# Consumer Psychology (with project work)

## Prof. Guendalina Graffigna, Prof. Peter Shulz

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to offer an overview on the main theories and methods of Consumer Psychology applied to food and healthy nutritional styles. In particular, the course will highlight the main applications of Consumer Psychology to support consumers’ intelligence processes related to the food sector. Finally, the course will introduce the main models of Psychology applied to Consumers Education, health communication campaigns and to behavioral change.

The course intends support students in acquiring introductory knowledge and skills related to psychological mechanism of food behaviors and to sustain their future ability in planning strategies and interventions aimed to (1) produce intelligence on food consumptions and market dynamics and (2) in orienting educational and communication campaigns aimed to orient and sensitize consumers.

More into details, the Course has the following objectives

***Knowledge and understanding***

At the end of the course, the student will be able to know and understand:

1. the main theories and the main models of psychology applied to the comprehension of consumers’ food behaviours

2. the main approach to the analysis of consumer food psychology

3. the main approaches to orient health communication campaigns to orient food behaviours

***Applying knowledge and understanding***

At the end of the course, the student will be able to:

1. Identify the main situations which require the application of psychological theories and techniques for the analysis of food consumption

2.correctly select among the different theoretical models of consumer psychology to deal with specific research and applied cases

3. know the processes and the approaches needed to orient communication campaigns to orient consumers behaviors

***Making judgements***

At the end of the course, the student will be able to:

1. recognize the research questions which require a psychological approach to the analysis of consumer food behaviours

2. select among the main theoretical models of psychology to produce knowledge on food consumption behaviours

3. know the main principles and methods of psychology of communication to orient health campaigns

***Communication skills***

At the end of the course, the student will be able to:

1. mastering the technical psychological language in describing the psychological processes at the basis of food consumption behaviours

2. argument with adequate confidence for the choice of one specific theoretical approach and analysis model to assess food consumption psychology

3. argument with adequate confidence for the choice of one specific theoretical approach and analysis model of health communication

***Learning skills***

At the end of the course, the student will be able to:

1.autonomously critically assess one own level of knowledge and skills in the analysis of food consumption psychology

2. identify adequate sources to deepen and improve their knowledge about food consumption psychology

3. master principles and methods of health communication in a psychological perspective

***COURSE CONTENT***

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|  | CFU |
| Elements of Psychology and application to consumptions dynamics and food market trends | 0.5 |
| The analysis of consumers’ needs, wants and motivations and its implication for food choices and consumption behaviours: theories, models and applications | 0.5 |
| The analysis of consumer’s perception mechanisms, selection of stimula and selective attention and their implication for food choices and consumption behaviours | 1.0 |
| The process of learning from a behavioural and socio-cognitive perspective: theories and models applied to consumer food intelligence and consumers’ food education | 0.5 |
| The process of decision making and its different mechanisms applied to purchaice choices and food behaviours: theories and models applied to consumer food intelligence and consumers’ food education | 0.5 |
| Personality, attitudes and values which drives consumers’ food choices and nutritional behaviours | 0.5 |
| Application of Consumer Psychology to food choices: case studies on the main current trends in food consumption | 0.5 |
| Principles of health communication management | 1 |

***READING LIST***

G. GRAFFIGNA, *Course Guidelines*

P. Shulz, *Course Guidelines*

M. Connor-C.J. Armitage, The Social Psychology of Food, Open University Press, 2002.

A.J. Kimmel, *Psychological Foundations of Marketing*, Routledge, (Selected chapter: 1 to 6), 2013.

***TEACHING METHOD***

The course will adopt a highly experiential and interactive didactic approach.

Moment of frontal lecturing will alternate with discussion of case histories and exercises in class and at distance under the supervision of the Professor

***ASSESSMENT METHOD AND CRITERIA***

The written exam will be related to knowledge acquired during the course and in the bibliographic material. Written exam will assess students knowledge and critical reflection. Furthermore it will assess students ability to apply theoretical notions to the discussion of practical cases of food consumption.

***NOTES AND PREREQUISITES***

*Office hours for students*

Professor Guendalina Graffigna will receive students after classes or by appointment.

Professor Peter Shulz will receive students after classes or by appointment.