

# HOTEL MANAGEMENT

Consumer behaviour -Travel motivations

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# Consumer behaviour

- CB involves certain decisions, activities, ideas or experiences that satisfy consumer needs and wants.
- CB is concerned with all activities directly involved in obtaining, consuming and disposing of products and services, including the decision processes that precede and follow these actions.
- The a major reason for such unfulfilled potential lies in most tourism marketing focusing on the destination or outlet (in other words the products being offered) and lacking focus on the consumer (William 2006)

# Why CB is important for tourism managers??

- It's important for tourism managers to understand why their customers make a specific decisions.
- Understanding consumer behavior allow companies to increase their market share by anticipating the shift in consumer needs.
- To be aware of the purchase motives and decision process.

# Decision making

- **Perceptions:**

The process by which a consumer makes sense of the information that he/she receives.

- **Attitudes:**

Person's degree of favourableness or unfavourableness with respect to a psychological object.

- **Motivations:**

Psychological needs and wants, including integral forces that direct and integrate a person's behaviour and activity.

- **Values:**

Set of beliefs that related to the choice of product categories, brands and product attributes.

# Factors that affect consumer behaviour

## 1. Psychological Factors

Psychological factors can include perception of a need or situation, the person's ability to learn or understand information, and an individual's attitude.

## 2. Personal Factors

How a person makes decisions, their unique habits and interests, and opinions. When considering personal factors, decisions are also influenced by age, gender, background, culture, and other personal issues.

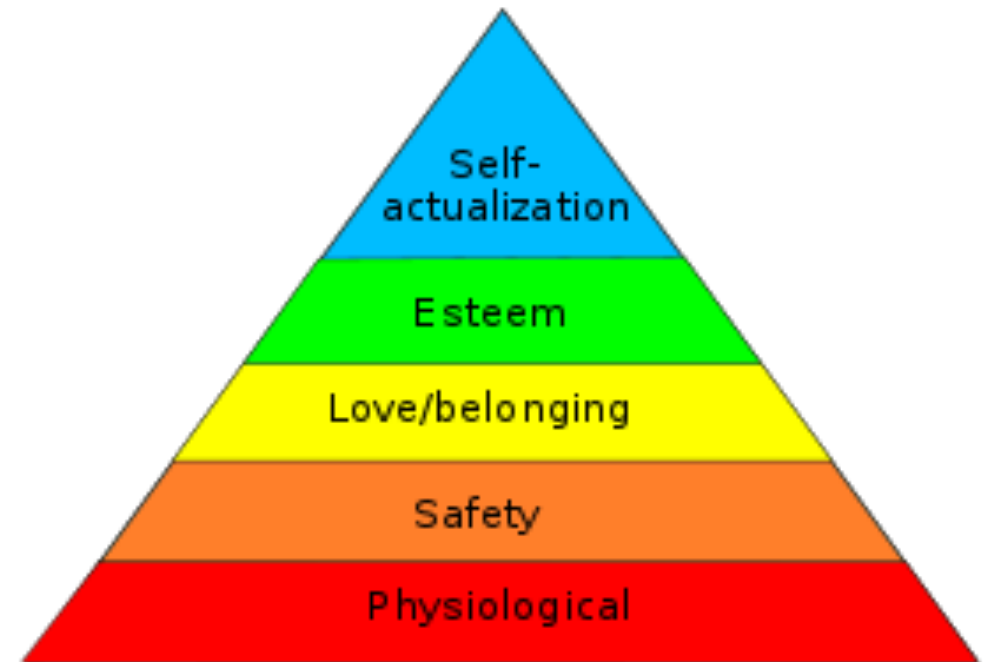
## 3. Social Factors

The social factors are very diverse and can be difficult to analyze when developing marketing plans. It includes a person's family, social interaction, work communities, or any group that belong to.

# Approaches to Motivation

Several theories or models have been developed to explain motivation

- **Maslow's Hierarchy of Needs**
  - Self-actualization (e.g. self-fulfillment, etc.)
  - Esteem (e.g. ego needs, self-respect, self-esteem, etc.)
  - Love/belonging or Social needs (e.g. affection, giving or receiving love, friendship, etc.)
  - Safety needs (e.g. security, protection, etc.)
  - Physiological needs (e.g. food, water, activity, air, etc.)



# The main motives for travel

Motivation for travel can be categorized as;

- **Physical motivations**

Which are related to physical relation, rest, relaxation, medical treatment, etc.

- **Cultural motivations**

Which are connected with individuals curiosity and desire to travel in order to learn about other countries and cultures.

- **Personal motivations**

Meeting new people and seeking new friendships.

- **Prestige and Status motivations**

Continuation of education or learning- study tours etc.

# Buying decision process

- Need arousal to travel
- Need recognition to travel
- Level of involvement in trip
- Identify travel alternatives
- Evaluate travel alternatives
- Make decision on travel
- Purchase travel
- Post-purchase behavior impacts on future decisions



# Model of Buyer Behaviour

## Buyer Behaviour - Stimulus-Response Model

