



International  
Marketing  
Trends  
Conference

Conference - Paris - January 16-18 2020



Author

Country

Subject

Language

International Marketing Trends Conference 2020 – Paris January 2020

Proceedings of the International Conference Marketing Trends. All papers available for free.  
Copyright © 2020, International Marketing Trends Conference, All rights reserved.



Copyright© All rights reserved ISBN 978-2-490372-09-6

<http://www.marketing-trends-congress.com/fr/node/5>



Author Country Subject Language

from A to K from L to Z

**A**

AARAS  
ABUAZZAH  
ABUSHARBEH  
ACKERMANN  
ADRIAN JIMENEZ  
AFAWUBO  
AKAGUN  
AKAGUN ERGIN  
AMMI  
AMOROSO  
ANABA  
ANGELINI  
ARDOUIN  
ASVANYI  
AYED

**B**

BABOU  
BADOT  
BALECH  
BANERJEE  
BASHUTKINA  
BASILE  
BAUDIER  
BELHSEN  
BELVAUX  
BEN CHEIKH  
BEN GHANEM  
BEN OTHMEN  
BENAVENT  
BERRICHE  
BIGOIN-GAGNAN  
BITRIAN  
BLANCHAIS  
BOISTEL  
BOLLANI  
BOUBBEL  
BOUKOUYEN  
BOUSTANI  
BOUZAABIA  
BREE  
BRODIN  
BUIL  
BUSSIERE

**C**

CACHERO-MARTINEZ  
CACHO-ELIZONDO  
CALCIU  
CALDERON GARCIA  
CANEL-DEPITRE  
CANTONE  
CAPATINA  
CARPENTIER  
CARRAZZA  
CASTRO LOPEZ  
CATALAN  
CERVERA-TAULET  
CHAKOR  
CHARRETTE  
CHEN  
CHERIE  
CHERIE-BENMILED  
COURVOISIER  
CRIE

**D**

DASTOUS  
DE PECHPEYROU  
DE VASSOIGNE  
DECAUDIN  
DELANNOY  
DEMETRIOU  
DEMIRTSHYAN  
DESVEAUD  
DIONISIO  
DOGRUÖZ ÖZER  
DONER  
DROULERS  
DU

**E**

EL ABED  
EL KAMEL  
EL NEMR  
ELAMRI TRABELSI  
ESPASANDIN-BUSTELO  
ESSON EKWA

**F**

FERREIRA  
FONTAINE  
FRANZE  
ERIKHA

**G**

GARCIA DEL JUNCO  
GENNUSO  
GILLI  
GONZALEZ HEMON  
GRISSET  
GUIDO

**H**

HAGER  
HALLEGATTE  
HANSEN  
HASSOUNI  
HELENE  
HERNÁNDEZ-ORTEGA

**I**

IGLESIAS ARGUELLES  
IOANNIDOU

**J**

JAOUED ABASSI  
JOYEUX

**K**

KANNOU  
KHEMAKHEM  
KILIAN  
KOBI  
KONDRATEVA  
KORNMANN  
KOROMYSLOV  
KUMAGAI



Author	Country	Subject	Language
--------	---------	---------	----------

[from A to K](#) [from L to Z](#)

**L**

[LACOSTE-BADIE](#)  
[LAROUTIS](#)  
[LEMOINE](#)  
[LIEBANA CABANILLAS](#)

**M**

[MACEDO](#)  
[MAHAPATRA](#)  
[MAKNI](#)  
[MANN](#)  
[MARRONE](#)  
[MARTIN](#)  
[MEDIC](#)  
[MILANO](#)  
[MILIANI](#)  
[MILIANI](#)  
[MINGUEZ](#)  
[MONTMASSON](#)  
[MORPHITOU NICOLETTI](#)  
[MOULINS](#)  
[MULLER](#)  
[MURANTE](#)  
[MZOUGH](#)

**N**

[NAGASAWA](#)  
[NDIAYE](#)  
[NICOLOSI](#)  
[NOGUEIRA](#)  
[NOTEBAERT](#)

**O**

[OUKASSI](#)

