

MATERI KULIAH

M.K. EKONOMI PANGAN DAN GIZI: KEPUASAN dan PERILAKU KONSUMSI KONSUMEN



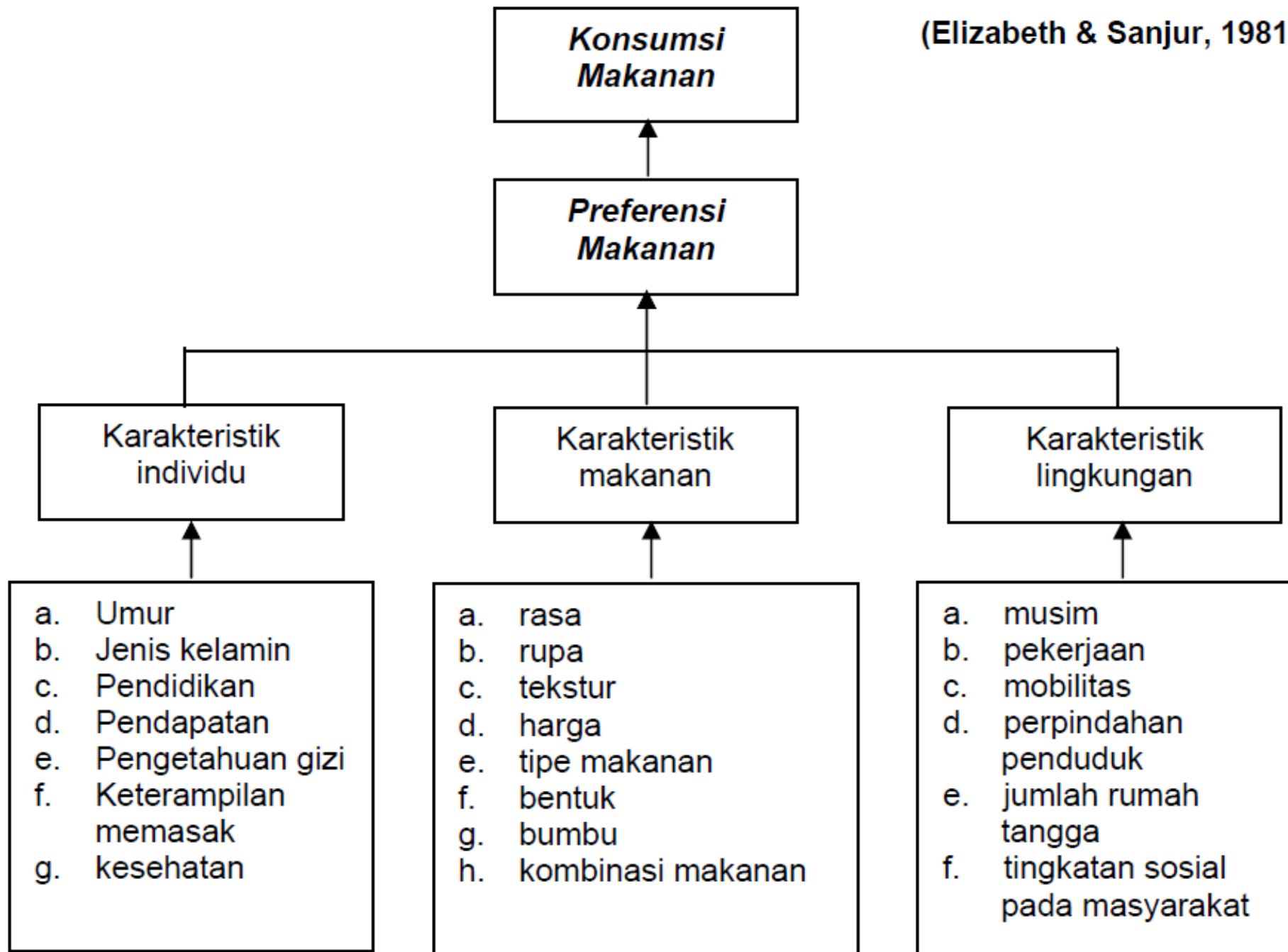
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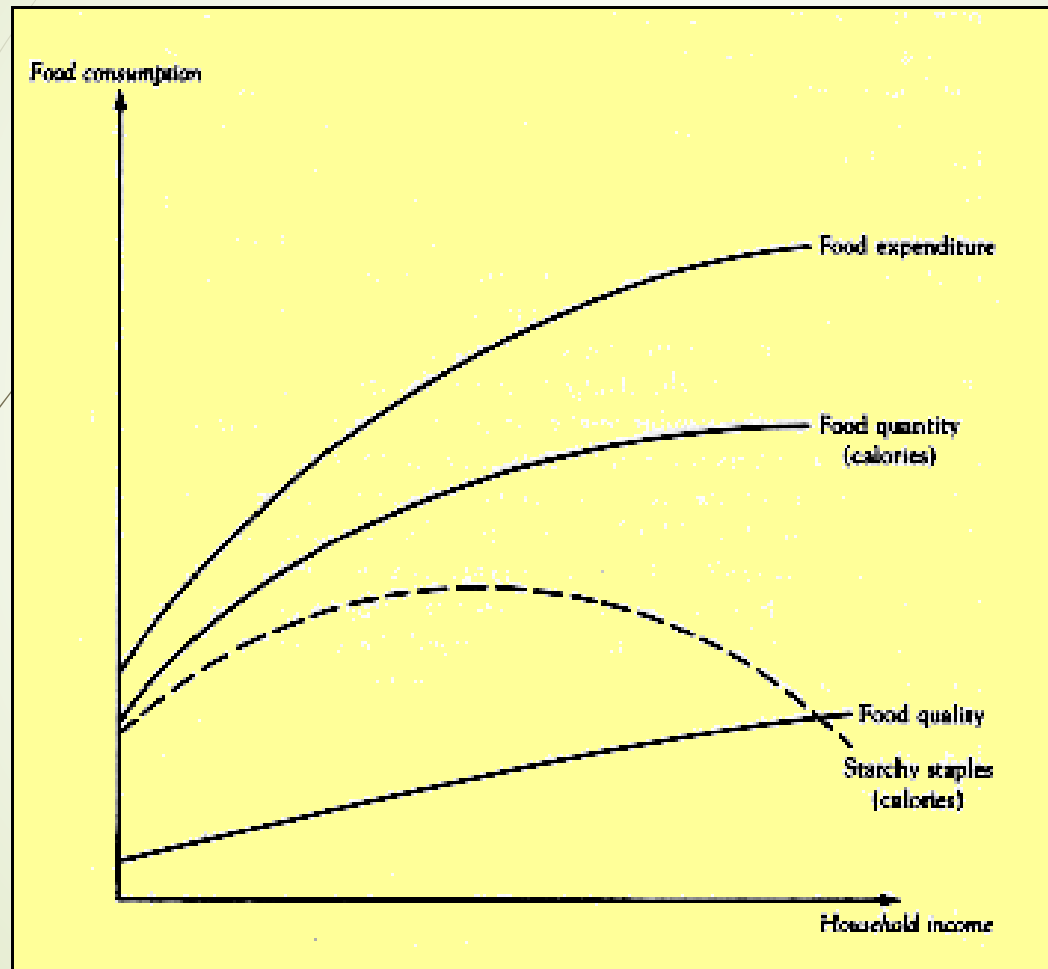
(Elizabeth & Sanjur, 1981)



