



Beyond labelling – the role of digitalization in consumer communication

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WSC 2017
12.09.2017



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
- Different options: e.g., labels on products, online provided information



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Analysis of...

- consumers' information needs about sustainability in seafood
- the importance of sustainability labels
- the use of online sources related to fish
- the content consumers are looking for online

Recommendations for online communication of (sustainable) seafood

What we have done



- 19 focus groups in 6 European countries (France, Germany, Iceland, Italy, Poland, UK)
- Online survey in 8 European countries (Finland, France, Germany, Ireland, Italy, Poland, Spain, UK) with 4100 fish consumers
- Face-to-face interviews with fish consumers in Germany focusing on the use of two fish information websites (one state-run website and one hosted by stakeholders of the fish sector)



Focus groups - Consumers' information needs

- Italy and France: General need to improve information provision
- Germany and UK: No need for additional information at the point of sale → information overload
- Iceland: Low use of additional information
- Poland: High price sensitivity → less expressed information needs

Focus groups – Perception of sustainability labels

- Generally appreciated
- But label skepticism in all countries, particularly in Poland
- Icelanders had no need for sustainability labels on domestic seafood

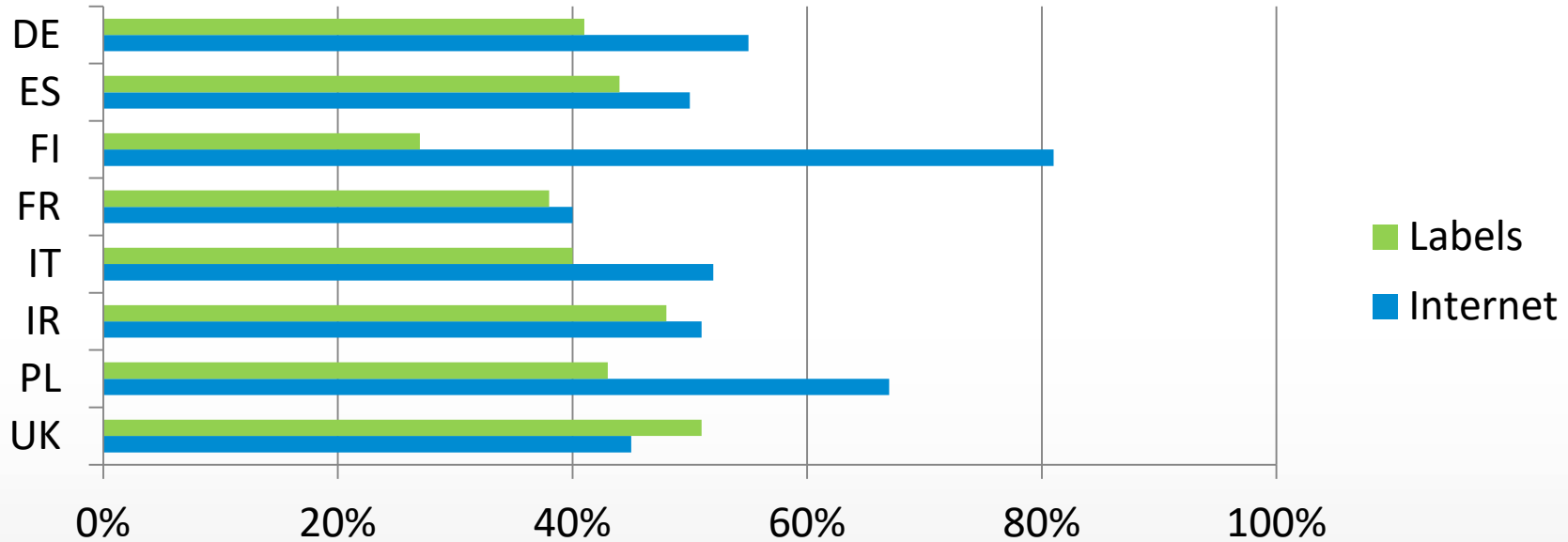




Focus groups – Perception of online offers

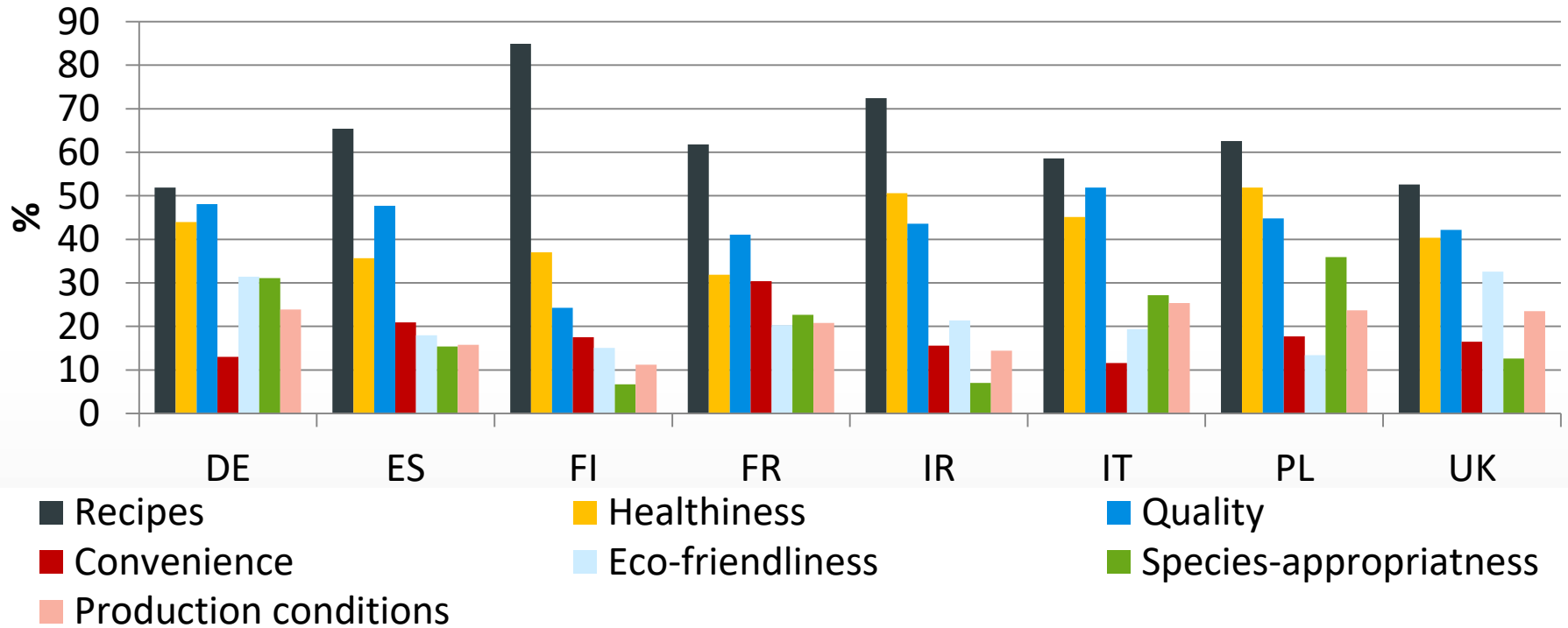
- Generally appreciated
- Doubts of actual use in shopping situation
- In Iceland, Italy and Germany particularly appreciated by younger consumers
- Germans expected web offers for each sustainability standard