**P**

[PALACIOS-FLORENCIO](#)  
[PALMI](#)  
[PATTUGLIA](#)  
[PELLICELLI](#)  
[PELOSO](#)  
[PICHIERRI](#)  
[PINHO](#)  
[PIRIS](#)  
[POMA](#)  
[PORCU](#)  
[PRETE](#)

**Q**

[QIANG LU](#)  
[QUERO](#)

**R**

[REQUARDT](#)  
[RIEDMEIER](#)  
[RIZZO](#)  
[RJIBA](#)

**S**

[SAIED BEN RACHED](#)  
[SALERNO](#)  
[SANAK-KOSMOWSKA](#)  
[SANZO-PEREZ](#)  
[SCARANO](#)  
[SEGIET](#)  
[SESE](#)  
[SHEHZALA](#)  
[SIGNORI](#)  
[SIRAD](#)  
[SUGANAMI](#)

**T**

[TAGHIPOUR](#)  
[TAHALI](#)  
[TEICHERT](#)  
[TEMESSEK-BEHI](#)  
[TERCIA](#)  
[TESTA](#)  
[TOMCZYK](#)  
[TOURNOIS](#)  
[TUBILLEJAS ANDRÉS](#)

**V**

[VANDERMEERSCHEN](#)  
[VARESE](#)  
[VARGA](#)  
[VAZQUEZ-CASIELLES](#)  
[VIEJO-FERNANDEZ](#)

**W**

[WIEDMANN](#)  
[WIKTOR](#)  
[WOERFEL](#)  
[WU](#)

**Y**

[YASIN](#)  
[YILDIZ](#)  
[YUAN](#)

**Z**

[ZBIKOWSKA](#)  
[ZHU](#)





International  
Marketing  
Trends  
Conference

Conference - Paris - January 16-18 2020

Author

Country

Subject

Language

## Country

[Austria](#)

[Belgium](#)

[Canada](#)

[China](#)

[Cyprus](#)

[Denmark](#)

[France](#)

[Germany](#)

[Hungary](#)

[India](#)

[Indonesia](#)

[Italy](#)

[Japan](#)

[Mexico](#)

[Monaco](#)

[Morocco](#)

[New Zealand](#)

[Norway](#)

[Palestine](#)

[Poland](#)

[Russia](#)

[Spain](#)

[Sweden](#)

[Switzerland](#)

[The Netherlands](#)

[Tunisia](#)

[Turkey](#)

[United Kingdom](#)

[USA](#)





International  
Marketing  
Trends  
Conference

Conference - Paris - January 16-18 2020

Author

Country

Subject

Language

## Subject

[Arts, Cultural and Creative Industries](#)

[Brand & Communication](#)

[Consumer Behavior](#)

[Corporate Social Responsibility](#)

[Digital Experience and Big Data](#)

[E-Commerce](#)

[Food Industries](#)

[Healthcare Marketing Strategies](#)

[International Marketing](#)

[Luxury Industries Marketing Strategies](#)

[Marketing Strategy](#)

[Plenary Session](#)

[Retail Strategy and Retail Brands](#)

[Services](#)

[Social Networks and Social Media](#)

[Sustainable Development](#)

[Tourism and Hospitality](#)





International  
Marketing  
Trends  
Conference

Conference - Paris - January 16-18 2020

Author

Country

Subject

Language

## Language

[English](#)

[French](#)

[Italian](#)

[Spanish](#)

[Turkish](#)



## **Preliminary results of an empirical study about CSR labels related to fishery.**

Erica Varese - Assistant Professor - University of Torino, Department of Management - Corso Unione Sovietica, 218 bis, Torino - [erica.varese@unito.it](mailto:erica.varese@unito.it)

Anna Claudia Pellicelli - Associate Professor - University of Torino, Department of Management - Corso Unione Sovietica, 218 bis, Torino - [annaclaudia.pellicelli@unito.it](mailto:annaclaudia.pellicelli@unito.it)

Luigi Bollani - Assistant Professor - University of Torino, Department of Social-Economical and Mathematical-Statistical Science, Corso Unione Sovietica, 218 bis, Torino - [luigi.bollani@unito.it](mailto:luigi.bollani@unito.it)

### **Abstract**

The purpose of this paper is to investigate whether Corporate Social Responsibility ("CSR") labels related to fishery are known and recognised or not by culturally qualified consumers and consequently chosen towards sustainable consumption. To this purpose university students have been chosen for the current research.