KEBUTUHAN MENURUT MASLOW

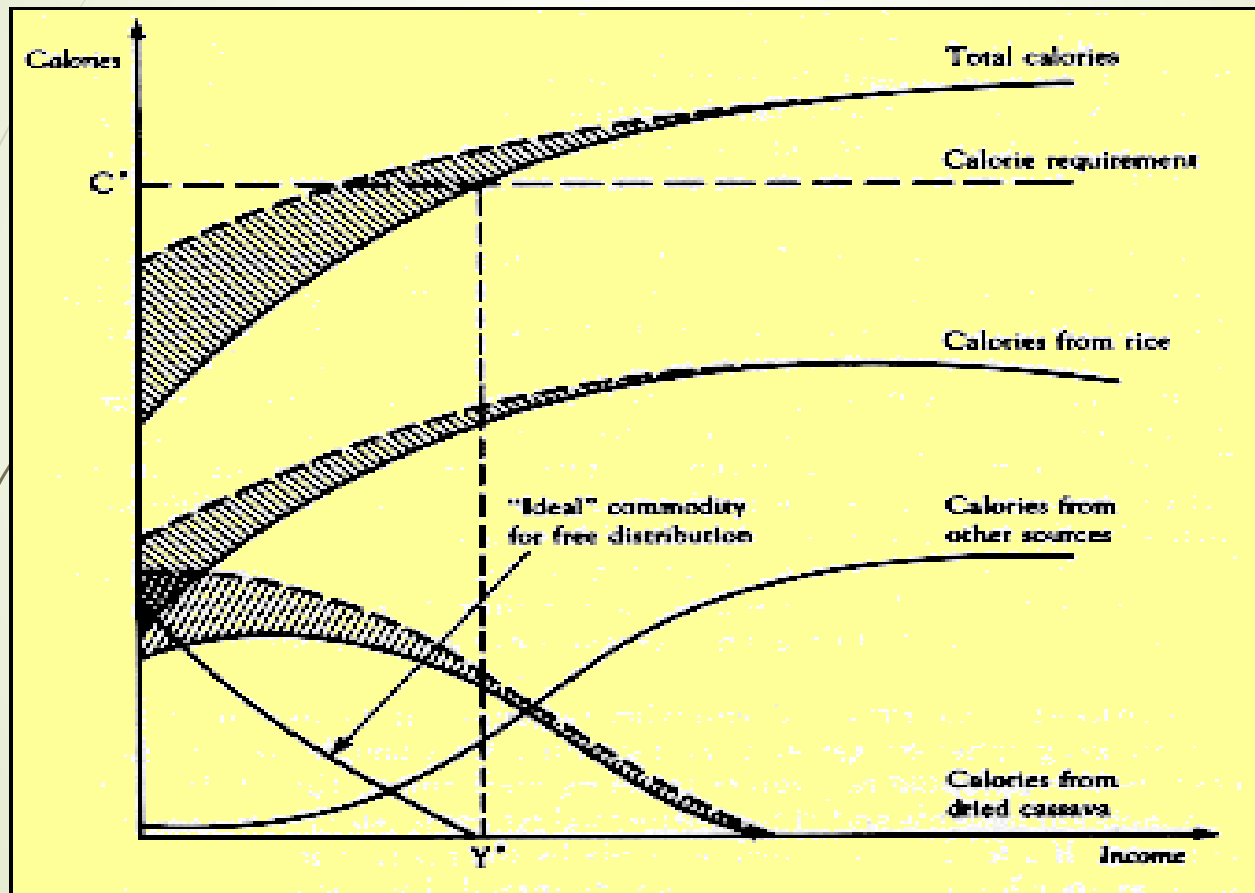


HUBUNGAN ANTARA PENDAPATAN RUMAHTANGGA DENGAN PENGELUARAN PANGAN, KUANTITAS, DAN KUALITAS KONSUMSI PANGAN



Note: The figure is drawn in logarithms to illustrate elasticities.
 $(\log) \text{ Food quality} = (\log) \text{ food expenditure} - (\log) \text{ food quantity}$

HUBUNGAN ANTARA PENDAPATAN DENGAN KONSUMSI KALORI



Note: Solid lines indicate consumption patterns before a subsidy on dried cassava; dotted lines indicate consumption patterns after a subsidy on dried cassava. The shaded areas indicate increases in calorie intake after the subsidy.

