

Шифр «*Consumer behaviour*»

НАЗВА РОБОТИ :

**«Consumer buying-behaviour in the tourism industry: decision-making
process»**

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Introduction

Analysing consumer behaviour in the decision-making process is a crucial step in the developing a marketing and sales plan for any company, especially for the tourist one. There are a lot of famous scientists and psychologists who researched this theme in their works, for example, Abraham Maslow, Philipp Kotler, Martin Fishbein and Eidko Eisen and many others.

The study of consumers has as their main goal the understanding of their needs in order to ensure their fullest satisfaction. For this, it is necessary to identify and deeply analyse already existing needs, to study the laws of their development and the formation of new needs.

The theme about the consumer behaviour in the process of decision-making is relevant and crucial for each enterprise. You should know how to deal with different types of customers, you should understand their needs and you must know how to predict the future actions and the behaviour of the customer in the decision-making process.

The purpose of writing a paper is to study and analyse consumer behaviour in the tourism market, to identify types of tourists and main factors affecting their behaviour in the decision-making process and to provide some recommendations how to deal with different types of customers, how to find and create a loyal customer. It should be noted that consumer behaviour is a field of knowledge that goes beyond the purely marketing sphere of activity. It is relevant for anyone who seeks to firmly and successfully fit into the market element and succeed in it, using a wide range of professional methods of managing consumer behaviour.

When analysing consumer behaviour in the market of goods and services, it is also necessary to take into account the decision-making process on the purchase, post-purchase analysis and the formation of customer loyalty to the brand of the product.

CHAPTER I

THEORETICAL ASPECTS OF CONSUMER BEHAVIOUR

1.1. Theory of consumer behaviour: types and characteristics

When analyzing consumer behaviour, one must be very careful in their assessments. As soon as you start to think that you understand the consumer, he surprises you with his irrationality. However, what seems like an irrational manager is reasonable for the consumer. Consumer behaviour is never simple, because it is influenced by many factors.

There are five postulates of consumer behaviour:

✓ Consumer behaviour is targeted. What seems irrational to the manager is absolutely reasonable for the consumer.

✓ The consumer has freedom of choice. He absolutely does not have to notice your marketing tricks. The communication flow falling upon it is processed selectively. Most often, he isolates several goods from it, and it is between them that he makes his choice.

✓ Consumer behaviour is a process. To conduct marketing operations, you need to understand this process.

✓ Consumer behaviour can be influenced. By understanding how consumer decisions about buying are made, a marketing specialist can influence consumer behaviour.

✓ The consumer must be educated. Often consumers act contrary to one's own interests due to lack of knowledge. One of the main socially useful tasks of marketing is to educate the consumer [1].

The correct idea of consumer behaviour is based on the principles of sovereignty: the consumer is independent, the motivation and behaviour of the consumer is known through research, consumer behaviour can be influenced, and the influence on the consumer is socially legal.

There are psychological models of consumer behaviour, which include the «black box» of the buyer and his personal characteristics. It can be identified the main environmental factors that are defined by the «black box» of the buyer with one concept (Fig. 1.1).

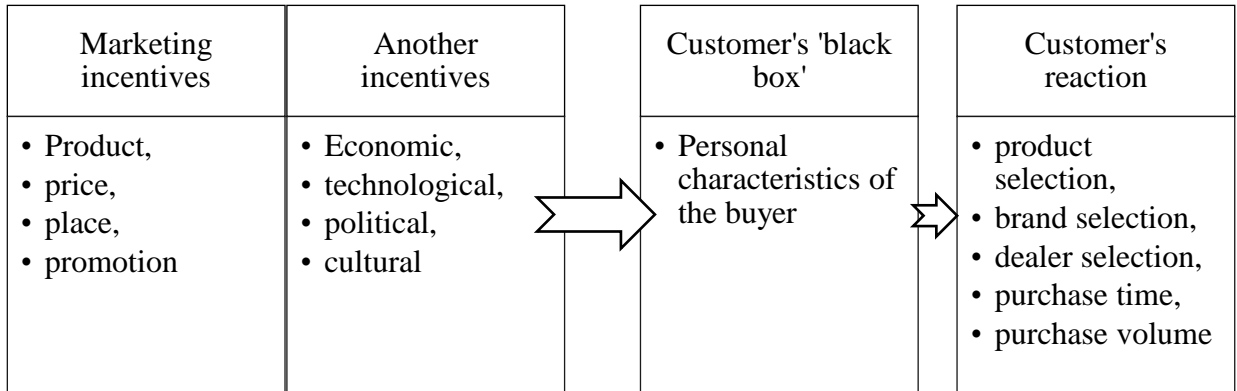


Fig. 1.1 The model of consumer behaviour «Black box»

The figure on the left shows the main marketing incentives – the so-called four «P» (product, price, place, promotion): product policy, pricing policy, policy of creating distribution channels and product distribution, promotion policy, that is, demand formation and sales promotion.

The group of other incentives includes the main factors of the buyer's environment: economic, technological, political and cultural. All these incentives fall into the «black box» of the buyer, where they are converted into certain decisions. The «black box» of the buyer consists of two departments: personal characteristics of the buyer himself, affecting how he perceives environmental factors affecting him, and the process of making a purchase decision [1].

That is, a person must coordinate dreams about where he would like to visit, not only with his budget, but also with the economic realities at the destination.

Consumer behaviour can be rational and familiar in nature, and can be determined by human emotions [1].

In accordance with this, there are several theories of consumer behaviour.

Theory of consumer behaviour: types and characteristics (source: M. A. G. van Meerhaeghe «The Theory of Consumer Behaviour»)

Theory of consumer behaviour	Characteristics of consumer behaviour
Rational behaviour	It is based on the stability of consumer habits, suggests that consumers are completely rational when making a purchase and try to get maximum satisfaction from the product at an affordable price
Emotional behaviour	It is based on the idea that consumer behaviour mainly depends on external influences. Emotions are the result of sensations and many products are designed to give the consumer pleasure, joy, a sense of confidence or relieve stress. Prestigious brands often cause personal associations that correspond to the ideal of the consumer or his opinion of himself, which can make him a supporter of this brand. The influence of emotions on the consumer is considered stronger than rational thinking
Complex consumer behaviour	It is observed in a situation where a high degree of consumer involvement is accompanied by significant differences between different brands of goods. This usually happens when the product is expensive, and its purchase is associated with risk, for example, a trip to an extreme tour.
Uncertain consumer behaviour	It is observed in situations with a high level of involvement, when the product is expensive, the purchase is risky and the difference between goods of different brands is small, for example, the same choice of hotel or tour operator.
Habitual consumer behaviour	It is manifested under the condition of low consumer involvement and a small difference between the goods. For example, the consumer almost does not care where to go on a traditional sun, sea and sand vacation: Egypt, Turkey or Bulgaria.
Search consumer behaviour	It manifests itself in a situation where a low degree of involvement is accompanied by crucial differences between different tours. In this case, consumers usually change brands easily and often.

Modeling consumer behaviour is one of the important part of running the business (Fig. 1.3).

