

Schedule Fö0488 – Consumer behaviour, food choice and sustainable food consumption
Spring semester 2025 (Updated 17 march 2025)

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: Fö0488 - 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: 010203

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.

Course literature DISCOUNT on the e-book “Consumer behaviour”: On the Pearson homepage: <https://eu.pearson.com/consumer-behaviour/9781292245430R180> you get a discount with the code **SLUDISCOUNT2025**

All other literature, except the Nudge book, will be available online.

1 – Course introduction			
M			
Tu 25/3	14-17	Course introduction (FF) (Room N, Uppsala)	Literature [1a]
W 26/3	9-12	Workshop (FF) (Room Alnarp, Ulls hus)	[Literature 1b]
Th 27/3	10-12	Qualitative consumer research methods and introduction to the qualitative assignment (FF) Zoom	Literature [3]
	13-15	On academic writing and plagiarism (Maria Wiklund, SLU Library) (Zoom)	
F 28/3			
2 – Understanding the consumer			
M 31/3	10-12	Perception and meaning (FF) (Zoom) <i>Own reading</i>	Literature [2]
Tu 1/4			
W 2/4	9-12	Prel. Understanding consumers and consumption (demography and social groups). (Jonas Bååth) (Zoom)	[13]
Th 3/4			
F 4/4	9-12	The self, motivation, lifestyle (FF + Maria Wiklund, SLU Library). <i>“Applying reading strategies and text analysis”</i> Room H	Literature [4] [To this session, there will be also 3 papers of different character: a qualitative, a quantitative and a review paper]
3 – Learning and memory; reading and own reflection			
M 7/4	10-12	Attitudes (FF) (Zoom)	Literature [6]
T 8/4			
W 9/4	9-12	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)

Th 10/4	10-12	Food Waste and consumer behaviour [Rosa Hellman], (Zoom)	Literature to appear on Canvas
F 11/4	9-12	Learning and memory (Emilia Mattsson) (Sal C212, Biocentrum)	Literature [5]
4 – Conceptualising food choice			
M 14/4	13-15	Sensory methods, sensory science (Karin Wendin, guest lecture) Zoom	
Tu 15/4			
W 16/4	9-12	Seminar: A conceptual model of food choice (The qualitative study) (FF) (Sal H Uppsala + Plantan Alnarp)	Literature [7]
Th 17/4			
F 18/4			
5 – Consumer decision making			
Mo 21/4			
Tu 22/4	9-12	Introduction to quantitative consumer research and Handout of project (Anna Edenbrandt) (Zoom)	Literature [11]
W 23/4	13-16	Quantitative consumer research; Seminar (Emilia Mattsson and Anna Edenbrandt) (Room H, AE will be on distance from 14:35) (note the time, wednesday afternoon)	[Literature 17] Jigsaw lesson (you will read and present one of the three papers)
Th 24/4			
F 25/4	9-12	Statistics and exercise (AE) (Zoom)	
6 – Understanding consumers and consumption, preparation of project study			
M 28/4			
Tu 29/4	9-12	Follow-up seminar of project study (Release online questionnaire for data collection) (AE) (Zoom)	Note. At latest 29/4 upload summary of one chapter of literature [12]
W 30/4 Valborg			
Th 1/5 First of May			

F 2/5	9-12	Decision making (Emilia Mattsson, Sal O1, undervisningshuset)	Literature [14] Jigsaw lesson
M 5/5	9-12	Review of food applications literature seminar (nudge food case) (AE, FF) (Sal H, Uppsala, teachers on distance)	Literature [15] Note. At latest 29/4 upload summary of one chapter of literature [12]
Tu 6/5	9-12	Data treatment workshop (AE) (Zoom)	
W 7/5			
Th 8/5			
F 9/5	9-12	Presentations of quantitative study (AE + Emilia Mattsson) (Room Framtiden, MVM (Mark-Vatten-Miljöcentrum) AE on distance)	
8 – The review as research method			
M 12/5	10-12	The review and introduction to the Review assignment (FF) Room H]	Literature [9]
	13-15	Introduction to literature database searches (Jonas Petersson & Isabelle Nesterud, SLU Library) Room Alnarp, Ulls	
Tu 13/5	13-15	Literature search workshop, the review assignment. (SLU Library) Room Alnarp, Ulls hus	
W 14/5			
Th 15/5			
F 16/5	10-12	Open supervision, literature search workshop, the review assignment (SLU Library (Zoom))	
9 – Food and culture			
M 19/5	9-12	Food culture (guest lecture: Richard Tellström)	Literature [16]
Tu 20/5		Supervision (FF)	
W 21/5	9-12	Milk now and then – Food culture and ethnological food	Literature [16] (<i>no additional reflection is needed to be uploaded</i>)

