

**ORL-F&HN-15****Market Orientation of Ready-to-use RTU Fish and Seaweed Powders: Consumers' Perception, Practice and Future Aspects**

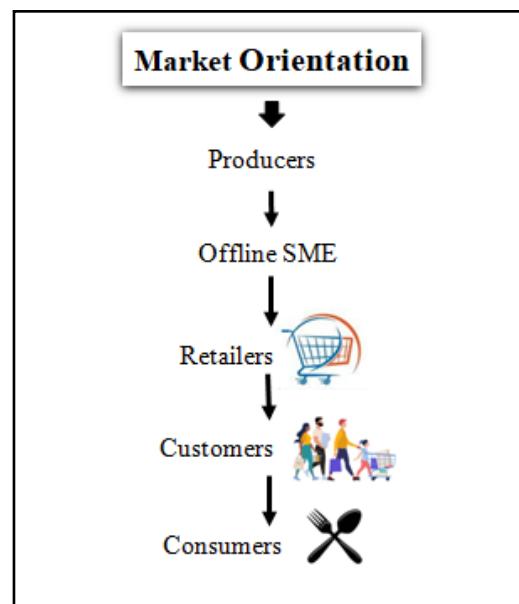
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Sustainable seafood systems must prioritize food security in accessible fisheries and aquaculture sectors. Bangladesh is embracing a new era of processed seafood consumption, highlighting the importance of a multi-actor approach to combat malnutrition and ensure global food security and sustained diet quality. Ready-to-use (RTU) seafood products could be a profitable commercial product with high nutritional quality and sensory attributes, catering to busy consumers in Bangladesh who are willing to pay more. Certainly, it is crucial to provide such creative food solutions to satisfy Bangladeshis' changing dietary demands and enhance overall public health by including stakeholders from all areas, including producers and manufacturers, small and medium enterprises (SME), retailers, and consumers. Based on food nutrition and security (FNS) criteria, seaweed (*Ulva lactuca*) and fish species (*Coilia dussumieri*, *Setipinna phasa*, and *Sardinella fimbriata*) were selected and prepared into three study products: seaweed, fish, and a composite of seaweed and fish powder. Processing loss and the approximate cost of RTU seaweed and fish powder were analyzed to fix the selling price of the study products. The marketing channel involved a local SME, 20 retailers, and 126 customers who purchased the study products through these channels, with 56 consumers responding through face-to-face interviews.

In a market where SMEs push retailers to purchase a new product in 80% of cases, 95% of retailers showed willingness to continue to sell the product as a profitable addition to the business. Oral advocacy (85%) played the strongest role in influencing customers. 327 people consume 36 different culinary items prepared using RTU seafood powders. In daily diets, seaweed powder and fish powder were tested more frequently.

Consumers rated the appearance of fish powder-based items as acceptable, scoring the highest (80.5%) on a five-point Likert scale among the study products. Seaweed powder-based items most commonly provided an acceptable option in terms of odor (76.3%) and taste (68.4%). Most adolescents rated the culinary items using the study product as acceptable to highly acceptable. 71.73% of respondents preferred the (30 g–50 g) packaging size. Consumer willingness-to-pay (WTP) was <50 BDT for RTU seaweed, fish, and composite powder, mostly.



The disclosure revealed a premium price of 100 BDT for the seaweed powder, making it the most expensive among the three categories. The fish powder topped the list in terms of respondents' willingness to buy again and suggest others. 73.21% and 60.71% of the respondents indicated their willingness to invest their time in purchasing RTUFPs throughout the year, respectively. 46.43% and 10.71% of respondents agreed and strongly agreed to pay a premium price for the study products if they cost more. This study highlights the perspectives, behaviors and intended future actions of consumers and other stakeholders.