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**EXPLORING FACTORS AFFECTING VIETNAMESE
FOOD/FISH CONSUMERS' ATTITUDES/
SATISFACTION AND CONSUMPTION
BEHAVIORS/LOYALTY**

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INTRODUCTION

- The management of food quality and food safety or risk should be based on marketing orientation perspectives (Grunert et al. 1996) and should be analyzed from the consumer's viewpoint (1985).
- "Perceived Quality Approximation" highlights judgments on quality depend on perceptions, needs and consumer objectives (Garvin, 1984).
- Total Food Quality Model provide a common framework to understand how the perceptions of food quality and food safety or risks impacting on consumer attitudes and food choice (Grunert et al., 1996).

INTRODUCTION

- Both perceived food quality and food risk are multidimensional constructs (Angulo & Gil, 2007; Gotlieb et al. 1994; Grunert et al. 2004; Stone & Gronhaug, 1993).
- Food quality and risk is assessed to understand how consumers perceive food quality and risks as well as their influences on consumer attitudes, satisfaction and consumption.
- Ambivalence, involvement, consumer knowledge are integrated.

INTRODUCTION

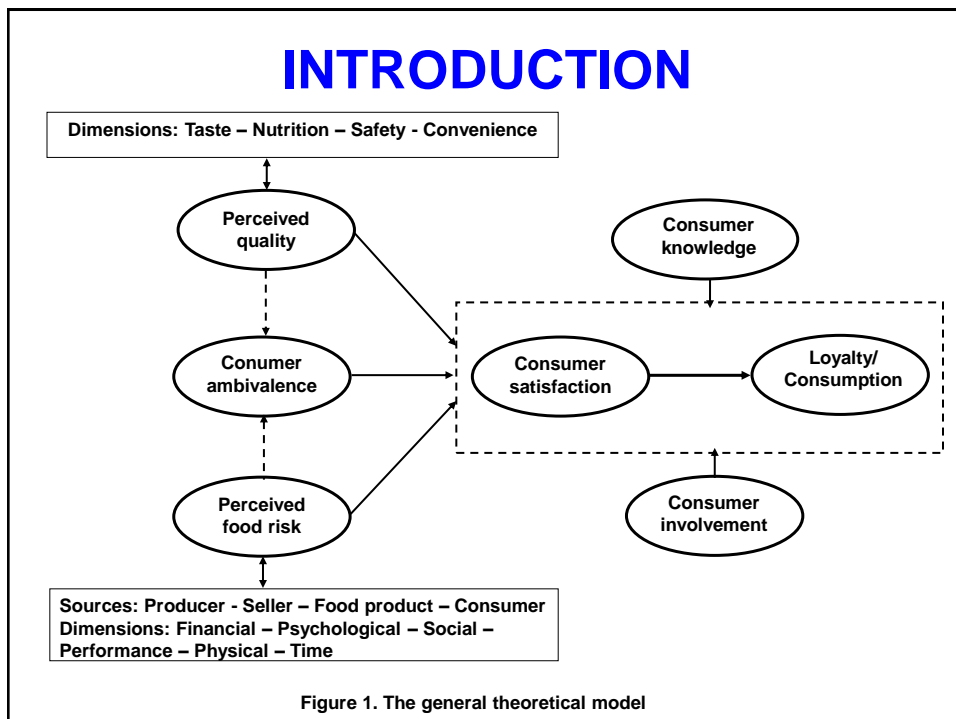


Figure 1. The general theoretical model

METHODS

- Fish is the main research subject.
- This paper is based on 6 research studies.
- + Study 1 explores the reasons of both positive and negative evaluations explaining for consumer attitudes.
- + Study 2 investigates the role of perceived quality, perceived price and negative feelings affecting fish consumer satisfaction.
- + Study 3 explores the sources of food risks.
- + Studies 4, 5 & 6 focus on the relationships between satisfaction and consumption with the presence of the different roles of perceived food risks, consumer knowledge, ambivalence and consumer involvement.

METHODS

- Different data sets were collected across provinces in Vietnam, and different methods were used to analyze the data.

