

# Trends In Consumer Purchasing Behaviors In China

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GLOBAL OUTLOOK FOR AQUACULTURE LEADERSHIP

GUANGZHOU, CHINA | DAY 1

HEALTHY FISH | HEALTHY PEOPLE | HEALTHY PLANET

# Dr. Michael Fabinyi



- Dr. Michael Fabinyi is the Society in Science – Branco Weiss Senior Research Fellow at the University of Technology Sydney.
- He uses theories and methods from the social sciences to understand the social, political and cultural aspects of seafood trade and governance.
- He specializes in the implications of Chinese seafood consumption for global fisheries and food security, and the political economy of fisheries in developing countries.
- He has worked in the Philippines, China, Malaysia, Indonesia, Solomon Islands and Papua New Guinea.
- He has held visiting appointments at Peking University and most recently at WorldFish, Malaysia.

# TRENDS IN CONSUMER PURCHASING BEHAVIORS IN CHINA

Dr. Michael Fabinyi

**UTS:ARTS AND  
SOCIAL SCIENCES**

# Summary of talk

1. Introduction to seafood consumption in China and background to research.
2. Middle class seafood consumption.
3. Consumer attitudes.
4. Luxury seafood consumption trends.

# 1. INTRODUCTION

## Seafood consumption in China

- Largest seafood consumer in the world
- By 2030, 38% of global consumption

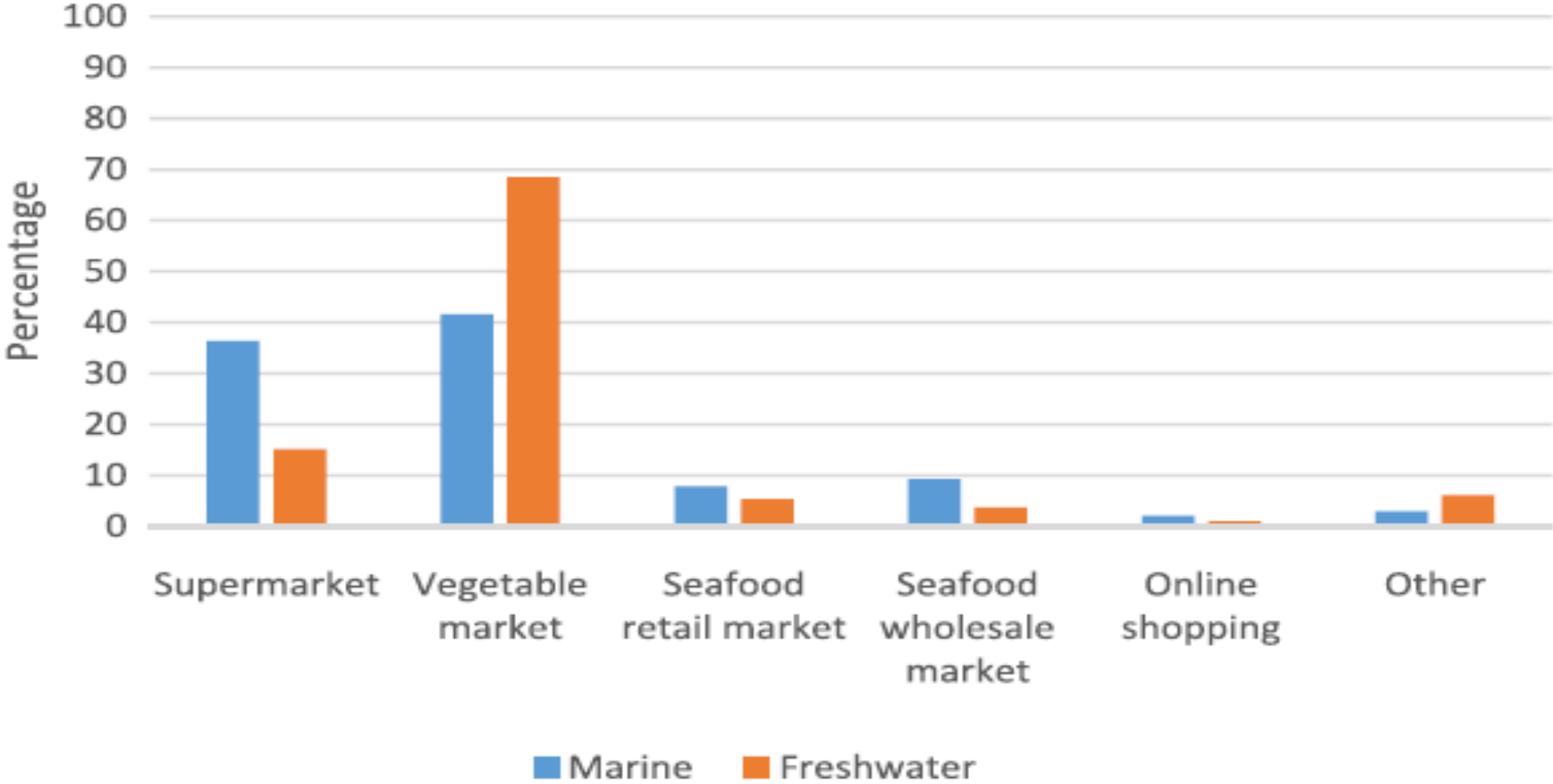




# Research background

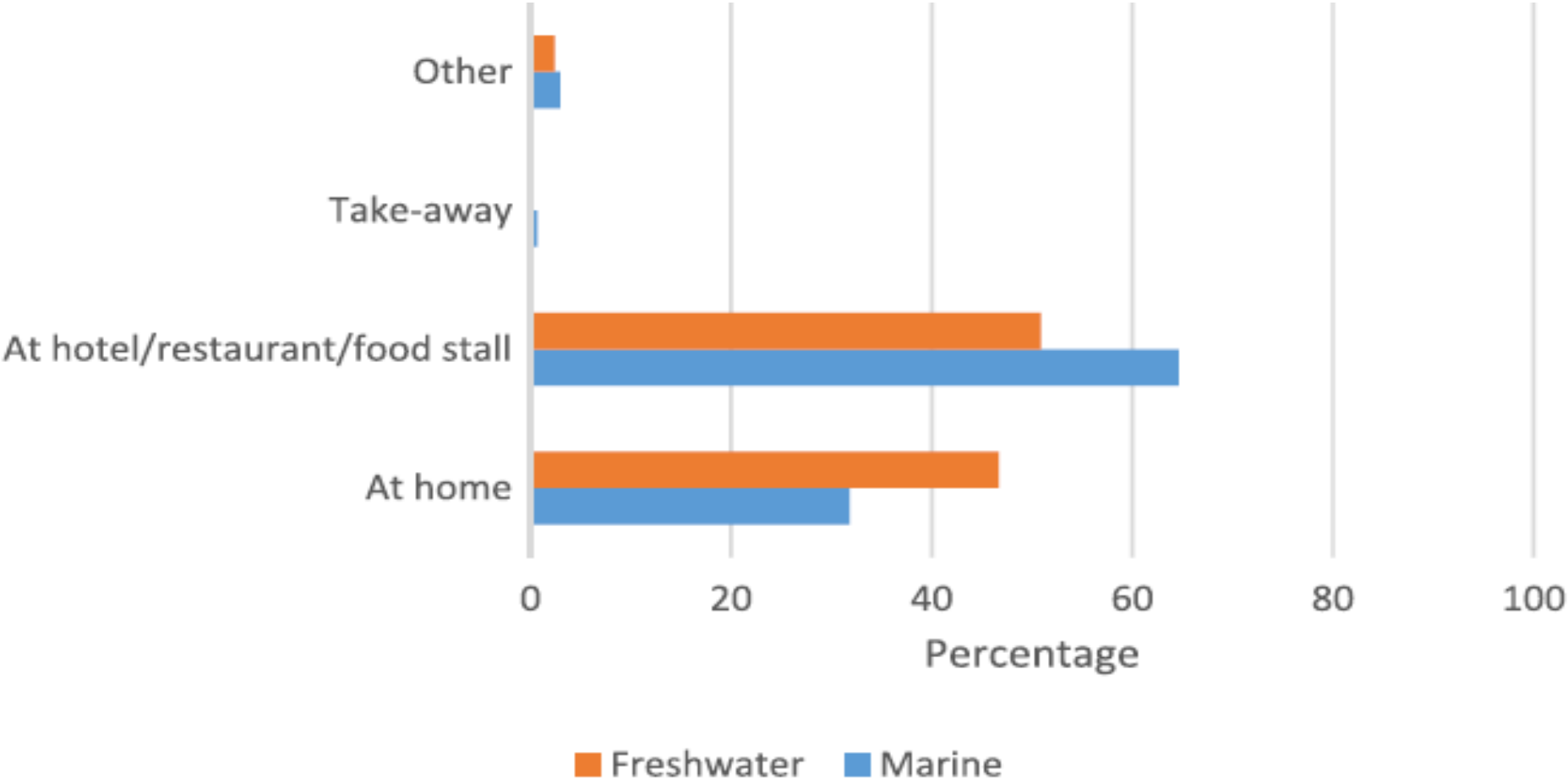
- Collaboration with Prof. Liu Neng at Peking University.
- Since 2010, semi-structured interviews and ethnographic fieldwork with seafood restaurant operators, chefs, consumers and traders.
- Quantitative survey of consumers in Beijing and Shanghai (n=300).

