

# Marketing

## Consumer Buying Behaviour

### *A day to talk about travel*

For this activity you will be required to interview a person you know about how they purchase holidays. In order to do so, you will need to develop a battery of questions to ask so that you can understand what triggers an intention to purchase and the decisions leading to the final purchase.

You can ask people about their general experiences relevant to the holiday industry or you might want to focus on one sector. For example, you might want to understand how consumers decide what airline to fly with or what hotel to stay in. You could tape record the interview to facilitate note-taking later on.

Use the information search and decision-making models from the Consumer Behaviour section to lead your questions.

Once you have collected and interpreted the information you need to fill in the gaps in the decision model and apply the information search model. (The example given in this section will provide you with a good indication of what you need to do).

#### Discussion

Discuss your experiences in class and assess the extent to which the decision-making and information search models can help explain consumers' behaviour when purchasing holidays. Keep the following questions in mind to guide your discussion:

- 1) What are the limitations of using these models to understand consumers' behaviour?
- 2) What are the advantages of using these models to understand consumers' behaviour?