



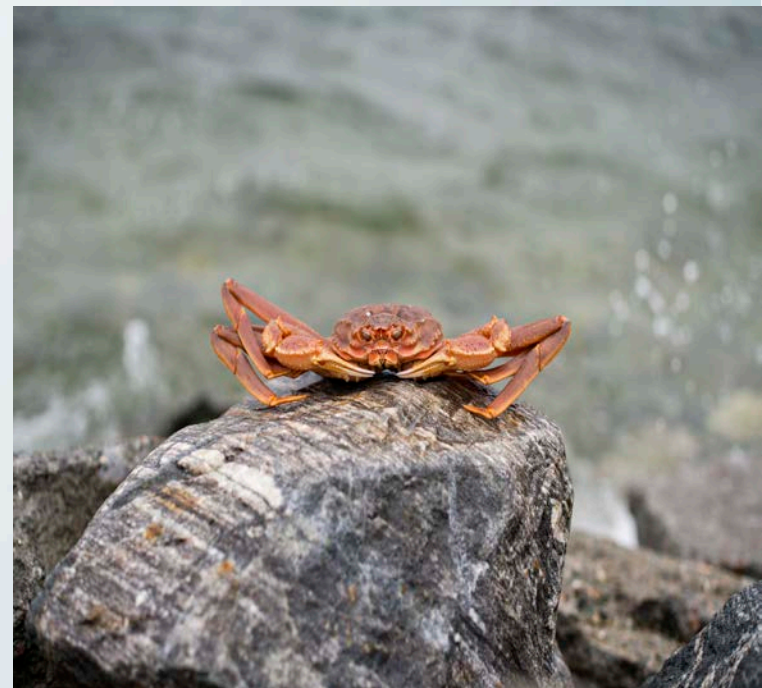
Nofima



Extending the market orientation approach

- the case of live seafood

By Bjørg Nøstvold,
on behalf of Gøril Voldnes



Main research goal

- Strengthen competence on industrial marketing research
- Strengthen the market orientation of northern Norwegian seafood companies



Secondary goals

- Strengthen Nofima's competence on:
 - Market orientation
 - New markets
 - New species
 - Export of live seafood
 - Business relationships across cultures



Successful business

Market orientation

«A firm's ability to generate, disseminate and respond to market intelligence»

(Kohli and Jaworski, 1990)

Usual use of concept

- Dyadic perspective

Buyer - Seller

Case: Live seafood

- Natural based
- Complex
- Quick
- Quality/fresh
- Food Safety
- Luxury food



Extended MO

- **Internal factors**

- VRIN
- Dynamic capabilities

- **External factors**

- market, competition, resource management

Resource management

- **King crab**
 - Quota
 - Changes 2015

- **Snow crab**
 - Uncertainties
 - Lupe hole

Model

Company

Market



Resource management

Competition

Method

- Qualitative
- In-depth interviews
- Whole value chain



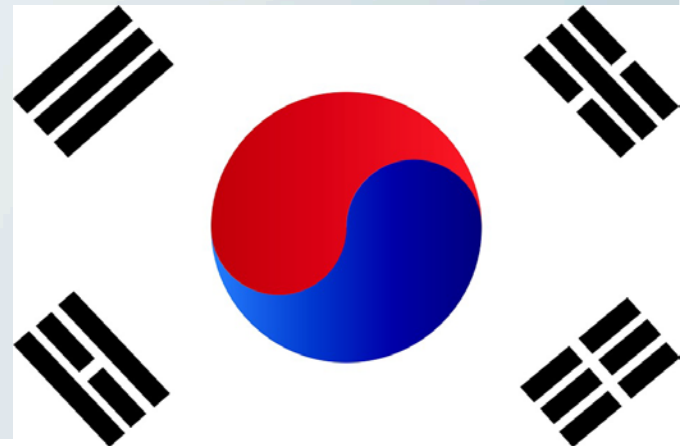
Satisfaction

- Overall positive evaluation (Gaski and Nevin, 1985)
- Long-term commitment
- Successful



South-Korea

- 50 million people
- Positive economic development
- Large tourism
- Food important
- Out-of-home consumption
- Seafood consumption 56 kilos
- Fresh
- Live



Live crab



Interviews

- Importers
- Distributors
- Retailers



Results

- Russian dominans
- Directs landings
- Lower mortality
- Higher meat content
- Deliver only live crab



More Results

- Lack of information
- Partly satisfied
- Lower quality (condition/meat content/mortality)
- Russian crab better and cheaper

Further research

- Interviews in Norway
- Next year; USA





Thank you for your attention!

