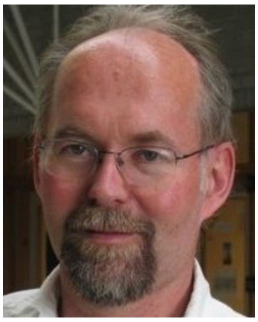
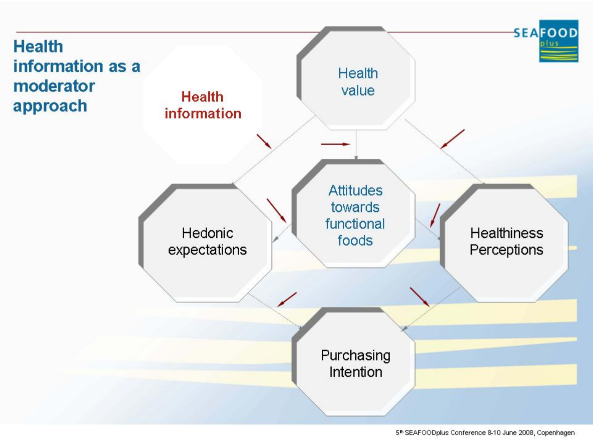
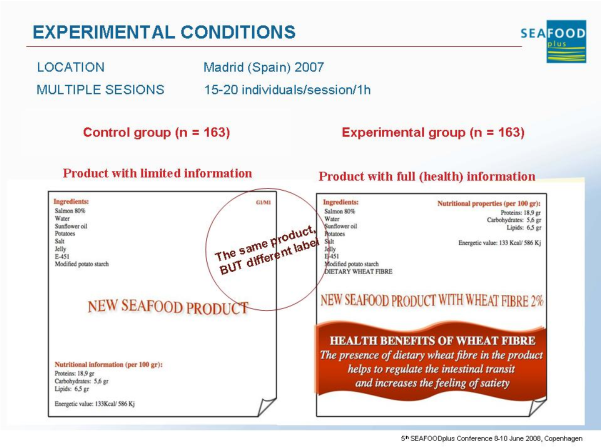
Consumer's evaluation of new seafood products



Presenting author: Svein Ottar Olsen [1] co-authors: Alina Tudoran, Domingo C. Dopico [2], Morten Heide and Pirjo Honkanen [3]
[1] *Nofima and the Norwegian College of Fishery Science, University of Tromsø*
[2] *University of A Coruna, Spain*
[3] *Nofima Market, Norway*





The project CONSUMEREVALUATE has the objective of exploring and explaining consumers' preferences, evaluation and buying behavior related to convenience and tailor-made seafood products.

This presentation will first give a short overview of over published results in the first experiments of this project included at recent study of the influence of test situation on product evaluation and intention to consume a new seafood product.

The main issue of our presentation explores the role of information on individuals' evaluation of their health value, attitudes, intentions and their interrelationships in a study of new fibre-enriched seafood. A central-location test was conducted with two representative samples of consumers who evaluated a new fish product *with* and *without* information about fibre and the health benefits of fibre. The results indicate that the health-benefit information increased consumers' evaluation of their attitudes towards functional foods, but not their health value or their hedonic expectations, perceptions of healthiness or intention to purchase the fibre-enriched fish product. A conceptual model based on the value-attitude-behaviour hierarchy is discussed and tested using structural equation modelling. The model explores how the health value influences domain-specific attitudes towards functional foods, hedonic expectations and the perceptions of healthiness of the functional fish product and how these attitudes determine the intention to consume the product. The individuals' attitudes are complete mediators between their health value and their purchasing intention. Four of the seven relationships in the conceptual model are affected by the introduction of the health-benefit information.

The last part of this presentation deals with some ideas for future research based on data from our field experiments.