CONSUMER VALUE PERCEPTIONS AND ATTITUDES TOWARDS FARMED FISH PRODUCTS IN TOP-FIVE EU MARKETS

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THE STORY BEHIND THE FISH

▶ **New product development**

  › To develop new product concepts from selected fish species, by incorporating consumer and expert input (WP 28.1)

    » Paper submitted to a peer review journal

▶ **Consumer value perceptions and behavioural change**

  › To analyse and understand overall value perceptions of consumers with regard to cultured fish in general and the selected fish species in particular, and undertake a value-based segmentation study (WP 29.1.1)

    » Paper to be submitted to a peer review journal

  › Examine and model consumer value perceptions in the five countries investigated (WP 29.1.2)

    » Working paper

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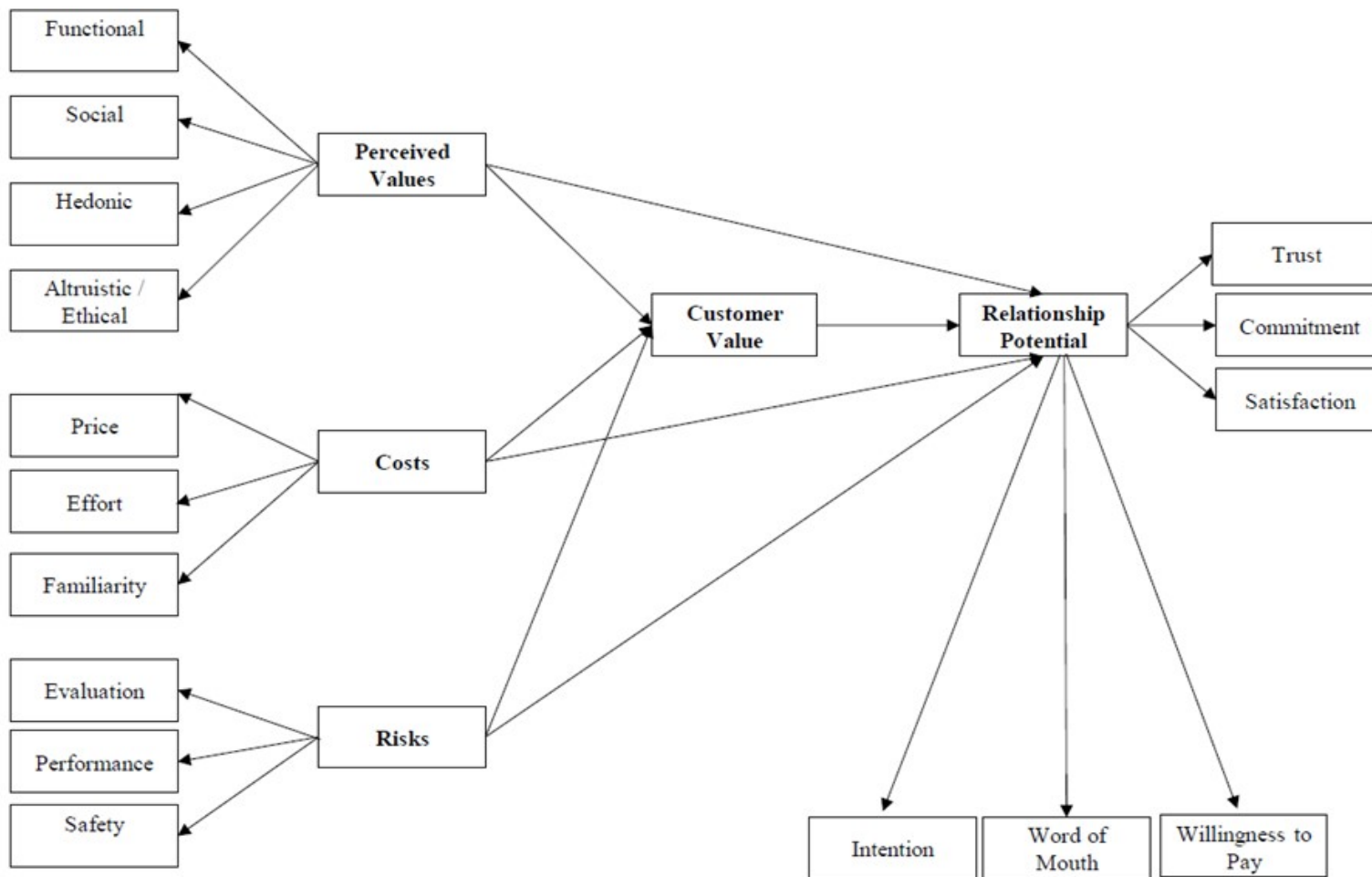# THE STORY BEHIND THE FISH

