



# PROMOTING DIVERSIFY PRODUCTS:

## The Effect of Message Framing on Consumers' Attitudes and Purchase Intentions towards New Diversify Products

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# FISH FOR THOUGHT

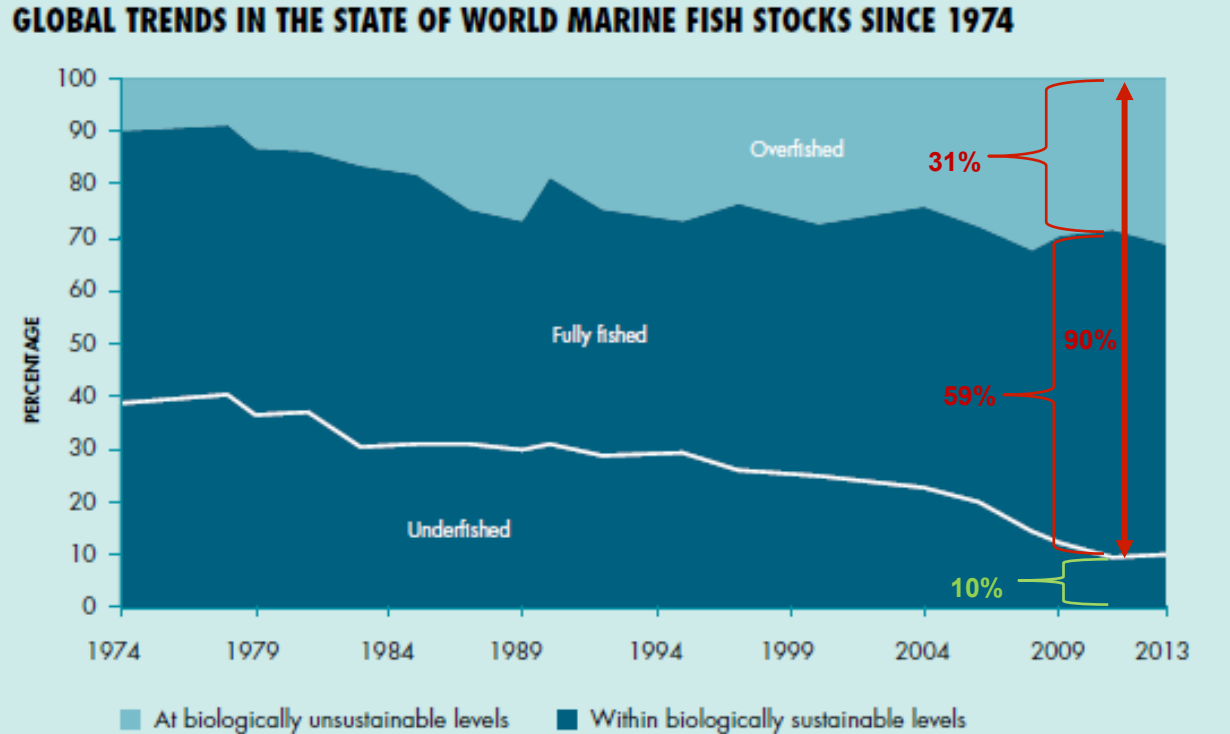
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- ▶ How can we persuade consumers to migrate from habitual products to aquaculture products?
- ▶ How can we promote new Diversify aquaculture products?



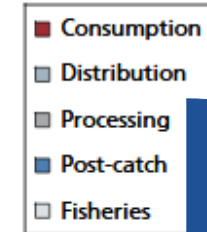
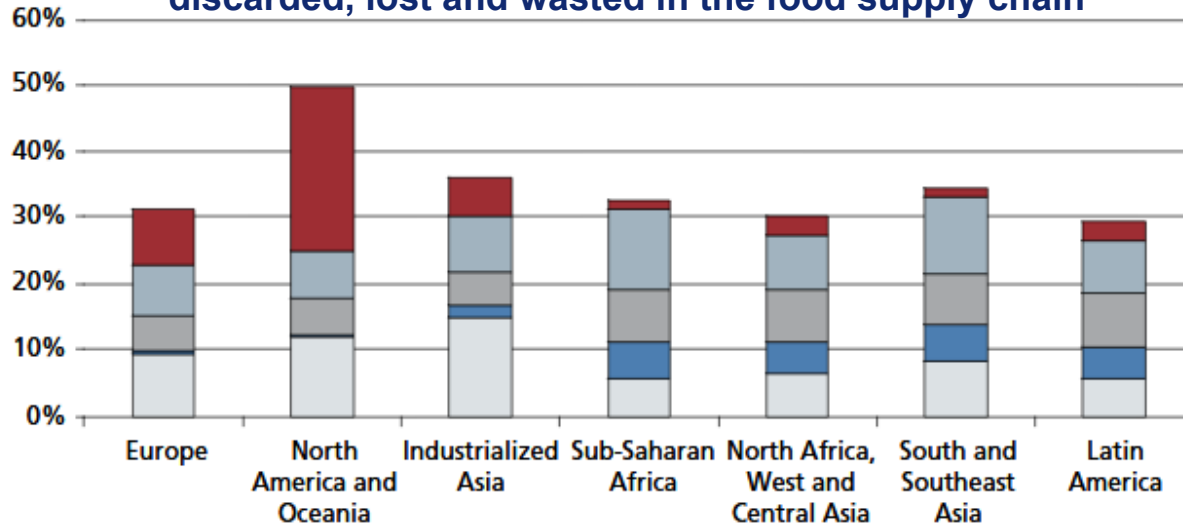
# 'SO LONG AND THANKS FOR ALL THE FISH'



Notes: Dark shading – within biologically sustainable levels; light shading – at biologically unsustainable levels. The light line divides the stocks within biologically sustainable levels into two subcategories: fully fished (above the line) and underfished (below the line).