# Purchasing locations



Purchasing locations for marine and freshwater products (n=300)

# Consumption locations



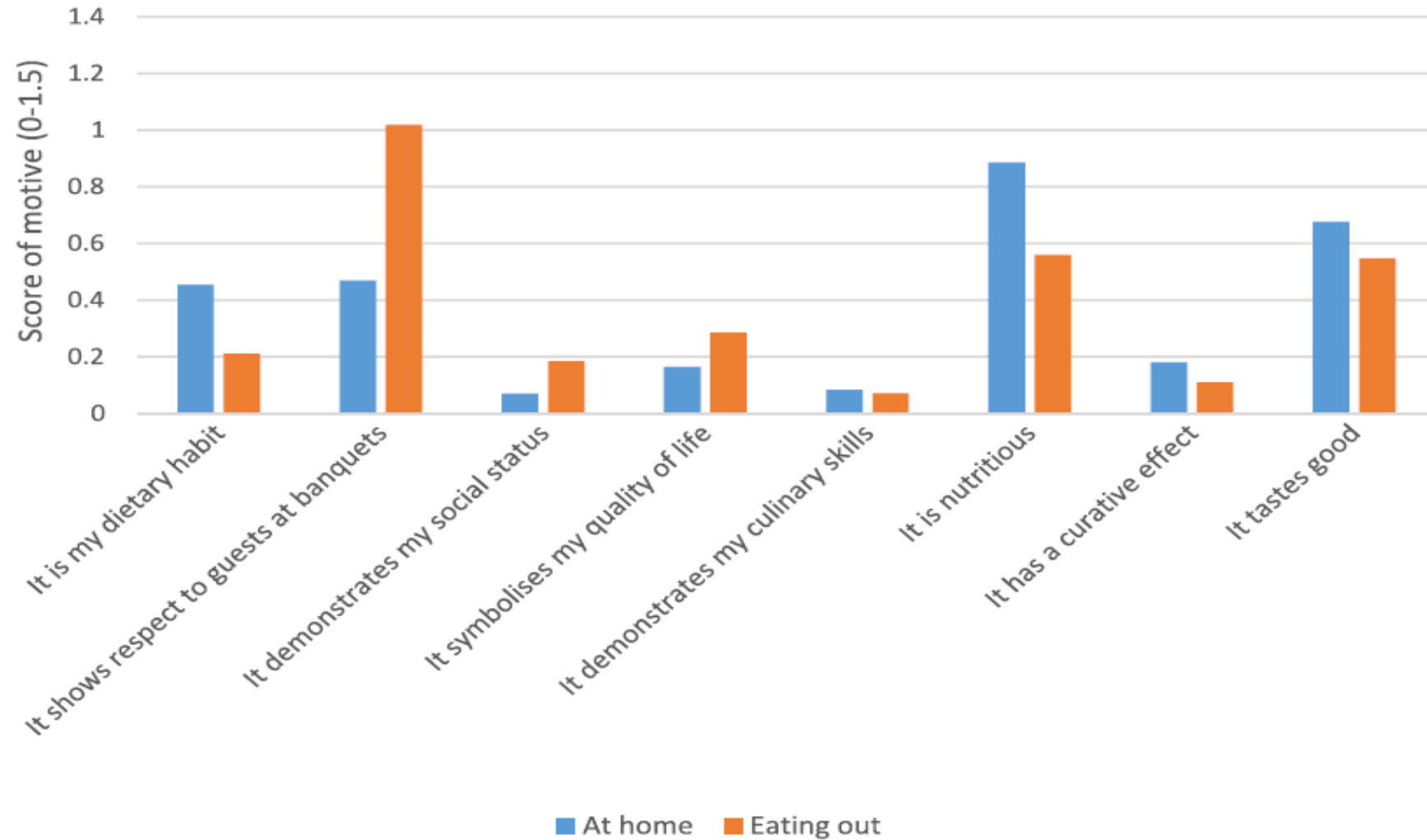
Consumption locations for marine and freshwater products (n=300)



