



## Markaðssetning og sala á sjávarfangi á netinu: Í hvaða viðskiptum erum við raunverulega?

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Forstöðumaður Rannsóknarseturs í markaðsfræði og neytendasálfræði

VIÐSKIPTADEILD HÁSKÓLANS Í REYKJAVÍK





Samtök fyrirtækja  
í sjávarútvegi



**rannís**



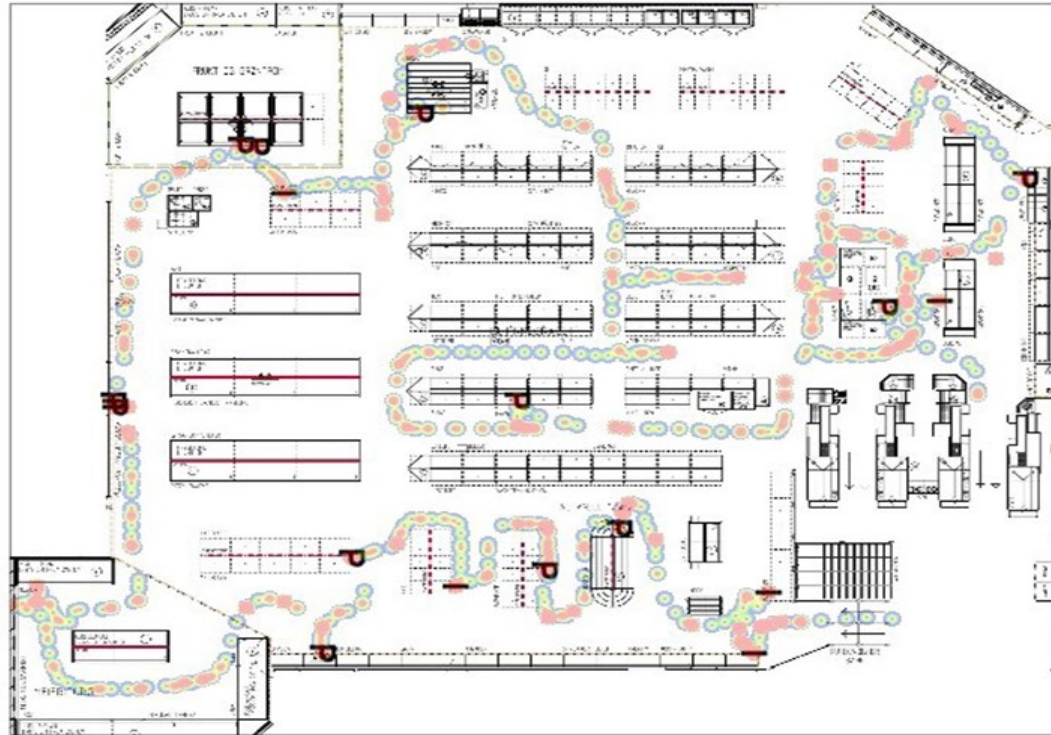






Larsen, Sigurdsson, Breivik: The Use of Observational Technology to Study In-Store Behavior: Consumer Choice, Video Surveillance, and Retail Analytics

# Combining observations with specialized tracking software



- Female 31-40 years
- Arrived at 13:08:49 PM/Wednesday
- Large basket
- Walked 234 meters
- Average speed: 0.30 m/s
- Bought 12 items
- Spent 772 seconds in the store

Northwind Traders Loc: East Bay

[P2] CAMERA 21

POINT CC [83]

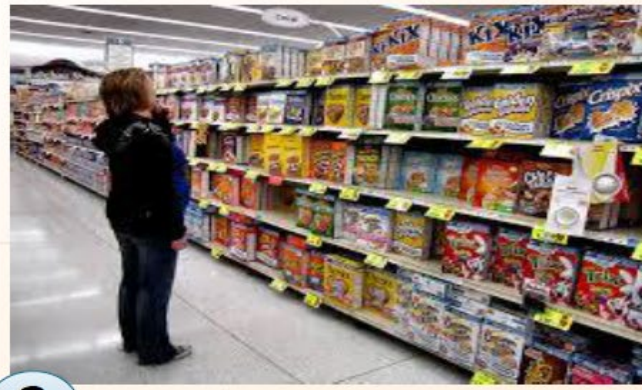
CAPTURE  
PATH TO  
PURCHASE

0.3	STORE TRAFFIC	204	shoppers
0.2	aisle TRAFFIC	18	shopper
0.5	CATEGORY TRAFFIC	10	shopp



1

Walk – Not «see»



