

Heilsa og sjálfbærni: Það er hættulega
auðvelt að gabba neytendur

Valdimar Sigurðsson
Háskólinn í Reykjavík



Hvernig er hægt að koma hollum og sjálfbærum vörum betur á framfæri gagnvart neytendum?

Rannsóknarstyrkur (nr. 218235-051). Neytendahegðun og markaðssetning sjálfbærra
matvæla. Rannís: Valdimar Sigurðsson. 2021–2023.



Valdimar Sigurdsson

FOLLOW

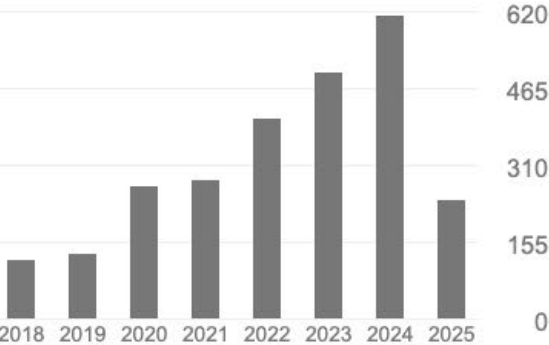
Professor, Reykjavik University. Centre for Research in Marketing & Consumer Psychology
Verified email at ru.is

Marketing Consumer Psychology Consumer Behavior Analysis Digital Marketing In-Store Marketing

TITLE	CITED BY	YEAR
☐ That personal profile image might jeopardize your rental opportunity! On the relative impact of the seller's facial expressions upon buying behavior on Airbnb™ A Fagerstrøm, S Pawar, V Sigurdsson, GR Foxall, M Yani-de-Soriano Computers in Human Behavior 72, 123-131	227	2017
☐ Virtual reality through the customer journey: Framework and propositions LD Hollebeek, MK Clark, TW Andreassen, V Sigurdsson, D Smith Journal of Retailing and Consumer Services 55, 102056	202	2020
☐ Consumer behavior analysis and social marketing: The case of environmental conservation GR Foxall, JM Oliveira-Castro, VK James, MM Yani-de-Soriano, ... Behavior and social issues 15, 101-125	201	2006
☐ Consumer attention to price in social commerce: Eye tracking patterns in retail clothing RGV Menon, V Sigurdsson, NM Larsen, A Fagerstrøm, GR Foxall Journal of Business Research 69 (11), 5008-5013	179	2016
☐ Brand placement and consumer choice: an in-store experiment V Sigurdsson, H Saevarsson, G Foxall Journal of applied behavior analysis 42 (3), 741-745	132	2009
☐ Mobile app vs. desktop browser platforms: The relationships among customer engagement, experience, relationship quality and loyalty intention I Khan, LD Hollebeek, M Fatma, JU Islam, RA Rather, S Shahid, ... Journal of Marketing Management 39 (3-4), 275-297	117	2023
☐ How to grow brand post engagement on Facebook and Twitter for airlines? An empirical investigation of design and content factors	111	2019