# FISH WASTE OR MISUSE OF MARINE RESOURCES

Part of the initial catchings (fish and seafood harvested) discarded, lost and wasted in the food supply chain

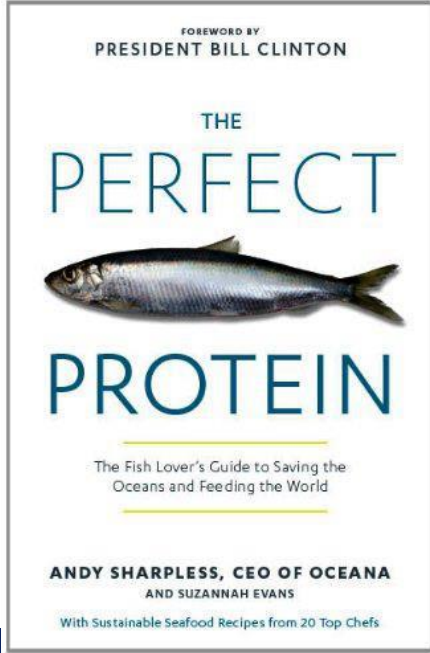


25% used for fishmeal and fish-oil production

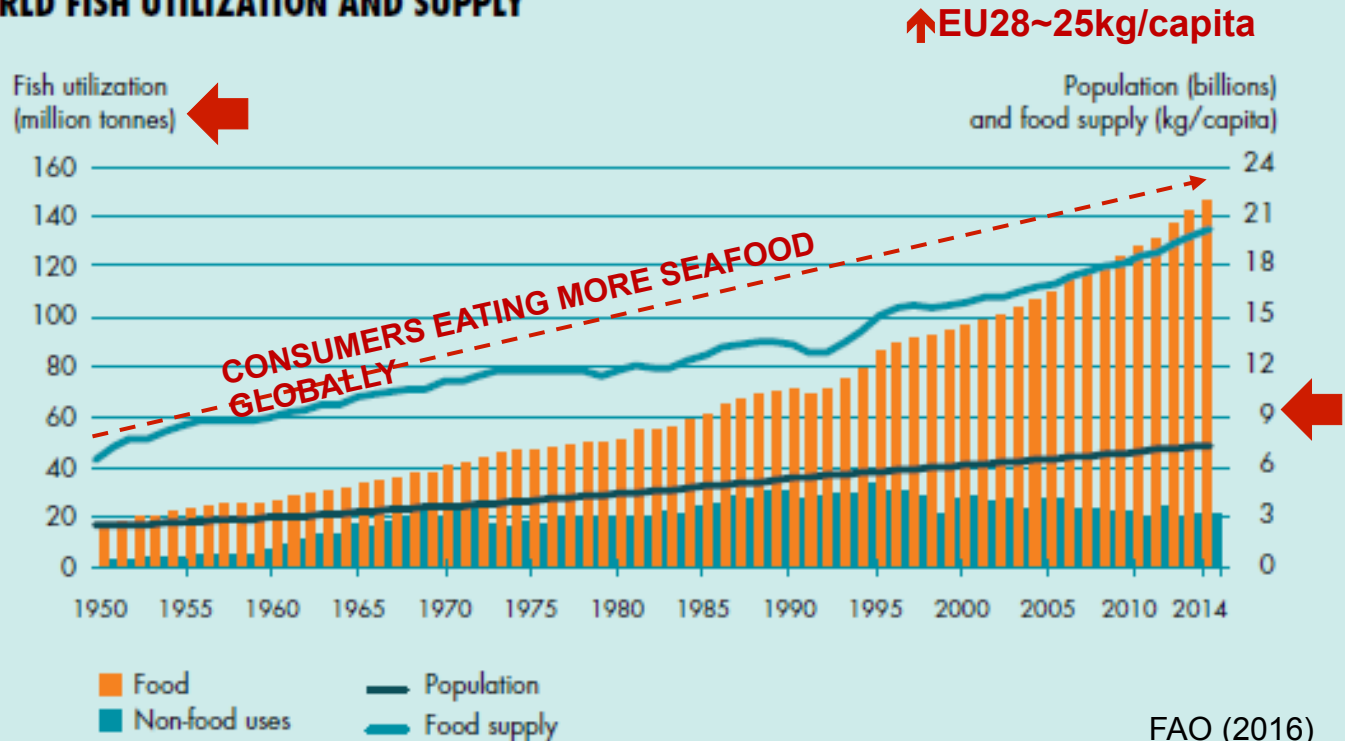
(Shepard 2012; Worldbank, 2013)

(FAO, 2011. Global food losses and food waste)

# WHY BLUE REVOLUTION MATTERS?

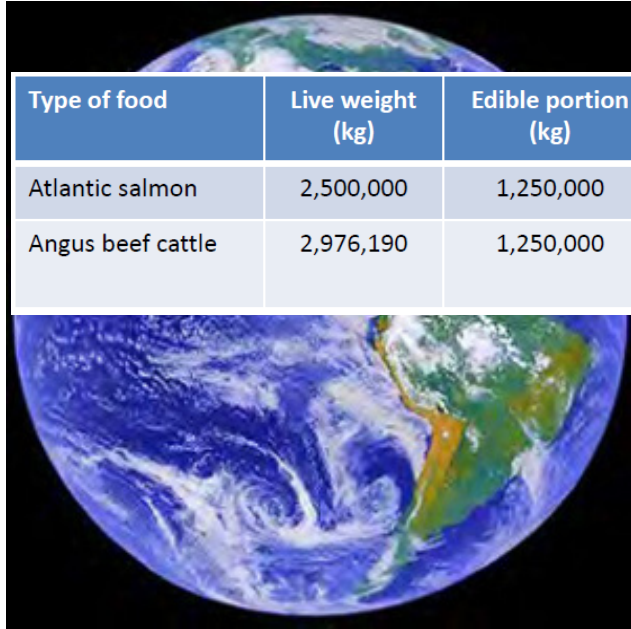


## WORLD FISH UTILIZATION AND SUPPLY



FAO (2016)

