

## Name: Pirjo Honkanen

**Present position**     Scientist

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### Degrees

2006     Dr. Scient (Ph.D) in marketing, Department of Social Science and Marketing, Norwegian College of Fishery Science, University of Tromsø, Norway

1993     Master of Science Fisheries (major in marketing), Norwegian College of Fishery Science, University of Tromsø, Norway

### Experience

2009-        Senior researcher (forsker I) ,Nofima Marked

2002-2009    Researcher (forsker II), Fiskeriforskning

1996-2002    Researcher (forsker III), Fiskeriforskning

1993-1996    Quality manager and marketing work, Arctic Products AS, Bugøynes

### Selected publications

#### Reports

2009     Pirjo Honkanen (2009) Forbrukerpreferanser i endring? – Russland som marked. Rapport 5/2009

2008     Jens Østli,, Svein Ottar Olsen, Pirjo Honkanen (2008). Report of the Spanish study of (ethical) farmed cod, FOOD-CT-2004-506359, Deliverable 10: Project 2.4

2008     Kole, Adriaan; Kremer, Stefanie; Honkanen, Pirjo; Mejdell, Cecilie; Schelvis, Rian. (2008). Qualitative assessment of potential market opportunities of welfare actions and indices in fish farming. Report, BENEFISH, project no: 044118, Deliverable 7.1.

2008     Kole, Adriaan; Kremer, Stefanie; Honkanen, Pirjo; Mejdell, Cecilie; Schelvis, Rian. (2008). Literature reports with respect to the marketing of animal welfare in farmed fish. Report, BENEFISH, project no: 044118, Deliverable 7.3

2006     Honkanen P. & Voldnes G. (2006). Russian consumers' food habits. Report 27/2006. Fiskeriforskning

- 2006 Brunsø, K., Scholderer, J., Fruensgaard, L., Verbeke, W., Pieniak, Z., Honkanen, P., Olsen, S.O. (2006) Report on cross-cultural comparison of determinants of consumer behaviour and decision-making in relation to seafood. FOOD-CT-2004-506359, 2.1.6
- 2005 Honkanen P., Olsen S.O., Brunsø, K., Verbeke, W., Scholderer, J., Fruensgaard, L., and Pieniak, S. (2005). Report on cross-cultural eating habits and segments. 2.1.5, SEAFOODplus. FOOD-CT-2004-506359
- 2005 Honkanen P., Olsen S.O., Brunsø, K., Verbeke, W., Scholderer, J., Fruensgaard, L., and Pieniak, S. (2005). Testing and validating the scales used in consumer survey. 2.1.4, SEAFOODplus. FOOD-CT-2004-506359
- 2005 Scholderer, J., Brunsø K., Fruensgaard L., Honkanen P., Olsen S.O., Pieniak S., and Verbeke W. (2005). Report on theoretical and methodological developments for studying consumer behaviour in relation to seafood including the platform integrating different models and levels of analysis. 2.1.2, SEAFOODplus. FOOD-CT-2004-506359
- 2003 Olsen, B.I., Olsen, S.O & Honkanen P. (2003). Segmentering av det norske ungdomsmarkedet for middagsmat, fisk og fiskeretter. Rapport 4/2003, Fiskeriforskning

### Peer-reviewed journals

- In press Honkanen, P. Food preference based segments in Russia, Accepted, *Food quality & Preference*, [doi:10.1016/j.foodqual.2009.08.005](https://doi.org/10.1016/j.foodqual.2009.08.005)
- 2009 Honkanen, P. & Frewer, L. (2009), Russian consumers' motives for food choice. In press, *Appetite*. 52, 363-371.
- 2009 Honkanen, P. & Olsen, S.O.O. (2009) Environmental and animal welfare issues in food choice – the case of farmed fish”, *British Food Journal*, 111(3).
- 2008 Honkanen, P. Food preference based segments in Russia, Submitted, *Food quality & Preference* (2008)
- 2006 Honkanen, P., Verplanken, B., & Olsen, S.O (2006). Ethical values and motives driving organic food choice. *Journal of Consumer Behaviour*, 5, 420-430).
- 2006 Scholderer, J., Olsen, S. O., Brunsø, K. Honkanen, P. Verbeke, W. & Pieniak, Z. (2006): The relative importance of habitual and deliberative factors in food consumer behaviour. *Appetite* 47(2):276.
- 2005 Honkanen, P., Olsen, S.O., & Verplanken, B (2005). Intention to consume seafood – the importance of habit. *Appetite*, 95, 2, 161-168.
- 2004 Honkanen & Verplanken (2004). Understanding attitudes towards genetically modified food: The role of values and attitude strength. *Journal of Consumer Policy*, 27 (4), 401-420.
- 2004 Honkanen P., Olsen S.O., & Myrland Ø (2004). Preference-based segmentation: A study of meal preferences among Norwegian teenagers. *Journal of Consumer Behaviour*, March 2004, 3, 3, 235-250

**Other publications**

- 2005 Honkanen, P. and Olsen, S.O. (2005). Bedre liv gjennom økt forbruk av sjømat. Fisk, Industri og marked, 7, September, pp. 14-15.
- 2005 Honkanen, P., Nilssen, F. and Norberg, H.M. (2005). Torsk som oppdrettsart – et informasjonsdillemma?. Fisk, industri og marked, 6, august
- 2004 Østli J. and Honkanen P. (2004). Oppdrett av fisk og konsumentholdninger. *Norsk fiskeoppdrett*, 3, 2004

**Book Chapters**

- 2009 Honkanen, Pirjo (2009). Consumer acceptance of (marine) functional food. In Joop Luten (Ed.) Marine functional food, Wageningen Academic Publishers, Wageningen, The Netherlands, pp. 141-154.
- 2008 Brunsø, K., Birch Hansen, K., Honkanen, P., Olsen, S.O., Scholderer, J. and Verbeke, W. (2008). Consumer attitudes and seafood consumption in Europe, In Børresen, T. (ed.) *Improving seafood products for the consumer*, Chapter 3, pp. 16-39. Woodhead Publishing Ltd