



Consumers' behaviour and values of fresh seafood products : Cognitive chain effects on attitude buying



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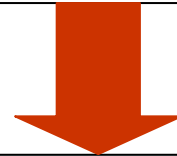
The XXth EAFE conference, 27th
- 30th june, Hamburg

1. Cogépêche research Program

2008-2010

Part 1 : Behaviour, Attitude, Motivations and Needs of consumers in retailing

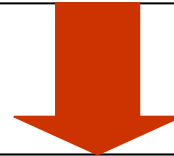
Focus group	Trade off	Cognitive chain	Cognitive dissonance	Delphi
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2011-2013

Part 2 : Positioning, commercialisation and evolutions by species

Contractualisation analysis, selling and valorisation product/market (retailers, fishmongers, direct sales)



2013-2015

Part 3 : Innovation and merchandising analysis with professionals

Merchandising methods and valorisation controls upstream and downstream

1. Cogépêche Research Program

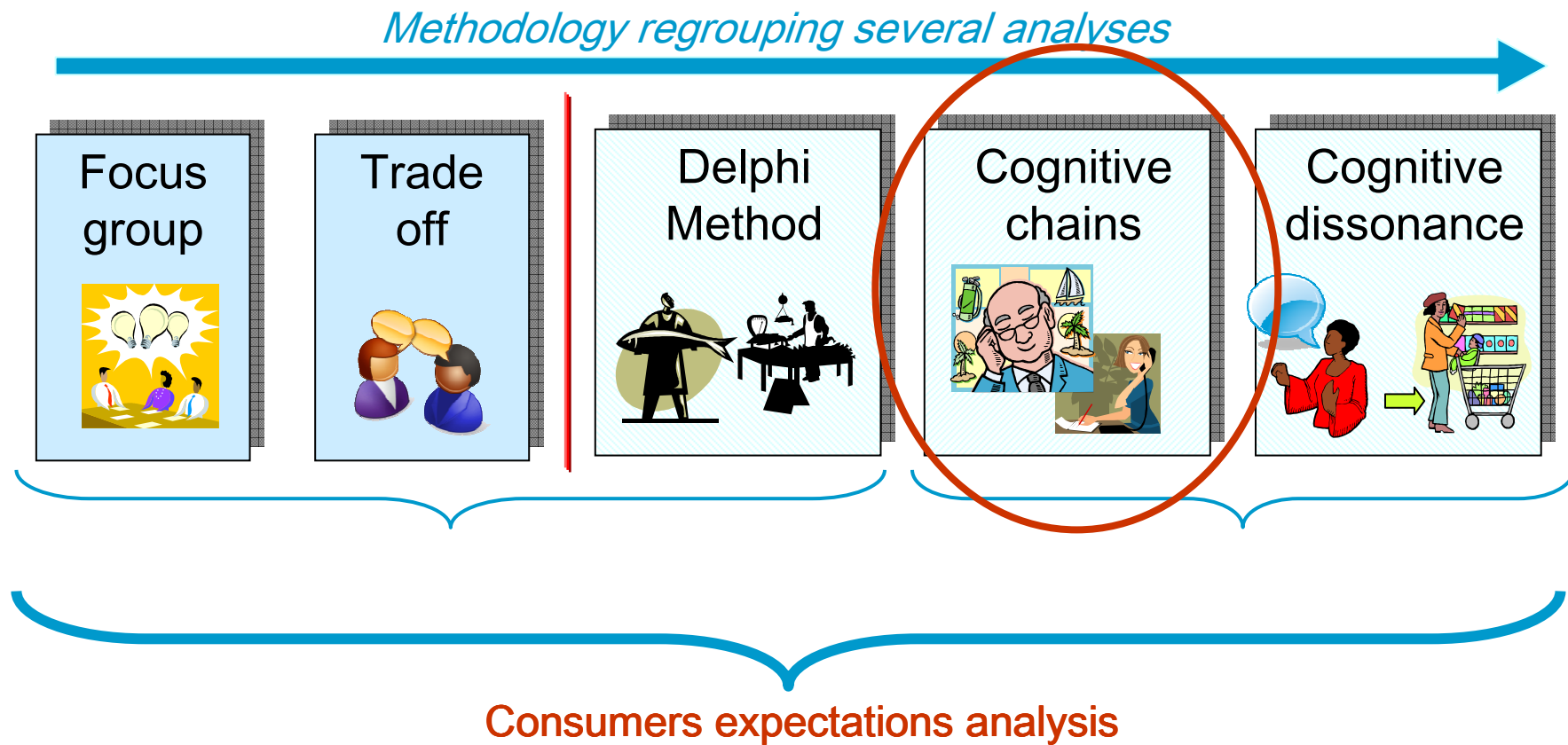
Goals :

- Assess consumer's expectations and purchasing habits depending on the way of distribution.
- Propose new trails of valorisation for fresh seafood products.



