

## **Fö0468 – Consumer behaviour, food choice and sustainable food consumption**

### **Schedule, Spring 2023 (Updated 2023-03-10)**

This is the final schedule. We normally begin 15 minutes past each hour. 10 in the schedule means 10.15.

Some activities are taking place our Zoom classroom and there will be one digital classroom in zoom.. All activities (when you log in and log out) will be saved and used for checking presence in the course.

#### **Topic: Fö0468 - Digital Classroom**

Time: This is a recurring meeting Meet anytime

Join Zoom Meeting

<https://slu-se.zoom.us/j/67444989989>

Meeting ID: 674 4498 9989

Passcode: behaviour

**Literature.** The number within brackets indicate the readings to be made before the activity (except for the introductory lecture). After the schedule in this document, you find the literature list. Note that additional (mostly voluntary) papers are to be added, and made available through Canvas or links.

The course relies on a “flipped classroom” methodology where the readings provide with a basis for discussions and workshop activities at the scheduled activities. A short note/reflection should be brought to the activities as part of the preparation (except for the course introduction) and uploaded on Canvas (except for the introductory lecture). Occasionally a post-activity reflection may also be required.

There are three larger assignments to be made and graded: 1) A qualitative study report; 2) a quantitative study report, and; 3) a systematic-like review and essay. The latter will have the greatest weight in the grading. Additionally, there will be deliveries (shorter notes and reflections) that are not graded, but compulsory for pass.

Other important notes regarding the grade for pass is that you should have delivered your reflections on time before scheduled activities and have 80% presence on scheduled activities.

1 – Course introduction			
M			
Tu			
W 22/3	9-12	Course introduction (FF) (Datorsal 2, Ulls Hus, Uppsala)	Literature [1a]
Th 23/3	9-12	Workshop (FF) (Sal O2, Uppsala)	[Literature 1b]
F 24/3	9-12		
2 – Understanding the consumer			
M 27/3	9-12	Perception and meaning (FF) (Sal H)	Literature [2]
Tu 28/3			
W 29/3	9-10	Qualitative consumer research methods (FF) <b>Zoom</b>	Literature [3]
Th 30/3	10-12	The self, motivation, lifestyle <b>Zoom</b> (FF)	Literature [4]
F 31/3	13-16	Attitudes (FF) (Sal H, Uppsala + Plantan Alnarp)	Literature [6]
3 – Learning and memory; reading and own reflection			
M 3/4	9-12	Learning and memory (FF) <b>Zoom</b>	Literature [5]
	13-15	On academic writing and plagiarism (Åsa Ode, SLU Library) <b>Zoom</b>	
Tu 4/4		<i>Own reading</i>	
W 5/4		<i>Own reading</i>	
Th 6/4		<i>Holiday – No reading!</i>	
F 7/4		<i>Holiday – No reading!</i>	
4 – Conceptualising food choice			
M 10/4		<i>Holiday – No reading!</i>	
Tu 11/4	9-12	The influence from marketing and advertising on food choice [FF] (Sal H Uppsala + Plantan Alnarp)	Literature [8] Jigsaw lesson (you will read and present one of the three chapters from “Psychology of food choice” in a smaller group)
W 12/4			
Th 13/4	9-12	Seminar: A conceptual model of food choice (The qualitative study) (FF) (Sal H Uppsala + Plantan Alnarp)	Literature [7]
F 14/4			
5 – Consumer decision making			
M 17/4	9-12	Introduction to quantitative consumer research and Handout of project (AE) (Sal H + Anna on distance via Zoom)	Literature [11]