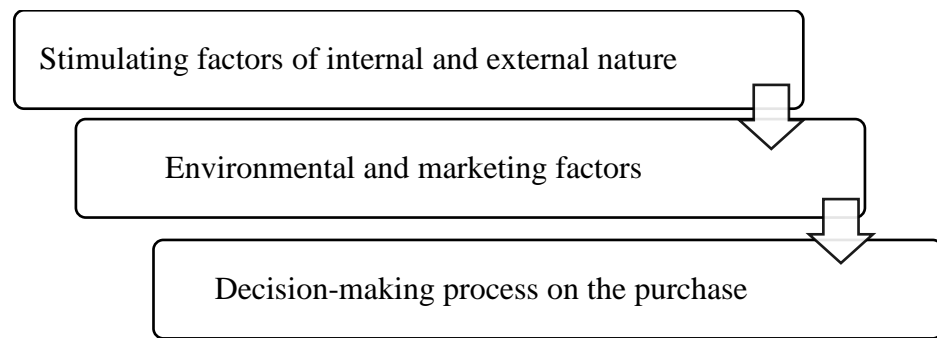


Fig. 1.2 Modelling Consumer Behaviour

Following this model, the study of consumer behaviour can be considered in the following aspects:

- ✓ the influence of environmental factors (economic, political, sociocultural, technological) and marketing (product, price, distribution, promotion) on the consumer;
- ✓ study of the characteristics and motives of the consumer;
- ✓ the process of making a purchasing decision.

In addition, a very important thing is the behaviour of the customer after the purchase. The intangible nature of tourism industry services makes it impossible to evaluate their quality before they are provided. Therefore, consumers, using the advice of friends in choosing a hotel or restaurant or travel agency, evaluate the work of these institutions based on the personal experience.

The new consumer seeks, as before, to consume more. He focuses more on impressions, cognition, pleasure, and self-expression and, to a lesser extent, on material values.

A Ukrainian consumer of travel services, for the most part already having traveled abroad and having an idea of quality service, sophisticated, more informed, demanding, critical of the goods and services offered to him, spoiled by foreign abundance, longing for a variety of impressions and pleasures, active, independent is changing their behaviour in the tourism market. The aforementioned changes in the social psychology of consumption have influenced the stereotypes of consumer behaviour in the tourism services market.

There is a new type of consumer, who has formed on the Ukrainian market. It is distinguished by the following behavioral characteristics (Fig 1.3).

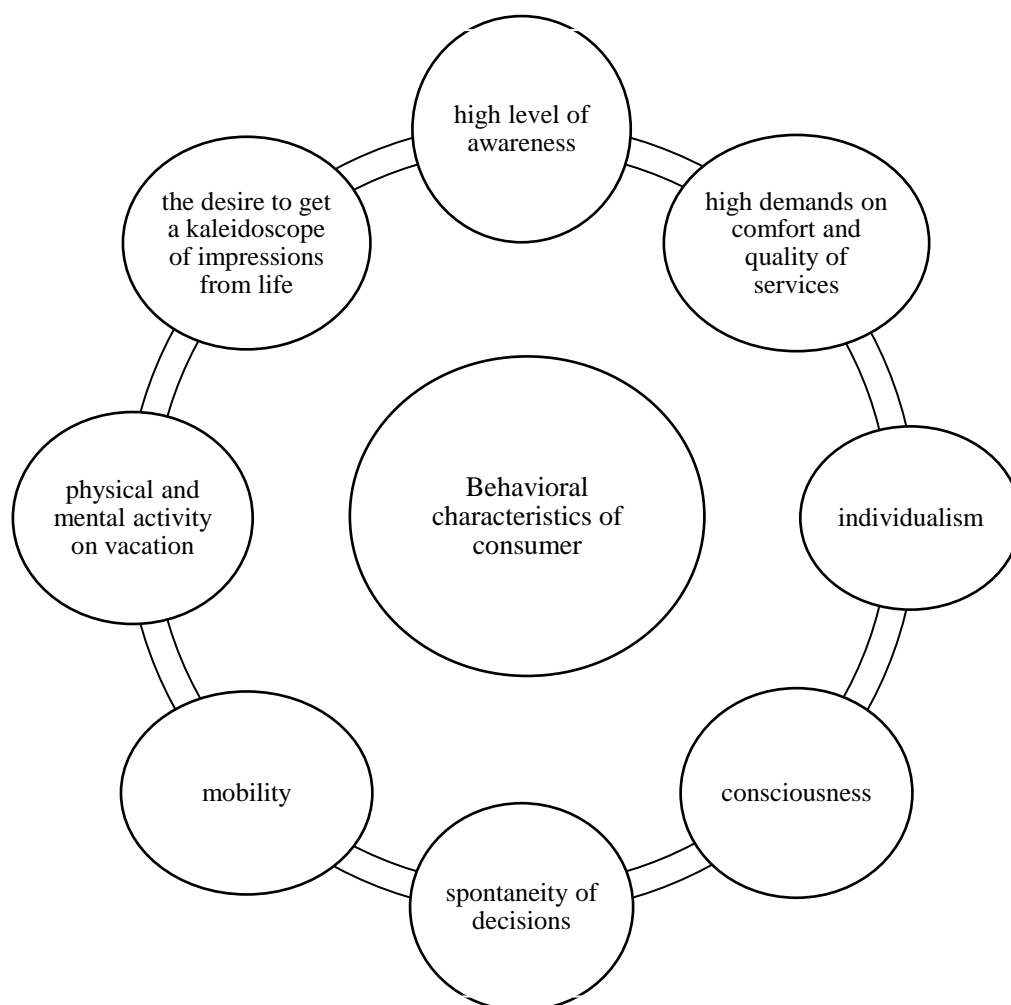


Fig. 1.3 Behavioral characteristics of consumer

The company sells goods to two groups of consumers: new customers and old customers. Attracting a new buyer is much more difficult than keeping an old one. We know that a satisfied customer talks about a successful purchase to at least three acquaintances, and an unsatisfied customer tells about a failed experience to at least eleven acquaintances.

1.2. Decision-making process models in the tourism industry market

When analysing consumers' behaviour in the market of goods and services, it is also necessary to take into account the decision-making process on the purchase,

post-purchase analysis and the formation of customer loyalty to the brand of the product.

When marketing, you need to have an idea of how purchasing decisions are usually made. Azoev G.L. identifies five steps in the purchasing decision process [2].

There are five main steps in a consumer decision-making process: a need or a want is recognized, search process, comparison, product or service selection, and evaluation of decision (Fig.1.4).

