

UNIT 37: Consumer Behaviour & Insight

UNIT 20: Tourism Consumer Behaviour & Insight



THREE OF A KIND

Find three different students in the room that share something in common with you



TOPIC

Investigate the different cultural, social, personal and psychological factors that influence consumer behaviour and attitudes within a tourism context

ESSENTIAL CONTENT

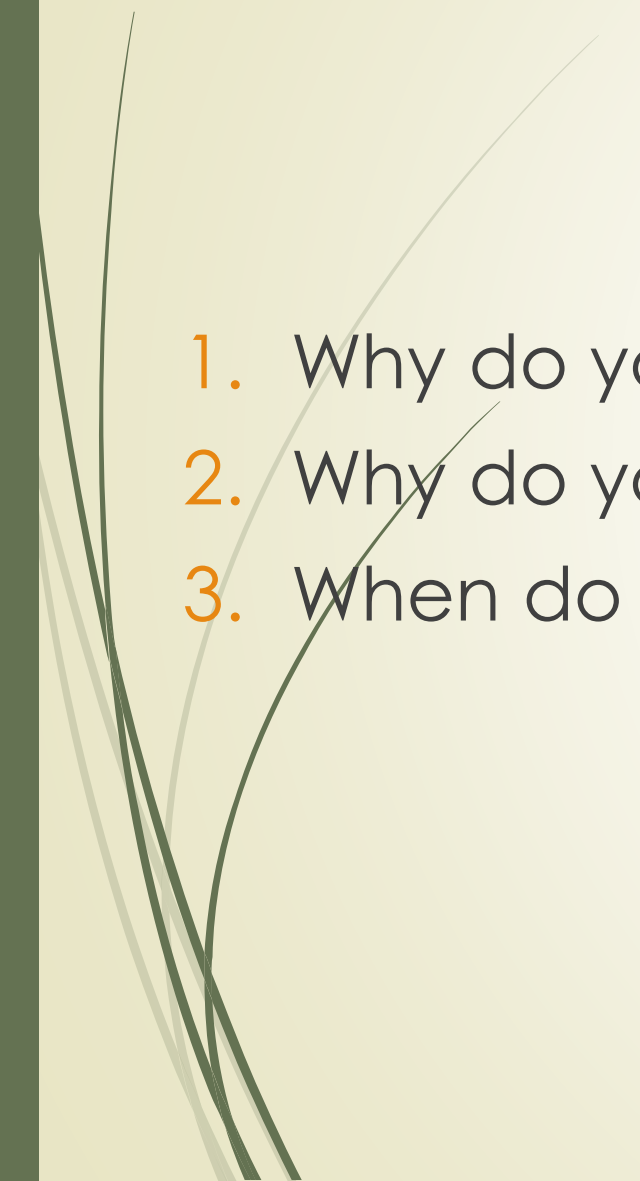
- The definition of consumer behavior
- The various factors that influence consumer behaviour: cultural, social, personal and psychological

Consumer Behaviour; What is

- ▶ Consumer behavior can be defined as the decisions and set of actions that influence the purchasing behavior of a consumer (Ganguly, 2018).
- ▶ Consumer behaviour is the study of how consumers make decisions about what they need, want, and desire and how do they buy, use, and dispose of goods (Nawal, 2019).



Consumer Behaviour; What is

1. Why do you think an individual buys a product?
 2. Why do you think an individual does not buy a product?
 3. When do you think consumers purchase products?
- 



Consumer Behaviour; Types of

- ▶ Programmed or routine behaviour
- ▶ Buying products occasionally or limited decision making
- ▶ Complex and involvement or extensive decision making
- ▶ Impulse buying or the conscious planning type

(Ainembabazi, 2016)



Consumer Behaviour; Influencing Factors



CULTURAL



SOCIAL



PERSONAL



PSYCHOLOGICAL



Cultural Factors

The influence of culture on buying behavior varies from country to country therefore marketers have to be very careful in analyzing the culture of different groups, regions or even countries.

(Rani, 2014)



Cultural Factors

A society is composed of several sub- cultures in which people can identify. Subcultures are groups of people who share the same values based on a common experience or a similar lifestyle in general.

Each culture contains different subcultures such as religions, nationalities, geographic regions, racial groups etc.

(Rani, 2014)

Example

Indian brides preparing for a wedding would not select the same style of garment compared to western brides

In India, fun colours such as red and green are preferred for traditional weddings rather than a typical white dress.