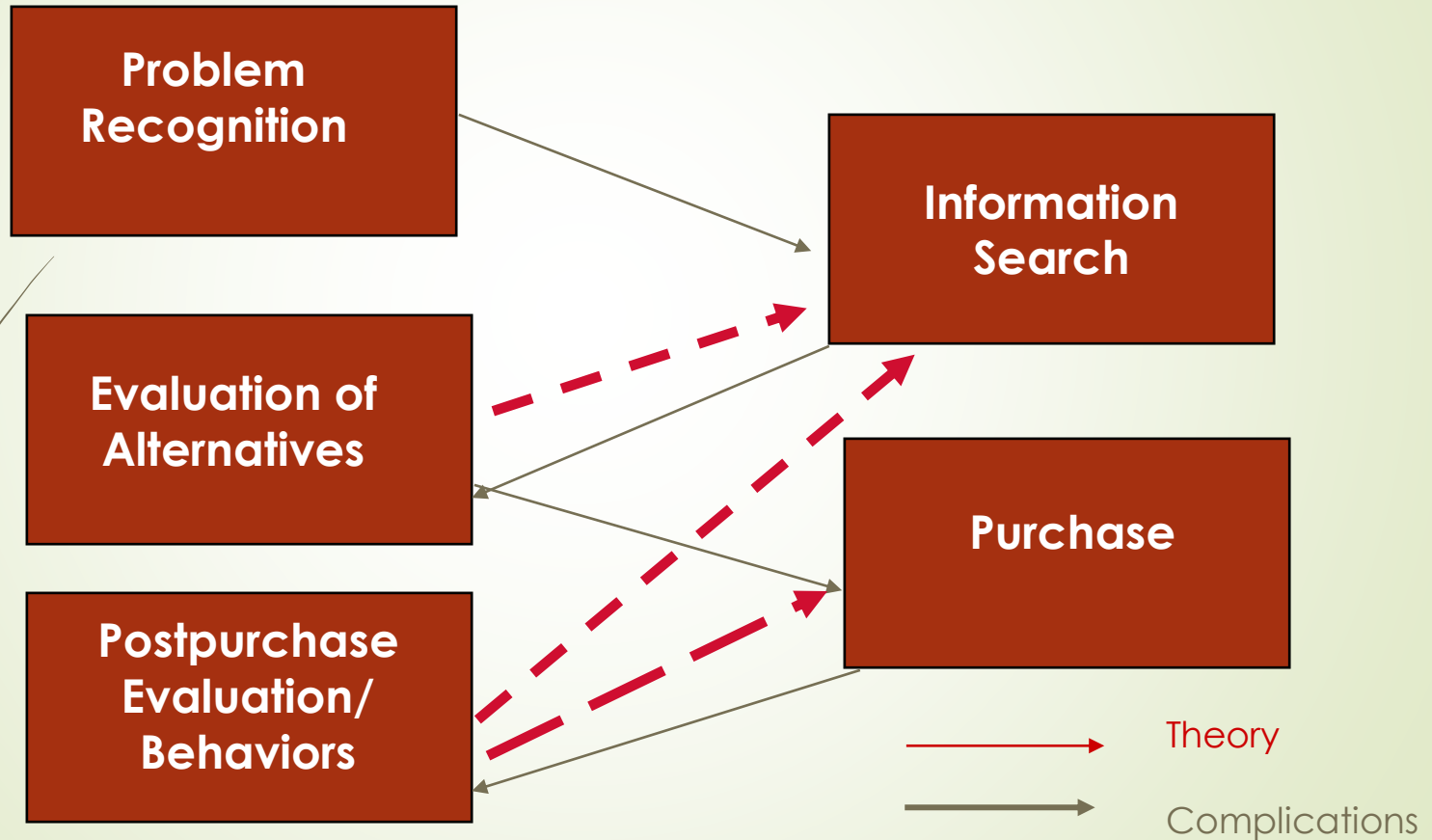
PERILAKU KONSUMEN

What is Consumer Behavior? → related to food

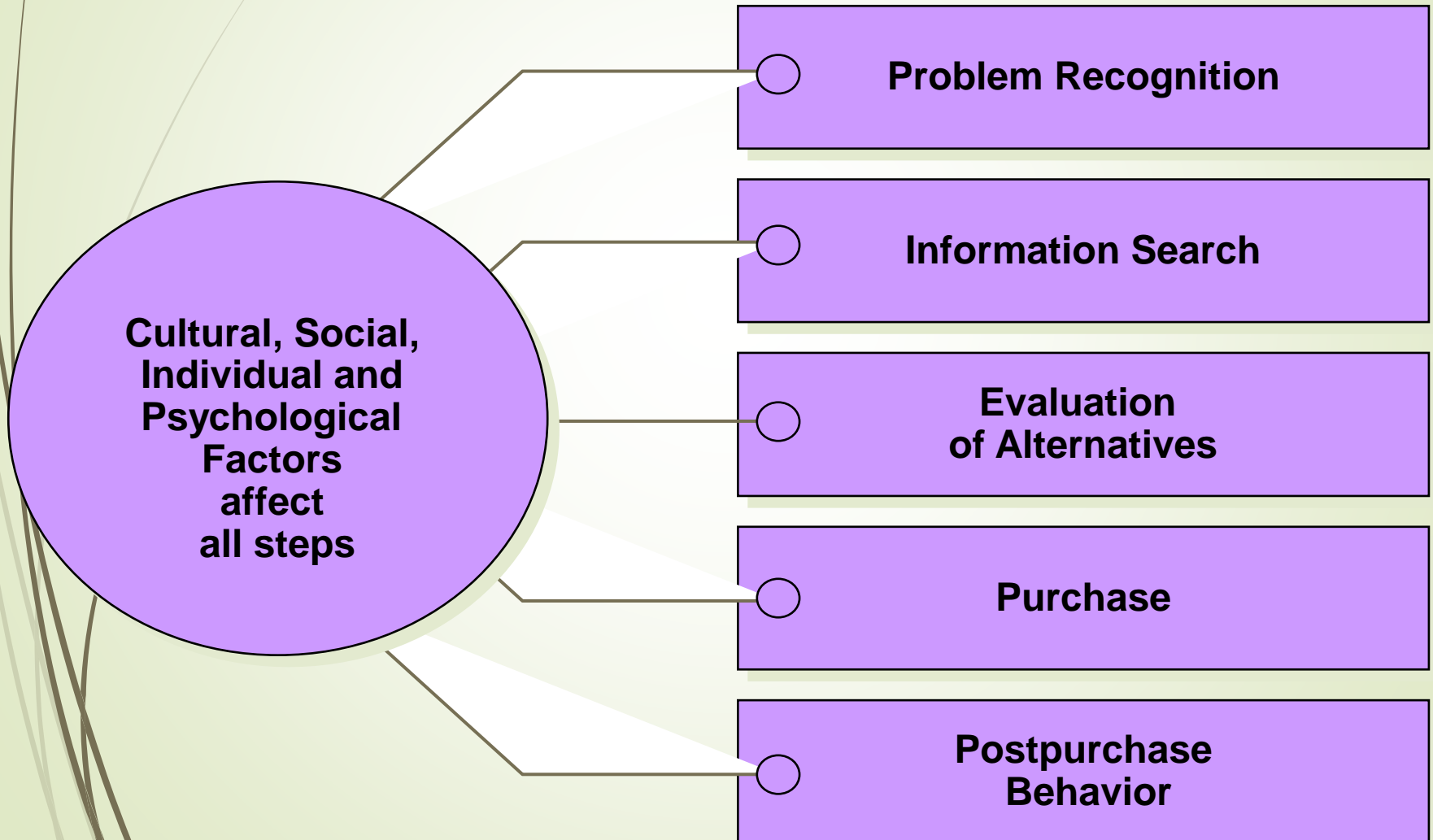
- Processes a consumer uses to make purchase decisions, as well as use and dispose of purchased goods (particularly foods); also includes factors that influences purchase decision and product use

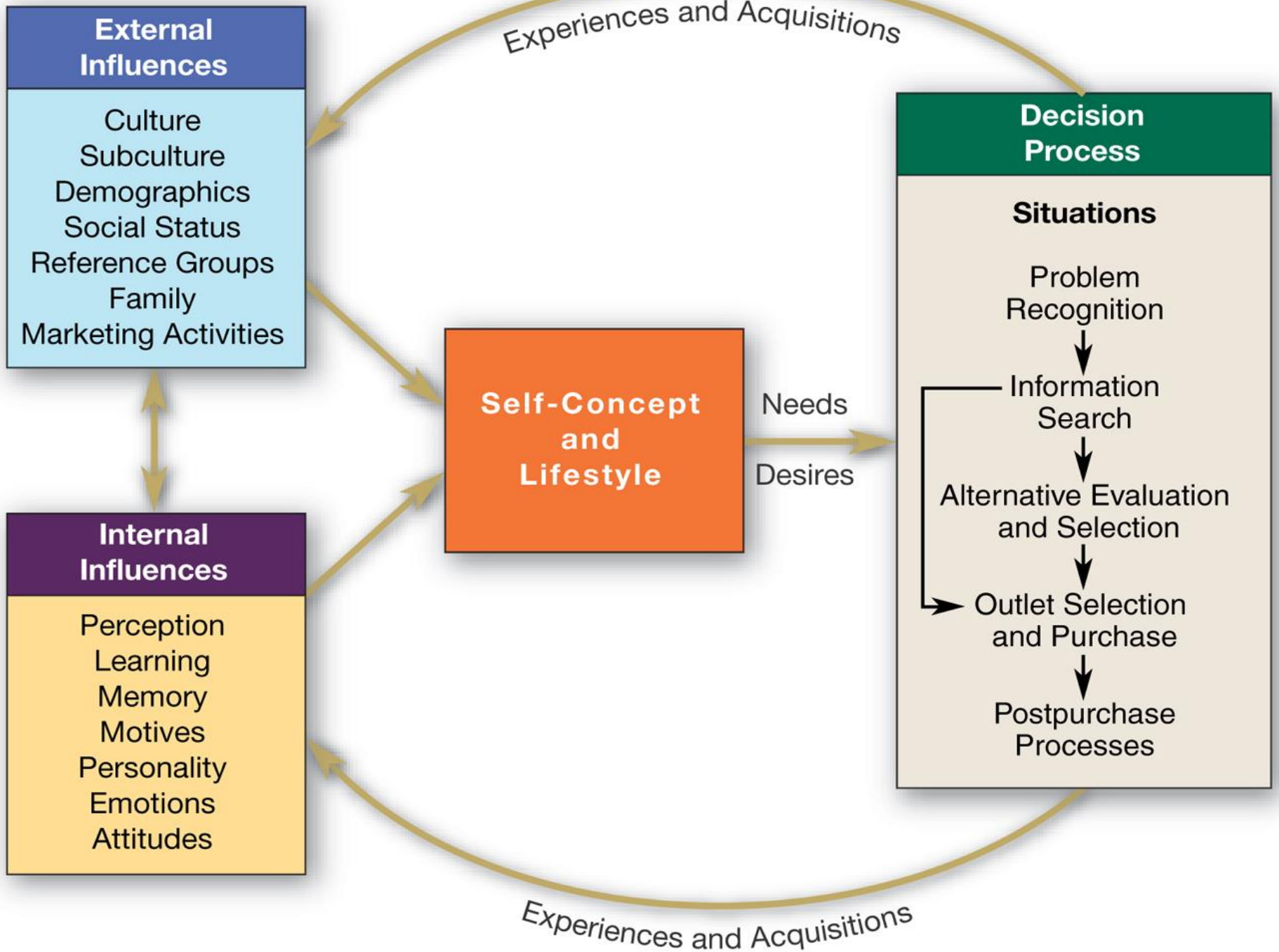
CONSUMER DECISIONS:

