
SEAFOODplus

Consumer needs and interest in traceability of seafood

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1. Background and objectives

- **Project 2.3 SEA-INFOCOM - *Assessing consumer's needs for seafood information and development of effective seafood communication***
- **First 18M: focus on information, labelling and traceability**
- **Consumer interest in **seafood traceability****
 - Direct interest in traceability issues
 - Interest in benefits from traceability
 - Interest in information cues related to traceability
- **Joint data collection with Project 2.1 CONSUMERSURVEY**
- **Partners: UGent (Be), MAPP (Dk) and NIFA (No)**

2. Exploratory research

- **First phase : Focus groups May 2004 Belgium and Spain**
- *Consumers focus on directly interpretable cues on-label*
- *Concept of traceability for fish is poorly known*
- *Quality control is taken for granted and believed in*
- *Need for well-designed, targeted, quality information*
- **Necessary input for questionnaire to be used in survey**
- **Focus on "information" rather than "traceability"**

3. Conclusive research

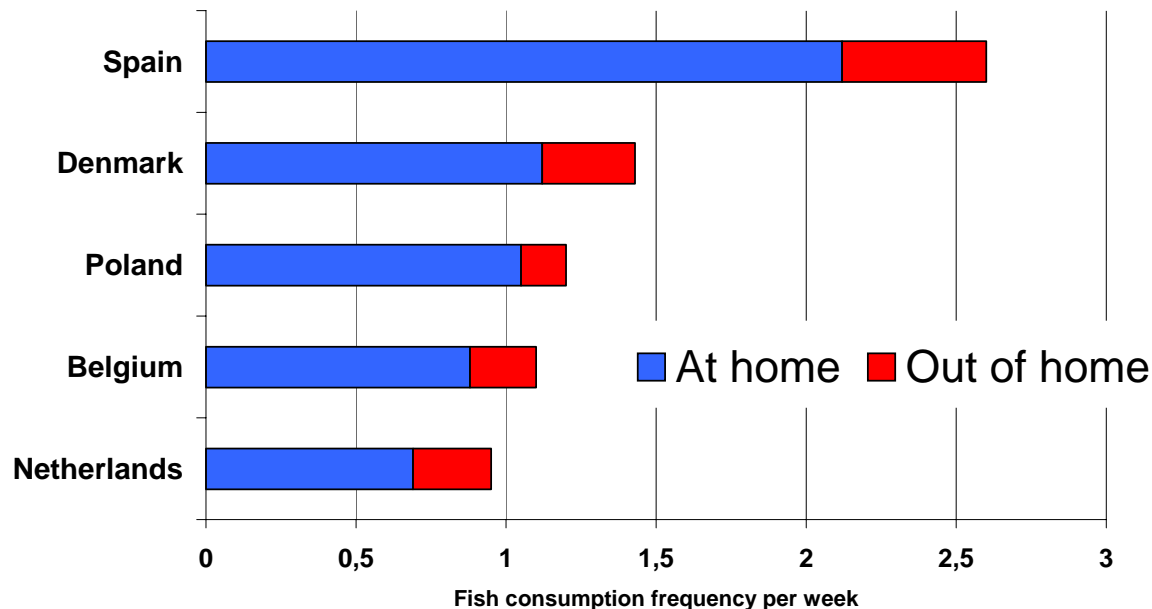
- SEAFOODplus consumer survey
- Fieldwork : 6 November - 15 December 2004
- Samples **representative** for **age** and **region**
- Self-administered questionnaire at home
 - Belgium n = 852
 - Netherlands n = 809
 - Poland n = 1,015
 - Denmark n = 1,110
 - Spain n = 1,000
 - Total sample n = 4,786

Constructs

- **Behaviour** - Behavioural intention
- Attitudes - Subjective norms - Perceived behavioural control
- Perceptions - Motivations - Barriers
- Involvement - Habit
- **Use of and trust in information sources**
- **Use of information cues**
- Objective and subjective **knowledge**
- **Interest in traceability**
- Socio-demographics

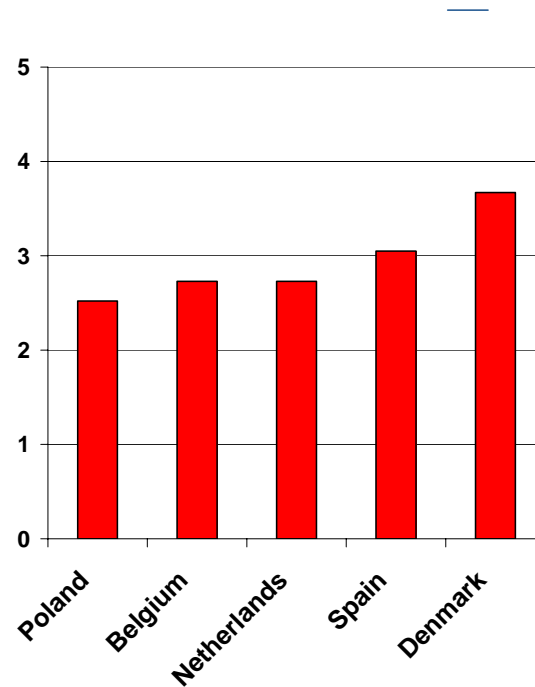
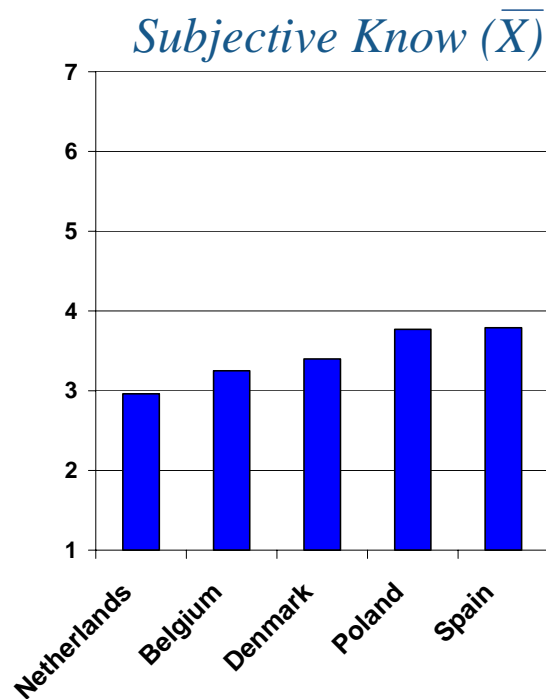
4. Empirical findings

- **General attitude to fish : Factors**
 - Positive : healthy, nutritious, good taste
 - Negative : expensive, bones
 - Risk : no major issue
- **Behaviour: frequency of fish consumption (per week)**



Knowledge

- **Subjective and Objective knowledge** about fish
- Correlation = 0.097** (n.s. in Spain and Poland)



Use of and trust in information sources

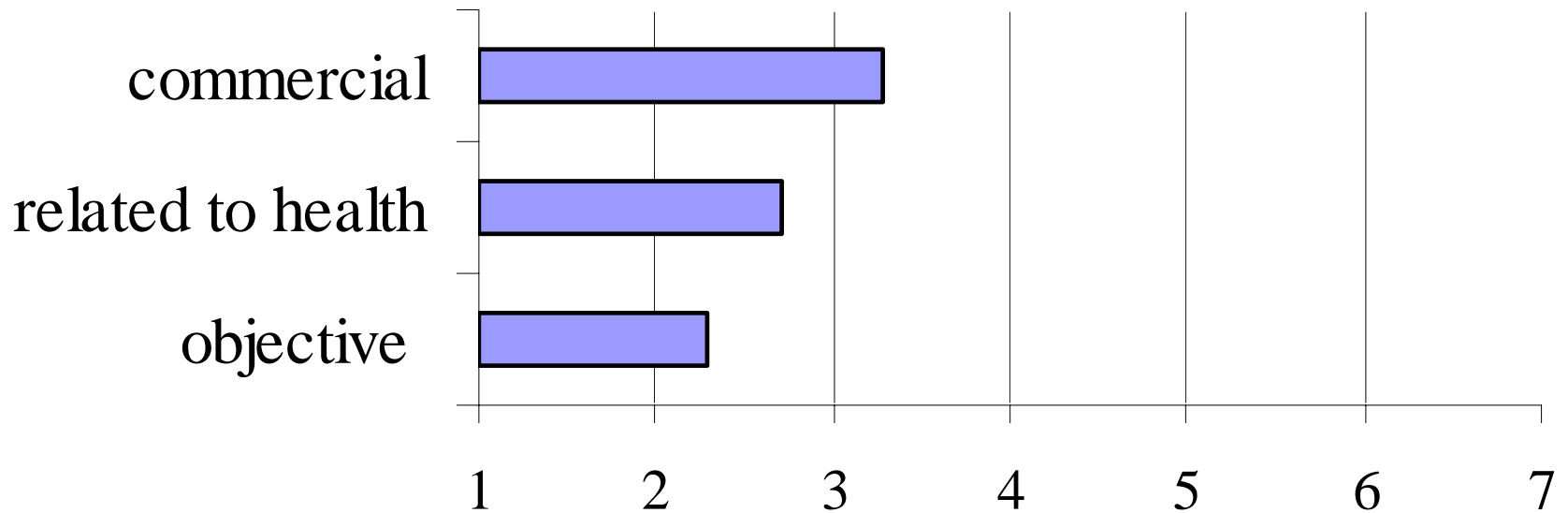
- **Factor Analysis USE**

- **Objective sources:** *government, scientists, consumer organisation, newspapers, fish/food industry*
- **Commercial sources:** *TV, advertisements, retailer*
- **Health-related sources:** *doctor, dietician, public health recommendations*

