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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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"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.

CHAPTER 1 - INTRODUCTION

1.1 Introduction

The increasing pressures of highly competitive marketing environments make it imperative that firms understand consumers and, in particular, consumer decision making as they seek to gain competitive advantage. In a competitive economic system, the survival and growth of firms requires accurate knowledge about consumers, how they buy, why they buy and where they buy as well as just what they buy.

Today, many successful companies around us become so by planning their entire organisations to satisfy consumers and stay faithful to them. These companies are committed to develop quality and low price products and services and selling them at a fee that gives consumers high value. In these companies, the marketing department as well as engineering, production, design, human resources, finance and other departments are focused on doing everything in a way that enhances the value of products to consumers.

Some companies have realized that they can increase product quality and reduce costs at the same time, they encourage their employees through the firm to seek ways to do so. Other companies first determine what consumers want and how much they are willing to pay for a product and then design, produce and market the best quality product they can for the price consumers are willing to pay.

The point is, 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 Assael, H. (1995), the American Marketing Association's definition, consumer behaviour is the dynamic interaction of affect and cognition, behaviour and the environment by which people conduct the changing aspects of their lives. In other words, consumer and people behaviour involves the mind, the thoughts and feelings that they experience and the actions they perform in consumption processes. It also involves all the things in the surrounding environment that influence feelings, thoughts and actions. These include other consumer's comments, advertisements, price information, product appearance and many others. It's rather important and recognized that from this definition, the consumer's behaviour is dynamic, it involves interactions and involves exchanges.

The dynamic nature of consumer behaviour makes development of marketing strategies associated exciting, but a very difficult task to accomplish. Methods that work at the past, or just once or in one market could fail miserably at other markets or consumers. As a result the life cycle of a product is shorter than ever before, several corporations have to be constantly come up with innovating products or services so as to introduce innovation and keep profitable. This involves the creation of new services or product, new versions of existing merchandise, new brands and new methods for them.

According to Paul, P.J. (1999) [P7], "Consumer behaviour associates interactions among people's environment, thinking, feelings and actions. Thus marketers need to understand what products and brands mean to customers, what consumers must do to purchase and use them, and what effects shopping, purchase and consumption". Knowing this, marketers can influence individual consumers and target segmentation of similar interactions to buy or satisfy their needs and create valuable product for them.

For example, the number of middle-income buyers is shrinking and low- and high-income groups are growing. These changes affect consumer's feelings, thoughts, and actions, having important implications for marketing strategy. Some companies are changing their contribution to suit and appeal the growing market and thus, put less emphasis on the middle-income segmentation group.

Finally, “consumer behaviour involves interchange between one and other. Specifically, people give up a thing of value to others and receive something in return. Consumer behaviour involves people giving up money and other things to obtain products and services, that is, exchanges between buyers (consumers) and sellers (marketers). In fact, the role of marketing in society is to help create exchanges by formulating and implementing marketing strategies” Paul, P.J. (1999) [P9].

But, no matter what anybody says and how we state that consumer behaviour is this and that, what would be more trustworthy than a recent survey, including both the consumers and the marketers?! Besides, the central aim of this dissertation is to examine at both sides, compare the results and draw up valid results. But before doing all these, the study has first conducted a broad research on the selected topic, in order to induct everybody who is or will be willing to read this dissertation, into the meaning of this work!

1.2 Purpose, scope of the research

The aim and scope of this research is to identify first of all what is consumer behaviour, why we should study it and have a quick glimpse over how consumers were behaving in the past. But, how can we fully understand what consumer behaviour is, unless we realise first that there are some underlying principles for consumer behaviour and that the consumer has rights?!

Continuing, the authors believe it is wise to present the consumer decision process model, as well as the variables that shape the decision process. Alongside, comes the question, “what motivates consumers to buy” and the presentation of the individual factors that influence consumer behaviour.

Furthermore, the research examines the relationship of the consumer and their immediate world, the condition of intellectual and cultural production and consumption within which they work and this “larger world” out there, as well as what creates satisfaction or dissatisfaction to consumers and habitual buying.

In addition, the study has focused on whether marketing managers utilize knowledge about consumer behaviour for the satisfaction of the needs of their consumers and in developing a marketing strategy, with the ultimate aim of gaining competitive advantage among their rival companies.

Moreover, the study will show whether the managerial and the consumer perspectives differ, whether a consumer is a production dictator, a faithless creature or a mature individual, and this leads to the central aim of the research, which is to find out, through the questionnaires designed for the consumers and the marketers, whether there is a "gap" in their relationship as sellers and buyers.

Justification for the research

This research is based on quantitative and qualitative data which provides valuable information for today's hotel's owners and customer's relationship and also sees whether theory applies on practice. First, through the use of quantitative data, the authors will give an overall picture about customer behavior and the topics related to it, using theory mainly from secondary data. By this way, the authors argue that hotels will be benefit by understanding better about customer's behavior. Also they will be able to recognize the best marketing strategy for their hotel, in regarding today's needs, which will lead to the creation of superior value services for customers and thus mutual benefit for consumers.

The quantitative data will be provided through the use of questionnaires conducted by the authors. And through these questionnaires, it will help customers to state the main weaknesses and define the strengths of each hotel, giving the opportunity to the hotel's owners to learn from "first hand" what they should improve in their services through recommendations. Therefore, hotels will make these improvements which will benefit the customer since they would more satisfy which would lead to a better, trustful (loyalty) relationship between hotels and customers. That means that customers would have valuable and better services offered by hotels, thus benefit both groups, that is hotels will maximize customer's satisfaction therefore profit maximization and as a result the customer will be more satisfied. On the other hand,

with use of questionnaires, hotels would maintain their identified strengths and minify weakness so as to create a competitive advantage, which what each business tries to achieve.

Research Problem and hypothesis:

Many researchers have been made since 1990's until today where the science of marketing was discovered. According to William J. Stanton (1997) [195], Marketing is a total system of business activities designed to plan, price, promote & distribute want satisfying products to target markets in order to achieve organizational objectives. From 1990's until today businesses are to the market orientation stage in which companies identify what consumers want and tailor all the activities of the firm to satisfy those needs as efficiently as possible. Marketing is an important and main part of a business, if a company has good marketers' then will achieve customer satisfaction, will have profitable shares and will survive to the long run.

Because now days we have a lot of business making similar products or giving similar services in a specific market segment customer satisfaction is a way of the company to be differentiated among its competitors. In order to achieve customer satisfaction except from finding what consumer needs we also must examine consumer behavior. Jacoby (1976) [P1] Defined that "Consumer behavior is the acquisition, consumption and disposition of goods, services, time and ideas by decision making units. In other words what customers think for a company product, how they value it and what factors affect them to do the final decision, what will buy."

In our research in which our problem is to identify the needs and the behavior of a consumer we will use quantitative research methods.

Research Questions:

In order to accomplish the purpose of this study we must to find the answers for the following research questions which are very important:

1) In what extent if any, is there a correlation between customer satisfaction and high profitability?
2) In what extent if any, is there a correlation between customer decision making buying a product/service and the quality of this product/service?

3) In what extent if any, is there a correlation between good value creation of a company and high profitable shares?
4) In what extent if any, is there a correlation between good relationships with customers and customer satisfaction?
5) In what extent if any, is there a correlation between the research and development with customer satisfaction?

Hypotheses:

1) Alternative Hypotheses: There is a strong correlation between customer decision making buying a product/service and the quality of this product/service.

   Null Hypotheses: There is no correlation between customer decision making buying a product/service and the quality of this product/service.
2) Alternative Hypotheses: There is a strong correlation between good value creation of a company and high profitable shares.

   Null Hypotheses: There is no correlation between good value creation of a company and high profitable shares.
3) Alternative Hypotheses: There is a strong correlation between good relationships with customers and customer satisfaction.

   Null Hypotheses: There is no correlation between good relationships with customers and customer satisfaction.
4) Alternative Hypotheses: There is a strong correlation between the research and development with customer satisfaction.

   Null Hypotheses: There is no correlation between the research and development with customer satisfaction.

Methodology

This chapter includes the methods the authors have used to gather information of the necessary data needed for conducting the research, which is based on Consumer Behaviour in Marketing and also in Customer satisfaction in various stars hotels in Cyprus. It covers the combination of methods, validity of the research, quantitative approach and reviewing of the literature.

1.3 Plan of presentation (project outline)

The project is divided into five (5) chapters, where each chapter is broken down into smaller sub-chapters. The scope and the significance of these divisions-sections (sub-chapters), is to make it easier for the readers to understand the actual meaning, the importance and relevance of each chapter to the subject and be able to come into important and valid conclusions.

Furthermore, the division of each chapter into smaller sub-chapters will also make you not to get bored while reading the project, by giving you an idea of what follows, what will be discussed and analyzed next. Last but not least, it gives you the opportunity to gather and least similar or relevant information together and keeps irrelevant information apart.

Chapter 1 of this project is the ***"Introduction"***, which is divided into three sub-chapters where the purpose and scope of the research, limitation and plan of presentation of this project are discussed and explained in detail. Furthermore, the plan of presentation is also listed.

Chapter 2 is called ***"Literature Review"*** and is one of the most important parts of the whole project, as it analyzes and explains the various sources from where the author has subtracted valuable information, in order to carry on with the assignment.

Chapter 3 is under the name *"**Methodology and Sources of Data**"*, and it includes 11 sub-chapters. The first one is called pure or applied research, followed by several other headings named positivist or phenomenologist, research styles, combining methods, qualitative approach, qualitative research process, qualitative techniques. Also, qualitative methods concerning the questionnaire survey, a review of the literature and the type of the literature review being used.

Then follows *Chapter 4*, which is named as *"**Analysis and Discussion**"*, because it includes two report analysis on the two questionnaires, the one for the consumers and the other for the marketers, bided at the end with a third sub-chapter called general conclusions.

At the end, is *Chapter 5*, which carries the title *"**Conclusions.**"* There the authors have given a brief summary of the whole assignment, gathering together some of the conclusions not included before in the sub-chapter "general conclusions" in Chapter 4

Definitions:

Marketing: is the process used to determine what products or services mat be of interest to customers, and the strategy to use in sales, communications and business development. It generates the strategy that underlies sales techniques, business communication, and business development. It is an integrated process through which companies build strong customer relationships and create value for their customers and for themselves. Marketing is used to identify the customer, satisfy the customer, and keep the customer.

Marketing strategy: is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable.

Organizational Behavior: is the study of individuals and their behavior within the context of the organization in a workplace setting. Normally this study is applied in an attempt to create more efficient business organizations. Organizational behavior theories are used for human resource purposes to maximize the output from individual group members.

Customer satisfaction: is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals".

CHAPTER 2 – LITERATURE REVIEW

You already know that what you are holding in your hands is a study focused on the examination of the consumer's behaviour in marketing. What became for the authors the ignition point for the investigation of this specific subject is the fact that, the easy times of the 20th century that characterised success in most industry nations have changed.

What was once a competitive environment in which many good players could, and did, win, is evolving into one best characterised as "hyper competitive". In the past 30 years, a large and growing multidisciplinary field of study has emerged. Research into consumer motivation and behaviour has assumed significance in contemporary societies worldwide. (Roger D. Blackwell et al, 2001)

"We are witnessing the swift debasement of the concept of 'citizen' – the person who actively participates in shaping society's destiny – to that of 'consumer', whose franchise has become his or her purchasing decisions." (Ewen, Stuart 1992:49)

Peter M. Chisnall (1995) states that just as business orientation evolved throughout the years (from a manufacturing orientation to consumer orientation), so has the study of consumer behaviour evolved, sometimes fuelling and sometimes keeping pace with the changes in organisations. One thing is for certain, consumer behaviour is more important than ever in today's consumer-focused world, making consumer analysts valuable to any type of organisation.

But what is consumer behaviour? According to Frank R. Kardes, (2002), consumer behaviour is the study of people's responses to products and services and the marketing of products and services

More specifically speaking, 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. (Hawkins I. Del et al 1998)

We can identify 4 types of consumer behaviour, by using two dimensions; level of consumer involvement and level of decision making. These are;

(1) complex decision making

(2) brand loyalty

(3) inertia and

(4) limited decision making

The authors believe that before analysing consumer behaviour we must realise its importance first. Thomas S. Carroll, chief executive officer of the marketing-oriented Lever Brothers Company, explains the importance of consumer behaviour research this way: "understanding and properly interpreting consumer wants is a whole lot easier said than done". Every week our marketing researchers talk to more than 4.000 to find out:

- what they think of our products and those of our competitors
- what they think of possible improvements in our products
- how they use our products
- what attitudes they have about our products and our advertising
- what they feel about their "roles" in the family and society
- what their hopes and dreams are for themselves and their families

The reason is that today, as never before, we cannot take our business for granted. That's why understanding – and learning how to anticipate – consumer behaviour is our key to planning and managing in this ever-changing environment.

Therefore, consumer behaviour analysts are increasingly required to understand buying and consumption decisions on a global basis. (Roger D. Blackwell. 2001)

A concern of businesses, consumer economists and others, is to find more effective strategies to influence and shape behaviour. And the best firms are researching for ways to gather and analyse consumer information to help direct their firms. As a result, consumer research is of premier importance to this applied world. (Roger D. Blackwell et al, 2001)

Especially in markets where there is competitive activity (and virtually all markets today have this common characteristics), firms will need to know a great deal about

the nature of demand and the alternative sources of supply related to particular kinds of products and services. (Peter M. Chisnall, 1995)

Continuing his point of view, Peter M. Chisnall (1995) states that successful entrepreneurs seek to acquire sensitive insights into human behaviour, study of the fundamental processes of perception, motivation, attitude formation, learning theory and sociological factors, such as social class, social mobility, leadership and reference group theory, adds depth to market investigations. Economic analyses supply the skeletal outline of buyer's needs, behavioural data add fullness and richness to the understanding of market behaviour.

This is the point where marketing makes its entrance, for, as the authors believe, marketing and consumer behaviour co-exist. As known, marketing as an activity is not new, it has been practised in rudimentary fashion by traders for thousands of years. But in advanced industrial economies, where specialization of production, labour, managerial talents are widely adopted, marketing has developed as a distinct and important area of management activity and responsibility. (Peter M. Chisnall, 1995)

Investigating a little deeper, you will notice that marketing could be a specialised function involved with the exchange process that underlies the satisfaction of human and organisational needs. As these needs become more sophisticated, production and marketing resources are organised to provide specific types of goods and services.

Marketing as a separate, identifiable function of management has evolved from the business philosophy which recognizes the customer's importance to a succeeding business. This may seem a very commercial view point, but it is at least realistic, because two parties are involved in the process of exchange, the supplier and the buyer. But in every case, a mutually satisfactory relationship has to be established if both parties are to continue their exchange. (Peter M. Chisnall, 1995)

Drucker moved on a step further when he remarked in 1961 that the customer is the foundation of a business and keeps it in existence.

Gordon R. Foxall (1998) adds that the guiding philosophy of marketing, the marketing concept, as well as most recent business commentators, argue that knowing and satisfying consumer needs and wants is vital to business success. Today's competitive markets force managers to take advantage of all the information they can get to help them in their main jobs or market segmentation and product positioning using four Ps market strategies. To this end, a generation of consumer researches has used the theories and techniques of the social sciences in order to understand consumer behaviour.

Moreover, knowledge of consumer behaviour provides the basis for many marketing strategies such as product positioning, market segmentation, new product development, new market applications, global marketing, marketing mix decisions and marketing actions and regulations by non-profit organisations and government agencies. Each of these major marketing activities is more effective when based on knowledge of consumer behaviour. (Hawkins I. Del et al, 1992)

Roger D. Blackwell et al (2001) also stress the fact that, the marketing that works well in the long run results from a series of win-win exchanges with consumers, sometimes known as relationship marketing. Several key factors will determine success or failure of consumer-based marketing strategies;
(1) getting close to the consumer,
(2) individualized marketing,
(3) priority commitment to customer satisfaction and retention, and
(4) a focus on global marketing strategy.

Another opinion formed on how to achieve successful marketing is that of Assael H. (1995), who says that, for a successful marketing philosophy, companies are required to:

- define consumer needs
- identify consumer segments that have these needs
- position new products or reposition existing products to meet these needs
- develop marketing strategies to communicate and deliver product benefits
- ensure that such communications are not misleading or deceptive in any way (Assael H., 1995)

But his view does not stop here, as he goes on analysing things a bit more; “a product’s success depends largely on the way consumers perceive and process marketing stimuli, designed to promote it. Marketing stimuli were classified into the primary stimuli (the product) and the secondary stimuli (symbols, imagery and information representing the product). The organisation of marketing stimuli depends on the principle of integration, which permits consumers to perceive many different stimuli and to organize them into a cohesive whole”.

At this point, Peter M. Chissnal comes to remind us that, the marketing of goods and services –whether to individuals or to organisations- is not merely an economic activity. Buying behaviour is complex and is influenced by many factors.

This leads to the question, first of all, why do people buy? Roger D. Blackwell et al (2001) have provided the following answer: “the answer to this question is found in an understanding of consumer motivation. Consumers are motivated to purchase and consumer products in order to satisfy their needs. Consumers have a variety of needs. Some (physiological, safety and health, for instance) are fundamental to our survival. Others (such as financial security, pleasure and giving to others) may be less essential for existing but are still critical to the consumer’s sense of well-being. Therefore the authors find it logical to reach the conclusion that, those companies that better understand consumer’s needs stand a greater chance of attracting and retaining customers.

But, the author’s curiosity drove to study what other authors have written on the subject. Another view, is that one expressed by Edward C. Bursk (1985), who wrote: “for every selling situation the buyer must have some self-approved reason for saying ‘yes’ – whether the affirmation is in terms of handing over the money or signing on the dotted line, or just filling agreement with an advertising massage. For example, a man may want to buy a new car because it is new and sleek and shiny, but he also needs some rationalization like ‘I’ll get a better trade-in if I buy now……”

And if we the authors have decided to take things theoretically, we had found that; Maslow’s theory of human needs is, despite criticisms, a useful starting point for the

study of motivation, because it involves the basic dichotomy of basic and learned (bio-genic and socio-genic) needs. Freudian psychology contains the interesting and potentially useful categories of suppressed and repressed motives and Lasswell's Theory of the Triple Appeal is based on Freud's work but appears to apply to the problems of persuading consumers through advertisements. Nevertheless, motivation research provides a useful starting point for consumer research.

Before investigating the presence, we should take a quick glimpse at what was happening before. According to Assael H. (1995), in the past, many business firms were not overly concerned with consumer motives and actions. They focused more on sales results with little concern on what they did. Today, however, business managers are more likely to realise that they must gain an understanding of consumers if their marketing strategies are to be successful.

Unfortunately, the identification of factors which motivate consumers to buy, is a difficult task because, any given piece of human behaviour may derive from one of several influences. People may not be aware of their motives or may deliberately misrepresent them to interviewers. Nevertheless, it is known that motivated behaviour occurs when an individual perceives a goal (incentive) external to him/ her and experiences internally a need or drive which stimulates him or her to reach that goal. (Gordon R. Foxall, 1998)

The same author goes on stating that, consumer behaviour is directed by a host of motivating forces that can be best classified into six categories: physiological, social, symbolic, hedonic, cognitive and experiential. These motives both function simultaneously and may be satisfied simultaneously by goods and services.

But can we really tell which factor, situation, emotion and other possible factor, is of primary importance for the affection of the consumer's behaviour in this ever-changing world in which we live in?

Will you agree with the authors if they say that she agrees when Featherstone M. (1995) argues the following? ; "there is a sense that there is a cultural crisis, that we need a "diagnosis of our times……". Should marketers ban tradition? Let's say

that you keep on saying that according to the company's mission statement, PEST, SWOT and SLEPT analysis, market segmentation, strategic management etc……., until 2020 our organization will achieve to reach this percentage of sales, we shall have this amount of profits and so on! By the time we will manage to fully implement our marketing strategies, they will be old fashioned and so many others will already be ahead of us! So, instead of planning, shouldn't we just simplify things for once and see that, according to the author's personal belief, that the culture and the economic status are the most important factors which affect consumer behaviour and focus solely on them?

Therefore, we should examine the relationship of the consumer and their immediate world, the condition of intellectual and cultural production and consumption within which they work and this larger world "out there"!

Travelling back in time, in the post-war era, there had been specific shifts within intellectual practises which occurred as tightly controlled establishments, able to monopolize the supply of intellectual goods, gave way to a phase of demonopolization, which has provided a range of opportunities for outsider groups.

Continuing upon his argument, Featherstone M. (1995) adds that postmodernism shouldn't merely be understood as an epochal shift, or a new stage of capitalism. Rather, attention should be given to the mediations between the economy and culture, by focusing on the activities of cultural specialists and intermediaries and the expanding audiences (the post-war baby boom generation) for a new range of cultural goods.

Contra some strands of post-modern theory, which proclaim the triumph of culture and along with it the end of the social, it argued that we have not so readily moved towards a stage in the development of social life, which has broken down completely the power balances and interdependencies which bind together groups of people. And at the same time, it must be conceded that concepts such as "the social" and society are no longer able to deliver the theoretical benefits they once promised.

Even after taking a quick glimpse at what happens according to the one theory and what the numerous writers in existence and not state, it is of primary importance to subtract verified arguments from the consumers on behalf of the consumers. For, who can best explain what you desire than you?

In deciding which needs take precedence, Roger D. Blackwell et al (2001), believe that consumers must prioritize their needs based on a need's importance at that particular moment in time. Although essential, understanding consumer motivation is not easy. When asked why they buy, consumers may distort their answers. In the case of unconscious motivation, consumers themselves are not fully aware of why they behave the way they do. And because motivation can change over time, companies should continually monitor the reasons why people buy and consume.

They should also enhance consumer's motivation to fill their needs through product purchase and consumption. This can be achieved through price reductions and other types of incentives – perhaps packed in the form of a loyalty program- are important motivators for many. Messages that enhance perceived risk or arouse curiosity could also hold the potential for motivating consumers. (Roger D. Blackwell et al, 2001).

Upon this subject, an additional opinion is that one of Gordon R. Foxall (1998), who argues that, for the marketing manager, the basic lesson from the study of motivation in marketing is to be attuned to consumer's wants and needs. While this sounds simple, however, it is more demanding than it looks because the nature of human motivation is so complex and poorly understood. The multidimensional approach guides the design and implementation of marketing strategies by breaking down that complexity into a basic set of broad consumer motives and showing how they may interact in specific instances of consumer motivation and behaviour.

Comprehensive, reliable knowledge about buying behaviour, i.e., consumption, should take account, therefore, of the structure of society and the interactions of individuals within the various groups and subgroups which constitute it. (Peter M. Chisnall, 1995)

Assael H. (1995) speaks more specifically, by distinguishing that there are two basic influences which determine the consumer's choice. The first is the individual consumer whose needs, perceptions of brand characteristics and attitudes toward alternatives influence brand choice. In addition, the consumer's demographics, lifestyle and personality characteristics influence brand choice. The second influence on consumer decision making is the environment. The consumer's purchasing environment is represented by culture (the norms of society and the influences of regional or ethnic subcultures), social class (the broad socioeconomic group to which the consumer belongs) and face-to-face groups (friends, family members and reference groups). Marketing organizations are also part of the consumer's environment since these organisations provide the offerings that can satisfy consumer needs.

