## Consumer Preferences for Delaware Oysters

An Economic Evaluation of Marketing Messages

## **Marketing Attributes**

Consumers value the smell of the oysters the most, followed by saltiness, meat size and meat color.

Infrequent and first time consumers prefer wild-caught oysters while frequent consumers prefer aquaculture oysters.

Consumers in our study were willing to pay an average of \$0.81 per oyster.

All else held constant:

•Female consumers are willing to pay 33% less per oyster compared to male consumers.

•As the age of consumers increases by one year, their willingness-to-pay drops by 2.4%.







## Marketing "Local"

Compared to tourists, local residents are more willing to pay higher prices for oysters accompanied by the Inland Bays Oysters logo. In response to this logo:







28% of *locals* would pay a higher price for oysters with this logo.



A Southern Delaware delicacy.

13% of *tourists* would pay a higher price for oysters with this logo.

Additionally, consumers are willing to pay 16% more for oysters that are harvested locally.

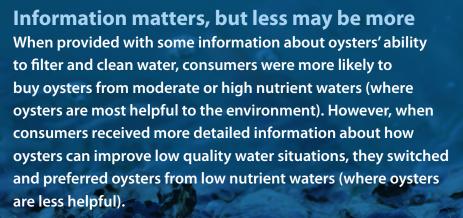
\*Note: Locals are represented by Delaware residents. Tourists are represented by participants recruited at the Lewis-Cape May ferry terminal.

## **Marketing Environmental Services**



**Consumers care about the environment** In general, consumers are willing to pay higher prices for oysters that improve water quality.





\*Note: Delaware Inland Bays waters are rated as moderate nutrient waters.



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