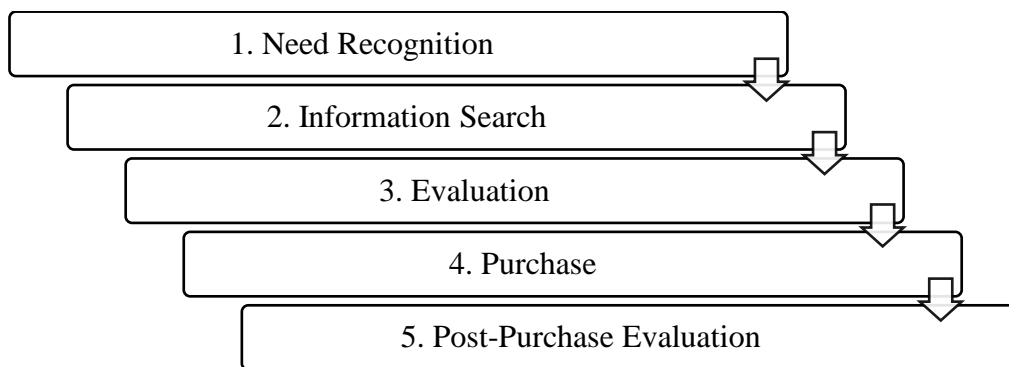


Fig. 1.4 Main steps in a consumer decision-making process

This is the classical model of decision-making process which includes the main stages. The prospective buyer feels the difference between his real and desired condition. The need can be excited by internal or external stimuli. A person knows how to cope with this impulse, and his motivation is oriented towards a class of objects that are able to satisfy the incitement.

It is necessary to identify the circumstances that push a person to realize the problem. It should be clarified: what tangible needs or problems arose, what caused their occurrence, how they brought a person to a specific product. It is possible to identify irritants that more often than others attract the individual's interest in the product, and use them.

An excited consumer may or may not search for additional information. If the motivation is strong, and the product that is able to satisfy it is easily accessible, the consumer is likely to make a purchase. If not, then the need may simply be deposited in his memory.

The consumer uses the information in order to compile for himself a set of brands of goods from which the final selection is made. Evaluation of options leads to the ranking of objects in the selection set. The consumer is formed the intention to make a purchase, and the most preferred object.

There are another three basic models: Rational decision-making process, Mixed decision-making process, Intuitive decision-making process [3]. These models are presented in the fig. 1.6, 1.7 and 1.8.

The first model is rational decision-making process. The model consists of the such stages:

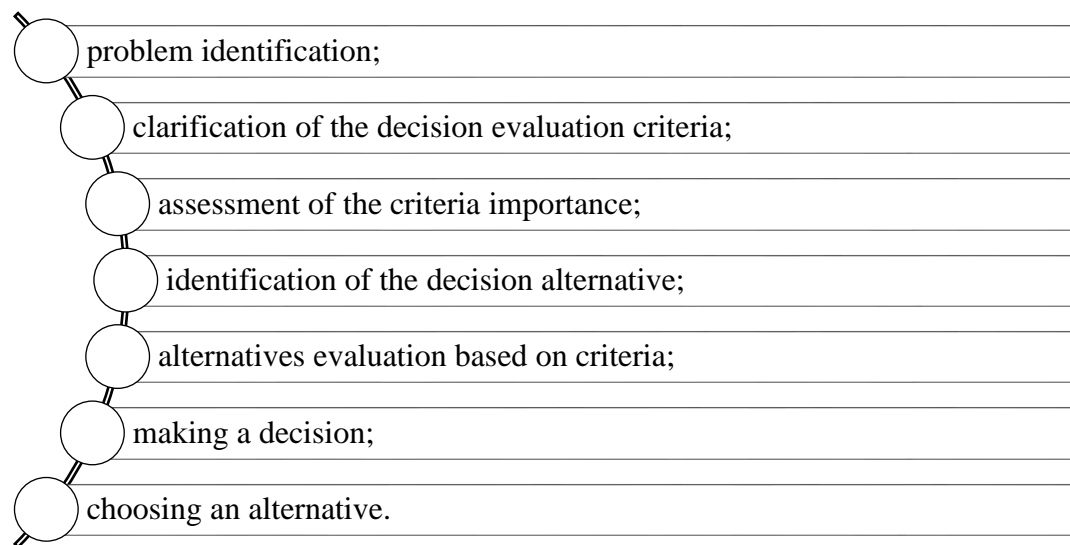


Fig. 1.5. Rational decision-making process [3]

The second model is named «mixed decision-making process» and there are already 7 steps:

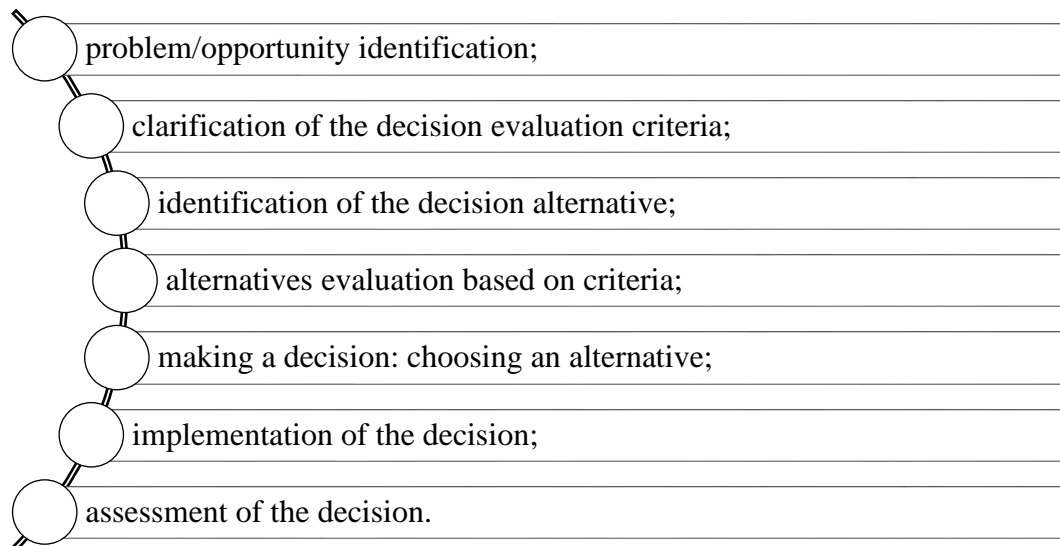


Fig. 1.6. Mixed decision-making process [3]

In addition, there is intuitive decision-making process and it represents four steps of decision-making process:

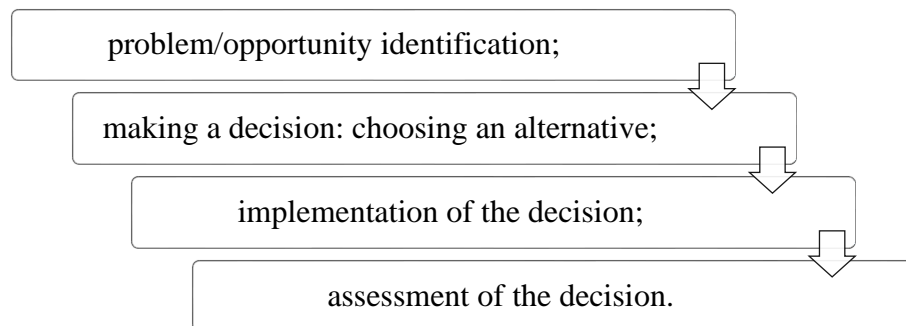


Fig. 1.7. Intuitive decision-making process [3]

The intuitive model is the simplest one, because customer is faced with some problem, he takes decision about purchase, then he implement this decision and the last stage is the assessment of the purchase. The rational and mixed decision-making models are more complex.