Study	Places/Products	Sample size	Collection method	Analytical methods
1	Khanhhoa Fish	361 consumers	Face-to-face, at home, questionnaire, fish	Descriptive statistics, multiple regression
2	Nhatrang Fish	250 consumers	Face-to-face, at home, questionnaire, fish	Structural equation modeling (SEM)
3, 4 & 5	Nhatrang Fish Hanoi Fish	20 students 100 consumers 392 consumers	In depth interview Face-to-face, at market, questionnaire, fish Face-to-face, at market, questionnaire, marine fish	Qualitative analysis Descriptive statistics SEM
6	Nhatrang, HCM city, Cantho	922 consumers	Face-to-face, at home, questionnaire, fish	SEM

FINDINGS AND SUGGESTIONS

Study 1. Analyzing the reasons for consumer attitudes toward fish products

Reasons for positive attitudes	Frequency	%
Taste quality: good taste, attractive appearance, good texture, good smell	528	35.2
Nutritious quality: good for health, high nutrition, easy to digest, weight control	420	28.0
Convenient quality: easy to cook, many meals, available, little time to cook, diversity of recipes, different kinds of fish	182	12.1
Safety quality: natural, no chemist, no obesity, alive fish	52	3.5
Price: wide range upon kinds of fish, reasonable, relative cheap, high value for money	165	11.0
Consumer knowledge: know how to evaluate fish quality, the ways to cook, choosing fresh fish	151	10.1
Total number of reasons	1498	100.0

FINDINGS AND SUGGESTIONS

Study 1. Analyzing the reasons for consumer attitudes toward fish products

Reasons for negative attitudes	Frequency	%
Taste quality: bad taste (unsavoury), bored appearance, bad texture (soft, overripe), unattractive smell	166	11.7
Nutritious quality: fatty	94	6.6
Convenient quality: difficult to reserve, constantly observation in cooking, taking time in buying and choosing process, easy to make a wrong choice	176	12.4
Safety quality: dirty, bacteria, chemical substance, poisons, disease, allergy	296	20.8
Negative feelings: many scales, bad smell, bones	502	35.3
Price: fluctuation, unstable, difficult to compare, change depending places and times to buy	96	6.7
Consumer knowledge: lack of cooking skills, know only some kinds of fish and meals, recipes	94	6.6
Total number of reasons	1424	100.0

FINDINGS AND SUGGESTIONS

Study 1. Analyzing the reasons for consumer attitudes toward fish products

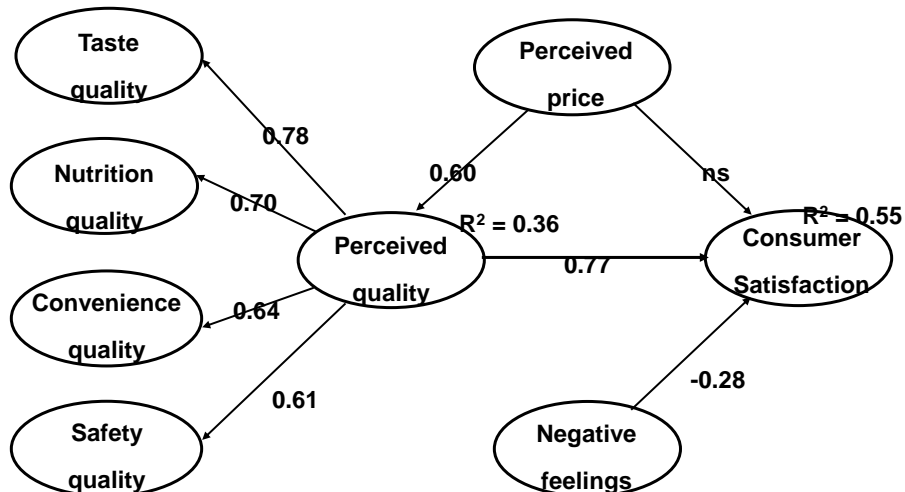
Testing the effects of the amount of positive and negative reasons on fish consumption behavior and the attitude-behavior relationship

Independent variables	Unstd. Coefficients (B)		Std. Coefficients (β)	t-values	P
	Values	Std. errors			
Constant	5.86	0.14		41.1	0.00
Attitudes	0.76	0.11	0.34	6.9	0.00
Positive reasons	0.41	0.07	0.33	5.7	0.00
Negative reasons	-0.29	0.08	-0.18	-3.6	0.00
Attitudes x Positive reasons	0.14	0.05	0.15	2.9	0.00
Attitudes x Negative reasons	-0.04	0.06	-0.03	-0.7	0.49

Dependent variable: Fish consumption behavior; $R^2 = 38.4\%$, $F = 37.9$, $p < 0.00$

FINDINGS AND SUGGESTIONS

Study 2. Testing the effects of perceived quality, price and negative feelings on consumer satisfaction



