

HOSPITALITY AND TOURISM MARKETING

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Lecture 6: Model of consumer behaviour

Course outcomes

At the end of this lecture, you will be able to:

- Explain correctly what is **consumer behaviour**
- Describe **personal characteristics** affecting consumer behaviour
- Interpret perfectly **Maslow's and Herzberg's** theory of motivation for buyer behaviour

Understanding Consumer Buying Behaviour

- Consumer buying behaviour refers to buying behaviour of final consumer, individuals and households **who buy goods and services for personal consumption**
- the central question is How do consumers respond to the various **marketing stimuli** that a company might use?

Understanding Consumer Buying Behaviour (cont')

- ❑ Marketers must exercise **care** in analyzing consumer behavior.
- ❑ Consumers often **turn down** what appears to be a winning offer.
- ❑ As soon as managers believe they understand their customers, buyer decisions are made that appear to be **irrational**.
- ❑ But what **looks like irrational behavior to a manager is completely rational to the consumer**.

- Buying behavior is **never simple**.
- It is affected by many different factors, yet understanding it is **the essential task of marketing management**.



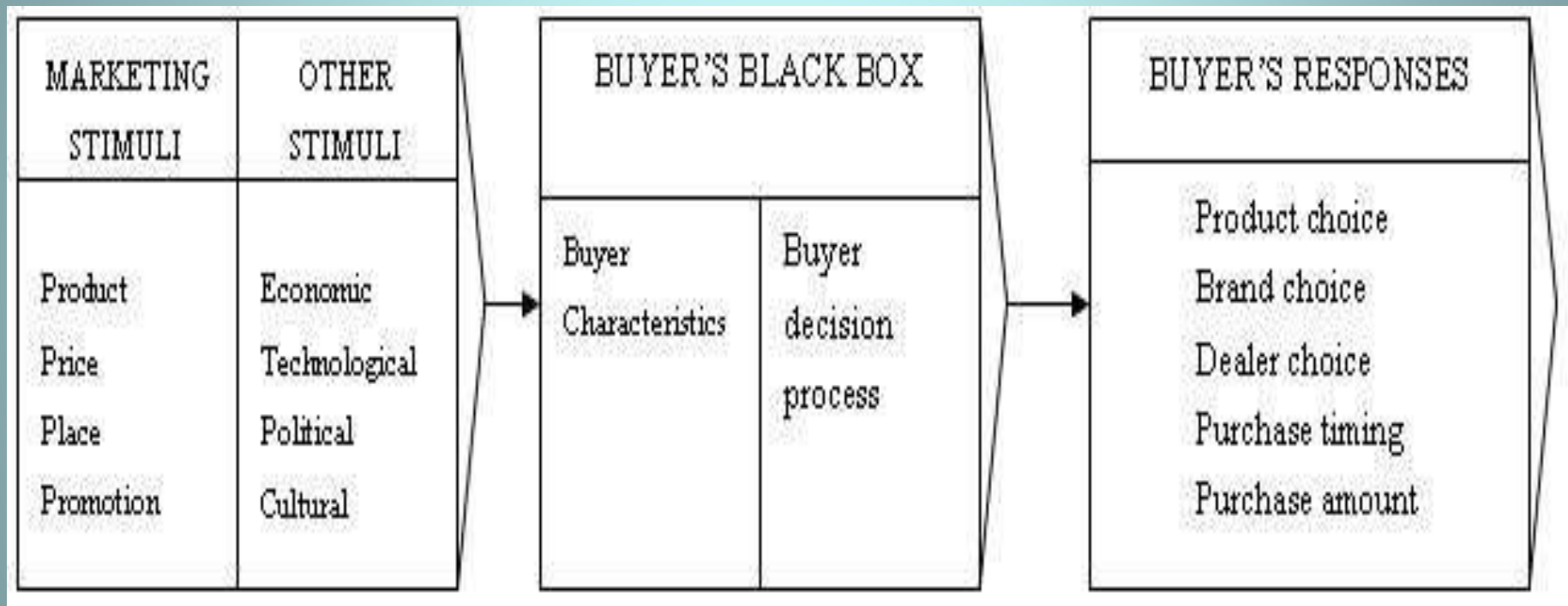
Nataliia Darmoroz, (2020), Happy family on sea beach vacation, <https://www.alamy.com/happy-family-on-sea-beach-vacation-cartoon-flat-vacationer-tourists-enjoy-summer-time-on-seaside-image386395843.html>

- Consumers vary tremendously in age, income, education level, and tastes, and they buy an incredible variety of goods and services.