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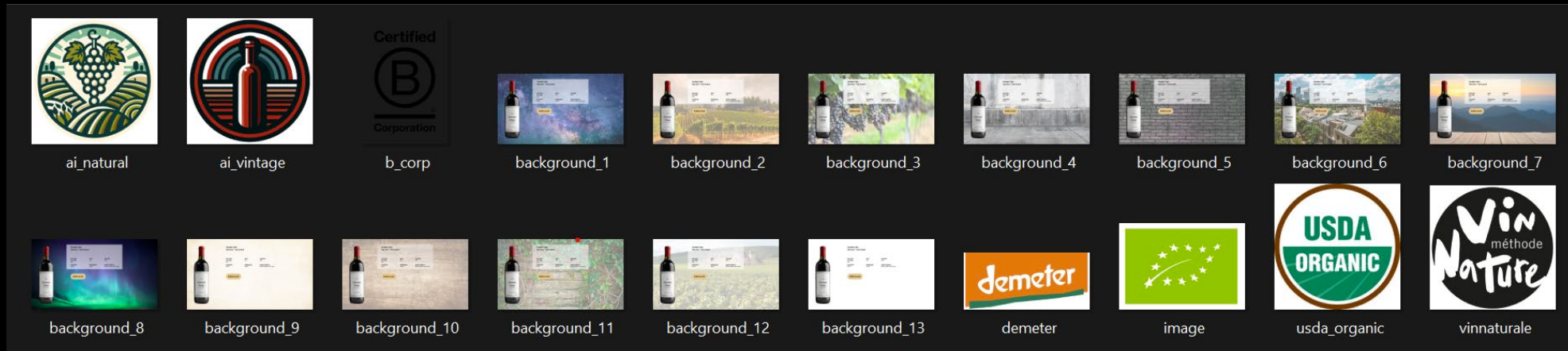
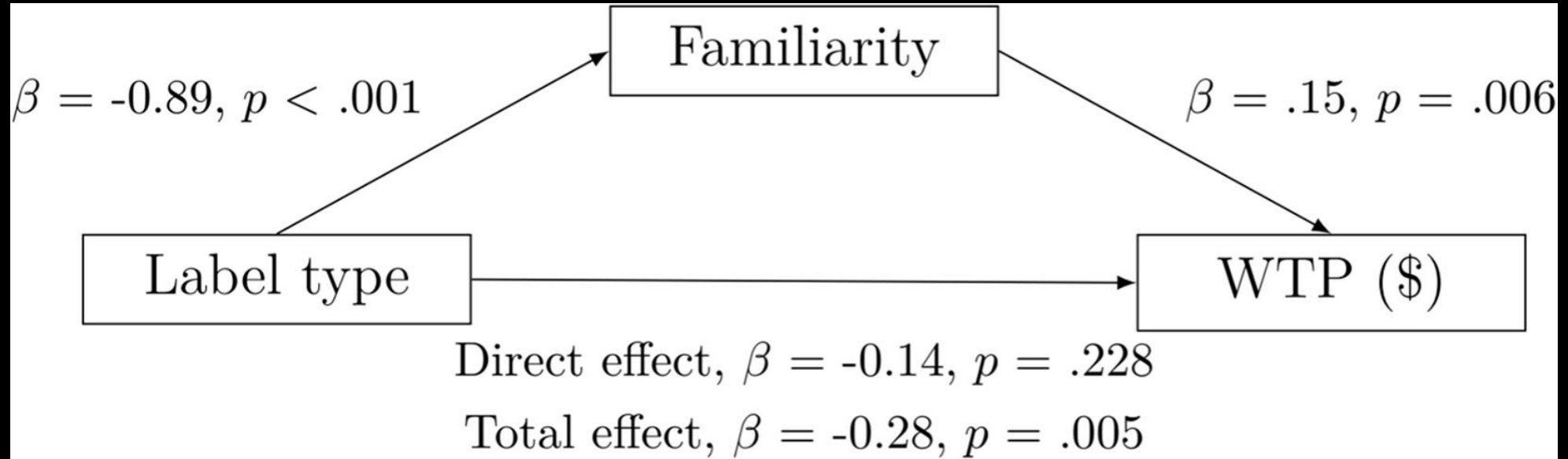
Based on funding mandates

Co-authorsEDIT

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Kristiania University of Applied S...>
- Nils Magne Larsen
Professor of Marketing at UiT Th...>







Sigurdsson, V., Larsen, N. M., Pálsdóttir, R. G., Folwarczny, M., Menon, R. V., & Fagerstrøm, A. (2022). Increasing the effectiveness of ecological food signaling: Comparing sustainability tags with eco-labels. *Journal of Business Research*, 139, 1099-1110.



Product of Norway - Arctic
Atlantic Salmon
Portion

Farm Raised, Fresh

\$5⁹⁹
6 OZ



Responsibly Farm Raised
**NORWEGIAN ATLANTIC
SALMON**
NO ANTIBIOTICS EVER
Fresh Never Frozen

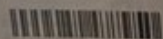
PRICES AND REFRIGERATED
PRICE PER LB 11.87 TOTAL PRICE 12/15/21
NET WT 10.45 \$11.51
PRODUCT OF NORWAY
FARMED RESPONSIBLY
asc
ASC-C-01706
6 MINUTES
GRILL PAN FRY BROIL COOKING TIME

365 by WFM

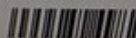
Sockeye Salmon
Fillet

Wild Caught, Frozen

\$29⁹⁹
32 OZ



Unit Price: \$0.9372 PER OUNCE
9948247795





LUNDS & BYERLYS

*Sixty South Pure
Antarctic Salmon Fillet*

SAFE HANDLING INSTRUCTIONS

THIS PRODUCT WAS PREPARED FROM INSPECTED AND PASSED MEAT AND/OR POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR COOKED IMPROPERLY. FOR YOUR PROTECTION, FOLLOW THESE SAFE HANDLING INSTRUCTIONS.

KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE. KEEP RAW MEAT AND POULTRY SEPARATE FROM OTHER FOODS. WASH WORKING SURFACES (INCLUDING CUTTING BOARDS), UTENSILS, AND HANDS AFTER TOUCHING RAW MEAT OR POULTRY.

COOK THOROUGHLY. KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.

NET WT

UNIT PRICE

TOTAL PRICE

.670

LB

\$13.99

\$9.37



Use/Freeze By:
12/15/21

LUNDS & BYERLYS EDINA, MN 55424



Staðhæfing

Vottun



Sjálfbærni







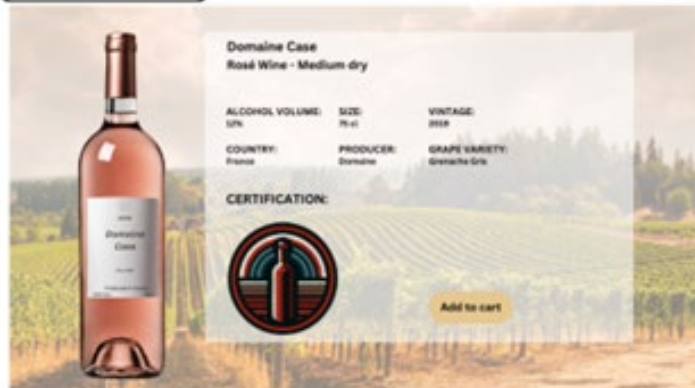
Domaine Case
Red wine - Full-bodied

ALCOHOL VOLUME: 12%
COUNTRY: France
SIZE: 75 cl
PRODUCER: Domaine
VINTAGE: 2019
GRAPE VARIETY: Grenache, Mourvèdre, Syrah

CERTIFICATION:
N/A

Add to cart

Click this button to continue



Domaine Case
Rosé Wine - Medium dry

ALCOHOL VOLUME: 12%
COUNTRY: France
SIZE: 75 cl
PRODUCER: Domaine
VINTAGE: 2019
GRAPE VARIETY: Grenache Gris

CERTIFICATION:



Add to cart

Click this button to continue



Domaine Case
White wine - Medium-bodied

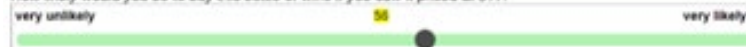
ALCOHOL VOLUME: 12%
COUNTRY: France
SIZE: 75 cl
PRODUCER: Domaine
VINTAGE: 2019
GRAPE VARIETY: Sauvignon

CERTIFICATION:

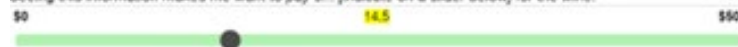


Add to cart

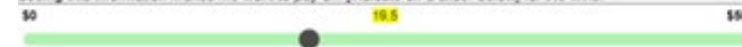
How likely would you be to buy this bottle of wine if you saw it priced at \$11?



Seeing this information makes me want to pay \$... [indicate on a slider below] for the wine.



Seeing this information makes me want to pay \$... [indicate on a slider below] for the wine.



 Icelandic Wild Caught Salmon - Fresh Fillets \$24 Buy	 Icelandic Farmed Salmon - Frozen Fillets \$8 Buy	 Alaskan Farmed Salmon - Fresh Fillets \$20 Buy	 Scottish Farmed Salmon - Frozen Fillets \$14 Buy	 Japanese Wild Caught Salmon - Fresh Fillets \$24 Buy	 Japanese Wild Caught Salmon - Frozen Fillets \$18 Buy
 Norwegian Farmed Salmon - Frozen Fillets \$8 Buy	 Japanese Wild Caught Salmon - Fresh Fillets \$30 Buy	 Scottish Wild Caught Salmon - Frozen Fillets \$24 Buy	 Alaskan Farmed Salmon - Fresh Fillets \$8 Buy	 Icelandic Wild Caught Salmon - Frozen Fillets \$30 Buy	 Norwegian Wild Caught Salmon - Fresh Fillets \$30 Buy
NONE: I wouldn't buy any of these. Select			NONE: I wouldn't buy any of these. Select		



Study 1 Procedure and Materials (continued)