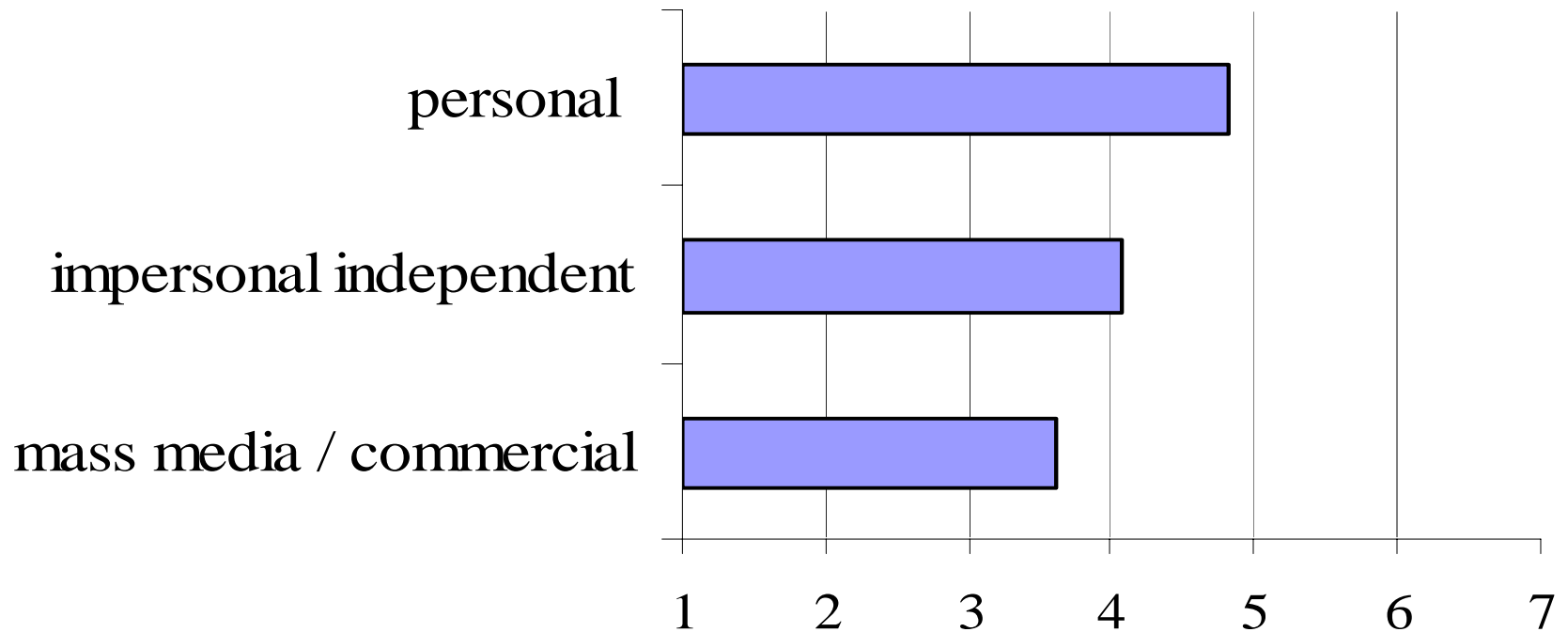
- **Factor Analysis TRUST**

- **Massmedia/commercial sources:** *ads, TV, retailer, radio*
- **Personal sources:** *doctor, dietician, public health recommendations, fish monger, family & friends*
- **Impersonal independent sources:** *government, scientists, consumer organizations*

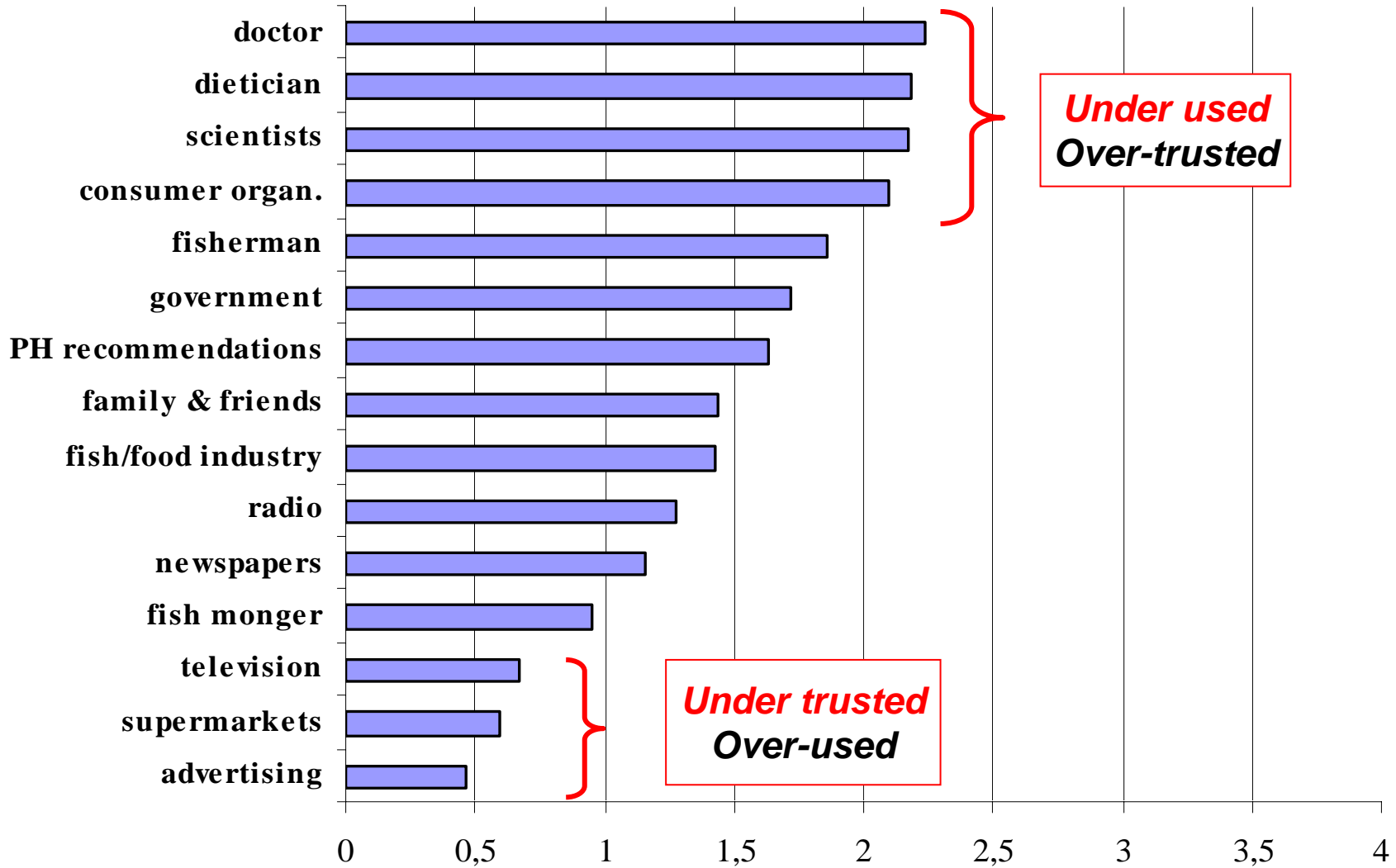
Consumer use of information sources (n=4786)



Trust in information sources about fish (n=4786)

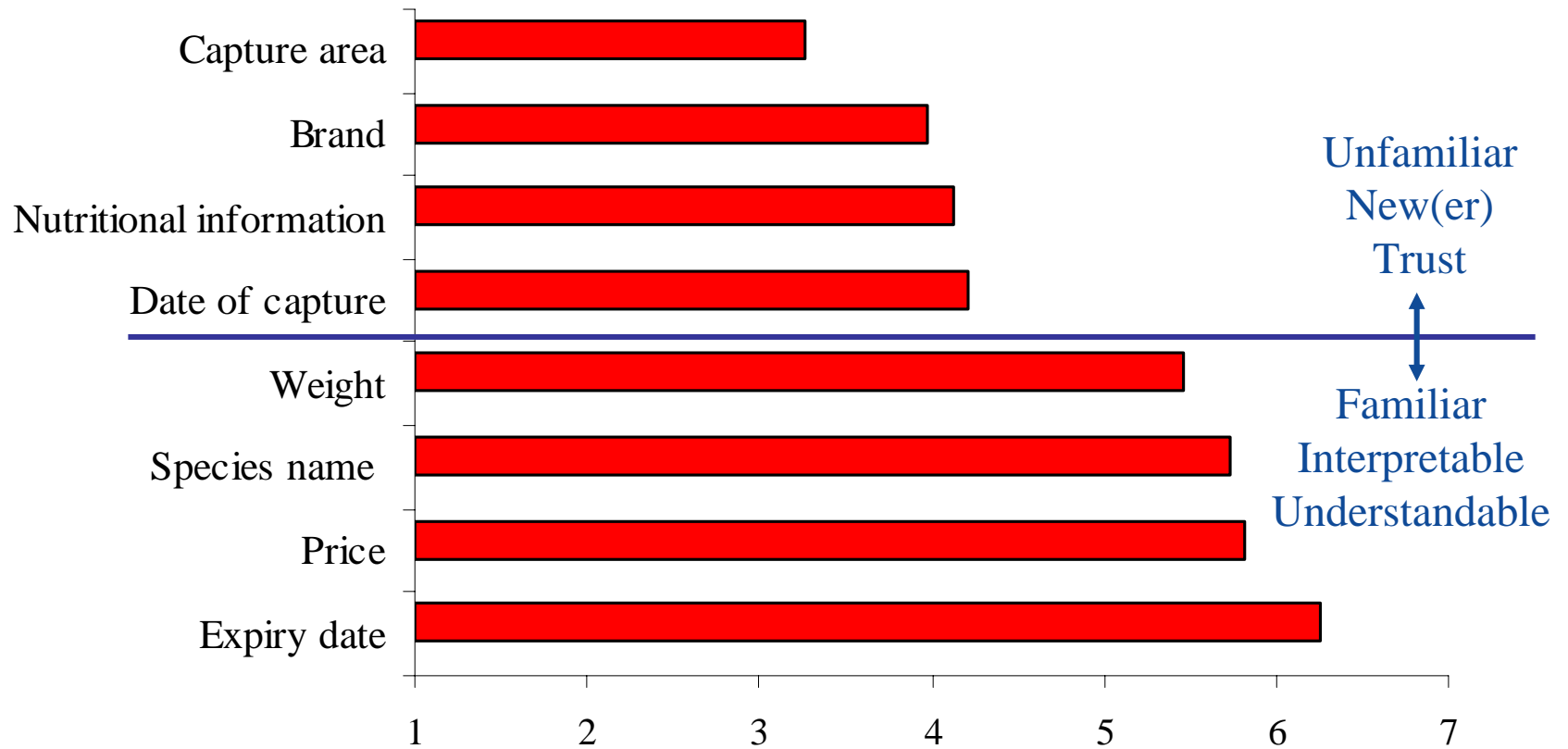


Difference trust-use of information sources and media (n=4786)

