

Health beliefs as drivers to seafood consumption

Zuzanna Pieniak, Wim Verbeke

Ghent University, Belgium

Karen Brunsø, Joachim Scholderer

MAPP, University of Aarhus, Denmark

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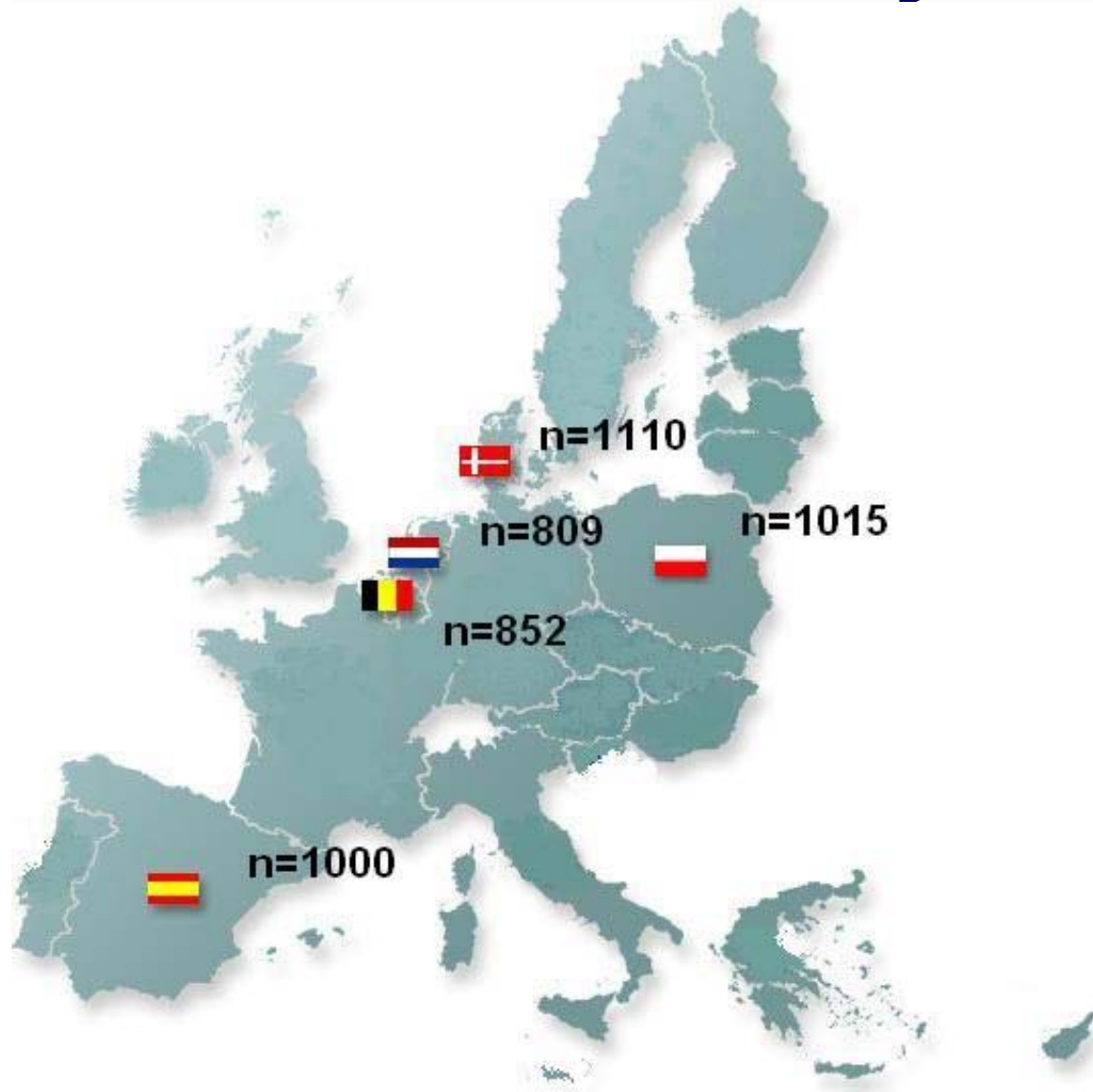
1. Background and objectives

- **Project 2.3 SEA-INFOCOM objective:**
 - to develop effective seafood information related to traceability, **health, safety** and ethical issues
- **Goal of this study:**
 - to investigate to what extent health beliefs are drivers of fish consumption

Theoretical background

- **Main factors influencing fish consumption:**
 - Physical properties (bones, smell, taste)
 - Price
 - Availability
 - Influence of other people
 - Personal factors (age, gender, region)
- **What about health beliefs?**

