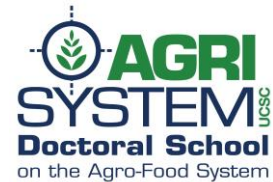




UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore



## FOOD CONSUMER PSYCHOLOGY

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### Course Aims

The course aims to offer an overview on the main theories and methods of Consumer Psychology applied to food consumption and healthy food choices.

The course intends supporting students in acquiring introductory knowledge and skills related to psychological mechanisms related to food behaviors and to sustain their future ability in planning strategies and interventions aimed to (1) produce intelligence on food consumptions and healthy behaviors and (2) in orienting educational and communication campaigns aimed to orient and sensitize consumers about food safety and correct risk management in food choices

### Methodology

The course will adopt an highly experiential and interactive didactic approach. Moment of frontal lecturing will alternate with discussion of case histories and project works in class and at distance

### Course Description

The course will introduce to elements of Consumer psychology: the main traditions and approaches of psychology applied to the analysis of consumer's attitudes, motivations, decision making processes, and consumption behaviours

In particular, the course will highlight the main applications of Consumer Psychology to support consumers' intelligence processes related to the analysis of consumers' healthy food choices: the approaches of research; the main techniques of consumer behaviour analysis; the application of consumer psychology to social media intelligence about food issues; cases of applications

Finally, the course will introduce the main models of Psychology applied to Consumers Education and to behavioral change in order to orient interventions aimed at sustaining consumers' safe food behaviors and to orient a correct public perception of food risks.

### Recommended Texts

G. Graffigna, Course Guidelines, 2019.  
M. Connor-C.J. Armitage, The Social Psychology of Food, Open University Press, 2002.