Bhagyashree Nair, (2017), Next level of luxury, <https://img.etimg.com/thumb/msid-57089454,width-300,imgsize-396695,,resizemode-4,quality-100/.jpg>

Model of Buyer Behavior



Klaus Solberg Søylen, (2019), Model of Buyer Behavior, <https://www.researchgate.net/profile/Klaus-Soylen/publication/242659138/figure/fig1/AS:669525024468998@1536638613579/Model-of-Buyer-Behavior.jpg>

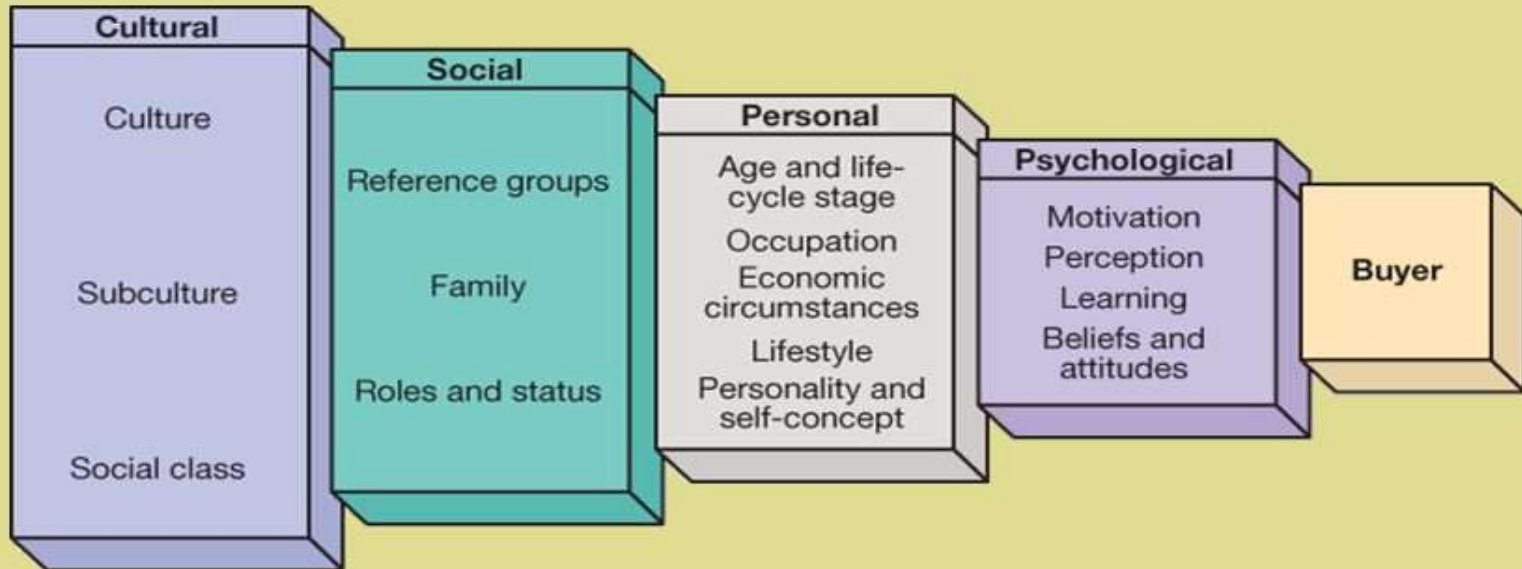
Model of Buyer Behavior

- ❑ Marketers must understand how the **stimuli** are changed into responses inside the consumer's **black box**.
- ❑ The black box has two parts:
 - ❑ First, a buyer's characteristics **influence how he or she perceives and reacts to the stimuli**.
 - ❑ Second, **the buyer's decision process** itself affects outcomes.

Personal Characteristics Affecting Consumer Behavior

- Cultural factors
- Social factors
- Personal factors
- Psychological factors

Factors Influencing Consumer Behavior



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Marketing for Hospitality and Tourism, 4th edition

Kotler, Bowen, and Makens

Cultural Factors

1. Culture

- ❑ is the most basic determinant of a person's wants and behavior.
- ❑ It comprises the **basic values, perceptions, wants, and behaviors** that a person learns continuously in a society.

Cultural Factors (cont')

2. Subculture

- Each culture contains **smaller** subcultures, or **groups** of people with shared value systems based on common **life experiences** and situations.
- Subcultures include **nationalities, religions, racial groups, and geographic regions.**

Cultural Factors (cont')

3. Social classes

- are relatively **permanent** and ordered **divisions** in a society whose members share similar **values, interests, and behaviors.**



Claudia F, (2018), Global Class Systems, Social Mobility & Poverty video, https://study.com/cimages/videopreview/global-class-systems-social-mobility-and-poverty_167605.jpg

Social Factors

1. Groups

- Many **small groups** influence a person's behavior.
- Groups that have a direct influence and to which a person belongs are called "**membership groups**".

