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Department of Economics and Business þÿMaster of Business Administration (œ''')

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Consumer behaviour in marketing. Customer satisfaction and marketing strategy examination on hotel industry and wedding planning in Cyprus for three to five star hotels based on customers behaviour

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ΜΕΤΑΠΤΥΧΙΑΚΟ ΠΡΟΓΡΑΜΜΑ ΣΠΟΥΔΩΝ ΣΤΗ ΔΙΟΙΚΗΣΗΣ ΕΠΙΧΕΙΡΗΣΕΩΝ

MASTER IN BUSINESS ADMINISTRATION – MBA

ΔΙΠΛΩΜΑΤΙΚΗ ΕΡΓΑΣΙΑ-BACHELOR'S THESIS

"CONSUMER BEHAVIOR IN MARKETING"

"CUSTOMER SATISFACTION AND MARKETING STRATEGY EXAMINATION ON HOTEL INDUSTRY AND WEDDING PLANNING IN CYPRUS FOR THREE TO FIVE STAR HOTELS BASED ON CUSTOMERS BEHAVIOR"

By

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ABSTRACT

Everybody is aiming for high profits and competitive advantage, but, still, there are many organizations that haven't found out yet that the answer is right in front of them and around them. The answer is hidden into the consumers, the people who we see every day inside banks, stores, companies, airports, and restaurants. By managing to have an insight into the consumer's minds, then companies will be able to offer the appropriate service and support, and exceed their customer's expectations! But what is consumer behaviour?

According to Hawkins I. D. et al (1998), the field of consumer behaviour is the study of individual, groups, or organizations and the processes they use to select, secure, use and dispose of products, services and experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and the society.

And here is the point where marketing makes its entrance, since by the use of it organisations attempt to establish a successful and profitable relationship with their customers. You will see that marketing strategies are typically designed to increase the chances that consumers will have favourable thoughts and feelings about particular products, services and brands, and will try them and repeatedly purchase them.