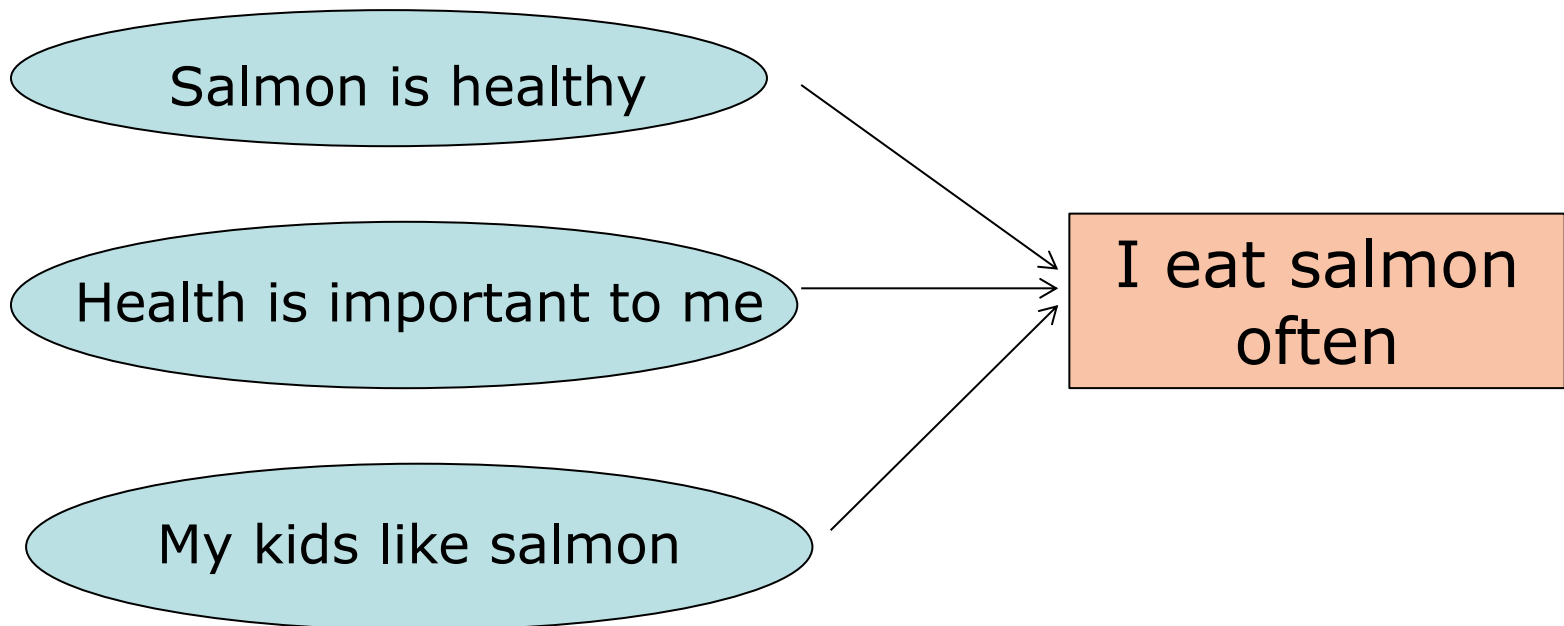
France



Sweden

# What explains consumption frequencies?

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



# Exploratory Regression Analysis

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- 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

	<b>FRL</b>	<b>Product Rating</b>
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)

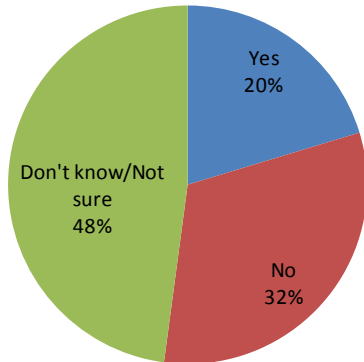
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- About 30% to 40% of the variations explained
- Product ratings consistently significant across countries and species
- Cross-consumptions consistently positive and significant
- FRL and demographic results vary among countries and species

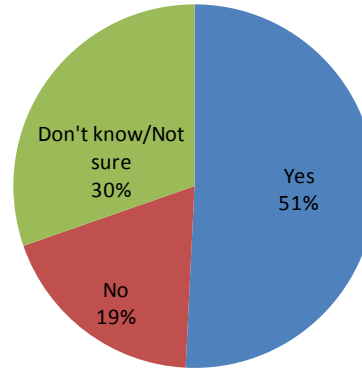
# Country of Origin

Q: Have you bought seafood products from Norway before?

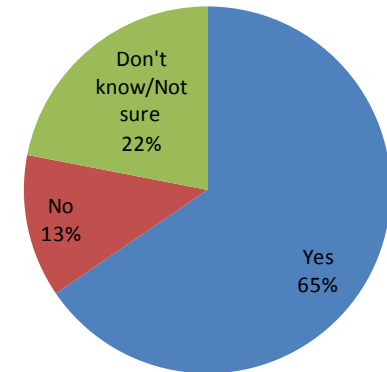
**UK**



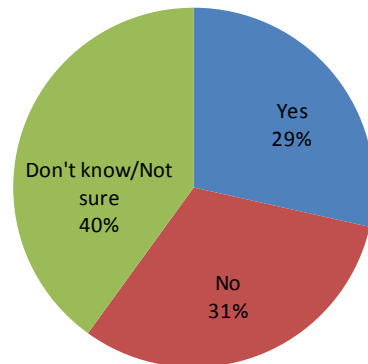
**Russia**



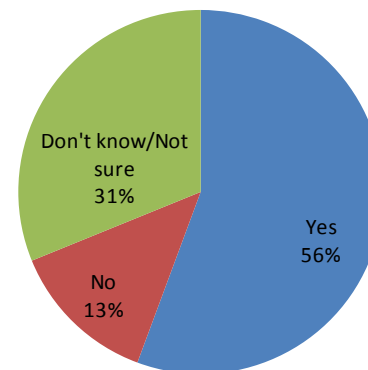
**France**



**Germany**



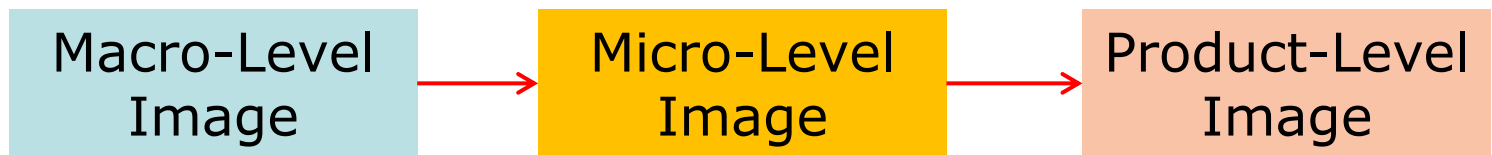
**Sweden**



# Country Image

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- Positive correlations among different levels of images



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

# Summary

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- 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?

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- 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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