2. Study design

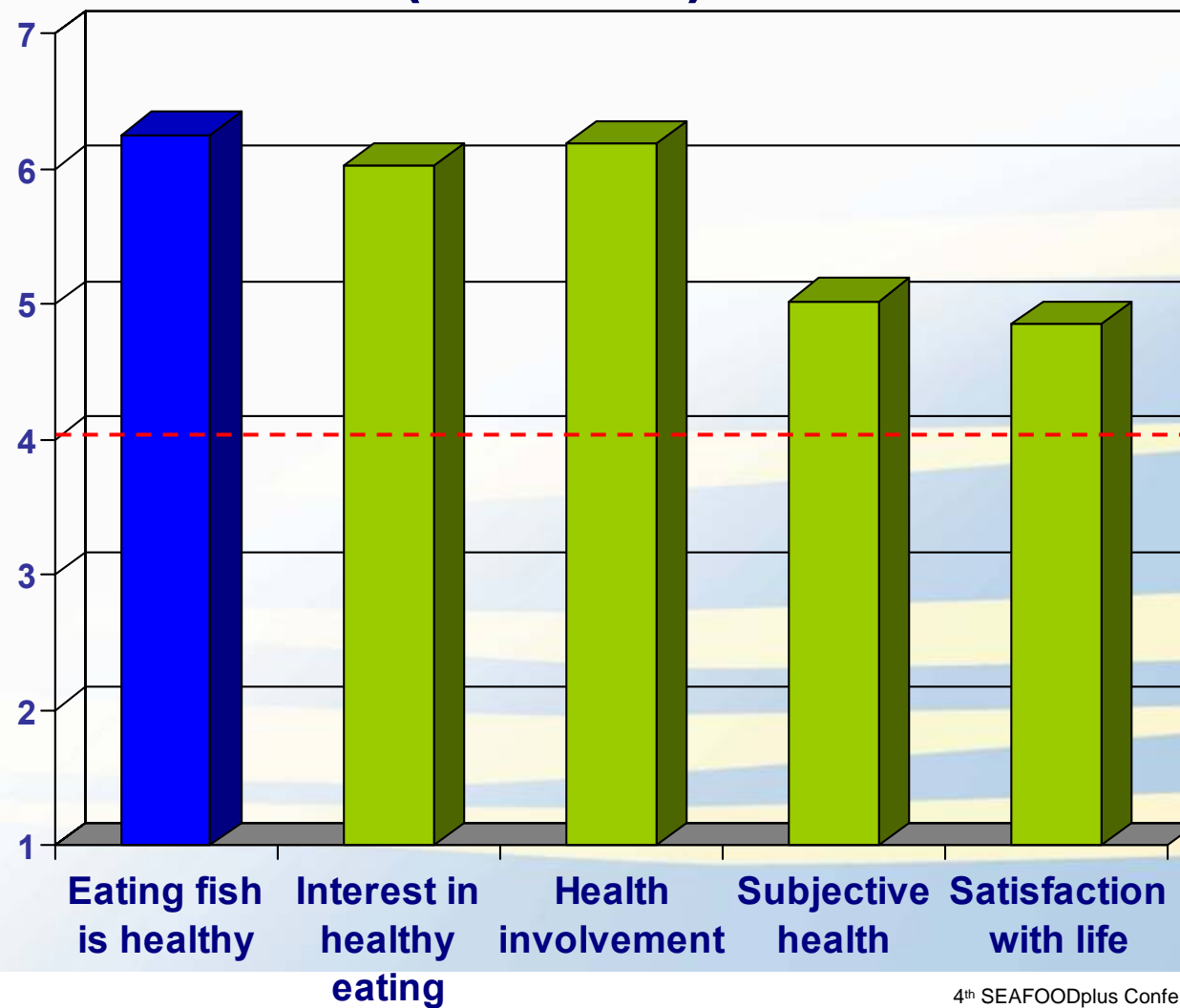


- **Consumer survey**
- **XI – XII 2004**
- **5 EU countries (n= 4,786)**
- **Representative samples for age and region**
- **People responsible for food purchase**

