

## Preliminary schedule

Fö0468 – Consumer behaviour, food choice and sustainable food consumption

**Literature.** The number within brackets indicate the readings to be made before the activity. After the schedule in this document, you will find the literature list. Note that additional 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). Occasionally a post-activity reflection will also be required.

Preliminary, there are three assignments to be made and graded: 1) A qualitative study; 2) a quantitative study, 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.

Week 1 (calendar week 15)	Time	Topic	Readings and deliveries
M			
Tu			
W 24/3	9-12	Course introduction [FF] <i>Speed reading?</i>	Literature [1]
Th 25/3			
F 26/3	9-12	Perception and meaning [FF]	Literature [3]
Week 2 (calendar week 16)			
M		No scheduled activities	
Tu		No scheduled activities	
W		No scheduled activities	
Th 1/4		No scheduled activities	
F 2/4		No scheduled activities	
Week 3 (calendar week 14)			
M 5/4		No scheduled activities	
Tu 6/4	9-12	The self, motivation, lifestyle [FF]	Literature [4] + Schwartz values
W 7/4	10-12	Introduction to review assignment [FF+SS]	The literature review paper
Th 8/4			
F 9/4	9-12	Seminar: A conceptual model of food choice [FF]	Literature [2] → Delivery of interview report
Week 4 (calendar week 15) <i>Thematic weeks 4-8: Consumer economics, consumer studies and methods of analysis (interpretation). Own Consumer valuation experiment</i>			
M 12/4	13-16	Attitudes [FF]	Literature [6]

Tu 13/4			
W 14/4			
Th 15/4	9-12	Consumer economics [AE] Consumer Economics (brief intro to standard economic theory). Methods for eliciting consumer preferences and willingness to pay. What affects WTP? Demographics.	Litterature [9a] + paper
F 16/4	9-12	Basic statistics [JEE+AF+ AE]	“Hand-out”
Week 5 (calendar week 16)			
M 19/4	10-12	Book club: Predictably irrational [FF]	Dan Ariely: Predictably irrational
Tu 20/4			
W 21/4	10-12	Databases, Literature search [Åsa Ode, SLU library]	
Th 22/4	9-12	Paper discussion together with researchers and statisticians [JEE+AF+ AE+FF]	[Res. paper 1 + Res. paper 2]
F 23/4	9-11	Seminar/discussion [AE + FF] 9-10. Presenting survey in groups. Giving each other feedback 10-11. Groups presenting, discussing questions that have arisen.	Questionnaire/material for data collection prepared
Week 6 (calendar week 17)			
M 26/4	9-12?	What influences the consumer? Decision making, heuristics, choice strategy (Flipped classroom format). [AE]	Literature [7]
Tu 27/4	9-12  (13-16)	literature search workshop [Åsa Ode, SLU library + FF/SS].  (Possibly half class divided into before and after lunch)	
W 28/4			
Th 29/4	10-12	Seminarium/discussion [AE + FF]	<i>Data is prepared</i>
	13-15	<i>Paper discussion together with researchers and statisticians</i> [JEE+AF+ AE+FF]	[Res. paper 3 + Res. paper 4]
F 30/4		No scheduled activities	
Week 7 (calendar week 18)			
M 3/5	13-15	Learning and memory [FF]	Literature [5]

Tu 4/5	10-12	Open supervision, literature search [Åsa Ode, SLU Library + FF]	
W 5/5	9-12	Marketing, groups and social media [SS, RM]	Literature [8]
Th 6/5			
F 7/5	9-12	Seminar – The results [AE + FF]	<i>Presentation of results → Delivery of report</i>
Week 8 (calendar week 19)			
M 10/5	13-16	Demographics and food consumption	Literature [9b]
Tu 11/5	9-12 prel	<i>Preliminary guests. Sensory science, in research</i>	
W 12/5	9-12	Book club: Nudging [AE + FF]	Thaler & Sunstein "Nudge"
Th 13/5		No scheduled activities	
F 14/5		No scheduled activities	
Week 9 (calendar week 20)			
M 17/5	13-16	Culture and context	Literature [10]
Tu 18/5		<i>Possibly individual supervision, review</i>	
W 19/5	9-12 prel	<i>Preliminary guests: Food culture</i>	
Th 20/5	9-12 prel	<i>Preliminary guests: consumer research</i>	
F 21/5			
Week 10 (calendar week 21)			
M 24/5	9-12 prel	<i>Preliminary (online) study visit</i>	
Tu 25/5			
W 26/5			
Th 27/5			
F 28/5		Paper to be delivered	
Week 11 (calendar week 22)			
M 31/5			
Tu 1/6			
W 2/6	9-12 (A) 13-16 (B)	Presentation/opposition reviews	
Th 3/6	9-12 (A) 13-16 (B)	Presentation/opposition reviews	
F 4/6	9-12	Final workshop	