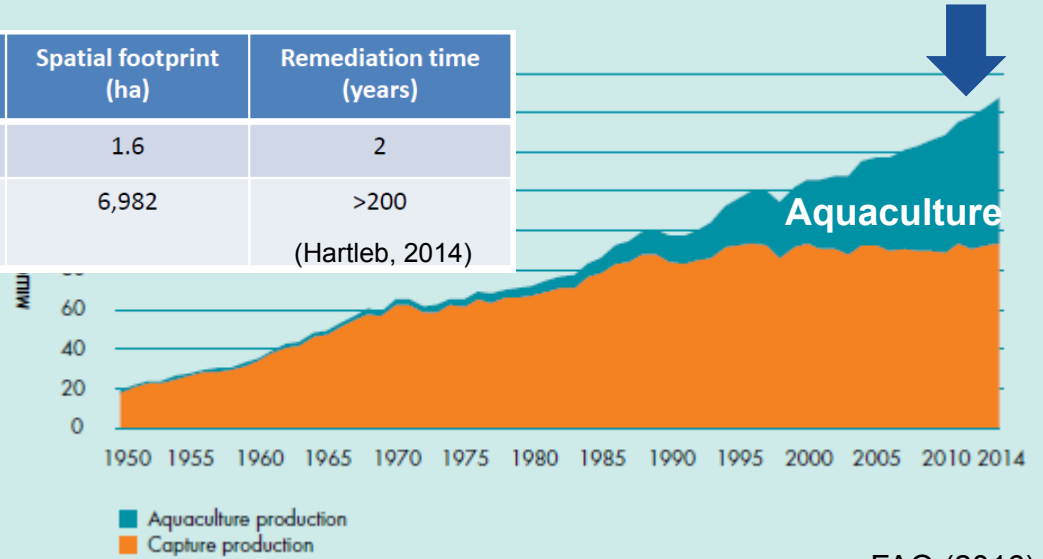
# AQUACULTURE WITH POTENTIAL TO FEED THE WORLD?



WORLD CAPTURE FISHERIES AND AQUACULTURE PRODUCTION

Type of food	Live weight (kg)	Edible portion (kg)	Yield	Spatial footprint (ha)	Remediation time (years)
Atlantic salmon	2,500,000	1,250,000	0.50	1.6	2
Angus beef cattle	2,976,190	1,250,000	0.42	6,982	>200

(Hartleb, 2014)



FAO (2016)