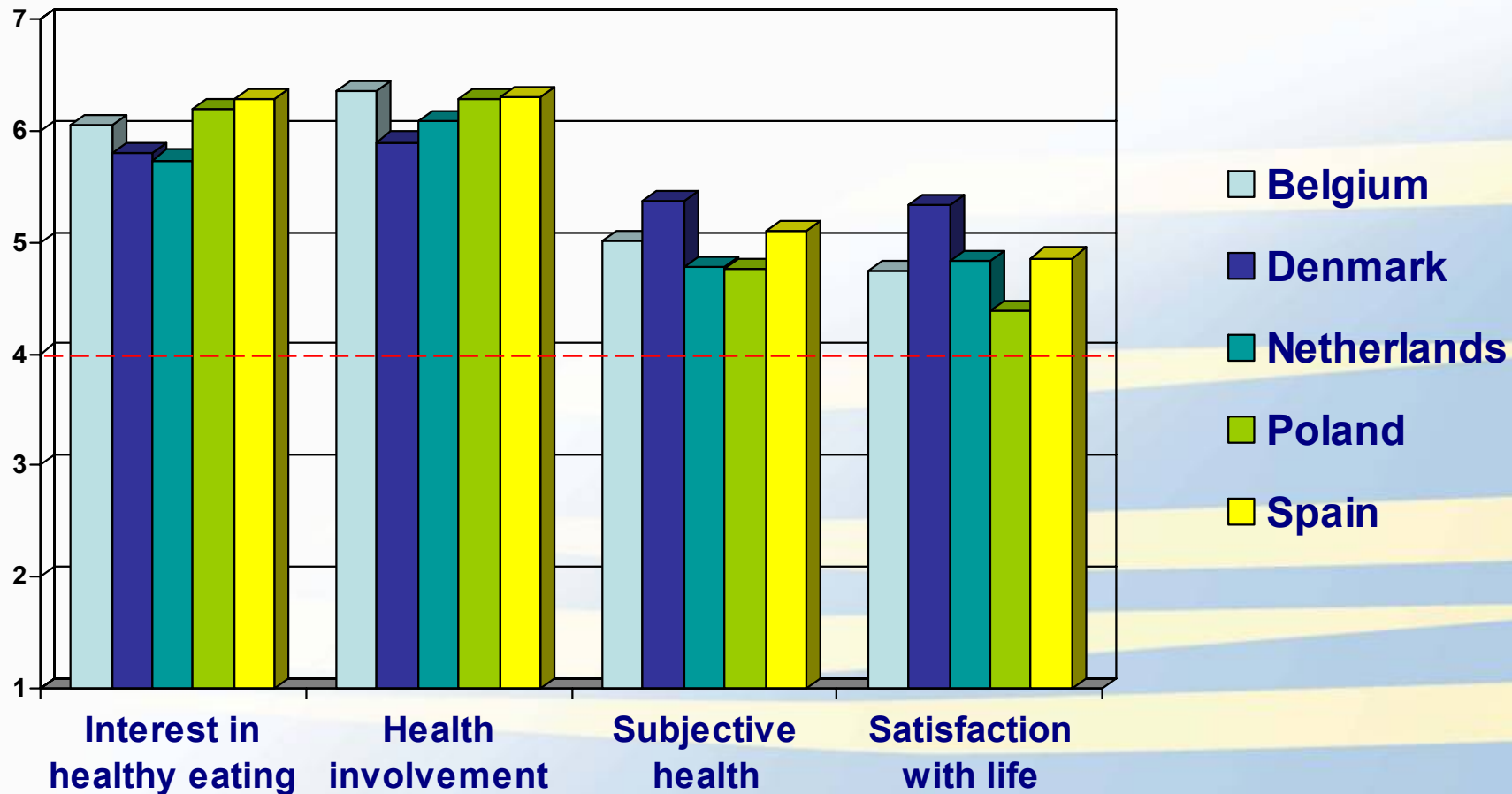
Health beliefs constructs

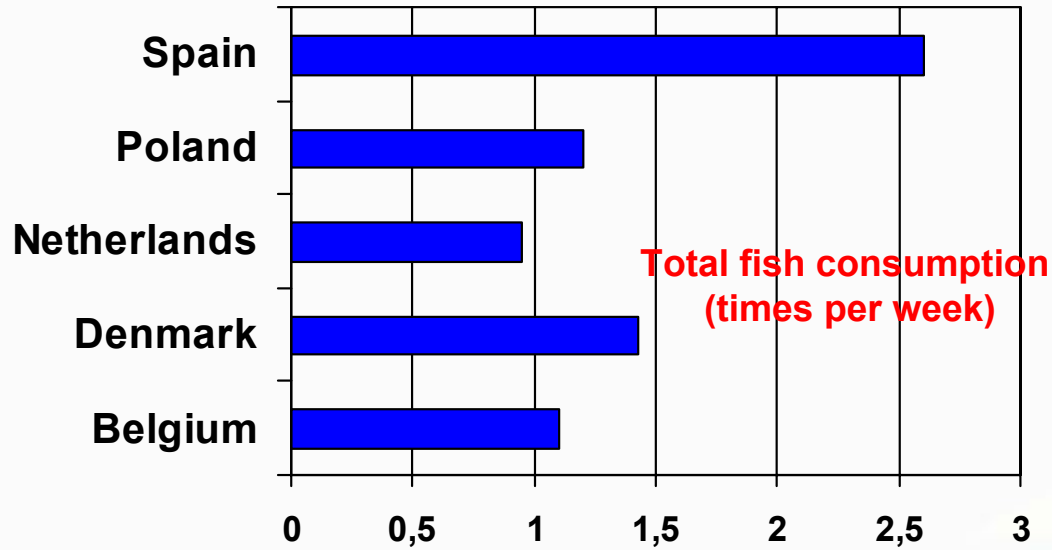
- **Health involvement**
- **Interest in healthy eating**
- **Subjective health**
- **Satisfaction with life**