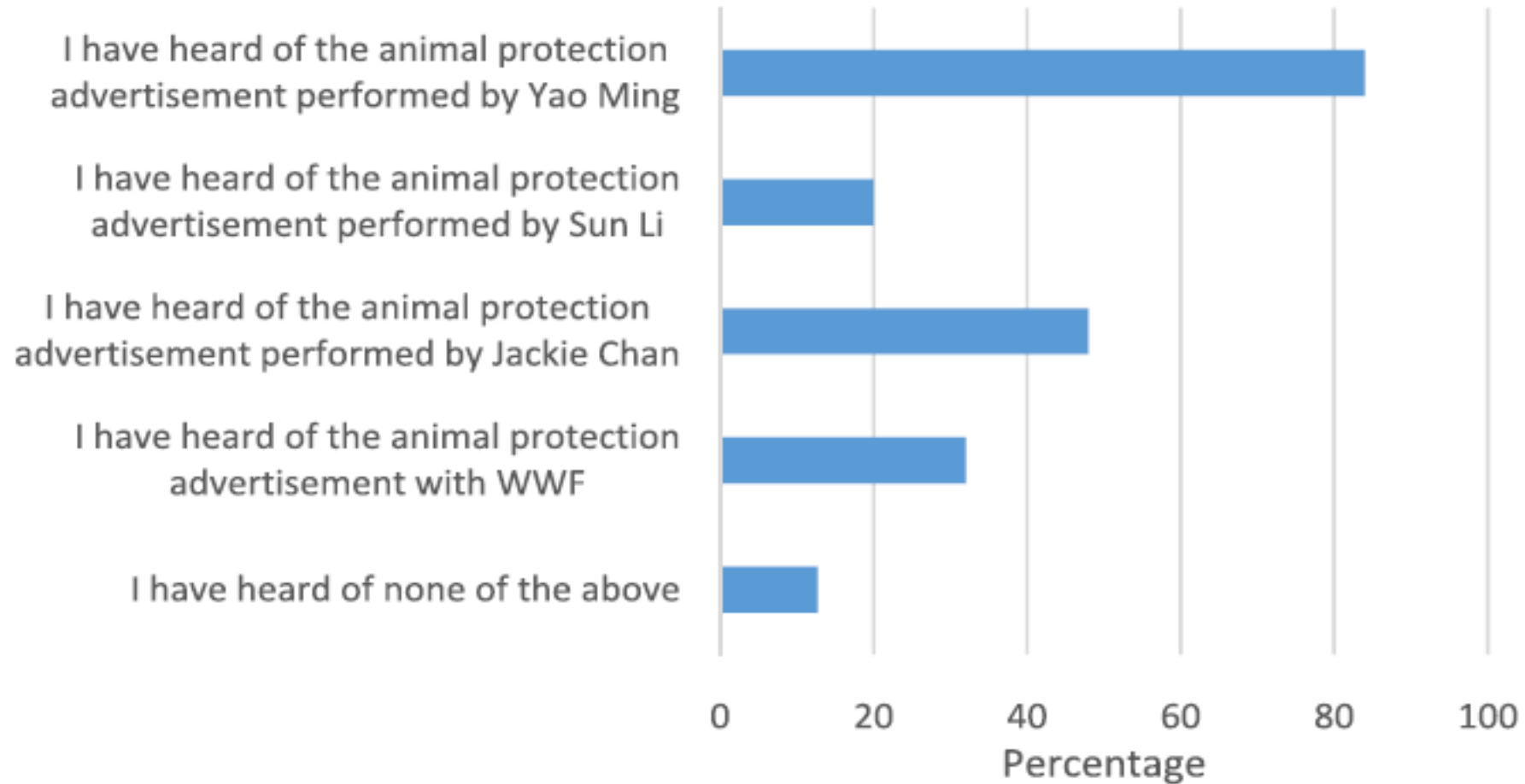
## Annual spending on seafood

- Shanghai: CNY4227
- Beijing: CNY2402
- Lower socio-economic status: CNY 2642
- Middle socio-economic status: CNY2970
- High socio-economic status: CNY4273