Unfortunately, solely focusing on trying to satisfy consumer needs, is not enough, as marketers wish to manage to shape consumer's opinion and this has become a fundamental business activity. Moreover and according to Roger D. Blackwell et al (2001), trying to shape consumer behaviour sometimes requires encouraging consumers to form favourable product opinion, such as when introducing a new product or taking an established product into new markets and making contact with new customers. At other times, this requires changing previously formed opinions, such as when a product is actually modified or repositioned in order to enhance its appeal.

No matter what marketers try to achieve, the author agrees with Peter M. Chisnall (1995), who states that the principle of choice is central to a free market economy; buyers demand variety and select according to their criteria of value; suppliers choose to enter certain markets because the prospects of doing business there are more promising than elsewhere.

That is why the authors believe that, this is what makes the managerial and consumer perspectives differ. Assael H. (1995) states that these perspectives differ on at least three dimensions; first, because most marketing strategies are product specific, second, because of the profit motive and third, managers view competition as a threat while consumers as an opportunity.

Then he goes on arguing that, the difference between the managerial and consumer views of consumer behaviour could lead to potential abuses by marketers and suboptimal choices by consumers. The manager's product specific, profit oriented, anticompetitive perspective could lead to deceptive advertising, limited product choices, inadequate attention to product safety and an attempt to skirt ecological responsibilities. Fortunately, these inequities are the exception rather than the rule. Marketers can best maximise profits by offering consumers quality products and accurate information to ensure a loyal customer base. However, abuses have occurred with enough regularity to promote what has come to be known as consumerism.

Unfortunately, consumer abuses by marketers are not the only problem. According to Peter M. Chissnal (1995), with whom the author tends to agree, there is another problem, even more serious; the gap that exists between the producer and the consumer. It all started when the intimate personal knowledge of their customer's needs which craft workers and small local manufacturers possessed at one time, suffered when large-scale production plants generally superseded them. Products were no longer designed and made to suit individual requirements; mass-production techniques demanded uniformity and at the same time more distant markets had to be developed to take up the vastly increased volume of production. The gap between producer and consumer widened as a result of this industrial and commercial metamorphosis.

That is why psychologists have redirected their sights towards an understanding of what drives modern consumers. Hawkins I. Del et al (1992), comments; "consumers are said to dictate production; to fuel innovation; to be creating new service sectors in advanced economies; to be driving modern politics; to have it in their power to save the environment and protect the future of the planet".

Some commentators celebrate the rise of the consumer; having lost faith in religious or political recipes of salvation, the consumer is seen as the mature individual who seeks to enjoy life by making choices. The consumer is not merely an object of theorizing, but almost invariably a central character from a story, now a hero or a heroine, now a victim, now a villain, now a fool, but always central. (Hawkins I. Del et al, 1992)

Some New Right economists, for example, have invented the consumer as a decision-maker and an arbiter of products while some consumer activists look at the consumer as a vulnerable and confused being, in need of help. Many cultural theorists look at the consumer as a communicator of meanings sustaining the social fabric, while most ecologists reproach consumers for their reckless and selfish behaviour. (Hawkins I. Del et al, 1992)

And the authors come to question themselves "consumer as a production dictator, or as a faithless creature and a mature individual who can make choices and decisions, even if he/she is confused and vulnerable, is manageable or unmanageable"?

In 1992, Hawkins I. Del, wrote: "To portray consumers as unmanageable does not seek to overlook the difficulties many of us have in making ends meet or the lack of choice that we experience due to the oppressive burden of social expectations. Nor does it skim over the immense resources and effort deployed to observe, monitor, survey, forecast and control our behaviour as consumers, in short, to manage us."

Like today's worker, today's consumer is over-managed, prodded, seduced, and controlled. Never before has one's every purchase been so closely observed, each credit card transaction so closely dissected. Consumers however, do not always act as predictably as would-be manager's desire. Ultimately, are actions and expectations as consumers cannot be detached from our actions and experiences as social, political and moral agents?"

It seems to the authors that, marketing managers never end wanting more from consumers, either they are manageable or not. The reason which led the authors to this statement was when they had read a paragraph by Gordon R. Foxall et al, who in 1998 stated that, the marketers traditionally, have been concerned with brand loyalty, seeking to encourage repeat buying and forestall brand switching. Research on repeat buying behaviour has suggested that mature marketers are characterized by a high degree of stability and that patterns of repeat buying can be mathematically modelled. (Gordon R. Foxall, 1998)

Attracting consumers to buy more from a particular store includes performing well on the attributes that consumers think are most important – location, nature and quality of assortment, price, advertising and promotion, sales personnel, services offered physical attributes, store clientele, store atmosphere and post-transaction service. (Roger D. Blackwell et al, 2001).

Therefore, satisfied consumers continue to buy, but consumers may become dissatisfied with brands for many reasons. Satisfaction/dissatisfaction stems from the relative ability of brands to meet or exceed consumer expectations of how well a brand performs as a delivery system for the benefits consumers are seeking. Long-run success depends on marketers continually monitoring consumer expectations, ensuring that the brand meets these expectations and seeking to expand the benefit delivery power of the brand. (Gordon R. Foxall, 1998)

Roger D. Blackwell et al (2001), agrees with Gordon R. Foxall (1998), but in contrast, prefers to be a bit more analytical, as he explains that consumer's satisfaction with a product heavily depends on its performance. But beyond this, it may further depend on what consumers expect. Companies must be careful that consumers do not expect too much. Otherwise, they end up being dissatisfied.

If consumers expect too little, they may under appreciate what the product has to offer and, consequently, buy something else. Walking the line between promising too much and selling the product short is one of marketing's toughest challenges.

And the authors prefer to continue with Roger D. Blackwell et al (2001), for, his next statement refers to habitual buying. Because, when the occasion arises for repeat purchases, many consumers quickly develop habitual decision process. On occasion, they are brand loyal and stay with their initial choice. This often occurs when there is high perceived involvement. When not true, habits are likely to be built on loyalty or inertia. If a consumer has no reason to switch, a repurchase will be made. But the consumer also is prone to switch if there is incentive to do so. This frequently occurs when there is low involvement and little commitment to prefer one alternative to another.

In contrast with what has been written above -about how marketers aim to have satisfied customers- is a source that the author has found from the Internet. The author read the following: “Many companies still regard customer complaints as unpleasant and a waste of time and money. They install barriers to the customer’s decision to complain and some (frontline) employees even make their customers believe that they would not have the right to complaint at all.

According to Tan and Brown (1998:767), only 5-10% of dissatisfied customers decide to complain to the company and most of them “are dissatisfied with the way companies resolve their complaints” and “have more negative feelings about an organisation after they go through the service-recover process.

Wouldn’t things be much easier and simple, if we just knew?! Imagine marketers having access to all the information they needed by a simple press of a button! The author believes that consumers are the most complex creatures in their most simple actions. Though we cannot know everything, we must pay attention to the way they consume, analyze everything and form ideas of how and when they might react.

In many situations, anticipating how consumers will behave is important……..it is also very useful to understand what customers like and dislike. Attitudes representing these likes and dislikes strongly influence intentions. These attitudes are formed from one’s beliefs and feelings about the attitude object. (Roger D. Blackwell et al, 2001)

Therefore, consumer attitudes are important to marketers because they predispose consumer’s intentions and behaviours toward the marketing mix variables of product, price, promotion and place [4 P’s]. (Gordon R. Foxall, 1998)

So, is it reasonable if the authors assume that maybe, attitudes are the “key” which will unlock the secrets in the field of consumer behaviour and what will help us use the “key” correctly, is the careful examination and proper attendance to a model that all call as the decision process?!

As Roger D. Blackwell et al (2001) asserts “the decision process begins when a need is activated and recognised because of a discrepancy between the consumer’s desired state and actual situation.

The consumer’s decision process involves some or all of the following steps, depending on the level of purchase involvement; problem recognition, information search, alternative evaluation, store choice, actual purchase and post-purchase processes. (Hawkins I. Del et al, 1992)

The Consumer Decision Process (CDP) model is of extreme importance as it provides a “roadmap” of how consumers find their way in a world of consumption decisions. As consumers move through the CDP stages, marketers have an opportunity to react to and influence behaviour with effective communication and marketing strategies that address each of these stages and the variables that affect each stage.

Warning, erase the smile of your face, because nothing “flows” so easily. There are several factors that influence CDP in terms of degree of involvement, which include the personal factors, the product factors and the situational factors.

The good news is that, managers who really understand their consumers develop higher quality products and services, promote their products and services more effectively and device marketing plans and strategies that foster sustainable competitive advantage for their firms. (Frank R. Kardes, 2002)

After giving careful thought upon the subject, the authors argue that trying to understand buying behaviour and trends in consumption may well seem as an unachievable goal, for, no one would be rash enough to suggest that perfect knowledge is attainable in this or in any other area of study.

Therefore, research should be aiming on acquiring comprehensive and reliable knowledge about every aspect of buying behaviour, by taking note not only the economic factors, but also of the many other complex motivations that may arise from psychological, cultural and social influences. In real life conditions, these subtle

influences may not easily be identified, but this does not mean that they should be ignored!

An additional reason is that, successful firms are characterised by their whole-hearted commitment to serving the needs of their customers, by trying to get their hands on information that identify and explain the needs and behaviour of consumers. Companies that fail to recognize consumer needs are more likely to make costly mistakes.

And once you accept the premise that it is important to study consumers, the question of how best to study them arises. First of all, there are various methods that can be used to get into the minds of people to understand why they behave in certain ways. These methods include observational research, interviews and surveys and experimentation.

Following, every executive, from top management down through the entire management structure, has to be personally oriented towards the customer. Focusing solely on managers, the author suggests that they should not consider only one positioning strategy – they should consider many different alternatives (e.g. positioning by attributes/ benefits, price, use and user; repositioning). Similarly, managers should not consider only one segmentation strategy.

Managers should also consider many different new product concepts or ideas, many different pricing strategies, many different promotion and advertising strategies and many different distribution strategies. Managers should also use decision aids to improve their judgement and decision making by helping them to be more systematic, consistent and careful in their thinking. Many managers prefer to base their decisions on feelings or hunches and stories (scenarios), something which is totally wrong, as it causes managers to fall into an intuition trap. So the bottom line is

IF we can determine the needs that people have

IF we can set up a situation where the only way in which they can satisfy the need they have will be controlled by marketing managers

THEN they may well be able to control their behaviour

Even if so and though the authors have found so many answers concerning what has to be done by marketing managers and in general they have found so many answers through the books they have read, they realised that 2 specific questions, not yet given an answer, aroused; as a human being, the authors are also consumers, and many times they have caught themselves being in the middle of two products, not knowing which one to buy or simply purchasing a product and finding out that after using it several times, its quality was not of high standards! The question is, should specific processing strategies be designed, that will enable consumers to evaluate brands on a wider selection of criteria? And are there even more important, still unknown criteria and not just those of existence???

As a final remark, the authors have noticed that they haven't found a source which will be entirely different from all the others, which will also, as a change, link marketing with consumer behaviour clearly. Everybody is talking about consumer behaviour and tries to convince us of all the reasons why we should use our knowledge on the subject and apply it in our marketing, but no one's really expressed the obvious; that consumer behaviour is a "branch" of marketing, which is hidden among the other "branches" of marketing!

CHAPTER 3 – METHODOLOGY AND SOURCES OF DATA

The authors have remarked in the Literature Review, that research should be aiming on acquiring comprehensive and reliable knowledge about every aspect of buying behaviour and that, once you accept the premise that it is important to study consumers, the question of how best to study them arises. And this leads the study to the next chapter called Methodology and Sources of Data.

This chapter includes the methods the authors has used to gather information of the necessary data needed for conducting the research, which is based on Consumer Behaviour in Marketing. It covers the combination of methods, validity of the research, qualitative approach, quantitative approach and reviewing of the literature.

3.1 Pure or Applied Research?

Many texts on research methods, like the ones by Finn, M. et al (2000), Veal, A. J. (1997) and Saunders, M. N. K. (2003), make the distinction between two different types of research; applied and pure. Applied research is conducted to analyze and find a solution to a problem that has direct relevance to the subject being investigated. For example during applied research, the researcher acts as an advisor or consultant, for an organization.

But because it is unlikely for the author, as a student, to act as a consultant for the industry, they have undertaken the project of a pure research. For Kuman (1996: 8), pure research is "concerned with the development, examination, verification and refinement of research methods, procedures, techniques and tools, which form the body of the research methodology."

3.2 Positivist or Phenomenologist?

Up to this point of the research, the authors have found that, through the way they have used to present and analyze the various information which derived from the

literature review they have conducted, that had to select the technique with which to reflect the aims and methods of the research undertaken!

You could agree now with Finn M. et al. (2000), that now, the author is entering the dark murky waters of ontology, the form and nature of reality and epistemology i.e. what counts as knowledge? In order for the author to carry this out, they had to decide what counts or not as reality and knowledge for them.

On the one side of the debate is the positivist who argues that we should be able to explain phenomena in terms of what causes the behaviour we observe. Cause and effect underpins the positivist methodology, whereas the phenomenologist focuses on social processes and how individuals shape and give meaning to the social world. Understanding and interpreting these meanings underpins phenomenological methodology.

Now, each of these two different approaches to research or research traditions have their own set of rules and standards, to ensure that valid and reliable knowledge is produced (this general agreement over methods and procedures is referred to as a "paradigm"), and as Henderson (1990) opposes, the two paradigms shouldn't be mixed.

Therefore, the authors see that it is more commonsensical to present first of all the characteristics of each one, showing at the same time with an immediate way, why they have chosen the phenomenologist approach.

First of all, the positivist assumes that an external world determines behaviour, strives for explanation, prediction and control by diving things into parts and isolating them. It uses mechanistic processes to explain social behaviour, the researcher is objective and value-free and finally, truth has to be confirmed with empirical evidence. And because this research is upon consumers, being a positivist does not help you while researching behaviour.

At the other "side" of the debate there is the phenomenologist approach, that encounters that social reality is multiple, divergent and interrelated, the analysis is

made by the actor's own perspective. Most outstandingly is that it argues to facilitate that, human behaviour is how people define their own world and that reality is the meaning attributed to experience and is not the same for everyone. Therefore, this type of research is the most appropriate and helpful when dealing with consumer behaviour.

3.3 Research Styles

According to Finn M. et al. (2000), there are essentially three main styles of research in the social sciences that researchers should draw upon. They include the:

- survey method
- experimental method
- ethnographic method

From these three research styles the authors have used the survey method (questionnaire) and the ethnographic method (observation and interviews). More explicitly speaking, the survey method is the one that required that a sample of respondents should reply to a number of questions that had been previously determined as relevant to the research by the author. And by using the same questions for the selected sample of respondents, the individuals in the sample were afterwards compared. (See text 3.4.1 The **Quantitative research process** in p: 33)

After setting the fields for the survey method, the ethnographic research method is being introduced. In particular, through the utilization of the ethnographic research method, the researchers have achieved to observe the consumers in their natural setting, while shopping or trying to make buying decisions. As an ethnographer, the writer have tried to study the complexity of social interaction as expressed in daily life. Focus was on the meanings the participants themselves attribute to those interactions (Marshall and Rossman, 1992: 2). But the main aim of this method is to demonstrate a casual effect by an independent variable on a dependent variable, by controlling all relevant sources of variance.

3.4 Combining methods

The Methodology chapter of this project deals with the system of investigation designed to research the topic. It identifies and explains the methods and the research approaches which were used in carrying out and implementing the research. But how do we judge what is right and wrong or bad and good?

The authors believe that there is a strong association that, when undertaking a research, to quantitative research is associated with the hypothetic-deductive method of theory testing and qualitative data with seeking patterns in the data to inductively generate theory. To simplify things, what the authors are saying is that, the methods that are used for the collection of quantitative data can be used to generate hypothesis and develop theory, but also that the qualitative research can be used to test hypothesis.

The study is aiming to make out the point that, nobody should see one approach to research as superior to the other, for, some research questions may demand qualitative data, others quantitative data or a combination of the two. After all, both approaches have strengths and weaknesses. So, why not mix the two approaches for even better results, which shall have more dynamics?!

In this case, an argument could be put forward to support combining the two approaches, so as to maximize the strengths and minimize the weaknesses of each method. The assumption here is that quantitative and qualitative methods are complementary rather than competing approaches. At this point the author would like to refer to the work of Bryman (1998). Bryman explores a range of different ways of combining qualitative and quantitative methods, as shown below:

1. Either quantitative research helps facilitate qualitative research, or qualitative research helps facilitate quantitative research. For example, a piece of qualitative research could be used to establish the research questions to be addressed by quantitative research.

2. Quantitative research can explore large-scale macro structures whereas qualitative research can focus on small-scale micro aspects of the project. This might also allow a broader range of issues to be addressed by the researcher.

3. At different points in the study, quantitative methods might be more appropriate than qualitative methods, and vice versa.

Two additional advantages to the whole debate on why we should use both approaches have been raised; the combination of them can improve, on the one hand, the validity of the research, and on the other hand, the findings of one investigation can be checked against the findings from the other type of investigation, and this is what is meant by "triangulation!"

3.5 Qualitative approach

Much qualitative research is based on the belief that the people personally involved in a particular situation, are best placed to analyze and describe their experiences or feelings in their own words – that they should be allowed to speak without the intermediary of the researcher and without being constrained by the framework imposed by the researcher.

This has enabled the author to collect a great deal of "rich" information about relatively few people rather than more limited information about a large number of people (quantitative research). Moreover, the results of the qualitative research shall be more understandable to people who are not statistically trained, but still wish to read this assessment. Additionally, this type of research method can encompass personal change over time and it has also provided the author with an understanding of people's needs and aspirations.

3.5.1 The qualitative research process

"Qualitative method generally requires a more flexible approach to overall research design and conduct" (See Veal A. J., 1997, page number 26). The research approach that was used is named "recursive"!

In this approach, hypothesis formation evolves as the research progresses; data analysis and collection take place concurrently; and writing is also often an evolutionary, ongoing process, rather than a separate process which happens at the end of the project.

3.5.2 Qualitative techniques

The qualitative techniques that have been used were the in-depth interviews and the participant observation, thus, using an ethnographic style of research, as it is an approach that uses a variety of qualitative techniques.

The interviews were conducted with a relatively small number of subjects, who were encouraged to talk and explain their answers and with the participant observation technique, the authors have gathered supplementary information by being an incognito, still, actual participant with the subjects being studied.

3.6 Quantitative methods – Questionnaire survey

The questionnaire survey involved the gathering of information from a proportion of individuals (sample) of the population, in which the authors are interested, using a formally designed schedule of questions and by presenting the results in numerical terms.

Veal A. J., (1997) comes to remind us that, questionnaire surveys rely on information from respondents. What respondents say depends on their own powers of recall on their honesty and, fundamentally, on the format of the questions included in the questionnaire.

Despite this, the questionnaire survey has several merits. To start with, the data from this kind of surveys can often be re-analyzed by others of they wish to extend the research or provide an alternative interpretation. Speaking of data, quantification can provide relatively complex information in a succinct, easily understood form.

Moreover, questionnaires are a good means of ensuring that a complete picture of a person's patterns of participation is obtained (frequency/duration/type of participation/expenditure/location/level of enjoyment). Closing the debate, the questionnaire method has provided the authors the means to gather and record simple information on the incidence of attitudes, meanings and perceptions among the population as a whole.

3.6.1 The Quantitative research process

Most quantitative research tends to be "sequential" in nature, (Figure 1) because of the nature of the core data-collection exercise, which is generally involved. Therefore the steps set out, were distinct and followed in a pre-planned sequence. But has anybody ever wondered if there are any feedback loops? Should not step 4 be connected with step 1?

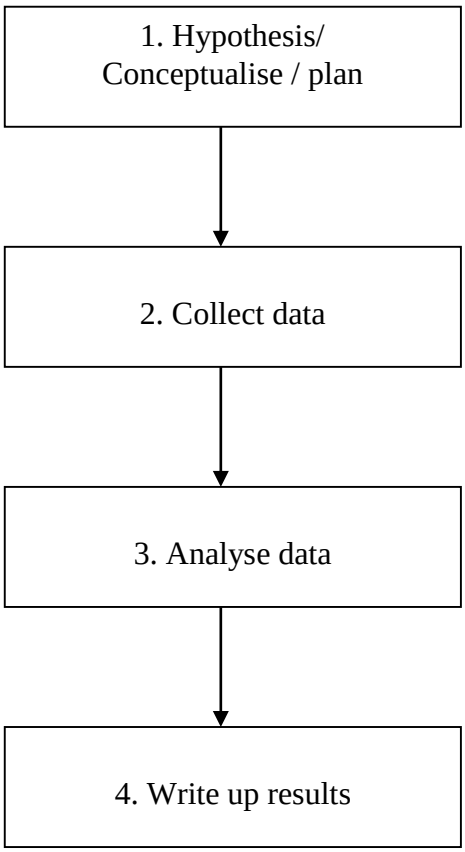


Figure 1

And because questionnaire surveys can be either interviewer-completed or respondent-completed, the authors have chosen to conduct an interviewer-completed survey, during which the authors read the questions out to the respondent and afterwards recorded the respondent's answers on the questionnaire using "closed" questions (that is questions which can be answered by ticking boxes).

But why choose the interviewer-completion survey method? Well, because it over-rides both the advantages and disadvantages of the respondent-completed method, although it has a higher cost and less anonymity, it is more accurate, it has higher response rates, fuller and more complete answers and the design can be less "user – friendly", though there may be an element of bias!

Finally, the type of the author's questionnaire survey was the user or site survey. The reason why this specific one was chosen is because the questionnaire can be completed by either the interviewer or the responder, it has a medium cost, the sample is drawn out from users (in this case marketing managers and consumers) only, the questionnaire's length is medium, thus not boring and finally and most importantly, the response rate is high.

3.7 Reviewing the literature

Secondary research in the form of a literature review is, of course, essential in setting both parameters and theory for the dissertation. The review concentrated upon the following areas of academic theory; acquiring comprehensive and reliable knowledge about every aspect of buying behaviour and that, once you accept the premise that it is important to study consumers, the question of how best to study them arises.

Reviewing the Literature has enabled the study to come across supportive information related to the research, that have already been done by others, as well as a source of comparison between my research and that of others. But, where could the author have looked for information on existing published research on the topic she is investigating? Well, the Internet, which is rapidly becoming a source of information for researchers (Gushiken, 1996) and the reading of books on Consumer Behaviour,

Consumer Psychology and Marketing, were more than helpful for the author's literal research.

3.7.1 The type of literature review

The authors support the sufficiency of Veal's A. J. (1997) statement that "reviewing the literature on a topic can be one of the most rewarding – and one of the most frustrating – of research tasks. It is a task where a range of skills and qualities needs to be employed – including patience, persistence, insight and lateral thinking. The review of the literature can play a number of roles in a research project……"

There are a number of approaches in conducting a review, from which the authors have selected two specific ones; the inclusive / evaluating approach and the exploratory approach! The inclusive / evaluating approach begins by seeking to identify everything that has been written on a particular topic and afterwards to provide a commentary on the literature, in terms of its coverage and its contribution to knowledge and understanding of the topic. Then, with the exploratory approach, the authors seek to discover existing research which might throw more light on specific areas of the subject is investigating, as the exploratory research is generally more focused in relation to what you are investigating.

And since the authors have decided which research path to follow to come up with valid results, go on Chapter 4, in which will be analyzed and discussed the answers given to the questionnaires by both the consumers and the marketers.