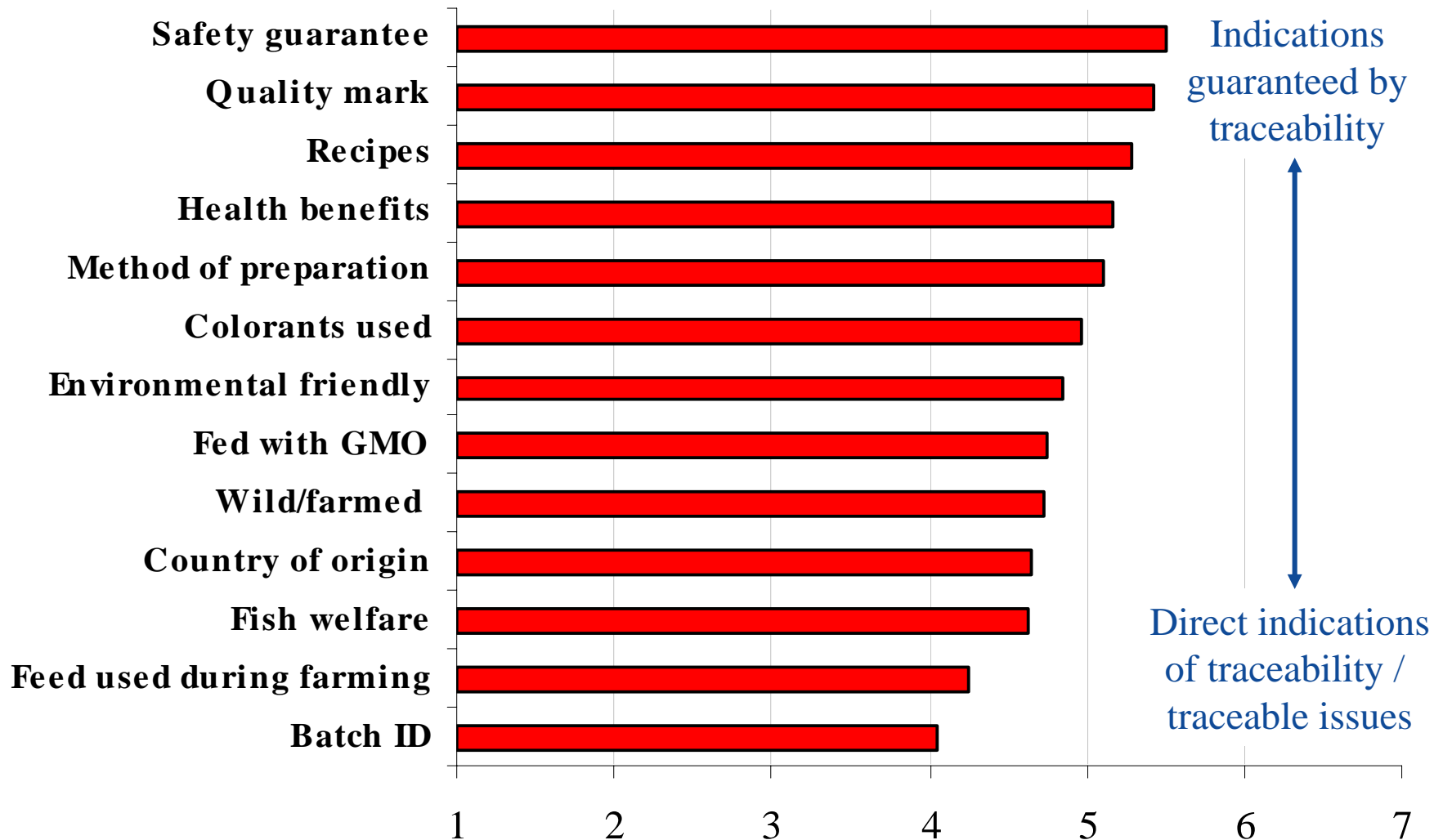


Use of label information cues

Consumer use of information cues (n=4786)



Interest in potential information cues

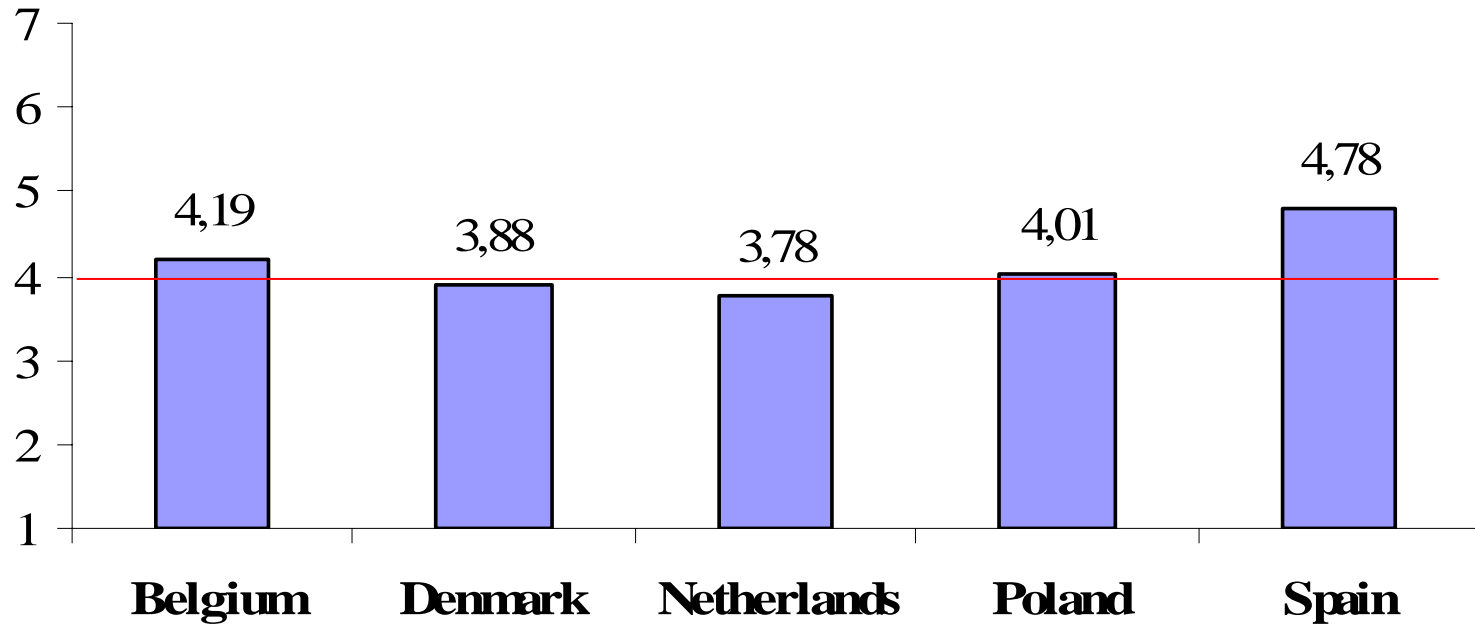


Direct interest in traceability

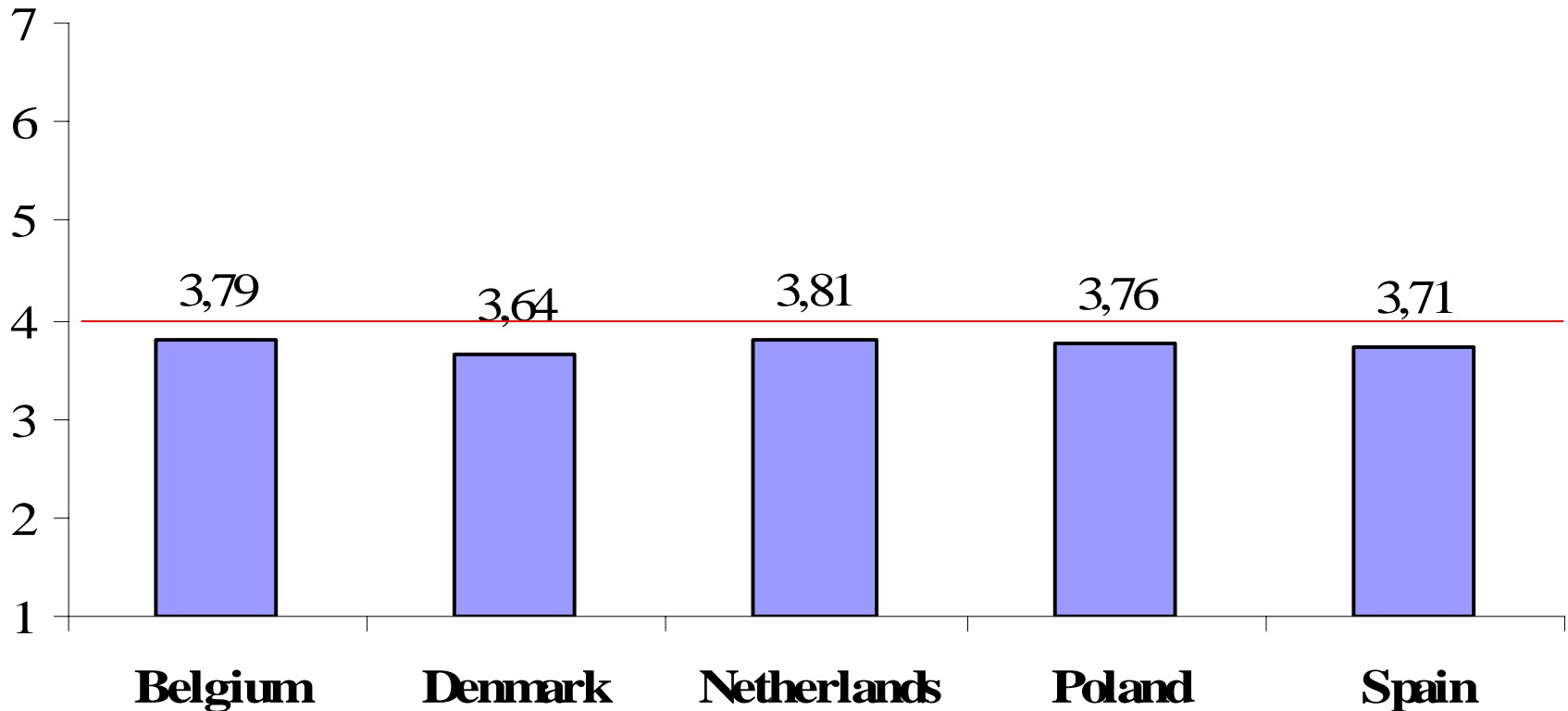
- **Direct interest in traceability**
 - 4 items that constitute one "direct interest in traceability" construct
 - "I prefer the retailer to keep the information"
- **Between country differences**
- **Socio-demo differences**
- **Determinants of direct interest in traceability**