Social Factors (cont')

2. Word-of-Mouth Influence and Buzz Marketing

- ❑ Word-of-mouth influence can have a **powerful** impact on consumer buying behavior
- ❑ The personal words and recommendations of **trusted friends, associates, and other consumers** tend to be **more credible** than those coming from commercial sources, such as advertisements or salespeople.

❑ Buzz marketing involves enlisting or even creating opinion leaders to serve as **"brand ambassadors,"**



iStock, (2022), Marketing strategy, word of mouth ,
<https://www.istockphoto.com/vector/marketing-strategy-word-of-mouth-people-tell-friend-about-good-product-and-service-gm1221608996-358156614?phrase=word%20of%20mouth%20marketing>

Social Factors (cont')

3. Online Social Networks

□ Online social networks are online communities where people socialize or exchange information and opinions.



Jeremy Collins, (2022), Top 12 Most Popular Social Media Sites In 2022

, <https://www.reviewsxp.com/blog/wp-content/uploads/2020/01/best-social-networking-sites.jpg>

Social Factors (cont')

4. Family

- Family members have a strong influence on buyer behavior.



Unitonevector, (2022), Family Checking In At Hotel Flat Illustration, <https://previews.123rf.com/images/unitonevector/unitonevector1903/unitonevector190300396/119464245-family-checking-in-at-hotel-flat-illustration-couple-arrives-to-resort-hotel-lobby-and-reception-int.jpg>

Social Factors (cont')

5. Roles and Status

- A role consists of the **activities** that a person is expected to perform according to the persons around him or her.

Personal Factors

1. Age and Life-Cycle Stage

- The types of **goods and services** people buy change during their **lifetimes**.
- Preferences for **leisure activities, travel destinations, food, and entertainment** are often age related.

Personal Factors(cont')

2. Occupation

- A person's occupation affects **the goods and services bought.**

Personal Factors(cont')

3. Economic Situation

- A person's economic situation **greatly affects product choice and the decision to purchase** a particular product.
- Consumers **cut back** on restaurant meals, entertainment, and vacations during recessions

Personal Factors(cont')

4. Lifestyle

- A lifestyle is a person's pattern of living as expressed in his or her **activities, interests, and opinions**

Lifestyle dimensions

Activities	Interests	Opinions	Demographics
Work	Family	Themselves	Age
Hobbies	Home	Social Issues	Education
Social Events	Job	Politics	Income
Vacations	Community	Business	Occupation
Entertainment	Recreation	Economics	Family Size
Club Membership	Fashion	Education	Dwelling
Community	Food	Products	Geographic
Shopping	Media	Future	City Size
Sports	Achievements	Culture	Life Cycle Stage

Source: Joseph Plummer, Journal of Marketing

Michael Solomon, (2021), Chapter 6 Personality and Lifestyles,
https://slidetodoc.com/presentation_image_h/c08ce7c95f507c6cdb3aafd50d2192f5/image-35.jpg

Personal Factors(cont')