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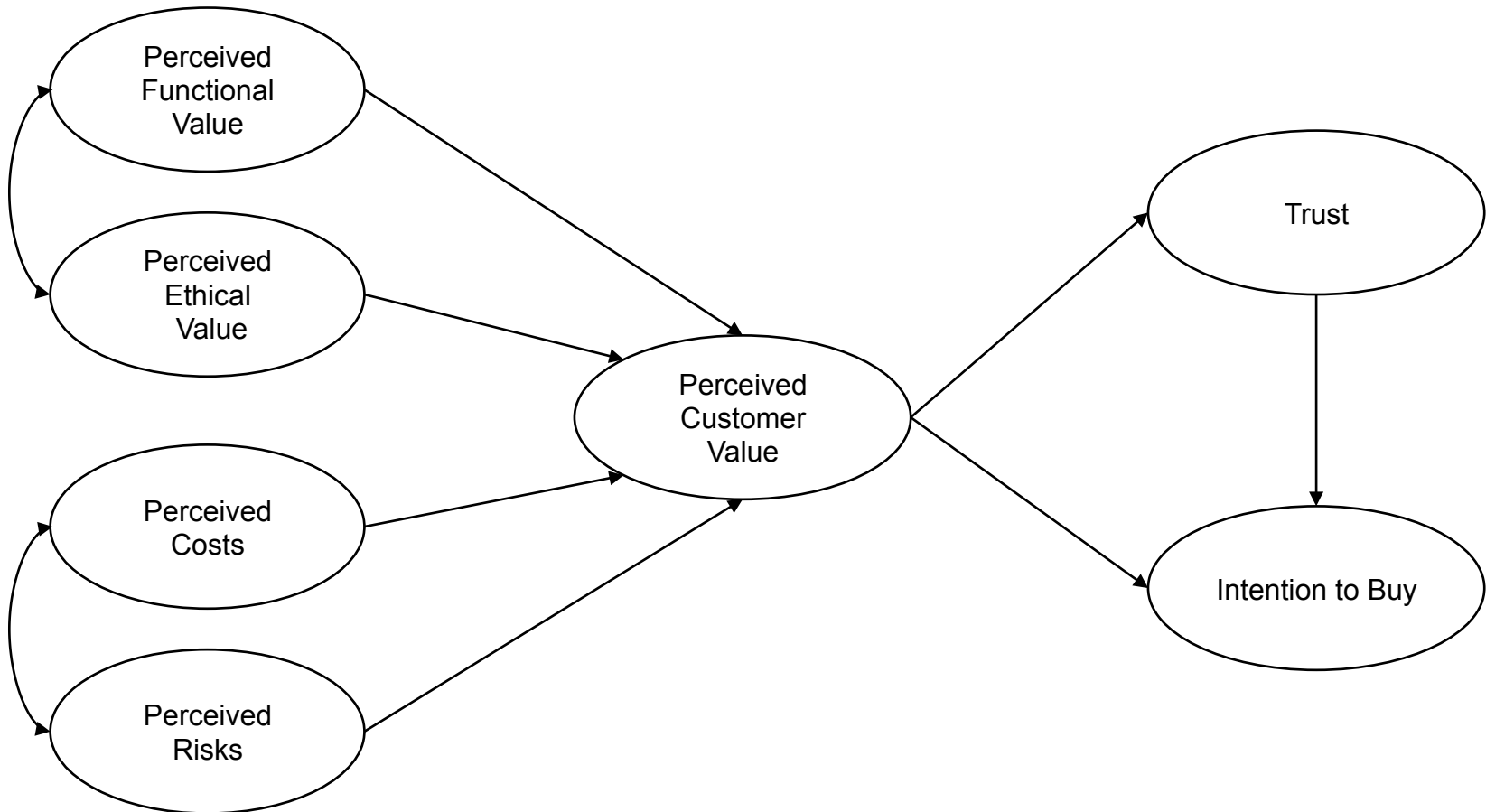DIVERSIFY – ANNUAL COORDINATION MEETING, NANCY, FRANCE

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OBJECTIVES

▶ Define the product attributes that add value to new products according to consumers' perceptions

▶ Investigate impact of involvement, innovativeness and subjective knowledge on customer perceived value and across countries

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Papista & Krystallis, 2012

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NEW MODEL OF CUSTOMER VALUE

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THE STORY BEHIND THE FISH

- Online consumer survey in 5 focal countries
- FR, GE, IT, SP, UK
- n=500/country nationally representative samples
- N = 2192

Please read the story below carefully:

In this picture you see a new marine finfish species from the European aquaculture industry that has entered the market recently. The **size of this fish is similar to that of Atlantic Salmon**. This fish can be found in the Mediterranean and Black Sea, and along the eastern Atlantic coast.

This fish is a **high quality meal** choice, has a **lower fat content** than the average farmed fish, **excellent taste** and **firm, yet juice flesh**. Due to these characteristics, this fish is very suitable to be **served at special occasions**. Moreover, this species is very suitable for the **development of value-added products**. As such, compared to other possible choices, this fish has the potential to **gain a popular image**. Finally, the development of this fish will **be more environmentally friendly**, compared to other species, and takes place in a **controlled production system**. This new finfish, therefore, suits the needs of consumers who demand **sustainability** and **low environmental impact**.

As a result of its high quality, this fish might be **more expensive** than the average farmed fish. In addition, since both its **production and market are still small**, it is likely that it will **not be widely available** in the 'usual' retail outlets. Although this fish is praised for its taste, this **taste might seem different than usually expected** from farmed fish, a taste that not everyone would appreciate. Moreover, due to its different quality, this fish might **demand extra skills to cook** compared to other farmed or wild species. Overall, despite sufficient experience with its production system, the exact **rearing methods for this fish are still not perfected** as yet.
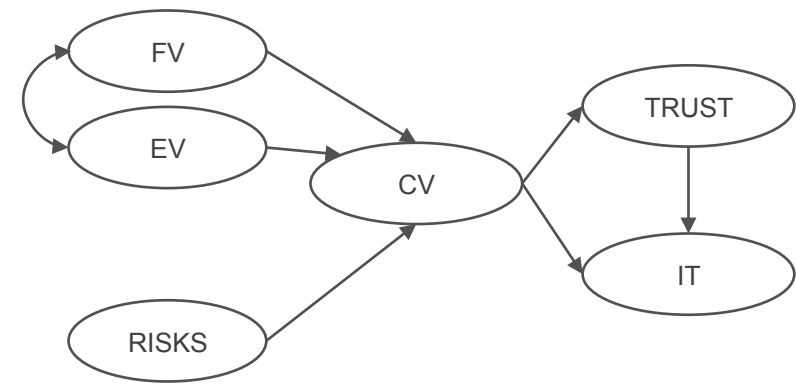
CV MODEL POOLED DATA

Path		Overall model	
		Est.	*p*
CV	FV	0.20	<0.001
	EV	0.53	<0.001
	COST	0.00	0.952
	RISK	-0.09	0.004
CV	TRUST	0.87	<0.001
CV	IT	0.15	<0.001
TRUST	IT	0.74	<0.001
		$\chi^2/df=3.013$ GFI=0.900 CFI=0.962 RMSEA=0.021	