- Groups with higher socio-economic status also eat more out of home

# Consumption motives



# Consumer attitudes on sustainability



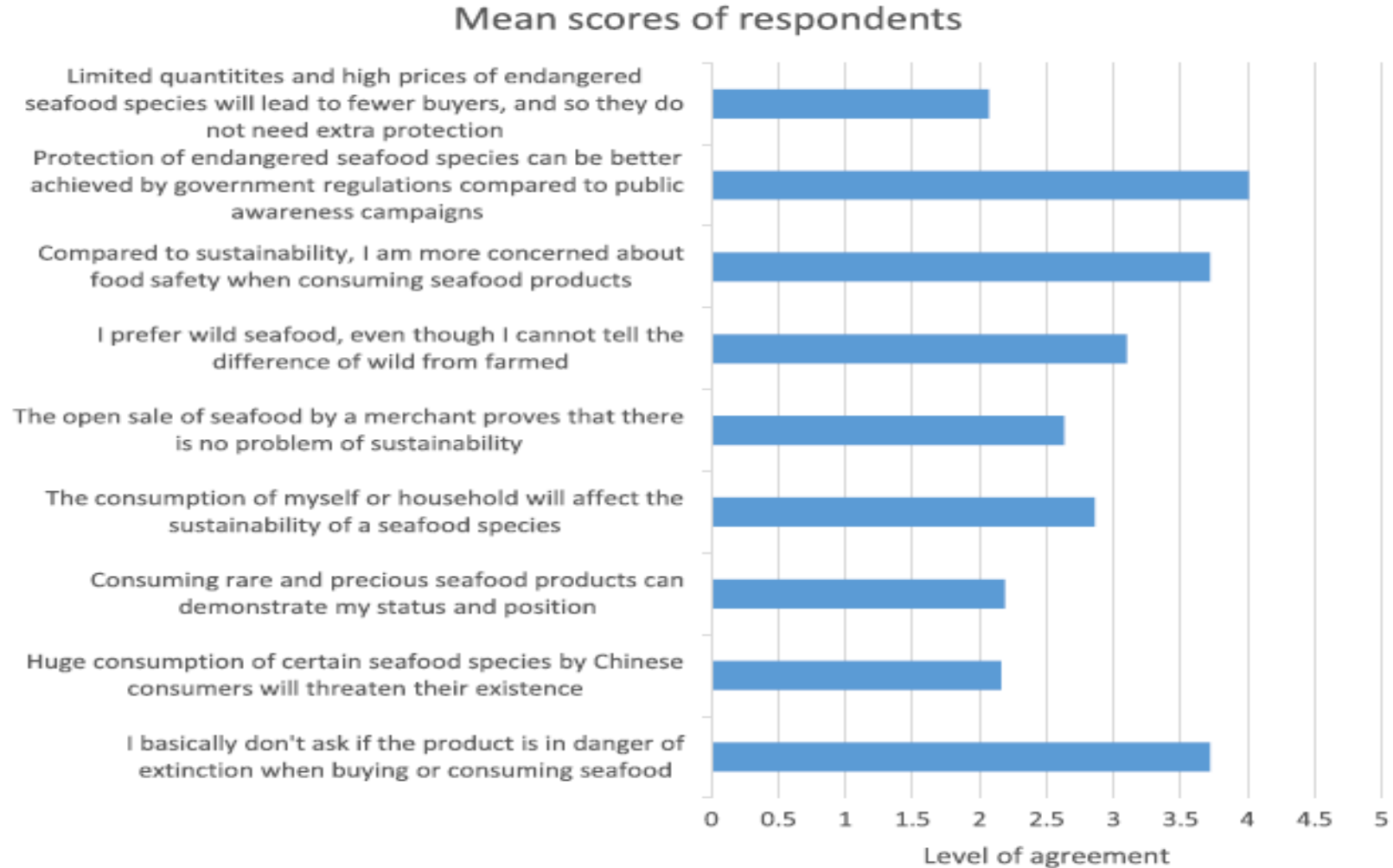
Numbers of respondents exposed to environmental advertisements (n = 300)