5. Personality and Self-Concept

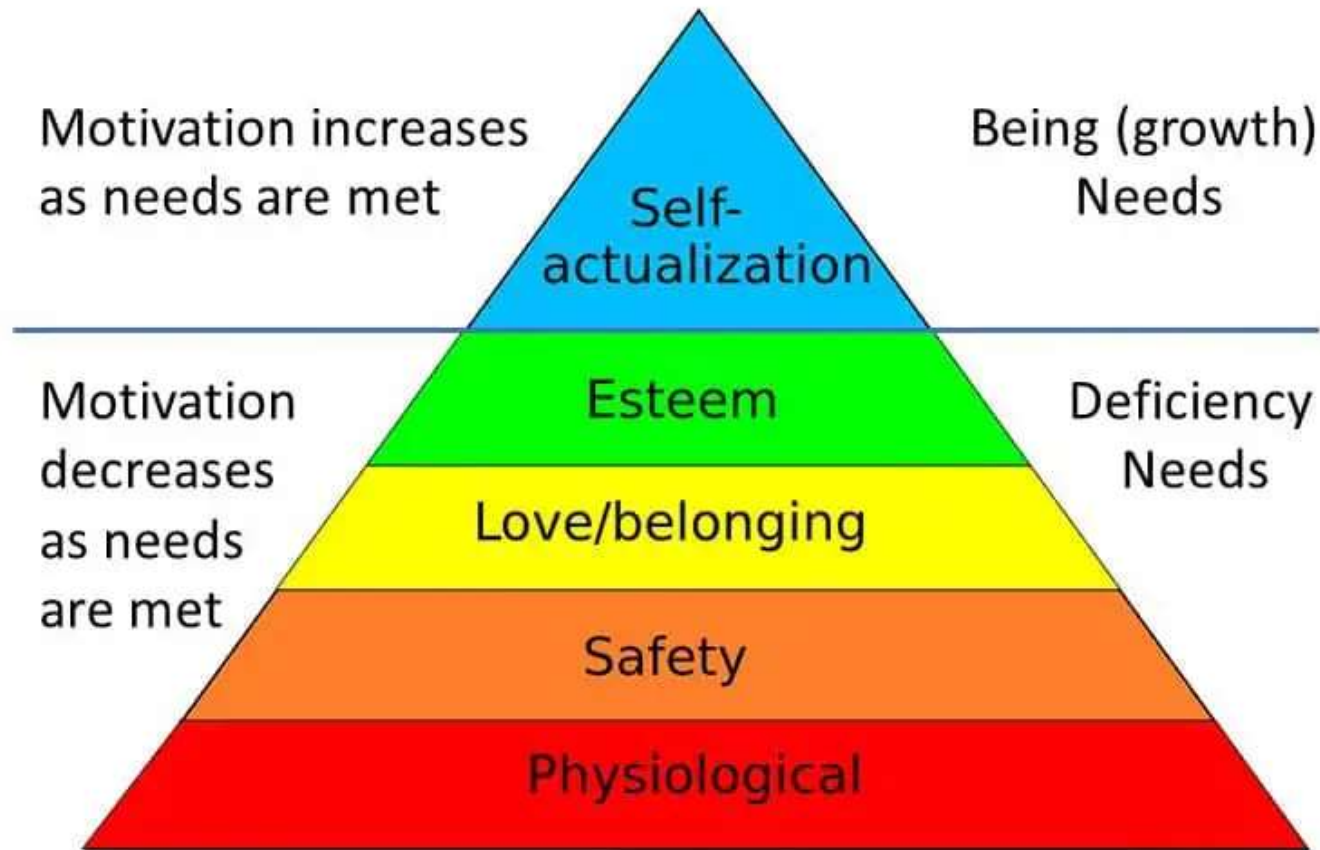
- By personality we mean **distinguishing psychological characteristics** that lead to relatively consistent and enduring responses to the environment

Psychological Factors

1. Motivation

- **MASLOW'S THEORY OF MOTIVATION:**
- Abraham Maslow sought to explain why people are driven by particular needs at particular times.
- **HERZBERG'S THEORY:**
- Frederick Herzberg developed a two-factor theory that distinguishes dissatisfiers (factors that cause dissatisfaction) and satisfiers (factors that cause satisfaction)

MASLOW'S THEORY OF MOTIVATION



HERZBERG'S THEORY OF MOTIVATION



SATISFACTION

- Achievement
- Recognition
- Growth
- Responsibility
- Advancement
- The work itself



DISSATISFACTION

- Security
- Status
- Salary
- Supervision
- Organizational policies
- Work environment



Psychological Factors(cont')

2. Perception

- ❑ person acts is influenced by **his or her perception of the situation.**
- ❑ In the same situation, **two** people with the same motivation may act quite **differently** based on how they **perceive** conditions.

Psychological Factors(cont')

3. Learning

- ❑ When people act, they learn.
- ❑ Learning describes changes in an individual's behavior arising from **experience**.
- ❑ Most human behavior is **learned**.
- ❑ Learning theorists say that learning occurs through the interplay of **drives, stimuli, cues, responses, and reinforcement**.

Psychological Factors(cont')

4. Beliefs and Attitudes

- ❑ Through acting and learning, people acquire beliefs and attitudes, which, **in turn, influence their buying behavior.**
- ❑ A belief is a descriptive thought that a person holds about something

References

- 1] Kotler ,.B (2014) Marketing for Hospitality and Tourism Industry, p 165-181, <https://www.pdfdrive.com/marketing-for-hospitality-and-tourism-6th-edition-e178412795.html>
- 2] Pablo Casas, (2014), Models of consumer behaviour, https://www.researchgate.net/publication/277825529_Models_of_consumer_behaviour

Thank you!

Next lecture: Buyer decision process

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