Theory and Reality in Consumer Buying



Consumer Decision Making Process

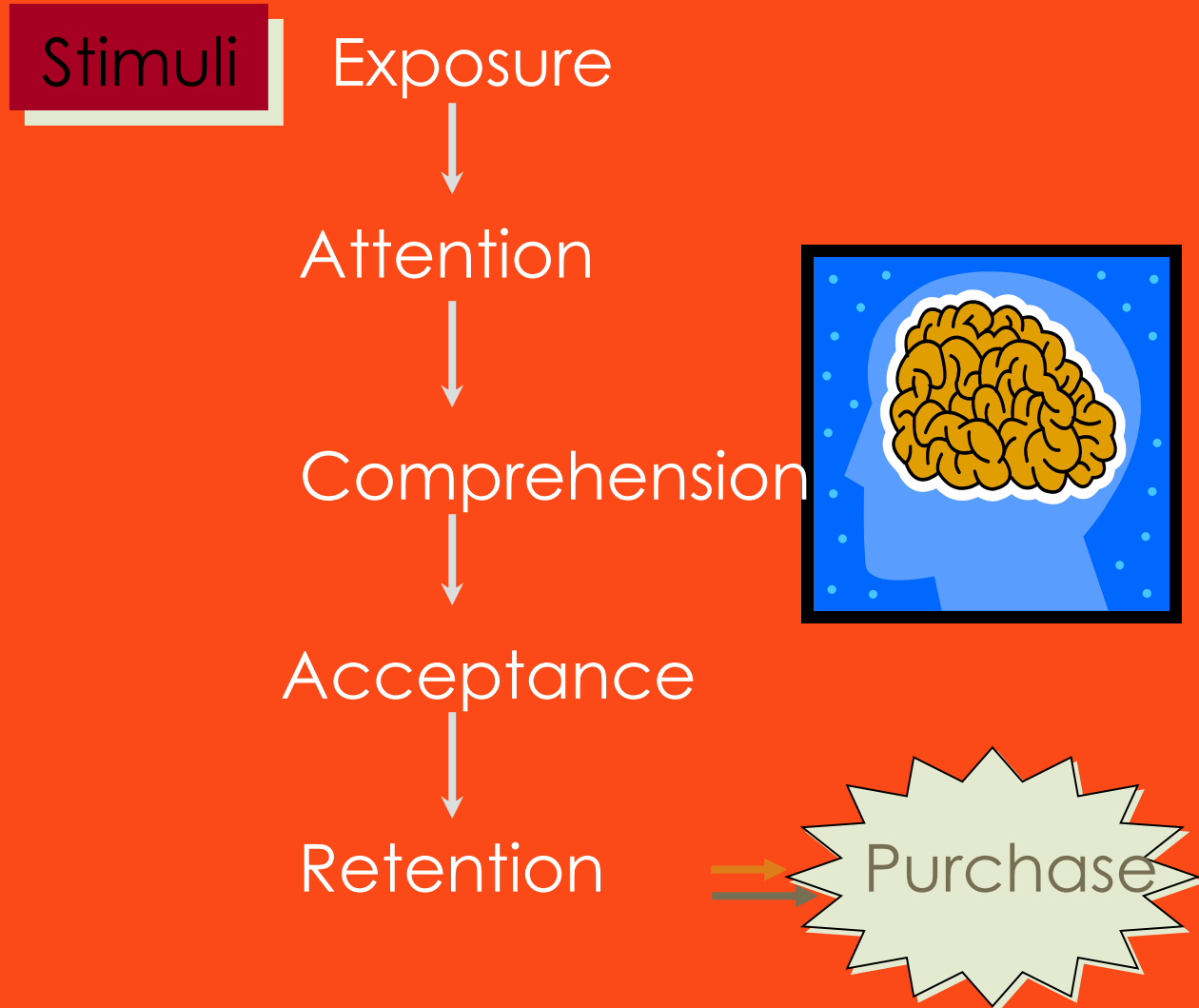




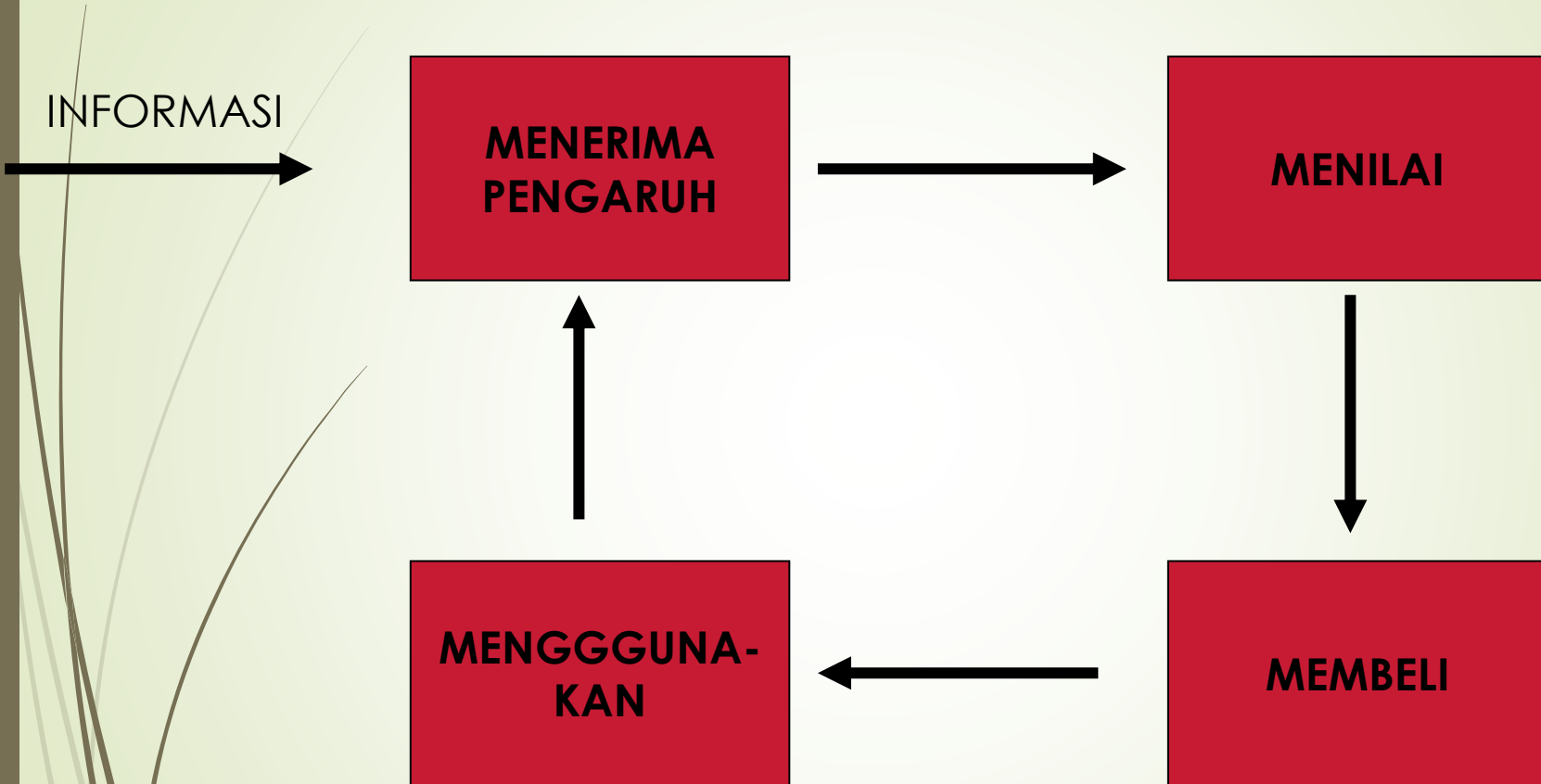
Consumer Decision Making



Consumer Information Processing



PROSES PENGAMBILAN KEPUTUSAN KONSUMEN (Model Nicosia, 1966; disederhanakan)