Survey - Importance of internet and labels – Country differences



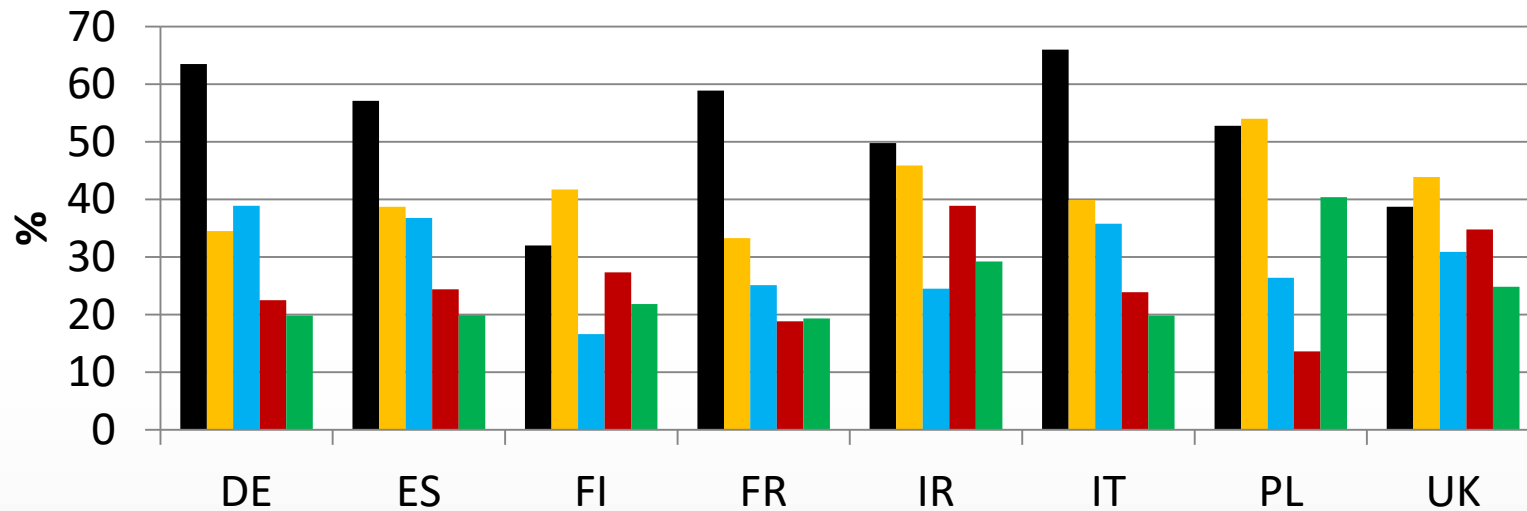
Which of the following are the most important sources of information to you with respect to fish?

Survey - Topics of interest online



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

Survey - Preferences for different online sources – by country



Offers of...

- consumer organizations
- producers
- NGOs
- government and EU
- producers in social media

Please tick the online information sources you use the most.

Interviews - Important topics and design



- Topics:
 - Practical advise – recipes
 - Information about existing labelling schemes
 - Complex information also welcomed
- Design:
 - Search tool
 - Videos and pictures → story telling

Lessons to learn for consumer communication



- In most countries web offers of producers are one of the most used sources
 - Even though information is not always used it has to be present on the product and online
 - Web offers become a must-have



Content of online communication



- Practical advice – in particular recipes are appreciated by consumers in all countries
- Sustainability topics addressed should consider cultural differences
 - E.g., DE, IT and PL higher interest in animal welfare issues
- Complex and in-depth information should be available
- Visual content very important → story telling through videos and pictures can increase trust

Thanks!