Tu 18/4	9-12	Decision making (AE) <b>Zoom</b>	Literature [14] Jigsaw lesson
W 19/4	9-12	Sensory methods, sensory science (Karin Wendin, guest lecture) <b>Zoom</b>	
Th 20/4	13.00-15:30	<b>Study visit, Ipsos sensory lab, Stockholm</b> , Warfvings väg 35 (Stadshagen). (you manage your own trip there)	
F 21/4	9-12	Quantitative consumer research; Seminar (AE) (Room Arenander, SLU Library, AE on Zoom)	[Literature 17] Jigsaw lesson (you will read and present one of the three papers)
6 – Understanding consumers and consumption, preparation of project study			
M 24/4	9-12	Statistics and exercise (AE) ( <b>Zoom</b> )	
Tu 25/4	9-12	Understanding consumers and consumption (demography and social groups). Jonas Bååth ( <b>Zoom</b> )	[13]
W 26/4	9-12	Follow-up seminar of project study (Release online questionnaire for data collection)(AE) ( <b>Zoom</b> )	
Th 27/4		<i>Own reading</i>	
F 28/4		<i>Own reading</i>	
7 – Quantitative consumer research methods			
<b>M 1/5</b>		<b><i>Holiday – No reading!</i></b>	
Tu 2/5	9-12	Book seminar (AE+FF) (sal H, Uppsala, teachers on distance) <i>and</i> Review of food applications literature seminar (nudge food case) (AE) (Sal H, Uppsala, teachers on distance)	Literature [12] (Thaler & Sunstein-Nudge) <i>and</i> Literature [15]
W 3/5	9-12	Data treatment workshop (AE) ( <b>Zoom</b> )	
Th 4/5	10-12		
F 5/5	9-12	Presentations of quantitative study (AE + FF) (Room Arenander, SLU Library, Teachers on distance)	

8 – Behavioural economics			
M 8/5	9-12	The review and introduction to the Review assignment (FF, SS, ÅO (at 11)) <b>Zoom</b>	Literature [9]
Tu 9/5	10-12	Introduction to literature database searches (Åsa Ode, SLU Library) <b>Zoom</b>	
W 10/5	10-12	Literature search workshop, the review assignment. (Åsa Ode, SLU Library) <b>Zoom</b>	
Th 11/5	10-12	Open supervision, literature search workshop, the review assignment (Åsa Ode, SLU Library (Zoom))	
F 12/5			
9 – Food and culture			
M 15/5	9-12	Food culture (guest lecture: Richard Tellström) (Uppsala campus, room to be announced)	Literature [16]
Tu 16/5		Supervision (FF, SS)	
W 17/5	9-12	Milk now and then – Food culture and ethnological food research (Guest lecture: Håkan Jönsson) Zoom	Literature [16] ( <i>no additional reflection is needed to be uploaded</i> )
Th 18/5		<i>Holiday – No reading!</i>	
F 19/5			
Week 10 – Individual work			
M 22/5		Supervision (open)	
Tu 23/5			
W 24/5			
Th 25/5			
F 26/5		12:00 Deadline to deliver final report (review)	
Week 11 - Presentation, course evaluation and summer vacation			
M 29/5		<i>Time prepare opponent review</i>	
Tu 30/5	10-12 13-16	Presentations (FF, SS) (Sal Y, Uppsala)	
W 31/5	9-12	Presentations (FF, SS) (Sal Y, Uppsala)	
Th 1/6		<i>Time for revising report</i>	
F 2/6	9-12	Final workshop and evaluation (FF) <b>Zoom</b>	

Compulsory. 80% presence is needed for scheduled activities, including those marked with Teachers: FF (Fredrik Fernqvist), AE (Anna Edenbrandt), SS (Sara Spendrup) GH (Gun Hagström)

## Readings Fö0468 Consumer behaviour and food choice

1. Main course book: Solomon et al. (2019) Consumer behaviour: A European perspective. <https://www.pearson.com/en-gb/subject-catalog/p/consumer-behaviour-a-european-perspective/P200000005457/9781292245430>
  2. Additional book with focus on food choice: Shepherd & Raats (2006). *The psychology of food choice*. Wallingford: CABI. Available as e-book through the SLU Library: e.g. <https://www.cabidigitallibrary.org/doi/10.1079/9780851990323.0000>
  3. Thaler & Sunstein (available in different prints)  
Nudge. <https://www.adlibris.com/se/bok/nudge-9780241552100>.
- All other papers and materials used will be made available on Canvas

Readings to be made before scheduled activities. Flipped classroom methodology is applied.  
Notes: Additional papers will be added separately, and will be available at Canvas.