# 'IF YOU BUILD IT THEY WILL COME'



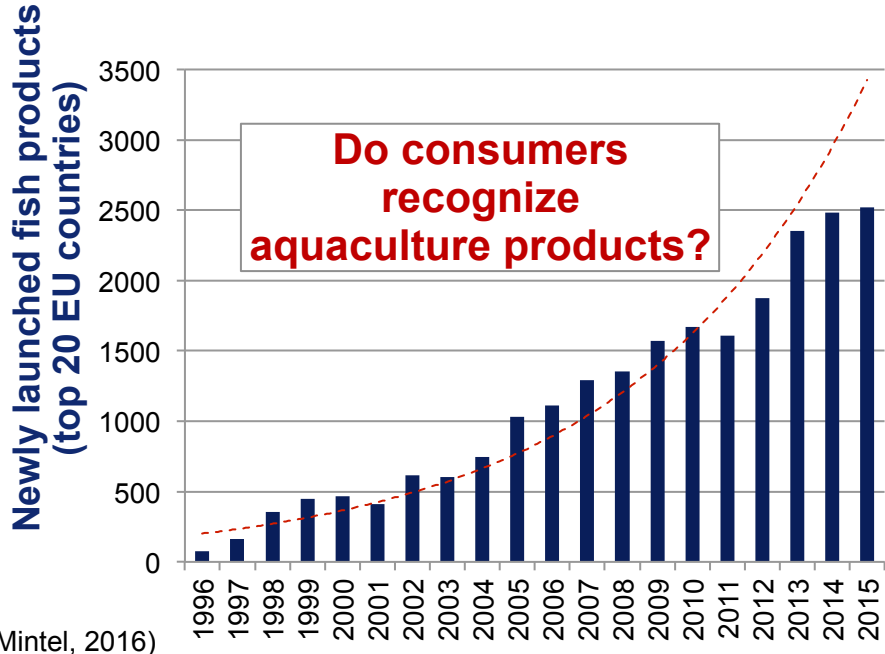
Wild fish



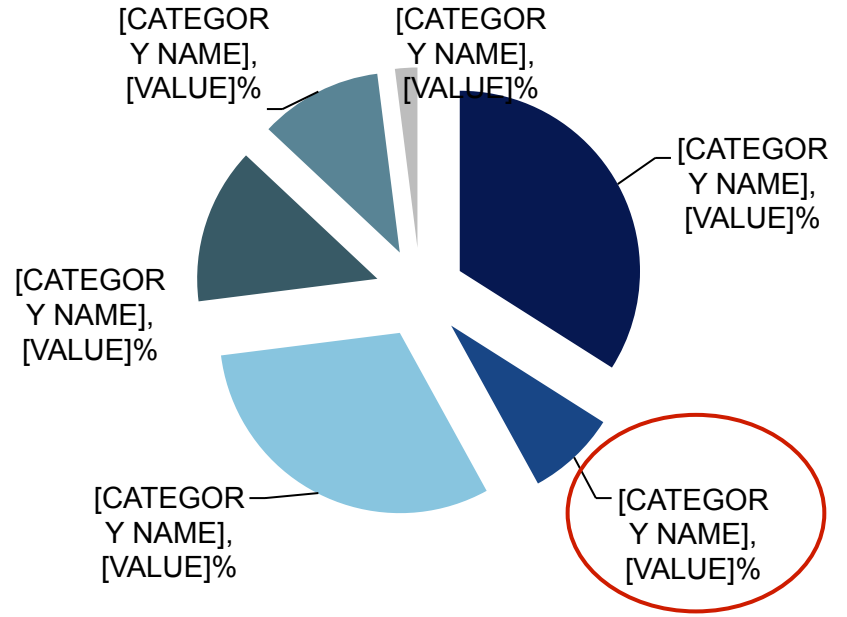
Farmed fish



# AQUACULTURE PRODUCTS (IN)VISIBLE?



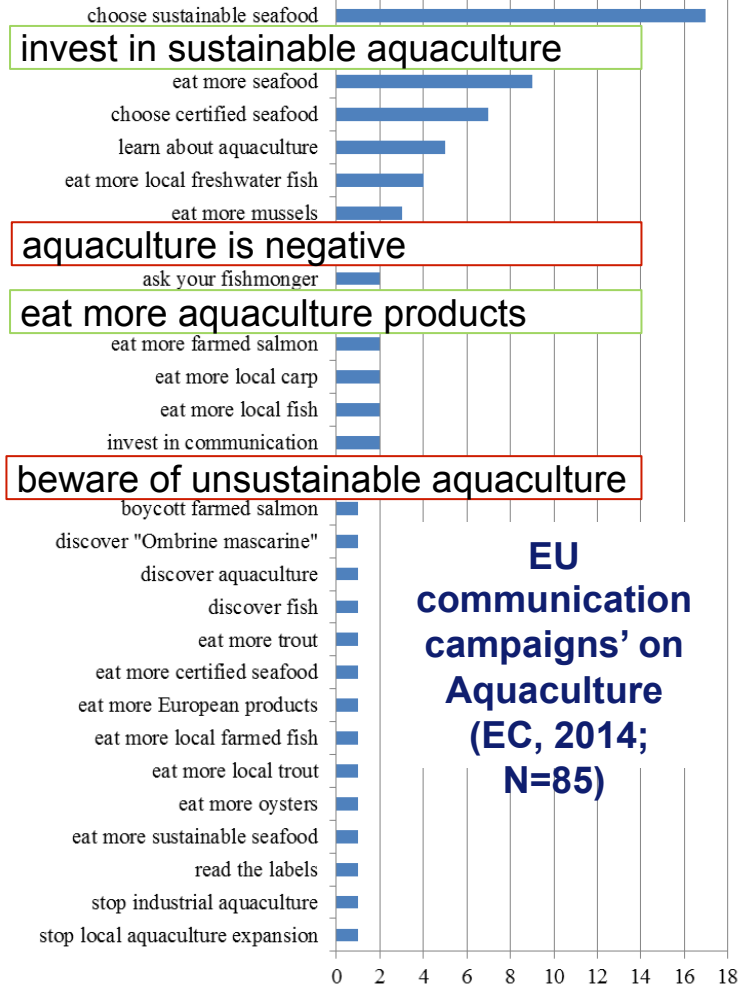
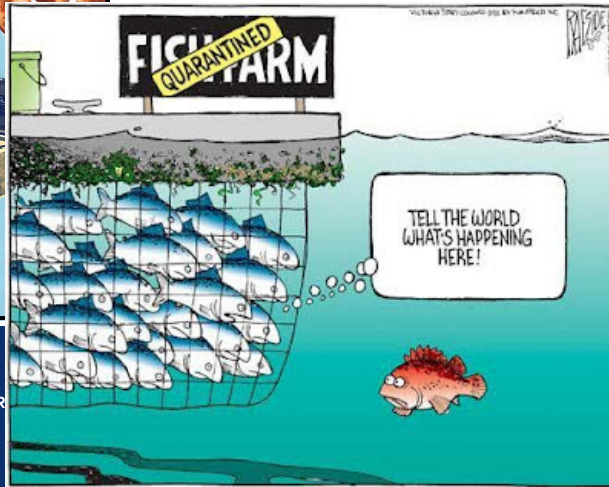
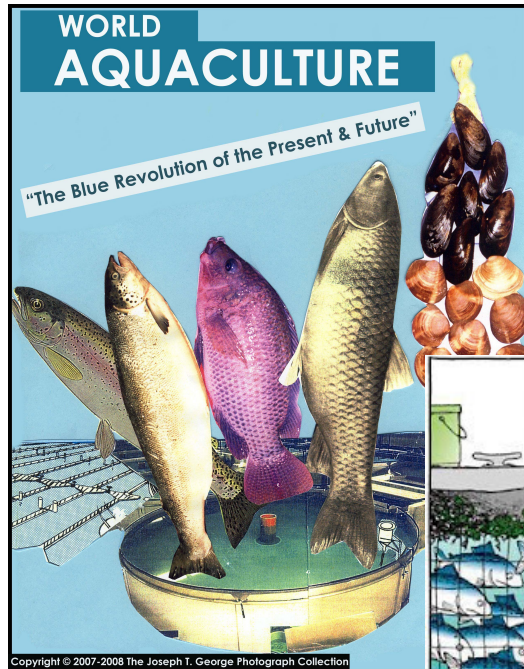
(Mintel, 2016)