A questionnaire was designed to investigate university students concern for CSR labels related to the fishery sector.

The findings may help fishery stakeholders to improve CSR label among young consumers developing more effective marketing and policy strategies as - even if the pro-capita fishery consumption has increased over the last decades - the recommended fish intake is not widely achieved.

This research fills a gap in literature: to the Authors' knowledge this is the first paper presenting the results of a survey which has investigated university students concerns related to the fishery label.

### **1. Introduction**

Sustainability and ethic consumption are of increasing firm and consumer importance.

Firms are more and more asked from stakeholders to incorporate the triple-bottom line of social, environmental and economic responsibility considerations into operations and supply chain management strategies (Tate et al., 2010) even because they recognize how greater cleaner production can statistically improve also firm performance (Porter and Van Der Linde, 1995; Galbreath and Shum, 2012).

The worldwide consumption of fishery and aquaculture ("F&A") products has greatly increased during the last years mainly for the healthy contribution of these products to human diet (Verbeke et al., 2007) because they have a low-fat content and provide high quality proteins as well as many micro-nutrients such as vitamins and minerals (Nesheim and Yaktine, 2007). Eating fish depends also on the country, on socio-demographic characteristics, regional factors, cultural traditions (which have been changing overtime, Almeida et al., 2014), marketing, communication and information provisioning (Jacobs et al., 2018).

In the past, consumers were incapable to make conscious choices related to F&A products as it was quite difficult to recognize whence the fish originated, how it was caught (Jaffry et al., 2004) or the production methods.

Food business operators provide food information on a compulsory and on a voluntary basis.

During the last period, many voluntary sustainability schemes have been created for food and non-food products not only in the EU but also all over the world: according to the catalogue Ecolabelindex (2019), actually, there are 463 ecolabels schemes in 199 countries, divided in 25 industry sectors.

CSR labels convey to consumer information about environmental attributes of goods, influencing consumer-purchasing decision towards sustainable products.

This article fills a gap in the literature because, to the Authors knowledge, this is the first article that investigates on university student's perception for fishery bearing CSR labelling.

The rest of the paper is organized into 5 sections. Section 2 presents a brief theoretical framework; Section 3 shows the research methodology; Section 4 offers the findings and in Section 5, the final conclusions, implications and limitations of the work are summarised.

## **2. Literature review**

CSR labels certify that a product *«has a sustainable social or environmental commitment, having achieved, or being on the way to achieving, a better level of environmental or social performance than non-labelled products»* furthermore *«CSR labels turn credence attributes (that cannot be evaluated before, during or after consumption) into search ones (that can be assessed prior to purchasing)»* (Carrero and Valor, 2012).

A primary objective of most of CSR fishery labels is to *«provide a market-based incentive for more environmentally sustainable seafood production»* (Hallstein and Villas-Boas, 2013). Successful CSR labels may require that consumer pay a premium price in order to contribute to the sustainability of the fishery management (Smith et al., 2010).

Consumers may be concerned about sustainability characteristics of products. Many papers argue that this general point of view is not supported by an actual behavior when consumers have to spend more money for buying them (Vermeir and Verbeke, 2006; Grunert et al., 2014). Others, on the contrary, evidence that some consumers are WTP some more money for products bearing QMs (D'Souza et al., 2007; Kotler, 2011; Tully et al., 2014). The European Commission (2013) in a recent survey has found that this happens when EU citizens (70%) are confident that the products are environmentally-friendly.

Young people are more and more asking for additional food quality and food safety and pay a lot of attention to sustainable food. To the Author's knowledge, papers about the sustainability consciousness of young people are a few (e.g., Vermeir and Verbeke, 2008; Li et al., 2015; Savelli et al., 2017; Bollani et al., 2017; Bollani et al., 2018) and none of them has focused only on CSR fishery labels.