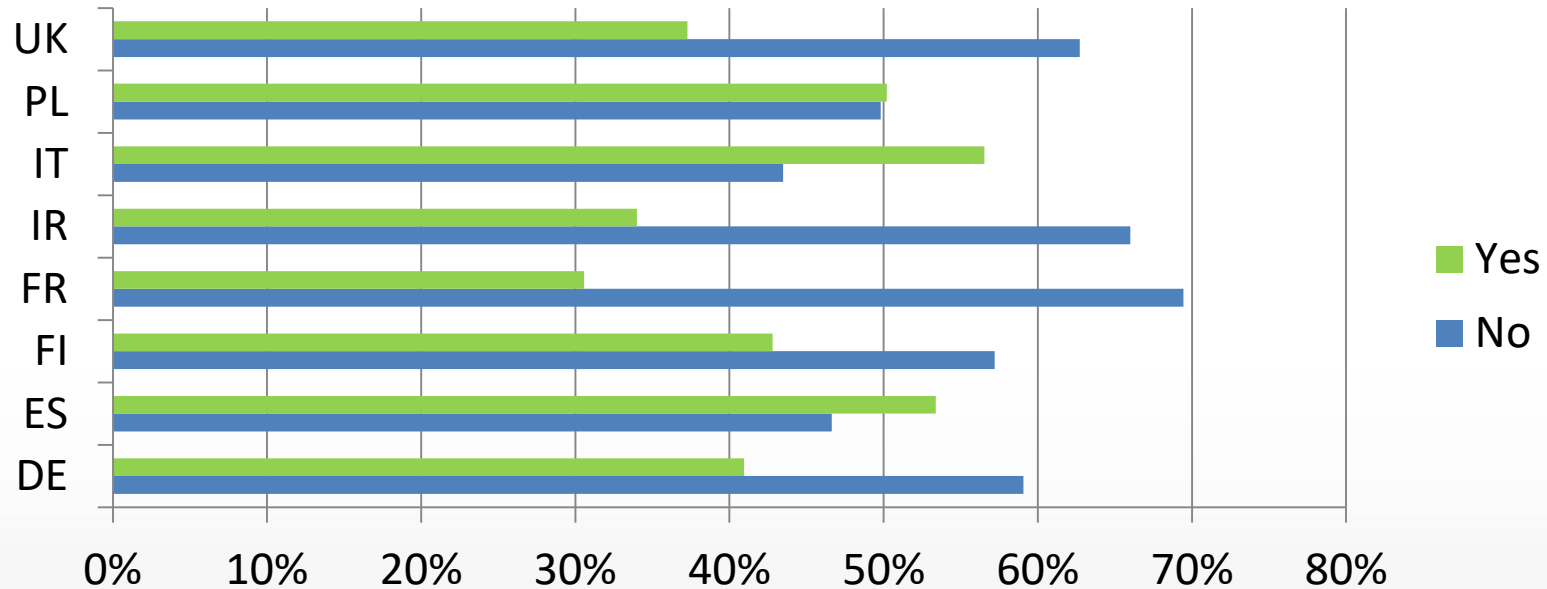


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This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 635188