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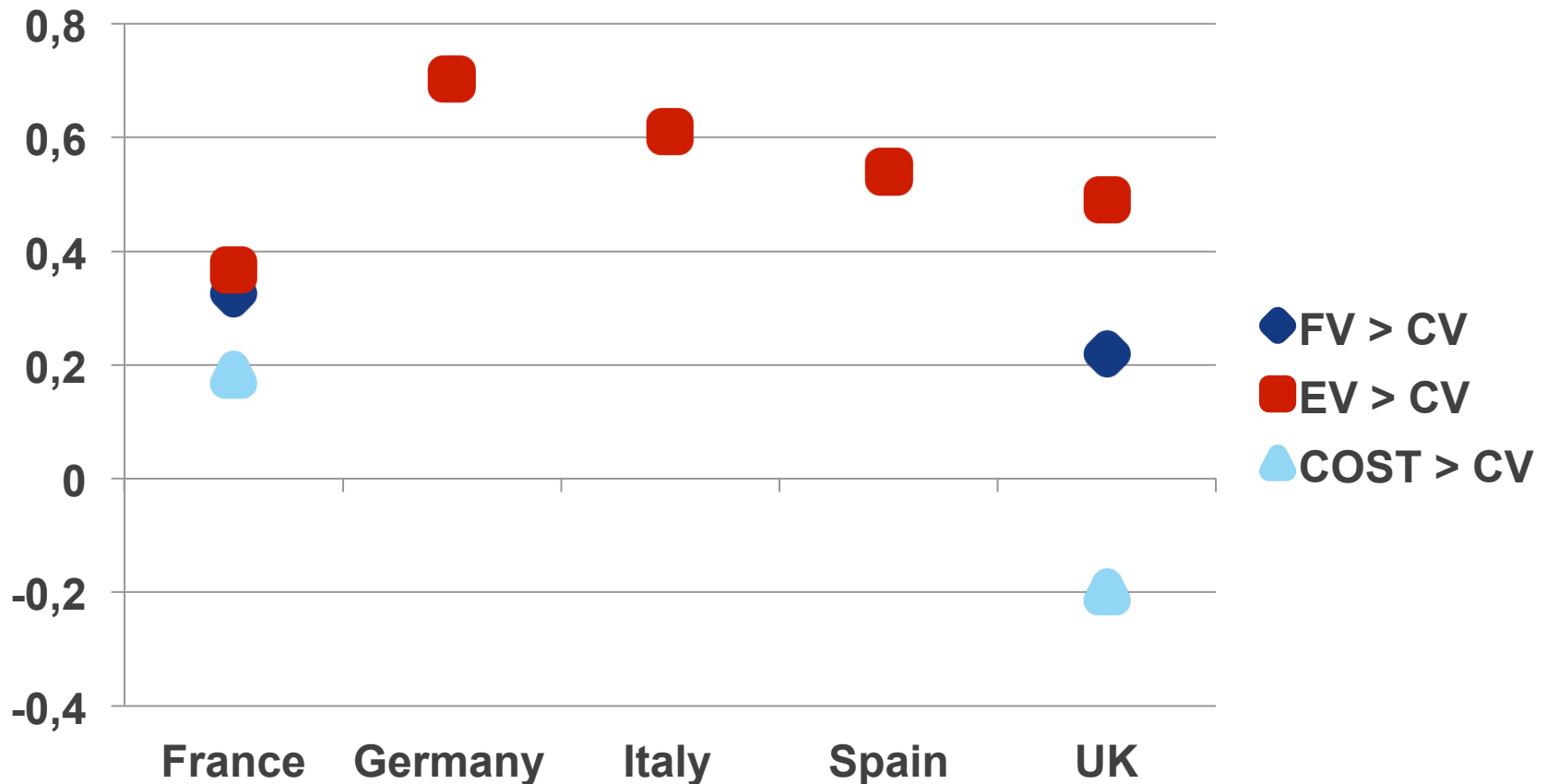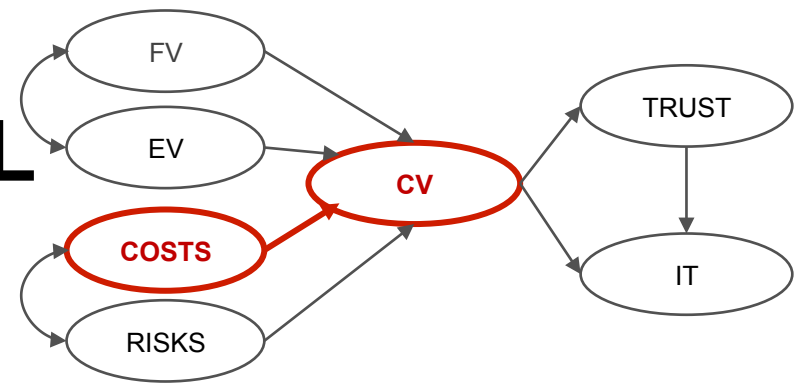