(Special Eurobarometer 450: EU28, N=24452; year 2017)

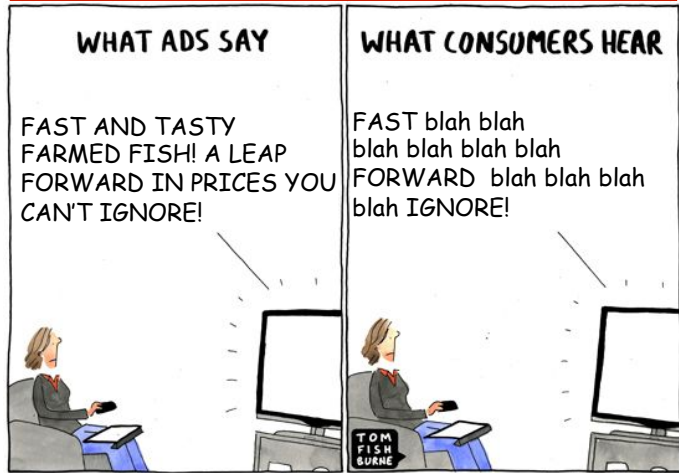


# MIXED MESSAGES



# LIKELY TO IGNORE OUR PRODUCT TOO...IF IT DOESN'T...

How can  
Diversify products  
make a difference  
and persuade consumers?



Adapted from © marketoonist.com

Stand out  
in a crowd  
and  
...

**Feel familiar**

(Gigerenzer & Gaissmaier, 2011)

**Feel true**

(Oppenheimer, 2005)

**Feel good**

(Stepper & Strack, 1993)

**Feel effortless**

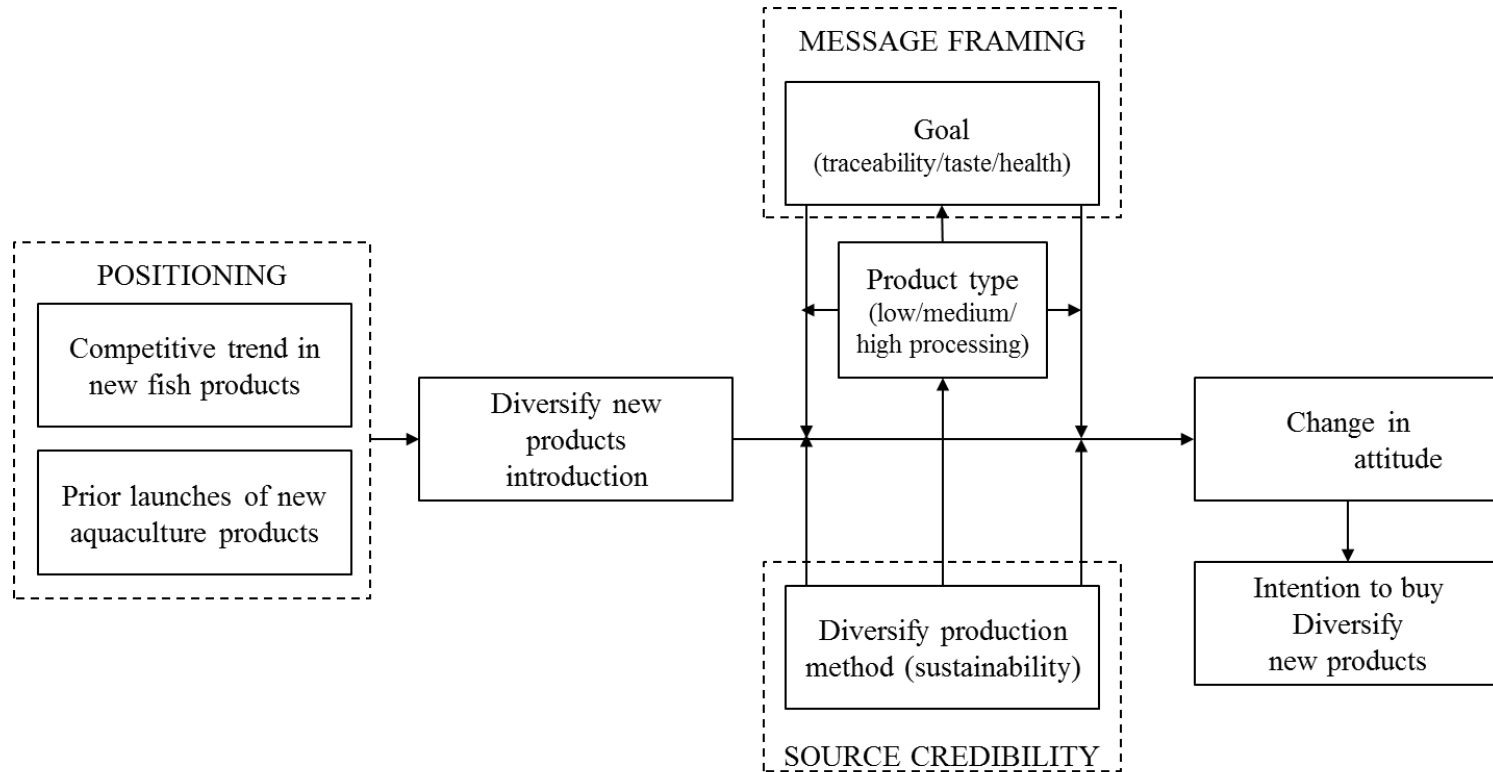
(Gigerenzer & Goldstein, 1996)