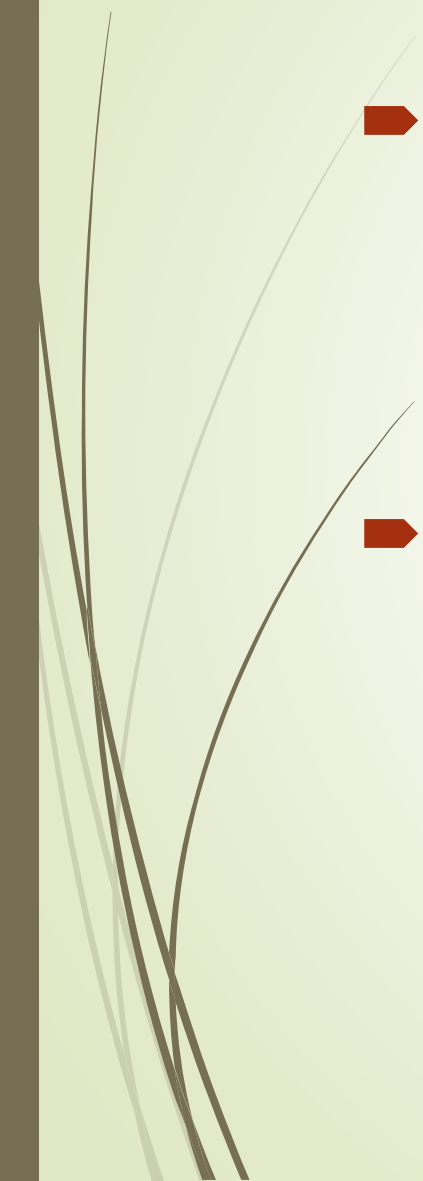


TAHAP MENERIMA PENGARUH

- Rasa tertarik, Senang, Ingin, Lapar, Haus...dsb
- Informasi (sumber pengaruh) dari iklan, pengalaman masa lalu, perilaku orang lain
- Pada pangan pokok pengaruh “lapar”, agro-ekologi, budaya dan perilaku orang terpendang dominan (eg kentang menjadi makanan pokok yang populer di Eropa karena pada awalnya dijadikan hidangan kerajaan di Perancis...)
- Pada pangan produk industri pengaruh iklan (pesan, intensitas dan “pembawa pesan”) sangat dominan



Problem Recognition

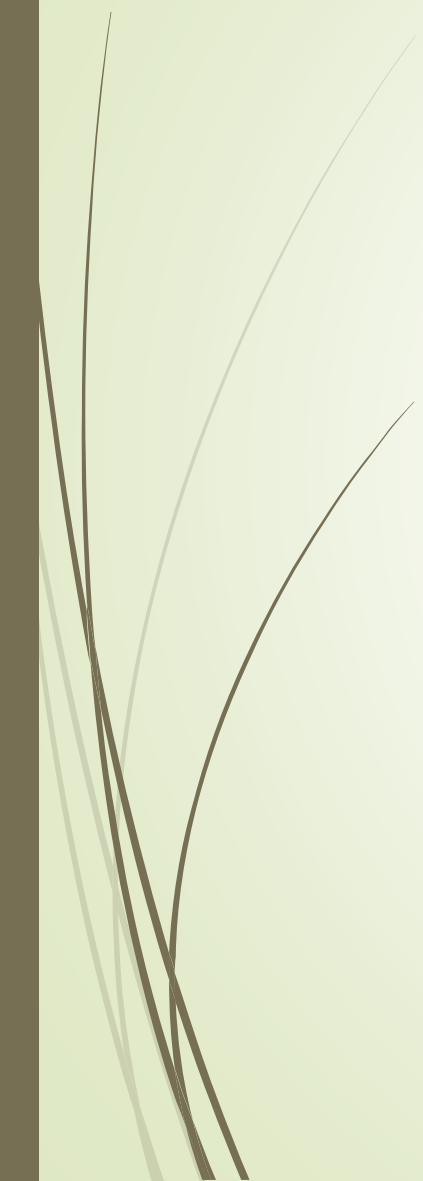
- Result of an imbalance b/t actual and desired states
 - What is a need?
 - What is a want?
 - How to recognize unfilled wants?
- 

TAHAP MENILAI

- Pengaruh yang diterima konsumen berakumulasi dengan sikap (pikiran, perasaan, dan kepercayaan) konsumen → merangsang konsumen untuk menilai pangan yang akan dibeli → mendorong konsumen menyusun alternatif
- Dalam memilih alternatif terbaik, pertimbangan konsumen umumnya adalah “motif membeli”, misalnya : kualitas, kuantitas, keuntungan, meniru penampilan, ingin tahu (coba-coba), pemujaan, kesehatan, gabungan aneka motif
- Dalam penetapan apa yang akan dibeli sering diawali dengan “konflik” pertimbangan. Pengalaman masa lalu sering menentukan. Bila konsumen hanya memiliki informasi terbatas, cenderung akan menjadi konsumen yang “heuristik” (fanatik) yang dapat merugikan dari sisi ekonomi maupun gizi bagi konsumen ybs



Evaluation of Alternatives

- Consideration set
 - Analyze product attributes
 - Use cut off criteria [pros/cons]
 - Multi-attribute models
- 

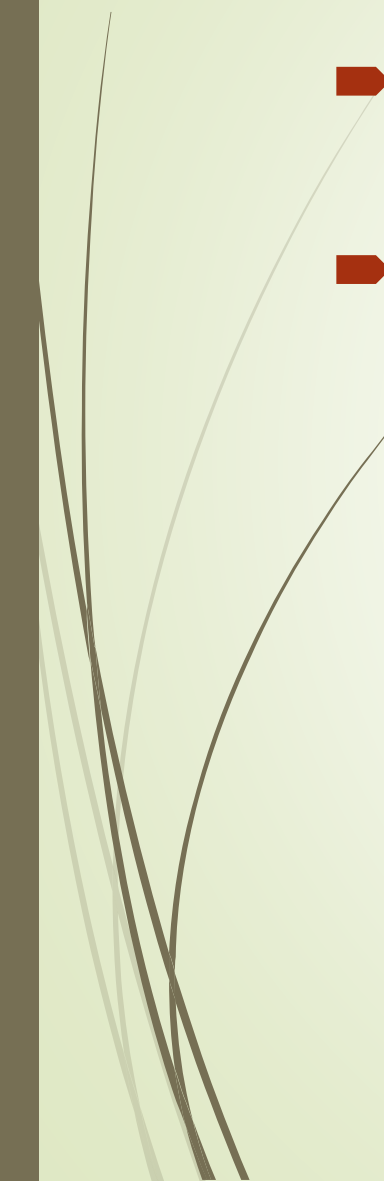


UNSUR GIZI DALAM PENGAMBILAN KEPUTUSAN:

- Tergantung pada:
 - Tingkat pendapatan
 - Pengetahuan gizi dan Kesehatan
- Perlu pendidikan gizi (→ informasi: nutrition fact; nutrition benefit; harga zat gizi) bagi pengambil keputusan di RT:
 - Ibu
 - Kepala Keluarga (pada RT berpendapatan menengah ke atas)



Information Search

- Internal Search – recalling past information stored in memory
 - External Search – seeking information in the outside environment
 - Private (non marketing sources)
 - Public (non marketing sources)
 - Marketing controlled sources
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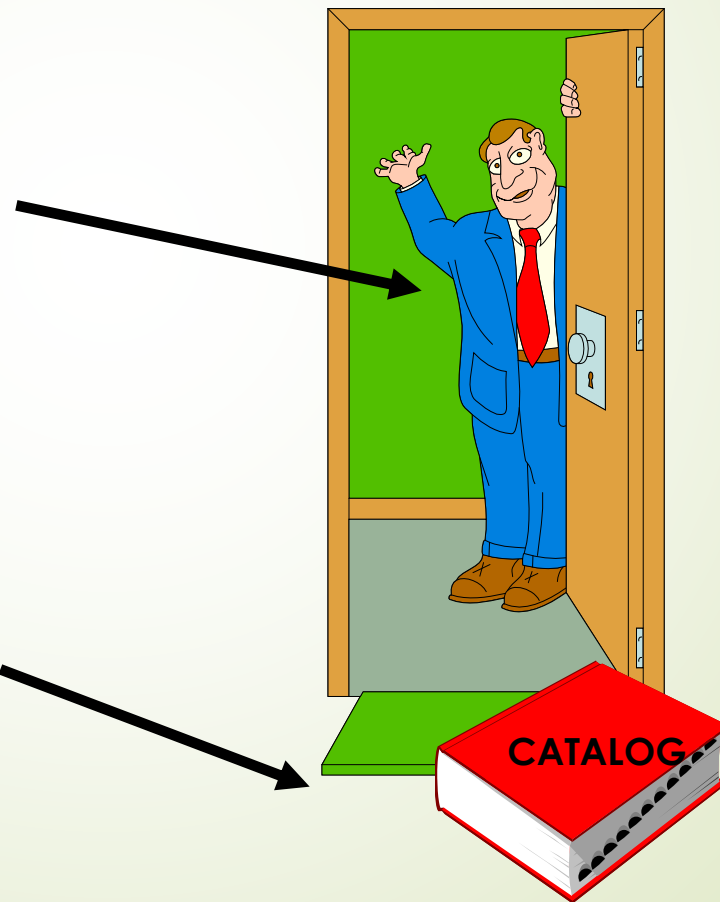
Approaches to Search for Problem Solutions

INTERNAL

Memory
Thinking

EXTERNAL

Word of mouth, media,
store visits, trial





Driving Search...

