



FISH 2.0: CONSUMERS' USE OF ONLINE SOURCES RELATED TO FISH

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Consumers' information needs

- Fish market very diverse and complex from a consumers' point of view
- Consumers need information in order to make decisions in line with their preferences
- But: How to avoid information overload?
- One option: Provision of online information
 - Nearly omnipresent
 - Interactive
 - Tailored information retrieval



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Analysis of...

- the use of online sources related to fish
- the content consumers are looking for
- impact factors on the use of different web offers

Recommendations for the consumer communication of different web offers

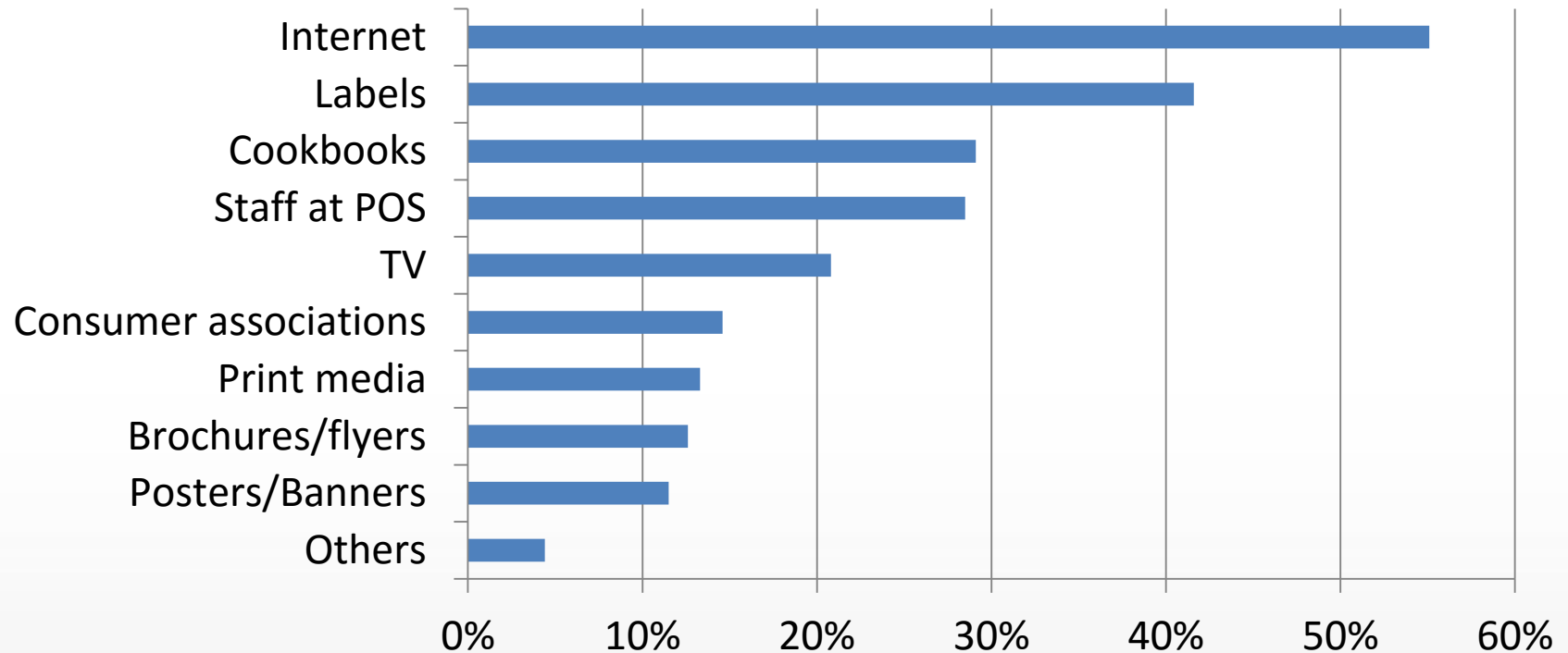


What we have done

- **Online survey in 8 European countries (Finland, France, Germany, Ireland, Italy, Poland, Spain, UK)**
- **4100 interviews**
- **March 2016**
- **65% women, 35% men**
- **Fish consumers**
- **Binary logistic regression to characterize users of different web offers**



