Consumer Behavior in the Tourism & Hospitality Industry
Agenda

• Introduction
• The Environmental factors
• The Buyer's factors
• The Buyer's responses factors
• The Product's sets
Introduction

• Consumer behavior is influenced by numerous factors
• What, why, where, when and how
• Three major conditions:
  ➢ Environmental factors
  ➢ The buyer's factors
  ➢ The buyer's responses factors
ENVIRONMENTAL FACTORS

Environmental Stimuli
- Demographic
- Cultural/Social
- Geographic
- Economic
- Historic
- Legal
- Political
- Technological
- Competitive

Market Stimuli
- Company
- Customers
- Suppliers
- Intermediaries
- Publics

Marketing Efforts
- Product
- Price
- Place distribution
- Promotion
- People
- Publics
Buyer's Personal Characteristics

- Nationality
- Ethnicity
- Religion
- Age
- Gender
- Life Cycle
- Occupation
- Economic
- Lifestyle
- Personality
- Self-concept

Buyer's Psychological Characteristics

- Motivation
- Perception
- Learning
- Beliefs
- Attitudes

Decision Process

- Need Recognition
- Information Search
- Evaluation Alternatives
- Purchase Decision
- Post-purchase behavior
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Buyer’s Responses

- Purchase Timing
- Product Choice
- Price Choice
- Service Choice
- Promotion Choice
- Purchase Location
- Purchase Amount
People's roles in the buying decision process

- The initiator
- The influencer
- The decider
- The purchaser
- The user
Total Products

- Evoked set (acceptable products)
- Inept set (unacceptable products)
- Inert set (indifferent products)
- Unaware set

Possible purchase

- Excluded from purchase: Unknown, poor features...
- Excluded from purchase: no benefits

Challenge
Thank you