**Provide if...then plan**

(Gollwitzer, 1999)

(Kahneman, 2003)

# COMMUNICATION STUDY: THEORETICAL FRAMEWORK



# EXPERIMENTAL DESIGN & STIMULI

► **Between-subjects design; N = 1565 (France, Germany, Italy, Spain, UK)**

**1 (promotion - sustainability) x 3 (product processing) x 3 (goal message)**

## CHOOSE PRODUCTS FROM DIVERSIFY AQUACULTURE!

All products are made with the same attention to quality

Diversify aquaculture fish products come from a carefully selected group of finfish species and a production method that allows for both greater diversity of fish species and new value-added products. The fish species, such as Greater Amberjack, is selected based on its growth, size and excellent product quality. Fish are grown in large cylinder-shaped pools that float on the sea surface and reach down up to 20 meters depth. This sustainable method is used for rearing finfish species in coastal and open waters, within areas sheltered from excessive wave action, but with sufficiently deep water and fast current speeds where the water flows freely through the pools, and allows the fish to grow in clean and highly oxygenated water.

Diversify aquaculture is renowned for its high quality, sustainability and consumer protection standards.

With Diversify aquaculture imagine the benefits for you and your family!

## Low processed



## GET HEALTHY PRODUCTS FROM DIVERSIFY AQUACULTURE!

Super-healthy fresh fish steak from Diversify aquaculture  
for a healthier-happier day

## Medium



## processed

## GET TRACEABLE PRODUCTS FROM DIVERSIFY AQUACULTURE!

Transparent journey of smoked fish fillet from Diversify aquaculture  
for a responsible tomorrow