2. Methodology

To answer to these issue and hypotheses, an original methodology regrouping 5 kind of surveys have been set up:



Focus
group



Trade off



Delphi
Method



Cognitive
ins

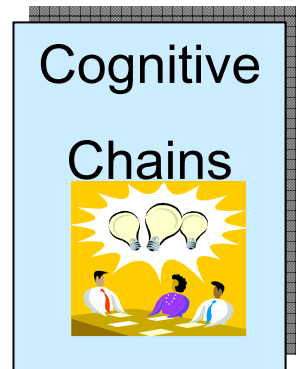


Cognitive
dissonance



- 18 focus group have been realised during the last month with 6 to 10 people each time
- 850 people have been interviewed in order to specify the ideal seafood product for consumers
- 50 interviews to confirm (or to invalidate) expectations, needs and behaviour of seafood products consumers according to professional's viewpoint
- 100 analysis of seafood products characteristics and determination of their importance in the decision of purchasing act
- 150 analysis of consumer's habits, conviction, belief, behaviour about seafood products and the contradiction between them

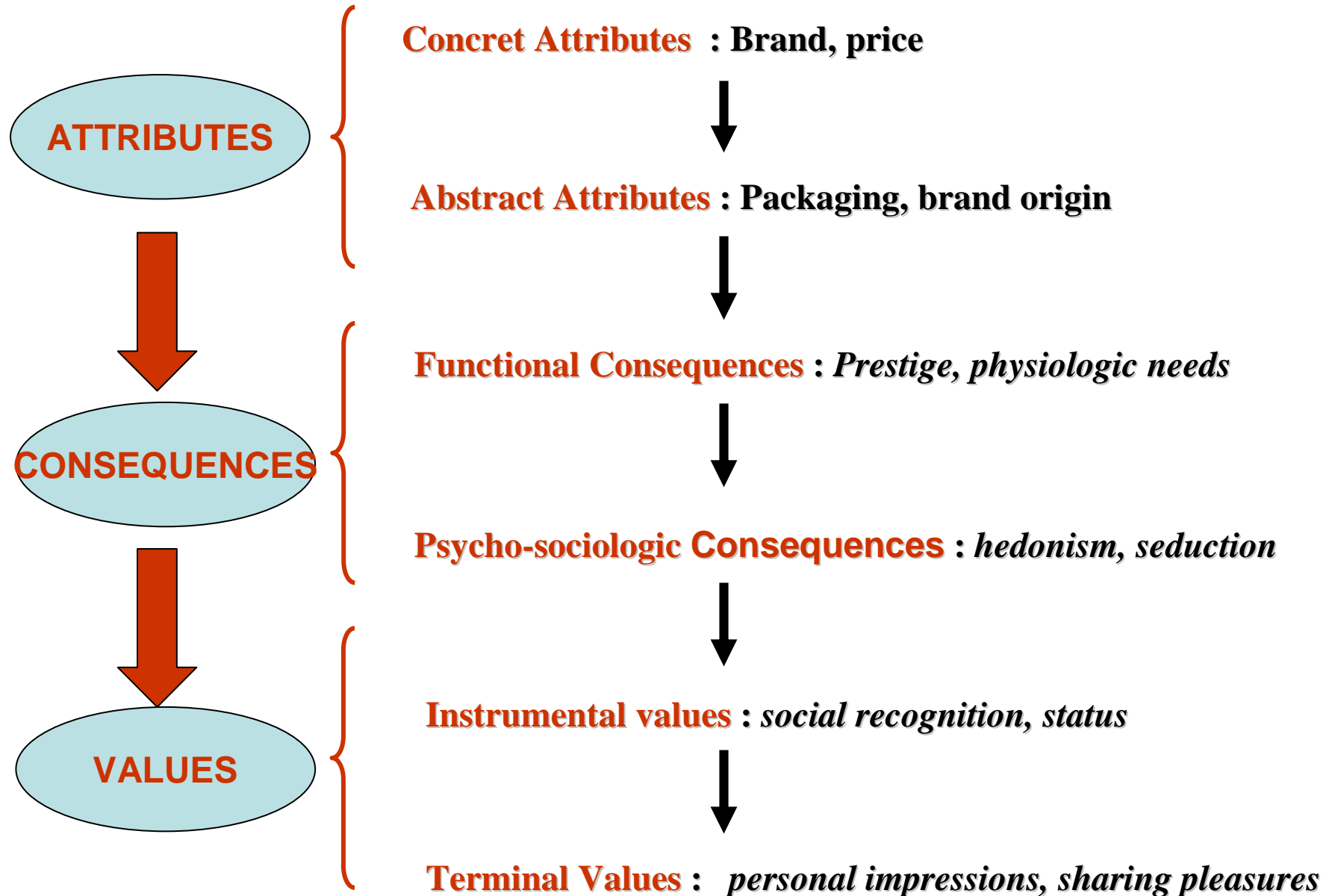
2. Methodology: Cognitive Chain