2

See /Scan

3

Show interest



4

Select

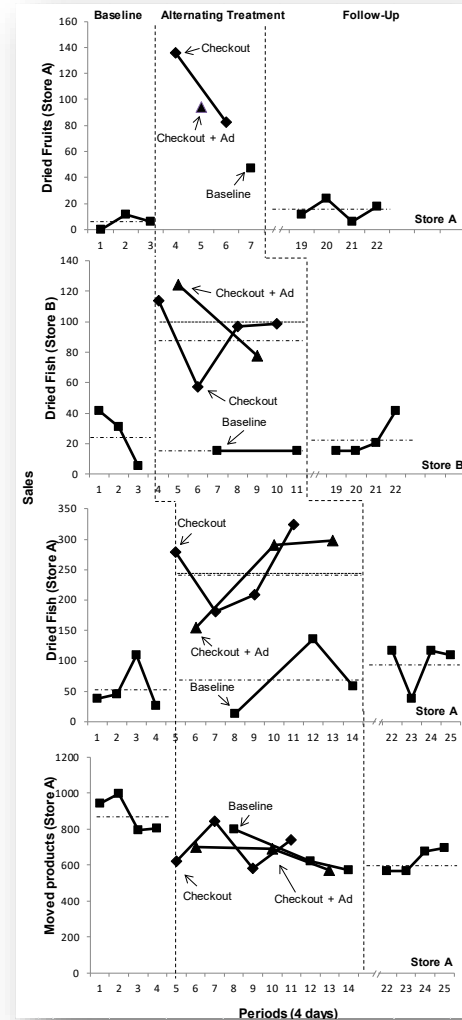


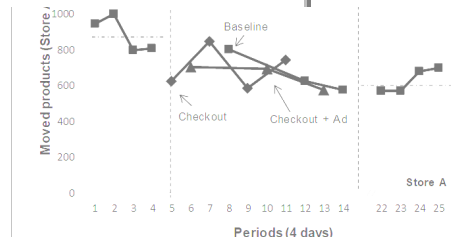
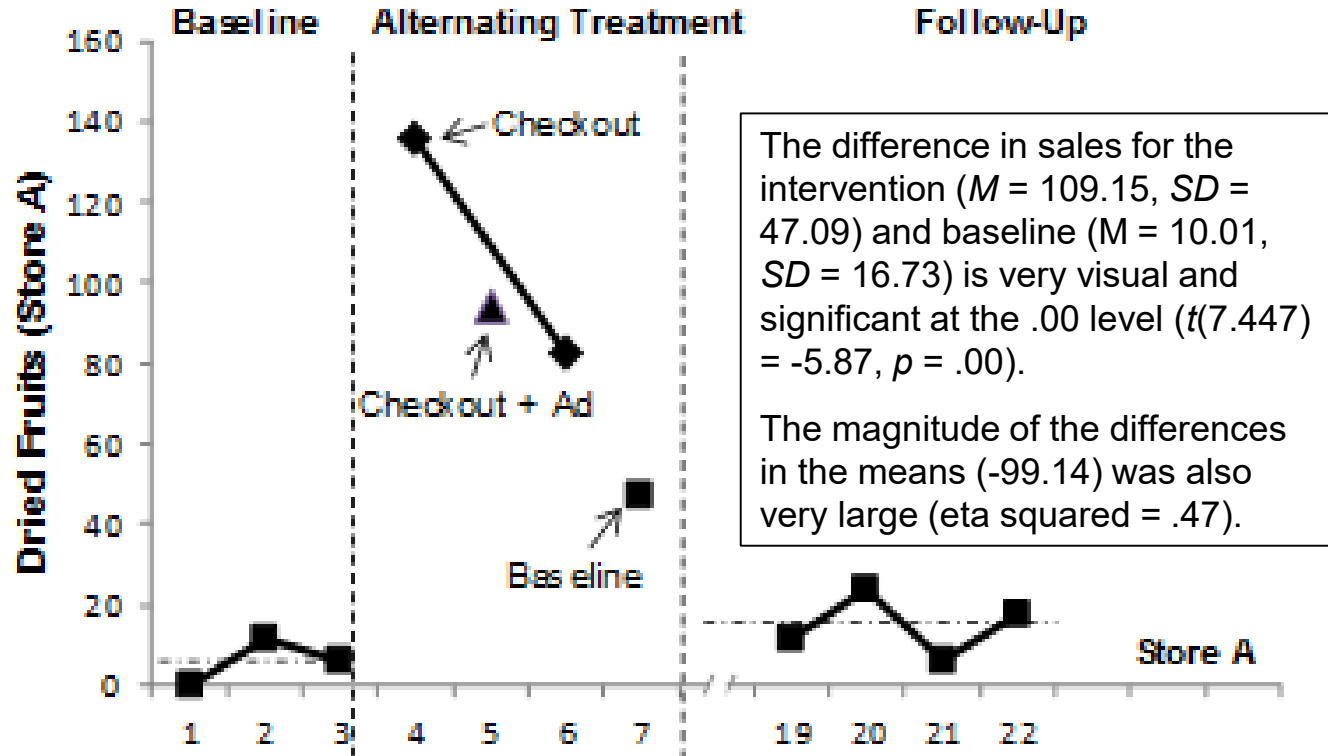


