

FOOD QUALITY FROM THE CONSUMER PERSPECTIVE

Study programme: MIMV Curricular Year 3rd Semester 5th Optional ECTS: 2,5

Lecturers: Magda Aguiar Fontes (CCP), João Cota

1. Contact hours: Lectures - 24, Lecture/Practical – 4

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 marketing concepts and 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: Animal welfare assessment at the farm; questionnaire surveys; Innovation in the agro-food sector: a case study.

4. Bibliography:

Class handouts, lecture notes, scientific and technical papers.

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.

5. Assessment:

The students' knowledge is evaluated at the end of the term with a written examination in which all the subjects taught will be assessed and which includes short-answer questions (multiple choice, true-false and fill-in-the-blank).