## Consumer attitudes on sustainability

- Marine Stewardship Council support 7.73 out of 10
- Support for MSC and environmental campaigns both associated with higher levels of education



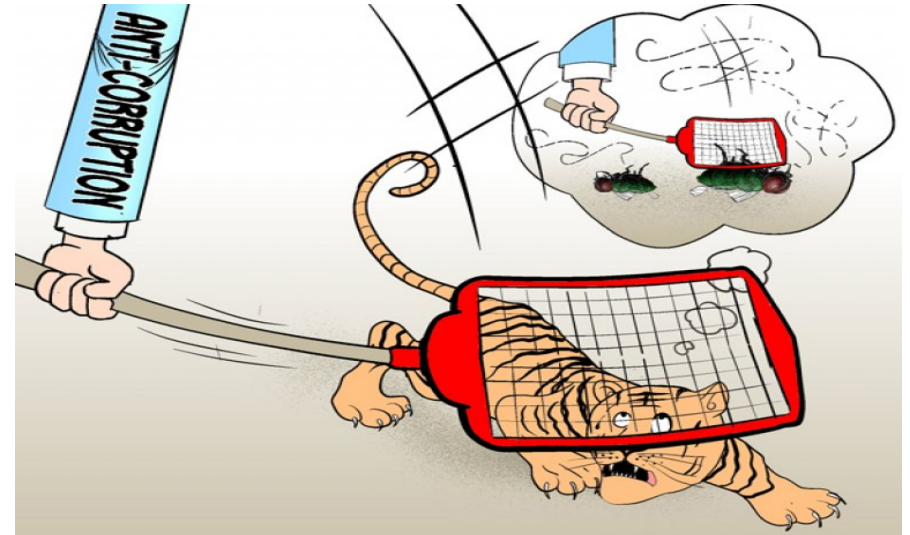
# Consumer attitudes on sustainability



Respondents' level of agreement with various statements concerning seafood sustainability (n= 300)

# Luxury seafood consumption

- Crack down by government on corruption, including banquets
- Wider economic slowdown





# Shark fin

- Shark fin declining in popularity
- Government anti-corruption campaign
- Consumer awareness campaigns
- Fake shark fins





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# Thank you

- ARC Centre of Excellence for Coral Reef Studies, JCU, Australia
- Prof. Liu Neng, Peking University, China
- WWF China



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