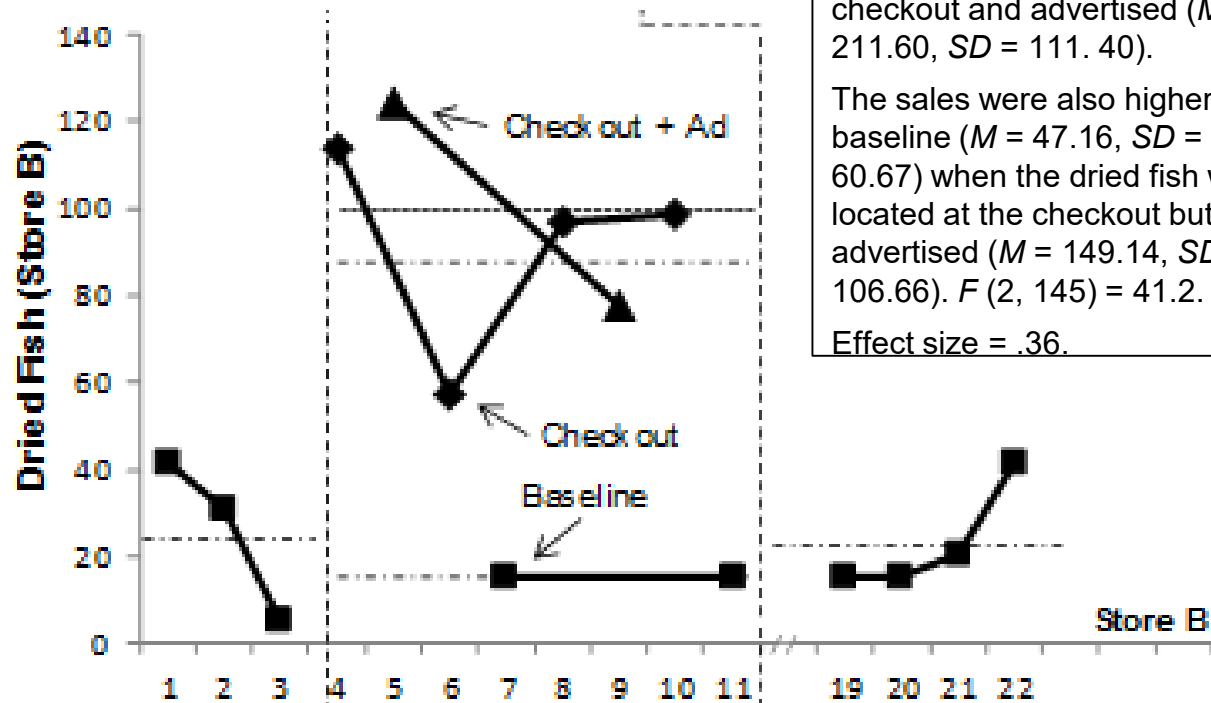
Sigurdsson, V., Larsen, N. M., & Gunnarsson, D. (2014). Healthy food marketing: An in-store experimental analysis. *Journal of Applied Behavior Analysis*, 47, 151-154.

