

❖ **Project title: “Toward a broader understanding about consumer attitudes and behaviour towards fish products in Vietnam”**

❖ **Objectives:**

- To explore the consumer’s attitudes and behaviors in Vietnam for explaining the important aspects of fish consumption such as satisfaction, attitude strength, loyalty, convenience orientation, perceived risks, habit, variety seeking, social conflicts, co-production, customer value, as well as exploring consumers' segments for the seafood/fish products;

- To improve academic knowledge about the areas of marketing and consumer behavior as well as to publish research papers in relevant scientific journals.

❖ **Contents:**

- Developing the theoretical models to explore the nature of the satisfaction-loyalty relationship as well as mediators and moderators in this relationship towards seafood/fish products in VN, such as consumer knowledge, perceived risks, habit, social norm, perceived behavioral control, variety seeking, consideration set, and some other factors, in the context of seafood/fish market in Vietnam. The content of this research project is also related to an exploration of segments of Vietnamese consumers for seafood/fish products;

- Building a combination of research designs to test the proposed models, such as surveys, experiments, questionnaires as well as choosing and applying different methods (e.g., SEM-analysis, cluster analyses, multi-group analysis ) to analyze the data;

- Disseminating research results on national and international research journals;

- Making final report.

❖ **Results:**

- Establishing a research group including Prof. Svein Ottar Olsen, Dr. Nguyen Van Ngoc, PhD student Ho Huy Tuu, PhD student Huynh Thi Xuan Mai and 05 NOMA - FAME students.

- 07 papers published in international journals.

- 01 paper presented at international conference.

- 09 papers published in national journals.

- 02 papers accepted by international journals

- 05 NOMA-FAME students cohort 1, 2, & 3 successfully defended their graduation theses.

- 01 lecturer of the Faculty (Mr. Ho Huy Tuu) followed the Ph.D sandwich program in Tromso University. Then, he has done his post-doctoral research in the United States from October 2011 to December 2011.

- 01 lecturer (Ms. Huynh Thi Xuan Mai) has been financed by UiT (supervised by Prof. Svein Ottar) to take her PhD program in Norway. This output is also a spin off of the SRV 2701 project.
- The research findings have contributed to the Fisheries Marketing area as well as used as reference materials for lectures and students of the Faculty.

*(Papers, presentations of the research project are attached in Appendix 3)*

*(Training results of the research project are attached in Appendix 4)*

❖ ***Numbers of participants trained and beneficiaries from the research project:***

	<b>Training programs</b>	<b>Number of beneficiaries</b>	<b>Female proportion</b>	<b>Research project</b>
1	Master program at NTU ( <i>NOMA-FAME program cohort 1 and 2</i> )	05	4/5	RP2
2	Doctoral program at NCFS	02	1/2	RP2
3	Post – doctoral research program	1	0/1	RP2
4	Short and advanced thematic courses	06	3/6	RP2
	<b>Total</b>	<b>14</b>	<b>8/14</b>	