

# TRAVEL DECISION-MAKING AND GROUP BUYING BEHAVIOUR

## CONSUMER BUYING BEHAVIOR

### 5 Premises of buying behaviour

1. Consumer behaviour is purposeful and goal oriented
2. The consumer has free choice
3. Consumer behavior is a process
4. Consumer behaviour can be influenced
5. There is a need for consumer education

### Consumer motivation

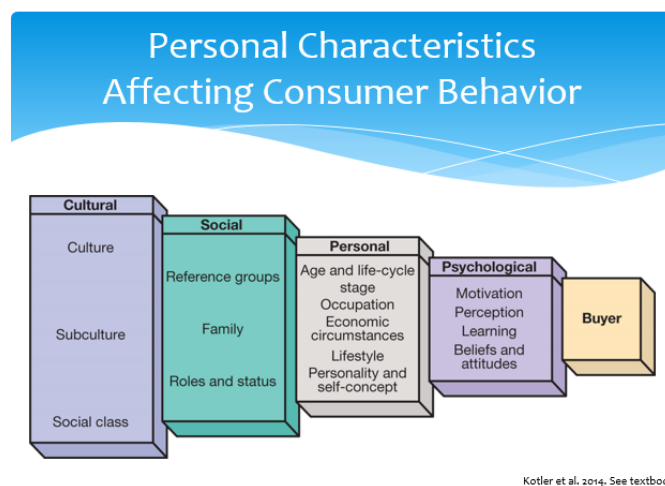
- Driving focus within individuals that impels them to action.
- Produced by a state of tension as a result of an unfilled need.
- Consciously or subconsciously want to reduce that stress.

Need recognition is a big part - drives behaviour

### Arousal of motives:

- Physiological arousal - e.g., TV advertisements
- Emotional arousal - e.g., daydreaming
- Cognitive arousal - e.g., thinking of home
- Environmental arousal - e.g., specific cues in the environment

### Characteristics affecting buying behaviour



### Cultural factors

- The most basic determinant of a person's wants and behaviour.
- **Subcultures** are groups of people with shared value systems based on common life experiences and situations.
- **Social classes** are relatively permanent and ordered divisions in a society whose members share similar values, interests, and behaviours

## Social factors

- Groups - An individual's attitudes and behavior are influenced by many small groups
  - Membership groups
  - Reference groups - direct or indirect inputs
  - Aspirational groups - a group one wishes to belong to
- Opinion leaders
  - Family
  - Roles and Status