*Need Less
Information*

**Less Risk
More knowledge
More product experience
Low level of interest**

*Need More
Information*

**More Risk
Less knowledge
Less product experience
High level of interest**

Cost vs. Benefits of Search

- Market Characteristics
- Product Characteristics
- Consumer Characteristics
- Situation Characteristics



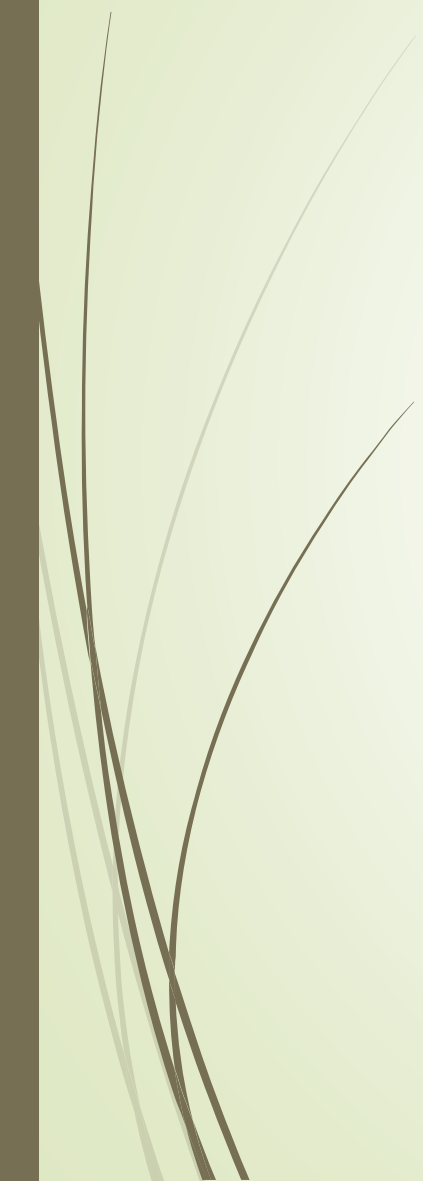


Cultural Factors

- Culture: set of values, norms, attitudes & other meaningful symbols that shape human behavior and their artifacts or products of that behavior as they are transmitted from generations.
- Subcultures
- Social class [based on \$, education and job]



Social Factors

- Social influences
 - Reference groups
 - Direct: primary and secondary groups
 - Opinion leaders
 - Family
- 




Individual Factors

- Gender
 - Age
 - Family Life Cycle
 - Personality
 - Self concept
 - Lifestyle
- 



Psychological Factors

- Perception: process by which people select, organize and interpret stimuli into a meaningful picture
 - Selective exposure
 - Selective distortion
 - Selection retention
 - Motivation
 - Learning
 - Values, Beliefs & Attitudes – what can marketing influence?
- 

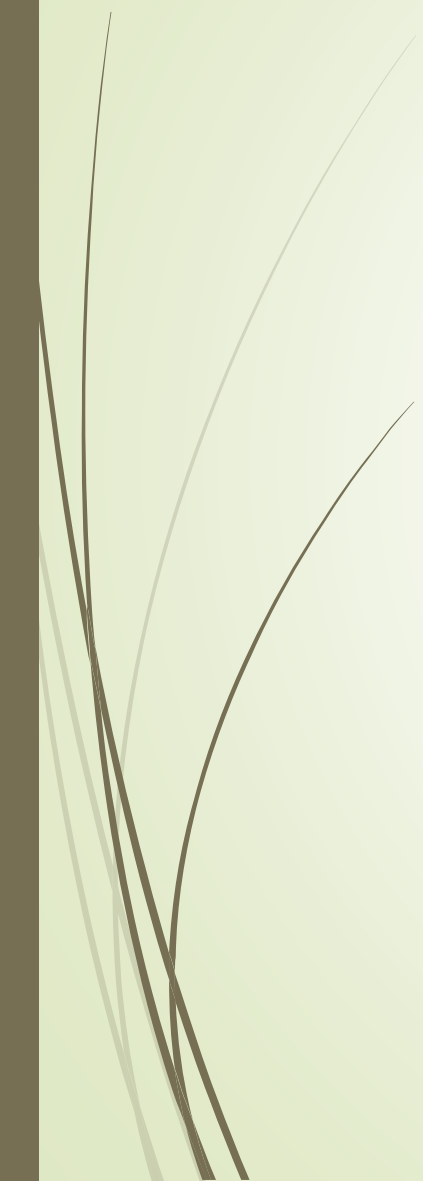


TAHAP MEMBELI

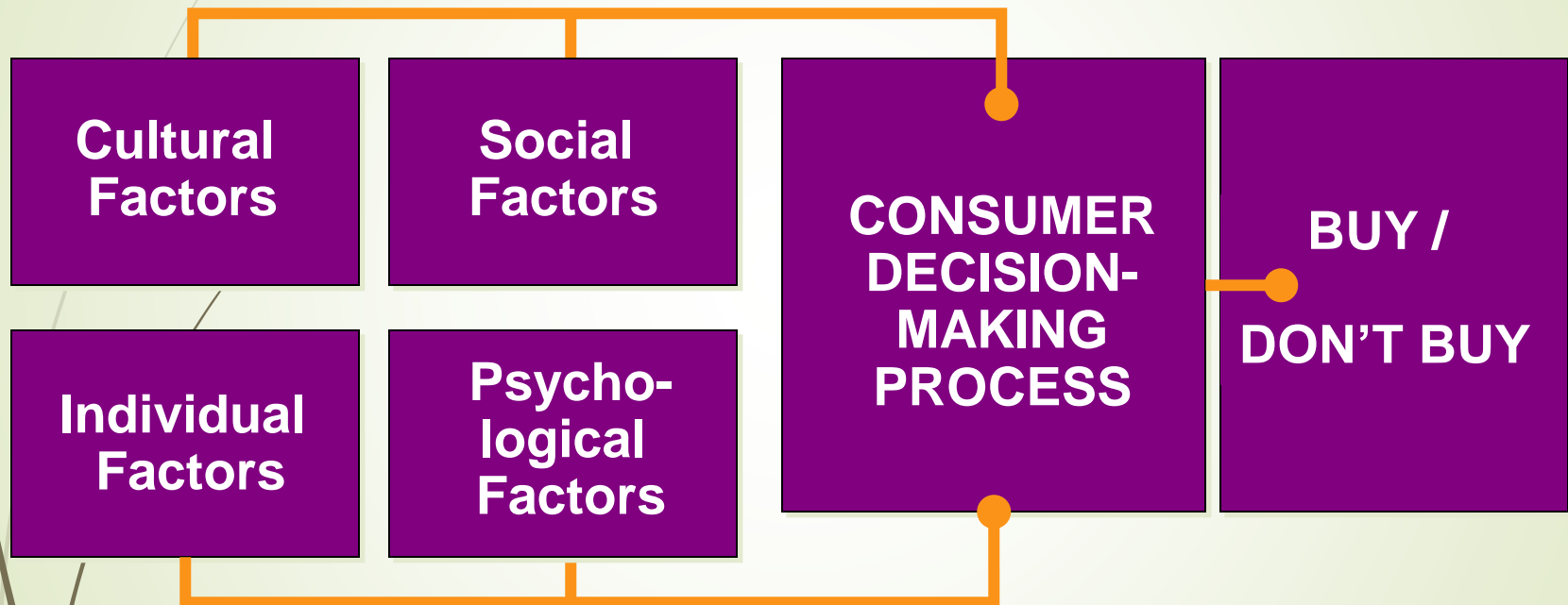
- Keputusan membeli (jumlah banyak atau sedikit? Bertahap atau langsung) diambil berdasarkan pertimbangan
 - Daya beli
 - Ketersediaan fasilitas penyimpanan (lemari es, penyimpanan beras, dll)



