

Relative importance of value-added product attributes across international lifestyle consumer segments

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Acknowledgements:

This research has been supported by MedAID (Mediterranean Aquaculture Inte-grated Development), a project funded by the European Union in the frame of Horizon 2020, grant agreement number 727315.

Cite as:

Stancu Violeta, Christensen Rikke Nyland, Brunso Karen, Krystallis Athanasios, Peral Irene, Guerrero Luis (2022), Relative importance of value-added product attributes across international lifestyle consumer segments. *Proceedings of the European Marketing Academy*, 51st, (107279)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



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Abstract

The success of new product development can be enhanced by gaining a better understanding of international segments of consumers. The aim of the present study was to identify how the importance of attributes valued by consumers when choosing new food products varies by their food-related lifestyle. Data was gathered among 553 respondents from France, Spain and Germany by means of an online survey that measured food-related lifestyles and assessed preferences for new food products through a discrete choice experiment. Multilevel latent class cluster analysis led identified four segments of consumers and one country group. The choice data analysis revealed that all the studied attributes were relevant for consumers, and their relative importance varied between segments.

Keywords: *international segmentation; choice; lifestyle*

Track: International Marketing & Marketing in Emerging Countries