Number in schedule	Consumer behaviour Solomon et al. (Main course book)	Psychology of food choice Shepherd & Raats (available as e-book)	Other sources (available on Canvas, except the "Nudge" book)
[1a]	1. Consumer behaviour and consumer society (introduction)  2. Shopping, buying and disposing <i>Time, purchase environment, disposal (food waste?)</i>		
[1b]			Prigent-Sionin & Hèrault-Fournier, 2005. The role of trust in the perception of the quality of local food products: with particular reference to direct relationships between producer and consumer. <i>Anthropology of food</i> 2005: 4. <a href="https://doi.org/10.4000/aof.204">https://doi.org/10.4000/aof.204</a>  Fernqvist & Ekelund, 2014: <i>Credence</i>

[2]	3. Perception and meaning <i>The perceptual process, sensory systems</i> <i>The meaning of things</i> <i>Effects of branding</i>		
[3]			Harris et al (2009) An Introduction to Qualitative Research for Food and Nutrition Professionals, Journal of the American Dietetic Association 109(1): 80-90. <a href="https://doi.org/10.1016/j.jada.2008.10.018">https://doi.org/10.1016/j.jada.2008.10.018</a>
[4]	4. The self <i>Self concept, self-esteem, self-consciousness, Gender</i>  5. Motivation, lifestyles and values <i>The motivation process</i> <i>Needs vs. Wants</i> <i>Classification of consumer needs</i> <i>Maslow</i> <i>Involvement</i> <i>Lifestyles, consumer identity and consumption choices</i> <i>Psychographics</i> <i>Values</i> <i>Means end</i> <i>Sustainability as value</i>	5. Food neophobia in humans <i>On the rejection of food</i> <i>Gender and age</i> <i>Family resemblance in food neophobia</i> <i>The role of motivational state in modulating acquired flavour preferences</i>	
[5]	6. Learning and memory <i>Learning theories</i> <i>Learning and memory</i>	6. The role of learning in development of food preferences <i>Learning models</i>	
[6]	7. Attitudes  <i>The function of attitude, how are they formed. Attitudes and</i>	3. Social psychological models of food choice <i>Expectancy value</i> <i>Attitude (Ajzen &amp; Fishbein)</i> <i>Attitude-behaviour</i>	

	<p><i>consistency (cognitive dissonance)</i>  <i>Measuring attitudes</i>  <i>The Fishbein model</i>  <i>Attitudes-behaviour and the gap</i>  <i>Mood in affective responses)</i>  <i>The route to persuasion</i></p>	<p>7. Mood, emotions and food choice  <i>What are mood and emotion?</i>  <i>Emotional responses</i></p>	
[7]		<p>1. A conceptual model of the food choice process over the life course</p> <p>2. The integration of biological, social, cultural and psychological influences on food choice</p>	<p><i>Other voluntary literature to be made available on Canvas:</i>  <i>Brunsnø, Grunert (Total Food Quality model, presented in ch 9, in Psychology of food choice)]</i>  <i>Furst, Bisogni (Food choice, presented in Chapter 1 in Psychology of food choice)</i>  <i>Shepherd (Food choice)</i></p>
[8]		<p>Jigsaw lesson - You will read and be ready to present one of the following chapters:</p> <p>9. Marketing parameters and the influence on consumer food choice</p> <p>11. The impact of the media and food choice</p> <p>12. The impact of advertising on food choice: The social context of advertising</p>	<p>The EU Farm to Fork strategy. Read in particular chapter 2.</p> <p><a href="https://ec.europa.eu/food/system/files/2020-05/f2f_action-plan_2020_strategy-info_en.pdf">https://ec.europa.eu/food/system/files/2020-05/f2f_action-plan_2020_strategy-info_en.pdf</a></p> <p>On the Farm 2 Fork strategy -a consumer perspective  <a href="https://www.slu.se/globalassets/ew/org/centrb/fu-food/publikationer/future-food-reports/slu-futurefood_rapport16-3_jordtillbordstrategin_fernqvist_eng.pdf">https://www.slu.se/globalassets/ew/org/centrb/fu-food/publikationer/future-food-reports/slu-futurefood_rapport16-3_jordtillbordstrategin_fernqvist_eng.pdf</a></p>
[9]			<p>Grant &amp; Booth (2009) A typology of reviews: an analysis of 14 review types and associated methodologies. Health Information and Libraries Journal, <b>26</b>, pp.91–108.</p>

