

Food Marketing and Consumer Behaviour (I002758)

Course size *(nominal values; actual values may depend on programme)*

Credits 5.0	Study time 150 h	Contact hrs	50.0h
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Course offerings in academic year 2022-2023

A (semester 1)	English	Gent
B (semester 1)	English	Gent

Lecturers in academic year 2022-2023

Verbeke, Wim	LA27	lecturer-in-charge
Hung, Christine Yung	LA27	co-lecturer

Offered in the following programmes in 2022-2023

	crdts	offering
Bachelor of Science in Food Technology	4	B
International Master of Science in Rural Development	5	A
Master of Science in Food Technology	4	B
Master of Science in Nutrition and Rural Development	5	A
Exchange Programme in Bioscience Engineering: Agricultural Sciences (master's level)	5	A
Exchange Programme in Bioscience Engineering: Food Science and Nutrition (master's level)	5	A

Teaching languages

English

Keywords

Consumer, attitude, behaviour, food, marketing management, product, price, promotion, place

Position of the course

The core of this subject pertains to the decision-making process of consumers with respect to food choice, as well as to the influence this decision-making process through marketing management activities. Consumers are the starting and end point of marketing management. The objective is to teach how food companies analyse their environment and their consumer's needs and wants, which are consequently translated into product specifications, product attributes, product development, price, promotion or communication and a specific retail or distribution format. The main aim is to teach concepts and principles of marketing and consumer behaviour, and to apply these specifically to food in today's Western European society. Theoretical concepts and insights will be applied through case studies and illustrated by invited guest speakers from the food industry. Specific attention will be paid to consumer acceptance of new technologies, novel products and the impact of personal characteristics on product acceptance, such as food neophobia or innovativeness.

Contents

1. Introduction to marketing and marketing management
2. Marketing environment

3 & 4. Principles of consumer behaviour towards food: models of consumer and purchasing behaviour; recent development in consumer behaviour towards food; contemporary trends in consumer food choice: health and convenience; acceptance of novel processing techniques and novel food products

5. Principles of marketing research: analysis of the marketing environment, consumer research, market research methods
6. Marketing strategy
7. Product innovation and product management
8. Communication management
9. Price policy and price management
10. Distribution and logistics management

Initial competences

Students have acquired a basic knowledge of economics with respect to agriculture and/or food products, through a basic economics or equivalent course during the Bachelor training.

Final competences

- 1 **Knowledge:** Knowing the principles and basic concepts with respect to marketing of food products, as well as principles and concepts with respect to consumer behaviour towards food.
- 2 **Insights:** Acquiring the capabilities to translate and apply principles and concepts into concrete applications as these will be discussed in the case studies, e.g. developing a coherent marketing mix based on consumer research findings or understanding factors influencing process or product acceptance.
- 3 **Skills:** Speaking and understanding the language and principles of marketing and sales departments within a food and agribusiness context.
- 4 **Attitude:** Being able to think and act market and consumer oriented, independent of the function occupied within a company, research or government institution.

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Lecture: plenary exercises, Guided self-study, Lecture, Self-reliant study activities

Learning materials and price

Handouts and English papers for theory and case studies are available. Handouts of the Powerpoint presentations used during the lectures are available through UFORA.

References

Consumer behavior. Engel, Blackwell & Miniard (1995). Dryden Press
 Food, people and society: A European perspective of consumers' food choices. Frewer, Risvik & Schifferstein (eds.) (2001). Springer Verlag
 Marketing management, de essentie. Kotler, Robben & Geuens (2003). Pearson Education Benelux. **We refer explicitly to the latest edition of the e-version of this handbook, which is available through the faculty's library.**
 Agro-food marketing. Padberg, Ritson & Albisu (1997). CAB International
 Verbeke, W. (2005). Consumer acceptance of functional foods: socio-demographic, cognitive and attitudinal determinants. Food Quality and Preference, 16 (1), 45-57
 Verbeke, W. & Vackier, I. (2005). Individual determinants of fish consumption: application of the theory of planned behaviour. Appetite, 44 (1), 67-82
 Verbeke, W. (2005). Agriculture and the food industry in the information age. European Review of Agricultural Economics, 32 (3), 347-368

Course content-related study coaching

Contact hours are planned for theory and practical exercises during which students can interact with the lecturer and/or assistant for further information or clarification. Practical exercises comprise individual tasks during which cases are developed. Guidance of exercises is performed by the lecturer in co-operation with assistants and/or scientific researchers from the department. Plenary feedback on the exercise tasks is provided.

Assessment moments

end-of-term and continuous assessment

Examination methods in case of periodic assessment during the first examination period

Written examination with open questions

Examination methods in case of periodic assessment during the second examination period

Written examination with open questions

Examination methods in case of permanent assessment

Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is not possible

Calculation of the examination mark

Written examination with open questions: 75% of the final score

Self-reliant study activities (exercise tasks): 25% of the final score

Students who eschew periodic and/or permanent evaluations for this course unit may be failed by the examiner. In case of a score below 50% for the written exam, the weighted total score based on exam and exercise tasks is rounded to the lower unit.

Scores for the exercise tasks cannot be transferred to another academic year.

Hence, new submissions of exercise tasks are required in case students retake the course in a new academic year.