

## ***Understanding consumers***

### **Publications**

#### **2009**

Lyly, M., Liukkonen, K-H., Salmenkallio-Marttila, M., Karhunen, L., Poutanen, K. & Lähteenmäki, L. 2009. Fibre in beverages can enhance perceived satiety. *European Journal of Nutrition*, In press, Published online 21 March 2009.

#### **2008**

Arvola, A., Vassallo, M., Dean, M., Lampila, P., Saba, A., Lähteenmäki, L. & Shepherd, R. 2008. Predicting intentions to purchase organic food: The role of affective and moral attitudes in the theory of planned behaviour. *Appetite* 50, 443 - 454.

Lampila, P., van Lieshout, M., Gremmen, B. & Lähteenmäki, L. 2008. Consumer attitudes towards enhanced flavonoid content in fruit. *Food Research International* 42, 122-129.

Leikas, J. & Lampila, P. 2008. Aging citizens' experiences of electronic brain games. *Gerontechnology* 7, 150.

Lähteenmäki, L. & Lampila, P. 2008. Pohjoismaiset kuluttajat suhtautuvat terveystuotteisiin varauksella. *Kehittyvä Elintarvike* 19, 52 – 53.

Tuorila, H., Huotilainen, A., Lähteenmäki, L., Ollila, S., Tuomi-Nurmi, S. & Urala, N. 2008. Comparison of affective rating scales and their relationship to variables reflecting food consumption. *Food Quality and Preference* 19, 51 - 61.

#### **2007**

Arvola, A., Lähteenmäki, L., Dean, M., Vassallo, M., Winkelmann, M., Claupein, E., Saba, A. & Shepherd, R. 2007. Consumers' beliefs about whole and refined grain products in the UK, Italy and Finland. *Journal of Cereal Science* 46, 197 - 206.

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Lampila, P. & Lähteenmäki, L. 2007. Consumers' attitudes towards high pressure freezing of food. *British Food Journal* 109, 838 - 851.

Lyly, M., Roininen, K., Honkapää, K., Poutanen, K. & Lähteenmäki, L. 2007. Factors influencing consumers' willingness to use beverages and ready-to-eat frozen soups containing oat beta-glucan in Finland, France and Sweden. *Food Quality and Preference* 18, 242 - 255.

Lähteenmäki, L., Lyly, M., Urala, N., 2007. Consumer attitudes towards functional foods. In: *Understanding Consumers of Food Products*. Frewer, L.; van Trijp, H. (Eds). Woodhead Publishing Ltd, Abington, Cambridge, England, 412 - 427.

Lähteenmäki, L. 2007. Kuluttajat ja ruoan terveellisyys, *Elintarvike ja Terveys* 21 / 3, 28 - 31.

Lähteenmäki, L. 2007. Kuluttajan näkemys terveystavotteista. *Elintarvike ja Terveys* 21 / 3, 69 - 71.

## **2006**

Arvola, A. & Lähteenmäki, L. 2006. Developing healthier grain products - consumers' views as possible barriers. 2006 Food Choice Conf. 30th Annual Meeting of the British Feeding and Drinking Group. Birmingham, UK, 19 - 21 April 2006. *Appetite* 47, 258.

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## **2005**

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## **2004**

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Lyly, M., Salmenkallio-Marttila, M., Suortti, T., Autio, K., Poutanen, K. & Lähteenmäki, L. 2004. The sensory characteristics and rheological properties of soups containing oat and barley beta-glucan before and after freezing. *Lebensmittel-Wissenschaft und -Technologie* 37, 749 - 761.

Lyly, M., Soini, E., Rauramo, U. & Lähteenmäki, L. 2004. Perceived role of fibre in a healthy diet among Finnish consumers. *Journal of Human Nutrition and Dietetics* 17, 231-237.

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## **2003**

Lyly, M., Salmenkallio-Marttila, M., Suortti, T., Autio, K., Poutanen, K. & Lähteenmäki, L. 2003. Influence of oat beta-glucan preparations on the perception of mouthfeel and on rheological properties in beverage prototypes. *Cereal Chemistry* 80, 536 - 541.

Urala, N., Lähteenmäki, L. 2003. Reasons behind consumers' functional food choices. *Nutrition & Food Science* 33, 148 -158.

**Doctoral theses**

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VTT Biotechnology, Espoo. 96 p. + app. 70 p. VTT Publications : 594.  
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Urala, Nina. 2005. Functional foods in Finland. Consumers' views, attitudes and willingness to use. VTT Biotechnology, Espoo. 79 p. + app. 109 p. VTT Publications : 581.  
Pdf: <http://www.vtt.fi/inf/pdf/publications/2005/P581.pdf>