Question	Responses
Dried fish and fruit mix at the checkout in the store?	<p>"Very positive." "Great!" "Healthy." (2) "Good taste." "Really good." (2)</p> <p>"Great, good innovation." "I like it." (2) "Much better than candy."</p> <p>"Usually buy these impulse products but this time I didn't."</p> <p>"Eat them on the way home, I value the store for doing this."</p> <p>"I don't know/Haven't thought about it." (6)</p>
What do you know about dried fish?	<p>"Healthy." (10) "Good taste." (3) "Rich in protein"</p> <p>"Norwegian" "No additives." "It hangs outside."</p> <p>"Don't know about the health." (3) "Expensive" "Smells"</p> <p>"Bad taste." "For animals (cats/dogs)."</p>
What do you know about the fruit mix?	<p>"Healthy." (5) "Good taste." (2) "Don't know much about it." (10)</p> <p>"Nuts are good for your heart." "It is better than chocolate."</p> <p>"Gives much energy." "It is healthy, but I will eat fruit instead."</p> <p>"It is little healthy but it also includes sugar." "Don't like it."</p>

- Sales of dried fruits (fruit mix) in the discount store (store A, top panel).
- Sales of dried fish in the convenience store (store B, panel 2) and store A (panel 3).
- The sales of the moved chewing gums and pastilles in store A are also displayed (bottom panel). Lines show averages for each treatment.
- Periods contain four experimental days.