Direct interest in traceability

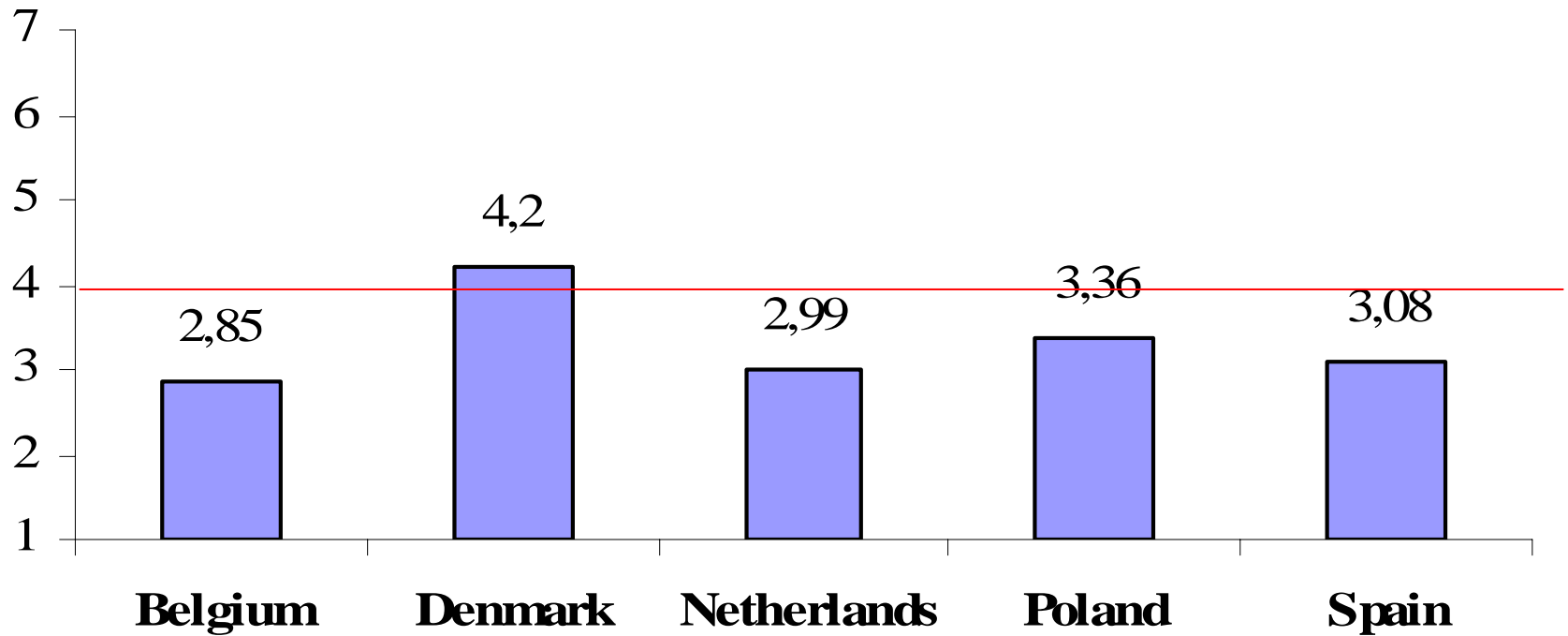
If there was a computer in the shop that could supply me with more information about fish, I would use it



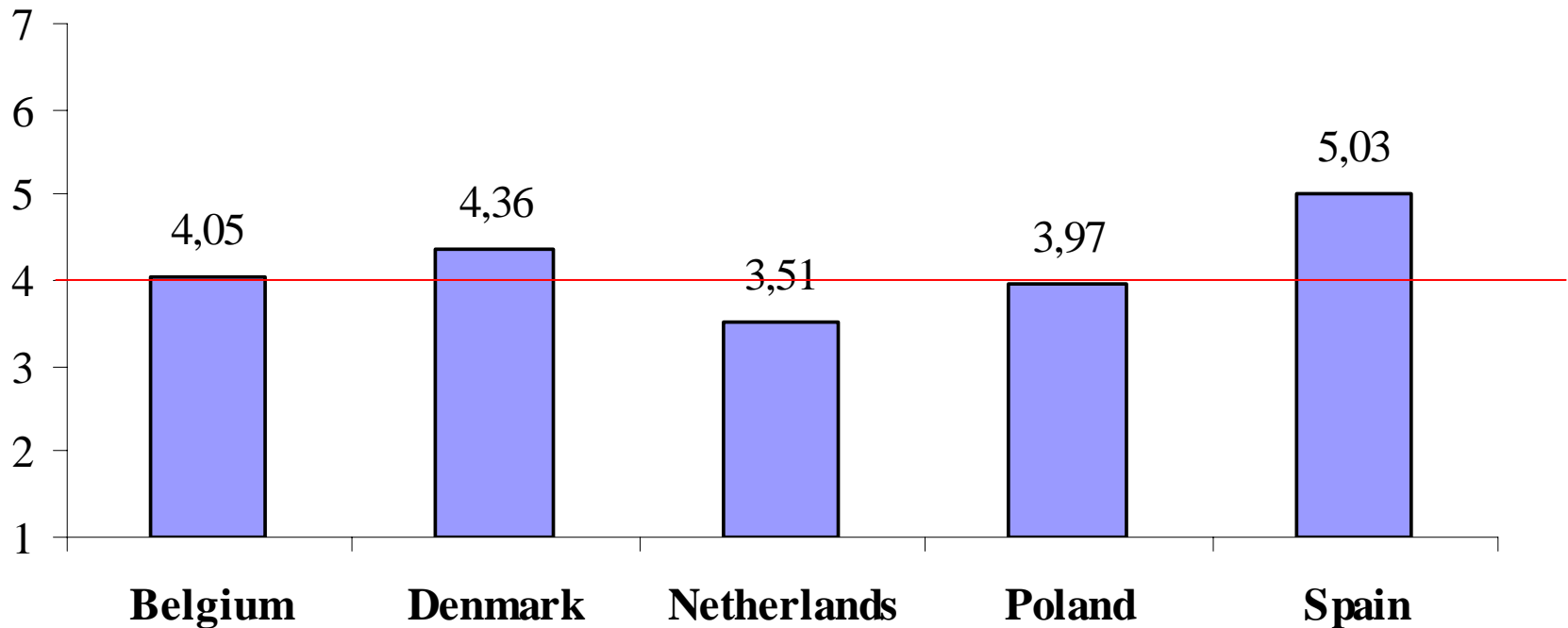
If there was a code on the fish that I could use to get more information through the internet, I would use it at home



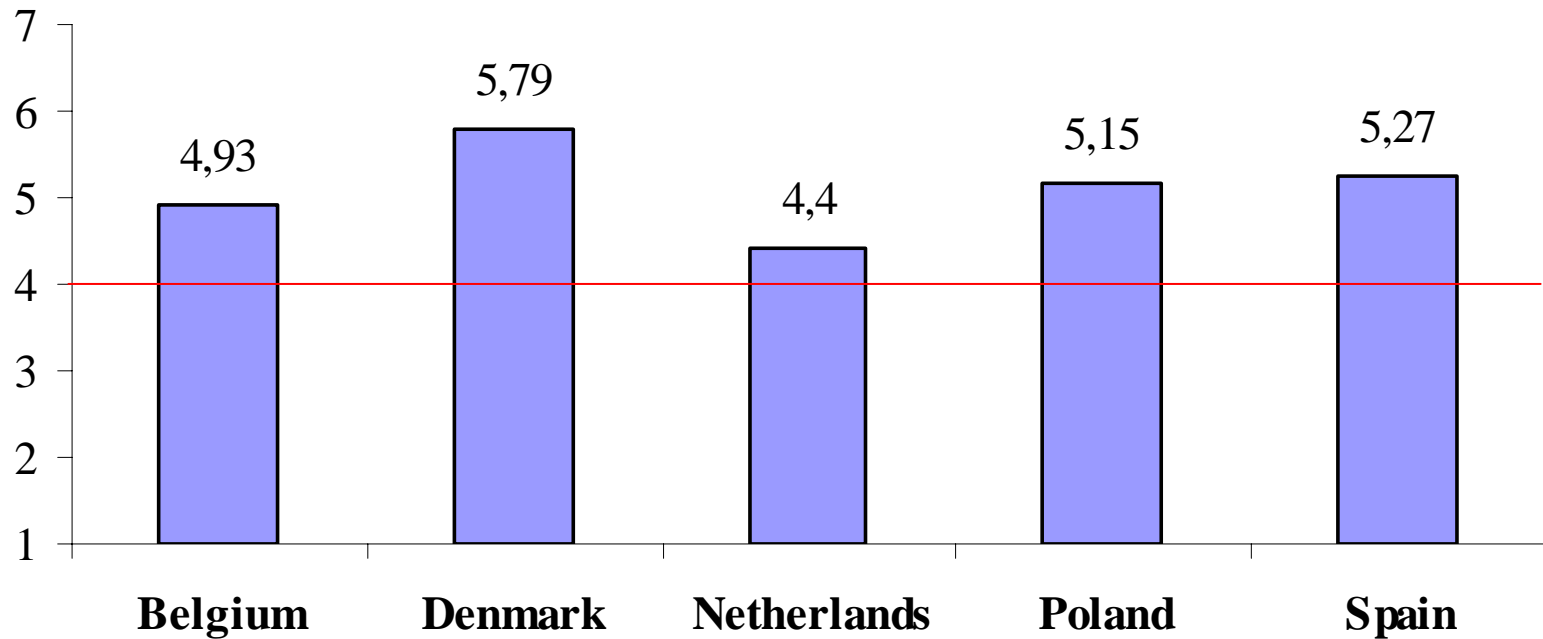
I'm willing to pay more for fish that has better documentation