All three models that were described have some similarities and differences. The first similarity is the first stage – the problem identification or opportunity identification. So, the first stage is the main factor affecting the customer to take a

decision about purchase. It is the most important stage. Without opportunity or problem/need the customer won't buy something.

The next important stage is clarification of the decision evaluation criteria. This stage is presented in the mixed and rational decision-making process models.

In addition, the last, but not the least similarity in these models is the assessment of the decision that is presented on the last stages.

Other stages of these models are different, but it is necessary to know how customer can behave and how customer can make decision: intuitively or on another, not simple way.

It is also worth noting that in the process of decision-making, personal influence plays an important role, i.e. the effect that a statement about a product or service of one person produces on the relationship of another, on the likelihood of him making a purchase. With regard to the news, the most significant personal influence is at the evaluation stage.

In the science of behaviour, there are concepts that are directly related to consumer behaviour in decision-making process, such as innovation. The consumer's tendency to acquire new products (ideas, goods, services) can play a significant role in theories of consumer brand loyalty, decision making, customer preferences, and communications. If there were no innovations, the behaviour would be reduced to a certain set of consumer reactions to a static set of services or goods. The consumer's innate desire for innovation makes the market dynamic. On an individual basis, each person is to some extent an innovator - we all throughout life use some objects, ideas that we perceive as new.

CHAPTER II. ANALYSIS OF THE CONSUMER TOURISM MARKET

2.1. Segmentation approaches of tourism market

Any company realizes that its products cannot be attractive to all customers, since there are many of them, they have different tastes, needs and habits, and they are geographically widely dispersed. The resources of a travel company are also unlimited, and in order to develop and produce goods that satisfy the tastes of all customers.

Therefore, it is best for a firm to focus on serving certain market segments. Each company must identify the most attractive market segments that it is able efficiently serve. However, firms do not always adhere to such tactics.

For effective and profitable activities, travel agencies adopt the concept of targeted marketing, which requires four main activities:

- market segmentation is determining the principles of segmentation, compiling profiles of segments obtained;
- selection of target market segments is assessing the degree of attractiveness of the obtained segments, selecting one or more segments;
- product positioning on the market is decisions on product positioning in each of the target segments;
- development of a marketing mix for each target segment.

The first step in tourism marketing is to divide the tourist market into segments based on some relevant criteria. Then it is necessary to concentrate efforts on creating a product, setting prices and stimulating demand for servicing those market segments that are characterized by the greatest demand for our goods and services, i.e., on target markets.

Market segmentation is the division of the market into parts (segments), which are characterized by common requirements of consumers. Any of these segments can be selected as the target market with the subsequent development of a single product and marketing mix for this segment.

Any tourist attraction can be attractive to many segments of the tourist market. The marketing manager should consider each market segment and decide which one offers the greatest potential for a profitable business.

Segmentation of tourist markets are divided according to the following criteria (Fig 2.1).

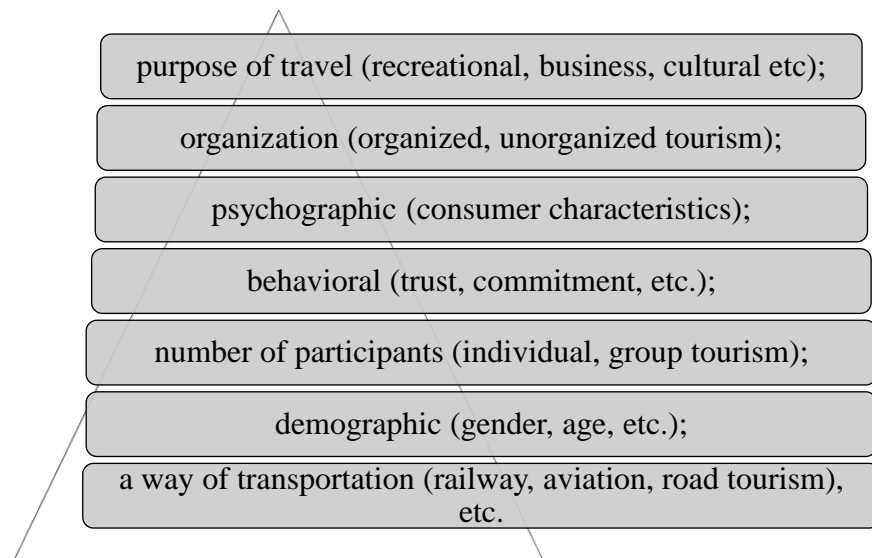


Fig. 2.1. Segmentation criteria of tourist market

After the company identifies the most attractive segments for itself, it should ask itself, which one is most fully consistent with its strong business sides. The company should choose a segment that is not only attractive in itself, but also one for successful work in which it has the necessary business prerequisites.

Having decided on which segment to speak, the company must decide how to enter this segment. If the segment has already settled down, then there is competition in it. Moreover, competitors have already taken their «positions» within the segment. Given the positions taken by competitors, choose one of two ways to position the product on the market:

- Position the product next to the competitor's product and start the struggle for market share, if a product is created that exceeds the competitor's product; the market is wide enough to accommodate several competitors; the enterprise has large resources.

- An enterprise may create goods that are not yet on the market. It will win over consumers, because competitors of this product do not offer. However, you need to make sure that there are enough buyers who prefer this product; are there any technical possibilities to create a product; are there economic opportunities for creating a new product within the planned price level.

The main criteria that guide consumers in acquiring tourism services are: high level of service, trust in travel agencies, acceptable price levels.

The main methods of study of consumers of travel services:

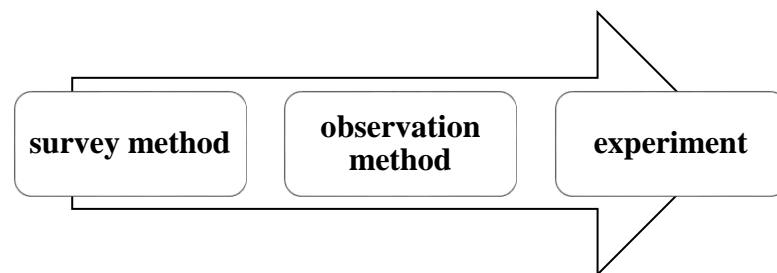


Fig. 2.2. Methods of study of consumers

Survey method is gathering information using asked questions; it happens: actual survey, opinion poll and explanatory survey. Observation method consists of direct observation of customers and the situation in the process of data collection; facilitates the collection of more accurate information and describes consumer behaviour. Experiment involves testing to identify a cause-effect relationship.

In practice, tourism is a widely used tool in the collection of primary information is a questionnaire. The questionnaire should consist of several questions that the respondent needs to answer.

Consumer understanding provides travel company features:

- ✓ forecast their needs;
- ✓ identify services that are in greatest demand;
- ✓ improve relationships with potential consumers;
- ✓ understand what the consumer is guided by when deciding on purchase of tourist services;
- ✓ find out the sources of information used when deciding on purchase;

- ✓ establish who and how influences the development and decision-making on the purchase of a tourism product;
- ✓ to develop an appropriate marketing strategy and specific elements of the most effective marketing mix;
- ✓ create a feedback system with consumers of tourism services;
- ✓ to establish effective work with clients [2].