Therefore, the aim of this empirical study is to investigate the capability of University students – attending, among others, also commodity science, social science and economics classes - to be informed on CRS fishery labels and consequently choose towards some direction of consumption, including sustainable consumption.

## **3. Methods**

Higher educated students have been chosen for at least two reasons: 1) they are individuals with specific characteristics (mainly young age and at least high school diploma); and 2) we consider that they may have some knowledge on the concept of sustainability that, for the aim of this study, is crucial: without it, responses on many questions regarding e.g. aspects like attitude and behavioral intention towards products bearing QMs would have been almost hypothetical. As University students interviewed were enrolled at the School of Management and Economics, the multidisciplinary objective is met as they were attending, among others, also commodity science, social science and economics classes.

Young students will be the consumers of the future.

With the purpose to achieve the object of this study, we aim at answering the following research question:

*Q1) Are young people conscious of the meaning of voluntary certification schemes related to fishery?*

In order to answer this question, an anonymous survey was created.

A quite extensive questionnaire was designed benefiting from an in-depth literature review on CSR labels and QMs. It was developed following the consideration that final consumers should be enabled to make informed choices and to enjoy safe use of food, as well thanks to QMs relating to health and nutrition information, economic, environmental, ethical and social



considerations, and also regarding other sustainability aspects such as organic production, geographic indication and country of origin. Sample questionnaires from previous similar studies were as well been considered as inspiration (D'Souza et al., 2006; Grunert et al. 2014; Sidali et al. 2016; Hoek et al., 2017; Cerri et al. 2018).

A piloting version of the questionnaire was tested beforehand on about 20 University students of the University of Torino, in order to detect any mistakes and to assess any structural weaknesses of the questionnaire (Clonan et al., 2010; Vecchio and Annunziata, 2013). Following a few adjustments, a final version fit to be administered through "Computer-assisted personal interviewing" (CAPI) was defined. An interviewer was always present to serve as a host and to guide the respondent.

Both fish and non-fish consumers were included. Trained interviewers and active monitoring of questionnaire quality was acted for reducing the potential for dud questionnaires.

The questionnaire was administered during the Academic Year 2017/18 at the Torino campus of the School of Management and Economics (University of Torino).

The questionnaire focused on CRS QMs related to fishery: Dolphin Safe; Friends of the sea and Marine Stewardship Council. These QMs have been selected from the catalogue Ecolabelindex (2019). The search has focused on the category "fish/fisheries" and we have investigated only QMs available in the Italian Market.

The three sustainability labels were tested for familiarity ("Have you ever seen these QMs?" and "How much do you know about these QMs?") and understanding ("What do you think this QM means?"): familiarity was verified by asking the respondents to rate on a 7-point Likert scale (Likert, 1932) with endpoints 1="Never" and 7="Always", while understanding was tested by providing a list of potential answers of which only one answer was true. In constructing the wrong alternatives for these statements, it was attempted to formulate items that were objectively wrong or not so close to the true answer that respondents would be confused. The aim was that the level of difficulty of the test was similar across the three labels. We are aware that it may be some uncertainty into the comparability of the levels of understanding for all the labels.

All analysis was performed using the statistical *R* environment (version 3.5.3).

#### **4. Findings**

In this section, the main results are going to be presented. They are referred to 411 subjects – 59.37% male and 40.63 female, respectively. Regarding age's respondents, the majority belongs to Z generation (18-20 year-old: 65.69%), to Millennials (21-23 year-old: 28.95%) and – to a minor extent - to X generation (>23 year-old: 5.35%).

The collected data were also explored with multivariate statistical techniques in order to get an integrated vision of relationships among the variables.

