

## New seafood concepts for young adults, a voice-of-consumers approach

Themistoklis Altintzoglou <sup>(1)</sup>, Torstein Skåra <sup>(2)</sup>, Thora Valsdottir <sup>(3)</sup>, Rian Schelvis <sup>(4)</sup>, and Joop Luten <sup>(5)</sup>

*Nofima Marine, Tromsø, Norway* <sup>(1)</sup>

*Nofima Food, Ås, Norway* <sup>(2)</sup>

*Matis, Reykjavik, Iceland* <sup>(3)</sup>

*IMARES, Wageningen UR, Wageningen, the Netherlands* <sup>(4)</sup>

*Nofima Market, Tromsø, Norway* <sup>(5)</sup>

Photo of presenting author, will be inserted by Jette

Present position: PhD research fellow at Nofima Marine, Tromsø, Norway

Education and professional employments: Junior researcher in Centre for Innovative Consumer Science, Wageningen U.R., the Netherlands in 2007. MSc in nutrition behaviour, sensory and consumer science from Wageningen, the Netherlands in 2006. BSc in human nutrition and dietetics from Thessaloniki, Greece in 2004.

Research areas: Nutrition behaviour; food choice; consumer and sensory science;

Selected major and/or recent papers: Kole A.P.W., Altintzoglou T.\*, Schelvis-Smit R.A.A.M. & Luten J.B. (2009). The effects of different types of product information on the consumer product evaluation for fresh cod in real life settings. *Food Quality and Preference*, 20(3), 187-194.

Altintzoglou T.\*, Birch-Hansen K., Valsdóttir T., Odland J. Ø., Martinsdóttir E., Brunsø K. & Luten J. (2010). Translating barriers into potential improvements: the case of healthy seafood product development. *Journal of Consumer Marketing*, 27, (in press)

Overview presentation of an on-going study regarding consumer oriented new seafood product development for young adult consumers in Iceland. This study was conducted within the MmmmmSeafood project, funded in part by the Nordic Innovation Centre (NICe).

Using Cooper's Stage-Gate® approach, consumer focus groups and interviews with representatives of the catering and industry sectors were performed to describe the "Voice of the Consumer". The outcome of these sessions was integrated into nine main consumer values related to seafood. These values were used in brainstorming sessions of a multi-disciplinary team to develop a number of seafood product concepts that were best fitted with the consumers' values. Three of these developed seafood product concepts were tested by 354 consumers in a web-based, conjoint experiment in Norway and Iceland.

The nine consumer values are: successful preparation, healthiness, satiation, freedom of choice, convenience, visibility & trust, availability, price and image improvement. The three tested seafood product concepts are: a) Cod fillets with themes and recipes (e.g. tropical fish and fruit), b) Fish and seafood mixed bites (e.g. a package of bite sized plaice, mussels and shrimps) and finally c) Ground fish in various presentations (e.g. portion size or bite size). All three product concepts varied in product visibility through the packaging and the type of information that accompanied them.

Consumers were requested to evaluate the seafood product concepts on overall appreciation, naturalness, trustworthiness, expected convenience, belief in a successful preparation of the meal and willingness to buy the product. Further, consumers' attitudes towards new food products, convenience and health were measured. Finally, socio-demographic and fish consumption information was collected in order to be linked to the main results.

The main outcomes of this study will be presented showing a number of consumer preferences for a specific seafood product concept validated to the nine original consumer values. These preferences will be used for the next final step in the concept development of seafood products for young adults and families with young children.