## High

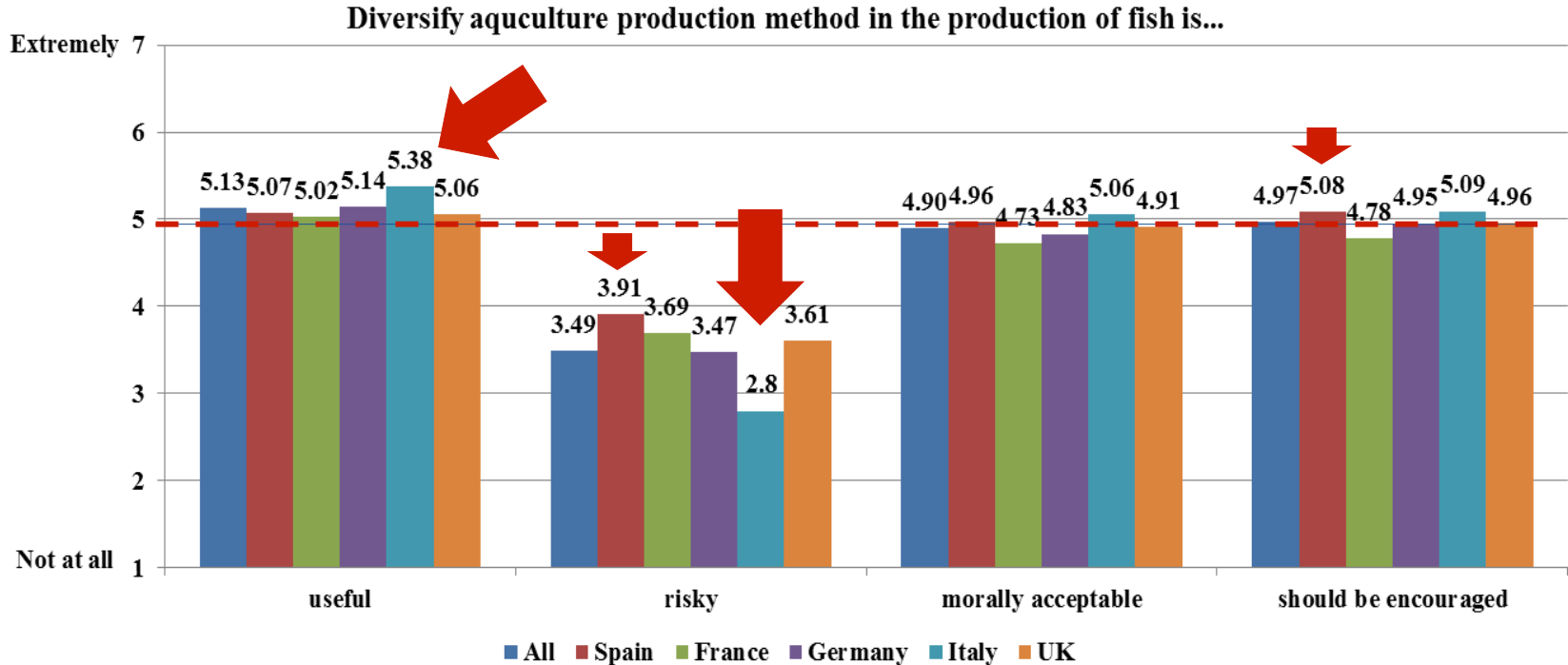


## processed

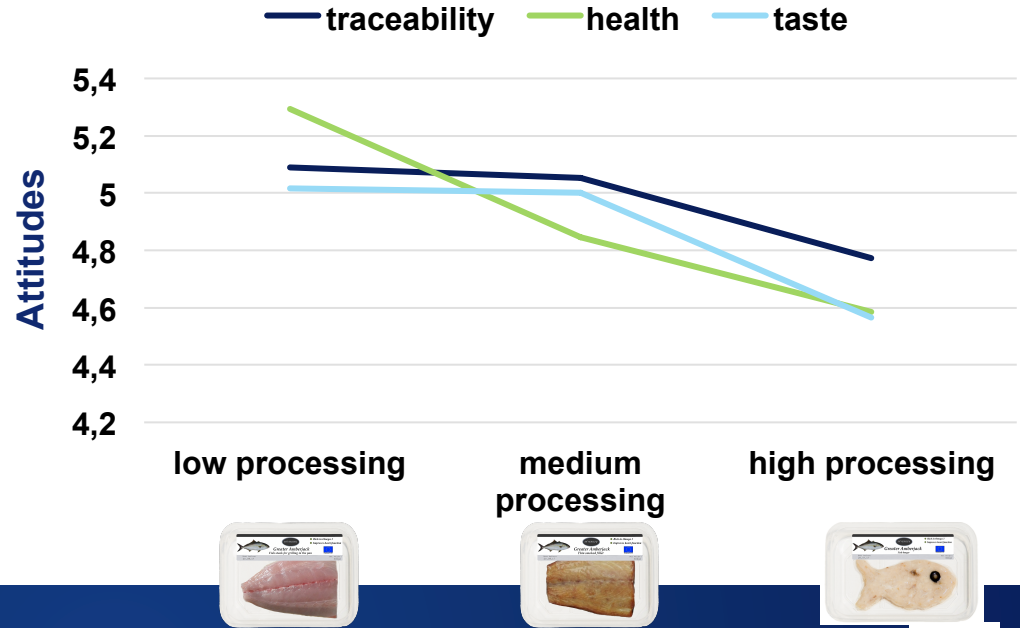
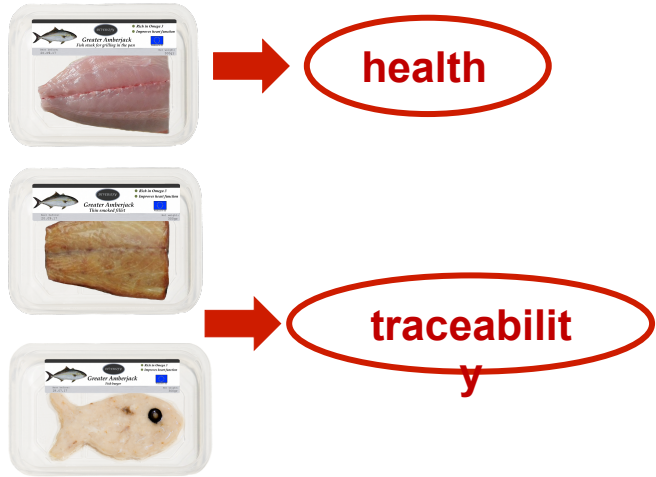
## GET TASTY PRODUCTS FROM DIVERSIFY AQUACULTURE!

Super-tasty fish burger from Diversify aquaculture  
for a great moment

# ATTITUDE TOWARDS DIVERSIFY PROMOTION MESSAGE

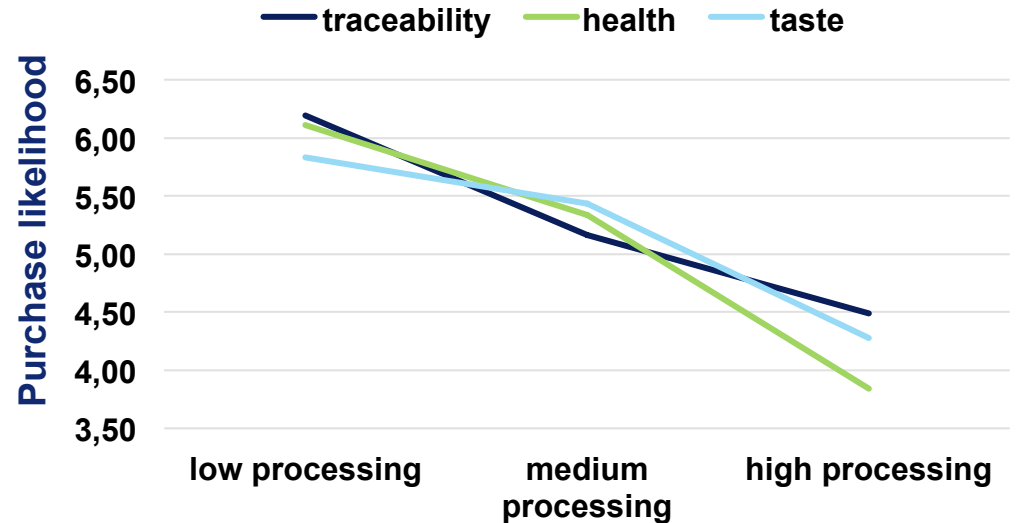
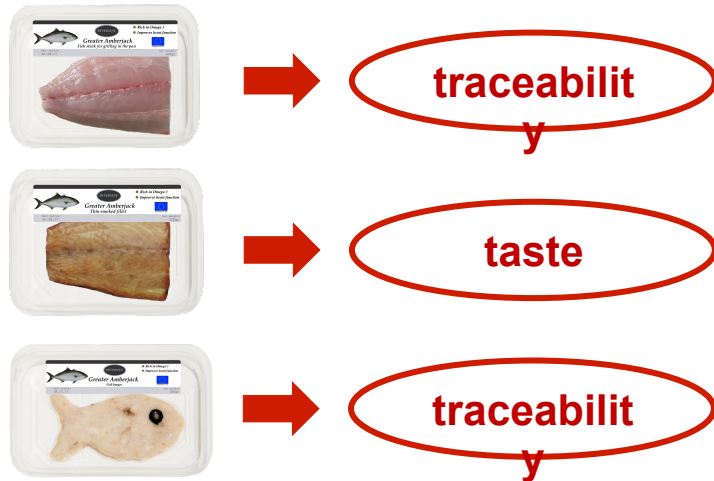