A particular tourist product will never satisfy requests of the entire mass of consumers. It can correspond only to the desires of some of them - the target profile, consisting of one or more segments.

From the point of view of gaining a competitive advantage in the market of tourist services, the value of consumer loyalty is determined by the following: the higher the level of customer loyalty, the more competitive the company.

2.2 Tourist statistics according to the segmentation of tourist market

In previous parts of this paper work there was described the importance of analysis and development marketing strategies and analysis of consumer behaviour. In addition, the analysis of dynamics of the tourist flows is also crucial part in the researching the consumer buying behaviour in the tourism industry.

According to the WTO, the contribution of tourism to the global economy is 10.9% of global GDP. 2018 saw an extra USD 121 billion in export revenues from international tourism (travel and passenger transport) compared to 2017.

In order for tourism to become a mass phenomenon and involve significant segments of the population, sufficient funds are needed to make it possible to allocate some of the family budget to provide recreation.

UNWTO presents the statistics according to the segmentation of tourist market, for example, the statistics according to the purpose of destination, according to the way of transportation, number of participants, gender, age, etc. The most popular purpose of traveling are leisure, recreation, holidays (fig. 2.3) [4].

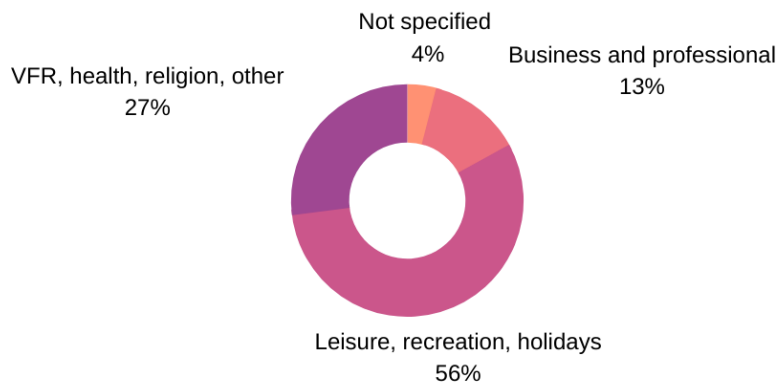


Fig. 2.3. UNWTO statistics: purpose of travel, 2018 [4]

According to the graphic, it can be concluded that the most popular purpose of destination is the leisure, recreation holidays. Next place in this list is taken with the health tourism, visiting friends and relatives, and religion/excursion tours. The last place in the list is taken by business tourism.

The next graph shows the popularity of different ways of transportation. It is also necessary to understand what kind of transport many people prefer or not prefer in order to suggest the appropriate type of tour.

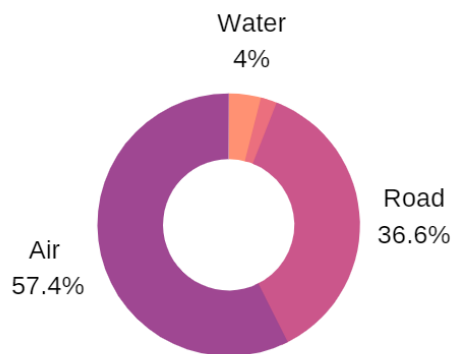


Fig. 2.4. UNWTO statistics: mode of transport, 2018 [4]

The most popular way of transportation is the air transportation that is the most reliable, fast and convenient for tourists. The next place is taken by road transportation, because it is also convenient for people and there are a lot of bus tours. Water transportation takes only 4% and the train takes only 2%. These two means of transportation is not so popular. Water transport is popular like some cruises tours through different seas, countries, but not as the way of transportation.

According to the International Tourism Highlights Report 2019 there is the classification of tourists by top destinations. The popular ones are presented in the Fig. 2.5.

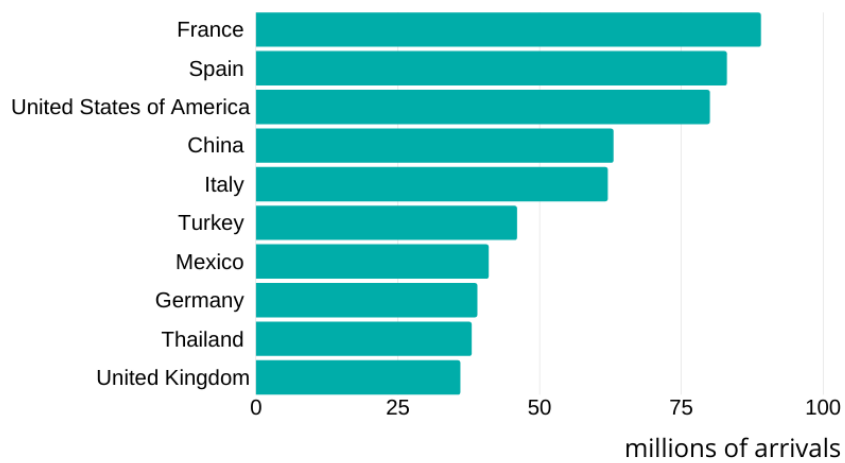


Fig. 2.5. Arrivals in top destinations [4]

The graphic shows not only the list of top-8 traveling destinations, but also the number of arrivals in these countries. According to the graph, it can be concluded that the most popular countries for tourism are one of the most developed countries.

The following graphic shows the list of countries that earn more than others with the help of tourism do. France is the most popular destination according to the arrivals, but USA earns more, than France in several times. In addition, Spain is the second country in the list by the number of arrivals; however this country earns also more than France.

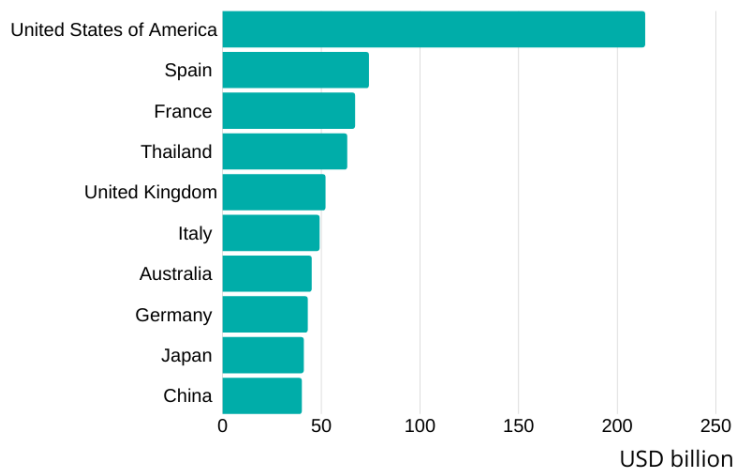


Fig. 2.6. Top tourism earners countries [4]

It is necessary to understand the development trends in tourism and main statistics according to the age and gender of your customers. There is the classification of tourists by groups, such as students, millennial, generation X and baby boomers [5].

✓ The student traveler represents fully one-fifth of all international arrivals in the travel industry, commanding a market value of some \$320 billion.

✓ The millennials (born between 1980-1994; 25-39 years old) showed the biggest percentage increase from 2007 to 2017, rising from 10% of the market to 17% [5].