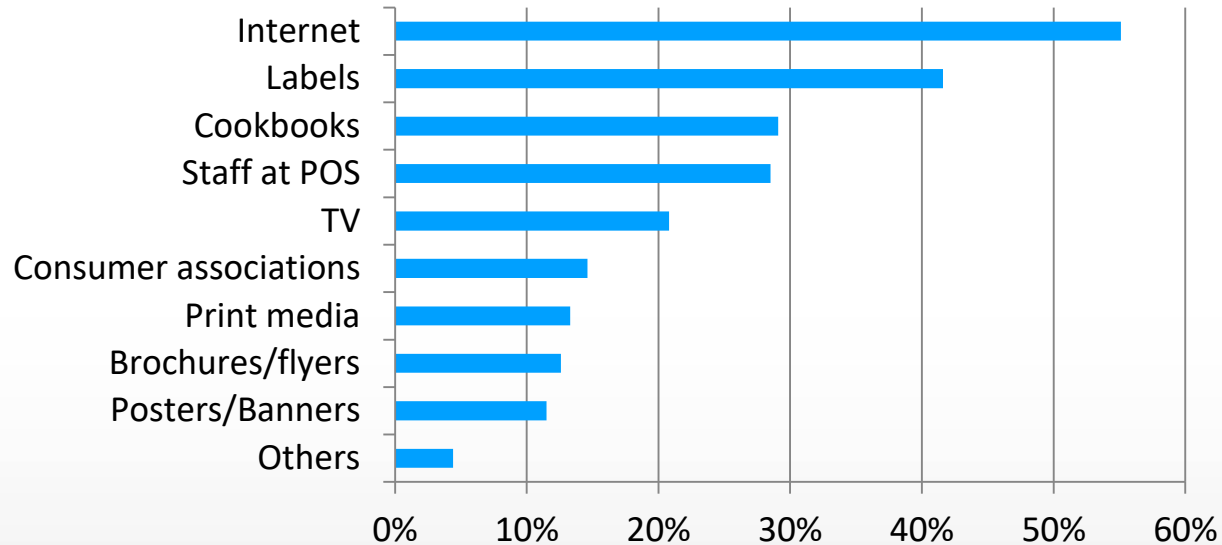


Survey: Information search



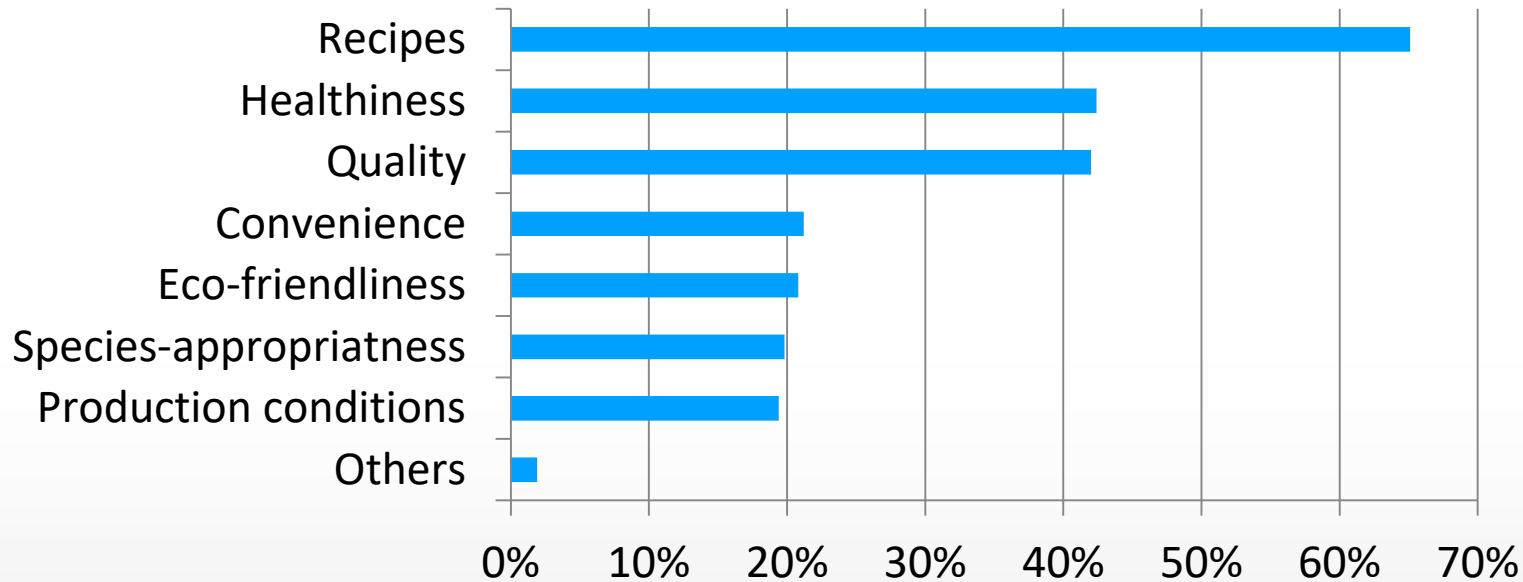
Are you sometimes looking for information about fish when you are not shopping?

Survey: 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

