

Title: **The Relationship Between Convenience and Fish Consumption in Norway**

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Abstract: The role of convenience in explaining food attitudes and consumption has been discussed in several recent studies. The purpose of this study is to test a model of the relationship between convenience, attitudes and fish consumption in Norway. This model has previously been tested in five other European countries (Olsen et al in *Appetite* 49, 2007, pp. 214-222) and we compare our results with the findings from this European study. Survey data from a representative sample of more than 1400 Norwegian households form the basis for our analyses. The dependent variable was consumption of fish as a main dish. The other variables; convenience orientation, product inconvenience and attitudes toward fish, were measured by multiple item measures. After checking for reliability and validity of the data by confirmatory factor analyses, structural equation modelling (SEM) in LISREL was used to estimate relationships between variables. The results from this Norwegian study confirmed the results from the European study suggesting that convenience orientation was positively related to the perceived inconvenience of fish, and that perceived inconvenience of fish was negatively related to both attitudes towards fish and to fish consumption. We found a minor but significant direct relationship between convenience orientation and fish consumption, which differs from most other European countries. However, the negative relationship between perceived inconvenience of fish and attitudes toward fish and fish consumption was stronger in Norway than in the other five European countries (Spain, Poland, the Netherlands, Denmark and Belgium). Together, these results confirm some earlier findings that fish is generally perceived as a relatively inconvenient type of food. Convenience orientation is related to attitudes toward fish and fish consumption, but mostly indirectly through the perception that fish is an inconvenient product. Thus, this study suggests that convenience orientation can be crucial to understanding food choice or behaviour only when critical mediating constructs are explored.