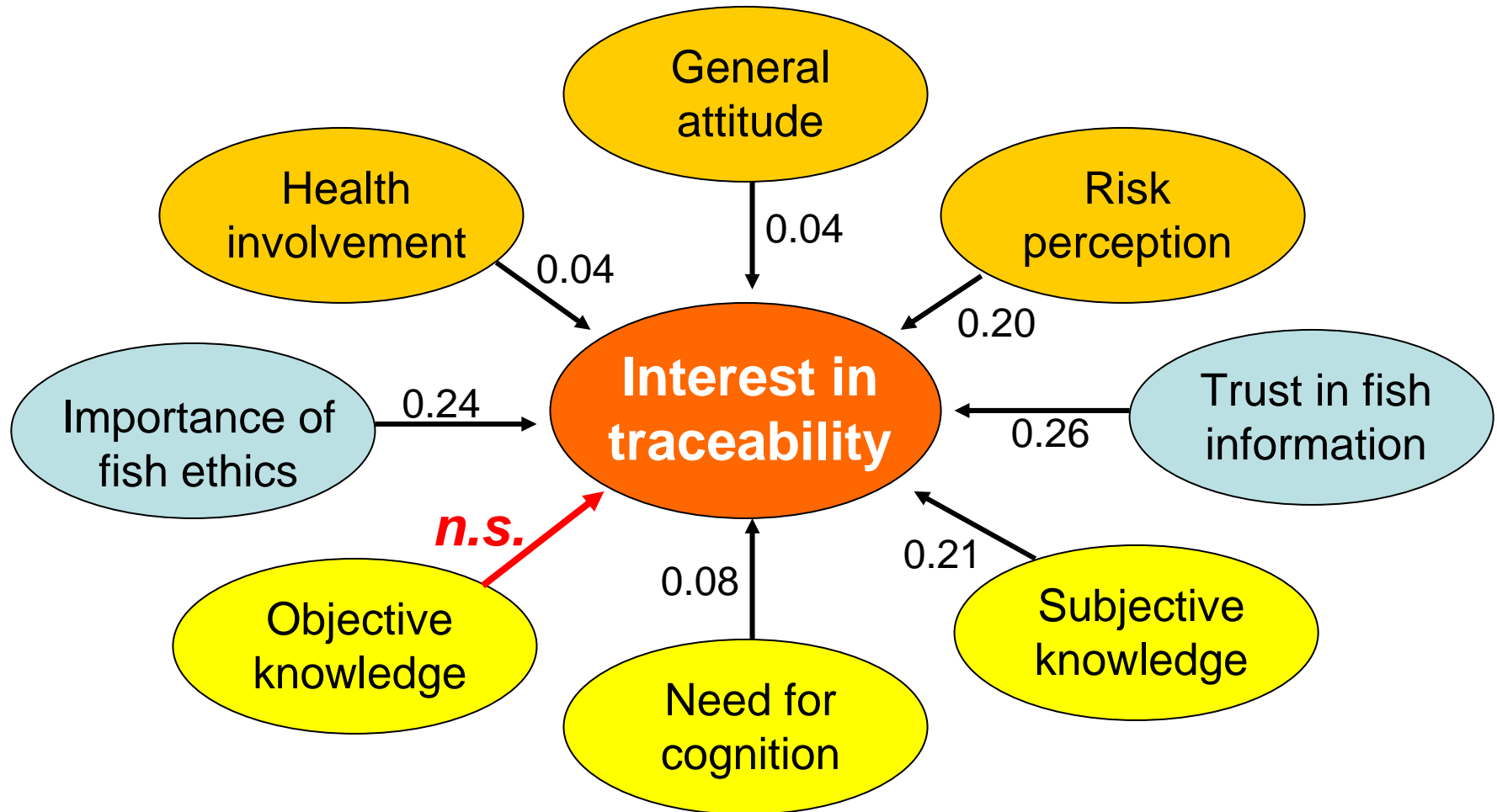
It is important for me to have direct access to as much information as possible about fish



I prefer the retailer to keep the information about the fish and make it available to me on request