Given that some environmental and economic variables were asked in a seven-point Likert scale, a Principal Component Analysis ("PCA") was performed to summarize them. This technique reduces most of the information contained in the original variables (which were standardized to account for differences in size) to a limited number of new ones, called dimensions or factors. The dimensions were calculated as linear combinations of the original variables, using normalized weights, to preserve the maximum of variance among them. Consequently, the main PCA dimensions were used as input for a Hierarchical Cluster Analysis ("HCA"), using squared Euclidean distance as a similarity measure and the Ward method to group sample units by response affinity. In this way, three clusters were obtained: the first one (24.82% of the sample) considers very important the brand, but it gives low confidence to the seller. The second one (22%) judges very significant both the confidence given to the seller and the information acquired through labels; on the other hand, it gives low importance to products' safety and to ethical and social aspects. Finally, the third one (52,80%) gives average

importance to ethical and social aspects, but low significance to the brand and the information acquired through labels.

They are also shown in Table 1 (see: Environmental and economical features).

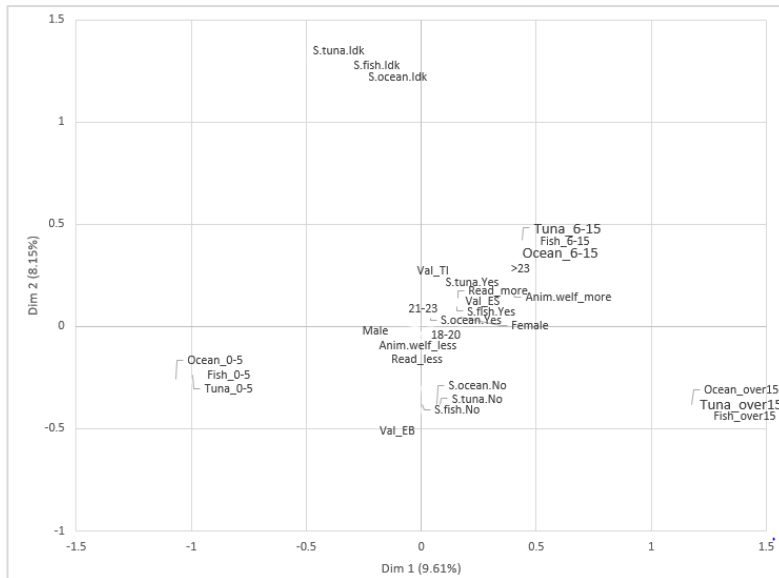
Table 1: Variables and items considered in multivariate analyses

<b>Variables</b>	<b>Items</b>	<b>Descriptions</b>
Easiness in finding products	Easy	Easy to find sustainable branded products
	Hard	Hard to find sustainable branded products
Cruelty free information check	Anim.welf_more	Attention to animal welfare
	Anim.welf_less	Indifference to animal welfare
Label reading frequency	Read_more	High label reading frequency
	Read_less	Low label reading frequency
Sustainable fishery symbol	S.fish.Yes	Symbol recognized as seen
	S.fish.No	Symbol recognized as not seen
	S.fish.Idk	Symbol not remembered
Sustainable tuna hunting symbol	S.tuna.Yes	Symbol recognized as seen
	S.tuna.No	Symbol recognized as not seen
	S.tuna.Idk	Symbol no remembered
Ocean protection symbol	Sp.ocean.Yes	Symbol recognized as seen
	Sp.ocean.N.ocean.	Symbol recognized as not seen
	Sp.ocean.Idk	Symbol no remembered
Environmental and economical features	Val ES	High value given to ethics and safety
	Val EB	High value given to ethics and brand
	Val TI	High value given to trust and information

A Multiple Correspondence Analysis (MCA) is performed in order to consider all the variables shown in the table. MCA is a technique used to detect and represent underlying structures in a dataset made up of qualitative variables. R software, FactoMineR (Escofier and Pagès, 2005) and CA (Greenacre, 2007) packages were used for the analyses.

The following graph represents the output of the MCA performed.

Graph 1: Relationships among all the items considered (MCA).