✓ Gen X travelers (born between 1965-1979; 45-54 years old), those born between 1965 and 1980, will take the most leisure trips. They account for one out of three leisure travelers and will average between three and four trips this year [5].

✓ Baby Boomers (born between 1944-1964; 55-75 years old) are active travelers, anticipating four or five trips a year. More than half of Baby Boomers report that they plan to travel exclusively in the U.S., and 42% plan on both domestic and international travel [5].

The tendency to travel after retirement has not yet taken root, so for now the most active age group of tourists is 27-35 years old. 25% of men and 22% of women fall under this criterion. Moreover, most tourists travel at 29 years old [5].

Fig. 2.7 shows how much people spend on their leisure vacation and according to this data, baby boomers and millennials spend more than other age groups.

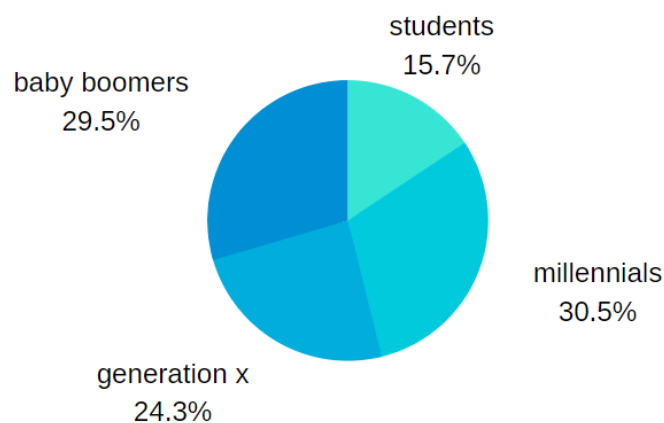


Fig 2.7. Travel costs: Who spend more in travels [5]

Studying customer behaviour in the travel services market is a complex and time-consuming process. However, it allows you to collect and analyze the information that is so necessary for the leaders of the tourism industry to make management decisions. Different groups of people have similar and different customer behaviour, so that's why it is important to analyze the information and statistical data in this sphere.

Therefore, forecasting is an important element of business processes. The ability to analyze past activities, to be prepared for seasonality, ups and downs of the market, and understanding of further development prospects are critical skills in today's market.

CHAPTER III. RESEARCH OF BEHAVIORAL CHARACTERISTICS OF TOURIST PRODUCT CONSUMERS

3.1 Behavioral characteristics of tourism product consumers of different age categories

Analyzing consumer behaviour it is necessary to know not only stages in the decision-making process, but also types of the customer. Market segmentation is defined as the process of dividing a market into more homogeneous groups of people who have needs, desires and similar applications. There are a lot of different classifications criteria about consumers of tourist product and the main one is presented below:

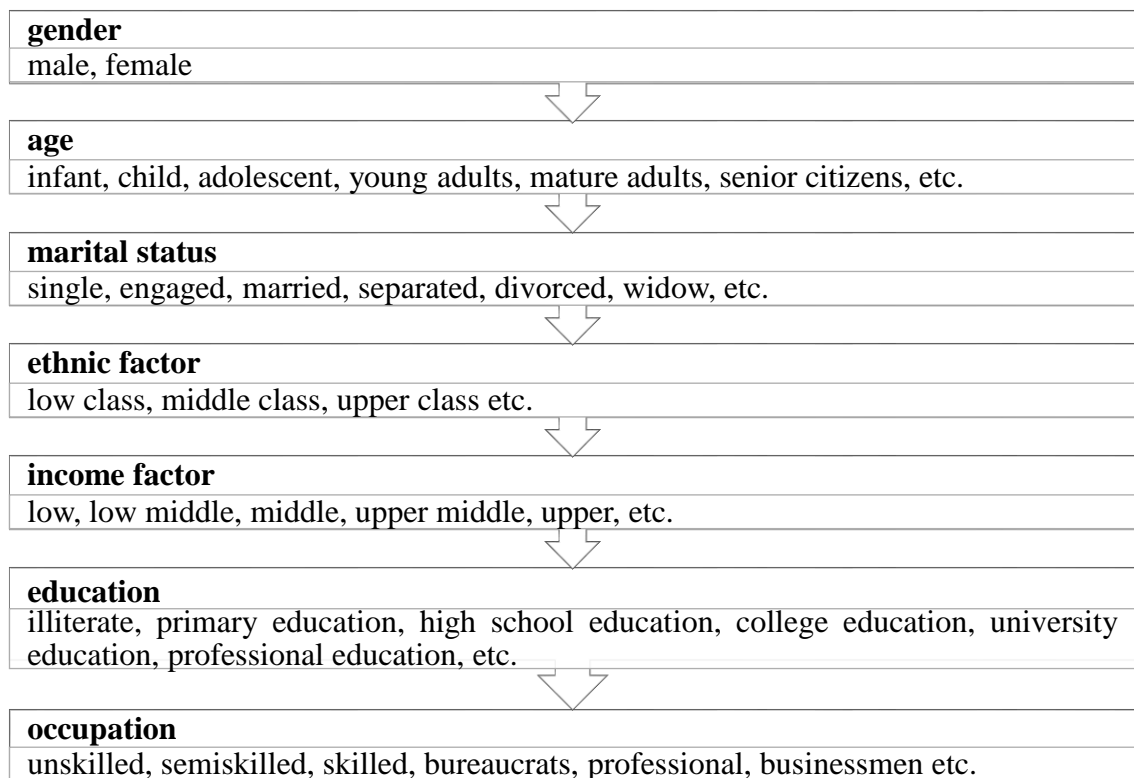


Fig 3.1. **Classification criteria of tourists according to different groups**

It was analyzed the activity of five travel agencies, such as the Krasky Myra, Come with us, TUI, Coral Travel, Bon Tour. Travel agencies made a survey about people's satisfaction with the number of trips in their lives. In addition, fig. 3.1.

helped travel agencies to make the questions to the survey: questions are almost the same with this classification. However, it is necessary to understand how much one or another groups of tourists the travel agency has. Therefore, this information is crucial in the consumer research in the tourism industry.

Questions of the survey are presented in Addition A. There are 200 respondents – the clients of these five travel agencies and the results of the survey are following:

The 55,2% of the interviewees are women and the next 44,8% are men. The next results are presented below.

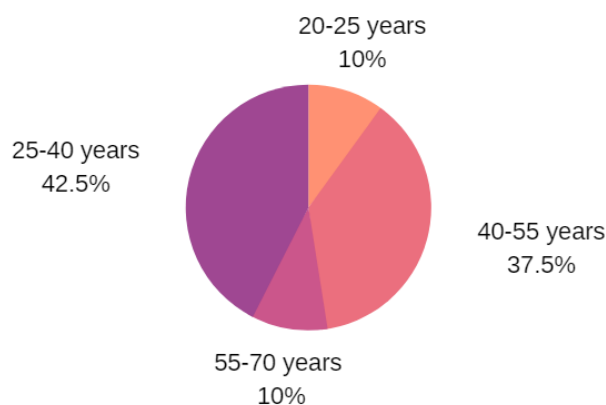


Fig 3.2. Age of the respondents

Fig. 3.1. shows the percentage, the respondents answered how old they are. Based on the main answers, travel agencies classified customers by age categories: from 20 to 25 years; from 25 to 40 years; from 40 to 55 years and from 55 to 70 years.

