

## Name: Hans Martin Norberg

**Present position** Scientist  
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### Degrees

2008 PhD  
1991 MSc

### Experience

1992 - Researcher, Fiskeriforskning (now: Nofima)  
1991 - 1992 Trainee, Norwegian Trade Council – Singapore (now: Innovation Norway, the Singapore-registered office)

### Present research activities and fields of interest

My research is related to consumer science, in particular third-party labelling and the consumer-decision-making process. In generic commodity advertising, quality assurance schemes represent a marketing strategy. A product manufactured according to a food quality assurance scheme is identified by a label, or mark, which certifies that the approved “input”, or raw material, holds certain attributes. A product attribute could be described by a concept like, e.g., environmental, organic, or free-range. Hence, it follows that products are differentiated by claiming certain values and, accordingly, schemes covering relevant food supply chains are recognised by the term “value-based labelling”. The communication of such labelling information to consumers questions label performance by asking, (how) do consumers value alternative claims on product and process-based attributes?

Industry reputation of fisheries and aquaculture is another area of my research. Issues raised by the media are of great interest for different organisations, authorities and the like. By comparing the fisheries and aquaculture industries with the agriculture industry, inclusive the fur-farming industry, we seek to illustrate if media attention towards these primary industries are related to the conditions in force for the performance of these industries.

### Selected publications

#### Reports

2010 Norberg, H. M. and B. H. Nøstvold, *Skrei® – merkeprofilering av et naturprodukt: konsumenters assosiasjoner, preferanse og betalingsvillighet*

[Skrei® - label image of a natural product: consumer associations, preference and willingness to pay], Report no. 21, June. (ISBN 978-82-7251-780-8.)

### Peer-reviewed journals

- 2011 Norberg, H.M., Maehle, N. and Korneliussen, T., From commodity to brand: antecedents and outcomes of consumers' label perception, *J of Product & Brand Management*, 20/5, 368-378.

### Other publications

- 2007 Norberg, H. M., The Influence of Collective Marks on Consumer Evaluation of Food Products, unpublished thesis, Universitetet i Tromsø, Norwegian College of Fishery Science, Department of Social Science and Marketing, December, 242 9. (ISBN: 978-82-91086-56-9.)
- 2006 Dulsrud, A. and Norberg, H. M.: Social limits to trust: The significance of embeddedness for consumers coping with uncertainty. In: M. Fritz, U. Rickert and G. Schiefer (eds.), *Trust and Risk in Business Networks*, pp. 363-372. Bonn: Universität Bonn-ILB. (ISBN: 978-3-932887-84-0.)
- 2006 Dulsrud, A, H. M. Norberg and T. Lenz: Too much or too little information? The importance of origin and traceability for consumer trust in seafood in Norway and Germany. In: J. B. Luten, C. Jacobsen, K. Bekaert, A. Sæbø and J. Oehlenschläger (eds.), *Seafood research from fish to dish: Quality, safety and processing of wild and farmed fish*, pp. 213-227. Wageningen: Wageningen Academic Publishers. (ISBN -10: 90-8686-005-2. ISBN-13: 978-90-8686-005-0.)
- 2005 Roos, G., A. Dulsrud and H. M. Norberg, The meaning of information on traceability of fish for establishment of consumer trust, In: M. Boström, A. Føllesdal, M. Klintman, M. Micheletti & M. P. Sørensen, *Political Consumerism: Its motivations, power, and conditions in the Nordic countries and elsewhere*, Proceedings from the 2nd International Seminar on Political Consumerism, Oslo, August 26-29, 2004. TemaNord 2005:517, pp. 395-415. Copenhagen: Nordic Council of Ministers.

### Selected presentations

#### Popular science articles

- 2010 Norberg, H. M., N. Maehle and T. Korneliussen: Skrei® – fra umerket til merket vare [Skrei® - from generic to branded product], *Matindustrien*, 4, March, pp. 41-42.
- 2006 Dulsrud, A. and H. M. Norberg: Mattilsynet – sin egen fiende? [The Norwegian Food Safety Authority – its own enemy?], *Handelsbladet Fk*, 24, July 12, p. 22.
- 2006 Norberg, H. M. and Dulsrud, A.: Knute på tråden [They have a little tiff], *Fisk, industri & marked*, 3, p. 24-25.