3. Health beliefs among fish consumers (n=4,786)

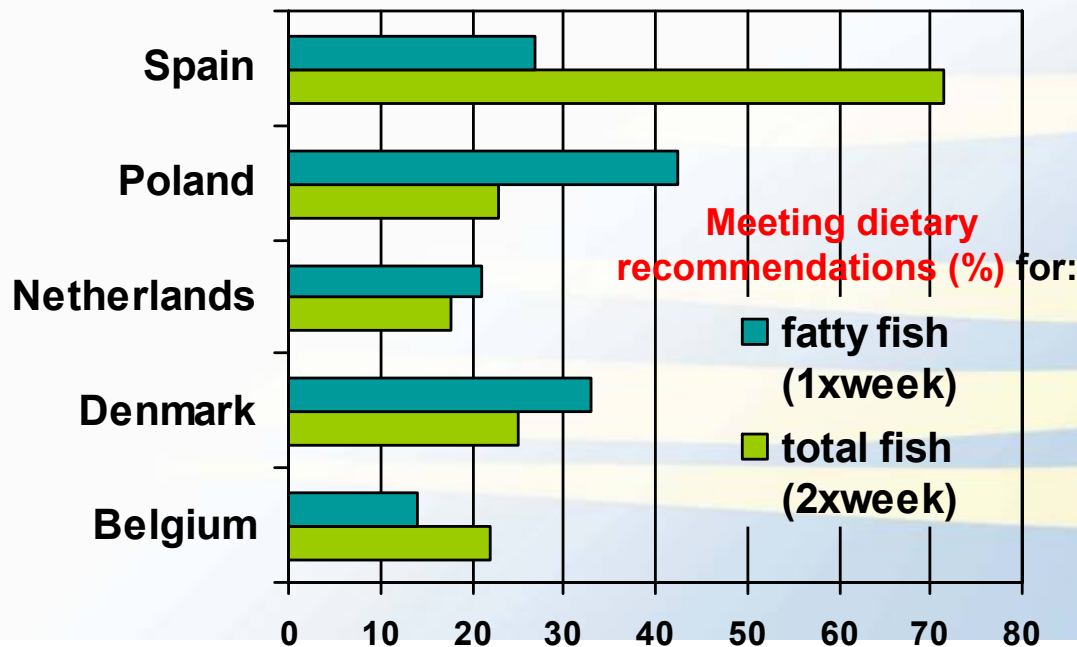


Health beliefs among consumers from five European countries (n=4,786)