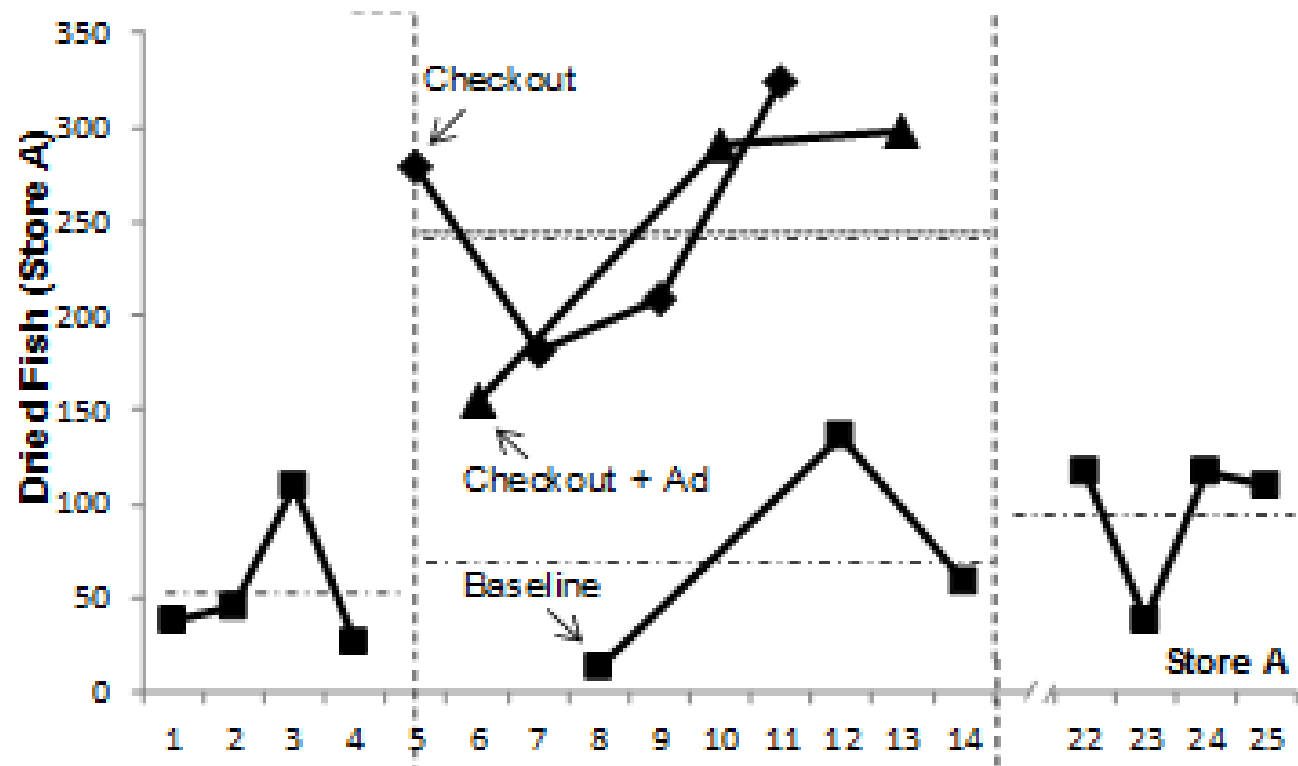


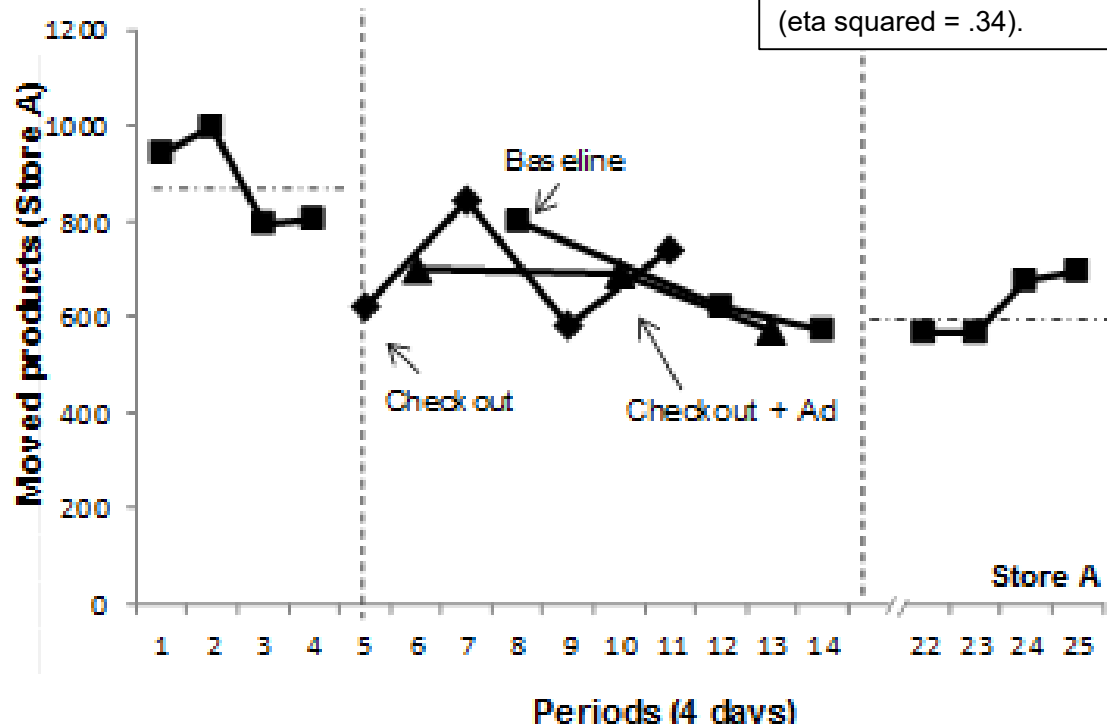


The sales were highest when dried fish was placed at the checkout and advertised ( $M = 211.60$ ,  $SD = 111.40$ ).

The sales were also higher than baseline ( $M = 47.16$ ,  $SD = 60.67$ ) when the dried fish was located at the checkout but not advertised ( $M = 149.14$ ,  $SD = 106.66$ ).  $F(2, 145) = 41.2$ .