CHAPTER 4 – ANALYSIS AND DISCUSSION

4.1 – REPORT ON QUESTIONNAIRE RESULTS BY CONSUMERS

Question 1

Are you married?

37.97%, 71 people out of the 187 consumers that have participated for the completion of the questionnaires have stated that they are married and the other 62.03%, 116 that they are not. The reason the author has asked this question, is to retrieve as many information available from a variety of age and income "levels", in order for the results to be more trustworthy.

(Chart on Appendices-Descriptive Statistic Charts)

Question 2

Where are you from?

Here the Author is trying to recognise a pattern of people visiting Cyprus and our Hotels. It's not a surprise to me that the countries that are most frequently visiting Cyprus are from UK with 32.09% (60 people), Cypriots with 24.06% (45 people), Germany, Romanian, Chinese etc.

(Chart on Appendices-Descriptive Statistic Charts)

Question 3

Do you have any children?

In question regarding how many of the people being questioned has any children, 51 answered Yes and the other 136 answered No. Through this question the author is trying to discover another characteristic of the people being question and that is from where their economic resources come from. It seems that the majority of these people are individually-economical supported, while the others are still not "unattached" from their parent's wallets. No matter what, both groups constitute active buyers and that's why they are both being investigated.

(Chart on Appendices-Descriptive Statistic Charts)

Question 4

How would you rate your overall Hotel stay?

In this question surprisingly the answers vary with the answer of "Good" to be taking the leading role with 41.71%, "Excellent" with 23.53% and fair with 16.04%.
(Chart on Appendices-Descriptive Statistic Charts)

Question 5

Who arranged your room reservation?

In this question we see that things are changing from the old fashion way, people used to book there Holidays and Hotel stay through a travel agent, now most of them 60.96% are booking through the internet, still though the percentage that books through travel agents comes up to 34.76%. That means that booking through a travel agent, they feel more secured and guarantied holidays.
Through the literature review we had seen Assael H. (1995) stating that marketers can best maximise profits by offering consumers quality products and accurate information to ensure a loyal customer base. Assael had a point when he made that remark. Through the internet the consumer can find all the information that he will need in order to make the correct decision. Apart from quality and accurate information, you will notice that consumers pay a lot of attention towards price and seek to buy products that will give value to their money. Sometimes though through the internet inaccurate information can fool the consumer.

The 60.96% is the highest percentage, showing that the majority of consumers are greatly affected by store displays; let's face it that the internet is the new fashionable shop front display in our days. As a general conclusion, everybody is affected by store displays.

A valuable comment on this, is that one made by Roger D. Blackwell et al. (2001), who remarked that attracting consumers to buy more from a particular store includes performing well on the attributes that consumers think are most important – location, nature and quality of assortment, price, advertising and promotion, sales personnel, services offered physical attributes, store clientele, store atmosphere and post-transaction service.

As much good can the internet do, the opposite can happen through the feedback the customers give online. It is more than obvious that everybody tells about their experiences with products. The word of mouth can have a strong impact on a product's sales. It can either reduce or maximise them, as there is nothing to prevent consumers from expressing their opinion. How many times have you told somebody else about your experiences with a product and affected them in their decision or purchase making process? How many times have you given a good or bad review on tripadvisor.com for a hotel? The word of mouth is therefore an organisation's strongest advertising campaign or greater weakness and the author believes that this is one of the most crucial challenges faced by all industries.

(Chart on Appendices-Descriptive Statistic Charts)

Question 6

When arriving at the Hotel, How accurate where the information regarding your reservation?

A high percentage (61.5%-115 people) have answered that there were no problems regarding the accuracy of the reservation, but I am asking the following question, should it be some problems or none regarding the reservation? My opinion should be that none problems should exist. It's really frustrating upon arrival, after many hours of traveling to listen from the front desk that they cannot find the reservation or it's the wrong arrival date.

(Chart on Appendices-Descriptive Statistic Charts)

Question 7

Rate the following: a) Check-in Efficiency (1 for Excellent-5 for Poor)

The highest percentage 34.22% (64 people) have answered that the check-in efficiency was excellent whilst an 6.42% (12 people) have answered that it was poor.

(Chart on Appendices-Descriptive Statistic Charts)

Question 7

b) Cleanliness and servicing of your room during the stay (1 for Excellent-5 for Poor)

The highest percentage 31.02% (58 people) have answered that the cleanliness and servicing of the room was excellent whilst an 8.02% (15 people) have answered that it was poor.

(Chart on Appendices-Descriptive Statistic Charts)

Question 7

c) Value of room for price paid (1 for Excellent-5 for Poor)

The highest percentage 28.88% (43 people) have answered that the value of room for the price they paid is nearly excellent whilst an 8.02% (15 people) have answered that it was poor.

Consumers have a variety of needs, some (physiological, safety and health, for instance) are fundamental to our survival. Others (such as financial security, pleasure and giving to others) may be less essential for existing but are still critical to the consumer's sense of well-being. (Roger D. Blackwell et al., 2001). Or you could agree with a not such simplistic explanation given by Gordon R. Foxall et al, (1998), who argues that consumer behaviour is directed by a host of motivating forces that can be best classified into six categories: physiological, social, symbolic, hedonic, cognitive and experiential.

One conclusion is that people's motivations may have changed dramatically and they may not be looking at the price first or solely, but instead, they have started to shed their attention towards the quality of a product. It is like quality has become to have an equal value with that one of the importance that the need's satisfaction holds for the consumers! The second conclusion is that, no matter what and as a conclusion, we could all agree without hesitation with Edward C. Bursk (1985), who wrote: "for every selling situation the buyer must have some self-approved reason for saying 'yes' ".

A conclusion that can be drawn is that, there are groups that have a significant impact on consumer behaviour like the economic status, beliefs and attitudes, age and life-

style, personality and self-concept and motivation, there are other groups which act like "guest stars" like perception, occupation, learning, reference groups, culture, role and status and social class. Whatever the case is, they should all be investigated thoroughly and equally, as they all have their own part of contribution!

Assael H. (1995) was true?! If we judge him by the results shown in this question, yes, he was right when he stated that the difference between the managerial and consumer views of consumer behaviour could lead to potential abuses by marketers and suboptimal choices by consumers. The manager's product specific, profit oriented, anticompetitive perspective could lead to deceptive advertising, limited product choices, inadequate attention to product safety and an attempt to skirt ecological responsibilities.
(Chart on Appendices-Descriptive Statistic Charts)

Question 8

How would you rate the overall attitude of the staff (1 for Excellent-5 for Poor)

The highest percentage 33.69% (63 people) have answered that the overall attitude excellent whilst a 6.42% (12 people) have answered that it was poor.
(Chart on Appendices-Descriptive Statistic Charts)

Question 8

a. Rate the reservation staff (1 for Excellent-5 for Poor)

The highest percentage 34.22% (64 people) have answered that the reservation staff was excellent whilst a 6.42% (12 people) have answered that it was poor.
(Chart on Appendices-Descriptive Statistic Charts)

Question 8

b. Front desk clerk staff (1 for Excellent-5 for Poor)

The highest percentage 34.22% (64 people) have answered that the front desk clerk staff was excellent whilst a 8.02% (15 people) have answered that it was poor.
(Chart on Appendices-Descriptive Statistic Charts)

Question 8

c. Housekeeping Staff (1 for Excellent-5 for Poor)

The highest percentage 32.62% (61 people) have answered that the housekeeping staff was excellent whilst a 14.44% (27 people) have answered that it was poor.
(Chart on Appendices-Descriptive Statistic Charts)

Question 8

d. Public relation staff (1 for Excellent-5 for Poor)

The highest percentage 33.69% (63 people) have answered that the public relation staff was excellent whilst a 11.23% (21 people) have answered that it was poor.
(Chart on Appendices-Descriptive Statistic Charts)

Question 9

Where all the facilities in your room in working order

The highest percentage 47.59% (89 people) have answered that the facilities in the room were all in working order, whilst a variety of problems like: Problem with the Air-condition, Problem with the Bathtub Drain, Problem with the water Temperature, Problem with the TV, Problem with the Lighting have occurred during their visit at the hotel. Problems like these have to be eliminated before the guests have arrived. It's very important to have a preliminary check on all facilities at all times.
(Chart on Appendices-Descriptive Statistic Charts)

Question 10

How would you rate the overall Dining Experience (All Hotel Restaurants or pool bar etc.) this includes wedding ceremony (1 for Excellent-5 for Poor)

Some of the guests (30.48%-57 people) find that the overall dining experience is between medium to well, high percentages like these means great deal of problem on the restaurant section where it includes pool bars, wedding restaurant etc.
Further investigation is needed.

Gordon R. Foxall et al, (1998) states that: "Satisfaction/dissatisfaction stems from the relative ability of brands to meet or exceed consumer expectations of how well a brand performs as a delivery system for the benefits consumers are seeking."

Therefore, is this 46.53% (87 People) of dissatisfied consumers, telling us that there is a majority of products are unable to meet or exceed consumer's expectations, maybe because marketers do not monitor consumer expectations in the right way? Because it's upon consumer expectations that marketers build the delivery power or general "philosophy" of their products!

(Chart on Appendices-Descriptive Statistic Charts)

Question 10

a. Where you seated promptly?

The highest percentage 73.26% (137 people) have answered that they were seated promptly, whilst a 26.74% (50 people) have answered that they were not seated promptly.

(Chart on Appendices-Descriptive Statistic Charts)

Question 10

b. Was your order taken promptly?

The highest percentage 74.33% (139 people) have answered that there order was taken promptly, whilst a 25.67% (48 people) have answered that there order was not taken promptly.

(Chart on Appendices-Descriptive Statistic Charts)

Question 10

c. Was your food served promptly?

The highest percentage 74.33% (139 people) have answered that there food was served promptly, whilst a 25.67% (48 people) have answered that there food was not served promptly.

(Chart on Appendices-Descriptive Statistic Charts)

Question 10

d. Friendly Service (1 for Excellent-5 for Poor)

The highest percentage 48.13% (90 people) have answered that the service was friendly, whilst a 9.63% (18 people) have answered that the service was not friendly (Chart on Appendices-Descriptive Statistic Charts)

Question 10

e. Quality of food? (1 for Excellent-5 for Poor)

The highest percentage 32.09% (60 people) have answered that the food quality was excellent, whilst a 12.83% (24 people) have answered that the food quality was poor. (Chart on Appendices-Descriptive Statistic Charts)

Question 10

f. Menu Variety? (1 for Excellent-5 for Poor)

The highest percentage 28.88% (54 people) have answered that the menu variety was excellent, whilst a 12.83% (24 people) have answered that the menu variety was poor. (Chart on Appendices-Descriptive Statistic Charts)

Question 10

g. Value of price paid? (1 for Excellent-5 for Poor)

The highest percentage 27.27% (51 people) have answered that the menu variety was between medium to excellent, whilst a 12.83% (24 people) have answered that the menu variety was poor.
(Chart on Appendices-Descriptive Statistic Charts)

Question 11

If you wanted to get married in a hotel in Cyprus, what would be a factor for you?

According to the answers 43.85% (82 people) wants to get married by the sea, 29.95% (56 people)

Lower budget from that in their country and 26.20% (49 people) Combine their wedding with Holidays.
(Chart on Appendices-Descriptive Statistic Charts)

Question 12

What would be a priority for you and your guests at your wedding?
a)Wedding food (1 for Low Priority-5 for High Priority)

71.66% (134 people) have answered that is a High Priority and 2.67% (5 people) that is at low priority.
(Chart on Appendices-Descriptive Statistic Charts)

Question 12

b)Wedding Ceremony (1 for Low Priority-5 for High Priority)

68.45% (128 people) have answered that is a High Priority and 2.67% (5 people) that is at low priority.
(Chart on Appendices-Descriptive Statistic Charts)

Question 12

c)Wedding Chapel (church) (1 for Low Priority-5 for High Priority)

45.99% (86 people) have answered that is a High Priority and 3.21% (6 people) that is at low priority.
(Chart on Appendices-Descriptive Statistic Charts)

Question 12

d)Transportation (1 for Low Priority-5 for High Priority)

39.57% (74 people) have answered that is a High Priority and 1.60% (3 people) that is at low priority. A 33.16% (62 people) is at median situation where they don't mind if they have transportation or not.
(Chart on Appendices-Descriptive Statistic Charts)

Question 12

e)Decoration (1 for Low Priority-5 for High Priority)

60.45% (113 people) have answered that is a High Priority and 1.60% (3 people) that is at low priority. A 23.53% (44 people) is at median situation where they don't mind if they have good or median decoration. This is due to the fact that if a Hotel is beautiful, that will make the difference.

(Chart on Appendices-Descriptive Statistic Charts)

Question 12

f)Wedding Cake (1 for Low Priority-5 for High Priority)

54.01% (101 people) have answered that is a High Priority and 4.81% (9 people) that is at low priority.
(Chart on Appendices-Descriptive Statistic Charts)

Question 12

g)Staff Friendliness (1 for Low Priority-5 for High Priority)

84.49% (158 people) out of 187 have answered that is a High Priority and 1.60% (3 people) that is at low priority.
(Chart on Appendices-Descriptive Statistic Charts)

Question 13

If you were to visit the same area again would you stay at the same hotel?

According to the answers 71.12% (133 people) wants to stay at the same hotel again, 28.88% (54 people) does not want to stay at the same hotel again.

Hawkins I. Del et al, (1992) was right when he included in one of his statements that some commentators celebrate the rise of the consumer; having lost faith in religious or political recipes of salvation, the consumer is seen as the mature individual who seeks to enjoy life by making choices.

But what happens when the consumer makes wrong choices, covering a significant 54% about buying unnecessary products and making the wrong choice either all the time or even sometimes, including people who buy unnecessary products all the time and people which they are very selective in what to buy?! Are advertisements and

marketing strategies so powerfully and carefully designed, even more carefully than our own mind's decisions and instead of controlling them, they control us?
(Chart on Appendices-Descriptive Statistic Charts)

Question 14

14. How many Stars was the Hotel?

According to the answers 43.32% (81 people) have stayed at a 5 star hotel, 37.43% (70 people) have stayed at a 4 star hotel and 19.25% (36 people) have stayed at a 3 star hotel. According to Peter M. Chisnall (1995), economic analyses supply the skeletal outline of buyer's needs. So, could we say that whether people buy cheap product, despite any possible reason that this is happening, that marketers should bare this in mind when devising their product's prices? Many have chosen the three star hotel in order to get a cheaper price of the product but at the end what they got was a room with faulty Air-condition, Problem with the Bathtub Drain, Problem with the water Temperature, Problem with the TV, Problem with the Lighting and as a result the low value of the room for the high price paid.
(Chart on Appendices-Descriptive Statistic Charts)

4.1.2 Linear regression analysis (case1)

The author has chosen to use the Linear Regression in order to predict the value of a variable based on the value of another variable. The variable that will be predicted is called the dependent variable (or sometimes, the outcome variable). The variable that will be used to predict the other variable's value is called the independent variable (or sometimes, the predictor variable). As a first example, we will use linear regression to understand whether there is a correlation between b) Cleanliness and servicing of your room during the stay and c) Value of room for price paid

As we see from the results, the variables b) Cleanliness and servicing of your room during the stay and c) Value of room for price paid are totally correlated with each other because a person's answer to the question did you get a valued room for the price you paid, it will depend on the fact that the cleanliness and servicing of the room will be at the person's standards. That will meant the room will have to be at perfect condition at all times.

4.1.3 Linear regression analysis (case2)

As a second example, we will use linear regression to understand whether there is a correlation between 10) How would you rate the overall Dining Experience (All Hotel Restaurants or pool bar etc.) this includes wedding ceremony and e. Quality of food?
As we see from the results, the variables correlation between 10) How would you rate the overall Dining Experience (All Hotel Restaurants or pool bar etc.) this includes wedding ceremony and e. Quality of food are totally correlated with each other because a person's answer to the question how was your dining experience at the hotel or pool bar or at the ceremony, one of the variables or answers that you will receive is that if the food was good then the answer will be that his dining experience was very good.

4.1.4 Linear regression analysis (case3)

As a third example, we will use linear regression to understand whether there is a correlation between g. Value of price paid? As the Dependent Variable and all these variables: 12.What would be a priority for you and your guests at your wedding?

a) Wedding food

b) Wedding Ceremony

c) Wedding Chapel (church)

d) Transportation

e) Decoration

f) Wedding Cake

g) Staff Friendliness

As we see from the results, the variables correlation between 12.What would be a priority for you and your guests at your wedding?

These are totally correlated with each other because a person's answer to the question how would you evaluate your wedding experience through your guests, the answer will be that it depends on my guests answers to the questions concerning the b) Wedding Ceremony, c) Wedding Chapel (church), d) Transportation, e) Decoration, f) Wedding Cake, and g) Staff Friendliness. As long as me and my guests have a good perspective on the service, atmosphere etc that was provided then the answer would be, me and my guests are happy.

4.2 – QUESTIONNAIRE RESULTS BY MARKETERS

For the purpose of this section, the author has asked 2 marketing managers for their own unbiased, personal answers. The one marketing manager was Mrs Sonia Christofi, working at Grecian Park Hotel in Ayia Napa in Cyprus and the other one was Mrs Maria Sofokleous, employed in ex Amathus Hotel in Paphos. Both marketing managers were then compared and analysed according to the author's opinion and that one of the consumers being questioned in Section A.

The answers in the questionnaire may vary because of one or more of the following reasons:

- Geographical position of the hotel
- Targeting audience
- Seasonal changes
- Background knowledge and experience of the marketers.

Question 1

How would you define "consumer behaviour"?

According to Sonia Christofi, consumer behaviour is based on the financial situation of the customer as well as the lifestyle and trends of the continent, and Maria Sofokleous stated that consumer behaviour is all about the way of how consumers buy products and/or services, in order to satisfy their needs.

Based on the results from Section A and the author's personal opinion, somebody who goes on holiday in a hotel in Ayia Napa, and like the one that Mrs Sonia Christofi works, does not consider their financial situation taking into account the geographical position of Ayia Napa, which is considered to represent the peak of night life and clubbing for people that don't have families and consider the night out getting drunk and enjoying themselves.

On the other hand, Mrs Sofokleous statement, although more generic, is more true that people who visit the hotel in Paphos where she works, take into account the services in order to satisfy their needs, is due to past experience where the majority of

people she has seen are families with children who require different products and services. Examples could be:

- *Children's play area*
- *Swimming Pool*
- *Beaches with kids toys*
- *Interesting family attractions*
- *Kids entertainments*
- *Historical Attractions of a place*

Question 2

In your opinion, what motivates a consumer to buy?

 A product's good promotional campaign

 The high level of services offered by the product

 Satisfying customer services

 Other (please specify)

One the one hand, Mrs Christofi replied that consumers are motivated to buy because of their awareness of a specific product via advertisements or word of mouth, while, on the other hand, Mrs Sofokleous states that consumers are motivated to buy because of satisfying customer services and the word of mouth.

I f you go back and take a look at Chart 3 in Section A, you will be reminded that, the "elements" that motivate a consumer to buy are primary: (a) needs satisfaction offered by a product and (b) high quality. So, you can say that, one certain result that can be drawn from the answer of both marketers is that, there is a gap as on what constitutes a motivation factor for the consumers, among the consumers and the marketers themselves!

Question 3

Which one of the following is of primary importance on affecting the consumer's behaviour?

(a) Cultural factors (b) Social factors

 culture reference group

 subculture family

 social class roles and status

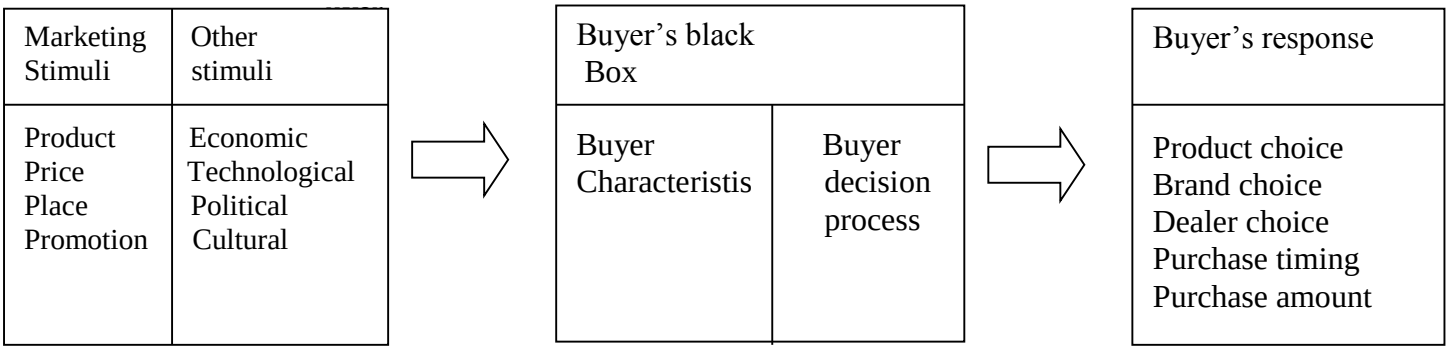
(c) Personal factors (d) Psychological factors
 age and life-cycle stage motivation
 occupation perception
 economic circumstances learning
 lifestyle beliefs and attitudes
 personality and self-concept

In this case, both Mrs Christofi and Mrs Sofokleous agree that the primary reason which affects consumer's behaviour is the economic circumstances surrounding the consumer.

Unfortunately, the consumers have a different opinion for, according to their answers in Chart 6, what they perceive as being the strongest motivator for their behaviour are their beliefs and attitudes and then their economic position. What is happening here? Are marketers giving primary importance and their interest in "second-faith" factors, believing that they are right?! Has their update machine broken down?!

<u>Question 4</u>

Do you believe that the following Model of Consumer Behaviour is important?



 Yes
 No

Both marketing managers have agreed that the model of consumer behaviour is important and why shouldn't they?

This model shows how a consumer acts and according to the consumer's actions, how a marketing manager should think, for, it clearly represents what stimulates the consumer to buy something, which steps he/she follows to choose among the

abundance of products available and finally, what is going to be his/her final response after using that specific product.

Besides, don't forget that, by using the 4P's, marketing managers can make their main jobs or market segmentation and product positioning strategies, much more easily to be carried out. Furthermore, according to this model, a marketing manager learns how to take advantage his/her knowledge regarding consumers, in order not only to satisfy the consumer's needs, but also to enable them (marketers) to increase their profits as a company.

Question 5

How important do you think Consumer Behaviour is to marketing profits?

☐ Of extreme importance ☐ Of high importance

☐ Of medium importance ☐ Unimportant

Again, both Mrs Christofi and Mrs Sofokleous have reached the mutual agreement that, consumer behaviour plays a role of extreme importance to marketing profits.

The answers of Mrs Christofi and Mrs Sofokleous, come to support the obvious: without the appropriate knowledge on consumer behaviour and the demanded response from marketers towards it, their organisation will not make it for very long in this hyper competitive environment they are "doomed" to operate in!

Question 6

Up to which point do you, as a marketing manager, utilize knowledge about consumer behaviour? (tick only one)

☐ 0% - 24% ☐ 25% - 49%

☐ 50% - 74% ☐ 75% - 100%

Mrs Christofi has stated that, as a marketing manager, she utilizes knowledge about consumer behaviour at the percentage of 75% - 100%, in contrast with Mrs Sofokleous who prefers to states that she implements consumer behaviour from a 50% - 74%.

