



## Course syllabus

First Semester, Academic year 2025

1. **Faculty of Economics** Department of Agricultural and Resource Economics  
 2. **Course No. 01119536** Economics of food consumption for Agricultural and food Business

**Class schedule** Monday 1.00 P.M. – 4.00 P.M.

**Classroom** EC 5320

### 3. Course Description

Economic Theories of Food Consumption. Risk Preferences on Food Consumption. Demand for Food Attributes. Effects of Food Consumption on Health. Bias in Decision Making of Food Consumption. Effects of Ethical and Environmental Concepts on Food Consumption. Consumption of Food Away from Home and Food at Home. Food Loss and Food Waste. Global Food Policy. Food Policy in Thailand. Consumer Behaviour and Nudging Policy.

### 4. Objectives

4.1 Students can analyse changes in food consumer behaviour by applying behavioural economic theory.

4.2 Students can analyse the impact of food consumption policies and measures on consumers and producers from case studies.

### 5. Instructor

Assist. Prof. Dr. Suwanna Sayruamyat

### 6. Teaching method

Lectures, practice, group activities

### 7. Teaching materials

Power Point, Clips

### 8. Course outline

Week	Content	Activity
1	Ch 1 Economic Theories of Food Consumption	Lesson plans and lectures
2	Ch 2 Risk Preferences on Food Consumption	Lecture and discussion
3	Ch 3 Demand for Food Attributes.	Lecture and discussion
4	Ch4 Effects of Food Consumption on Health	Lecture and discussion
5	Ch5 Bias in Decision Making of Food Consumption	Lecture and discussion

Week	Content	Activity
6	Ch6 Effects of Ethical and Environmental Concepts on Food Consumption	Lecture and discussion
7	Ch7 Consumption of Food Away from Home and Food at Home	Lecture and discussion
8	Ch8 Food Loss and Food Waste	Lecture and discussion
9	Ch9 Food Policy	Lecture and discussion
10	Ch10 Food Policy in Thailand	Lecture and discussion
11	Ch11 Consumer Behaviour and Nudging Policy	Lecture and discussion
12	Ch12 Research issues in economics of food consumption and consumer behaviour	Lecture and discussion
13	Individual project	Individual presentation
14	Individual project	Individual presentation
15	Individual project	Individual presentation

## 9. Grading

Task	Percentage
Midterm Examination	20
Final Examination	20
Individual report	30
Participation	30
<b>Total</b>	<b>100</b>

## 10. Reference textbooks

11.1 Lusk, J. L., Roosen, J. and Shogren J. F. 2013. *The Oxford Handbook of the Economics of Food Consumption and Policy*. Croydon: Oxford University Press.

11.2 Goldsmith, E. B. 2016. *Consumer Economics: Issues and Behaviours*, 3 ed. London and New York : Routledge.

11.3 Altman, A. 2017. *Handbook of Behavioural Economics and Smart Decision-Making*. Cheltenham: Edward Elgar Publishing.

11.4 Schiffman L.G. and Wisenblit J. L. 2015. *Consumer behaviour* 11 ed. Essex: Pearson.

11.5 Mazzocchi, M. (2008). *Statistics for marketing and consumer research*. Sage.

11.6 Solomon, M. T. *Consumer Behaviour: Buying Having and Being*. Global Edition. Essex: Person.

11.7 Vogel, T. & Wanke, M. 2016. *Attitudes and Attitude Change*. 2 ed. New York: Routledge.

11.8 Solomon, M. R., (2021). *The New Chameleons: How to Connect with Consumers Who Defy Categorisation*. London: KoganPage.

## 12. Contact

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(Assist. Prof. Dr.Suwanna Sayruamyat)

29 July 2025