The next Fig 3.2 shows the data about the job-experience of the respondents and according to the results of this question of the survey, it can be approximately concluded the income of your customers.

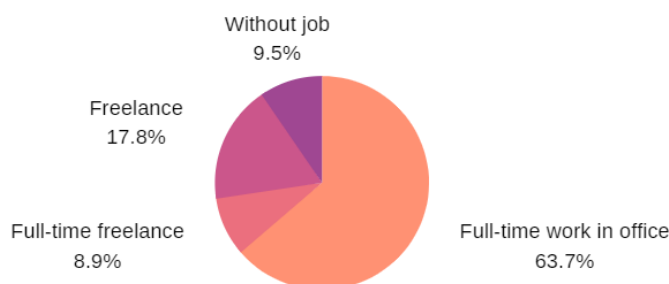


Fig 3.3. Employment of respondents

According to the getting results, one can see that most of the interviewees have full-time work in office. The following figure shows the number of interviewees who travels zero, one or more times a year.

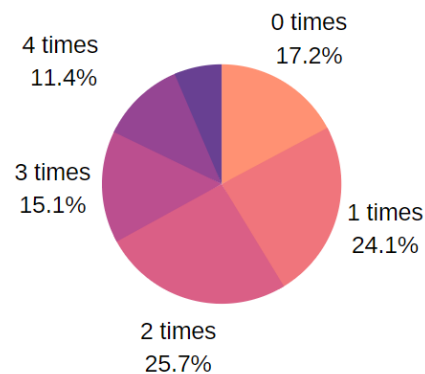


Fig. 3.4. Respondents' frequency of traveling

The darkest color shows people who travel 5 or more times a year and this indicator equals to 6,5%.

Fig. 3.5 represents the results according to the types of the travels. Most respondents prefer to independently move around the world, walk, watch and explore new places. Most often, independent tourism is combined with other types of travel. For example, independent and beach or independent and active. In addition to the proposed options, people also travel to visit relatives or friends, for sports and hitchhiking.

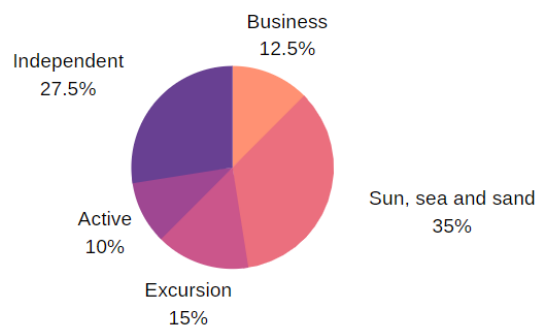


Fig. 3.5. Respondents' preferred types of tours

According to the survey travel agencies highlighted such indicators as the main, they are the following: income level, age and direction. According to the survey, travel agencies give the next characteristics of tourist groups by age (tabl. 3.1).

Table 3.1

Classification and characteristics of groups of tourists by age

Group of tourists	Characteristics
20-25 years	<p>It is the first group in the classification. Tourists of this age are knowledgeable. They value the manufacturability of the services provided such as payment by card, possibly the smart home system at the hotel, various tablets on the plane / bus, virtual guide. 20-25 years is the age when tourists are still subject to fashionable travel trends. If today it is fashionable to go on sightseeing tours to Europe, then they will go there, if on extreme trips, then accordingly tourists will choose this direction.</p>
25-39 years (with/without children)	<p>These tourists can be with children or without them. According to the analyzed travel agencies, 40% of this group of tourists are with children and 60% travel without them.</p> <p>Tourists with children usually choose comfortable and convenient package tours, so that then they don't bother about anything during the trip. They constantly ask the travel agent questions about the tour, hotel, travel entertainment, etc.</p> <p>Tourists without children try to travel with companies, choose group tours, just like tourists with children ask questions about the upcoming trip.</p>
40-55 years	<p>Typically, these consumers are attributed to the middle class and above, that is, to people who have a fairly good income. Tourists of this age appreciate the quality of service provided at the agency, hotel, airplane and in the country. Often they want to be offered a ready-made solution. Among this category, regular customers are most often found.</p>
55-70 years	<p>Tourists in this category often require attention, they need to repeat everything, tell in detail, for example, you can give them a check list for the trip. These customers are the most dedicated and loyal. However, they are also subject to panic attacks, they will teach and give advice to the manager. They need to be listened carefully and reassured in time.</p>

Tourists can be also divided according to their income, and it is easy to understand what kind of tours and destinations they will choose. Someone is ready to pay for tour and if the proposed tour will match to the requirements of tourists, they will quickly make decision about the purchase.

Income of tourists can be low, low middle, middle, upper middle, upper, etc. and this classification can be interconnected with the age of tourists.

In addition, tourists are classified into several groups, such as visitors who travel local, regional, national and international.

Consumer behaviour doesn't remain the same or constant in every situation it changes time to time. However this classification helps travel agent to understand and to know his customer and to affect consumer behaviour. As the change comes in some factors, consumer behaviour also changes.

3.2 Practical approaches of marketing influence on tourism product consumers of different age categories: customer acquisition and retention

In order to influence the buying behaviour in the decision-making process, it is necessary to not only know and understand the consumer behaviour patterns or the main steps in the purchasing decision-making process, but it is also important to be careful, listen to what the consumer tells you and use all the information received to attract consumer.

The main goal of influencing tourists is to gain customer loyalty. Before the consumer reaches the required level of loyalty, he must climb the ladder of buying behavior, go from the complete lack of loyalty to the highest degree of its manifestation (Fig. 3.6) [7].

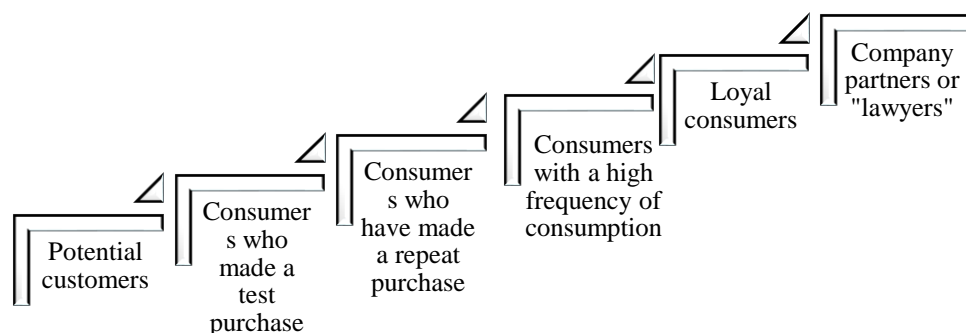


Fig. 3.6. The stages of consumer behavior

There are whole varieties of factors affecting consumers of tourism services can be divided into two groups: external drivers and personality factors.

External drivers include marketing factors (product, price, sales, communications, and staff, process of consuming services) and environmental factors (economic, social, cultural, and political).