FINDINGS AND SUGGESTIONS

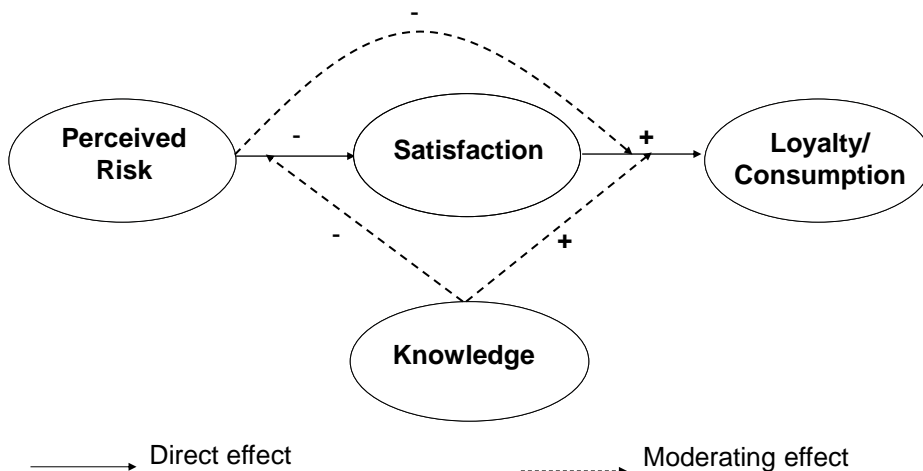
Study 3. Exploring the sources of food risk

Sources and reasons of food/fish risks perceived by consumers

Producers (276; 36.2%)	Sellers (246; 32.3%)	Fish products (176; 23.1%)	Consumers (64; 8.4%)
<ul style="list-style-type: none"> - Using poisons to catch fish - Using chemicals to preserve - Long fishing sea voyage - Lacking of tools to maintain fish quality - Unhygienic containers - Others 	<ul style="list-style-type: none"> - Using special chemicals to refresh fish - Unhygienic fish shops - Preserving fish in a wrong way - Unhygienic tools and means to cut and slice fish - Others 	<ul style="list-style-type: none"> - Lots of bones, scales, bad smell - High mercury content - Contaminated by heavy metals, virus, bacteria, illness, toxin, - Others 	<ul style="list-style-type: none"> - Lacking of cooking skills - Not know how to evaluate fish quality - Buying new fish species - Others

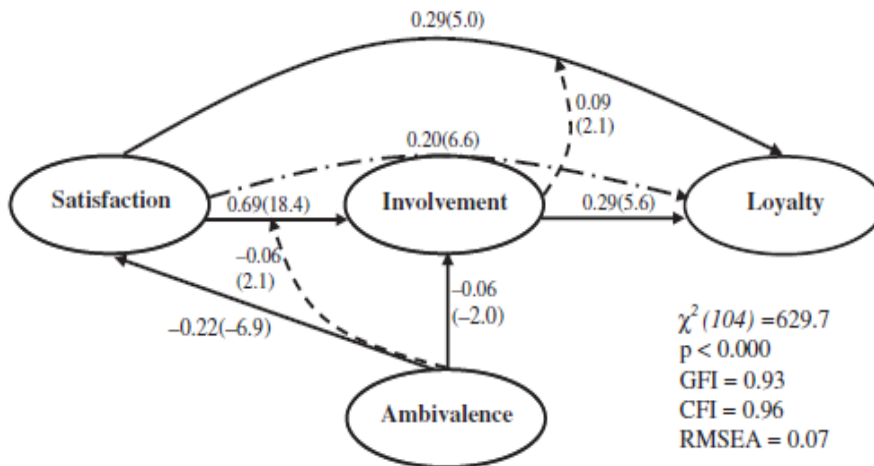
FINDINGS AND SUGGESTIONS

Study 4 & 5. The effects of food risk and consumer knowledge on consumer satisfaction and loyalty



FINDINGS AND SUGGESTIONS

Study 6. The combined effects of ambivalence and involvement on satisfaction and consumption/loyalty



DISCUSSIONS AND FUTURE RESEARCH

Discussions

- This paper generates a integrated model drawing a comprehensive picture to understand perceived food quality and risk as well as relevant psychological factors influencing consumer attitudes, satisfaction and consumption/loyalty.
- It calls for managers' attention on consumer food perceived quality and risks and their reasons and sources to research, design, process and control quality and risks to fulfill consumer satisfaction and increase consumption.

DISCUSSIONS AND FUTURE RESEARCH

Future research

- **RQ 1**: Do the certainty or stability of perceived food quality affect and/or interact with consumer satisfaction to increase consumption/ loyalty?
- **RQ 2**: Do perceived food quality and perceived price interact to influence consumer satisfaction and consumption?
- **RQ 3**: Do perceived food quality and perceived risk interact to influence consumer satisfaction and consumption?

DISCUSSIONS AND FUTURE RESEARCH

Future research

- **RQ 4**: What form of risk interacts with what dimension of perceived quality to influence consumer satisfaction and consumption?
- **RQ 5**: How can each kind of consumer knowledge help to decrease the negative effects of food risks?

THANK YOU FOR YOUR ATTENTION!