It's more difficult than it shows to use consumer knowledge at such high percentage levels and congratulations to whomever succeeds to do so, but the author believes that a more middle-level percentage would be more sincere, since you cannot always be able to use consumer knowledge 100%. For example, at that certain chronically period, you may have the knowledge but not the demanded economic power to take advantage of your knowledge.

Moreover, consumer needs change constantly, according always to their economic power and the entrance of new or substitute products into the market, so, any marketing manager has to monitor the "movements" of the competitors, the responses of the consumers to these products and to the competitors, and afterwards, if there is any sufficient time left, to take advantage of that knowledge!

Question 7

Based on your critic, do you believe that it is possible to shape and influence the consumer's behaviour?

☐ Yes

☐ No

There is a strong disagreement regarding the beliefs of Mrs Christofi and Mrs Sofokleous in this question. The first marketer says that it is not possible to shape nor to influence consumer behaviour, opposing to the positive opinion held by Mrs Sofokleous.

You could say that the shaping and influencing of consumer behaviour can be achieved because it depends from the product itself. What the author means is that, when we try to promote a familiar product, we can not affect greatly what many consumers already think and feel about it. In contrast, when we try to promote an unknown product, then, we may affect consumers, because, we can "wake up in them" new and unknown needs.

Plus, it also depends on how successfully a product's advertising campaign is going to be and the way with which the company as a whole will attempt to approach the

consumer. Of course, with consumers, you never know, miracles as well as extraordinary thinks can happen!

Question 8

There is still a portion of front line employees, who respond unwillingly to complaints, sometimes causing a more serious problem, and other employees who make the customers believe that they have no right to complain.

 True

 False

 Occasionally

Mrs Christofi and Mrs Sofokleous believe that, occasionally, there are such cases when a front line employee corresponds unwillingly to customer complaints, sometimes making thinks even worse, by making the customer to believe that they have no right to express their dissatisfaction.

The author strongly believes that, from the moment that an organization has to choose its front line employees, then, it should choose among its best recruiters, as they shall represent the whole image and "face" of the company and they are the first persons to whom the customers will go for any complaints or general enquiries.

Of course, let's never forget that there is also the human and psychological factor, which indicates the behaviour of both the consumer and the front line employee, so, from the moment that we are human beings, it is "logical" that one day, a case like this will occur, but, that does not mean that such behaviour is justified and acceptable!

Question 9

What is the main reason that can cause dissatisfaction to a consumer? (tick one)

 The consumer was promised too much

 The service was "poor"

 The product was over-priced

 Bad rumours about the product

 Failure of the brand to meet or exceed consumer expectations

 Other (please specify)

Failure of the brand to meet or exceed consumer expectations seems to be the logical answer for both Mrs Christofi and Mrs Sofokleous. Sure this could be a right answer may be under other circumstances when investigating a more specific group of consumers, but in this case, they are both wrong!

If you go back in Section A and take a look at Cart 22 in Section A, you will see that the two basic features that can cause either a feeling of satisfaction or dissatisfaction to a consumer, are first of all the quality factor along with the time required until the product cannot be used again, the easiness of the product when being used and afterwards comes the satisfaction of needs.

Question 10

Which of the following factors do you believe that is the most basic one in shaping a person's wants and buying behaviour?

 Culture (subculture / social class)

 Social factors (reference groups / family/ roles and status)

 Personal factors (age and life-cycle stage / occupation / economic circumstances / lifestyle / personality and self-concept)

 Psychological factors (motivation / perception / learning / beliefs and attitudes)

 Buyer

When Mrs Christofi was asked in question 7 in Section B whether she believed that it is possible to shape influence consumer behaviour, she clearly stated No, although she has ticked in the personal factor's box, in contrast with Mrs Sofokleous, who believed from all over the start that consumer behaviour can be shaped and influenced through the consumer's personal factors, which are constituted by his/her age and life-cycle stage, occupation, economic circumstances, lifestyle and finally, personality and self-concept.

What is happening here, regarding the answers given every time, can be very confusing, but, if we stop for a minute and think for ourselves as consumers, what could be the possible factor which, in the case it could be controlled, it would constitute marketers able to shape and control our behaviour as consumers?! Is it really the personal factors or is it the personal factors in "conjunction" with the

psychological factors, because, if we base our answer in relation to what the consumers have answered in Chart 6 in Section A, then both of the factors ought to be controlled, as the majority of consumers stated that their beliefs and attitudes along with their personality and self-concept, are the main reasons which affect them the most during their decision to purchase a product!

Question 11

How would you rate the importance of the performance review that a buyer makes about a product?

☐ Of extreme importance

☐ Of high importance

☐ Of medium importance

☐ Unimportant

The answers of Mrs Christofi and Mrs Sofokleous in question 11 come to the same point that the performance reviews that a buyer makes about a product are of extreme importance.

And of course they should be of extreme importance! When you use a product or experience a service, what comes naturally afterwards, is to criticise what you have been offered by that product or service, isn't it? And how you are going to feel, is going to affect the way you see that product or service from that time, thus, you will decide whether you will buy it again or not? What marketers are already doing is to conduct surveys, which seek from the consumers to evaluate their products. Plus, his is also a way to estimate the probable profits and success of an organisation.

Question 12

"Knowledge on Consumer Behaviour provides the basis for many marketing strategies, such as product positioning, market segmentation, new product development, new market applications, global marketing, marketing mix decisions and marketing actions and regulations!"

☐ True

☐ False

For one more time, Mrs Christofi and Mrs Sofokleous have reached into the same conclusion, be agreeing that, knowledge on consumer behaviour provides the basis for many marketing strategies.

And that's true, because, at the end of the day, it's not what the marketing department or the marketing manager says to be right and necessary to be done, but, what is perceived by the consumers as right and needed. Because what's right for the marketers deep down, is to make profits, in contrast with the consumers who seek for high quality products than can satisfy their needs. So, by being customer oriented is of high importance, as, by being able to understand your customers, puts you in a high ranked place in the consumer's minds and therefore, in the right path for success!

Question 13

Based on your personal opinion, which are the factors that can determine the success or failure of consumer-based marketing strategies?

- The product itself
- The place where the product is sold or manufactured
- The product's price
- The product's promotional efforts

It is the opinion of both Mrs Christofi and Mrs Sofokleous that, the product itself, the place where it was sold or manufactures, its price and the promotional efforts surrounding it, can determine the success or failure of consumer-based marketing strategies.

This justifies for one more time what has been said in Questions 4 and 11 in Section B. Basically, the 4P's provide the marketers with the needed knowledge upon consumer behaviour, which can then be used by the organisation for the purpose of designing it's marketing strategies, which, what else than consumer-based can they be?

4.3 – CONCLUSION

The author at this point would like to stress two thinks that have resulted from the questionnaire analysis in Section A and Section B above, which are:

1. the gap between the marketers and the consumers
2. the gap between the marketers themselves
3. the importance of consumer knowledge

Starting with point 1, the author has noticed that, there is a gap between marketers and the consumers. Although nobody expects from the marketers to think alike with the consumers, it is unacceptable in matters of extreme importance, for both sides to be totally different. What marketers need to understand is that, they are not the ones who call for the decisions at the end of the day, but *the consumers, who serve also as the "external marketing managers" for an organization.*

Upon a theoretical basis, what each marketer is saying might be correct, but, this does not mean that this is also true in reality for the consumers. This implies that, how any marketing manager thinks of when he/she attempts to critically analyse the consumer behaviour, will not always be proved to be agreeable or adjustable with how consumers think. *The marketer's thoughts are understandable as long as they are based on how the consumer thinks and feels !*

But how can the marketer become one with the consumer, if there is a gap between the marketers themselves?! Despite the fact that the author has analysed the questionnaire from two marketing managers who are being employed in hotels in different cities and with different cultures and aims, that does not justify their disagreement in questions of general application upon the behaviour of consumers. *Marketers should educate themselves because, having the position does not imply that you have the knowledge.*

And knowledge is the one that derives from the behaviour of the consumers themselves in their everyday life. Although consumer behaviour is a complex phenomenon, it constitutes an eclectic field, upon which myriads of research was and will be done. As Peter Lynch (1997) had stated, people who understand consumer

behaviour make more money in the stock market than professional stock pickers who rely on financial numbers. If you like the store, chances are you'll love the stock". *By achieving to understand your customers, you also achieve for your company to gain competitive advantage!*

CHAPTER 5 – CONCLUSION & RECOMMENDATION

5.1 RECCOMENDATION

After accomplishing the research in Consumer Behaviour in Marketing and also in Customer satisfaction in various stars hotels in Cyprus the authors concluded that consumer behaviour is a complex, dynamic, multidimensional process, and all marketing decisions are based on assumptions. Researches in Consumer behaviour made at different times lead to different results because there is a fast-growing environment and as the environment change the consumer behaviour change too. Peter M. Chisnall (1995) states that just as business orientation evolved throughout the years (from a manufacturing orientation to consumer orientation), so has the study of consumer behaviour evolved, sometimes fuelling and sometimes keeping pace with the changes in organisations. One thing is for certain, consumer behaviour is more important than ever in today's consumer-focused world, making consumer analysts valuable to any type of organisation.

Consumers behave differently because of their economic position for example nowadays with economic crisis so in order for the marketers to have a good knowledge about consumer behaviour in a specific time must to make researchers because as authors observed that there is a gap in the way of thinking between consumers and marketers. According to Peter M. Chissnal (1995), with whom the author tends to agree, the gap that exists between the producer and the consumer is getting bigger. Our research gives a small sample in order to understand the consumer behaviour because only 187 people answered our questionnaires so further researching is needed in order to have a more comprehensive picture about consumer behaviour.

As authors recommend to the marketers to create high brand equity and high quality products which are the most important features in consumer behaviour. According to Paul, P.J. (1999) [P7], "Consumer behaviour associates interactions among people's environment, thinking, feelings and actions. Thus marketers need to understand what products and brands mean to customers, what consumers must do to purchase and use them, and what effects shopping, purchase and consumption". Also a hotel can differentiate in a product through introducing a shift in the Thematic Tourism and

alternative ways of satisfaction, is an important sector of keeping the customer occupied during their holiday. Furthermore the most important thing that marketers must bear in mind is to never promise more to the client than they can give, promise less and give more in order to have satisfied client's because clients never forget!

The author's recommendations to the hotels managers, employers, marketers, event managers that came out from this research could be that no company can deeply satisfy its customers unless top management are fully aware of situations and behind the scenery. This does not only just mean that they endorse the possibility of customer satisfaction studies but that they are genuinely customer orientated and fully into customer psychology. But where exactly is the root of all the problems, the author wondered about this for some time. The answer to this is the employee satisfaction! Having to work for a split timetable and long hours with only one day off work for little money and short staff could be the real problem to all this. I know for a fact that the largest percentages of employees in Hotel industry in Cyprus are foreigners with little knowledge of at least English language where the most tourists speak. My suggestion and recommendations to the employers, managers, marketers, event managers etc. would be to hire more staff, have them take regular courses on how to behave to clients, try to hire quality staff and not just quantity to cover the needs.

If we look on a couple of the research questions for example:
7 a) Check-in Efficiency?
7 b) Cleanliness and servicing of your room during the stay?
10. How would you rate the overall Dining Experience (All Hotel Restaurants or pool bar etc.) this includes wedding ceremony

We will see that they are all related to the staff. Results for questions 7a) is that 38% of the check-in efficiency is medium to poor, (Appendices-Questionnaire 1-Quantitative Method, question 7a) but why the check-in efficiency has such a large percentage of unsatisfied customers? The answer is the communication between client and staff.

On the second question the result is that 45% of the cleanliness and service of the room is medium to poor (Appendices-Questionnaire 1-Quantitative Method, question

7b) the actual question is why such a large percentage. The answer to this is limited time to settle and clean the room due to the fact that they do not have the appropriate guidance or supervision and short staff.

On the third question the result is that 46.5% of the dining experience is medium to poor (Appendices-Questionnaire 1-Quantitative Method, question 10) seeing this we can only conclude that the overall dining experience is not as expected. The answer to this could be a lot of things like shortage on staff, unqualified and untrained staff. Again the root of the problem could be the low supervision and guidance, the low salary etc.

5.2 CONCLUSION

This study aimed at ascertaining the factors that influence the consumer behaviour and customer satisfaction. At the beginning of the research we posed a number of hypothesis and according to our findings there is:

1) A strong correlation between customer satisfaction and high profitability.
2) A strong correlation between customer decision making buying a product /service and the quality of this product/service.
3) A strong correlation between good value creation of a company and high profitable shares.
4) A strong correlation between good relationships with customers and customer satisfaction.
5) A strong correlation between the research and development with customer satisfaction.

Generally our findings are correlated with most of the research studies have been done before. The controlled factors in decision making buying a product are the quality, the durability, the brand name and the price of the product. Also consumers buy something in accordance with their needs and satisfaction.

Our research can be base purpose of further research on this topic with more deeply, precisely, profound investigation. Furthermore, this paper is also useful for both consumers and marketers to understand the way of thinking of each other. If

marketers manage to establish a successful and profitable relationship with their customers then consumers will have favourable thoughts and feelings about particular products, services and brands, and will try them and repeatedly purchase them.

Ultimately, it's not only enough for the marketer to simply understand the consumer, but what is really needed, is for the marketer to think as the marketer and the consumer at the same time. Gordon R. Foxall (1998) adds that the guiding philosophy of marketing, the marketing concept, as well as most recent business commentators, argue that knowing and satisfying consumer needs and wants is vital to business success. Today's competitive markets force managers to take advantage of all the information they can get to help them in their main jobs or market segmentation and product positioning using four Ps market strategies. To this end, a generation of consumer researches has used the theories and techniques of the social sciences in order to understand consumer behaviour.

Marketers need to become one with their current and future customers and walk hand in hand with them, rather than been recruited in opposite camps! It will be a Win Win situation for both!

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APPENDICES

Questionnaire 1-Quantitative Method

CUSTOMER SATISFACTION ON HOTEL INDUSTRY AND WEDDING PLANING

This questionnaire is for people who have visited a hotel, and for people who want to have or had their marriage in Cyprus Hotels

* Required

1.Are you married? *

Mark only one.

YES

NO

2.Where are you from? *

Mark only one.

UK

RUSSIA

GERMANY

CHINA

POLAND

GREECE

CYPRUS

SPAIN

BULGARY

Other:

3.Do you have any children? *

Mark only one.

YES

NO

4.How would you rate your overall Hotel stay *

Mark only one.

Excellent

Good

Average

Fair

Poor

Other:

5. Who arranged your room reservation *

Mark only one.

Travel Agent

Internet

Other:

6.When arriving at the Hotel, How accurate where the information regarding your reservation *

Check all that apply.

Everything was ok

Incorect Name

Incorect address

Incorect Arrival Date

Incorect Room Requested

Other:

7.Rate the following: a)Check-in Efficiency *

Mark only one.

1 2 3 4 5

Excellent Poor

b)Cleanliness and servicing of your room during the stay *

Mark only one.

1 2 3 4 5

Excellent Poor

c)Value of room for price paid *

Mark only one.

1 2 3 4 5

Excellent Poor

8.How would you rate the overall attitude of the staff. *

Mark only one.

1 2 3 4 5

Excellent Poor

a. Rate the reservation staff *

Mark only one.

1 2 3 4 5

Excellent Poor

b. Front desk clerk staff *

Mark only one.

1 2 3 4 5

Excellent Poor

c. Housekeeping Staff *

Mark only one.

1 2 3 4 5

Excellent Poor

d. Public relation staff *

Mark only one.

1 2 3 4 5

Excellent Poor

9.Where all the facilities in your room in working order *

Check all that apply.

Everything was ok

Problem with the Air-condition

Problem with the Bathtub Drain

Problem with the water Temperature

Problem with the TV

Problem with the Lighting

Other:

10. How would you rate the overall Dining Experience (All Hotel Restaurants or pool bar etc.) this includes wedding ceremony *

Mark only one.

1 2 3 4 5

Excellent Poor

a.Where you seated promptly? *

Check all that apply.

Yes

No

b.Was your order taken promptly? *

Check all that apply.

Yes

No

c.Was your food served promptly? *

Check all that apply.

Yes

No

d. Friendly Service? *

Mark only one.

1 2 3 4 5

Excellent Poor

e. Quality of food? *

Mark only one.

1 2 3 4 5

Excellent Poor

f. Menu Variety? *

Mark only one.

1 2 3 4 5

Excellent Poor

g. Value of price paid? *

Mark only one.

1 2 3 4 5

Excellent Poor

11.If you wanted to get married in a hotel in Cyprus, what would be a factor for you *

Mark only one.

Lower budget from that in your country

Combining the wedding with holidays

Married by the sea

12.What would be a priority for you and your guests at your wedding?

a)Wedding food *

Mark only one.

1 2 3 4 5

Low High Priority

b)Wedding Ceremony *

Mark only one.

1 2 3 4 5

Low High Priority

c)Wedding Chapel (church) *

Mark only one.

1 2 3 4 5

Low High Priority

d)Transportation *

Mark only one.

1 2 3 4 5

Low High

e)Decoration *

Mark only one.

1 2 3 4 5

Low High

f)Wedding Cake *

Mark only one.

1 2 3 4 5

Low High

g)Staff Friendliness *

Mark only one.

1 2 3 4 5

Low High

13.If you were to visit the same area again would you stay at the same hotel? *

Mark only one.

Yes

No

14.How many Stars was the Hotel *

Mark only one.

3 Star Hotel

4 Star Hotel

5 Star Hotel

Questionnaire 2-Qualitative Method

Marketer's Questionnaire

QUESTIONNAIRE

For your own convenience, use a RED COLOUR FONT TYPE to answer the questions and for the answers that require a selection, just make their colour also RED.

1. How would you define "consumer behaviour"?

2. In your opinion, what motivates a consumer to buy?

 A product's good promotional campaign

 The high level of services offered by the product

 Satisfying customer services

 Other (please specify)

3. Which one of the following is of primary importance on affecting the consumer's behaviour?

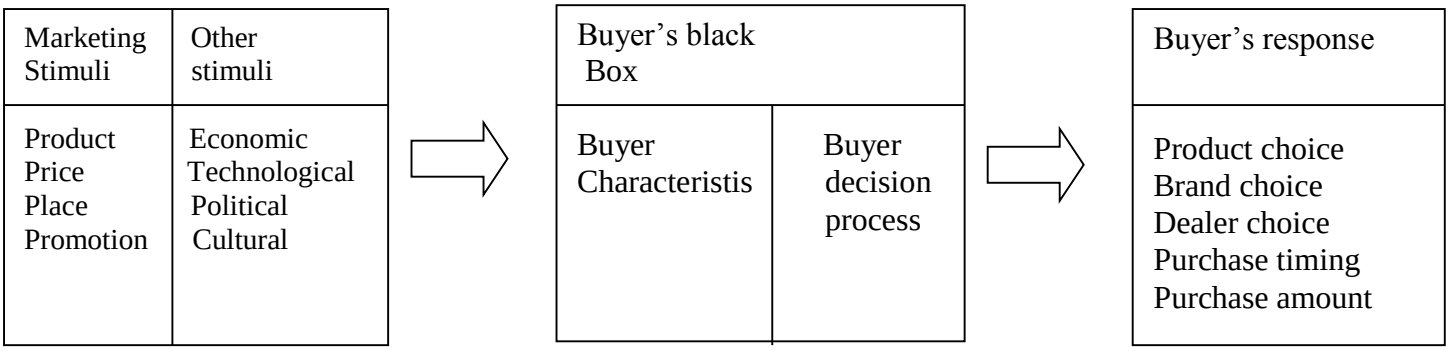
(a) Cultural factors
 culture
 subculture
 social class

(b) Social factors
 reference group
 family
 roles and status

(c) Personal factors
 age and life-cycle stage
 occupation
 economic circumstances
 lifestyle
 personality and self-concept

(d) Psychological factors
 motivation
 perception
 learning
 beliefs and attitudes

4. Do you believe that the following Model of Consumer Behaviour is important?



- ☐ Yes
- ☐ No

5. How important do you think Consumer Behaviour is to marketing profits?

- ☐ Of extreme importance
- ☐ Of high importance
- ☐ Of medium importance
- ☐ Unimportant

6. Up to which point do you, as a marketing manager, utilize knowledge about consumer behaviour? (tick only one)

- ☐ 0% - 24%
- ☐ 25% - 49%
- ☐ 50% - 74%
- ☐ 75% - 100%

7. Based on your critic, do you believe that it is possible to shape and influence the consumer's behaviour?

- ☐ Yes
- ☐ No

8. There is still a portion of front line employees, who respond unwillingly to complaints, sometimes causing a more serious problem, and other employees who make the customers believe that they have no right to complain.

- ☐ True
- ☐ False
- ☐ Occasionally

9. What is the main reason that can cause dissatisfaction to a consumer? (tick one)

- ☐ The consumer was promised too much
- ☐ The service was "poor"
- ☐ The product was over-priced
- ☐ Bad rumours about the product
- ☐ Failure of the brand to meet or exceed consumer expectations
- ☐ Other (please specify)

10. Which of the following factors do you believe that is the most basic one in shaping a person's wants and buying behaviour?

- ☐ Culture (subculture / social class)
- ☐ Social factors (reference groups / family/ roles and status)
- ☐ Personal factors (age and life-cycle stage / occupation / economic circumstances / lifestyle / personality and self-concept)
- ☐ Psychological factors (motivation / perception / learning / beliefs and attitudes)
- ☐ Buyer

11. How would you rate the importance of the performance review that a buyer makes about a product?

- ☐ Of extreme importance
- ☐ Of high importance
- ☐ Of medium importance
- ☐ Unimportant

12. "Knowledge on Consumer Behaviour provides the basis for many marketing strategies, such as product positioning, market segmentation, new product development, new market applications, global marketing, marketing mix decisions and marketing actions and regulations!"

- ☐ True
- ☐ False

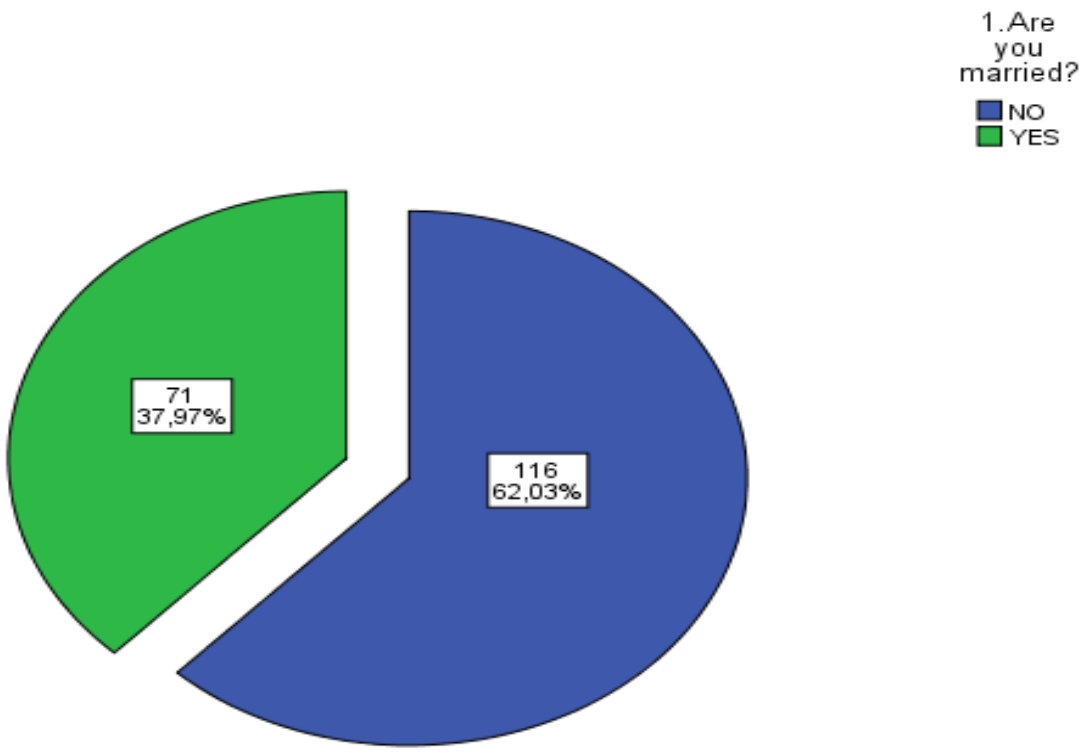
13. Based on your personal opinion, which are the factors that can determine the success or failure of consumer-based marketing strategies?