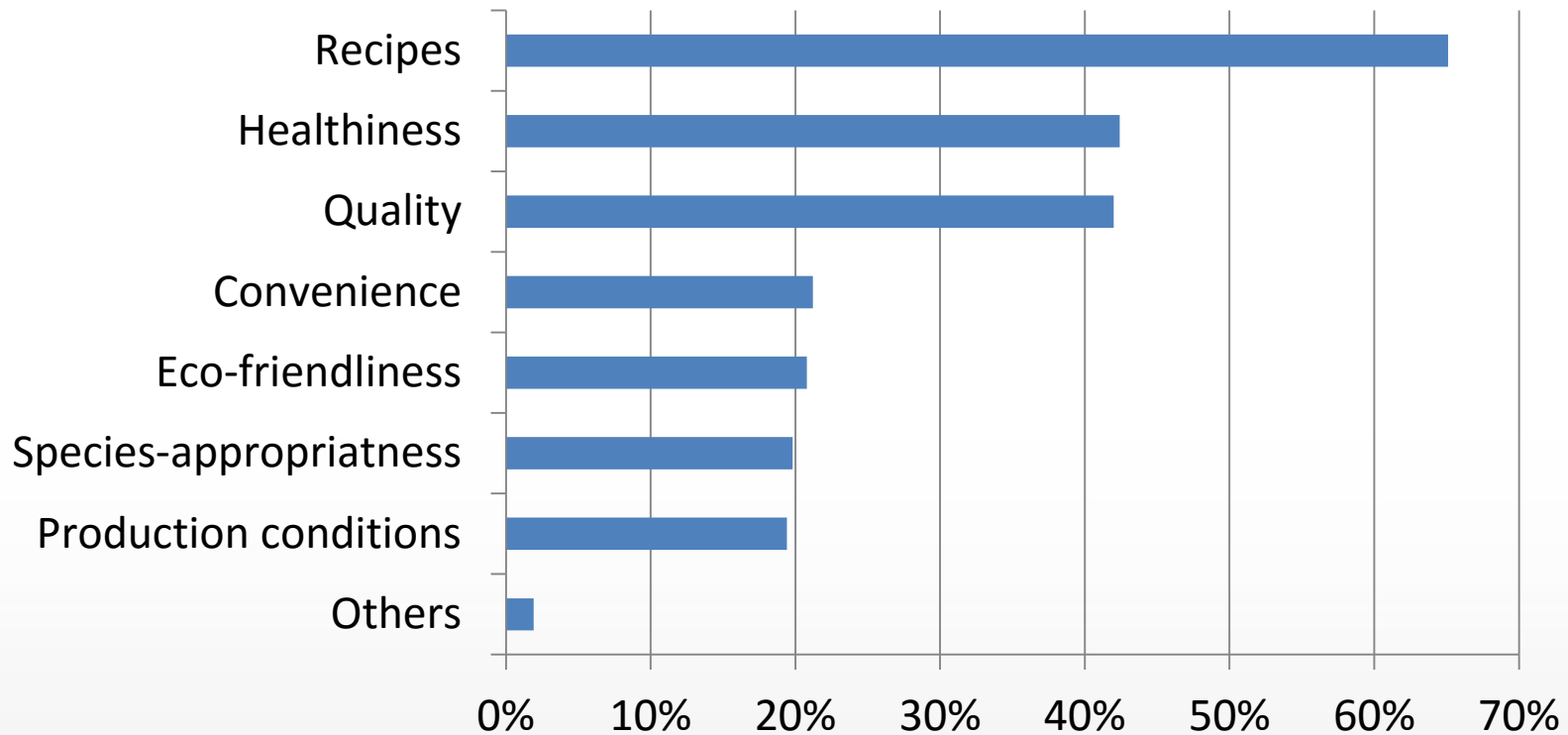
Preferred information sources about fish



Which of the following are the most important sources of information to you with respect to fish?



