**COURSE**

**Measuring consumer preferences in the design of sustainable food products SSD: AGR/01**

PHD COURSE: Food Science

ACADEMIC YEAR: 2024/2025

**COURSE DESCRIPTION**

TEACHER: Riccardo Vecchio

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**GENERAL INFORMATION**

**SUGGESTED YEAR:**  II

**PERIOD**: from March to April

**CFU**: 4

**EXPECTED OUTCOMES**

The primary course objectives are the following: 1) To equip PhD candidates with abilities to conceptualize, design and implement consumer preferences research for sustainable food. 2) To expose PhD candidates to research in key substantive and methodological issues in sustainable food consumer preferences analysis.

**CONTENTS/SYLLABUS**

The course will transfer the foundations of sustainable food preferences analysis to PhD candidates; it will explain and motivate the main advantages and disadvantages of different marketing research techniques investigating stated or revealed preferences for sustainable food; will show the most applied and recent techniques for the analysis of preferences (as incentive-aligned methodologies and randomized controlled trials) and the possible applications of these techniques in applied and academic research.

The course will also provide students the tools to understand the outcomes and rationale of studies, analyzing consumers’ preferences (and drivers) for sustainable food.

**READINGS/BIBLIOGRAFY**

- Levitt, S. D., & List, J. A. (2009). Field experiments in economics: The past, the present, and the future. *European Economic Review*, 53(1), 1-18.

- Schäufele, I., & Hamm, U. (2017). Consumers’ perceptions, preferences and willingness-to-pay for wine with sustainability characteristics: A review. *Journal of Cleaner production*, *147*, 379-394.

- Vecchio, R., & Annunziata, A. (2018). Experimental Economics to Evaluate Consumer Preferences. In Methods in Consumer Research, Volume 1 (pp. 583-607). Woodhead Publishing.

- Aschemann-Witzel, J., Ares, G., Thøgersen, J., & Monteleone, E. (2019). A sense of sustainability?–How sensory consumer science can contribute to sustainable development of the food sector. *Trends in food science & technology*, 90, 180-186.

**TEACHING METHODS**

**Lectures hours: 18**

**Laboratory hours: 10**

**Seminars hours: -**

**Other activities hours: -**

**EVALUATION CRITERIA**

1. **Methods for acquiring eligibility**

* Written exam
* Oral exam
* X Project discussion
* Other

1. **Evaluation pattern**

For the eligibility, a percentage of the attendance at the course of at least 80% is requested.