- The product itself
- The place were the product is sold or manufactured
- The product's price
- The product's promotional efforts

Descriptive Statistic Charts

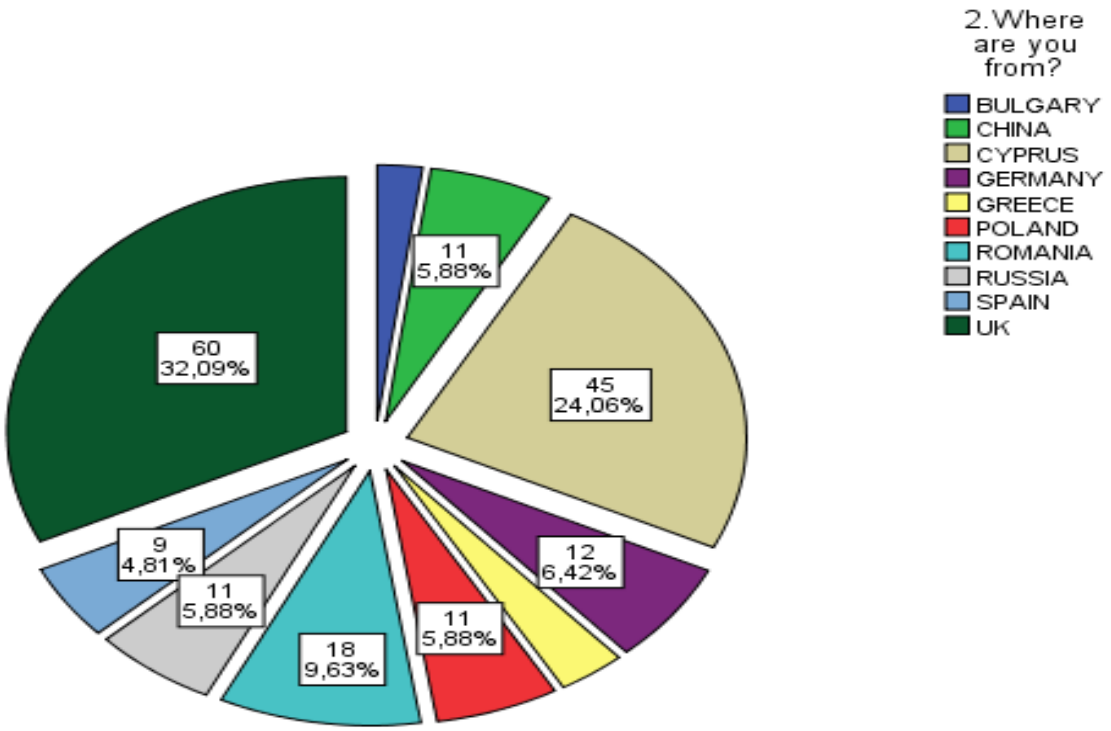
Question 1

Are you married?



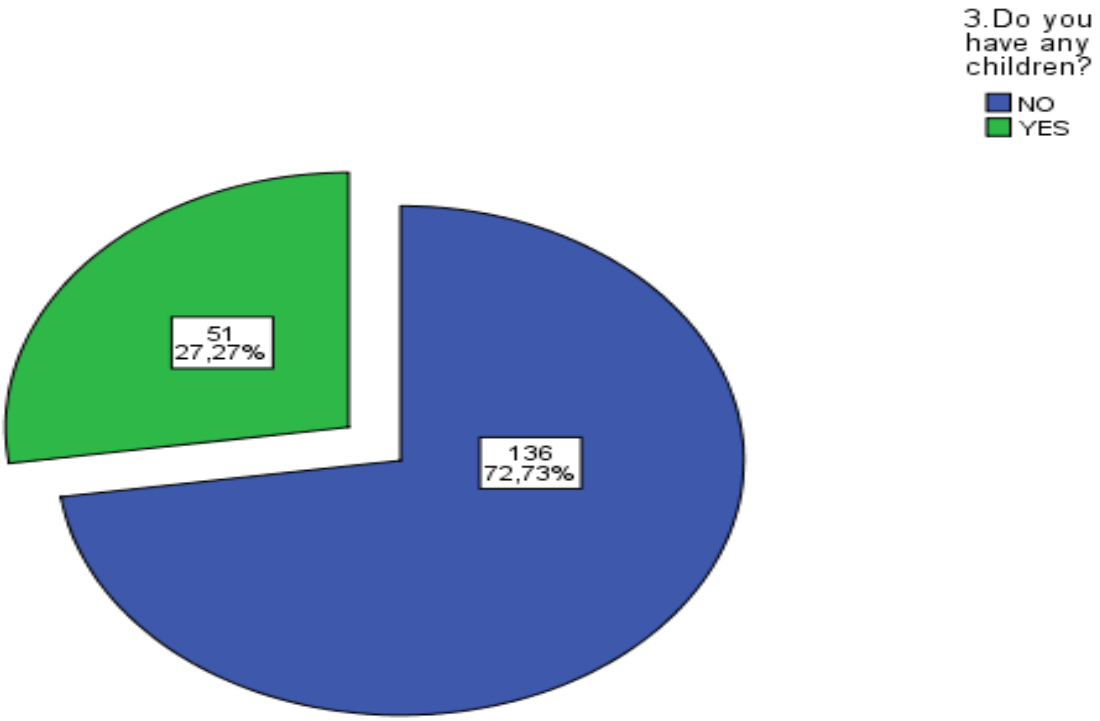
Question 2

Where are you from?



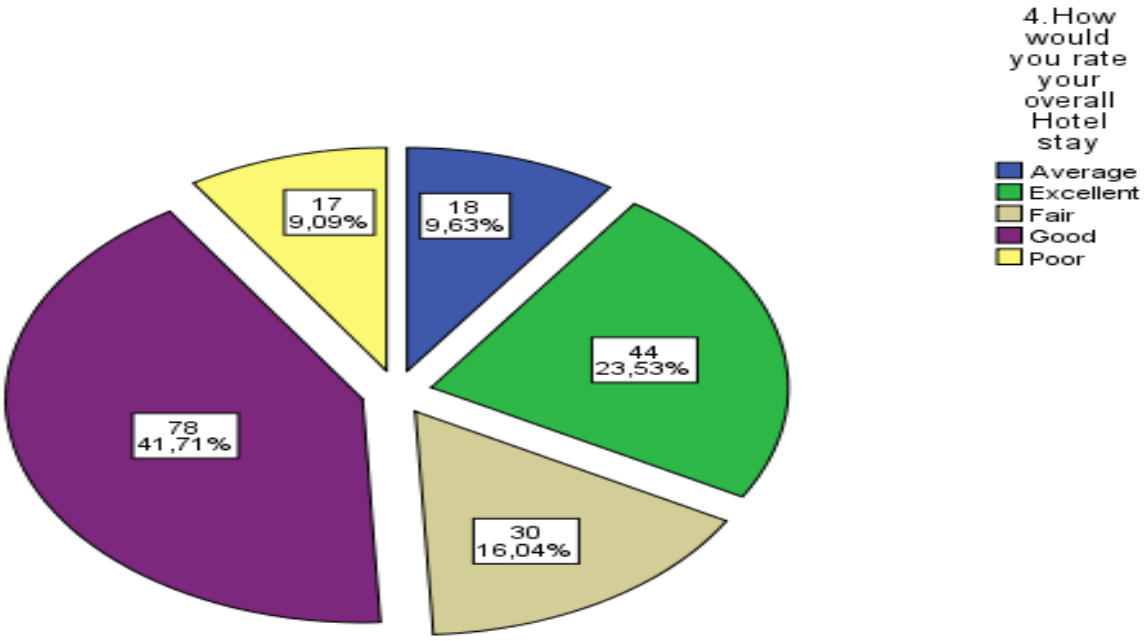
Question 3

Do you have any children?



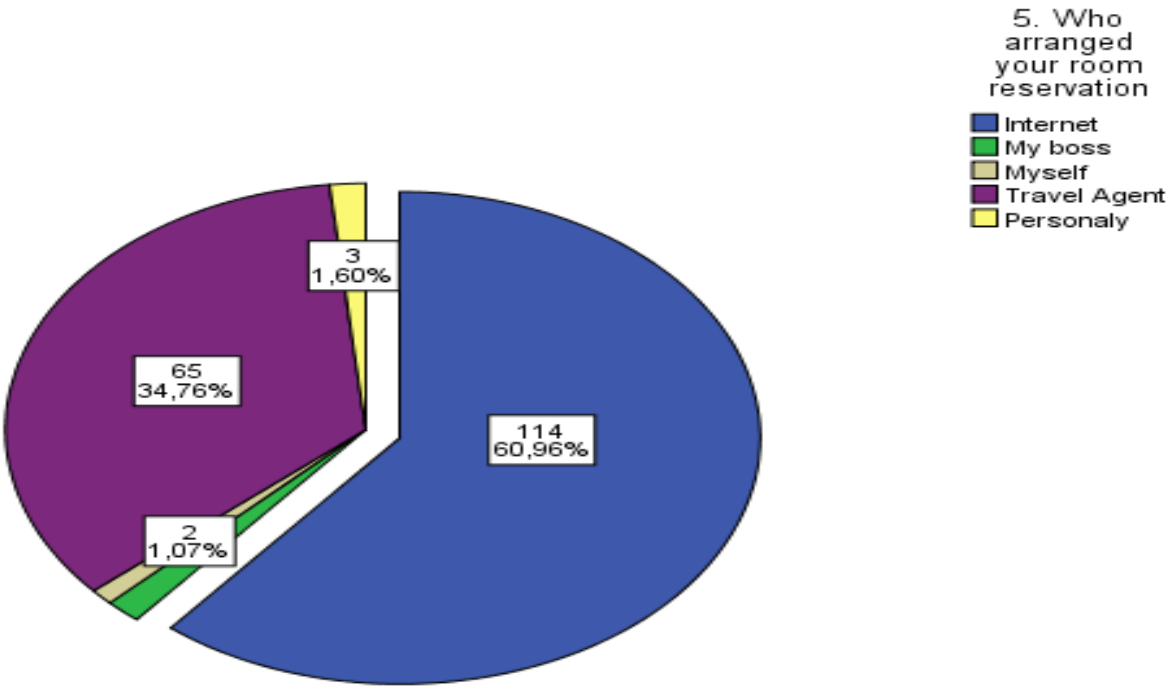
Question 4

How would you rate your overall Hotel stay?



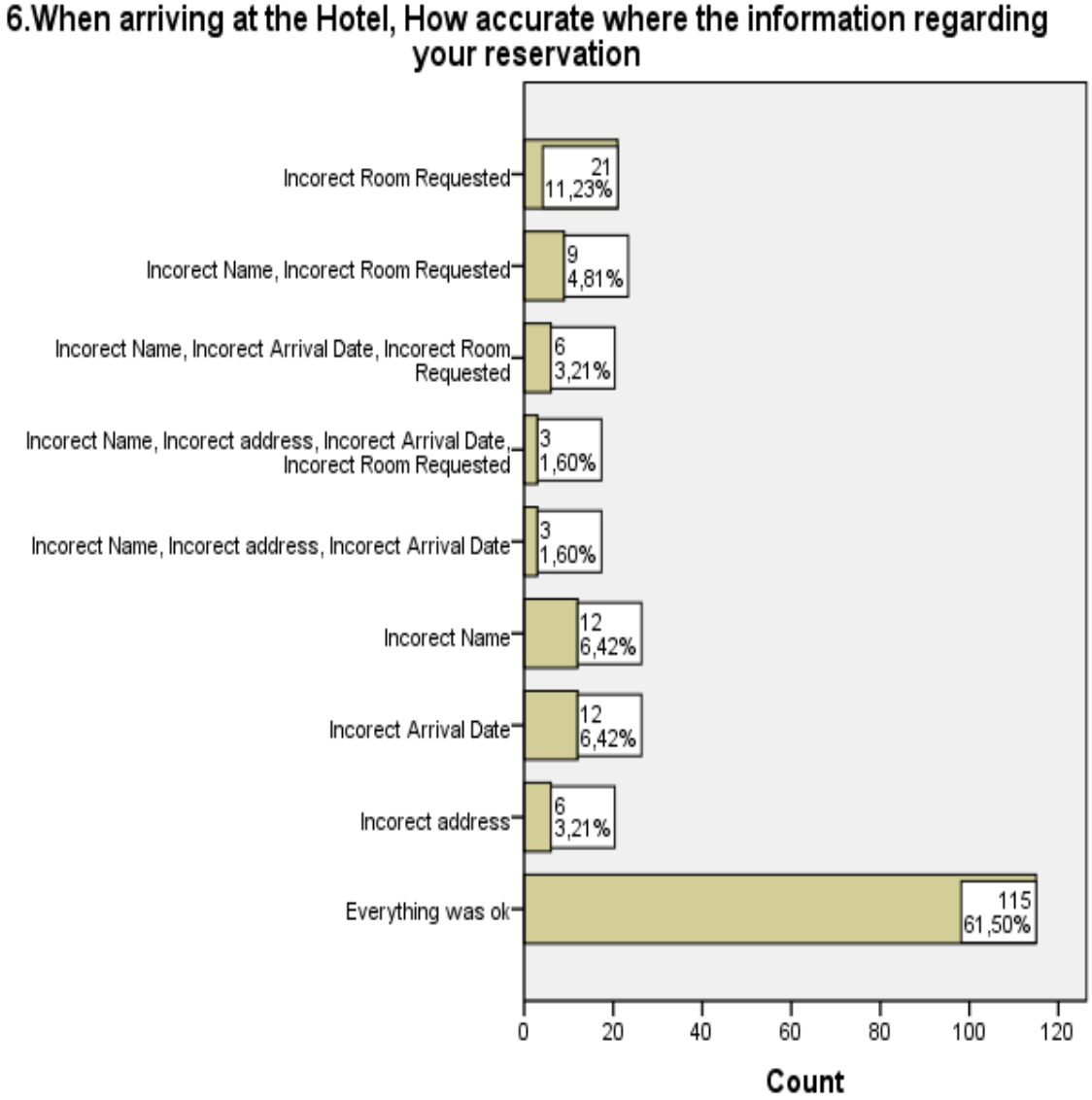
Question 5

Who arranged your room reservation?



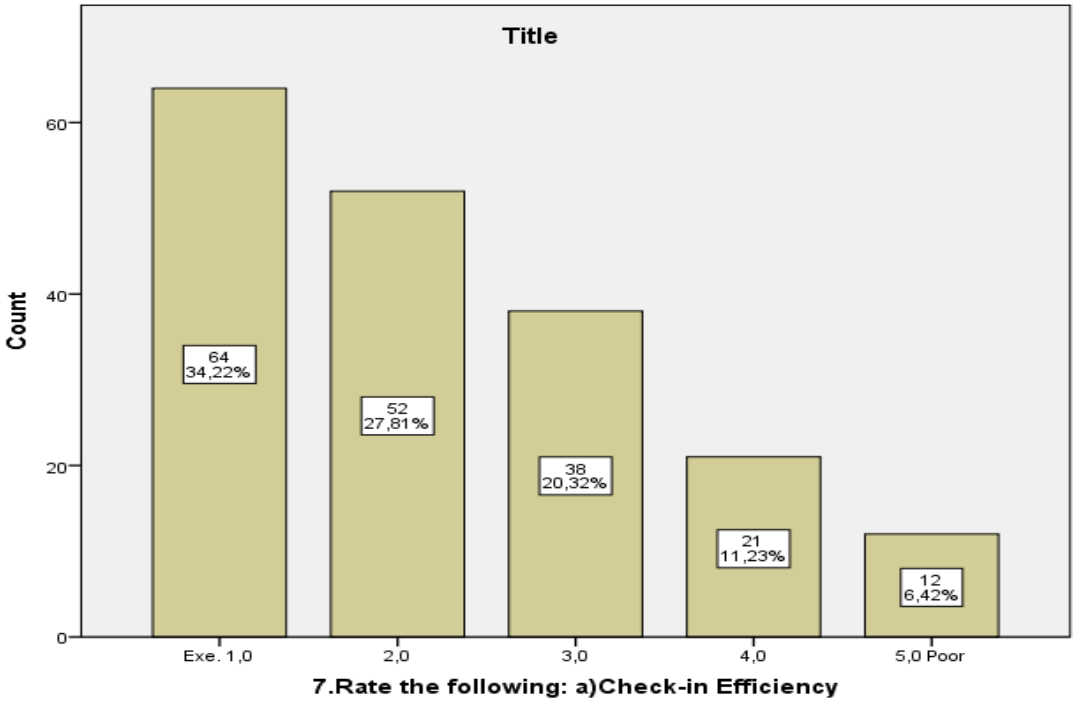
Question 6

When arriving at the Hotel, How accurate where the information regarding your reservation?



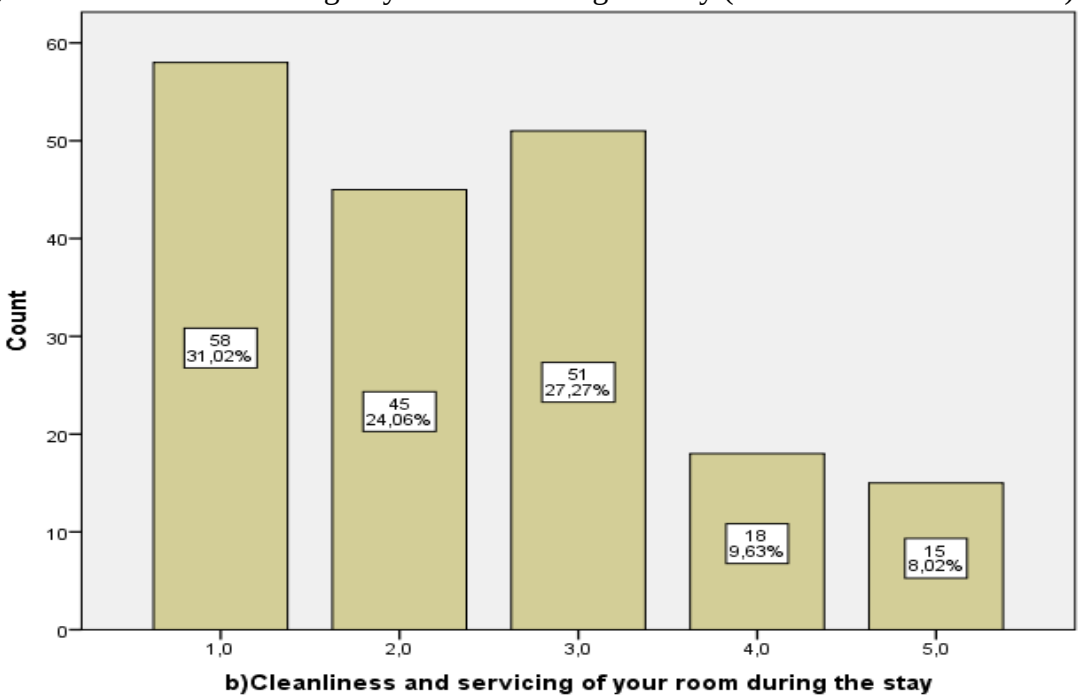
Question 7

Rate the following: a) Check-in Efficiency (1 for Excellent-5 for Poor)



Question 7

b) Cleanliness and servicing of your room during the stay (1 for Excellent-5 for Poor)

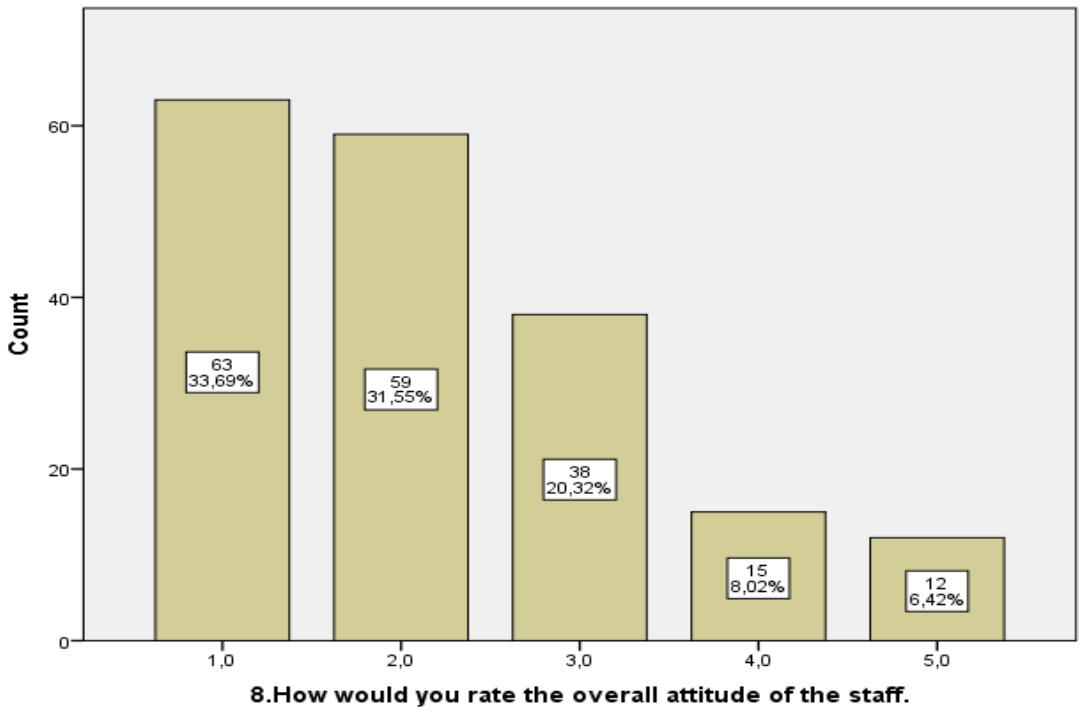


Question 7

c) Value of room for price paid (1 for Excellent-5 for Poor)