			<i>No reflection needs to be uploaded</i>
[10]			Voluntary Chapter from Sensory science: "The senses". P. 27-41 "Anatomy and physiology and functions of smell and taste" (to be made available at Canvas). <i>No reflection needs to be uploaded</i>
[11]			Breidert, C., Hahsler, M. and Reutterer, T. (2006) 'A review of methods for measuring willingness-to-pay', <i>Innovative Marketing</i> , 2(4), pp. 8–32.  Voluntary reading: Mazzocchi, M. (2008) 'Statistics for Marketing and Consumer Research'. doi: 10.4135/9780857024657. It is available online at the SLU library. Particularly Chapter 1 and 3 are relevant for this session)
[12]			b) Thaler & Sunstein-Nudge
[13]	Note: The chapters are quite extensive, with a lot of text. The suggestion is to skim through the text rather than read it in detail, and select to read only those sections you find most interesting.  9. Groups and social media		



	<p><i>Social power</i> <i>Reference group</i> <i>Conformity</i></p> <p>10. European families types, structures, decision making and age cohorts <i>Age and consumer identity</i></p> <p>11. Income and social class <i>Consumer spending and economic behaviour</i> <i>Social class and consumption</i> <i>Status symbols</i></p>		
[14]	<p>8. Decision making</p> <p><i>Self regulation, cognitive, affective, habitual choice (decision making)</i></p>	<p>17. Implementation intentions: Strategic automatization of food choice <i>Modifying thoughts about food and cravings</i></p> <p><i>(Return to Ch 1 in Psychology of food choice)</i></p>	
[15]			<p>Bauer and Reisch (2019). Provides a review of nudges in food and health context) <i>Will be uploaded on Canvas</i></p>
[16]	<p>12. Culture and consumer behaviour</p> <p><i>Cultural systems</i> <i>Rules for behaviour</i> <i>Sacred and profane consumption</i></p> <p>13. Cultural change processes <i>Modes of cultural production</i></p>	<p><i>Voluntary reading</i></p> <p>10. The role of context in food choice, food acceptance and food consumption</p> <p><i>Voluntary reading</i></p> <p>18. The use of the stages of change model with dietary behaviours</p>	<p><i>Notes:</i> <i>Food and religion</i> <i>Food and taboos</i> <i>Gastronomy</i></p> <p><i>Food in culture</i> <i>Eating through history</i> <i>Food as fashion</i></p> <p><i>(Guest lectures)</i></p>

	<p><i>Acculturation processes (social change, the learning values, beliefs and behaviour)</i></p>		
<p>[17]</p>			<p>Jigsaw lesson (you will read and present one of the three papers:          Caputo, V., Sogari, G. and Van Loo, E. J. (2022) 'Do plant-based and blend meat alternatives taste like meat? A combined sensory and choice experiment study', Applied Economic Perspectives and Policy. <a href="https://doi.org/10.1002/aepp.13247">https://doi.org/10.1002/aepp.13247</a>.</p> <p>Grunert, K. G., Hieke, S. and Wills, J. (2015) 'Sustainability labels on food products: Consumer motivation, understanding and use', Food Policy, 44(2014), pp. 177–189.</p> <p>Wilson, L. and Lusk, J. L. (2020) 'Consumer willingness to pay for redundant food labels', Food Policy, 97(January). doi: 10.1016/j.foodpol.2020.101938.</p>