• "Representation at an aggregate level, either in the form of hierarchical maps, or using virtual channels, the resultant of all individual channels mentioned by all respondents" (Pierre Valette Florence)

- All the associations evoked by the participants to investigate the links between-product attributes, personal consequences and values sought for a purchase.
- quota method : 100 responses

Cognitive chain



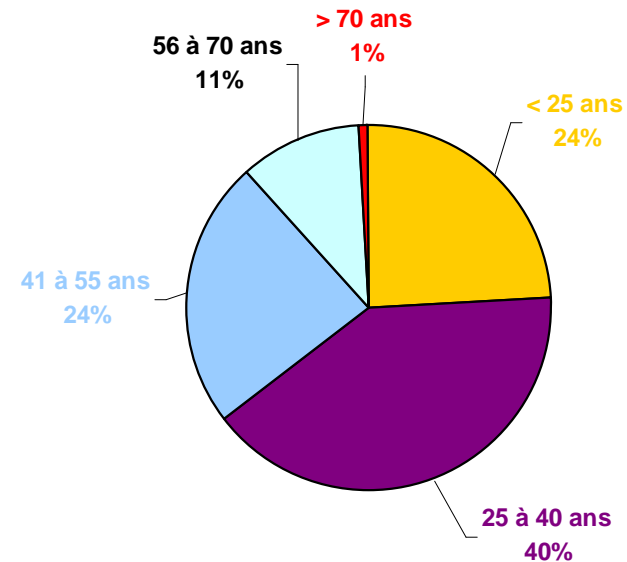
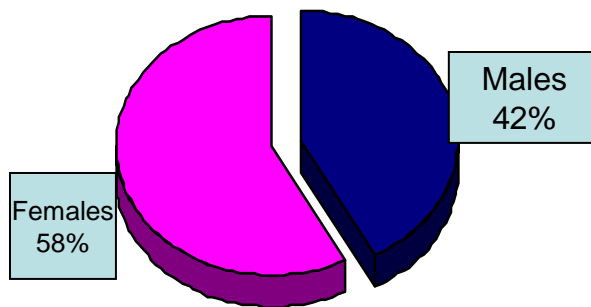
Cognitive Chain

- **Questionnaire in three parts:**
 - 1 - Study the behavior and habits
 - 2 - Study for medium chain
 - 3 - Identification of individuals
- **Statistical treatment of chaining:**
 - 1 - Content Analysis
 - 2 - Calculation of matrix involvement
 - 3 - Construction of the hierarchical map

Cognitive Chain

- Quota method: a representative sample of the national population as the standard sex.

