

## **Top 10 Influences When Buying Seafood**

When purchasing seafood, consumer decisions are shaped by a mix of practical, emotional, and social influences. This guide outlines the main factors affecting seafood buying behaviour, useful for retailers, industry bodies, and marketers.

### **1. Freshness & Quality**

Bright eyes, shiny skin, vibrant flesh, fresh sea smell, and firm texture are top priorities.

### **2. Price & Value**

Competitive per kilo pricing, promotions, and seasonal specials strongly influence purchasing.

### **3. Species Preference & Taste**

Familiar favourites like salmon, prawns, barramundi, and snapper dominate, often driven by tradition.

### **4. Sustainability & Origin**

Wild vs. farmed, local vs. imported, and eco-labels like MSC certification can sway choices.

### **5. Health & Nutrition**

High omega-3 content, lean protein, and low mercury options appeal to health-conscious consumers.

### **6. Convenience & Preparation Effort**

Skin-off fillets, deboned fish, pre-marinated options, and ready-to-eat products are popular.

### **7. Trust in the Retailer**

Repeat buyers value hygiene, storage practices, and knowledgeable, friendly service.

### **8. Marketing, Branding & Presentation**

Attractive displays, storytelling, and origin information boost sales.

### **9. Social & Cultural Occasions**

Seasonal and cultural events like Christmas, Easter, and Lunar New Year influence purchases.

### **10. Past Experience**

Positive eating experiences encourage repeat buying; negative ones can deter future purchases.