Product A

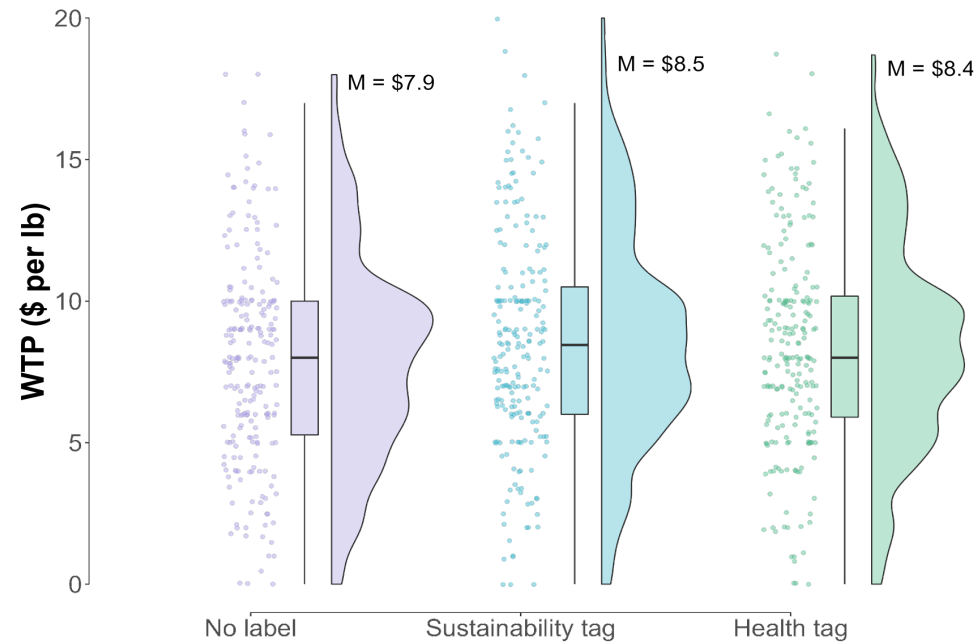


Product B



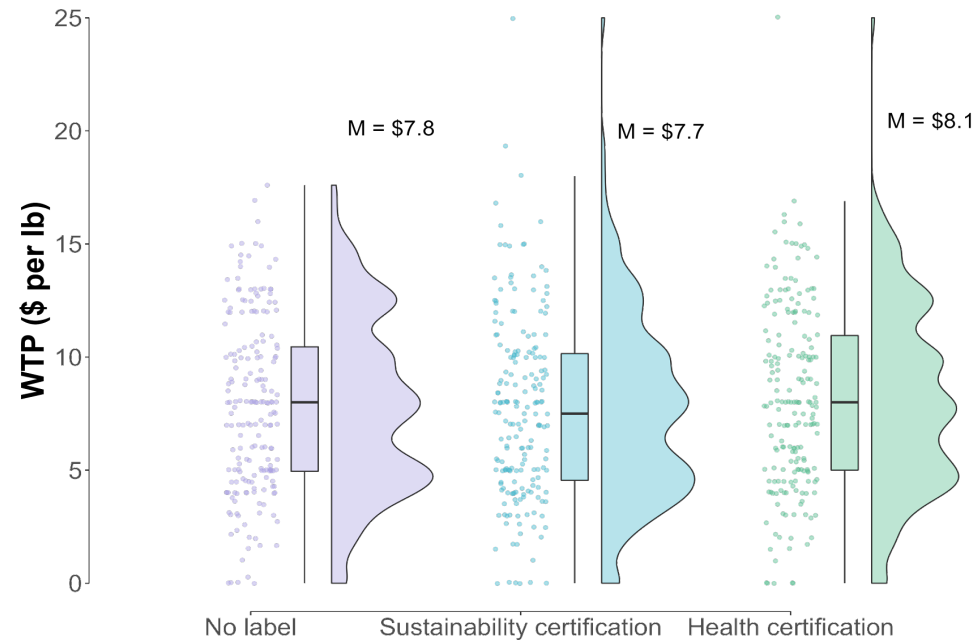
Which of the two products do you prefer now and to what extent?

					Indifferent					
Strongly Product A	☐	☐	☐	☐	☐	☐	☐	☐	☐	Strongly Product B



SUSTAINABLE

**Tags: \$7.9 -> \$8.5
= 7.6% increase
in WTP**



“The total exports of marine products in 2020 [...] were worth 1,747 million EUR” (Responsible Fisheries, Iceland)

