

Fö0468 – Consumer behaviour, food choice and sustainable food consumption Spring 2022

Schedule (Updated 2022-03-31)

Note: changes may occur in the schedule. There may be additional activities (indicated as preliminary in the schedule). We normally begin 15 minutes past each hour. 10 in the schedule means 10.15.

Most activities are taking place our Zoom classroom and there will be one digital classroom in zoom. We use the same link most of the times. 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			
Th 24/3	13-16	Course introduction (FF) Uppsala (Sal J)	Literature [1a]
F 25/3	9-12	Workshop (FF) Uppsala (Sal J)	[Literature 1b]
2 – Understanding the consumer			
M 28/3	10-12	Perception and meaning (FF) Zoom	Literature [2]
Tu 29/3			
W 30/3	9-10 10-12	Qualitative consumer research methods (FF) Zoom On academic writing and plagiarism (Åsa Ode, SLU Library) Zoom	Literature [3]
Th 31/3			
F 1/4	9-12	The self, motivation, lifestyle [FF] Zoom	Literature [4]
3 - Conceptualising food choice			
M 4/4	9-12	Learning and memory (FF) Zoom	Literature [5]
Tu 5/4			
W 6/4			
Th 7/4	10-12	Attitudes (FF) Sal H Uppsala (Teacher in Plantan, Alnarp)	Literature [6]
F 8/4	9-12	Seminar: A conceptual model of food choice (The qualitative study) (FF) Room to be booked in Uppsala (Sal H not free)	Literature [7]
4 – Reading and own reflection			
M 11/4	13-16	The influence from marketing and advertising on food choice [FF] Zoom	Literature [8] Jigsaw lesson (you will read and present one of the three chapters from “Psychology of food choice” in a smaller group)
Tu 12/4			
W 13/4			
Th 14/4			
F 15/4			
5 – Sensory science and methods			
M 18/4			
Tu 19/4	13-15	The review and introduction to the Review assignment (FF, SS) Zoom	Literature [9]
W 20/4			

Th 21/4	9-12	Sensory methods, sensory science (Guest lecture, Karin Wendin). Arenander (Karin Wendin online)	
	13-16	Sensory methods, basic tastes test (Gun Hagström) Uppsala *	Literature [10]
F 22/4	10-12, or 13-15	Prel activity	
6 – Consumer economic theory			
M 25/4	9-12	Introduction to consumer economic theory and Handout of project (AE) Uppsala Sal J	Literature [11] Breidert & Hasler (2006) Le Gall-Ely (2009)
Tu 26/4	9-12	Book seminar (AE, FF) Zoom	Literature [12] Select one of the two books (Dan Ariely-Predictably irrational or Thaler & Sunstein-Nudge)
W 27/4	10-12	Introduction to literature database searches (Åsa Ode, SLU Library) Zoom	
Th 28/4	9-12	Literature search workshop, the review assignment. (Åsa Ode, SLU Library) Zoom	
F 29/4	9-12	European consumers and their social groups (AE) Zoom	Litterature [13] Jigsaw lesson (you will read and present one of the three chapters from Solomon in smaller groups)
7 – Quantitative consumer research methods			
M 2/5	9-12	Statistics and exercise (AE) Zoom	
Tu 3/5			
W 4/5	9-12	Follow-up seminar of project study (Release online questionnaire for data collection) (AE) Zoom	
Th 5/5	10-12	Open supervision, literature search workshop, the review assignment (Åsa Ode, SLU Library) Zoom	
F 6/5	9-12	Decision making (AE) Zoom	Literature [14]
8 – Behavioural economics			
M 9/5	9-12	Review of food applications literature seminar (nudge food case) (AE + FF) Sal H Uppsala (Teacher in Plantan, Alnarp)	Literature [15]

Tu 10/5	9-12	Data treatment workshop (AE) Zoom	
W 11/5			
Th 12/5			
F 13/5	9-12	Presentations of quantitative study (AE, FF) Zoom	
9 – Food and culture			
M 16/5	13-16	Food culture (guest lecture: Richard Tellström). Uppsala Sal P	Literature [16]
Tu 17/5		Supervision (FF, SS)	
W 18/5	10-12	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 19/5			
F 20/5	10-12	Seminar	
Week 10 – Individual work			
M 23/5		Supervision (open)	
Tu 24/5			
W 25/5			
Th 26/5			
F 27/5		Deadline to deliver final report (review)	
Week 11			
M 30/5			
Tu 31/5	10-12 13-16	Presentations (FF, SS) Uppsala Sal J	
W 1/6	9-12 13-15	Presentations (FF, SS) Uppsala Sal J	
Th 2/6		<i>Time for revising report</i>	
F 3/6	9-12	Final workshop and evaluation (FF) Zoom	

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

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.	Psychology of food choice Shepherd & Raats	Other sources
[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. https://doi.org/10.4000/aof.204 Facets of quality (ref to Cazes-Valette, 2001)
[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, <i>Journal of the American Dietetic Association</i> 109(1): 80-90. https://doi.org/10.1016/j.jada.2008.10.018

[4]	<p>4. The self <i>Self concept, self-esteem, self-consciousness, Gender</i></p> <p>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></p>	<p>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></p>	
[5]	<p>6. Learning and memory <i>Learning theories</i> <i>Learning and memory</i></p>	<p>6. The role of learning in development of food preferences <i>Learning models</i></p>	
[6]	<p>7. Attitudes <i>The function of attitude, how are they formed. Attitudes and 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>3. Social psychological models of food choice <i>Expectancy value</i> <i>Attitude (Ajzen & Fishbein)</i> <i>Attitude-behaviour</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</p>	<p><i>Other voluntary literature to be made available on Canvas:</i> <i>Brunso, Grunert (Total Food Quality model, presented in ch 9, in Psychology of food choice)]</i></p>

		psychological influences on food choice	<i>Furst, Bisogni (Food choice, presented in Chapter 1 in Psychology of food choice) Shepherd (Food choice)</i>
[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>https://ec.europa.eu/food/system/files/2020-05/f2f_action-plan_2020_strategy-info_en.pdf</p>
[9]			<p>Grant & Booth (2009) A typology of reviews: an analysis of 14 review types and associated methodologies. Health Information and Libraries Journal, 26, pp.91–108.</p> <p><i>No reflection needs to be uploaded</i></p>
[10]			<p>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).</p> <p><i>No reflection needs to be uploaded</i></p>
[11]			<p>Breidert & Hashler (2006) Le Gall-Ely (2009)</p>

			<i>Papers will be uploaded on Canvas</i>
[12]			<p>Select one of the two books to read before the seminar:</p> <p>a) Dan Ariely-Predictably irrational <i>or</i> b) Thaler & Sunstein-Nudge</p> <p>See: https://youtu.be/Y7BoHeGhB0I</p>
[13]	<p>Jigsaw lesson - You will read and be ready to present one of the following chapters:</p> <p>9. Groups and social media <i>Social power</i> <i>Reference group</i> <i>Conformity</i> <i>Social media?</i></p> <p>10. European families (AE?) 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 <i>Self regulation, cognitive, affective, habitual choice (decision making)</i></p>	<p>17. Implementation intentions: Strategic automatization of food choice</p>	

		<p><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)</p> <p><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</p> <p><i>Modes of cultural production</i> <i>Acculturation processes (social change, the learning values, beliefs and behaviour)</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></p> <p><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>