Age heterogeneous



➔ 100 questionnaires for the analysis of cognitive chaining

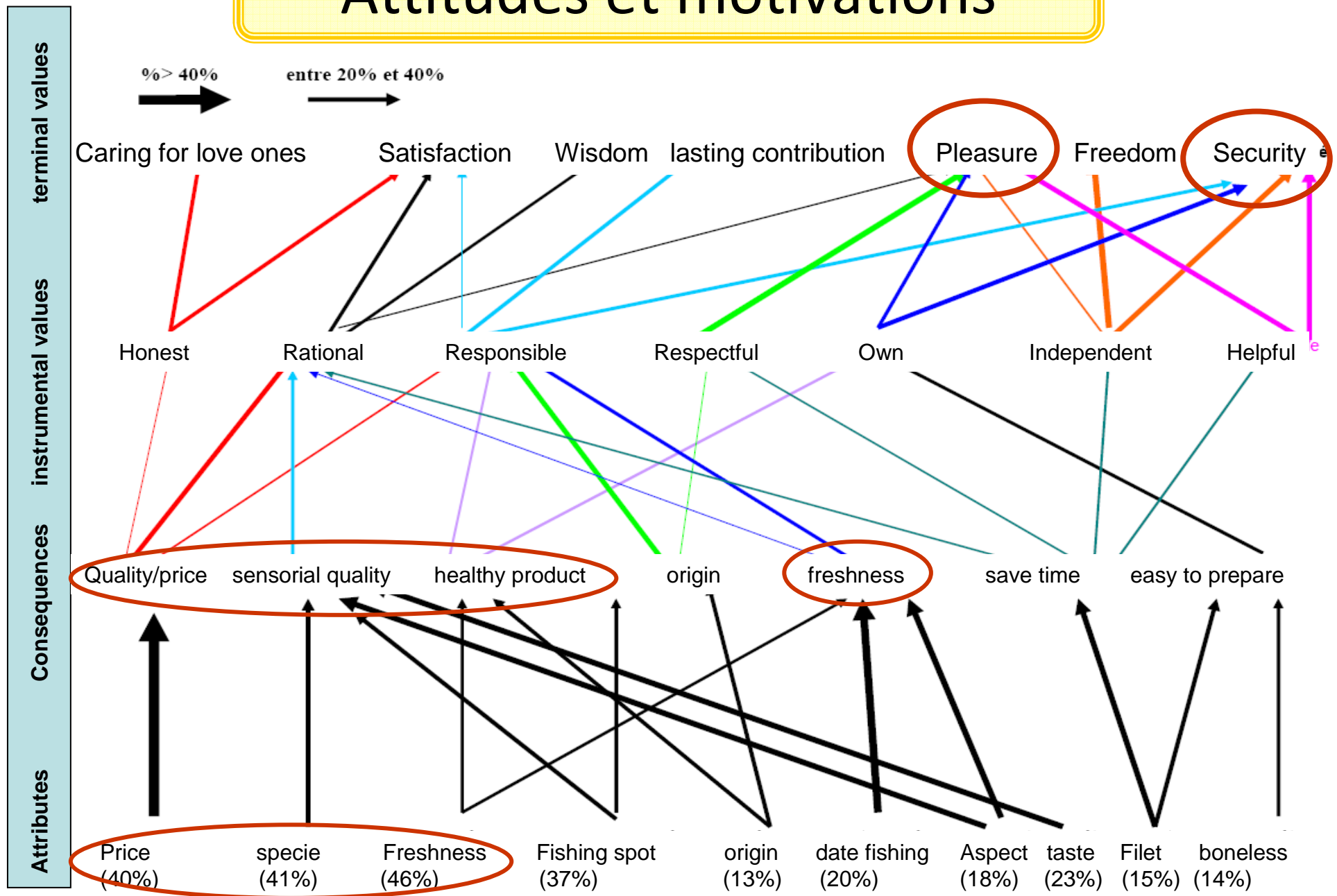
Attitudes and motivations

- Buying Values of fresh seafood products : between pleasure and safe

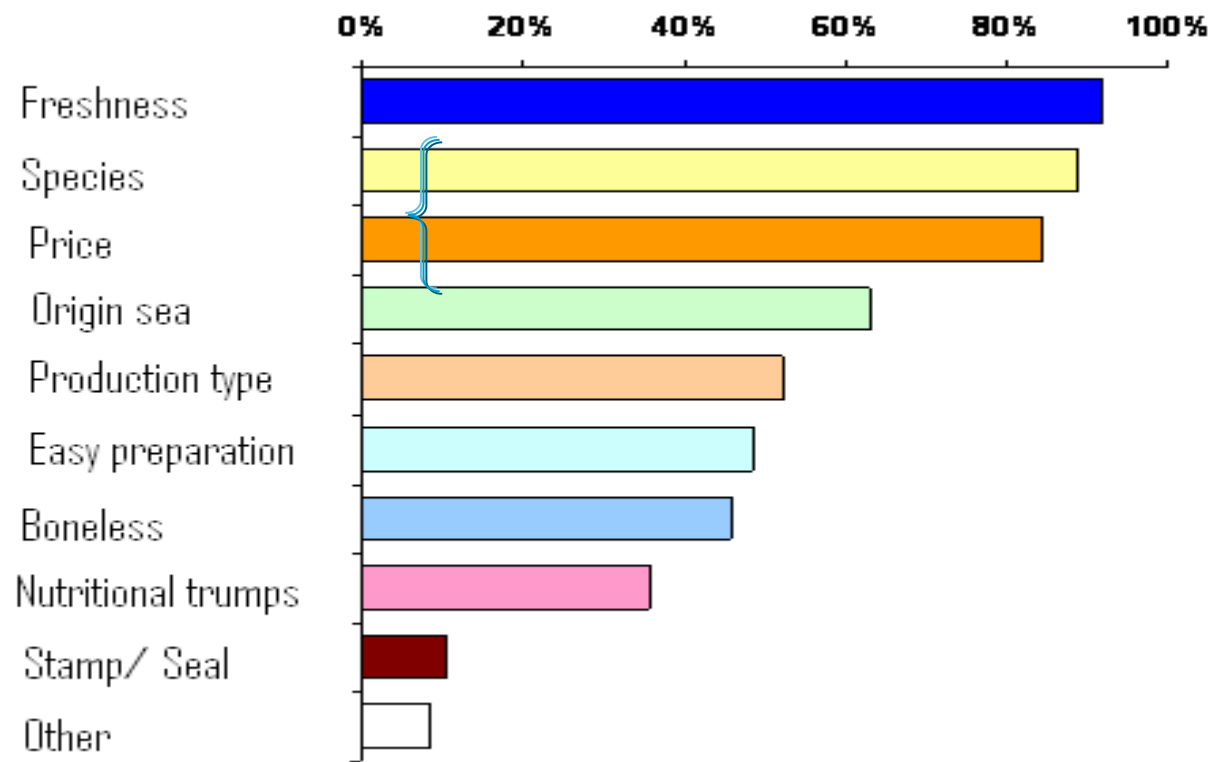
Step 1	→	Step 2	→	Step 3	→	step 4
Attributes		Consequences		Instrumental values		Terminal values
<ul style="list-style-type: none"> ▪ Freshness ▪ seafood name ▪ price ▪ Fishing spot ▪ taste ▪ Date Fishing ▪ Aspect ▪ Fillet ▪ Boneless ▪ Fishing 		<ul style="list-style-type: none"> ▪ healthy product ▪ Guarantee of freshness ▪ easy to prepare Save time ▪ Quality / price ▪ Sensorial quality ▪ Origin of products 		<ul style="list-style-type: none"> ▪ honest ▪ independent ▪ own ▪ rational ▪ respectful ▪ responsible ▪ helpful 		<ul style="list-style-type: none"> ▪ Security ▪ Pleasure ▪ satisfaction ▪ freedom ▪ wisdom ▪ Caring for loved ones ▪ lasting contribution

- Organoleptic attributes of type, related to the origin, related to the presentation and price.
- Consequences to save time and money with the concern for quality.
- Values underlying the purchase of fresh seafood: hedonism and Security

Attitudes et motivations



3. Most important criteria to buy fresh seafood



3. Ideal product of fresh seafood:

- 1. Wild fish**
- 2. Low level of lipid**
- 3. Portion**
- 4. Boneless**
- 5. Fresh**



3. Discussion

Ideal seafood product

- 1° Wild fish
- 2° Low level of lipid
- 3° Portion
- 4° Boneless
- 5° Fresh

Exemple of real purchase

1st species consume
in France:

Salmon



Farmed fish
Oily fish
(high in omégas 3)

4. Conclusion



- Unawareness of fresh seafood products: main obstacle to the consumption of fresh seafood products.

- Gap between expectations, needs and purchasing habits... Which consent to pay?



- Seal of approval, eco-label, signs of quality... Is there a real interest for consumers?

Consumer's needs

- ✓ More information about origin, place of fishing,
- ✓ More transparency
- ✓ Proposition from salesmen to discover fresh seafood : recipes and advices about preparation, accompanying vegetables...
- ✓ Fresh seafood ready to cook, boneless
- ✓ Stall more exotic and original
- ✓ Cheaper

Thanks You!



COGEPECHE



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