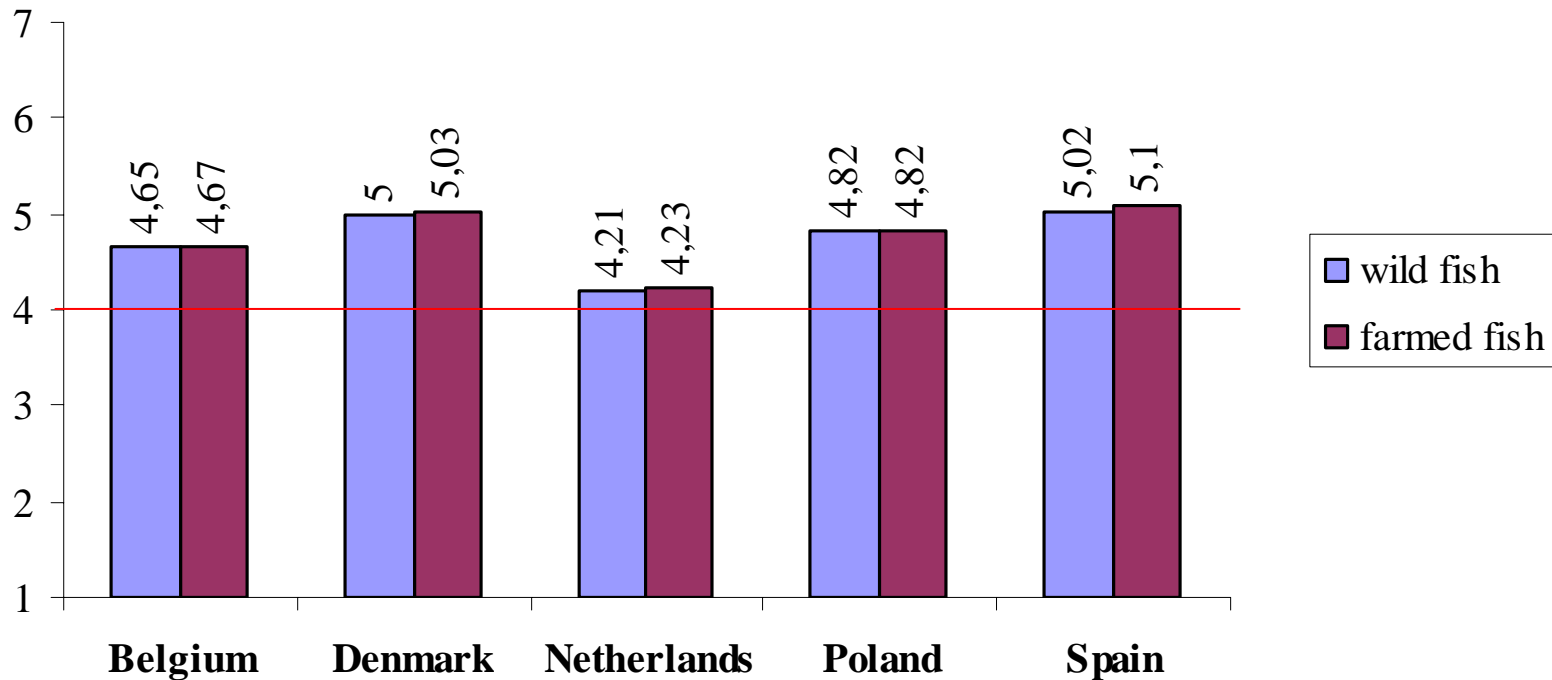


Determinants of direct interest in traceability



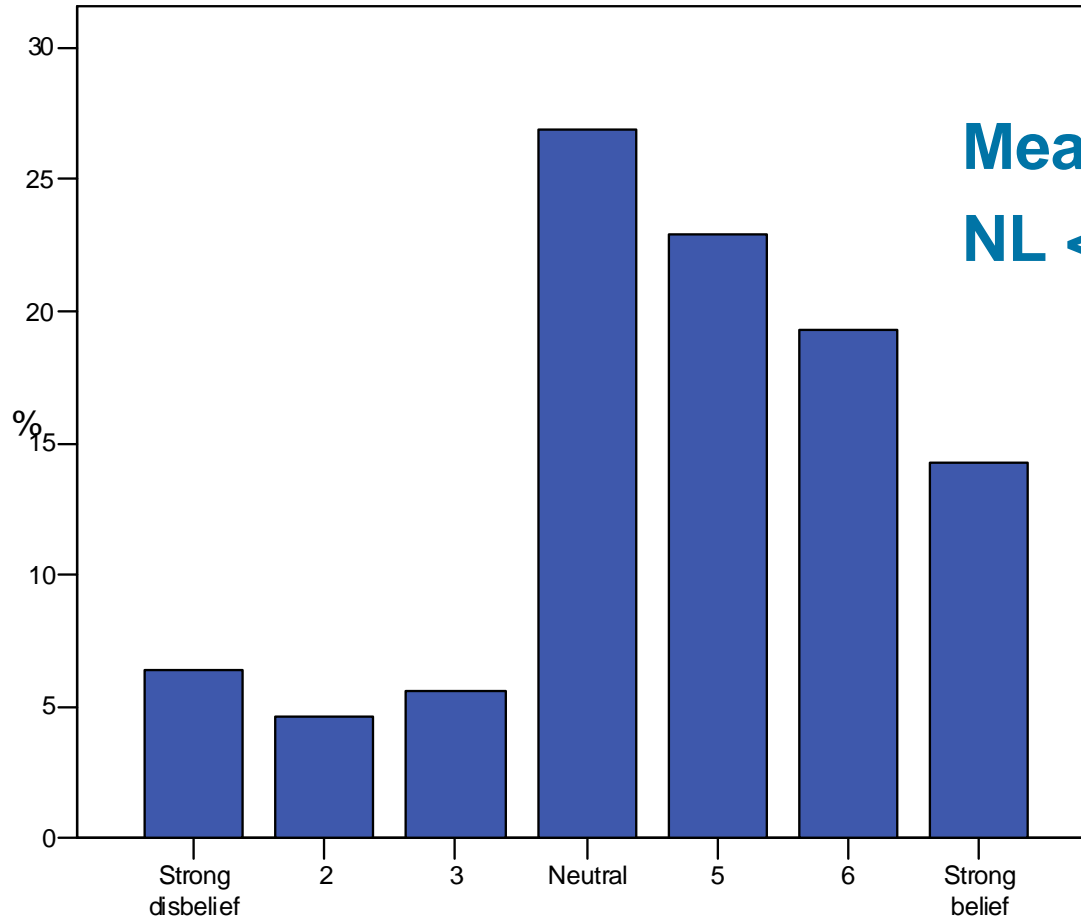
Perceived benefits from traceability

More relevant information about wild/farmed fish will make the product more trustworthy