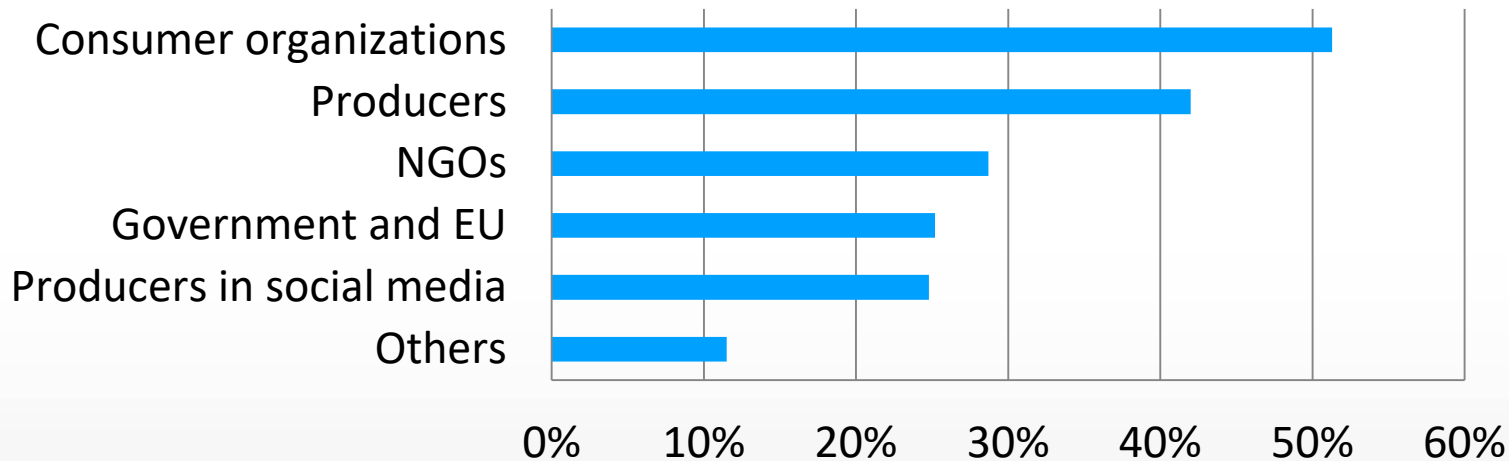


And for which kind of information are you mainly looking for in the internet?

Preferences for different online sources



Offers of...



Please tick the online information sources you use the most.