Purchase

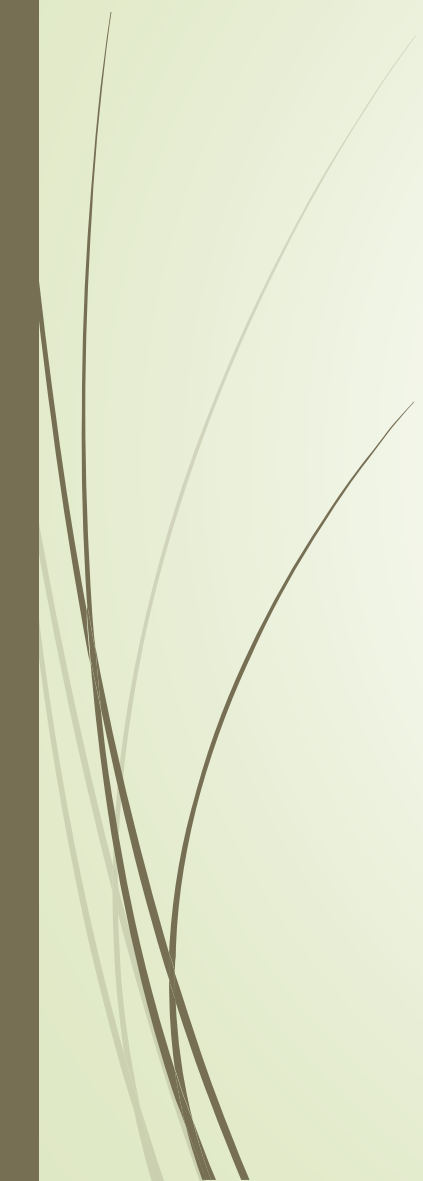
- To buy or not to buy...
 - Marketing determines which attributes are most important in influencing a consumers' choice (differentiation... later)
- 

Factors Influencing Buying Decisions

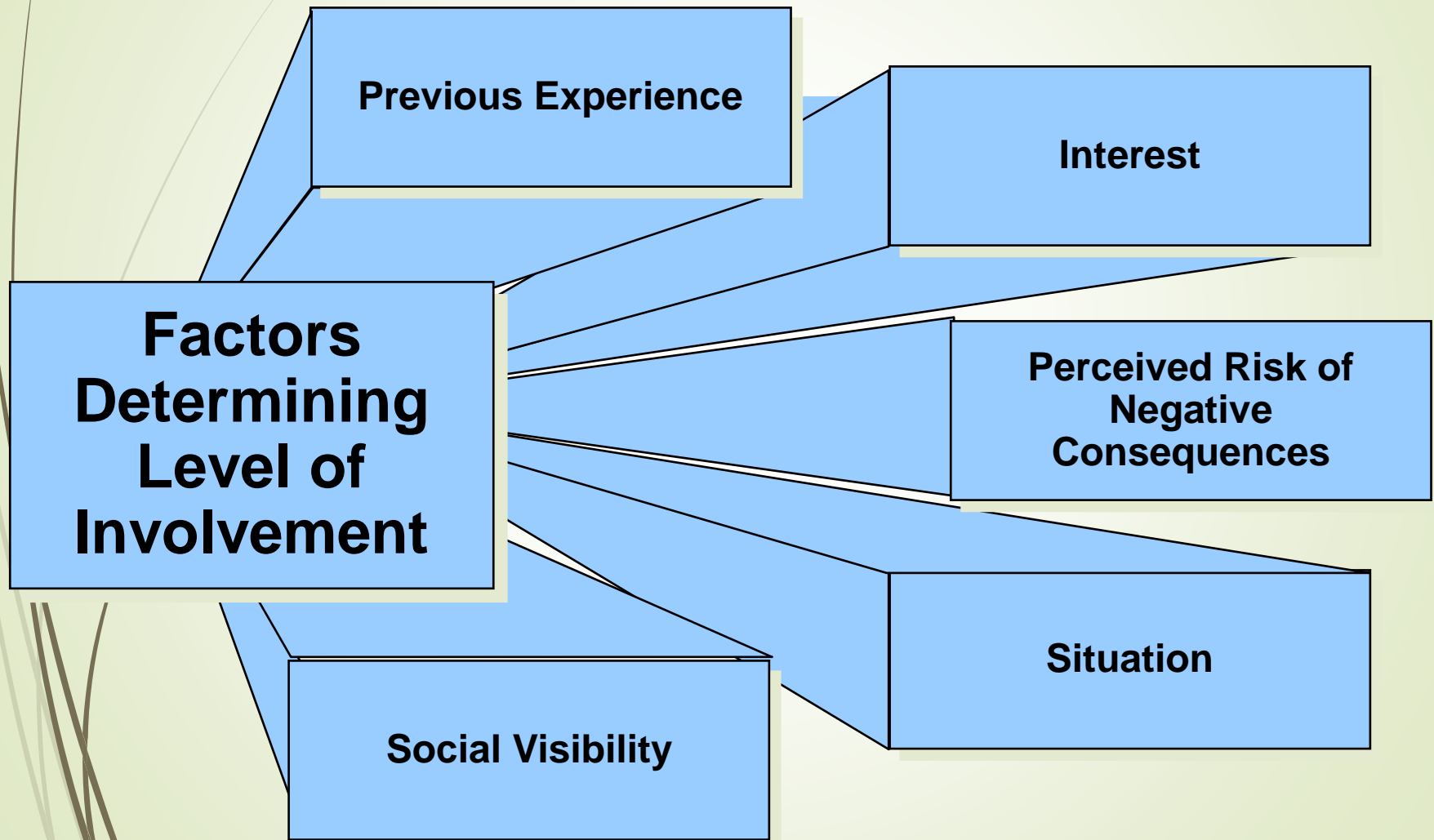




Types of Buying Decisions

- Complex buying behavior
 - Dissonance reducing buying behavior
 - Habitual buying behavior
 - Variety seeking buying behavior
- 

Factors that Affect Involvement Levels





TAHAP MENGGUNAKAN

- Menerima dan senang
- Terpaksa menerima
- Menolak

Tergantung dari:

- Daya beli
- Ketersediaan alternatif pangan substitusi



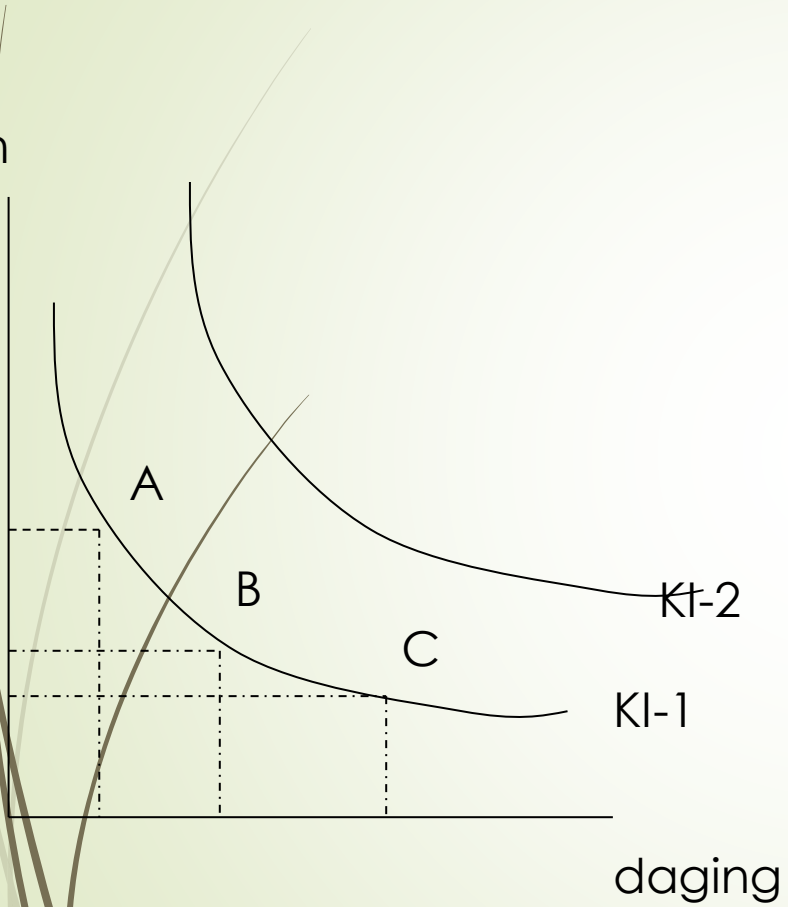
Post Purchase Behavior

- **Cognitive dissonance:**
 - Did I make a good decision?
 - Did I buy the right one? Get a good value?
- **Marketing minimizes through:**
 - Effective communication
 - Follow up
 - Guarantees
 - Warranties

