

## Abstract

**Keywords:** Atlantic salmon, cold smoked salmon, sensory, quality, bacteria, consumer preference.

Quality and quality changes of cold smoked fish are quite well studied and known. However these quality attributes are not necessarily those that consumers use to decide what product to buy. The purpose of this study was to compare consumer choices to known quality attributes like sensory and bacterial quality.

For this purpose three different brands of cold smoked salmon were examined. They were tested for bacterial and sensory quality. Consumers preference was examined in a discount store, where these three brands were sold.

The results showed that when consumers were asked about what product they would prefer, little difference between the products was found when the price of the products was undisclosed. When sales records were viewed they show that the price does have the ultimate effect on what product consumers pick. One product from Fjörfiskur, had about 60% of the sales, when it had only 32% of the consumer preference. But there was a difference between the genders. About 42% of the females preferred the product from Fjörfiskur, while only 20% of the males showed preference to that product.

The sensory test and bacteria analysis lead not to that conclusion that it had almost no effect on the consumer preference. The smoking methods did have some effect on the consumer preference, which were different between the genders.

## Útdráttur

**Lykilorð: Lax, reyktur lax, skynmat, örverumælingar, val neytenda.**

Verkefni þetta fjallar í megindráttum um reyktan lax og hvað hefur áhrif á val neytandans þegar hann velur sér reyktan lax. Teknir voru fyrir þrír framleiðendur á norðurlandi þar sem ein tiltekin verslun var skoðuð nánar. Lagðir voru fyrir spurningalistar fyrir viðskiptavinum og þeir spurðir hvaða vöru frá hvaða framleiðanda þeir myndu velja. Ásamt því var reynt að finna mælanlegan mun milli framleiðenda bæði með örverumælingum og skynmati.

Lítill munur var á vali neytenda þegar engar kvaðir voru settar á valið, það er að segja verðið væri hið sama á þeim öllum. Hins vegar ef skoðaðar eru sölutölur hefur verðið úrslita áhrif. Vara frá Fjörfisk er seld mest eða um 60% af sölunni. Hins vegar ef skoðaðar eru viðhorf viðskiptavina Nettó, þá voru um 32% sem vildu kaupa fiskinn frá Fjörfisk. Ef skoðaðar eru kynjaskiptar tölur varðandi val neytenda kemur í ljós að konur vildu helst kaupa þá tegund sem mest var keypt af í þessari tilteknu verslun sem skoðuð var.

Þegar niðurstöður úr örverumælingunum og skynmatinu eru skoðaðar er ekki að sjá að slíkir þættir hafi mikil áhrif á val neytandans. Mismunandi reykingaraðferð virtist einungis hafa áhrif á val milli kynjanna.