

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

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# Background

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- 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

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- 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

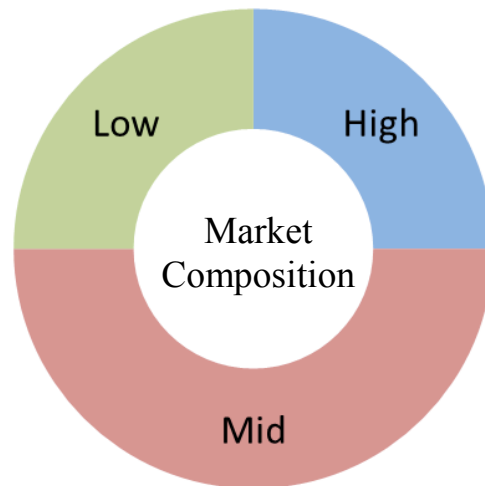
# Previous work: Onozaka, Hansen and Sørvig (2014)

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- 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:*

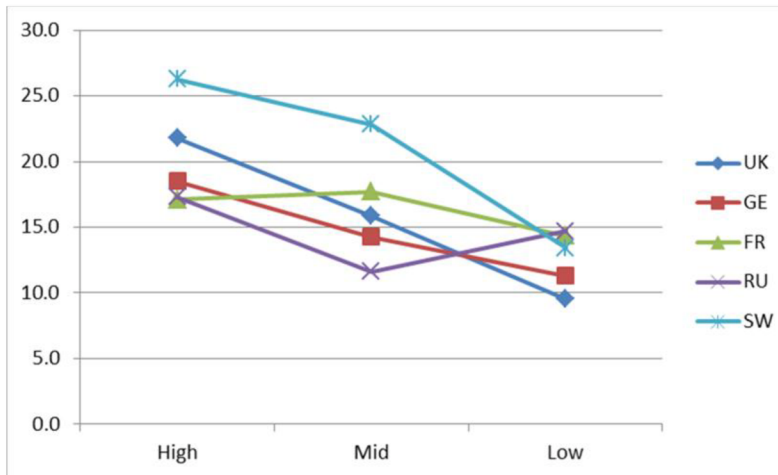
High

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

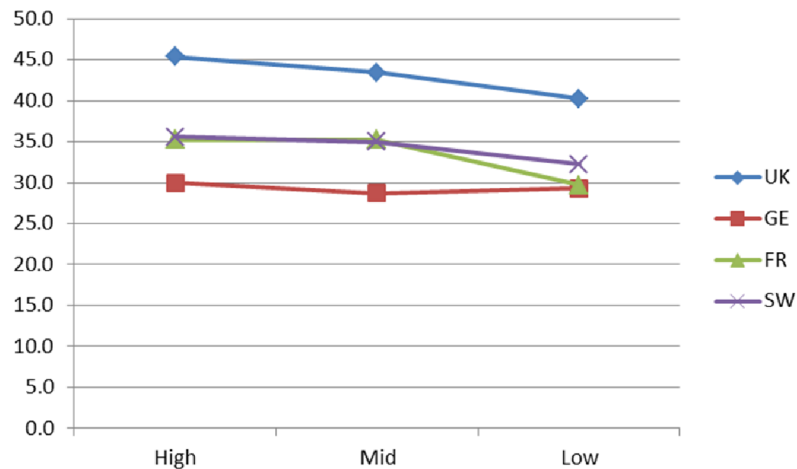
Low

- Convenience

# Salmon and chicken consumptions by segment and country



- Salmon consumption frequencies vary among segments



- Chicken consumption frequencies do not vary much

# Questions

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- 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)?