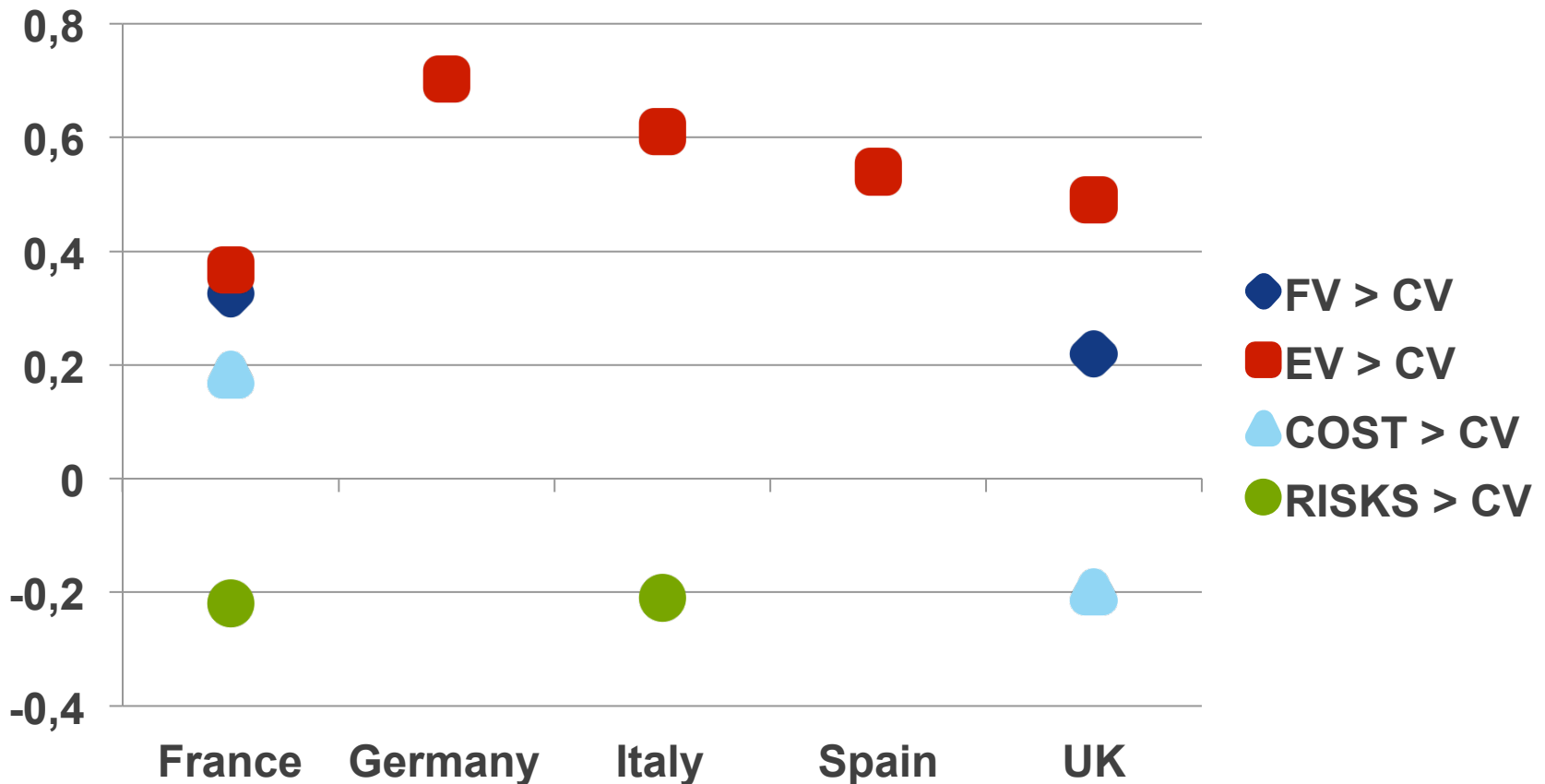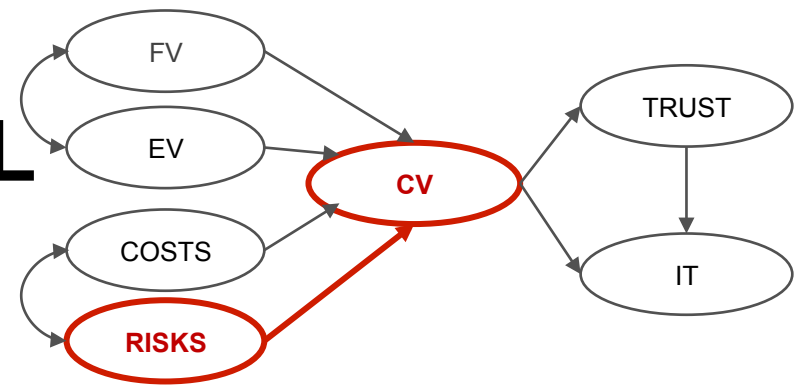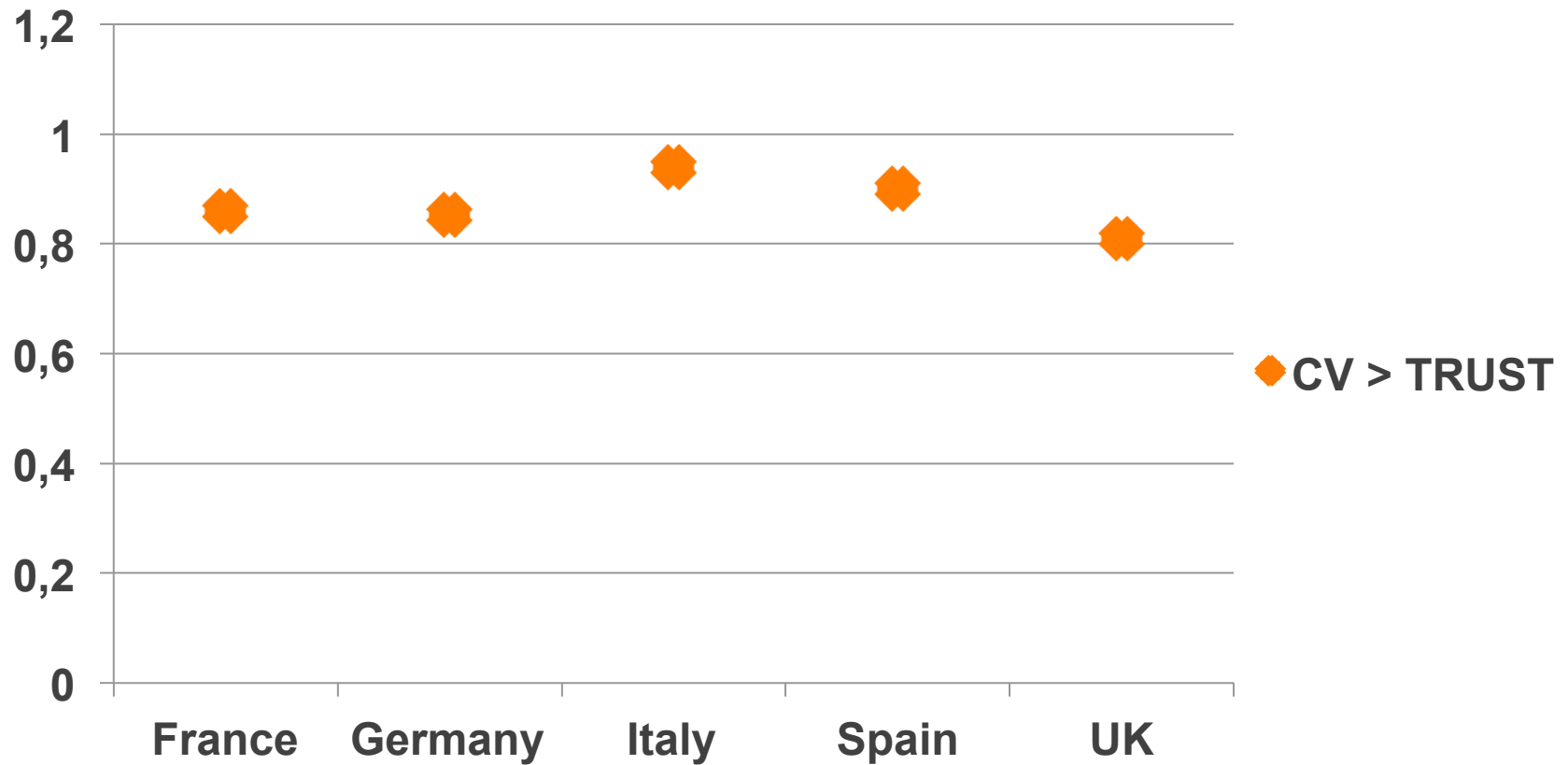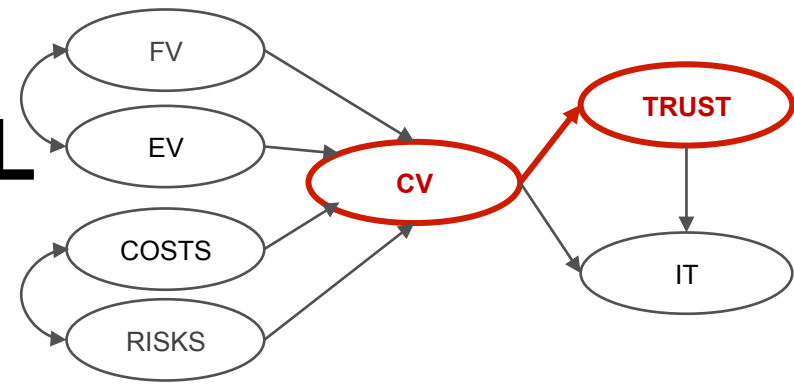