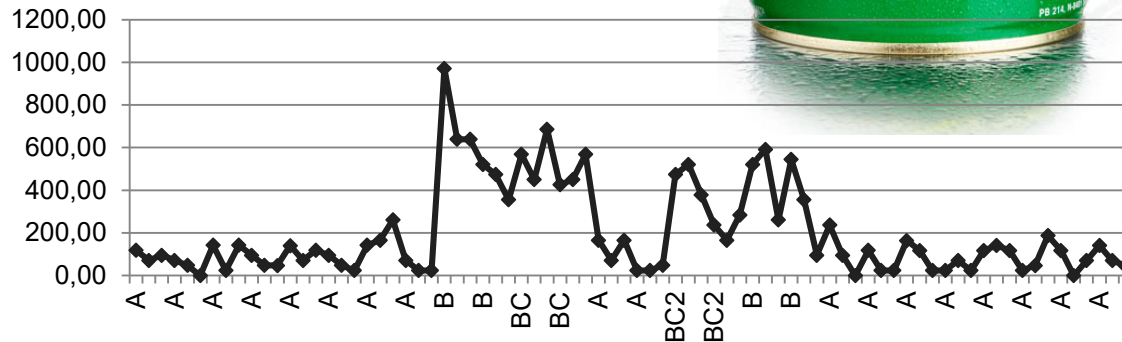
Effect size = .36.





Average sales during baseline were 883.24 ( $SD = 154.27$ ) but from 626.93 to 696.70 during the other conditions:  $F(4, 66) = 8.5$ , and the effects size was very large ( $\eta^2 = .34$ ).

# Social media marketing





## Vesteraalens

★★★★★ (33 ratings)

10.834 kunna að meta þetta · 2.545 eru að tala um were here

Matur/Drykkir

Vesteraalens lager fiskeprodukter med respekt for råvaren. Glade hyser, lykkelige torsker og en stor porsjon entusiasme for faget = prima kvalitet

Um – Stinga upp á breytingum



Myndir

Gagnrýni

Sjá allt



What do you think of Vesteraalens?



**Caroline Meier**

★★★★★ Vesteraalens fiskeboller kurerer akutt hjemlengsel!

Líkar þetta 👍 2 · fyrir u.þ.b. 2 vikum síðan · 🌐



**Elisabeth Kristin Hagtvedt Strømnes**

★★★★★ Verdens beste feskolla!!!!

Líkar þetta 👍 1 · fyrir u.þ.b. 2 vikum síðan · 🌐



**Truls Bang**

★★★★★ Nydelig, nydelig, nnyyydelig!!! :-)

Líkar þetta 👍 1 · fyrir u.þ.b. 3 vikum síðan · 🌐



**Marit Bang**

★★★★★ Fantastisk å værdens bedste

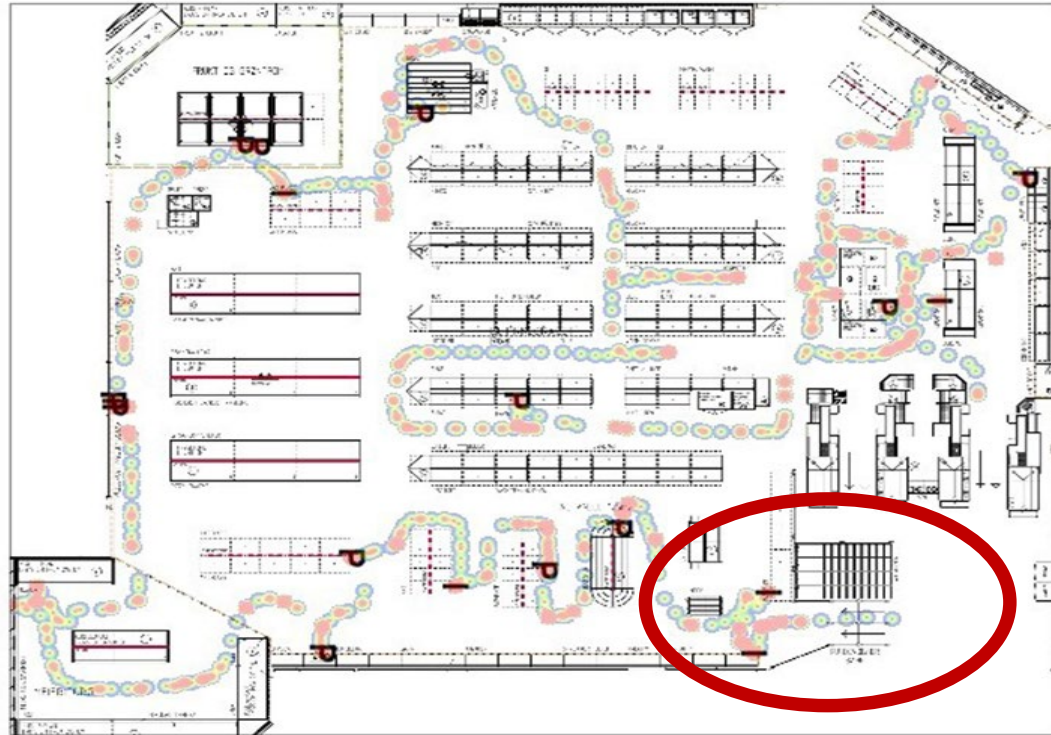
Líkar þetta 👍 2 · fyrir um 2 mánuðum síðan · 🌐