*N.B. Due to the MCA coding scheme, the inertia of the solution space is artificially inflated and, therefore, the percentage of inertia explained by the first dimension is underestimated. Therefore, the percentage of explained variance of the first two factors, shown in Figures 1 and 2, has been re-evaluated. The Greenacre method (Greenacre, 2007) obtained 27.64% for the first dimension and 15,70% for the second one.*

As it can be perceived from the MCA above, in the upper part of the map, are represented – far from the others - those respondents who do not remember to have seen the symbols considered in the analysis, but also those who do not know the correct meaning associated with the QM. Concerning respondents' age, Millennials and Z generation show similar behaviour, while the small set devoted to X generation seems to be a little more focused on sustainable practices.

## 5. Conclusion

Based on a university student survey performed in June 2018, this study examines how university students perceived importance of sustainability and ethical issues related to fishery and the capability to understand QM related to these products.

Even if, in general, sustainability and environmental issues are considered relevant topics, this interest is not associated with the capability to recognize the meaning of the QMs.

The above-mentioned CSR labels rely on certification schemes that are processes by which products (or services) are produced (or provided) according to predetermined standards. One of the critical aspects of CSR label is that as these QMs are not free from adoption costs, a limitation of their application is that smaller fisheries often cannot afford the high certification costs and are thus not able to apply (Hadjimichael and Hegland, 2016) and the lack of certification may be a barrier to trade in some countries.

A critical aspect of all these three CSR labels is that the standards impose rules mostly related to the environmental sustainability of production and not to specific social aspects of fish production.

The findings of this paper may help fishery stakeholder to improve CSR label among young consumers developing more effective marketing and policy strategies as, even if the per-capita fishery consumption has increased over the last decades, the recommended fish intake is not widely achieved (Thilsted et al., 2016).

CSR labels may improve consumers' sustainability awareness, allowing the purchasers to make informed choices.

## References

- Almeida, C., Altintzoglou, T., Cabral, H. and Vaz, S. (2015), "Does seafood knowledge relate to more sustainable consumption?", *British Food Journal*, Vol. 117 No 2, 894-914. <https://doi.org/10.1108/BFJ-04-2014-0156>.
- Bollani, L., Peira, G., Varese, E., Nesi, E., Pairotti, M.B. and Bonadonna, A. (2017), "Labelling and sustainability in the green food economy: Perception among millennials with a good cultural background", *Rivista di Studi sulla Sostenibilità*, Vol. 2, 83-101. <https://doi.org/10.3280/RISS2017-002007>.
- Bollani, L., Varese, E. and Pellicelli, A.C. (2018), "Attitude towards food labelling bearing sustainable quality marks: an empirical evidence". In: Proceedings 24th International Sustainable Development Research Society Conference "Actions for a sustainable world. From theory to practice". University of Messina, Messina (Italy), June, 13-15; 606-613.
- Cahu, C., Salen, P. and De Lorgeril, M. (2004), "Farmed and wild fish in the prevention of cardiovascular diseases: assessing possible differences in lipid nutritional values", *Nutrition, Metabolism and Cardiovascular Diseases*, Vol. 14 No 1, 34-41. [https://doi.org/10.1016/S0939-4753\(04\)80045-0](https://doi.org/10.1016/S0939-4753(04)80045-0).
- Carrero, I. and Valor, C. (2012), "CSR-labelled products in retailers' assortment: A comparative study of British and Spanish retailers", *International Journal of Retail & Distribution Management*, Vol. 40 No 8, 629-652. <https://doi.org/10.1108/09590551211245425>.
- Cerri, J., Testa, F. and Rizzi, F. (2018), "The more I care, the less I will listen to you: How information, environmental concern and ethical production influence consumers' attitudes and the purchasing of sustainable products", *Journal of Cleaner Production*, Vol. 175 No 20 February 2018, 343-353. <https://doi.org/10.1016/j.jclepro.2017.12.054>.
- Clonan, A., Holdsworth, M., Swift, J. and Wilson, R. (2010). UK Consumers Priorities for Sustainable Food Purchases. 84th Annual Conference of the Agricultural Economics Society, Edinburgh 29-31 March 2010.
- D'Souza, C., Taghian, M., and Lamb, P. (2006), "An empirical study on the influence of environmental labels on consumers", *Corporate Communications: An International Journal*, Vol. 11 No 2, 162-173. <https://doi.org/10.1108/13563280610661697>.
- D'Souza, C., Taghian, M., Lamb, P. and Peritatko, R. (2007), "Green decisions: demographics and consumer understanding of environmental labels", *International Journal of Consumer Studies*, Vol. 31 No. 4, 371-6. <https://doi.org/10.1111/j.1470-6431.2006.00567.x>.
- Ecolabelindex (2019), "All ecolabels", available at: <http://www.ecolabelindex.com> (accessed 18 May 2019).
- Escofier, B., Pagès, J. (2005), "Analyses factorielles simples et multiples: objectifs, méthodes et interprétation", Dunod, Paris.
- European Commission (2013), "Attitudes of Europeans towards building the single market for green products. Flash Eurobarometer 367, Directorate-General for Communication (DG COMM "Research and Speechwriting" Unit), available at: [http://ec.europa.eu/commfrontoffice/publicopinion/flash/fl\\_367\\_en.pdf](http://ec.europa.eu/commfrontoffice/publicopinion/flash/fl_367_en.pdf) (accessed 18 May 2019).
- Galbreath, J. and Shum, P. (2012) "Do customer satisfaction and reputation mediate the CSR–FP link? Evidence from Australia", *Australian Journal of Management*, Vol. 37 No 2, 211-229. <https://doi.org/10.1177/0312896211432941>.
- Greenacre, M., (2007), "Correspondence Analysis in Practice. London", Academic Press, Chapman & Hall/CRC Interdisciplinary Statistics, Boca Raton, FL.
- Grunert, K.G., Hieke, S. and Wills, J. (2014), "Sustainability labels on food products: Consumer motivation, understanding and use", *Food Policy*, Vol. 44 No February 2014, 177-189. <https://doi.org/10.1016/j.foodpol.2013.12.001>.