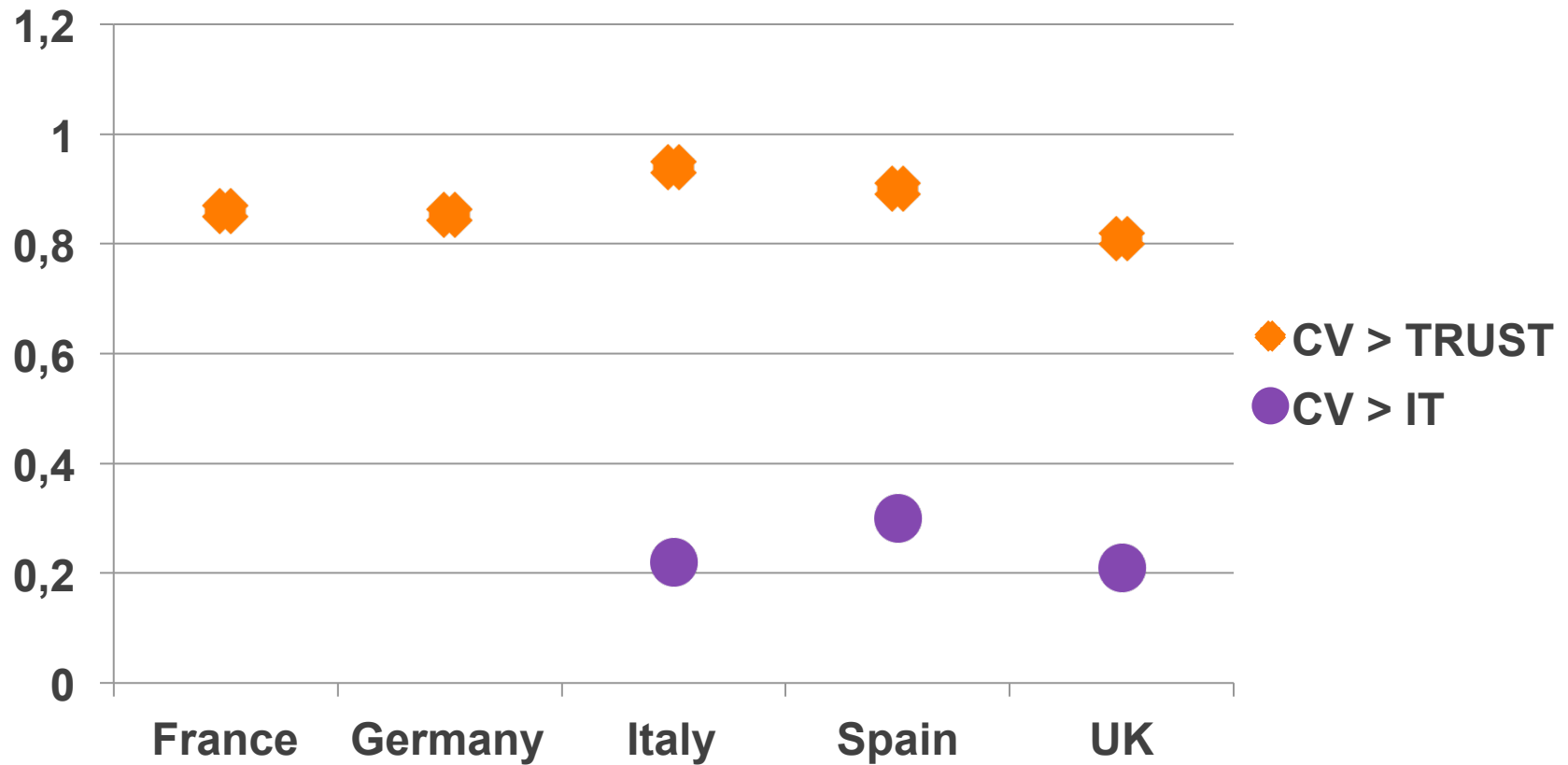| Path		Overall model	
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CV MODEL
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