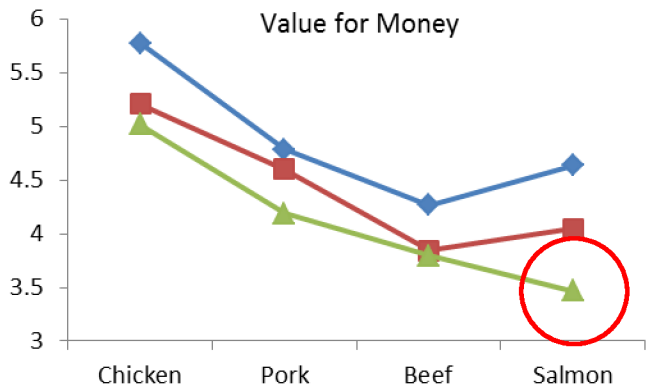
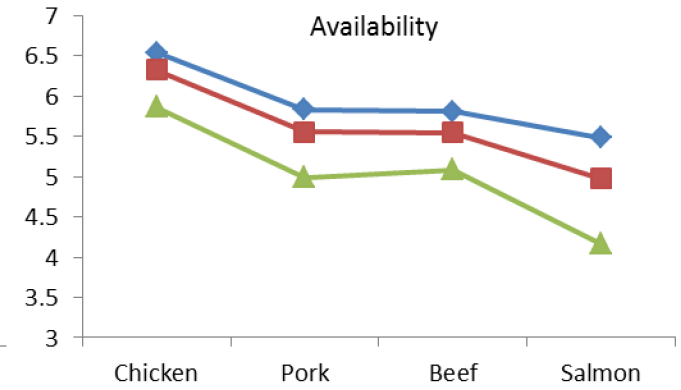
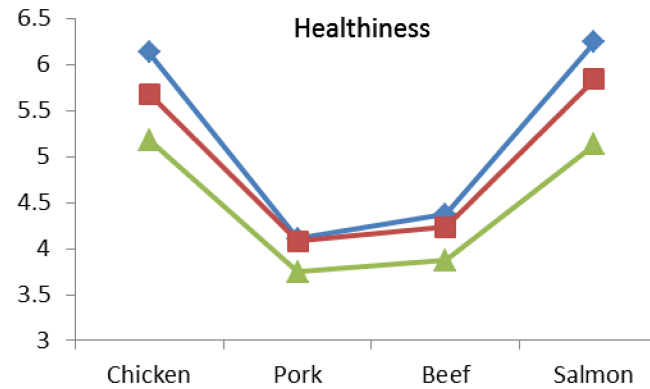
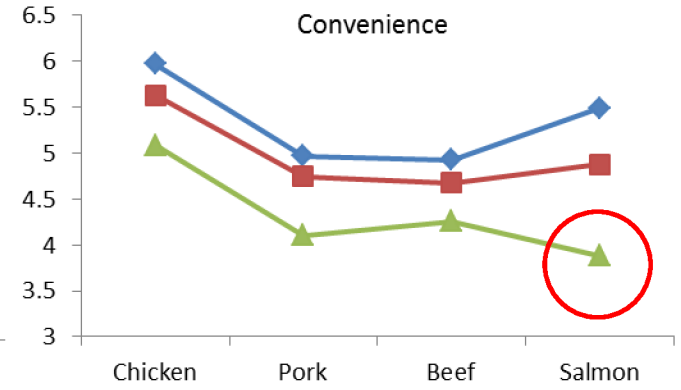
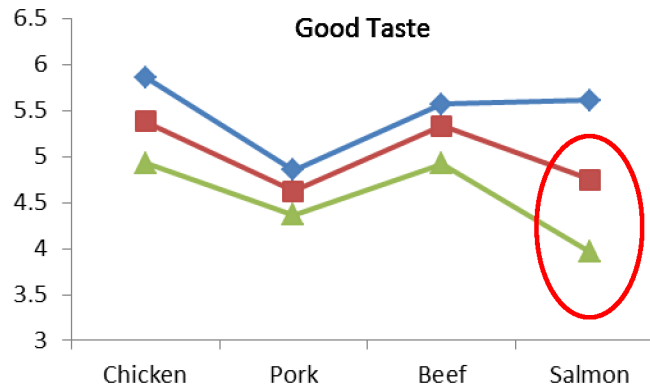