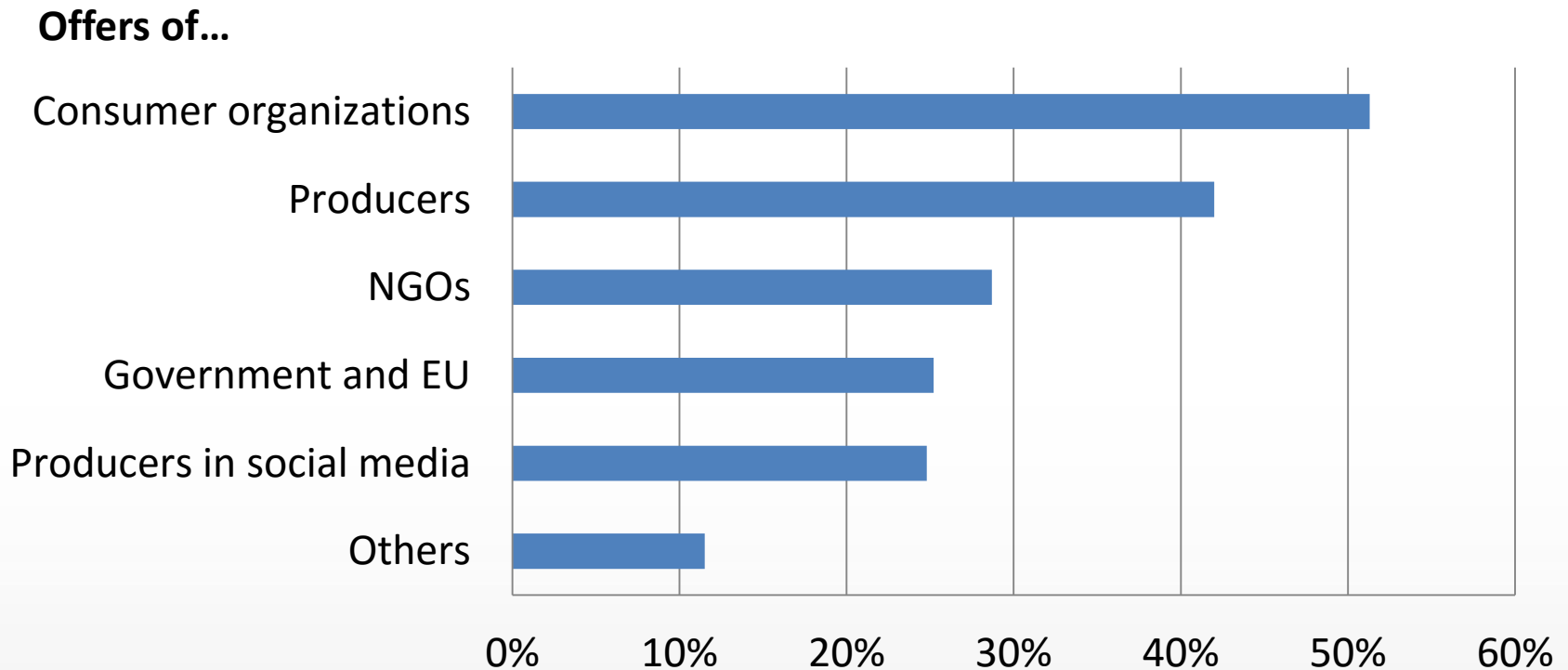
Topics of interest online



And for which kind of information are you mainly looking for in the internet?



Preferences for different online sources



Please tick the online information sources you use the most.