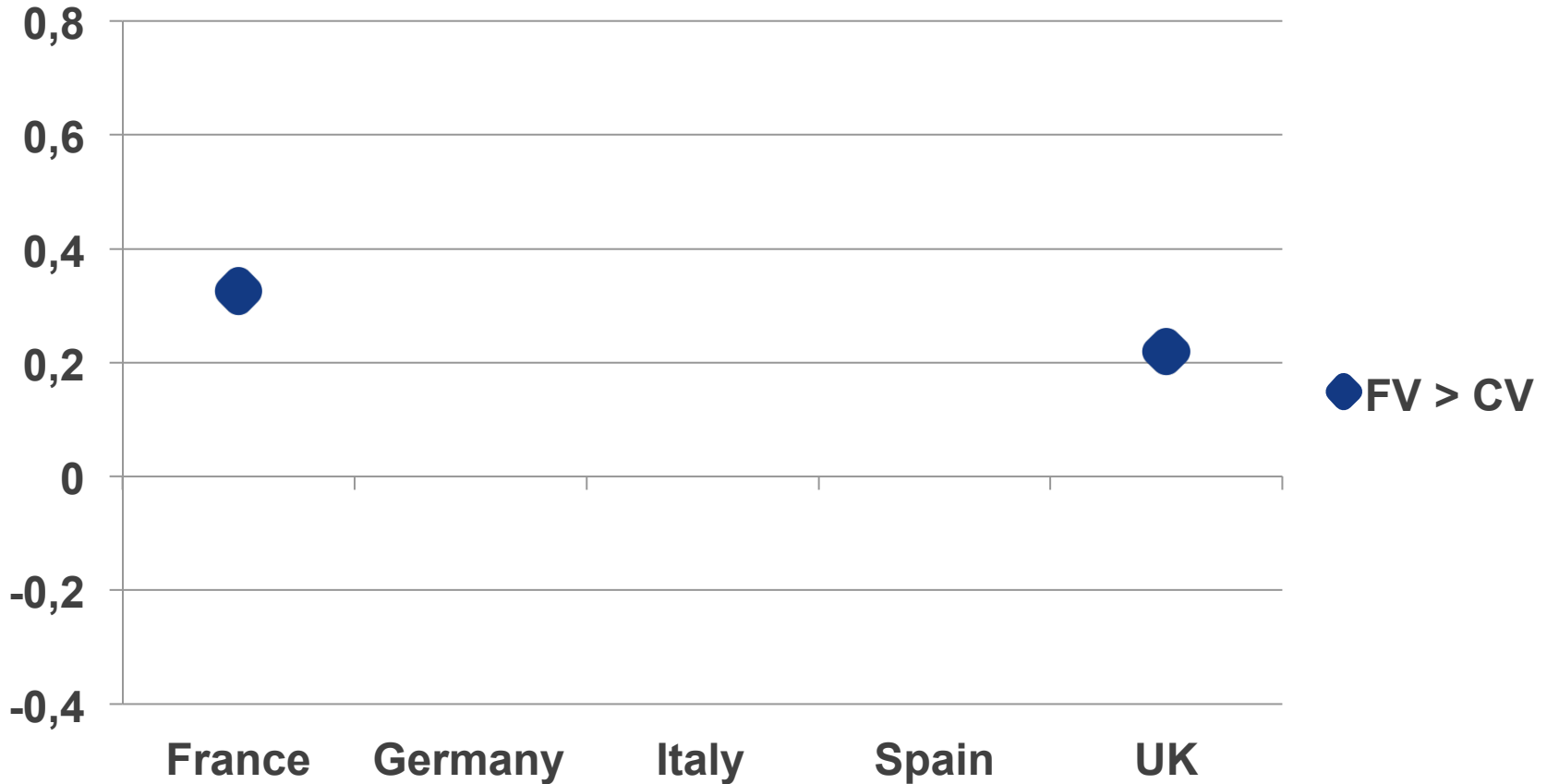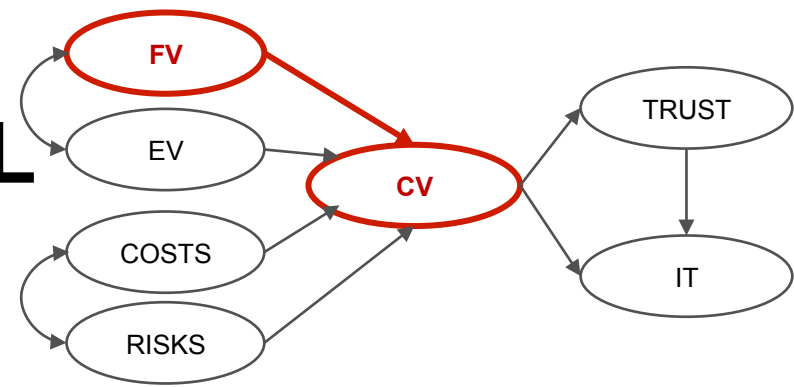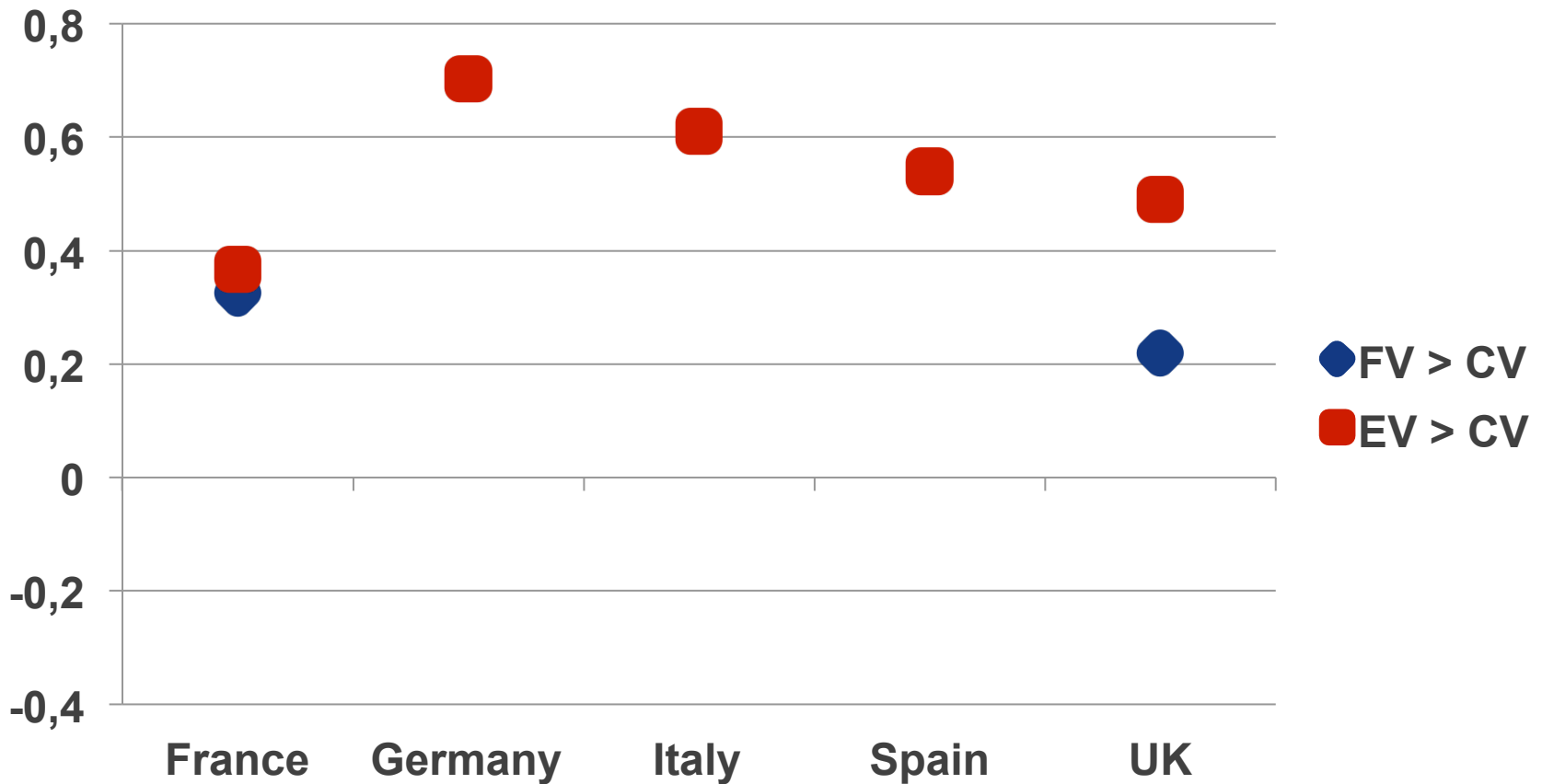