It is against Hindu culture to wear white on auspicious occasions

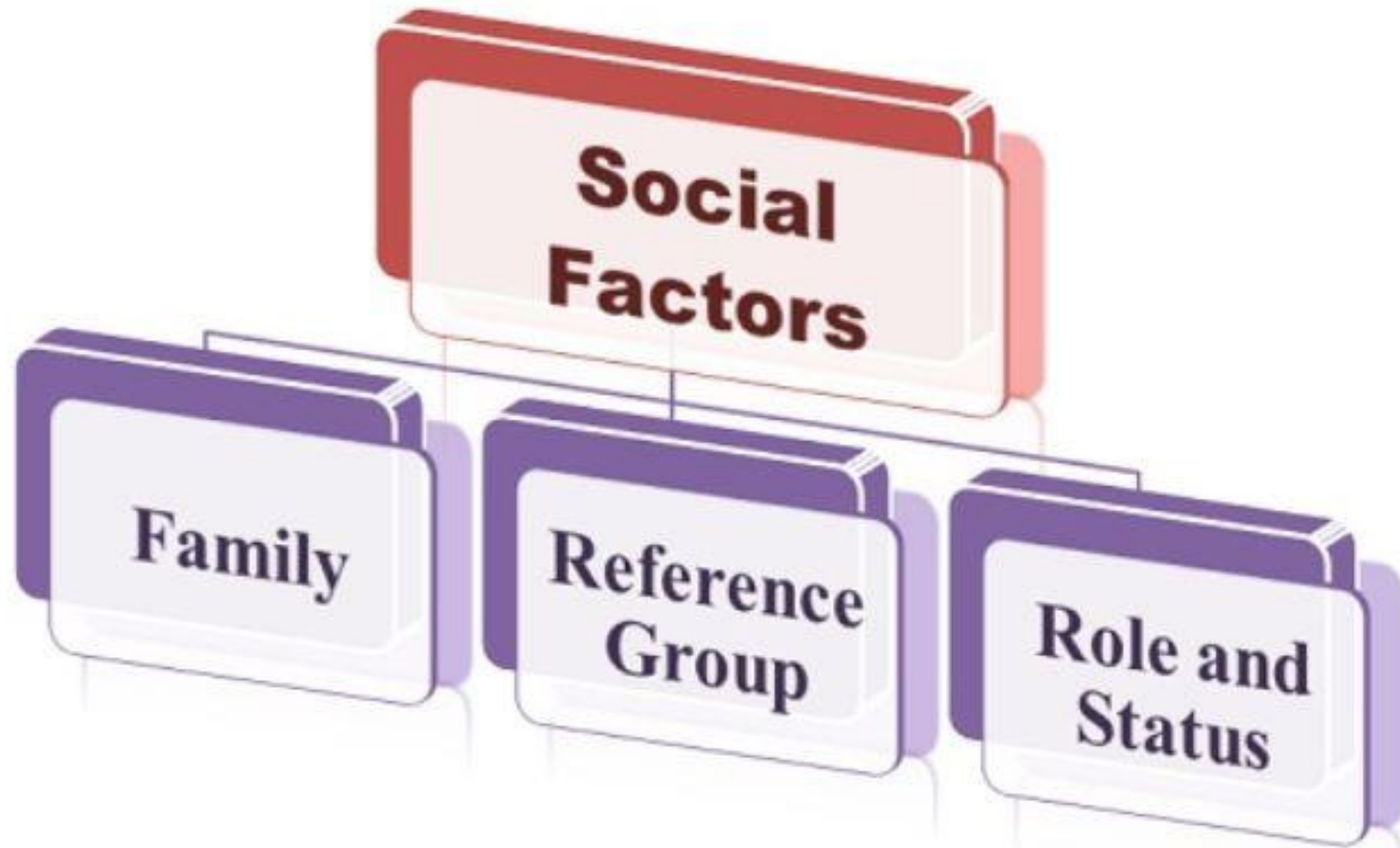


Social Factors

These are the factors that are prevalent in the society that a consumer lives in.

The society is composed of several individuals that have different preferences and behaviors.

(Turner, 2016)





Social Factors; Reference Groups

- The initiator: the person who suggests buying a product or service
- The influencer: the person whose point of view or advice will influence the buying decision.
- The decision-maker: the person who will choose which product to buy.
- The buyer: the person who will buy the product. Generally, this will be the final consumer.

(Turner, 2016)



Personal Factors

This factor includes variables as:

- Age and lifecycle stage
- Occupation
- Economic circumstances
- Lifestyle (activities, interests, opinions and demographics)
- Personality and self concept

(Rani, 2014)



Psychological Factors

The perception of a particular problem is unique to every individual and so is the perception of different products.

Psychological factors can be influenced by the present situation, perception of needs and problems, the ability to process information and their individual attitude.

(Nawal, 2019)



Psychological Factors

The sub factors that affect our purchase decision includes:

- Perception
- Motivation
- Learning
- Beliefs and attitudes

(Rani, 2014)



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Psychological Factors; Perception

Perception is the most important psychological factor that affects human behavior. It is a process consisting of several sub-processes. These are stimulus, registration, interpretation, feedback and reaction.

(Kolla, 2017)

Cornerstones of Perception



Selective
attention



Selective
retention



Selective
distortion



Subliminal
perception

(Nawal, 2019)



Psychological Factors; Motivation

Motivation is activating the internal needs and requirements of the consumer. It can also be described as goals and needs of the consumers.

Motivation arouses and directs the consumers towards certain goals.

There are theories that decide on how a consumer comes to decide what his/her needs are

(Ainembabazi, 2016)



Freudian theory

Sigmund Freud's theory states that behaviour is guided by subconscious needs. It is governed by three factors

1. Id
2. Superego
3. Ego

(Cherry, 2019)

PSYCHO ANALITIC



Maslow's Hierarchy of Needs





Psychological Factors; Learning

Learning comes only through experience. An individual comes to know about a product and service only after he/she uses the same.

(Warrington, 2017)

Example

If you are sick after drinking milk, you had a negative experience, you associate the milk with this state of discomfort, and you learn that you should not drink milk.

Therefore, you don't buy milk anymore



Psychological Factors; Beliefs and attitudes

Customer possesses specific belief and attitude towards various products. Since such beliefs and attitudes make up brand image and affect consumer buying behavior therefore marketers are interested in them

(Ainembabazi, 2016)

Additional Resources

- <https://www.youtube.com/watch?v=LuK1dHcEjcQ>
- <https://courses.lumenlearning.com/boundless-marketing/chapter/influences-of-personality-on-the-consumer-decision-process/>
- <http://www.eajournals.org/wp-content/uploads/The-Influence-of-Cultural-Factors-on-Consumer-Buying-Behaviour-A-Case-Study-of-Pork.pdf>

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