



Subject Module
 Department of Agribusiness
 Faculty of Agriculture
 University of Islam Malang

Module Handbook

Module Title	Consumer Behavior
Module Level, if available	Undergraduate Study Program of Agribusiness
Course Code	MKW60730
Title, if available	-
Course (MK)	Social Research Methodology
Semester	5
Course Coordinator	Dr. Ir. Nikmatul Khoiriyah, MP.
Teaching Team	-
Language of instruction	Indonesian language/English
Linkages with the Curriculum	Study Program : Agribusiness Specialization:Agribusiness Type: Compulsory
Learning Methods and Duration	1. Lecture:100 minutes/meeting (14 meetings) 2. Practicum: 170 minutes/meeting (7 meetings) 3. Structured Assignments/individual and group Assigments presentation
Student Study Load	1. Lecture:100 minutes/meeting (14 meetings) 2. Practicum: 170 minutes/meeting (7 meetings) 3. Structured Assignments/quiz/group presentation 4. Attendance:75% of total attendance
Credit Weight	3 SKS or 5,1 ECTS
Requirements for Passing the Course	<ul style="list-style-type: none"> • Attendance $\geq 75\%$ • The final score of all learning evaluation components ≥ 50 Final score component: <ul style="list-style-type: none"> • 20%Midterm Exam • 20%Final Exam • 30%Practicum • 20%Structured Taks (individual and group) • 10% Presence
Course Prerequisite	Econometrics
Learning Outcomes	Hasil belajar yang diharapkan adalah: <ol style="list-style-type: none"> 1. Able to respond to problems regarding entrepreneurship, agribusiness, and green food.(ILO 1) 2. Able to evaluate projects in accordance with the techniques, methods, contrains, interpret data, and conclude it.(ILO 6) 3. Able to work efficiently, independently and teams work using a variety of methods to communicate effectively with in the scientific community and society.(ILO 9) 4. Behave in accordance with the code of ethics and responsibilities of the agribusiness entrepreneur profession including marketing management, acquisition project management, human resource management and control.(ILO

	10)
Learning Content	<p>After completing this course students are able to:</p> <ol style="list-style-type: none"> 1. Able to analyze various consumer behavior. 2. Able to develop various consumer behaviors and make decisions to develop marketing strategies so that marketing objectives are achieved. 3. Able to assess dynamic multinational marketing strategies so that they can adapt to global marketing <p>The topics include:</p> <ol style="list-style-type: none"> 1. Introduction To Consumer Behavior: <ul style="list-style-type: none"> • Development Of The Marketing Concept • Global Competition, The Importance Of Consumer Research • Consumer Research Process • Segmentation Basics • Selection Of Target Consumers • Making A Good Positioning 2. The Concept Of Personality: <ul style="list-style-type: none"> • Relationship Between Consumer Motivation And Their Behavior • Differences And Similarities Between Theories Of Motivation • Personality Theories • Personality Factors 3. Learning Concept: <ul style="list-style-type: none"> • Relationship Between Consumer Perception And Behavior • Elements And Aspects Of Perception • Differences In Learning Theories And Their Applications 4. Consumer Attitude: <ul style="list-style-type: none"> • Attitude Structure Models • Attitude Formation • Attitude-Changing Strategies 5. Referral Groups And Family Influence: <ul style="list-style-type: none"> • Reference Groups And Their Categories • Family, Consumer Function And Socialization • Family Life Cycle 6. Social Class: <ul style="list-style-type: none"> • Social Class, Definition, Size And Impact • Social Class Movement • Application Of Social Class To Selected Consumer Behavior 7. Culture And Sub-Culture: <ul style="list-style-type: none"> • Culture And Sub-Culture • Sub-Cultural Interactions • Cross-Cultural Consumer Behavior • Adaptive Global Marketing Strategy 8. Decision Making Process: <ul style="list-style-type: none"> • Consumer Decision-Making Process • Consumer Decision-Making Models • Results Of Consumer Decision-Making Processes • Consumer Behavior To Give Gifts • Relationship Based Marketing 9. Communication And Consumer Behavior <ul style="list-style-type: none"> • Communication Models • Communication Components • Designing Persuasive Communication • Advertising Effectiveness Research • Emotional Appeal In Advertising 10. Integrated Marketing:

	<ul style="list-style-type: none"> • Integrated Marketing Communications And Marketing Communications • Marketing Communications Mix • Development Of Effective Marketing Communications <p>11. Marketing Mix:</p> <ul style="list-style-type: none"> • Advertisement • Sales Promotion • Special Occasion • Public Relations <p>12. Direct Selling & Personal Selling :</p> <ul style="list-style-type: none"> • Direct Marketing • Salespeople
Uji Syarat dan Bentuk	<p>Examination requirements: Minimum of 75 % attendance to attend the final exam</p> <p>Test Form: Essay</p>
Learning Media	<p>Projector and screen, Zoom application, Google Classroom, e-book, WA Group, Learning Management System (LMS UNISMA), Youtube</p>
References	<p>Main References :</p> <ol style="list-style-type: none"> 1. Consumer behavior, Schiffman Kanuk 2. Consumer behavior, Michael R. Solomon 3. Perilaku Konsumen, Ujang Sumarwan <p>Supporting References :</p> <ol style="list-style-type: none"> 1. Broeks, M. J., Biesbroek, S., Over, E. A., van Gils, P. F., Toxopeus, I., Beukers, M. H., & Temme, E. H. (2020). A social cost-benefit analysis of meat taxation and a fruit and vegetables subsidy for a healthy and sustainable food consumption in the Netherlands. <i>BMC public health</i>, 20, 1-12. 2. Céline, M., Valérie, G., Karine, G., Sandrine, C., Nathalie, G., Stéphane, G., & Sébastien, G. (2020). Consumer behaviour in the prediction of postharvest losses reduction for fresh strawberries packed in modified atmosphere packaging. <i>Postharvest Biology and Technology</i>, 163, 111119. 3. Wucher, H., Klingshirn, A., Brugger, L., Stamminger, R., Geppert, J., Kölzer, B., ... & Härten, J. (2020). Tackling Food Waste: Impact of German Consumer Behaviour on Food in Chilled Storage. <i>Foods</i>, 9(10), 1462. 4. Oppong-Kyeremeh, H., & Bannor, R. K. (2020). Fruits and Vegetables Consumption Behaviour: A Case Study of Rural and Urban Households in the Techiman Municipality, Ghana. <i>Agricultural Research</i>, 1-13. 5. Dhaoui, O., Nikolaou, K., Mattas, K., & Baourakis, G. (2020). Consumers' attitude towards alternative distribution channels of fresh fruits and vegetables in Crete. <i>British Food Journal</i>. 6. Timpanaro, G., Bellia, C., Foti, V. T., & Scuderi, A. (2020). Consumer behaviour of purchasing biofortified food products. <i>Sustainability</i>, 12(16), 6297. 7. Nezamova, O., & Olentsova, J. (2020). Monitoring Consumer Behaviour in the Food Market in the Krasnoyarsk Region of Russia. In <i>E3S Web of Conferences</i> (Vol. 161, p. 01080). EDP Sciences. 8. Le-Anh, T., & Nguyen-To, T. (2020). Consumer purchasing behaviour of organic food in an emerging market. <i>International Journal of Consumer Studies</i>, 44(6), 563-573. 9. Dangi, N., Gupta, S. K., & Narula, S. A. (2020). Consumer buying behaviour and purchase intention of organic food: a conceptual

framework. *Management of Environmental Quality: An International Journal*.

10. Brune, S., Knollenberg, W., Stevenson, K. T., Barbieri, C., & Schroeder-Moreno, M. (2020). The Influence of Agritourism Experiences on Consumer Behavior toward Local Food. *Journal of Travel Research*, 0047287520938869.