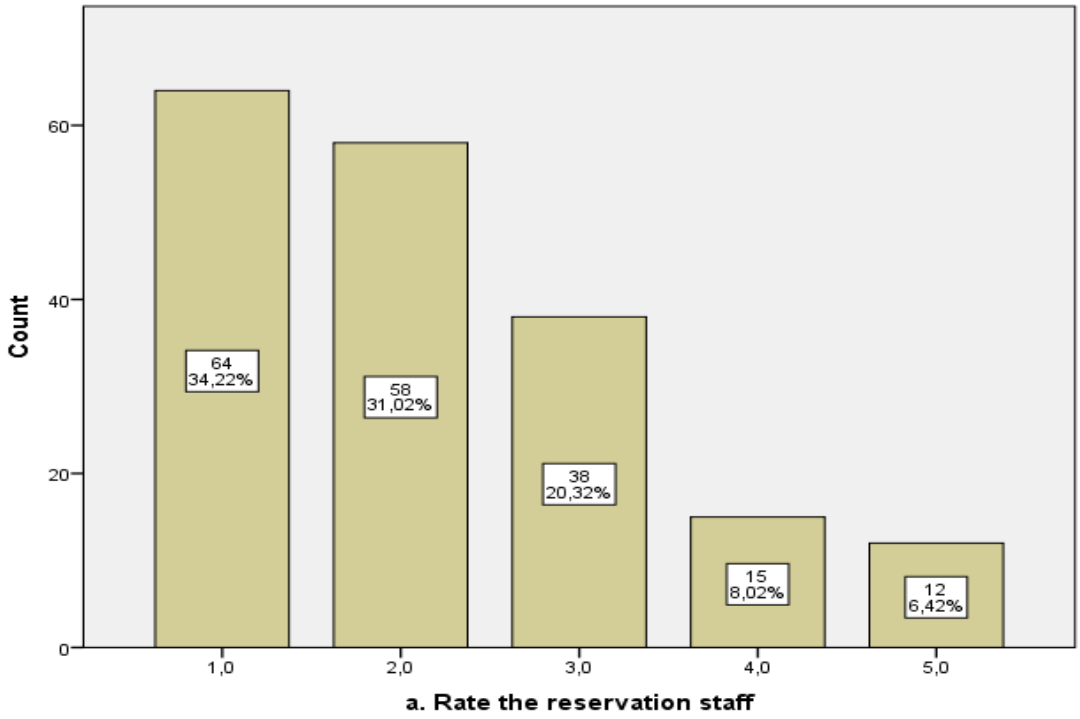
Question 8

How would you rate the overall attitude of the staff (1 for Excellent-5 for Poor)



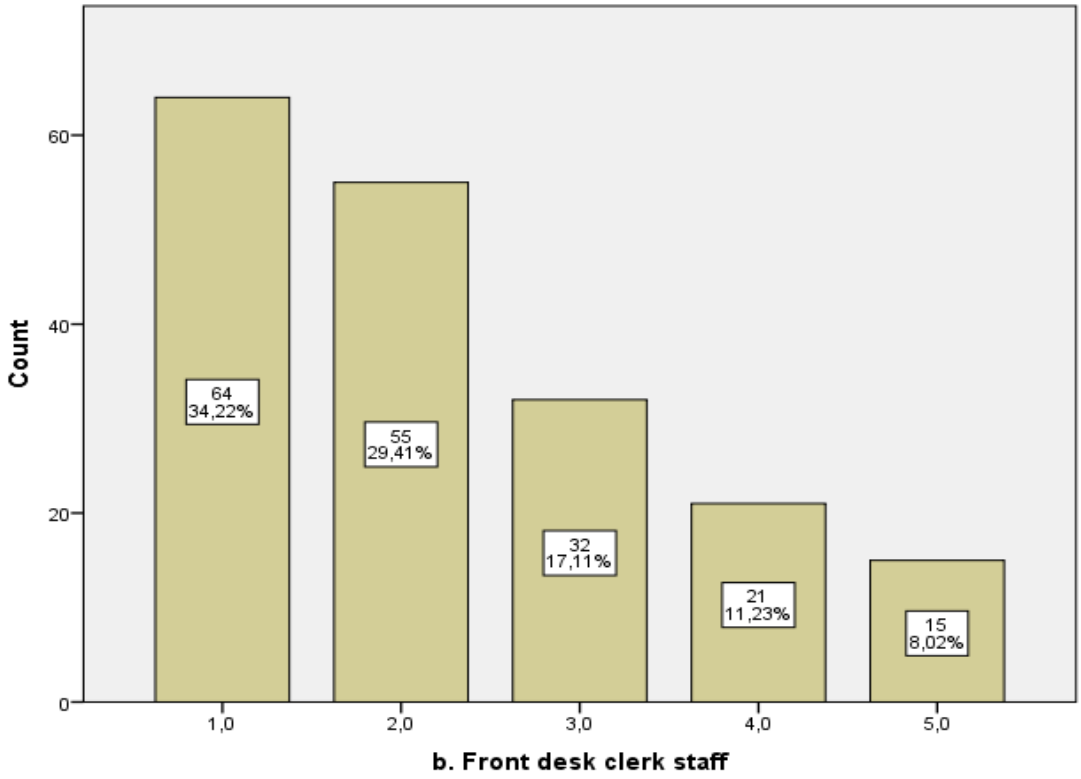
Question 8

a. Rate the reservation staff (1 for Excellent-5 for Poor)



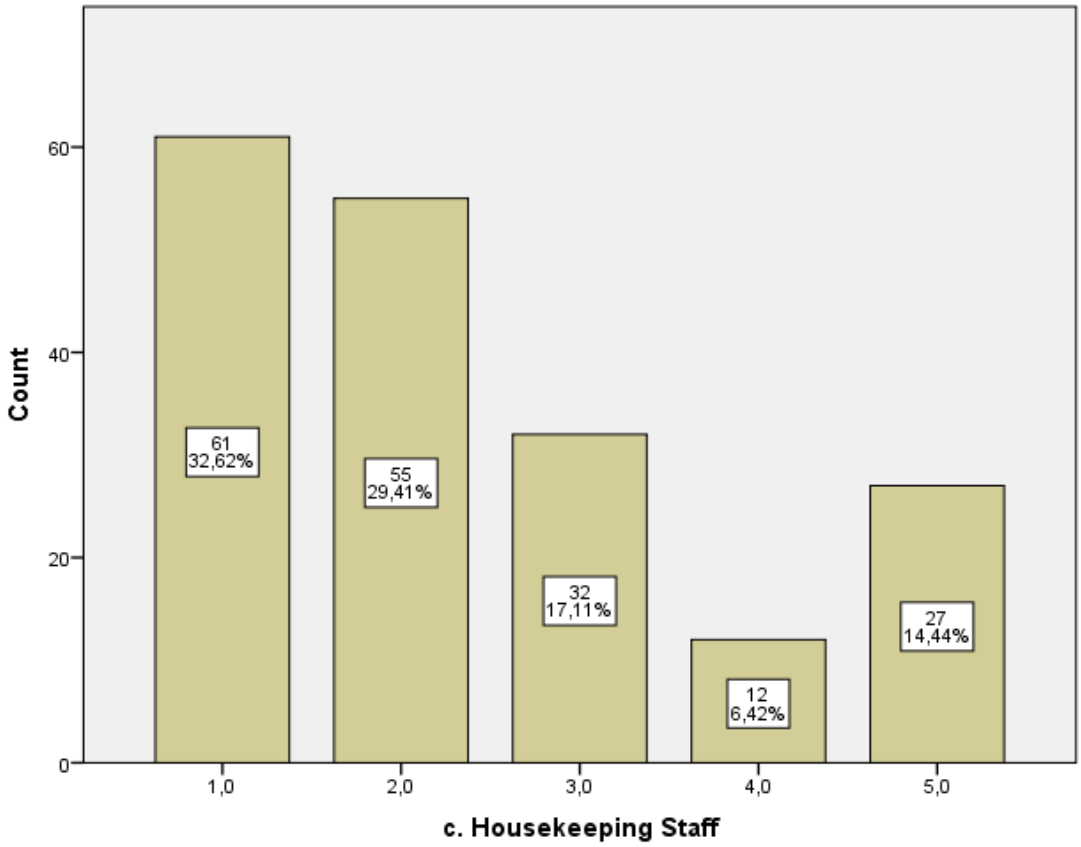
Question 8

b. Front desk clerk staff (1 for Excellent-5 for Poor)



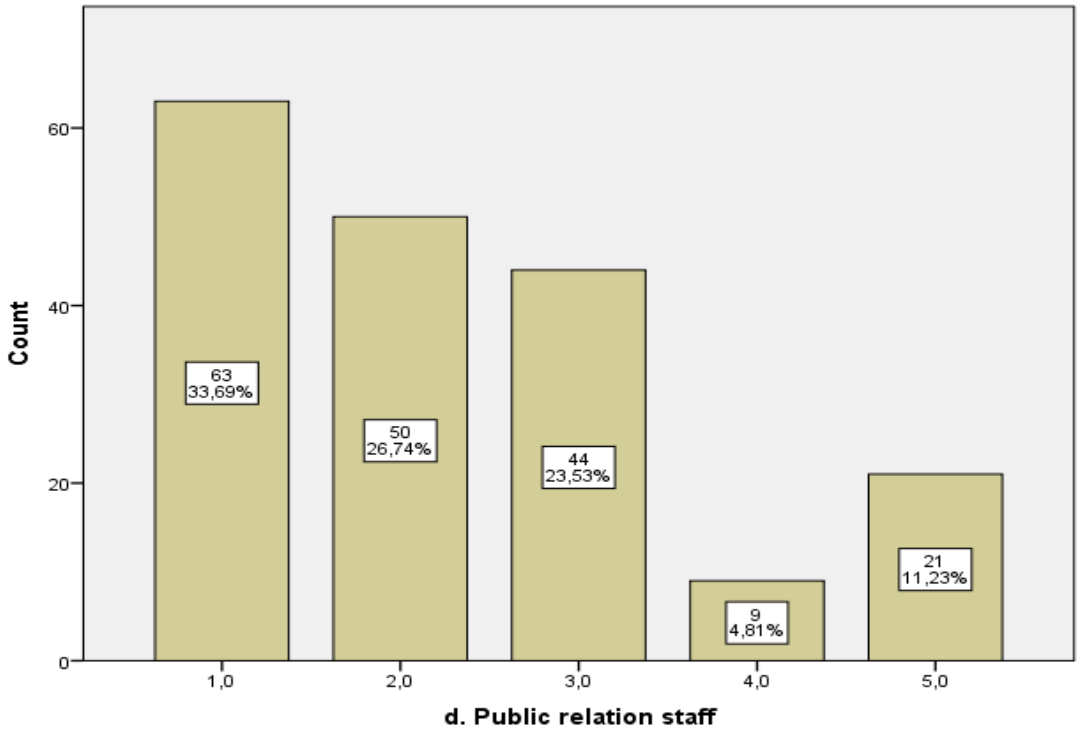
Question 8

c. Housekeeping Staff (1 for Excellent-5 for Poor)



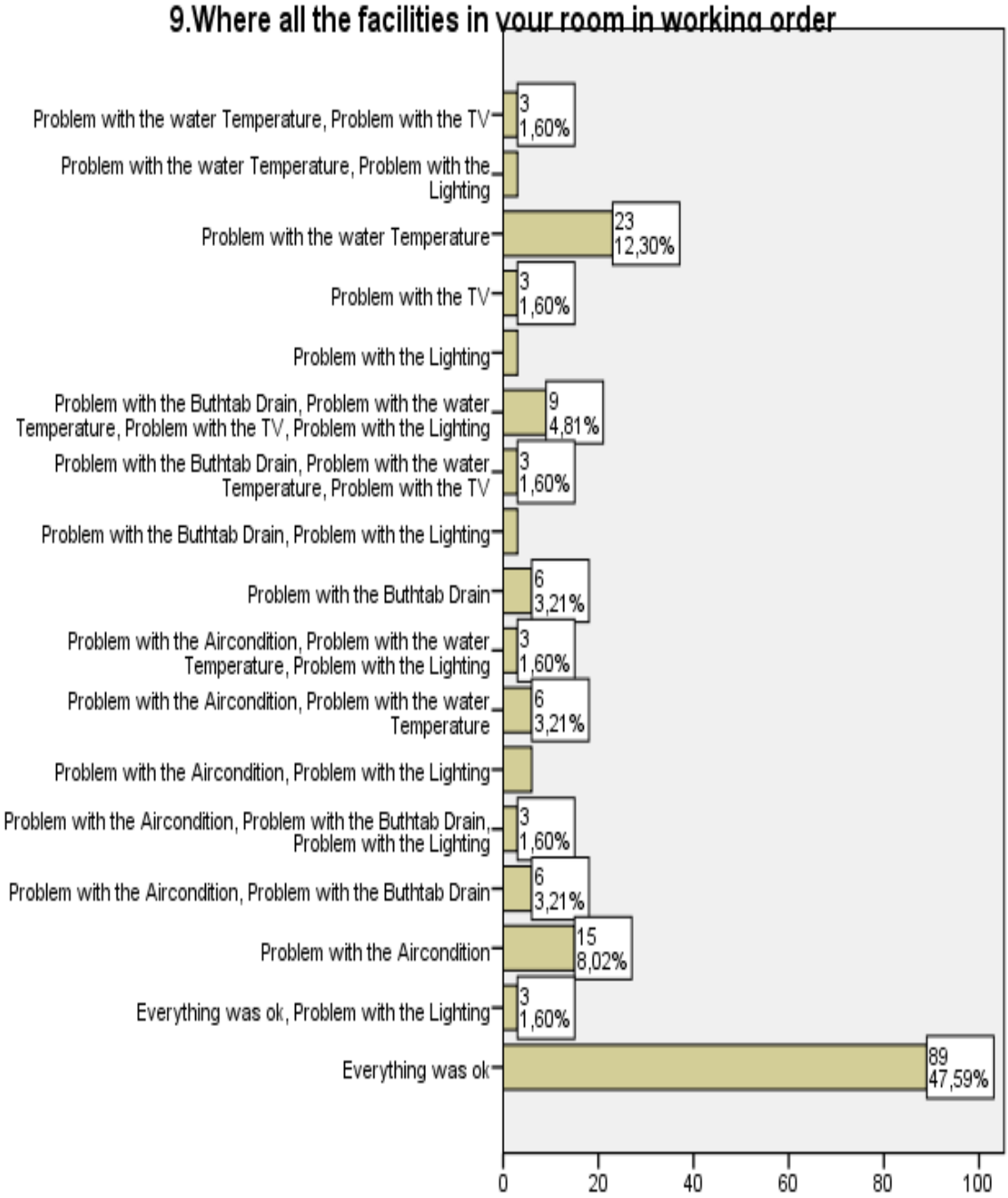
Question 8

d. Public relation staff (1 for Excellent-5 for Poor)



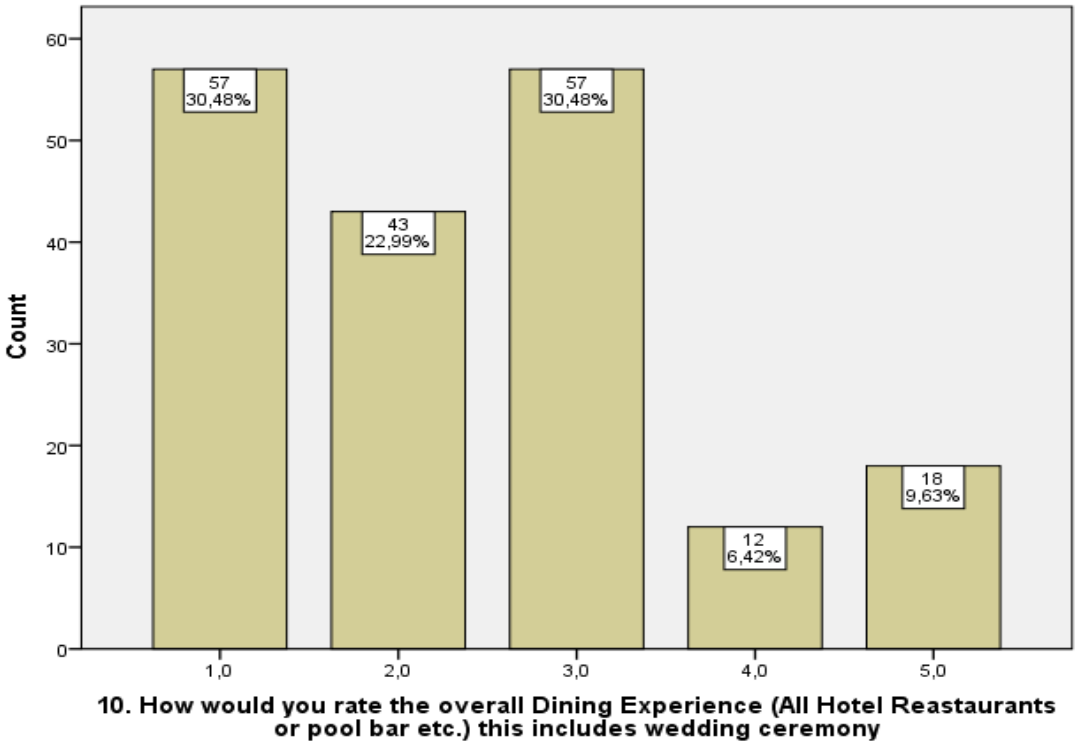
Question 9

Where all the facilities in your room in working order



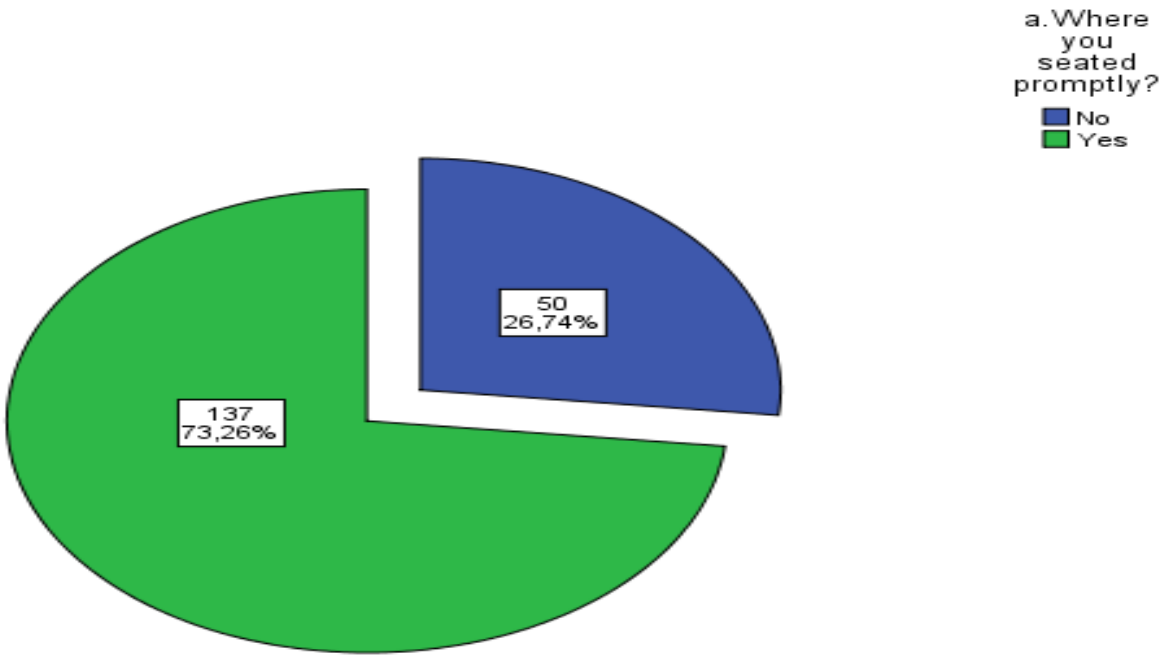
Question 10

How would you rate the overall Dining Experience (All Hotel Restaurants or pool bar etc.) this includes wedding ceremony (1 for Excellent-5 for Poor)



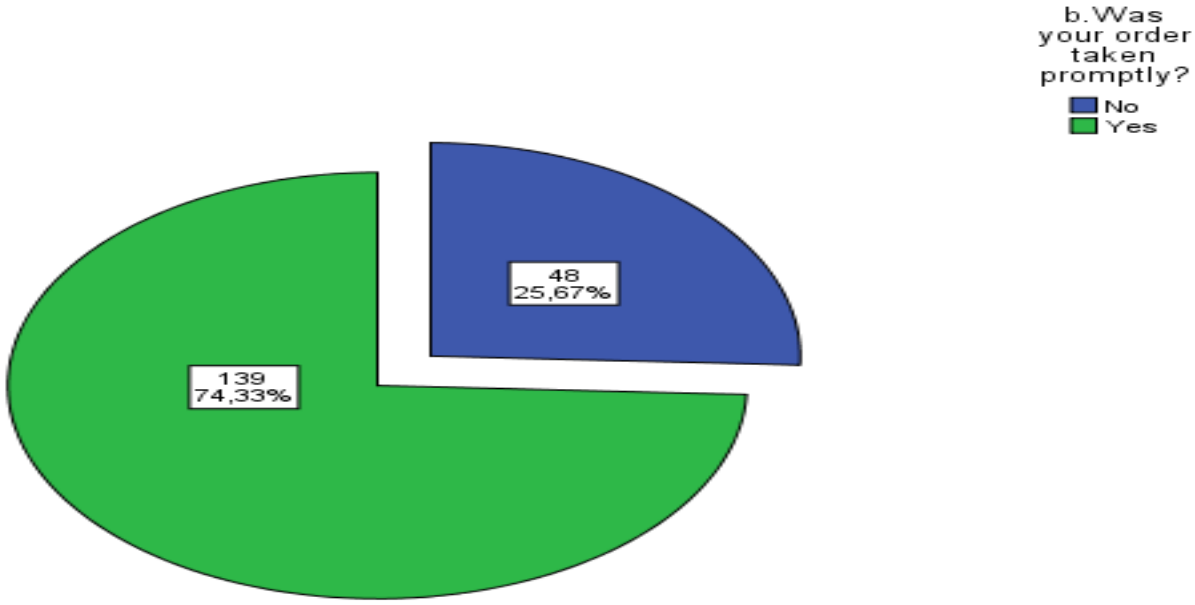
Question 10

a. Where you seated promptly?