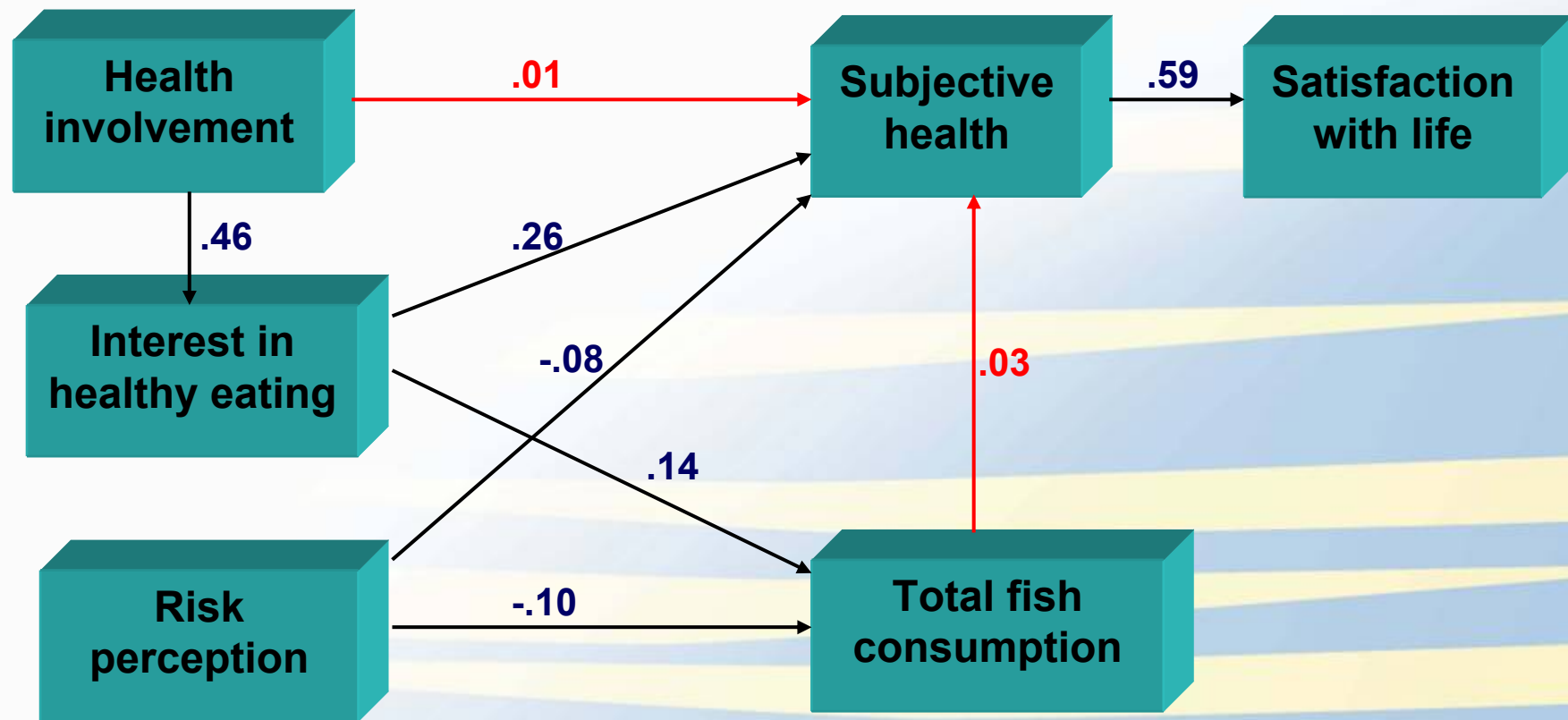


SP << DK < PL < B < NL



Dietary recommendations are **not met by the majority of consumers**

Health beliefs in relation to seafood consumption (total pan-EU sample)



Model interpretation

- **Drivers of fish consumption:**
 - Interest in healthy eating – **POSITIVE**
 - Risk perception of food poisoning from eating fish – **NEGATIVE**
 - Health involvement – indirect **POSITIVE**
- **Total fish consumption does not significantly influence self-rated health**

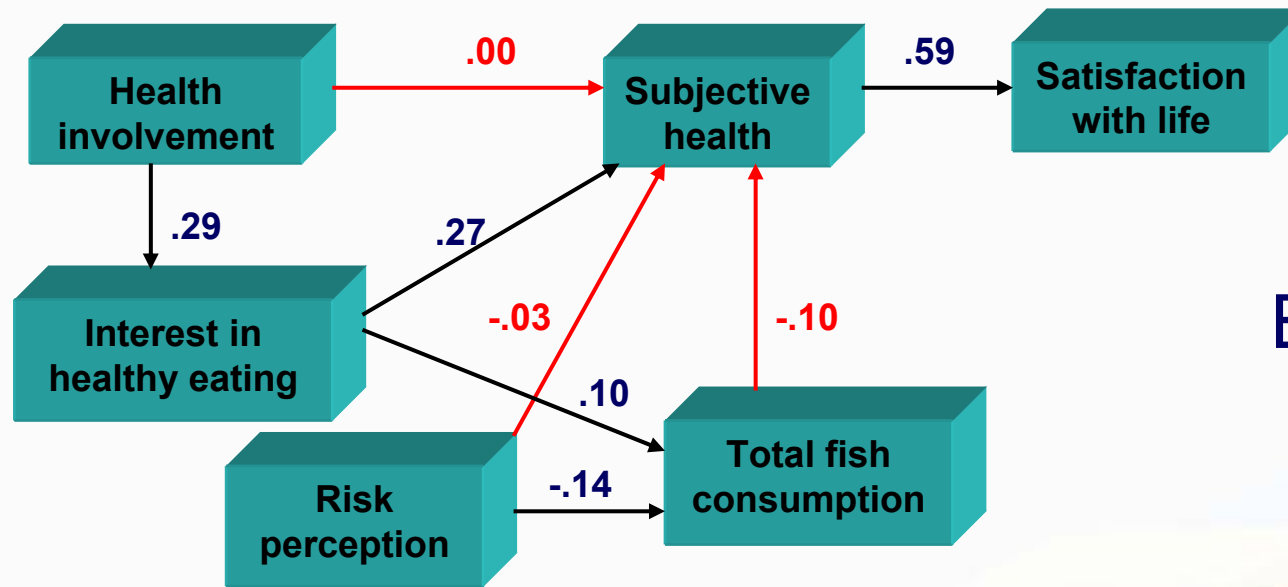
Model interpretation

- People more interested in **healthy eating** → feel more healthy → are more satisfied with their life
- Paths between **fish consumption** → interest in healthy eating → subjective health are all positive