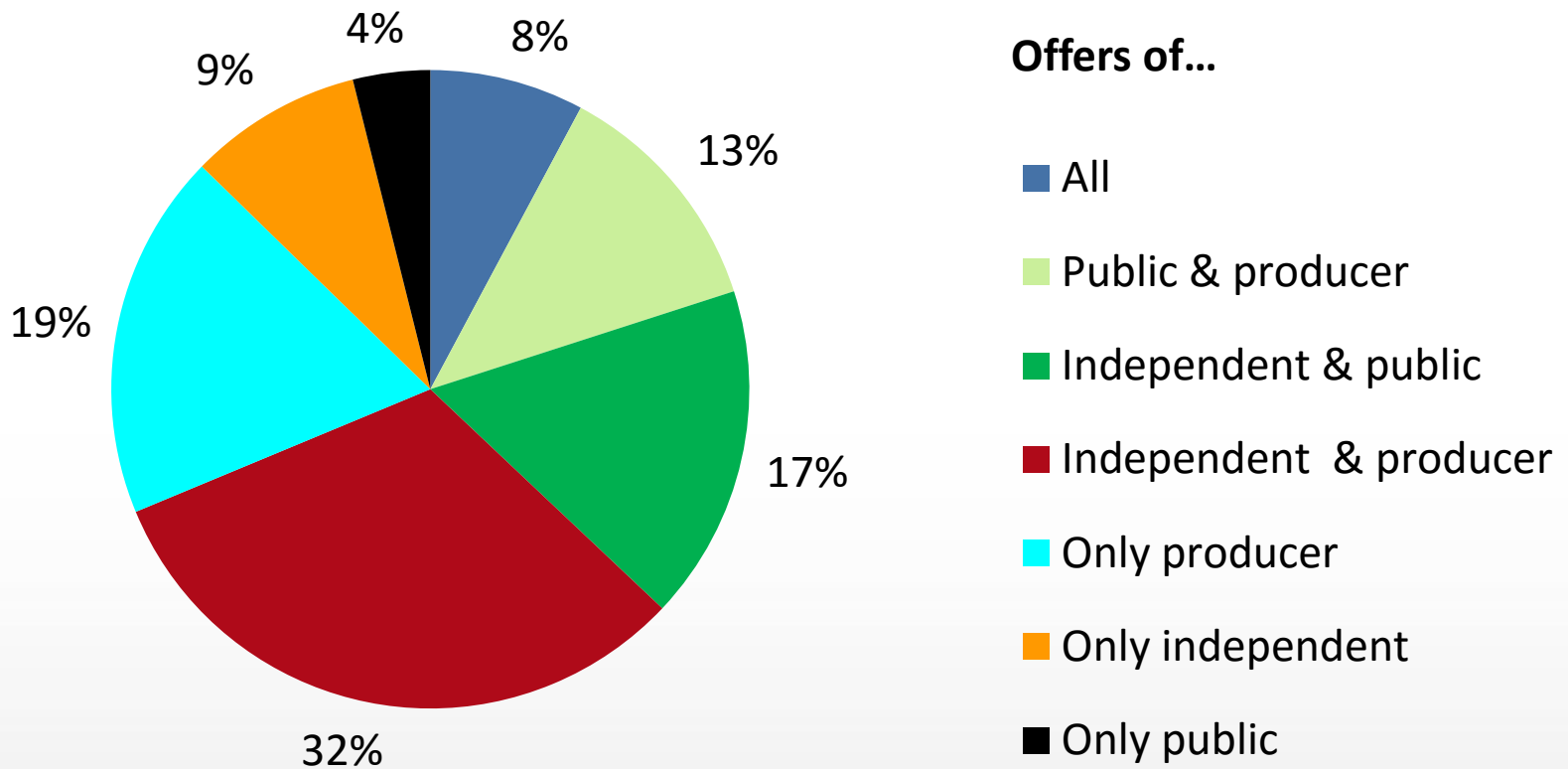
Comparison of web offers

Variables \ Web offers of...	independent bodies	producers	public bodies
Interest in ethical attributes	0.18***	0.05**	0.11***
Interest in hedonic attributes	0.14***	0.18***	0.10***
Consumption frequency	0.09*	-0.06**	not significant
Involvement	0.03**	not significant	0.03***
Subjective knowledge	-0.02**	0.02**	not significant
Household net income	not significant	-0.04*	not significant
Preference for sustainable fish	0.07***	not significant	not significant
Gender (1 = female)	-0.05**	not significant	not significant
Age (1 = 18-34 years)	-0.09***	not significant	not significant

Marginal effects with ***p<0.01; **p<0.05; *p<0.1



Usage behavior regarding different online sources





Conclusions

- **Internet is as information source more important than labels on products**
- **Consumers searched predominantly for recipes and hedonic attributes**
- **Websites of consumer organizations and producers were the most important online information sources**
 - **Most of the consumers used a combination of different web offers**
 - **The most prevalent combination was the use of offers of consumer organizations and NGOs together with producer offers**
 - **Characteristics of users differed between web offers**



Recommendations for communication

- **Web offers should consider different user characteristics**
 - **Users of offers of independent sources:**
 - **Higher interest in ethical attributes, more involved in fish but not necessarily knowledgeable**
- Promising content :**
Sustainability and animal welfare combined with practical advices for shopping and preparing of fish, short and easy to comprehend



Recommendations for communication

- **Users of offers of producers:**
 - **Higher interest in hedonic attributes, higher subjective knowledge**
Promising content:
Practical advices with respect to fish (e.g., recipes), information about quality and healthiness as wells as about ethical attributes of their products, complex information welcomed



Recommendations for communication

- **Users of public offers:**

- **Slightly higher interest in ethical attributes than in hedonic, more involved in fish but not necessarily knowledgeable**

Promising content:

Independent information with respect to ethical issues as well as quality and health issues related to fish, information should be short and easy to comprehend

Thanks!