- Hadjimichael, M. and Hegland, T.J. (2016), “Really sustainable? Inherent risks of eco-labeling in fisheries”, *Fisheries Research*, Vol. 174 No 2016, 129-135. <https://doi.org/10.1016/j.fishres.2015.09.012>.
- Hallstein, E. and Villas-Boas, S.B. (2013), “Can household consumers save the wild fish? Lessons from a sustainable seafood advisory”, *Journal of Environmental Economics and Management*, Vol. 66 No 1, 52-71. <https://doi.org/10.1016/j.jeem.2013.01.003>.
- Hoek, A.C., Pearson, D., James, S.W., Lawrence, M.A. and Friel, S. (2017), “Healthy and environmentally sustainable food choices: Consumer responses to point-of-purchase actions”, *Food quality and preference*, Vol. 58 No June 2017, 94-106. <https://doi.org/10.1016/j.foodqual.2016.12.008>.
- Jacobs, S., Sioen, I., Marques, A. and Verbeke, W. (2018), “Consumer response to health and environmental sustainability information regarding seafood consumption”, *Environmental Research*, Vol. 161 No February 20178, 492-504. <https://doi.org/10.1016/j.envres.2017.10.052>.
- Jaffry, S., Pickering, H., Ghulam, Y., Whitmarsh, D. and Wattage, P. (2004), “Consumer choices for quality and sustainability labelled seafood products in the UK”, *Food Policy*, Vol. 29 No 3, 215-228. <https://doi.org/10.1016/j.foodpol.2004.04.001>.
- Kotler, P. (2011), “Reinventing marketing to manage the environmental imperative”, *Journal of Marketing*, Vol. 75 No 4, 132-135. <https://doi.org/10.1509/jmkg.75.4.132>.
- Li, X., Tan H. and Rakes, A. (2015), “Carbon footprint analysis of student behavior for a sustainable university campus in China”, *Journal of Cleaner Production*, Vol. 106 No November 2015, 97-108. <https://doi.org/10.1016/j.jclepro.2014.11.084>.
- Likert, R. (1932), “A technique for the measurement of attitudes”, *Archives of psychology*. New York.
- Nesheim, M.C. and Yaktine, A.L. (2007). *Seafood choices. Balancing benefits and risks*. Washington, D.C., USA: The National Academies Press.
- Porter, M.E. and Van Der Linde, C (1995), “Green and Competitive: Ending the Stalemate”, *Harvard Business Review*, Vol. 73 No 5, 120-134.
- Roheim, C.A., Asche, F. and Santos, J.I. (2011), “The elusive price premium for ecolabelled products: evidence from seafood in the UK market”, *Journal of Agricultural Economics*, Vol. 62 No 3, 655-668. <https://doi.org/10.1111/j.1477-9552.2011.00299.x>.
- Sammer, K. and Wüstenhagen, R. (2006), “The influence of eco-labelling on consumer behavior. Results of a discrete choice analysis for washing machines”, *Business Strategy and the Environment*, Vol. 15 No 3, 185-199. <https://doi.org/10.1002/bse.522>.
- Savelli, E., Murmura, F., Liberatore, L., Casolani and N., Bravi, L. (2017), “Consumer attitude and behaviour towards food quality among the young ones: empirical evidences from a survey”, *Total Quality Management & Business Excellence*, Vol. 30 No 1-2, 169-183. <https://doi.org/10.1080/14783363.2017.1300055>.
- Sidali, K.L., Spiller, A. and von Meyer-Höfer, M. (2016), “Consumer expectations regarding sustainable food: Insights from developed and emerging markets”, *International Food and Agribusiness Management Review*, Vol. 19 No 3, p.141-170.
- Smith, M.D., Roheim, C.A., Crowder, L.B., Halpern, B.S., Turnipseed, M., Anderson, J.L., Asche, F., Bourillón, L., Guttormsen, A.G., Khan, A. and Liguori, L.A. (2010), “Sustainability and global seafood”, *Science*, Vol. 327 No 5967, 784-786. <https://doi.org/10.1126/science.1185345>.
- Tate, W. L., Ellram, L.M. and Kirchoff, J.F. (2010), “Corporate Social Responsibility Reports: a thematic analysis related to supply chain management”. *Journal Of Supply Chain Management*, Vol. 46 No 1, 19-44. <https://doi.org/10.1111/j.1745-493X.2009.03184.x>.
- Thilsted, S.H., Thorne-Lyman, A., Webb, P., Bogard, J.R., Subasinghe, R., Phillips, M.J. and Allison, E.H. (2016), “Sustaining healthy diets: The role of capture fisheries and aquaculture