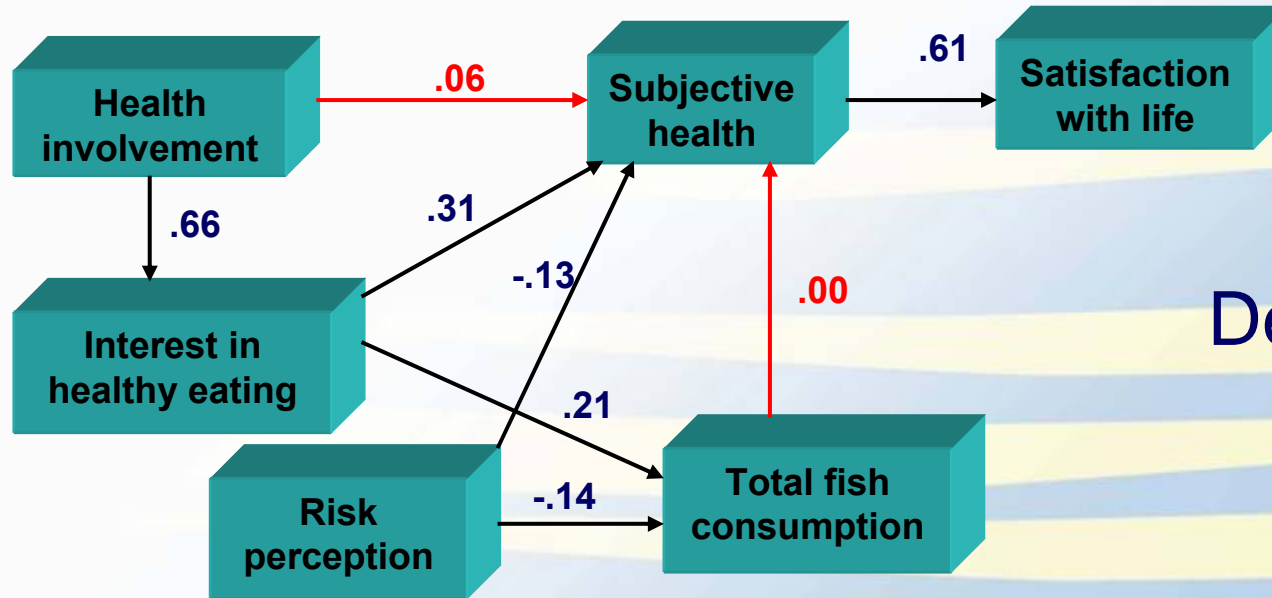
Model interpretation

- Risk perception negatively influences subjective health
- People perceiving higher **risk** of food poisoning from eating fish → feel themselves less healthy

