

Food Marketing and Consumer Behaviour (I002758)

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

Credits 5.0 **Study time 150 h**

Course offerings in academic year 2024-2025

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

Lecturers in academic year 2024-2025

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

Offered in the following programmes in 2024-2025

	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 Food Systems	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

Attitude, Behaviour, Consumer, Food, Marketing management, Marketing mix, Market research, 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 and agribusiness companies analyse their environment, implement market research and obtain insights in their consumer's and customer's needs and wants. This forms the basis for a food company's marketing strategy. Consumer needs and wants are consequently translated into product specifications, product attributes that provide consumer benefits, product development, price, promotion or communication and a specific retail or distribution format. The main aim of this course is to teach concepts and principles of marketing and consumer behaviour, and to apply these specifically to food in today's society. Theoretical concepts and insights will be applied through food marketing case studies and examples. 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

- Table of contents
1. Introduction to marketing and marketing management
 2. Marketing environment
 3. Principles of consumer behaviour towards food
 4. Influencing consumer behaviour: nudging
 5. Principles of marketing research
 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, Independent work

Study material

Type: Handouts

Name: Food marketing and consumer behaviour

Indicative price: Free or paid by faculty

Optional: no

Language : English

Additional information: Online available

References

- Marketing: An Introduction. Armstrong, Kotler & Opresnik. (2019). Pearson Education.
- Food safety and consumer behaviour. Innovation in agri-food systems, product quality and consumer acceptance. Frewer, Fischer, Scholderer & Verbeke. (2005). Wageningen Academic Publishers.
- Marketing-management : de essentie. Kotler, Keller, Robben & Geuens (2014). Pearson Education Amsterdam. **We refer explicitly to the latest edition of the e-version of this handbook, which is available through the faculty's library.**
- Verbeke, W. (2005). Agriculture and the food industry in the information age. *European Review of Agricultural Economics*, 32 (3), 347-368.
- Verbeke, W. (2005). Consumer acceptance of functional foods: socio-demographic, cognitive and attitudinal determinants. *Food Quality and Preference*, 16 (1), 45-57.
- Verbeke, W. (2015). Profiling consumers who are ready to adopt insects as a meat substitute in a Western society. *Food quality and preference*, 39, 147-155.
- Hung, Y., de Kok, T. M., & Verbeke, W. (2016). Consumer attitude and purchase intention towards processed meat products with natural compounds and a reduced level of nitrite. *Meat science*, 121, 119-126.

Course content-related study coaching

Contact hours are planned for theory and practical exercises during which students can interact with the lecturers and/or assistants for further information or clarification. Practical exercises comprise individual tasks and a group poster task during which cases are developed. Guidance of exercises is performed by the lecturers in co-operation with assistants and/or scientific researchers from the department. Plenary feedback on the exercise tasks is provided. The group poster is presented and defended by the end of the semester followed by feedback per group.

Assessment moments

end-of-term and continuous assessment

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

Written assessment with open-ended questions

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

Written assessment with open-ended questions

Examination methods in case of permanent assessment

Presentation, 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 individual and poster group work assignments: 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.