## This study

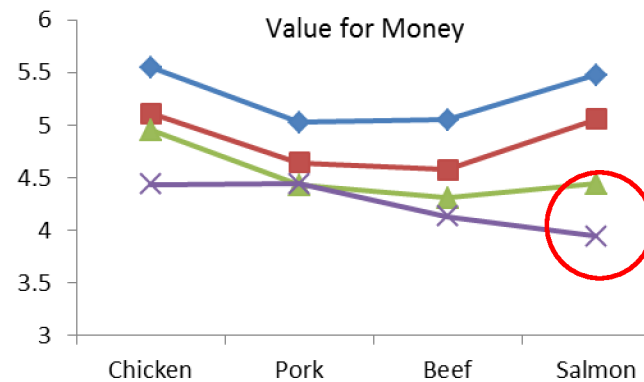
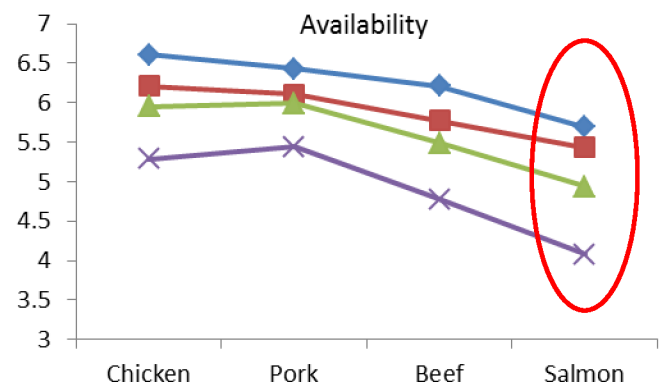
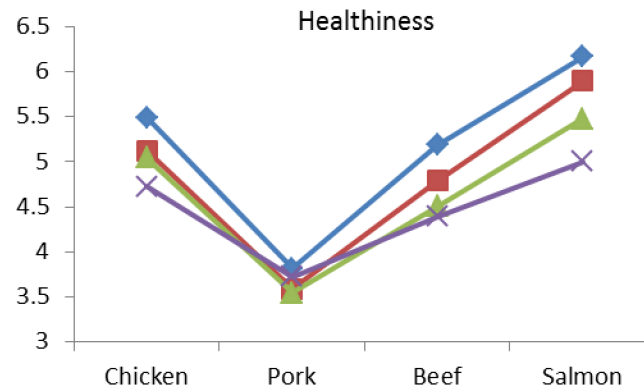
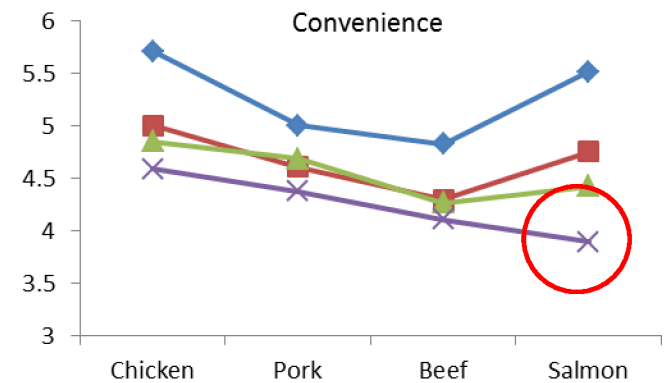
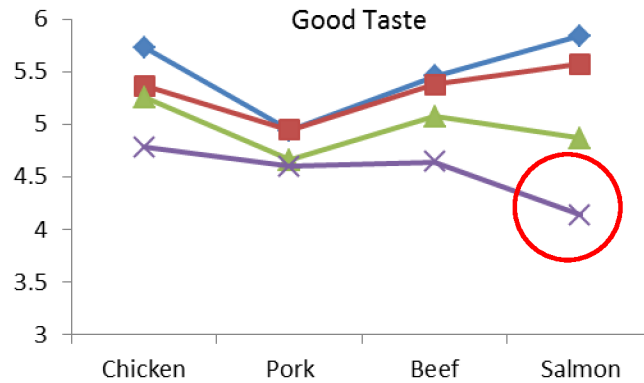
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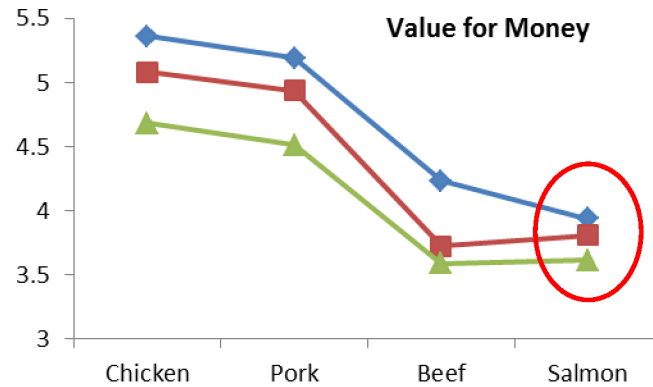
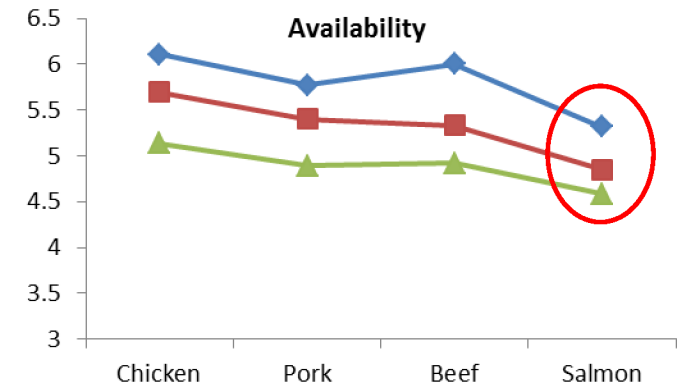
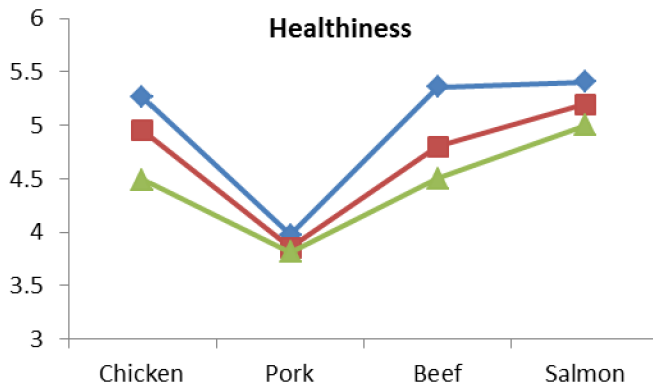
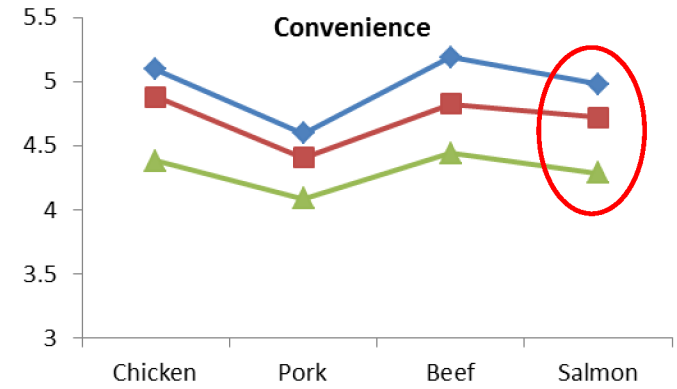
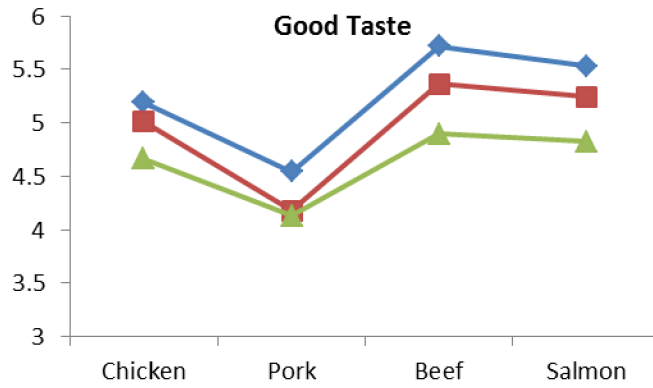
- Aims to better understanding relative positions of salmon compared to meat products
- Investigates this by perceived quality ratings of chicken, salmon, pork and beef
  - good taste
  - healthiness
  - value for money
  - convenience
  - availability
- International survey from 2012 (500 responses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



