

FOOD QUALITY FROM THE CONSUMER PERSPECTIVE

Code: 90075 **Curricular Year:** 3rd **Semester:** 5th **Optional** **Credits:** 2.5 ECTS

Lecturer(s): Magda Aguiar Fontes (CCP e R)

1. Contact hours:

Lectures – 24h Practicals - 4h Total – 28h

2. Objectives: To enable students to have an overall perception of food quality from the consumer perspective, going through the notions of quality cues and dimensions, quality perception and experience. To make students familiar with marketing concepts and some methods used to understand consumers` habits, attitudes and preferences towards food products. Make students familiar with some of the tools and strategies used within the business environment to give market competitiveness.

3. Programme: Theoretical: Food Consumption in the European Union: trends and main determinants. The food quality concept from the consumer point of view. Quality attributes and quality dimensions. Quality: perceptions and experience. Market research: understanding consumer preferences, attitudes and habits. The marketing concept, the marketing mix and the marketing environment. Practical: Focus groups; questionnaire surveys; Innovation in the agro-food sector: a case study.

4. Bibliography: Aguiar Fontes, M., Alexandra S. Pinto e Lemos, J.P.C. (2011). Qualidade na carne de bovino: atributos e percepção. *RPCV 110 (577-580)* 21-29.

Bech, A.C., Grunert, K.G., Bredahl, L., Juhl, H.J. e Poulsen, C.S. (2001). *Consumers` Quality Perception, In: Food, People and Society. A European Perspective of Consumers` Food Choices.* Edited by: L. J. Frewer; Risvik, E. and Schifferstein. Springer.

Banović, M., Grunert, K.G., Barreira, M.M. and Aguiar Fontes, M. (2009). Portuguese beef quality perception at the point of purchase: A study from Portugal, *Food Quality and Preference, 20*, 335-342.

Banović, M., Grunert, K.G., Barreira, M.M. and Aguiar Fontes, M. (2010). Consumers quality perception of national branded, national store branded, and imported store branded beef, *Meat Science, 84*, 54-65.

Class handouts.

4. Assessment:

The students' knowledge is evaluated at the end of the term with a written examination. Students of MEZPA (3 ECTS) are also required to do an essay and the FC = $=(2,5 \times EC + 0,5 \times EssayC) / 3$.