		research (Guest lecture: Håkan Jönsson) Zoom	
Th 22/5	13-15.30	Study visit Ipsos sensory lab Stockholm (you will make your own travel there). Note. Time might change.	Not yet planned, only placed here in the schedule randomly. Awaiting answer from Ipsos.
F 23/5			
Week 10 – Individual work			
M 26/5		Supervision (open, on zoom)	
Tu 27/5			
W 28/5			
Th 29/5 <i>Kristi himmelfärd</i>			
F 30/5		12:00 Deadline to deliver final report (review)	
Week 11 - Presentation, course evaluation and summer vacation			
M 2/6		<i>Time to prepare opponent review</i>	
Tu 3/6	13-16	Presentations (FF) (Sal O1, Undervisningshuset Uppsala)	
W 4/6	8.30-12	Presentations (FF) (Sal P, Ulls hus Uppsala)	
Th 5/6	10-12	Final workshop and evaluation (FF) Zoom <i>Time for revising report</i>	
F 6/5			

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. Anthropology of food 2005: 4. https://doi.org/10.4000/aof.204 Fernqvist & Ekelund, 2014: Credence
[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. 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]		1. A conceptual model of the food choice	<i>Other voluntary literature to be made available on Canvas:</i>

		<p>process over the life course</p> <p>2. The integration of biological, social, cultural and psychological influences on food choice</p>	<p><i>Brunsø, Grunert (Total Food Quality model, presented in ch 9, in Psychology of food choice)]</i></p> <p><i>Furst, Bisogni (Food choice, presented in Chapter 1 in Psychology of food choice)</i></p> <p><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>https://ec.europa.eu/food/system/files/2020-05/f2f_action-plan_2020_strategy-info_en.pdf</p> <p>On the Farm 2 Fork strategy -a consumer perspective</p> <p>https://www.slu.se/globalassets/ew/org/centrb/fu-food/publikationer/future-food-reports/slu-futurefood_rapport16-3_jordtillbordstrategin_fernqvist_eng.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, 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.</p> <p>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)</p>
[12]			b) Thaler & Sunstein-Nudge
[13]	<p>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.</p> <p>9. Groups and social media <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>		

	11. Income and social class <i>Consumer spending and economic behaviour</i> <i>Social class and consumption</i> <i>Status symbols</i>		
[14]	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> <i>(Return to Ch 1 in Psychology of food choice)</i>	
[15]			Bauer and Reisch (2019). Provides a review of nudges in food and health context) <i>Will be uploaded on Canvas</i>
[16]	12. Culture and consumer behaviour <i>Cultural systems</i> <i>Rules for behaviour</i> <i>Sacred and profane consumption</i> 13. Cultural change processes <i>Modes of cultural production</i> <i>Acculturation processes (social change, the learning values, beliefs and behaviour)</i>	<i>Voluntary reading</i> 10. The role of context in food choice, food acceptance and food consumption <i>Voluntary reading</i> 18. The use of the stages of change model with dietary behaviours	<i>Notes:</i> <i>Food and religion</i> <i>Food and taboos</i> <i>Gastronomy</i> <i>Food in culture</i> <i>Eating through history</i> <i>Food as fashion</i> <i>(Guest lectures)</i>
[17]			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

			<p>alternatives taste like meat? A combined sensory and choice experiment study', Applied Economic Perspectives and Policy. https://doi.org/10.1002/aepp.13247.</p> <p>Grasso, S., & Asioli, D. (2020). Consumer preferences for upcycled ingredients: A case study with biscuits. Food Quality and Preference, 84, 103951.</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>
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