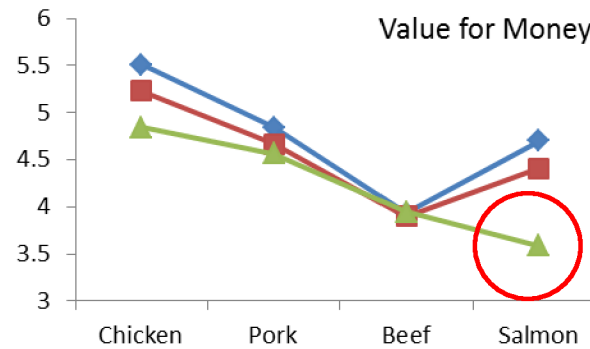
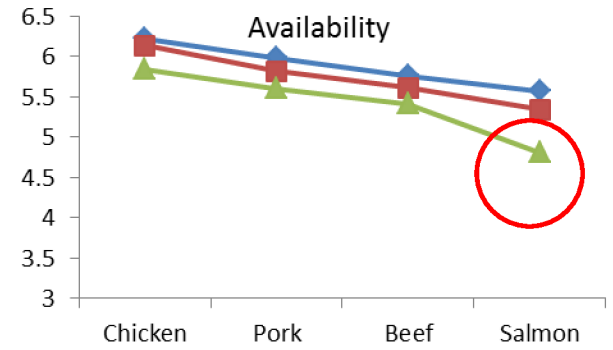
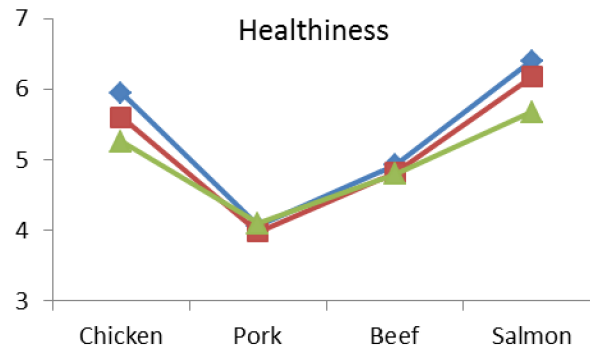
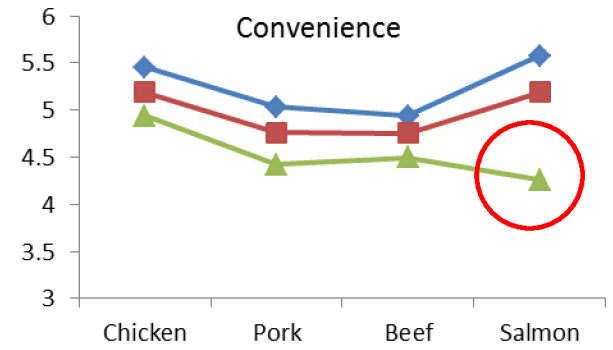
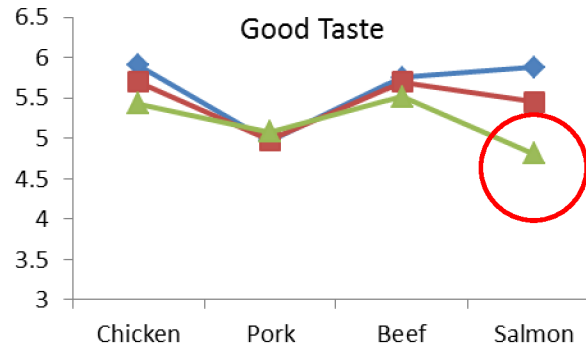


◆ High  
 ■ Mid  
 ▲ Low





◆ High  
 ■ Mid  
 ▲ Low



◆ High  
 ■ Mid  
 ▲ Low

# Summary

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- 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

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- 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