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Market Preferences for Atlantic Salmon: Implications for the Aquaculture Industry

by

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The purpose of the study is to identify and assess buyer preferences for salmon product attributes and other marketing factors (such as seasonality, supply consistence) affecting purchase decision.

Aquaculture producers, unlike traditional fishermen, have better control over a number of product attributes (such as size, flesh color, etc.) and, to a certain degree, timing of supply. Information on product attributes most preferred by market segments (restaurants, supermarkets, and seafood stores) and buyer willingness-to-pay for the attributes will be a valuable aid to the producers in planning their production and marketing strategies.

A survey of seafood buyers in the Northeast will be conducted to collect information about buyer preferences of product attributes of Atlantic salmon. The methodology used to generate the data base will be the conjoint design, which is being used increasingly as a major technique for measuring preferences of consumers and buyers for multi-attributed products and services. The analysis is based on the assumption that buyers make simultaneous trade-offs among attributes when forming their overall preferences and hence their purchase decisions. Conjoint models for each market segment will be specified and estimated to determine the importance of individual attributes identified in the study.