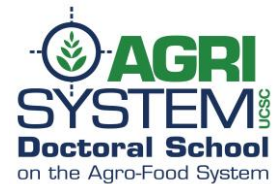




UNIVERSITÀ
CATTOLICA
del Sacro Cuore



FOOD CONSUMER PSYCHOLOGY

Prof./Dott. GUENDALINA GRAFFIGNA
Faculty of Agriculture, Food and Environment

Course Aims

The course intends support students in acquiring introductory knowledge and skills related to psychological mechanism of consumer decision making 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.

Methodology

Interactive lectures and case studies

Course description

The course aims to offer an overview on the main theories related to Consumer Decision Making applied to food consumption behaviours. 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 and to behavioral change.

Recommended texts

A.J. KIMMEL, PSYCHOLOGICAL FOUNDATIONS OF MARKETING, ROUTLEDGE, (SELECTED CHAPTER: 1 TO 6), 2013.