# PERSUADING THE CONSUMER... ATTITUDE TOWARDS DIVERSIFY PRODUCTS



(Banovic et al., 2018b; D29.7; D29.8, AU)

# PERSUADING THE CONSUMER... PURCHASE LIKELIHOOD OF DIVERSIFY PRODUCTS



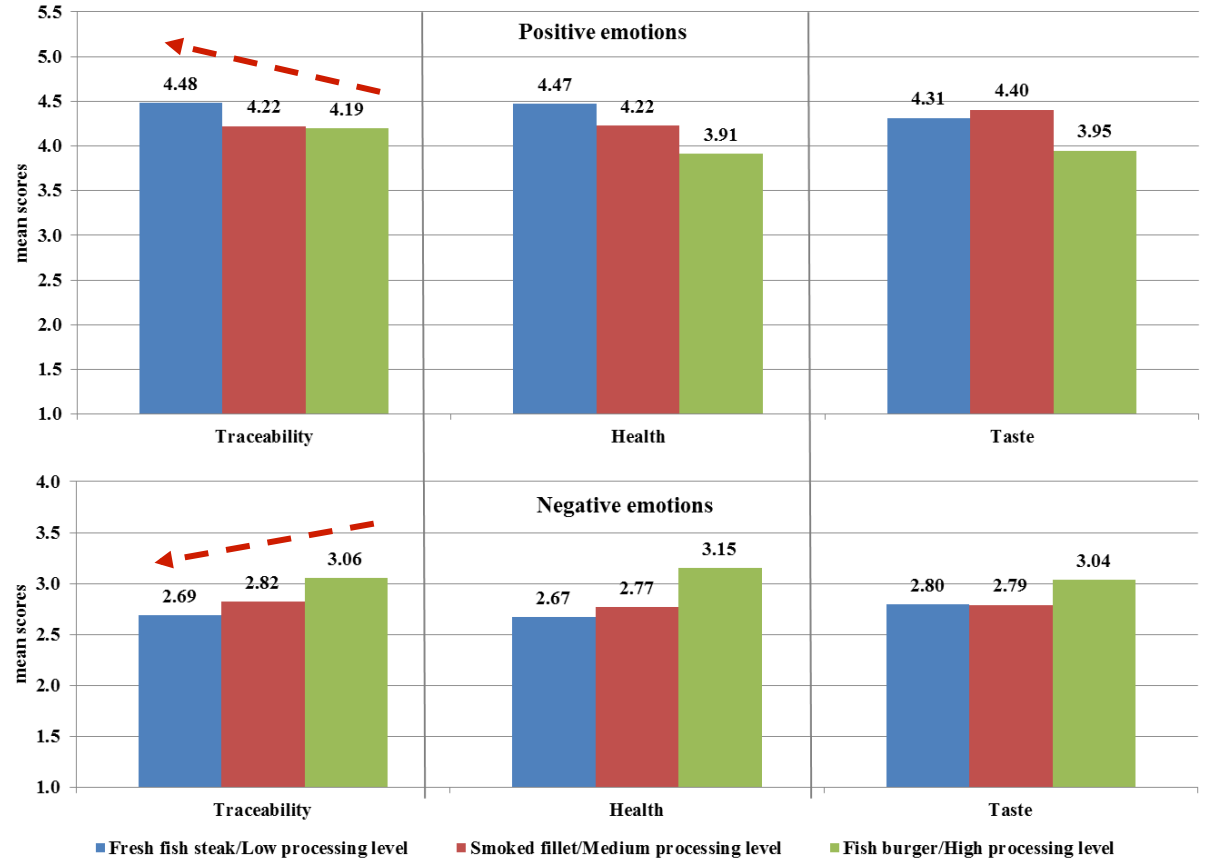
(Banovic et al., 2018b; D29.7; D29.8, AU)



# PERSUADING THE CONSUMER... EXPERIENCED EMOTIONS WHILE READING THE MESSAGE



traceabilit







# KEY TAKEAWAYS

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**Aquaculture** is on the stage in life when is already **too mature and diverse to have a general approach** to all its products

- ▶ There is a clear need for **Diversify to promote its new products** and persuade/engage consumers that they **can constitute an excellent source of sustainable and quality food**
- ▶ **Intensification of aquaculture** brought forward legitimate doubts and mixed messages, thus **Diversify new aquaculture products ...**
  - ▶ **should be promoted using specific messages and not the generic ones**, that cannot stand competition and defend against bad word of mouth
  - ▶ **should promote unique production process** by increasing their **visibility as traceable, healthy** but also **tasty alternatives for modern (protein) diets and responsible consumption**



# THE WAY FORWARD

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## Technologies and promotion to use not only fillets but also other parts of fish

- Learn from ocean's hot dog – fish stick, Josephson (2008)
- Decrease the fish waste at production/processing and consumer level...not only as fishmeal, fish oil... but new consumer products and other...biofuel?
- Processed – low cost - stable fish by products could boost Diversify/decrease fish waste...
  - ▶ if accepted from... organoleptic and cultural point of view



Scientific American, March 1956, Magazine ad showing the quick-freezing seafood of the future

This work has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration – DIVERSIFY (KBBE-2013-07 single stage GA 603121)

<http://www.diversifyfish.eu/>



**THANK YOU  
FOR  
YOUR ATTENTION!**



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