Among the most significant personality factors, the following are usually distinguished: age and stage of the life cycle, occupation, education, economic situation, personality type and conceit, lifestyle.

The buying process begins with the buyer realizing the problem or need, when he feels the difference between the present and the desired state. His need may be caused by an external or internal stimulus that were already mentioned.

The ability to determine the type of consumer and correctly respond to his request will allow you to:

- choose the most advantageous position in the relationship;
- correctly show your advantages over competitors;
- learn how to work out customer objections;
- build strong and long-term relationships with customers.

The analysed travel agencies identified three main classifications of tourists: by direction, income and age.

If your consumer is interested in any one direction in tourism, then it is not a problem to influence the client's decision to purchase the appropriate tour.




In the classification of tourists by income, it is very important to understand the basic need for a trip. For example, a consumer wants to go somewhere, because he has, some reason for it, and the manager's task is to find out the reason for the trip and use it in the future when working with a client. The manager can ask leading questions and focus on this in order to speed up the decision-making process itself.

The impact on the decision-making process by the consumer, which is classified based on age, is also very important. Travel agencies identified four main age groups and determined their overall consumer behaviour, which were described in the

previous part. Table 3.2 shows the main recommendations how to work with different age groups of people.

Table 3.2

Short characteristics of the group and recommendations to the influencing the consumer

Group of tourists	Recommendations, how to influence the tourists
<p>20-25 years </p>	<p>Most often, such buyers demonstrate confidence in behaviour, often argue with the seller, argued defend their opinion. He knows the product of a competitor and the product market as a whole. How to act as a manager:</p> <ul style="list-style-type: none"> • gently argue their own position, which should be based on undeniable facts; • focus on the advantages of your travel product and give live examples of satisfied guests (bloggers, acquaintances); • it is important to fully control your emotional state; • listen to such a client in the most thorough manner.
<p>25-40 years With children </p>	<p>Tourists with children. This shy type of consumer is full of doubt and concern. He is suspicious, and it is very difficult for him to make decisions. Such a consumer often seeks product tricks and shortcomings. How to act as a manager:</p> <ul style="list-style-type: none"> • show the benefits that the client will have when he makes a positive purchase decision; • you must be patient and firm, not deviate from your position; • pay attention to the consumer of those losses that occur if he will delay the decision; • it is important to work out all the buyer's objections.
<p>25-40 years Without children </p>	<p>Tourists without children behave almost the same with tourists with children, but this group doesn't ask a lot of questions to travel agent. How to act as a manager:</p> <ul style="list-style-type: none"> • show goodwill; • ask different types of questions, open and closed; • make a detailed presentation of the product, demonstrate all the benefits, emphasize the positive characteristics of other consumers; • consider the speed of thinking of the buyer (give time to think it all over).

40-55 years	<p>This group of consumers behaves very confidently, waiting for a turnkey solution and often become loyal customers.</p> <p>How to act as a manager:</p> <ul style="list-style-type: none"> • understand what exactly the client needs; • listen to such a client in the most thorough manner; • be friendly and be interested; • argue your words, even if the client agrees with you in advance and demonstrates his trust; • offer a ready-made version of the tour.
55-70 years	<p>Such consumers often require attention from the manager, they can teach "life", and they are also prone to panic attacks. However, among them there is fairly large percentage of regular customers.</p> <p>How to act as a manager:</p> <ul style="list-style-type: none"> • be friendly and be interested; • argue your words, even if the client agrees with you in advance and demonstrates his trust; • listen carefully to such a client; • pay attention to common interests, to those moments where you can come to a single agreement; • control your inner emotional state, be friendly and positive; • adhere to service standards; • keep a positive mood, be friendly.

Thus, it is necessary to take into account all possible aspects when analyzing consumer behaviour: age group, income level, desired direction. It is important to remember that in order to influence the consumer, it is necessary to use all possible knowledge about the typology of the client, all the steps in the process of making a purchasing decision, consumer behaviour models in aggregate, and not separately.

Individually, often this information affects the consumer not by 100%, but by 60% or 70%.

The final stage is very important for the company, i.e. post-purchase assessment, which is a comparison of pre- and post-purchase expectations. It is at this stage that it becomes clear whether the consumer is satisfied with the product. It directly depends on what information will be transmitted to them by other consumers and whether he will contact your company again.

Conclusion

The paper consists of three main chapters about theoretical information where the models of consumer behaviour and decision-making process described, also statistical data that is connected with the segmentation of tourist market and the last chapter, which consists of the analysis of the tourists, characteristics of different groups and practical recommendations how to deal with them.

When “buying” the services of a hospitality or tourist company, the client considers the price, he pays as an indicator of the quality of services.

Almost all major purchases are accompanied by so-called cognitive dissonance, i.e. discomfort caused by a post-purchase conflict with oneself: consumers regret that they bought a product that turned out to be flawed and did not buy another one that had so many advantages.

It is necessary to take steps to reduce the cognitive dissonance of customers and help them enjoy shopping.

Understanding the needs of customers and the essence of the buying process is the basis of successful marketing.

Understanding how a consumer goes through the stage of recognizing the need to make a purchase, the stage of searching for information about products, the stage of understanding the proposed alternatives, how he makes a decision to buy, and how he goes through the “post-purchase” stage, one can learn how to better satisfy consumer needs.

Understanding how the various participants in the buying process behave, you can build a more effective marketing program.

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Addition A

Questionnaire

1. What is your gender?

- a) male;
- b) female.

2. How old are you?

- a) 20-25;
- b) 25-40;
- c) 40-55;
- d) 55-70.

3. Do you have a job?

- a) full-time work in office;
- b) full-time freelance;
- c) freelance;
- d) without job.

4. How many times a year do you travel?

- a) 0 times a year;
- b) 1 time a year;
- c) 2 times a year;
- d) 3 times a year;
- e) 4 times a year;
- f) 5 or more times a year.

5) What type of travel do you prefer more?

- a) business;
- b) excursion;
- c) sun, sea and sand;
- d) active;
- e) independent.

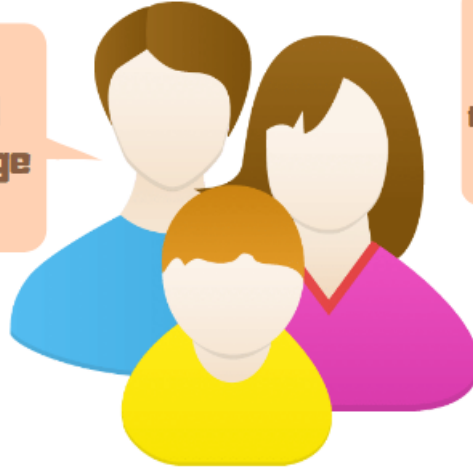
Addition B



it is very difficult for them to make decisions

usually choose comfortable and convenient package tours

They constantly ask the travel agent questions about the tour



CUSTOMER 26-39 YEARS
with children

Often they want to be offered a ready-made solution

they are attributed to the middle class and above

appreciate the quality of service provided



CUSTOMER 40-55 YEARS

often require attention

**They
need to be listened
carefully and
reassured in time.**



**These
customers are the
most dedicated and
loyal**

**CUSTOMER 55-70
YEARS**