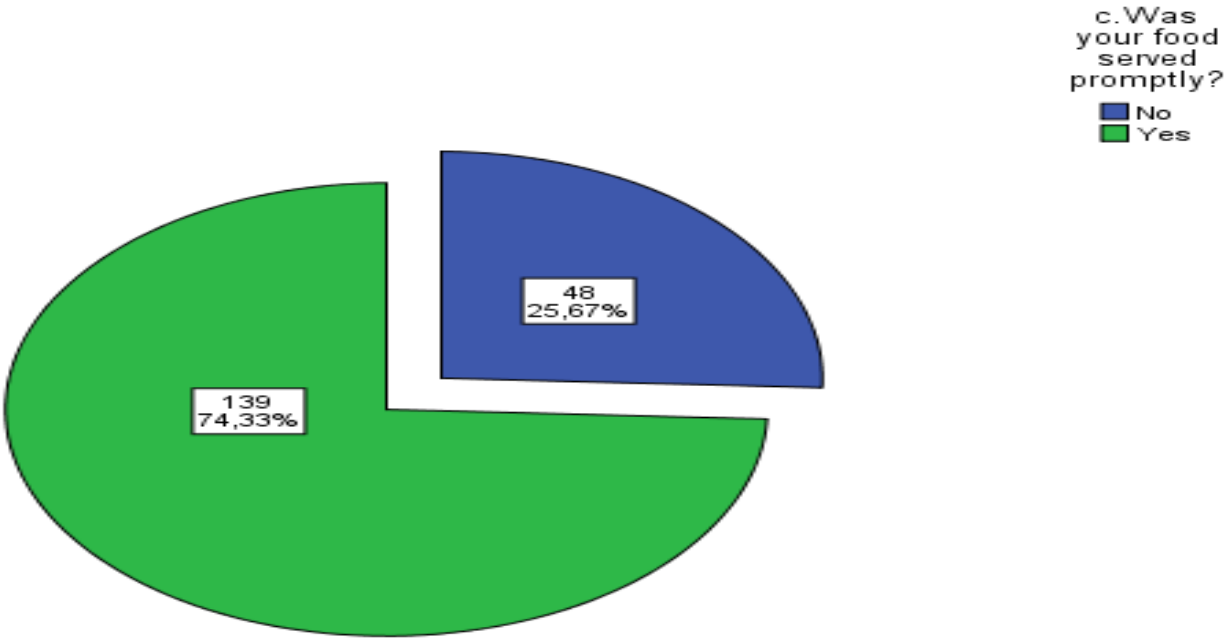
Question 10

b. Was your order taken promptly?



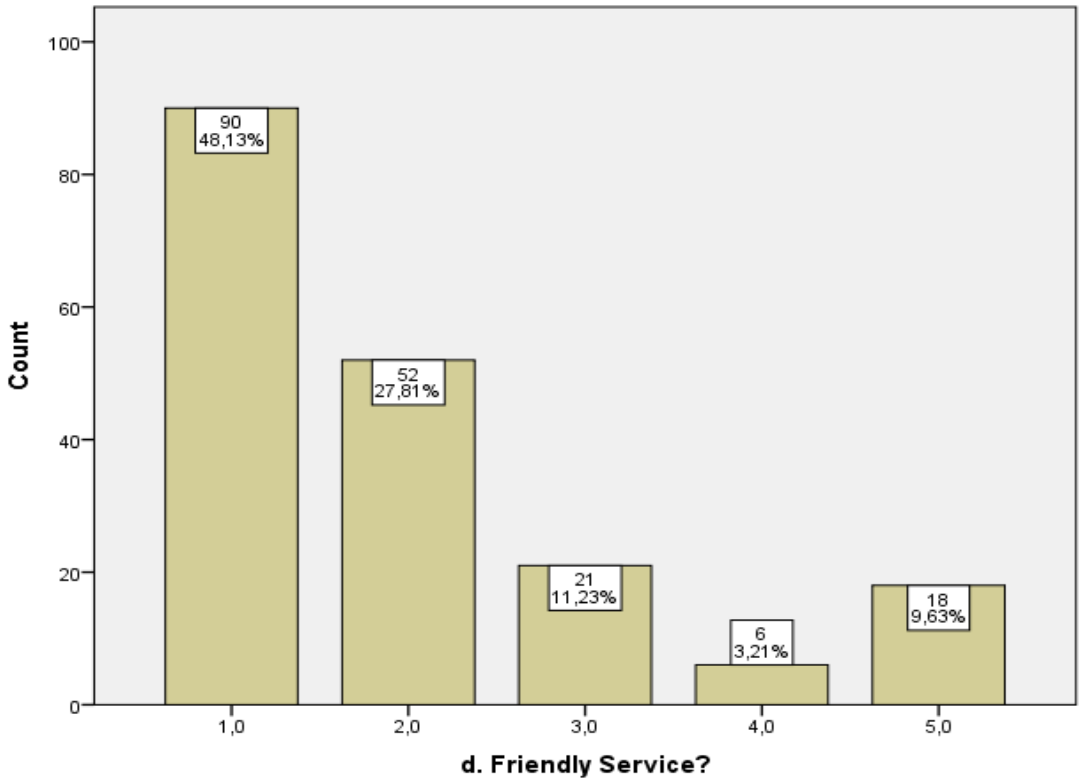
Question 10

c. Was your food served promptly?



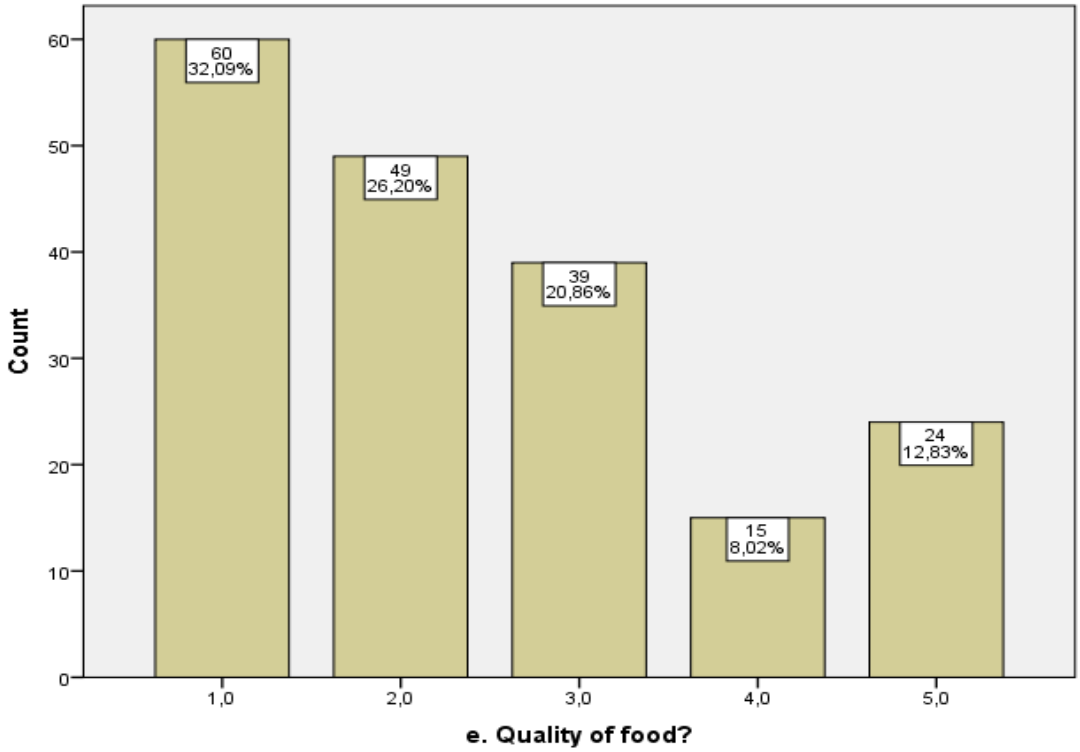
Question 10

d. Friendly Service (1 for Excellent-5 for Poor)



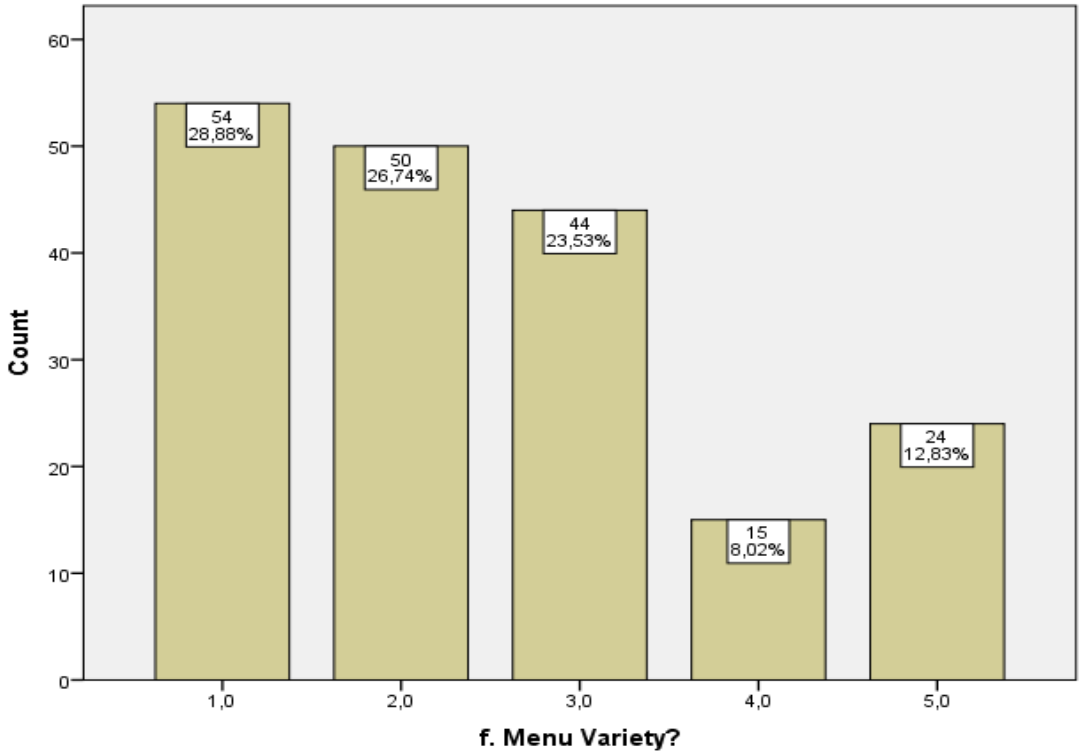
Question 10

e. Quality of food? (1 for Excellent-5 for Poor)



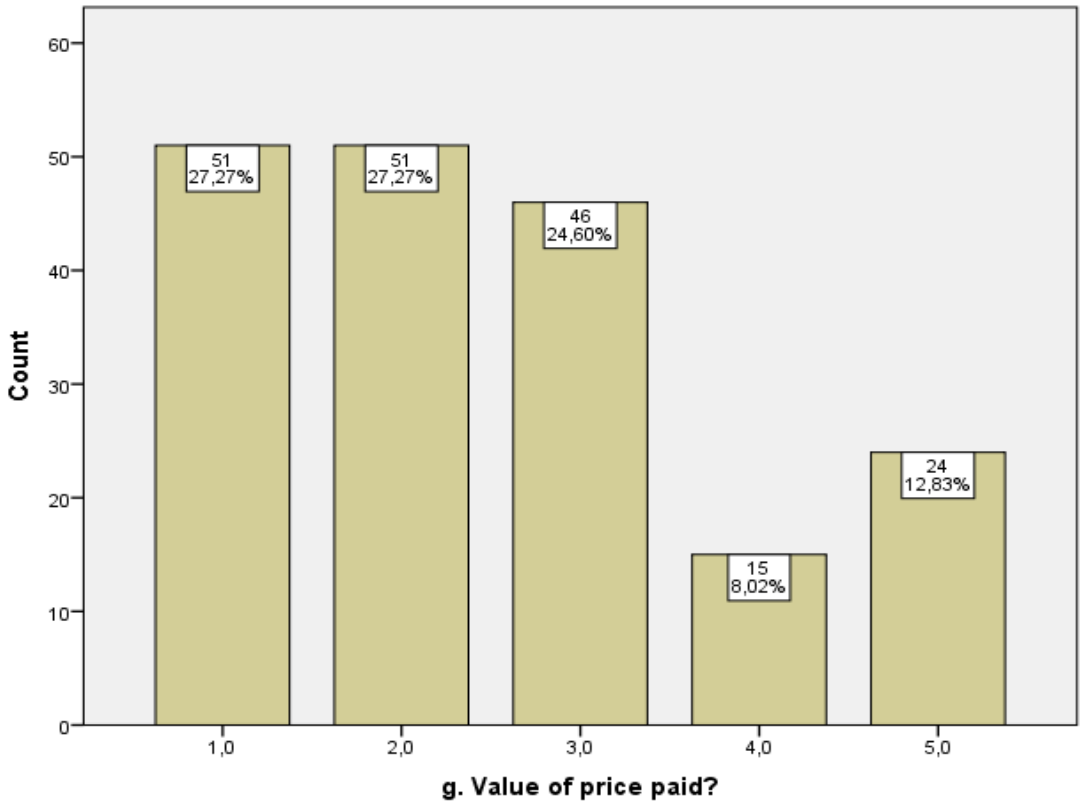
Question 10

f. Menu Variety? (1 for Excellent-5 for Poor)



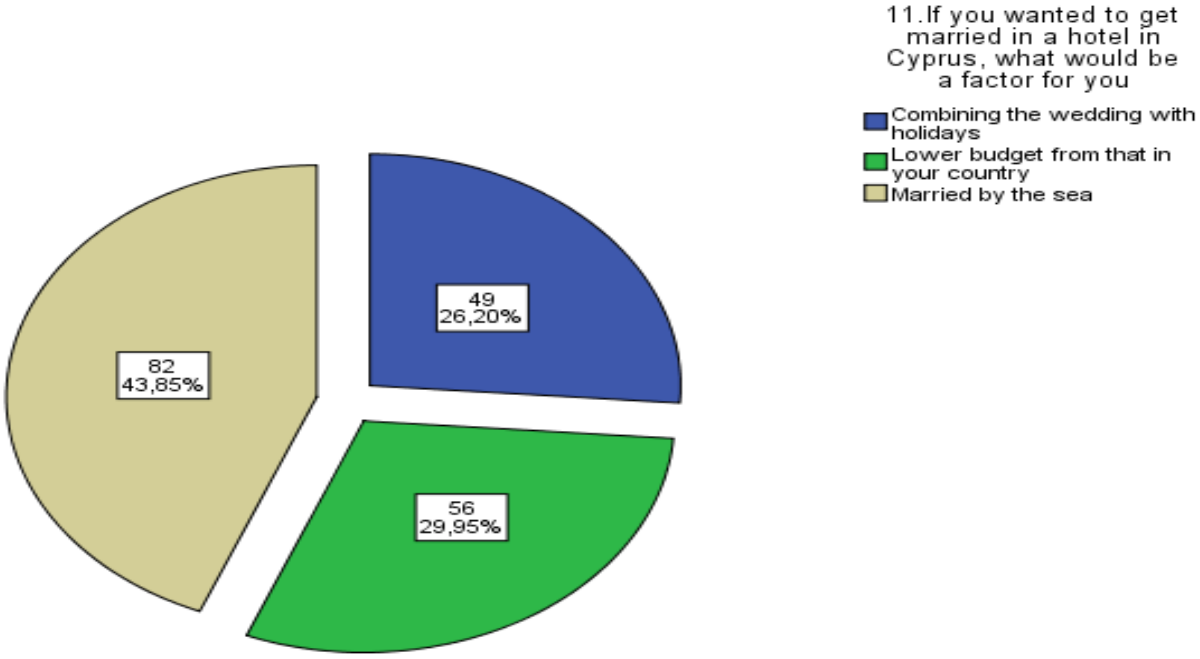
Question 10

g. Value of price paid? (1 for Excellent-5 for Poor)



Question 11

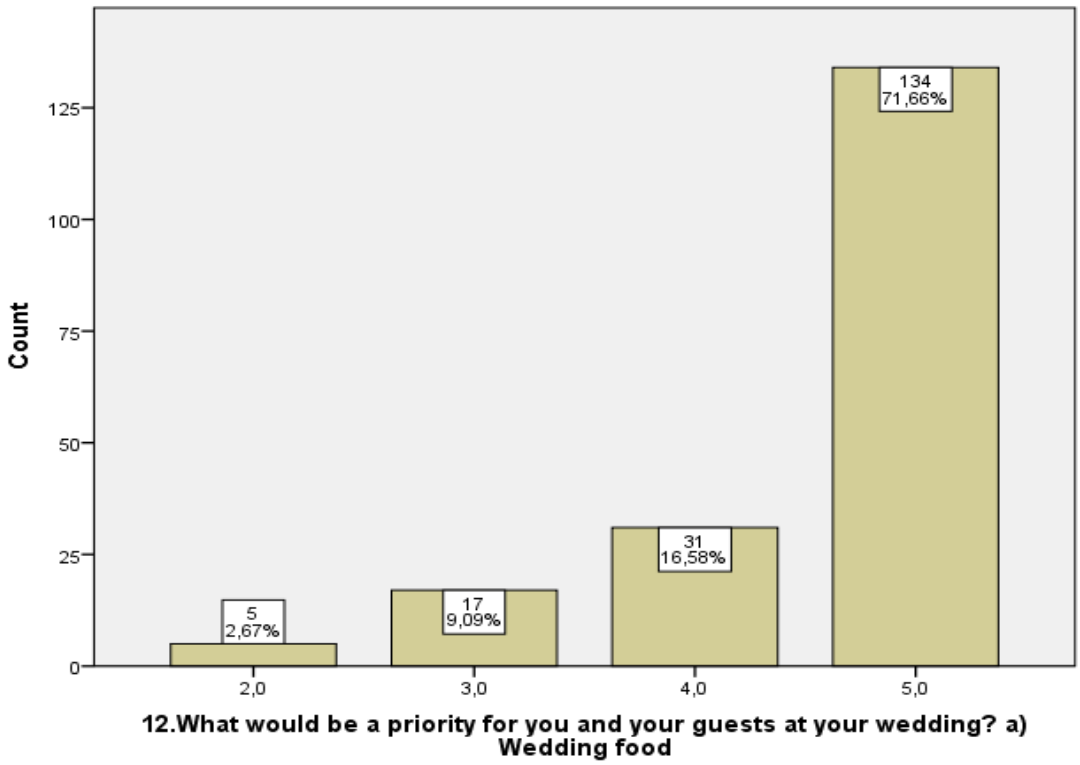
If you wanted to get married in a hotel in Cyprus, what would be a factor for you?



Question 12

What would be a priority for you and your guests at your wedding?

a)Wedding food (1 for Low Priority-5 for High Priority)

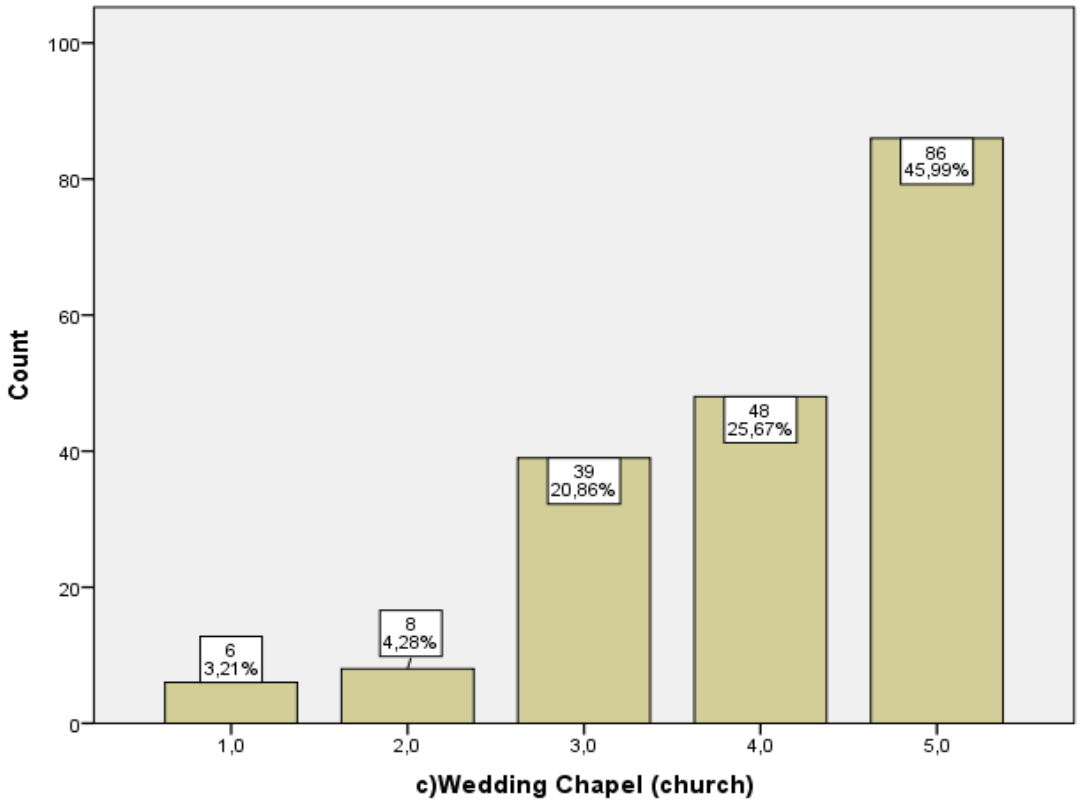


Question 12

b)Wedding Ceremony (1 for Low Priority-5 for High Priority)

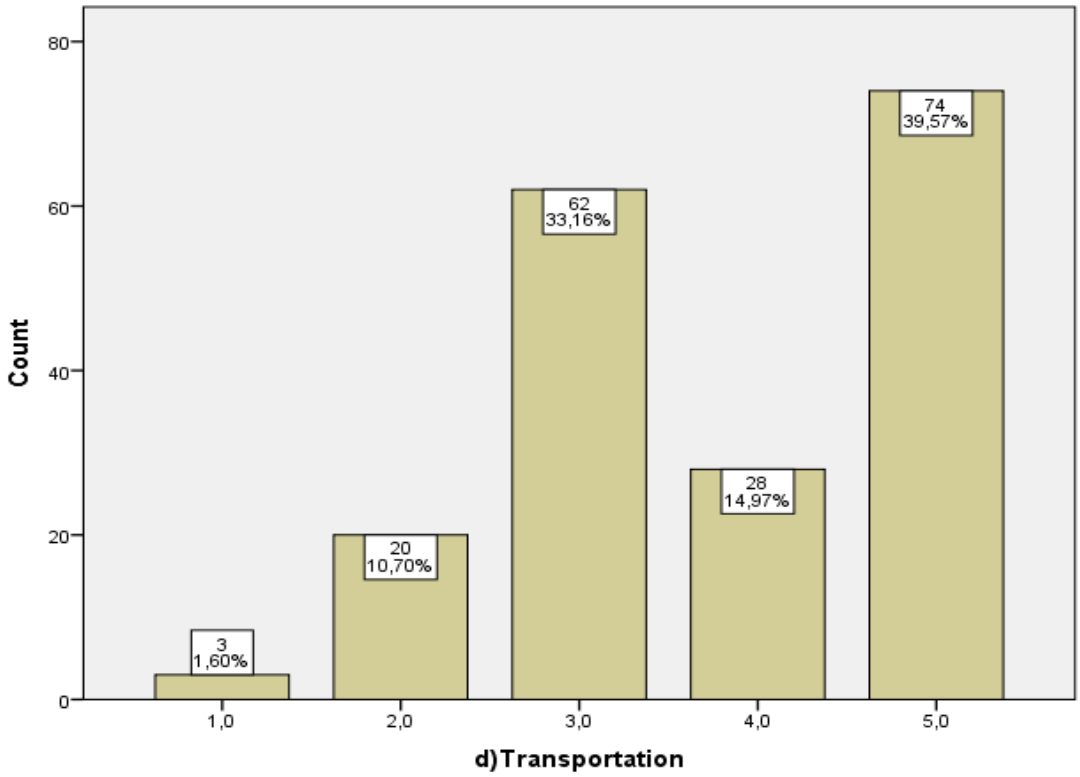
Question 12

c)Wedding Chapel (church) (1 for Low Priority-5 for High Priority)