- for improving nutrition in the post-2015 era”, *Food Policy*, Vol. 61 No May 2016, 126-131. <https://doi.org/10.1016/j.foodpol.2016.02.005>.
- Tully, S.M. and Winer, R.S. (2014), “The role of the beneficiary in willingness to pay for socially responsible products: a meta-analysis”, *Journal of Retailing*, Vol. 90 No 2, 255-274. <https://doi.org/10.1016/j.jretai.2014.03.004>.
- Vecchio, R. and Annunziata, A. (2013), “Consumers’ attitudes towards sustainable food: a cluster analysis of Italian university students”, *New Medit*, Vol. 12 No 2, 47-56.
- Verbeke, W., Vanhonacker, F., Sioen, I., Van Camp, J. and De Henauw, S. (2007), “Perceived importance of sustainability and ethics related to fish: A consumer behavior perspective”, *AMBIO: A Journal of the Human Environment*, Vol. 36 No 7, 580-586. [https://doi.org/10.1579/0044-7447\(2007\)36\[580:PIOSAE\]2.0.CO;2](https://doi.org/10.1579/0044-7447(2007)36[580:PIOSAE]2.0.CO;2).
- Vermeir, I. and Verbeke, W. (2006), “Sustainable food consumption: Exploring the consumer “attitude–behavioral intention” gap”, *Journal of Agricultural and Environmental Ethics*, Vol 19 No 2, 169-194. <https://doi.org/10.1007/s10806-005-5485-3>.
- Vermeir, I. and Verbeke, W. (2008), “Sustainable food consumption among young adults in Belgium: Theory of planned behaviour and the role of confidence and values”, *Ecological Economics*, Vol. 64 No 3, 542-553. <https://doi.org/10.1016/j.ecolecon.2007.03.007>.