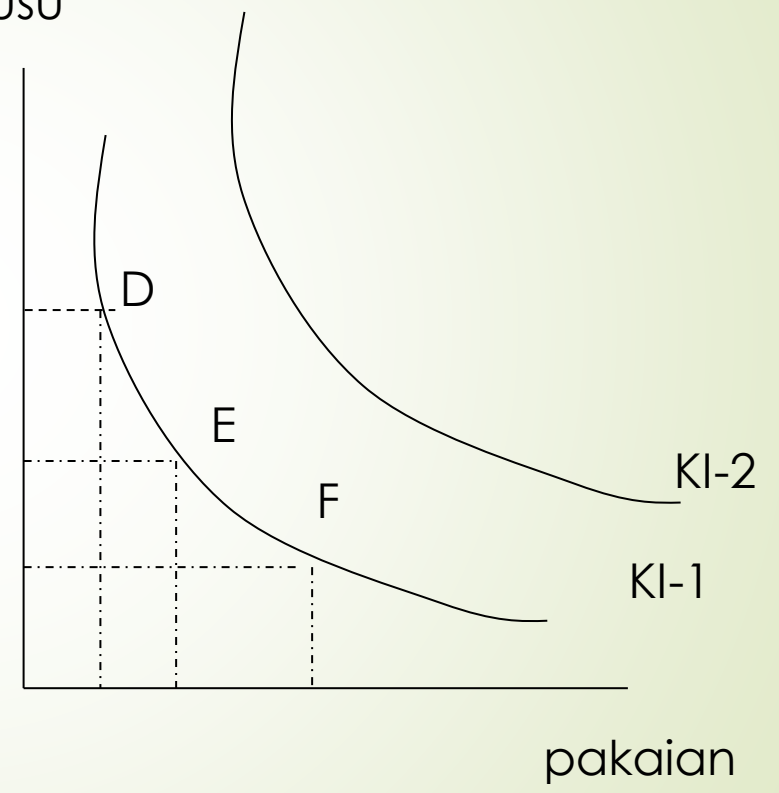
KURVA INDIFEREN



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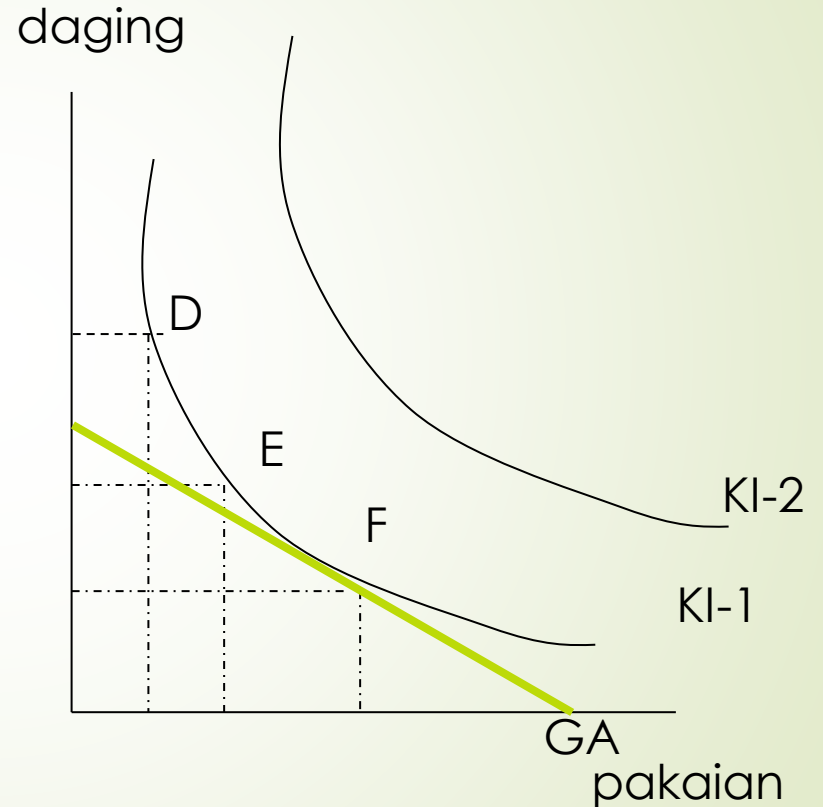
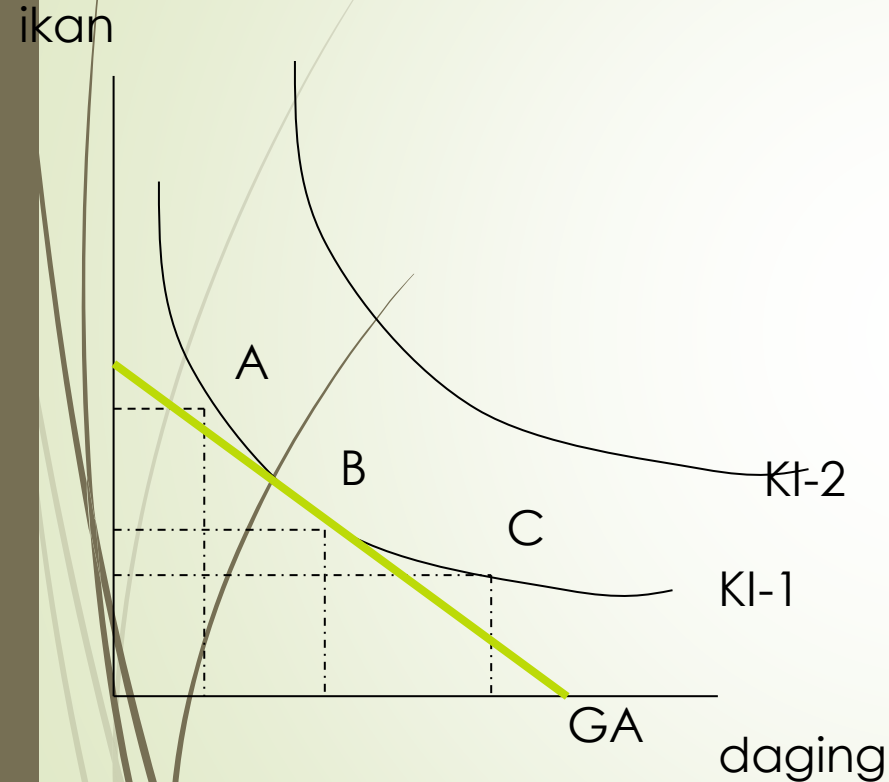


SUSU



KEPUASAN MAKSIMUM KONSUMEN?

→ keinginan konsumen = kemampuan daya beli



KEPUASAN MAKSIMUM KONSUMEN?

→ keinginan konsumen = kemampuan daya beli

- Kurva indifferen hubungan pangan dan non pangan umumnya lebih landai atau lebih curam, mencerminkan sulitnya substitusi komoditas yang satu dengan lainnya
- Paket Kombinasi dapat berubah → “Marginal Rate of Substitution” (Daya Substitusi Marginal = DSM)

$$\text{DSM} = - P_x/P_y = -dy/dx = -x/y$$

X untuk y

KEPUASAN MAKSIMUM KONSUMEN?

→ keinginan konsumen = kemampuan daya beli

$$I = P_x \cdot X + P_y \cdot Y$$

I = Pendapatan yang tersedia

P_x = Harga satu satuan komoditas X

P_y = Harga satu satuan komoditas Y

Persamaan $I = GA$ (Garis Anggaran)



Terima Kasih

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