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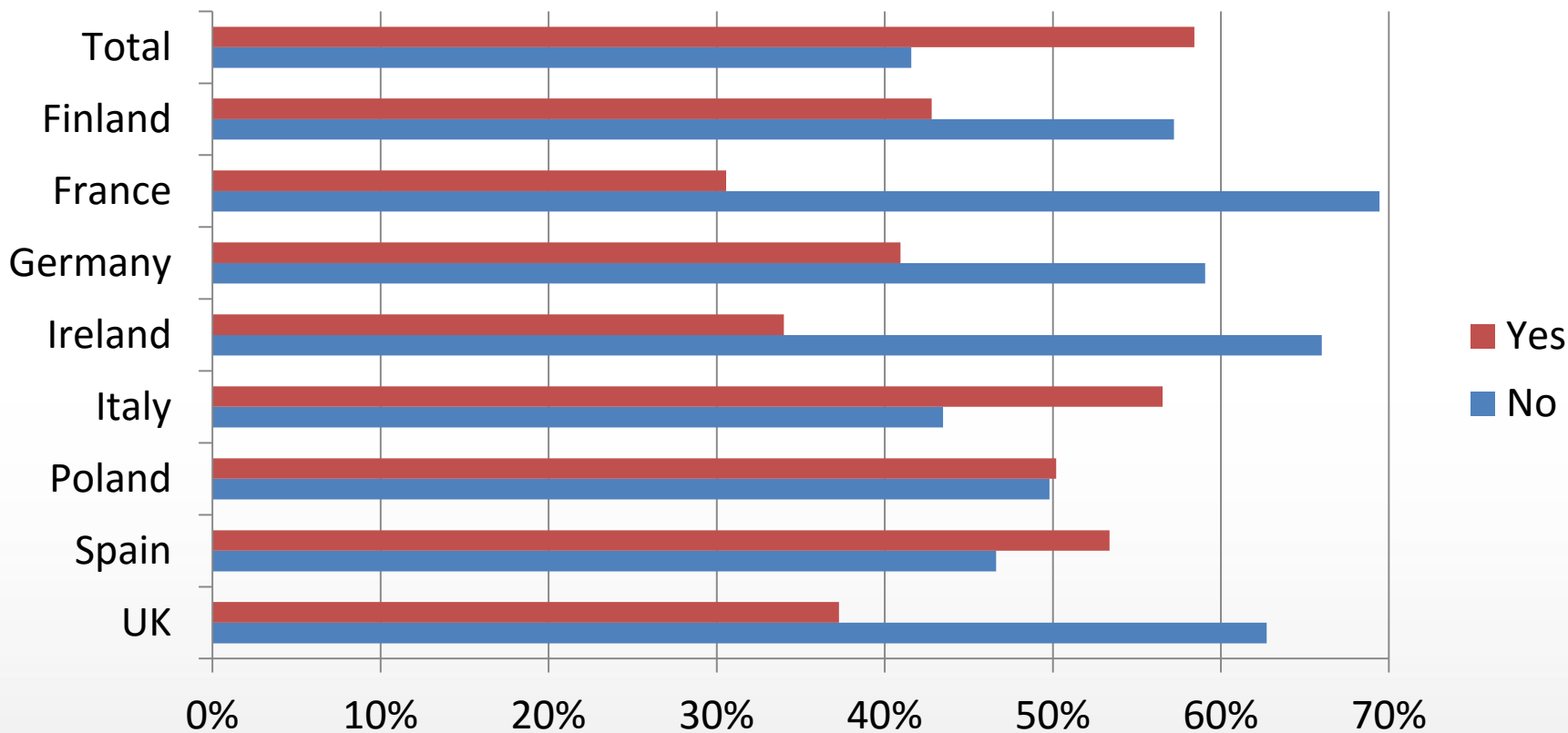
Preferences for different online sources per country



Online offers of...	DE	UK	IT	FR	ES	PL	FI	IR
consumer organizations	63.5	38.7	66	58.9	57.1	52.8	32	49.8
producers	34.5	43.9	39.9	33.3	38.7	54	41.7	45.9
NGOs	38.9	30.9	35.8	25.1	36.8	26.4	16.6	24.5
government and EU	22.5	34.8	23.9	18.8	24.4	13.6	27.3	38.9
producers in social media	19.8	24.8	19.8	19.3	19.9	40.4	21.8	29.2
others	10.2	7.4	4.9	6.3	7.1	8.9	25.8	12.8

Please tick the online information sources you use the most.

Search for information about fish outside of a shopping situation



Are you sometimes looking for information about fish when you are not shopping?

Impact factors on the use of websites of NGOs and consumer organizations



Use of web offers of consumer organizations and NGOs is higher with...

- interest in ethical attributes of a fish product
- interest in the quality, healthiness and convenience of a fish product
- regular fish consumption
- a preference for sustainably produced fish
- consumers above the age of 34
- men
- higher involvement in fish
- lower subjective knowledge



Impact factors on the use of web offers of producers

Use of web offers of producers is higher with...

- **interest in the quality, healthiness and convenience of a fish product**
- **occasional fish consumption**
- **higher subjective knowledge**
- **Interest in ethical attributes of a fish product**
- **lower monthly household net income**

Impact factors on the use of web offers of governments and the EU



Use of web offers of producers is higher with...

- **interest in ethical attributes of a fish product**
- **interest in the quality, healthiness and convenience of a fish product**
- **higher involvement in fish**