More information guarantees - Fish with a higher degree of safety

Safer fish

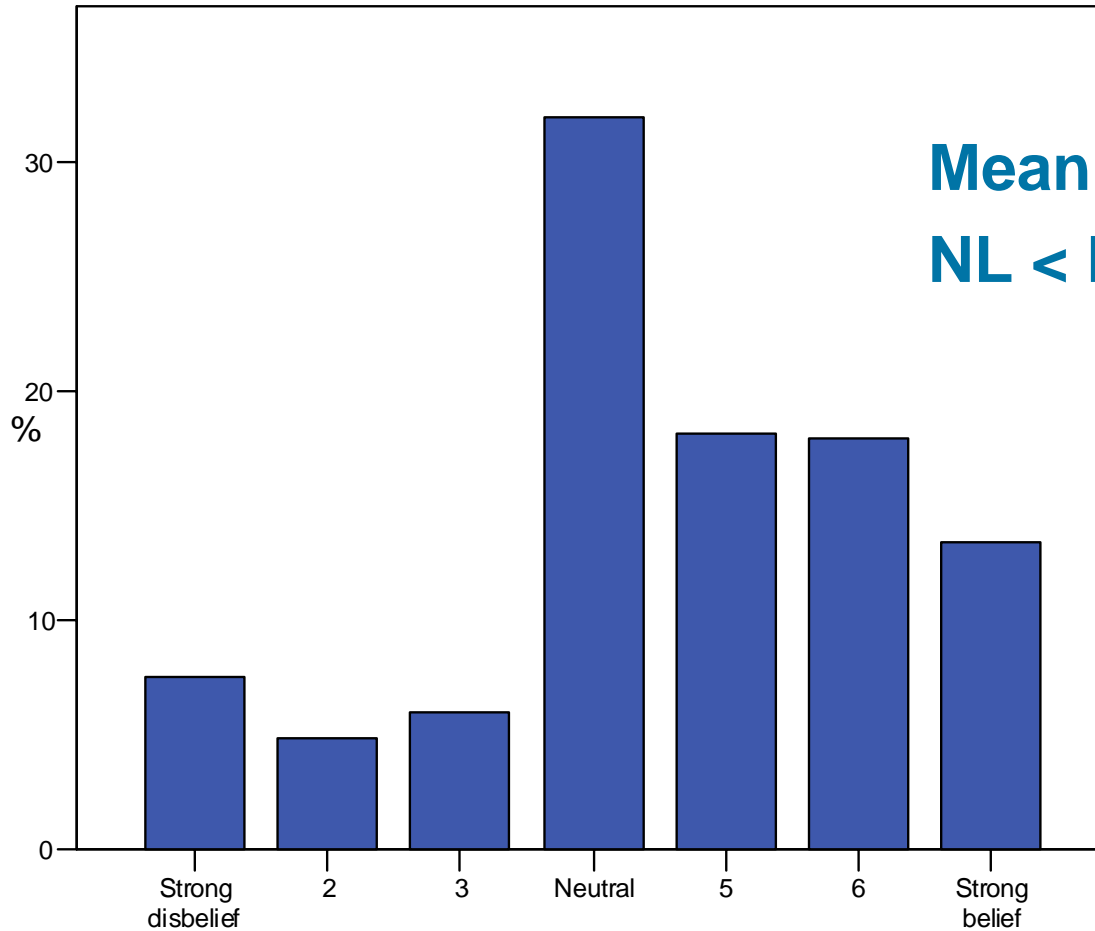


Mean = 4.70

NL < PL < BE = DK < SP

More information guarantees - More sustainability of natural fish resources

Sustainability

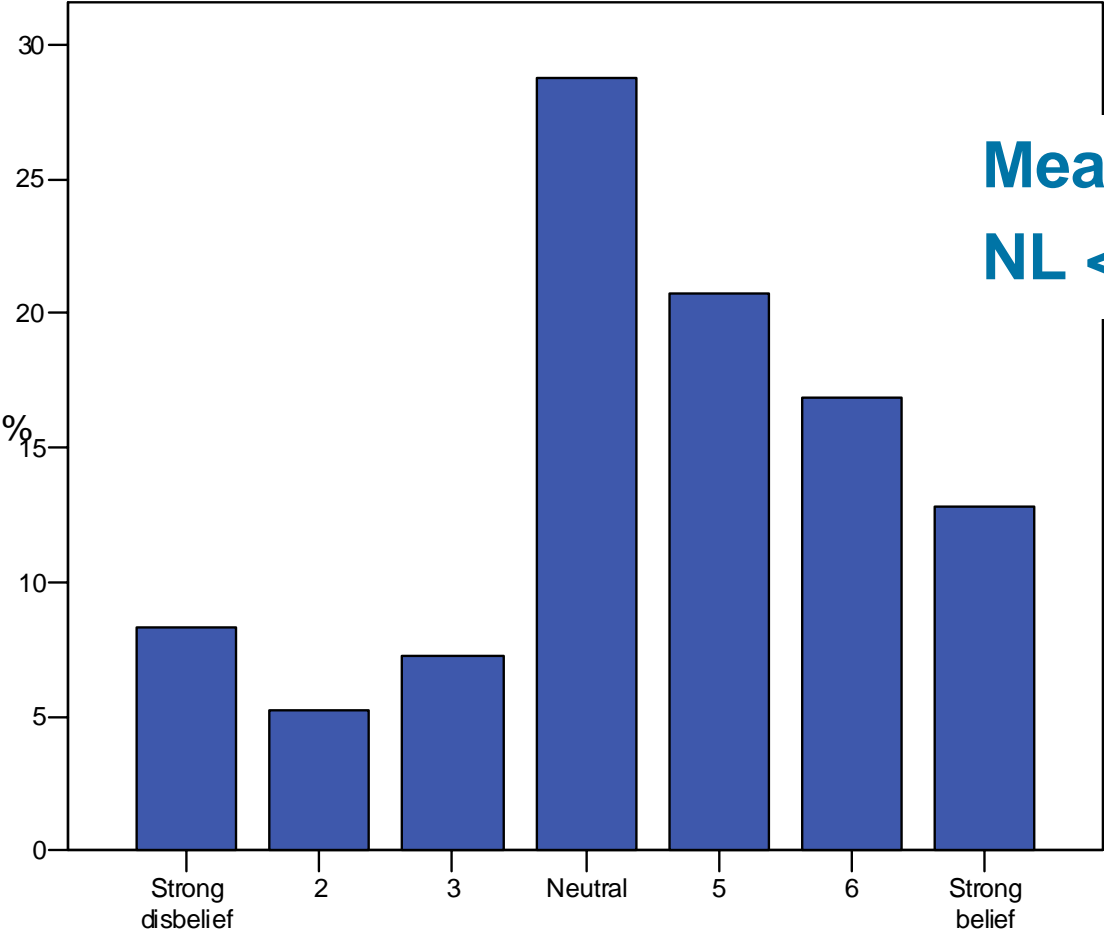


Mean = 4.56

NL < PL < BE < DK < SP

More information guarantees - Healthier fish

Healthier fish

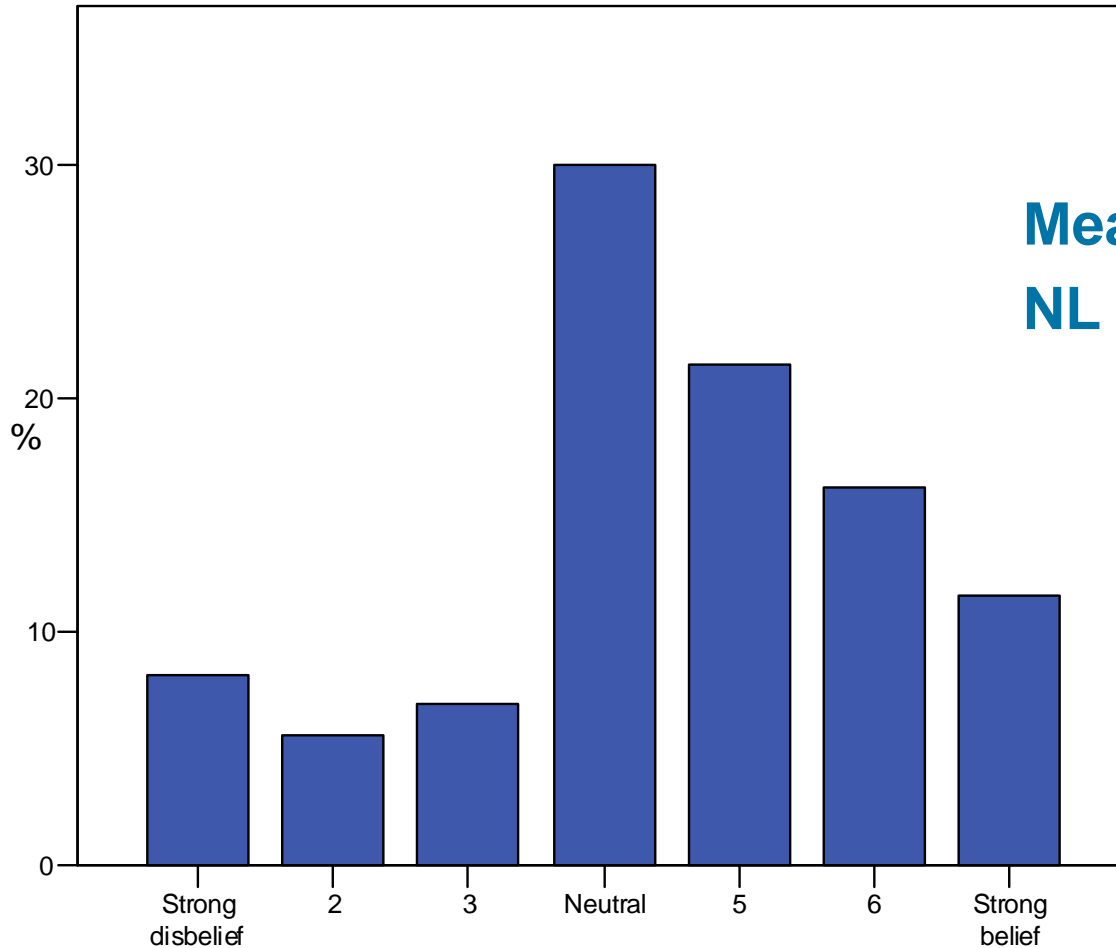


Mean = 4.50

NL < PL < DK = SP < BE

More information guarantees - Fish of a better quality

Better quality

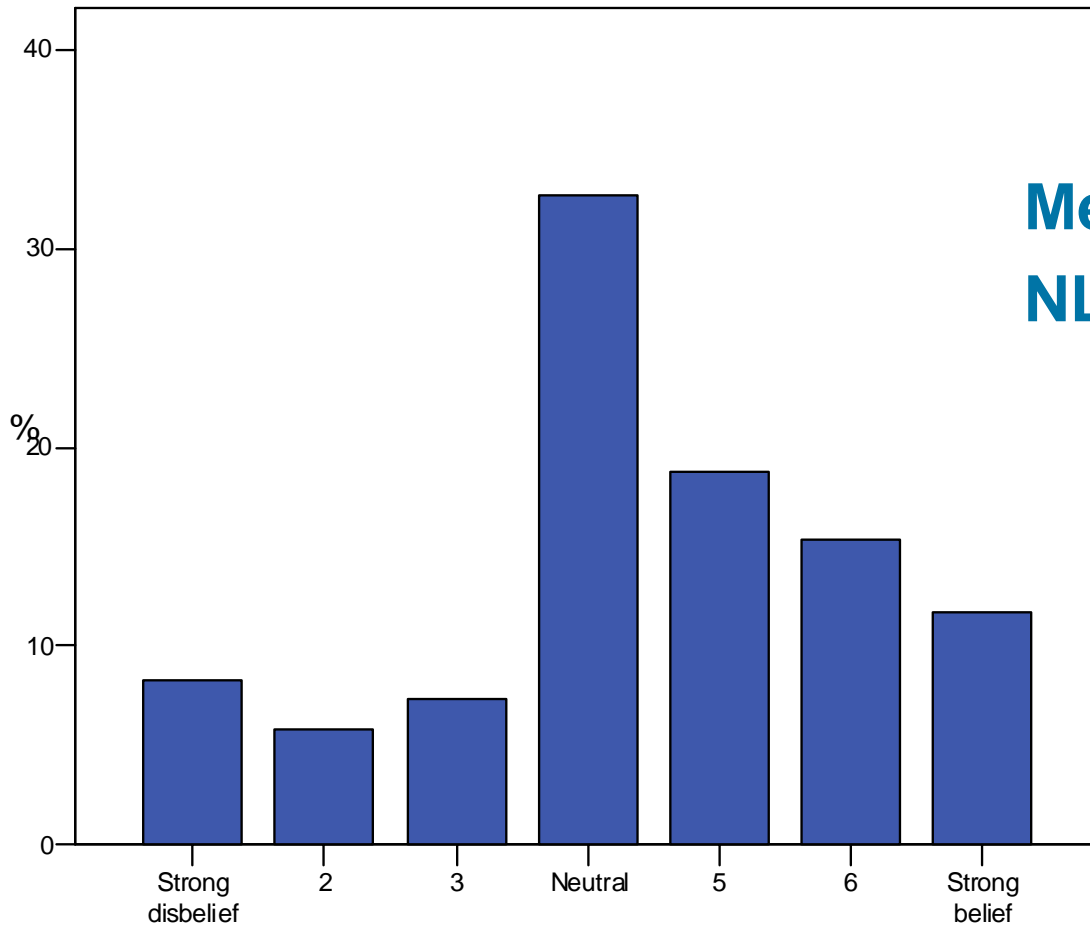


Mean = 4.46

NL < PL < BE < DK = SP

More information guarantees - Fish with better animal welfare

Fish welfare

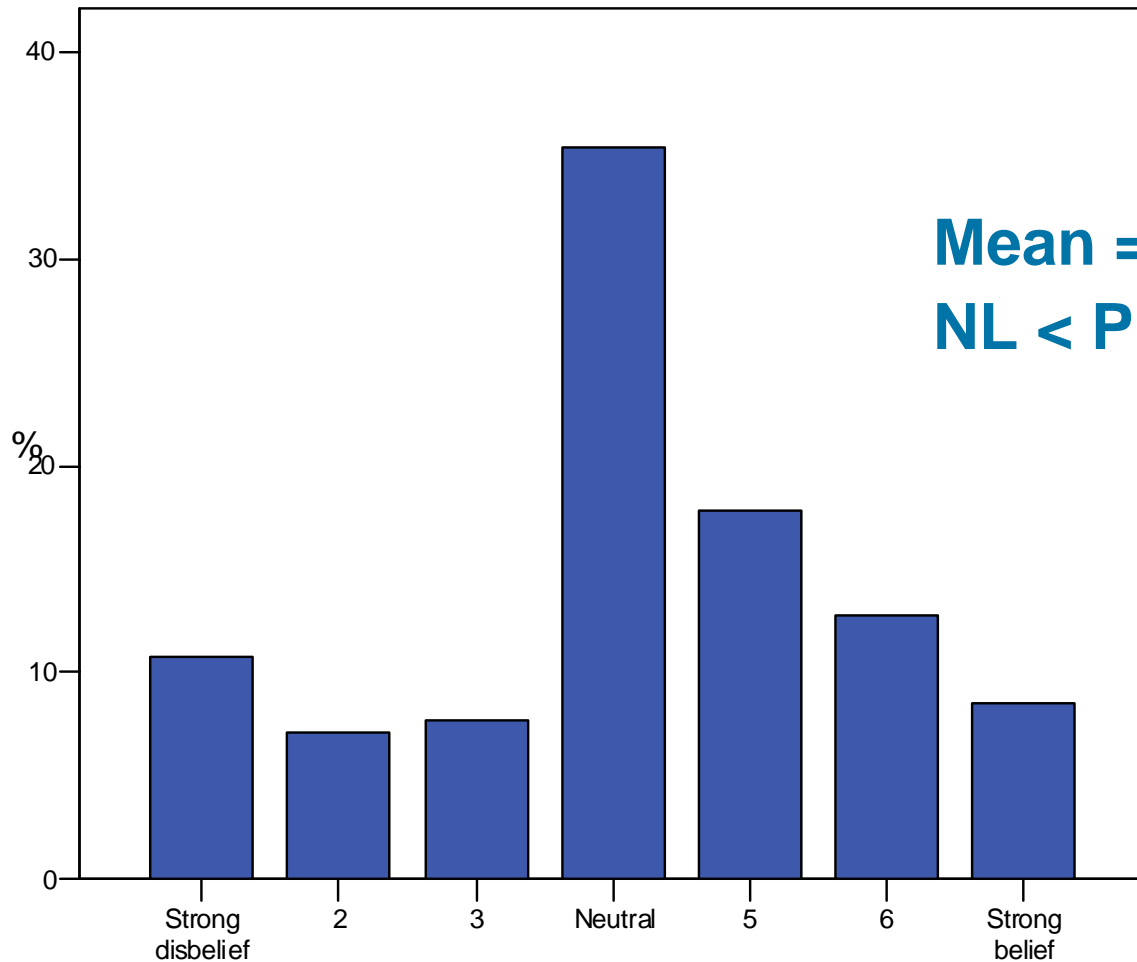


Mean = 4.41

NL < BE = PL < SP = DK

More information guarantees - Fish that is more nutritive

More nutritious

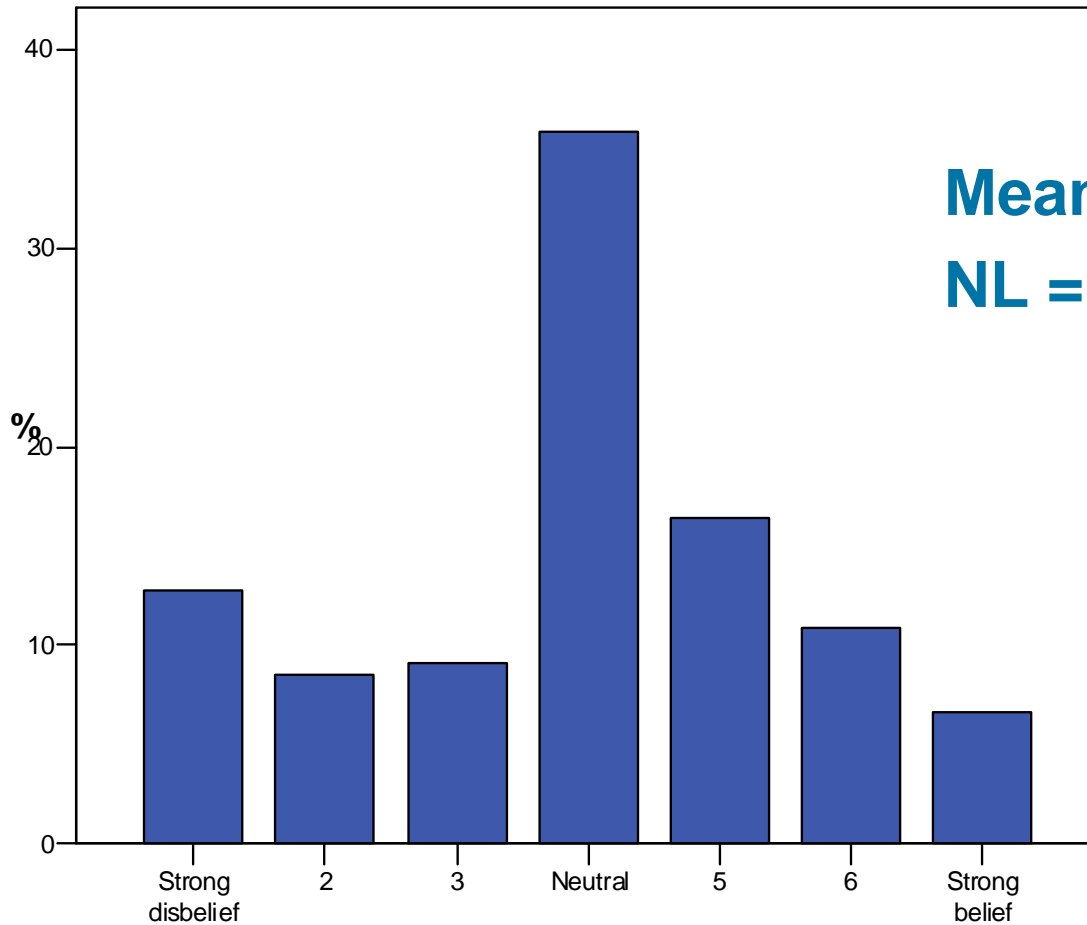


Mean = 4.15

NL < PL < BE < DK = SP