FF: Fredrik Fernqvist (Dept. of people and society)

AE: Anna Edenbrandt (Dept. of economics, Agrifood economics)

SS: Sara Spendrup (Dept of people and society)

Åsa Ode: SLU Library

JEE: Jan Eric Englund, Dept of biosystems and technology

AF: Adam Flöhr, Dept. of biosystems and technology

## 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	Notes and other readings
[1]	1. Consumer behaviour and consumer society (introduction)		
	2. Shopping, buying and disposing <i>Time, purchase environment, disposal (food waste?)</i>		
[2]		1. A conceptual model of the food choice process over the life course	Make own model – interview. Workshop: Model development. Discuss: What do we want to know?
		2. The integration of biological, social, cultural and psychological influences on food choice	
[3]	3. Perception and meaning <i>The perceptual process, sensory systems The meaning of things Effects of branding</i>		Chapter from Sensory science: “The senses”. P. 27-41 “Anatomy and physiology and functions of smell and taste” (to be made available at Canvas)  Grunert – total food quality model? Or expectation theory? USE OF SENSORY METHODS
			Facets of quality  What is quality?
[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>	Schwartz values Research method: Measuring values
[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>	Learning in food choice/preference building The food memory is very strong
[6]	7. Attitudes (AE?) <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>	3. Social psychological models of food choice <i>Expectancy value</i> <i>Attitude (Ajzen &amp; Fishbein)</i> <i>Attitude-behaviour</i>  7. Mood, emotions and food choice <i>What are mood and emotion?</i> <i>Emotional responses</i>	Fishbein, Ajzen. Attitude and behaviour. Verbek/Ittersum? Research method: attitudes  Can we persuade a more healthy eating? <b>Rekhy (2014?)</b> on campaigning for more healthy food
[7]	8. Decision making <i>Self regulation, cognitive, affective, habitual choice (decision making)</i>	17. Implementation intentions: Strategic automatization of food choice <i>Modifying thoughts about food and cravings</i>	Conner and heuristics in food choice Country of origin?  Return to the food choice models
[8]		9. Marketing parameters and the influence on consumer food choice	
	9. Groups and social media <i>Social power</i>	11. The impact of the media and food choice	Reference groups and food choice

	<i>Reference group</i> <i>Conformity</i> <i>Social media?</i>	12. The impact of advertising on food choice: The social context of advertising	
[9a]	10. European families (AE?) types, structures, decision making and age cohorts <i>Age and consumer identity</i>		Other paper  ?  Food and the social setting (does family matter?)
[9b]	11. Income and social class <i>Consumer spending and economic behaviour</i> <i>Social class and consumption</i> <i>Status symbols</i>	13. Adolescents, food choice and vegetarianism <i>Gender and adolescents</i>  14. Intra-family influences on food choice at mid-life <i>Gender, gender roles and the division of household tasks</i>  15. Food choices in later life  (Choose one of the three chapter)	Paper on age groups and food consumption  Vegetarianism and sustainable consumption  Income and food consumption. Socio-economic variables and food choice The example of organic food (Hughner) Food and class Food as status symbols
[10]	12. Culture and consumer behaviour  <i>Cultural systems</i> <i>Rules for behaviour</i> <i>Sacred and profane consumption</i>	10. The role of context in food choice, food acceptance and food consumption	Food and religion? Food and taboos? Gastronomy (Tellström, Jönsson)
	13. Cultural change processes <i>Modes of cultural production</i> <i>Acculturation processes (social change, the learning values, beliefs and behaviour)</i>	18. The use of the stages of change model with dietary behaviours	Food in culture Eating through history Food as fashion  <i>Migrant food (see paper, Food and the migrant experience)</i>

**CHAPTERS NOT INCLUDED:**

		<p>4. Biological influences on energy intake</p> <p>8. Food Cravings and addictions</p> <p>16. The impact of optimistic bias on dietary behaviour</p> <p>19. What is a healthy diet community?</p> <p>20. Eating behaviour in obesity</p>	
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