P = People  
O = Objectives  
S = Strategy  
T = Technology

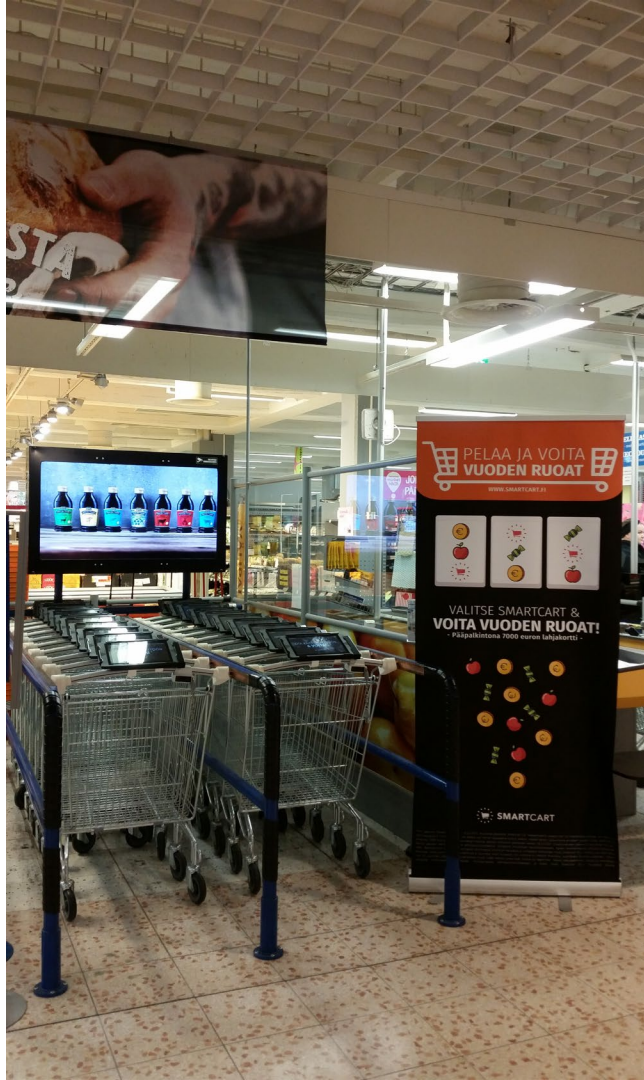




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## Using smartphone app when buying groceries



Information  
given on the  
smartphone  
screen



What you  
already have in  
your shopping  
cart

What’s the “Thing” in Internet of Things in Grocery Shopping? A Customer Approach (Asle Fagerstrøm, Niklas Eriksson, Valdimar Sigurdsson)

# IoT in the grocery store - using conjoint analysis



Table 1. Stimuli and levels considered in the study.

Stimuli	Levels
Price	<ol style="list-style-type: none"><li>1. Fixed price: EUR 25 per. kg.</li><li>2. Real-time price: EUR 25 per. kg. Price based on a national index that is updated every second hour</li></ol>
Expiry date	<ol style="list-style-type: none"><li>1. Expiry: 5 days – Find out more</li><li>2. Real-time expiry: 5 days – Find out more. Keep-it™ technology gives a real-time expiry based on catch day and storage conditions.</li></ol>
Quality	<ol style="list-style-type: none"><li>1. This is a quality product – Find out more</li><li>2. A national customer experience index show that users give this product 4.7/5 stars related to quality – Find out more</li></ol>
Offer	<ol style="list-style-type: none"><li>1. <u>Today's offer</u>: Toothpaste 30% off – Find out more</li><li>2. <u>Your offer</u>: Based on selected products in your shopping cart we give you 30% off on all “Barbecue Spices” – Find out more</li></ol>

# Results

Table 2. Conjoint impact estimate and relative importance of stimuli on participants' likelihood to buy fresh salmon based on information the mobile app gave.