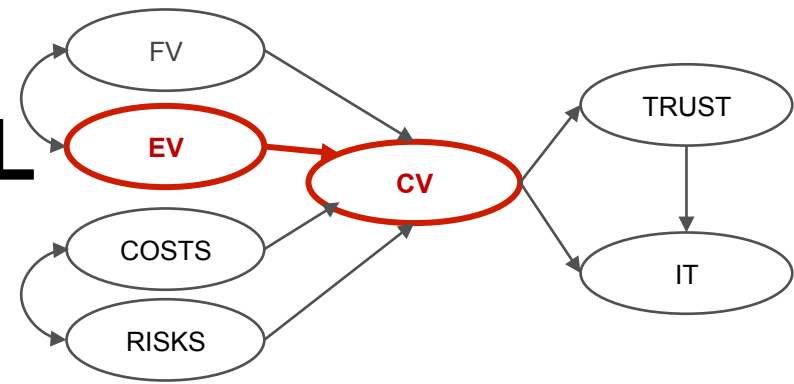
CV MODEL
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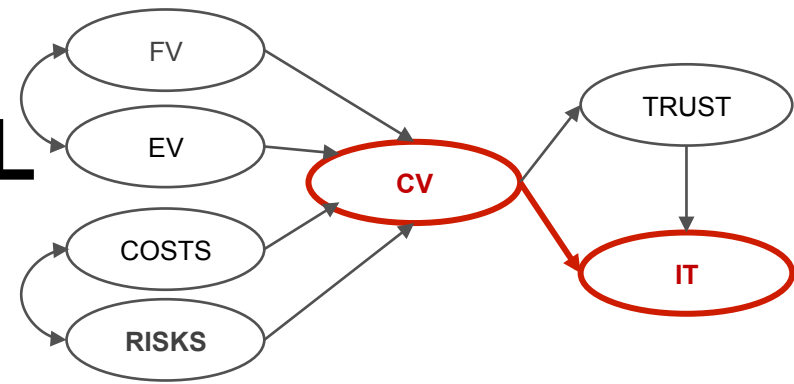# AT THE COUNTRY LEVEL

