

Syllabus

Course description

Course title	CONSUMER BEHAVIOR
Course code	44736
Scientific sector	AGR/01
Degree	Master in Food Sciences for Innovation and Authenticity
Semester	1 st
Year	II
Academic year	2022/23
Credits	4
Modular	

Total lecturing hours	40
Total exercise hours	
Attendance	
Prerequisites	
Course page	

Specific educational objectives	<p>The course focuses on fundamental theoretical analysis of consumer behavior, and the application of these theories to real case studies. It is part of the 2nd Year - Path "Food Quality" at University of Parma.</p> <p>Methods for the collection and analysis of data on how to investigate consumer make food choices will be explained.</p> <p>The course will also pay attention to the link between these phases and the background theoretical framework in social and economic sciences.</p> <ul style="list-style-type: none"> • Market-oriented; • Environment and market segmentation; • Needs and motivations; • Means-end chains; • The marketing information systems and intro to marketing research; • Bibliography research; • Principal methods and techniques of qualitative research (survey development, sampling, analysis and data interpretation); • Principal methods and techniques of quantitative research (survey format, dependent and independent variables, sampling, measures, analysis and data interpretation); • Intro to sensory evaluation applied to consumer research.
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Lecturer	Giovanni Sogari
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<p>Learning outcomes</p>	<p>At the end of the course, the student must:</p> <p>(1) have acquired the main knowledge and skills on the concepts of social and behavioral sciences applied to consumer study;</p> <p>(2) being able to evaluate and debate case studies (e.g. scientific articles) that focus on consumer's food choices;</p> <p>(3) being able to conduct a bibliographic review using different available sources;</p> <p>(4) have acquired the basic principles and procedures to develop, conduct and analyze / interpret, independently, qualitative interviews and quantitative surveys in order to identify the main determinants of consumer choices;</p> <p>5) knowing how to develop a tool for data collection in the context of qualitative interviews and quantitative surveys (questionnaire, outline for focus groups, etc.), relevant to the research hypotheses;</p> <p>(6) know how to communicate in writing and / or orally the basic principles and procedures for developing and conducting consumer research.</p>
<p>Assessment</p>	<p>The assessment of learning will be carried out in the following ways:</p> <ol style="list-style-type: none"> 1. Exam to test the theoretical knowledge 2. Preparation of a Project Work, delivered to the instructor in pdf format (report) and relative oral presentation of the Project Work (with PowerPoint). The Project Work will be based on the development of a research project on consumers and food choices.
<p>Assessment language</p>	<p>English</p>
<p>Evaluation criteria and criteria for awarding marks</p>	<p>The report and the PowerPoint presentation will be organized in small groups.</p> <p>The evaluation of the project work will be based on:</p> <ol style="list-style-type: none"> 1) Coherence between the theoretical aspects, the proposed research plan and its implementation. 2) Strength and extent of the analysis (ability to stress the relevant points and address the specific questions). 3) Communication skills (clarity and effectiveness of the presentation). 4) Ability to generate discussion. <p>The evaluation criteria with which the acquired knowledge will be:</p>

	<p>a) ability to process the knowledge transmitted during the course, applying them to the concrete case of the question (for example, designing an empirical research given a defined context proposed by the teacher on the day of the exam),</p> <p>b) ability to argue their choices with references to the theory of behavioral sciences to investigate the proposed case study,</p> <p>c) methods of linguistic exposure and use of specific terminology.</p> <p>The final grade will correspond to the arithmetic average of the assessments obtained expressed out of thirty.</p> <p>The honors are awarded to those students who fully comply with the requirements. In addition, they have to demonstrate a systematic knowledge of the topic, an excellent ability to apply the acquired knowledge, and autonomy of judgment.</p>
<p>Required readings</p>	<p>Presentations from the instructor and other materials (e.g., book chapters and scientific articles) will be provided through the Elly website.</p>
<p>Supplementary readings</p>	