Stimuli and levels	Conjoint impact estimate and relative importance		
	Impact estimate	Importance values	Importance ranking <sup>1</sup>
<b>Price</b>		17.57	4
1. Fixed price: EUR 25 per. kg.	0.192		
2. Real-time price: EUR 25 per. kg. Price based on a national index that is updated every second hour	0.383		
<b>Expiry date</b>		21.14	3
1. Expiry: 5 days – Find out more	0.275		
2. Real-time expiry: 5 days – Find out more. Keep-it™ technology gives a real-time expiry based on catch day and storage conditions.	0.550		
<b>Quality</b>		35.42	1
1. This is a quality product – Find out more	0.850		
2. A national customer experience index show that users give this product 4.7/5 stars related to quality – Find out more	1.700		
<b>Offer</b>		24.21	2
1. <u>Today's offer</u> : Toothpaste 30% off – Find out more	0.308		
2. <u>Your offer</u> : Based on selected products in your shopping cart we give you 30% off on all “Barbecue Spices” – Find out more	0.617		
<b>Constant</b>	1.875		

<sup>1</sup> Based on Importance values.



## Scottish Lochmuir™ Side of Salmon (Serves 8)

£22

£2.20 per 100g



61 reviews

Ready to collect in 4 days. Order by 8pm today to collect as early as 18 November.

Serves: 8

Add to bag

Qty:

1

## ▼ REVIEWS

Here's what people are saying about Scottish Lochmuir™ Side of Salmon (Serves 8)

Write a review

61 reviews



4.8 / 5

Quality:



Value:



Would you recommend it to a friend?

97% of reviewers said YES

Sort by

Highest Rating



cavendish

Gender Female

From uk

Age 65+



Great value salmon

20 September 2018

This salmon was beautiful all my guests loved it excellent value for money

Quality:



Value for Money:



[Report as inappropriate](#)

Feedback



Back to top

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Wishlist

Account

1 £16.30

All Products

Fish A-Z

Offers

Fish For Christmas

By fish type > Raw Fish > Fillets



## PLAICE FILLETS

£16.30

BUY IN BULK. SAVE BIG!

3+ Items: **£15.00** each

6+ Items: **£14.30** each



Frozen



Holland



Wild



Raw



[Delivery Info](#)

Order by noon - get it tomorrow

Type

White Side

Dark Side



Alistair



Hello, is their a catch date for the plaice fillets that are available?



we dont record catch dates as this stock moves fast



but I would estimate it would be 6-9 months ago

Thank you

We're ⚡ by tawk.to

Type here and press enter..



**Table 1** Conjoint impact estimate and relative importance of attributes

Utilities		
	Utility Estimate	Importance score
Price		11.287
Low price	35.713	
Medium price	-3.080	
High price	-32.633	
Quantity		8.461
250 g package	7.464	
500 g package	-1.625	
750 g package	-5.839	
Delivery time		14.909
Same day collection	24.935	
Next day collection	-1.022	
Collect in 3 days	-39.705	
Product quality rating by costumers		30.211
1 star	-107.922	
3 star	9.218	
5 star	98.705	
Secure checkout		14.262
Securely checkout	38.163	
No additional security	-38.163	
Health benefit info		8.118
Health benefit info provided	20.988	
Health benefit info not provided	-20.988	
Environmental impact		12.751
Responsible sourcing and minimal environmental impact	41.942	
No info on environmental impact	-41.942	
(Constant)	37.173	



**Sigurdsson, V., Menon, R.G.V., & Fagerstrøm, A. (2017). Online Healthy Food Experiments: Capturing Complexity by Using Choice-Based Conjoint Analysis. *The Behavior Analyst*.**



Takk!

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