CUSTOMER ATTITUDES AND BEHAVIORS: UNDERSTANDING YOUR MARKET

Course Focus:

Participants will take the perspective of a marketing manager who needs knowledge of consumer behavior to develop, evaluate, and implement effective marketing strategies. Concepts and theories from the behavioral sciences will be examined, and their usefulness will be analyzed to develop marketing strategies. Participants will focus on these ideas creatively (a) to understand peoples’ consumption-related behaviors and (b) develop and evaluate marketing communications (e.g., advertising) intended to influence those behaviors. The course is a mixture of lectures, case studies, and experimental exercises.

Key Benefits:

Participants will learn how and why hospitality customers think and behaves the way they do. Participants will also learn how this knowledge can guide communication (e.g., advertising and word-of-mouth) campaigns to increase market share, perceptions of value, and overall satisfaction. How to use research on consumer behavior to undertake market analysis and market segmentation will also be discussed.

Topics Include:

- How internal influences such as emotions, attitudes, personality, learning, and memory influence the choices customers make
- How external influences such as culture, social status, reference groups, family, and marketing activities influence consumer behavior and attitudes
- The decision processes that hospitality customers go through before and after purchasing the hospitality product, including problem recognition, information search, alternative evaluation, and post-purchase processes.