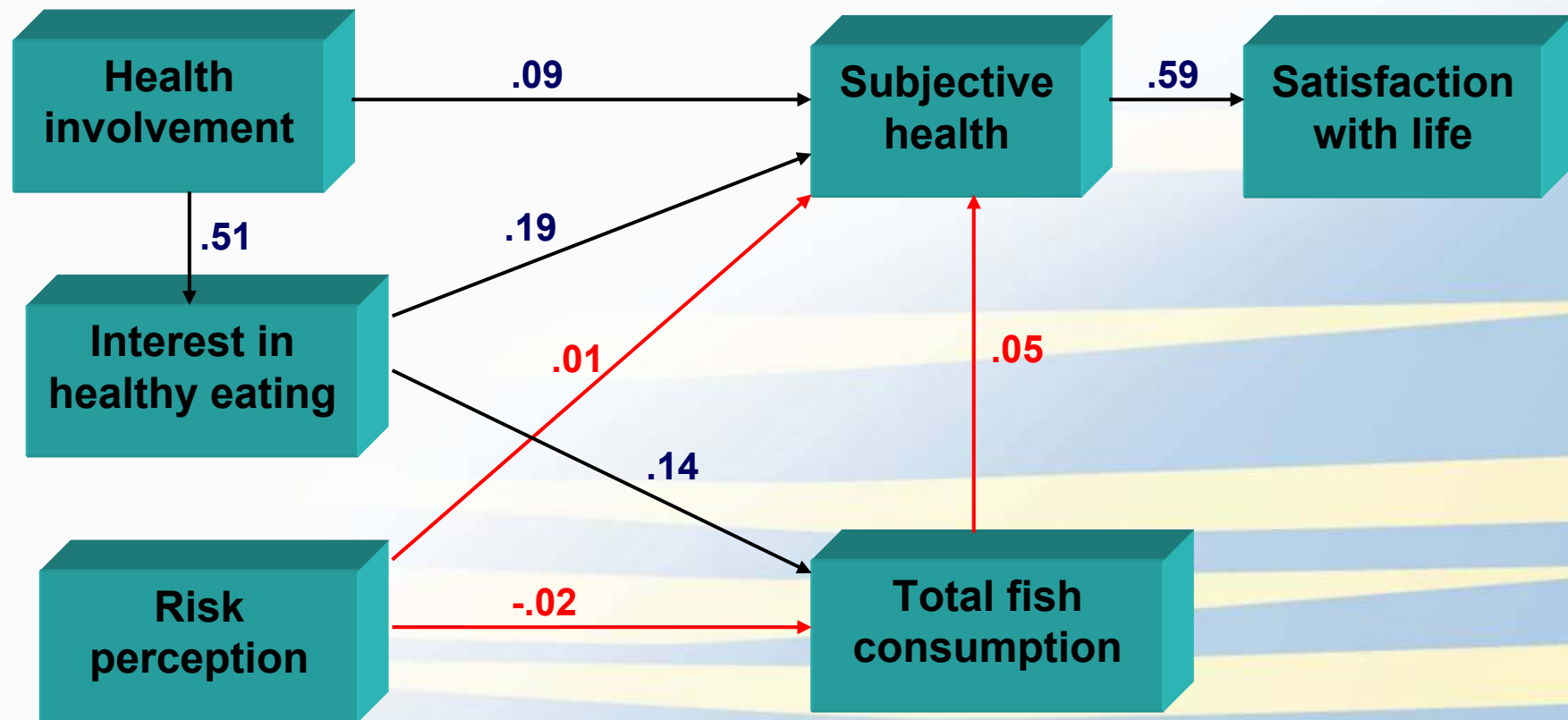
Belgium



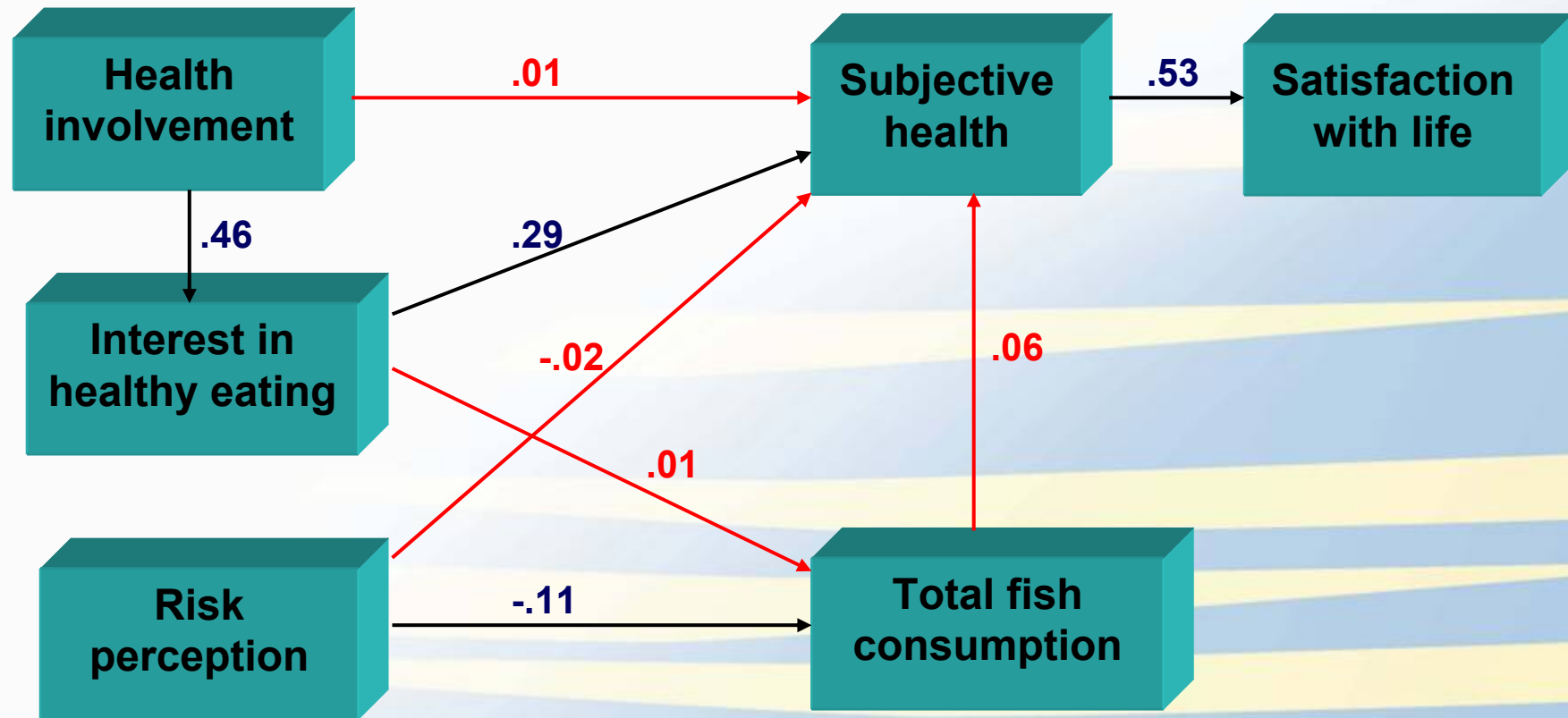
Denmark



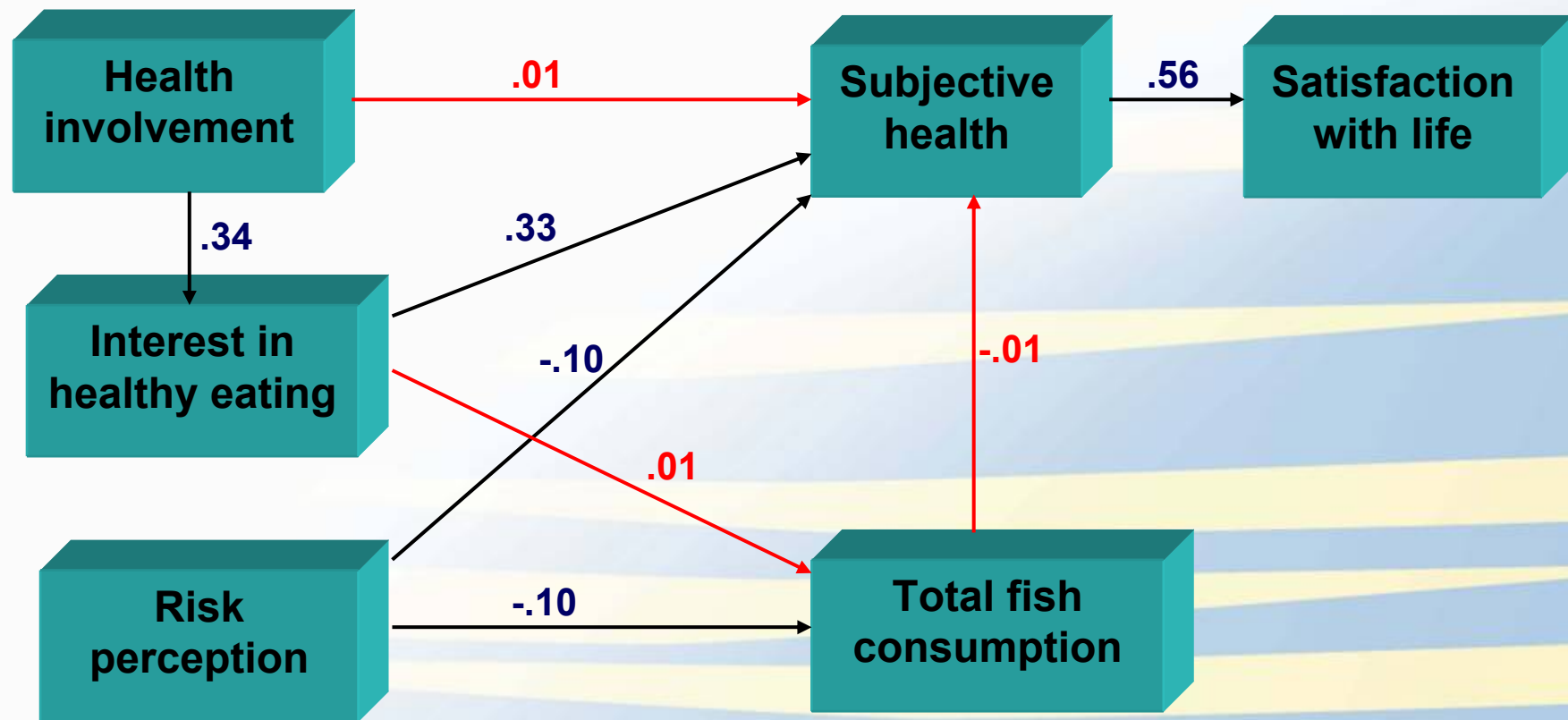
Health beliefs in relation to seafood consumption (Spanish sample)



Health beliefs in relation to seafood consumption (Dutch sample)



Health beliefs in relation to seafood consumption (Polish sample)



Interest in healthy eating is not a driver of total fish consumption in **NL & PL**

	BE	DK	NL	PL	ES	F-value
Eating fish is healthy	6.10 ^b	6.38 ^d	5.99 ^a	6.45 ^d	6.25 ^c	25.71
Objective knowledge	2.73 ^b	3.67 ^d	2.73 ^b	2.52 ^a	3.05 ^c	156.45
Subjective knowledge	3.25 ^b	3.40 ^c	2.96 ^a	3.77 ^d	3.79 ^d	53.39

Possible explanation:

Dutch consumers

- **NOT CONVINCED** that eating fish is a part of healthy eating?

Polish consumers

- **NOT AWARE** that eating fish is a part of healthy eating?

4. Conclusions (1/3)

- **Fish** consumption has a **very healthy image**
- **People are very involved with health and interested in healthy eating**
- **Dietary recommendation are not met by the majority of consumers**

Conclusions (2/3)

- Paths between **fish consumption** → interest in healthy eating → subjective health are all positive
- Health involvement and interest in healthy eating are drivers of fish consumption

Conclusions (3/3)

- **B & DK** – mainstream
- **PL & NL** – interest in healthy eating does not influence fish consumption
 - Lack of actual knowledge ?
- **ES** – eating fish is a part of tradition
 - Tendency: fish consumption determines subjective health and satisfaction with life

A better life with seafood...

A large version of the SEAFOOD plus logo, with "SEAFOOD" in blue and "plus" in yellow, set against a blue square background. Below the text are three yellow wavy lines.

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