More information guarantees - Fish with a better taste

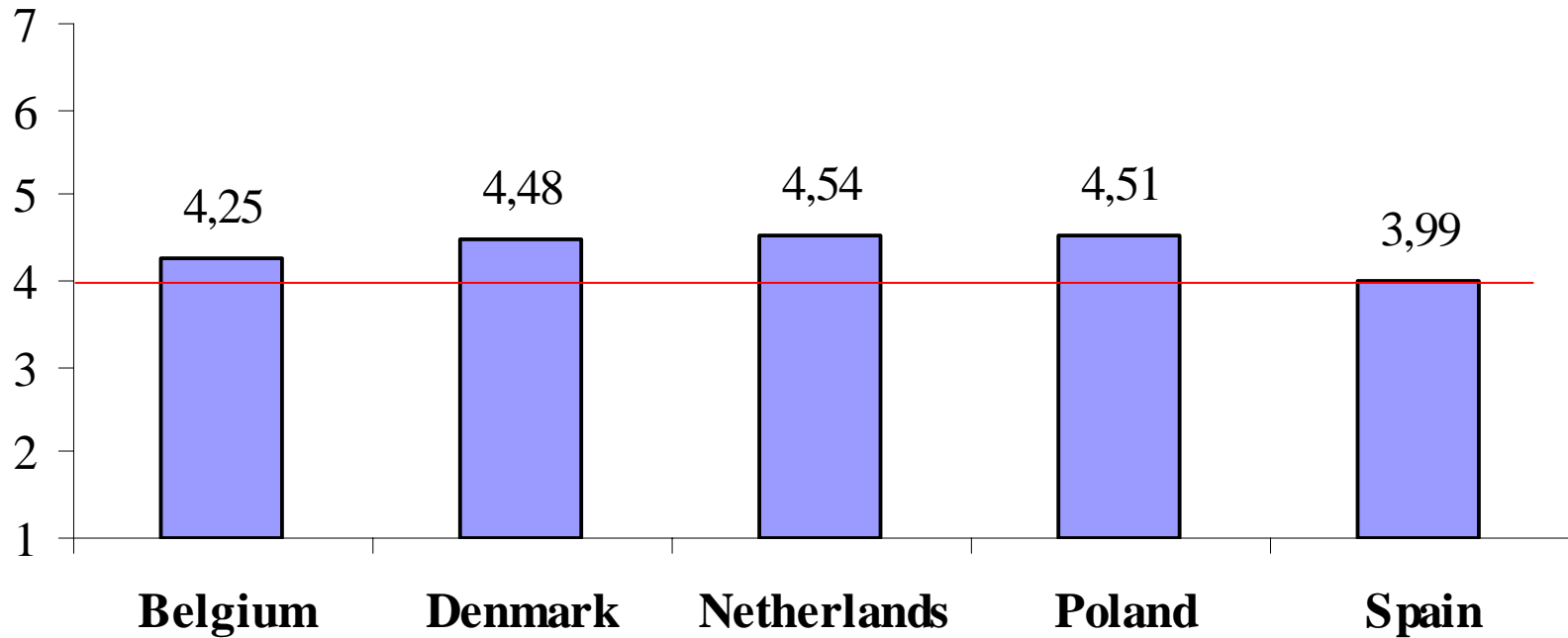
Taste; *neutral*



Mean = 3.94

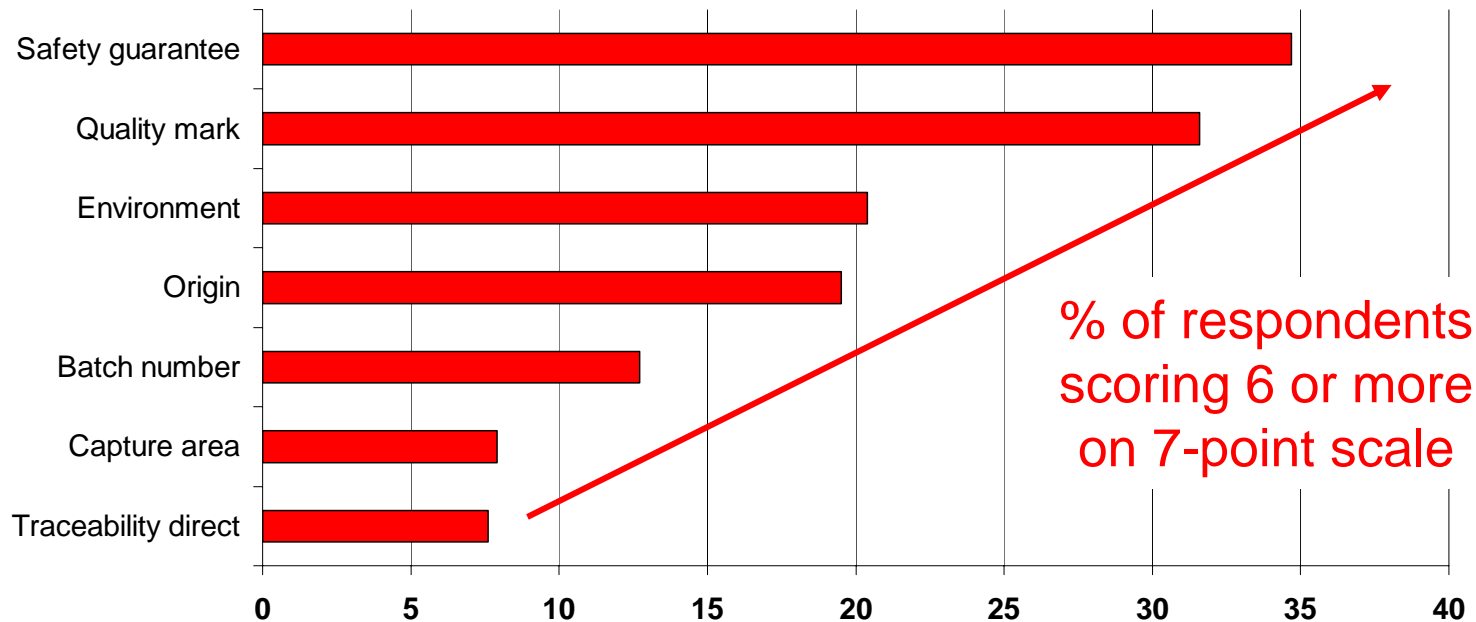
NL = SP < PL < BE < DK

More relevant information will make fish more expensive



Conclusions

Consumer interest in levels of traceability



Consumers use info cues they are most confident with (*Grunert, 2005*)

Traceability, in the absence of “usable” quality verification, has little value to consumers (*Hobbs et al., 2005; Verbeke & Ward, in press*)

Acknowledgements

- **Project 2.1**
- **Partners MAPP and NIFA**
- **Horizontal bar Traceability**
- **Fish consumers / survey respondents**
- **This work was performed within the Integrated Project SEAFOODplus, granted by the European Union under contract No 506359**

— Thank you for your attention ! And remember ... —

A better life with seafood...

SEAFOOD
plus



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