THE INFLUENCE OF ECONOMIC GLOBALIZATION TO SEAFOOD CONSUMPTION DEMAND OF CHINESE RESIDENTS

SHANGHAI OCEAN UNIVERSITY, CHINA
SUN Chen
chensun@shou.edu.cn
OUTLINE

- Data sources and methodology
- Consumption features of seafood of Chinese residents
  - The general consumption level of seafood of Chinese residents
  - Difference between urban and rural consumption of seafood
  - Difference among different regions of seafood consumption
- The impact by globalization to seafood consumption
  - The change brought by globalization to China
  - The changing consumption features of seafood of urban residents
- Conclusion and discussion
DATA SOURCE:

We relied on historical data from the following resources for our investigation: Chinese Fisheries Statistics Yearbooks, Chinese Export and Import Statistics Yearbooks of Aqua-products, and Statistics Yearbooks of China.
Stratified random sampling was conducted.

Three metropolitan cities including Shanghai, Beijing and Xian were chosen to get the data. In each city, four districts were selected. The total sample is 320 in which the valid is 310 including 99 of Beijing, 100 of Shanghai and 111 of Xian.
The general consumption level of seafood of Chinese residents
Fig. 1 Per capita ownership of seafood of Chinese residents (unit: kg)
(Sources: China Statistics Yearbook. Applied in Fig.13 and Fig.14.)
Fig. 2 Per capita consumption of different food of Chinese urban residents (unit: kg)
Fig. 3 Per capita consumption of different food of Chinese rural residents (unit: kg)
Difference between urban and rural consumption of seafood
Fig. 4 Per capita seafood consumption of Chinese residents (unit: kg)
Difference among different regions of seafood consumption
Table 1 Per capita seafood consumption of rural residents  
unit: kg

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Middle</td>
<td>4.53</td>
<td>4.61</td>
<td>5.17</td>
<td>4.86</td>
<td>4.71</td>
<td>4.64</td>
<td>5.11</td>
<td>4.85</td>
</tr>
<tr>
<td>The west</td>
<td>1.39</td>
<td>1.44</td>
<td>1.64</td>
<td>1.61</td>
<td>1.62</td>
<td>1.60</td>
<td>1.62</td>
<td>1.45</td>
</tr>
<tr>
<td>The northeast</td>
<td>4.46</td>
<td>4.54</td>
<td>4.74</td>
<td>4.60</td>
<td>4.50</td>
<td>4.23</td>
<td>4.65</td>
<td>4.41</td>
</tr>
</tbody>
</table>

(sources: China Statistics Yearbook.)
The change brought by globalization to China
With the economic globalization, there happened a great deal change in China.

- The openness significant development the income level of Chinese resident increased rapidly.

- The economic development an obvious progress in the urbanization.

- “Single Child ” policy, the more freely flowing of population ratio of aging population increased fast.
Fig. 5 The per capita annual income of Chinese residents of the Middle and the west

(sources: China Statistics Yearbook. Applied in Fig.24 and Fig.25.)
Fig. 6 The urbanization level of China
Fig. 7 The percentage of the people older than 65 in the total population
The changing consumption features of seafood of urban residents
The proportion of consumption expenditure of seafood to household food consumption expenditure increased.

The proportion:
18.03% (in 2007) \(\text{\textcircled{}}\) 20.47% (in 2012)
Fig. 8 The causes for seafood consumption
Fish, crab and shrimp are prior to other species while purchasing. Recently, the portion of shellfish and seaweeds slightly decreased while the one of mollusks increased somewhat.
Fig. 9 In 2012

- Fish, 57.31%
- Shrimp, 23.67%
- Shellfish, 10.16%
- Seaweeds, 4.36%
- Others, 2.82%

Fig. 10 In 2007

- Fish, 56.72%
- Shrimp, 23.30%
- Shellfish, 10.83%
- Seaweeds, 3.88%
- Mollusks, 3.16%
- Others, 0.90%
The main forms of seafood consumed by the urban residents are frozen, chilled whole fish and primary processed fresh one, but in recent years, the percentage decreased.
Fig. 11 Different seafood forms consumed by urban residents
Fig. 12 The factors concerned by the urban residents while purchasing
Pedlars’ market is the main place for urban residents to purchase seafood, but in recent years, other buying channels like supermarket, seafood stores and even online shopping are gradually accepted by the customers.
Fig. 13 The sequence of purchasing places of seafood
Seafood consumption level of Chinese residents is low compared with either that of the average level of world or the total output of China. Particularly, consumption level of rural residents and residents in middle and western regions are much lower. Apparently, there exists huge potential in seafood consumption in China. Moreover, with the globalization, a lot of change happened in China. With such great change, seafood consumption not only evidenced an increasing tendency, but also showed some different features.
On the level of government, on the one hand, propaganda on the nutrition of seafood should be improved hard so as to modify consumer’s preference of seafood over other food with protein. On the other hand, appropriate economic policy should be conducted so as to increase the income of residents, especially the income of those in rural areas and in middle and western regions.

On the level of enterprises, on the one hand, processing technology should be made a progress so as to supply more varieties processed seafood to feed diversified demand of consumers. On the other hand, cold logistics technology and system should be built so as to supply sufficient live and fresh seafood with quality safety for consumers.
ACKNOWLEDGEMENT:

To be complete, I would have to acknowledge every author listed in the reference as well as many other individuals from whom I have had discussions on demand of seafood in China. I will only mention Mr. LEI Jian-wei from INFOYU for his help on the report. I am also grateful to my graduate students, WU Yan and WANG Jian-guo for their hard work of data collecting and data sorting out.
Thanks for your attention