CV MODEL
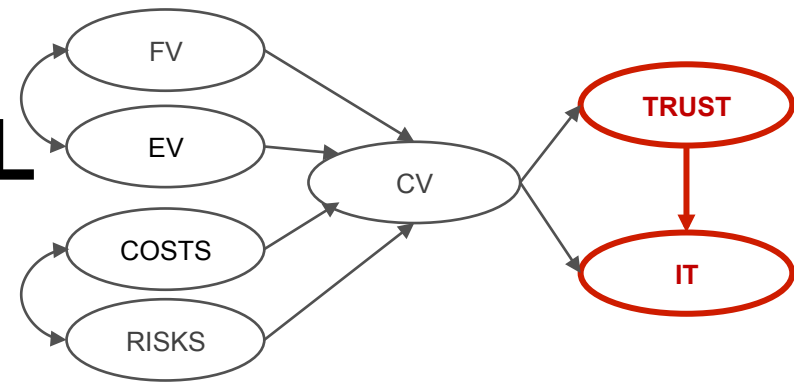# AT THE COUNTRY LEVEL

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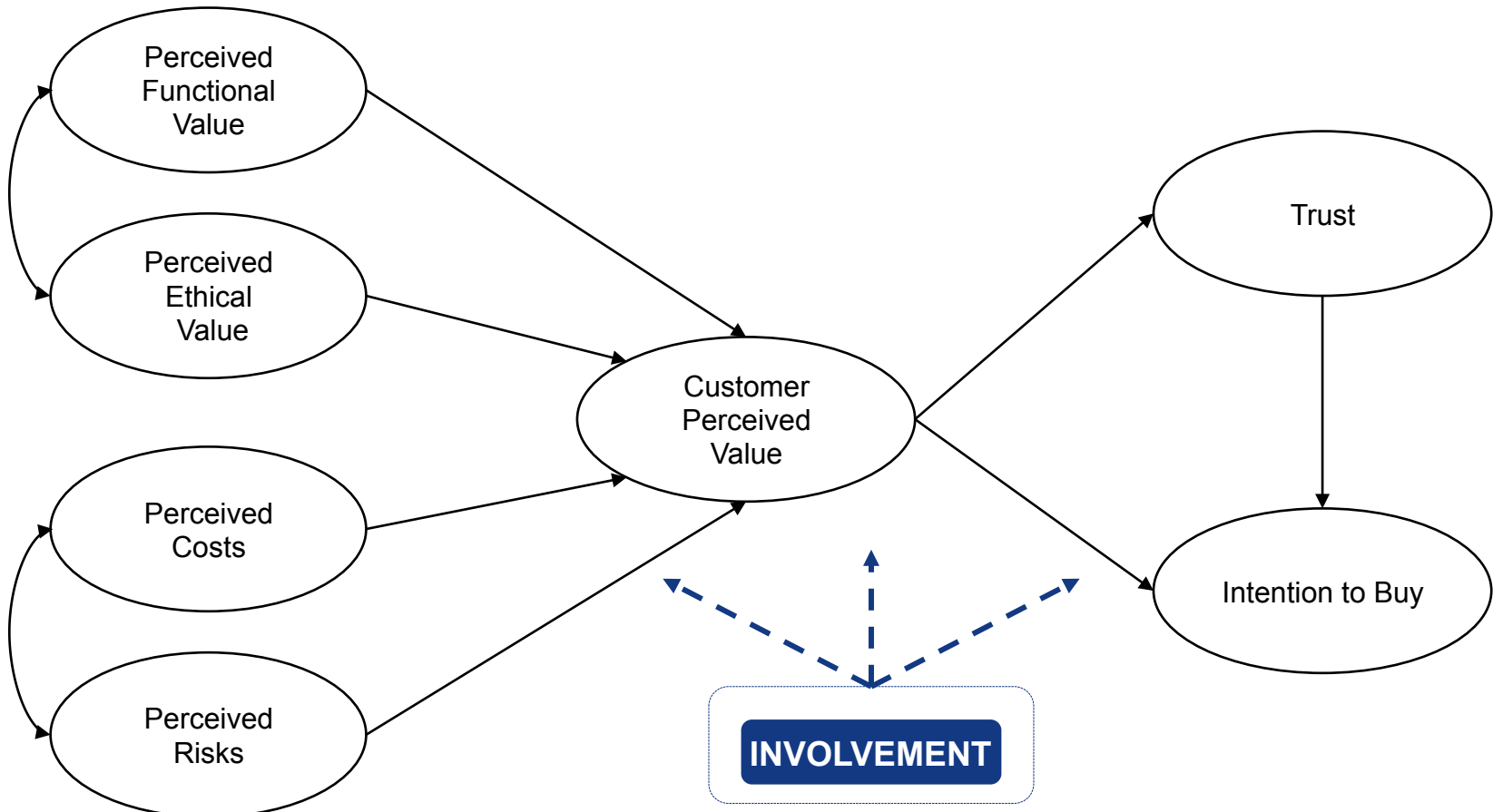# CV MODEL
AT THE COUNTRY LEVEL

CV MODEL
AT THE COUNTRY LEVEL

IMPLICATIONS

▶ Future prospects and directions for development and growth of aquaculture production is highly influenced by ethical concerns related to environmental and fish welfare issues which have a strong influence on consumer value perceptions towards aquaculture products across five EU countries

▶ The more consumers are concerned about these issues, the more positive value perceptions they have towards aquaculture products, and the more likely it is that they will trust and buy these products

▶ However, we cannot neglect the effect of functional value and sensory aspects on consumer value perception and its impact on final acceptance of aquaculture products

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FUTURE RESEARCH

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MEASURES

Constructs	Items (1 - strongly agree; 7 – strongly disagree; Sweeney & Soutar, 2001; Sweeney et al., 1999)
Functional value	• This fish would have consistent quality • This fish would be well produced • This fish would be a tasty dish • This fish would be a nutritious food choice • This fish would be a healthy food choice
Ethical value	• Buying this fish is coherent with my ethical values • Buying this fish would make good to the environment • Buying this fish would contribute to the survival of the aquaculture industry • Buying this fish would be beneficial to social groups in need (e.g. the children)
Costs	• This fish would not be reasonably priced • This fish would not be economical • This fish would be hard to find • This fish would require too much time to find • This fish would require too much effort to find
Risks	• There might be a chance that this fish would not taste properly • There might be a chance that I lose money, e.g. if the taste of this fish would be too different from the fish I usually buy • This fish would come from a production method that I cannot trust • This fish would not have any extras to offer • This fish would not be safe to consume

MEASURES

Constructs	Items (1 - strongly agree; 7 – strongly disagree; Cronin et al., 1997; Dodds et al., 1991; Hennig-Thurau et al., 2002; Chaudhuri& Holbrook (2001)
Perceived Customer value	• I would consider this fish to be a good buy • Compared to what I would have to give up, the overall ability of this fish to satisfy my needs would be high • This fish is a promising fish product
Trust	• I would trust this fish • I would rely on this fish • I would consider this fish to be an honest product • This fish would be safe to buy
Intention to buy	• I intend to purchase this fish next time I buy fish • I intend to replace my current fish with this fish

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