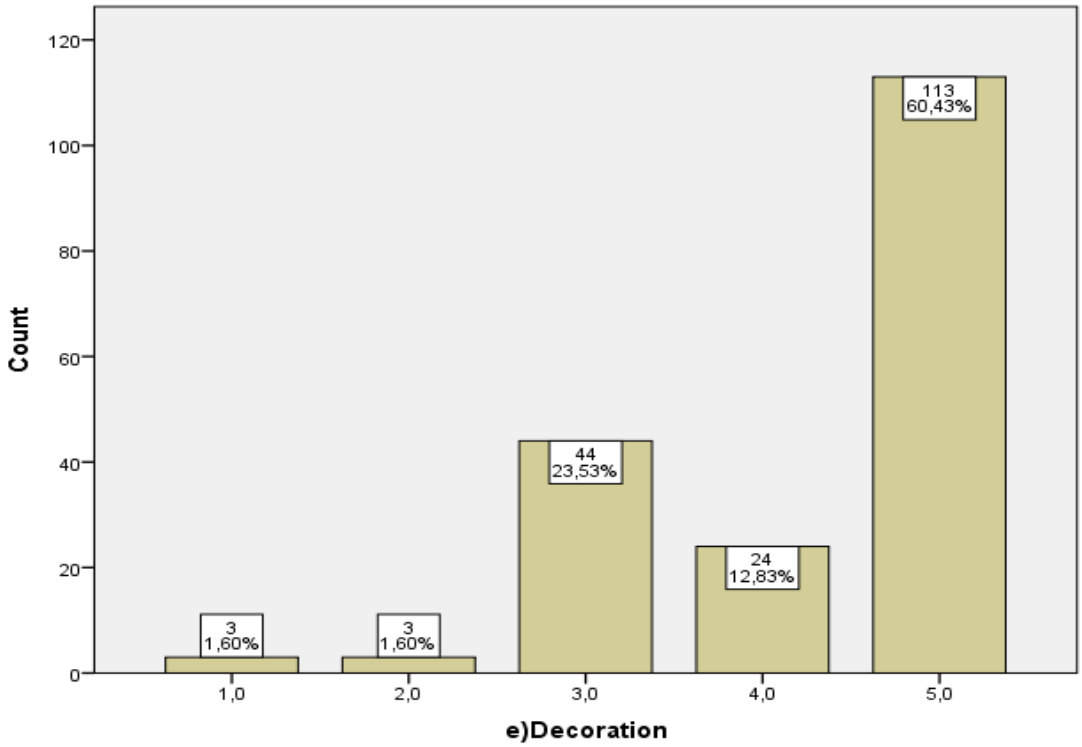
Question 12

d)Transportation (1 for Low Priority-5 for High Priority)



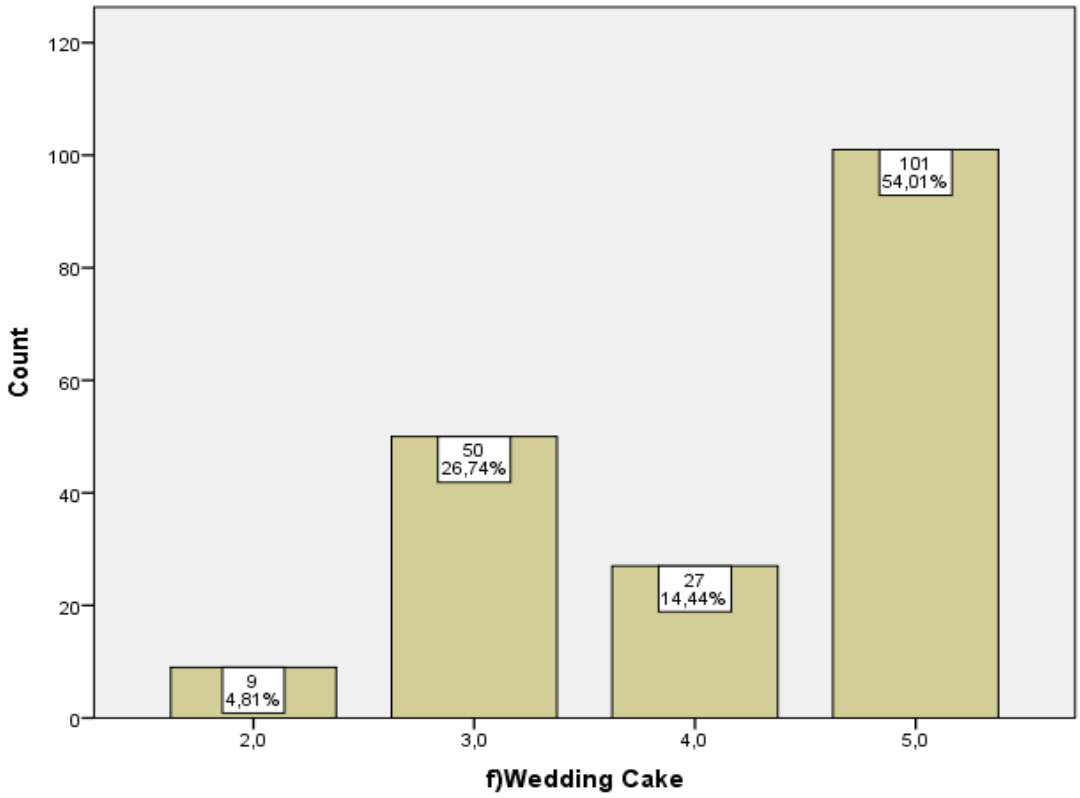
Question 12

e)Decoration (1 for Low Priority-5 for High Priority)



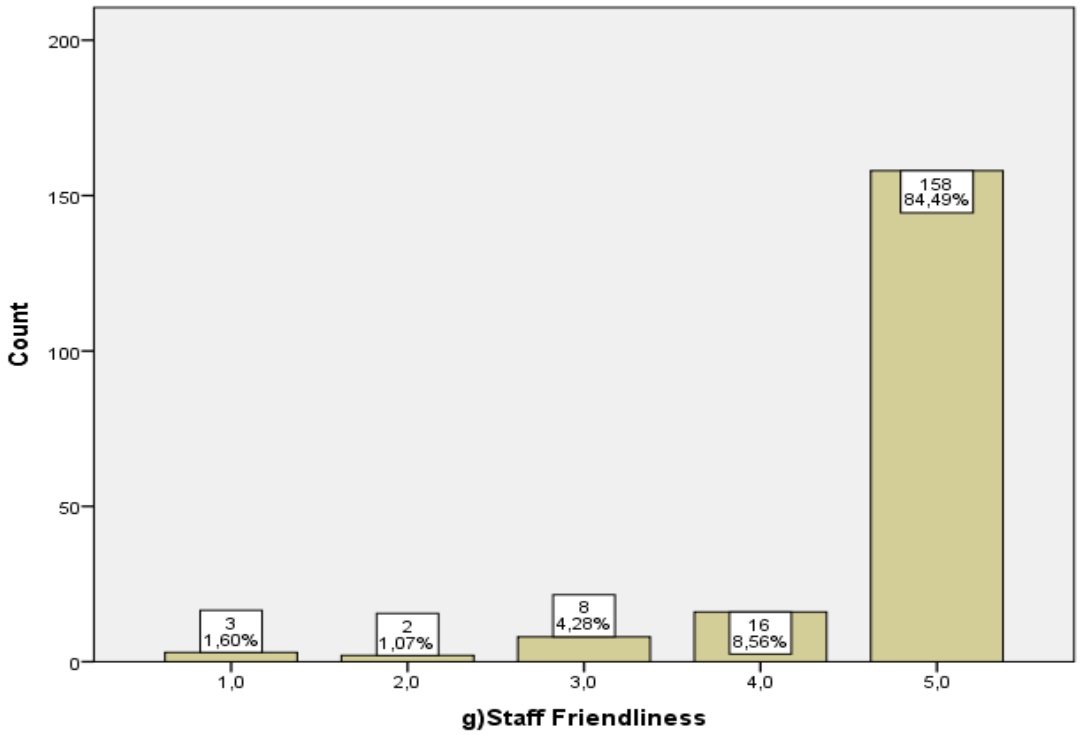
Question 12

f)Wedding Cake (1 for Low Priority-5 for High Priority)



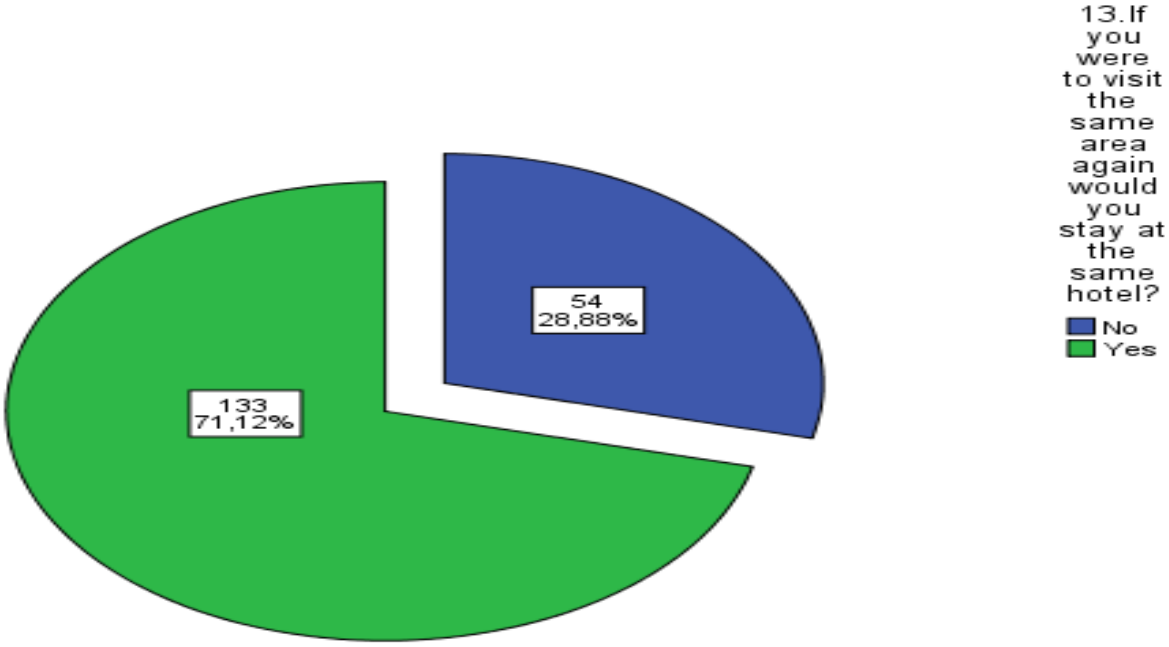
Question 12

g)Staff Friendliness (1 for Low Priority-5 for High Priority)



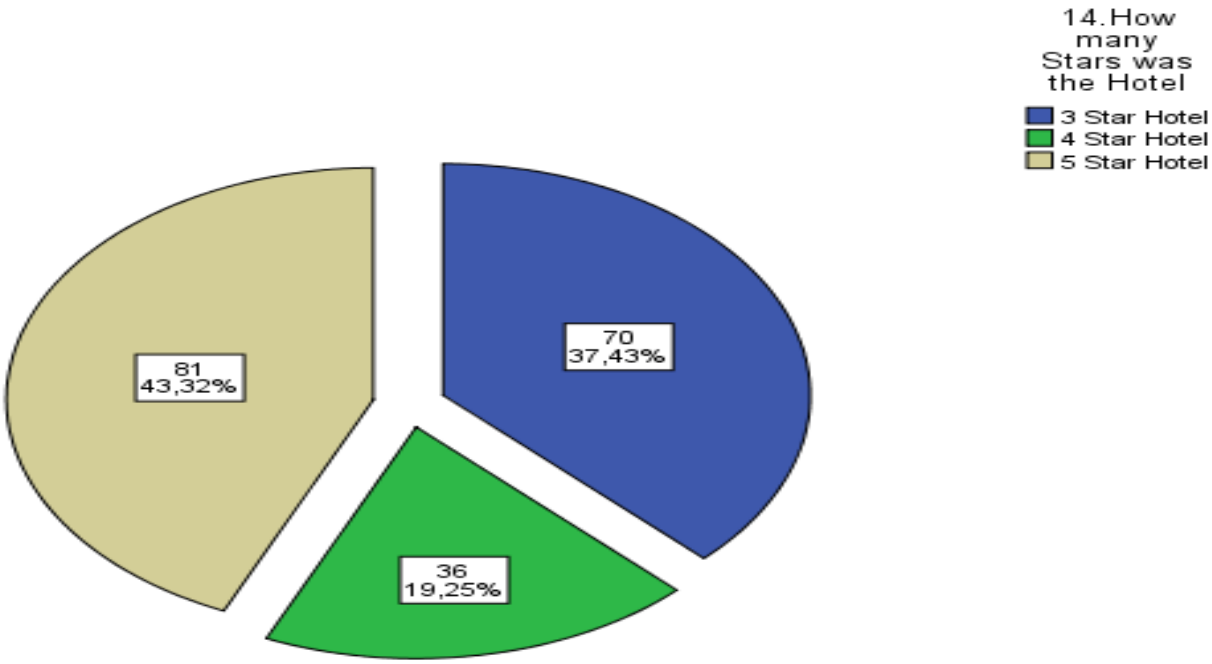
Question 13

If you were to visit the same area again would you stay at the same hotel?



Question 14

14. How many Stars was the Hotel?



Linear Regression Tables

Case 1

Descriptive Statistics

	Mean	Std. Deviation	N
b)Cleanliness and servicing of your room during the stay	2,396	1,2416	187
c)Value of room for price paid	2,540	1,2058	187

Correlations

		b)Cleanliness and servicing of your room during the stay	c)Value of room for price paid
Pearson Correlation	b)Cleanliness and servicing of your room during the stay	1,000	,894
	c)Value of room for price paid	,894	1,000
Sig. (1-tailed)	b)Cleanliness and servicing of your room during the stay	.	,000
	c)Value of room for price paid	,000	.
N	b)Cleanliness and servicing of your room during the stay	187	187
	c)Value of room for price paid	187	187

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	c)Value of room for price paid[b]	.	Enter

a. Dependent Variable: b)Cleanliness and servicing of your room during the stay

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,894[a]	,800	,799	,5570

a. Predictors: (Constant), c)Value of room for price paid

b. Dependent Variable: b)Cleanliness and servicing of your room during the stay

NOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	229,311	1	229,311	738,997	,000[b]
	Residual	57,406	185	,310		
	Total	286,717	186			

a. Dependent Variable: b)Cleanliness and servicing of your room during the stay

b. Predictors: (Constant), c)Value of room for price paid

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	,057	,095		,596
	c)Value of room for price paid	,921	,034	,894	27,184

Coefficients[a]

Model		Sig.	95,0% Confidence Interval for B	
			Lower Bound	Upper Bound
1	(Constant)	,552	-,131	,245
	c)Value of room for price paid	,000	,854	,988

a. Dependent Variable: b)Cleanliness and servicing of your room during the stay

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	,978	4,661	2,396	1,1103	187
Residual	-1,8192	1,2600	,0000	,5555	187
Std. Predicted Value	-1,277	2,040	,000	1,000	187
Std. Residual	-3,266	2,262	,000	,997	187

a. Dependent Variable: b)Cleanliness and servicing of your room during the stay

Case 2

Descriptive Statistics

	Mean	Std. Deviation	N
10. How would you rate the overall Dining Experience (All Hotel Reastaurants or pool bar etc.) this includes wedding ceremony	2,417	1,2518	187
e. Quality of food?	2,433	1,3518	187

Correlations

		10. How would you rate the overall Dining Experience (All Hotel Reastaurants or pool bar etc.) this includes wedding ceremony	e. Quality of food?
Pearson Correlation	10. How would you rate the overall Dining Experience (All Hotel Reastaurants or pool bar etc.) this includes wedding ceremony	1,000	,836
	e. Quality of food?	,836	1,000
Sig. (1-tailed)	10. How would you rate the overall Dining Experience (All Hotel Reastaurants or pool bar etc.) this includes wedding ceremony	.	,000
	e. Quality of food?	,000	.
N	10. How would you rate the overall Dining Experience (All Hotel Reastaurants or pool bar etc.) this includes wedding ceremony	187	187
	e. Quality of food?	187	187

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	e. Quality of food?[b]	.	Enter

a. Dependent Variable: 10. How would you rate the overall Dining Experience (All Hotel Reastaurants or pool bar etc.) this includes wedding ceremony

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,836[a]	,699	,698	,6883

a. Predictors: (Constant), e. Quality of food?

b. Dependent Variable: 10. How would you rate the overall Dining Experience (All Hotel Reastaurants or pool bar etc.) this includes wedding ceremony

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	203,821	1	203,821	430,224	,000[b]
	Residual	87,645	185	,474		
	Total	291,465	186			

a. Dependent Variable: 10. How would you rate the overall Dining Experience (All Hotel Reastaurants or pool bar etc.) this includes wedding ceremony

b. Predictors: (Constant), e. Quality of food?

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,533	,104		5,132	,000
	e. Quality of food?	,774	,037	,836	20,742	,000

Coefficients[a]

Model		95,0% Confidence Interval for B	
		Lower Bound	Upper Bound
1	(Constant)	,328	,738
	e. Quality of food?	,701	,848

a. Dependent Variable: 10. How would you rate the overall Dining Experience (All Hotel Reastaurants or pool bar etc.) this includes wedding ceremony

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1,307	4,405	2,417	1,0468	187
Residual	-1,4048	1,9183	,0000	,6864	187
Std. Predicted Value	-1,060	1,899	,000	1,000	187
Std. Residual	-2,041	2,787	,000	,997	187

a. Dependent Variable: 10. How would you rate the overall Dining Experience (All Hotel Reastaurants or pool bar etc.) this includes wedding ceremony

Case 3

Descriptive Statistics

	Mean	Std. Deviation	N
g. Value of price paid?	2,519	1,3171	187
12.What would be a priority for you and your guests at your wedding? a)Wedding food	4,572	,7682	187
b)Wedding Ceremony	4,556	,7483	187
c)Wedding Chapel (church)	4,070	1,0628	187
d)Transportation	3,802	1,1257	187
e)Decoration	4,289	,9848	187
f)Wedding Cake	4,176	,9869	187
g)Staff Friendliness	4,733	,7355	187

Correlations

		g. Value of price paid?	12.What would be a priority for you and your guests at your wedding? a)Wedding food	b)Wedding Ceremony
Pearson Correlation	g. Value of price paid?	1,000	-,104	-,065
	12.What would be a priority for you and your guests at your wedding? a)Wedding food	-,104	1,000	,846
	b)Wedding Ceremony	-,065	,846	1,000
	c)Wedding Chapel (church)	-,103	,484	,499
	d)Transportation	,022	,281	,419
	e)Decoration	-,133	,498	,540
	f)Wedding Cake	-,050	,497	,514
	g)Staff Friendliness	-,034	,767	,721
Sig. (1-tailed)	g. Value of price paid?	.	,079	,188
	12.What would be a priority for you and your guests at your wedding? a)Wedding food	,079	.	,000
	b)Wedding Ceremony	,188	,000	.
	c)Wedding Chapel (church)	,081	,000	,000
	d)Transportation	,380	,000	,000

	e)Decoration	,035	,000	,000
	f)Wedding Cake	,248	,000	,000
	g)Staff Friendliness	,324	,000	,000
N	g. Value of price paid?	187	187	187
	12.What would be a priority for you and your guests at your wedding? a)Wedding food	187	187	187
	b)Wedding Ceremony	187	187	187
	c)Wedding Chapel (church)	187	187	187
	d)Transportation	187	187	187
	e)Decoration	187	187	187
	f)Wedding Cake	187	187	187
	g)Staff Friendliness	187	187	187

Correlations

		c)Wedding Chapel (church)	d)Transportation	e)Decoration
Pearson Correlation	g. Value of price paid?	-,103	,022	-,133
	12.What would be a priority for you and your guests at your wedding? a)Wedding food	,484	,281	,498
	b)Wedding Ceremony	,499	,419	,540
	c)Wedding Chapel (church)	1,000	,672	,258
	d)Transportation	,672	1,000	,440
	e)Decoration	,258	,440	1,000
	f)Wedding Cake	,373	,433	,434
	g)Staff Friendliness	,492	,429	,501
Sig. (1-tailed)	g. Value of price paid?	,081	,380	,035
	12.What would be a priority for you and your guests at your wedding? a)Wedding food	,000	,000	,000
	b)Wedding Ceremony	,000	,000	,000
	c)Wedding Chapel (church)	.	,000	,000
	d)Transportation	,000	.	,000
	e)Decoration	,000	,000	.
	f)Wedding Cake	,000	,000	,000
	g)Staff Friendliness	,000	,000	,000

N	g. Value of price paid?	187	187	187
	12.What would be a priority for you and your guests at your wedding? a)Wedding food	187	187	187
	b)Wedding Ceremony	187	187	187
	c)Wedding Chapel (church)	187	187	187
	d)Transportation	187	187	187
	e)Decoration	187	187	187
	f)Wedding Cake	187	187	187
	g)Staff Friendliness	187	187	187

Correlations

		f)Wedding Cake	g)Staff Friendliness
Pearson Correlation	g. Value of price paid?	-,050	-,034
	12.What would be a priority for you and your guests at your wedding? a)Wedding food	,497	,767
	b)Wedding Ceremony	,514	,721
	c)Wedding Chapel (church)	,373	,492
	d)Transportation	,433	,429
	e)Decoration	,434	,501
	f)Wedding Cake	1,000	,458
	g)Staff Friendliness	,458	1,000
Sig. (1-tailed)	g. Value of price paid?	,248	,324
	12.What would be a priority for you and your guests at your wedding? a)Wedding food	,000	,000
	b)Wedding Ceremony	,000	,000
	c)Wedding Chapel (church)	,000	,000
	d)Transportation	,000	,000
	e)Decoration	,000	,000
	f)Wedding Cake	.	,000
	g)Staff Friendliness	,000	.
N	g. Value of price paid?	187	187
	12.What would be a priority for you and your guests at your wedding? a)Wedding food	187	187
	b)Wedding Ceremony	187	187
	c)Wedding Chapel (church)	187	187

	d)Transportation	187	187
	e)Decoration	187	187
	f)Wedding Cake	187	187
	g)Staff Friendliness	187	187

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	g)Staff Friendliness, d)Transportation, f)Wedding Cake, e)Decoration, c)Wedding Chapel (church), b)Wedding Ceremony, 12.What would be a priority for you and your guests at your wedding? a)Wedding food[b]	.	Enter

a. Dependent Variable: g. Value of price paid?

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,249[a]	,062	,025	1,3004

a. Predictors: (Constant), g)Staff Friendliness, d)Transportation, f)Wedding Cake, e)Decoration, c)Wedding Chapel (church), b)Wedding Ceremony, 12.What would be a priority for you and your guests at your wedding? a)Wedding food

b. Dependent Variable: g. Value of price paid?

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19,983	7	2,855	1,688	,114[b]
	Residual	302,701	179	1,691		
	Total	322,684	186			

a. Dependent Variable: g. Value of price paid?

b. Predictors: (Constant), g)Staff Friendliness, d)Transportation, f)Wedding Cake, e)Decoration, c)Wedding Chapel (church), b)Wedding Ceremony, 12.What would be a priority for you and your guests at your wedding? a)Wedding food

Coefficients[a]

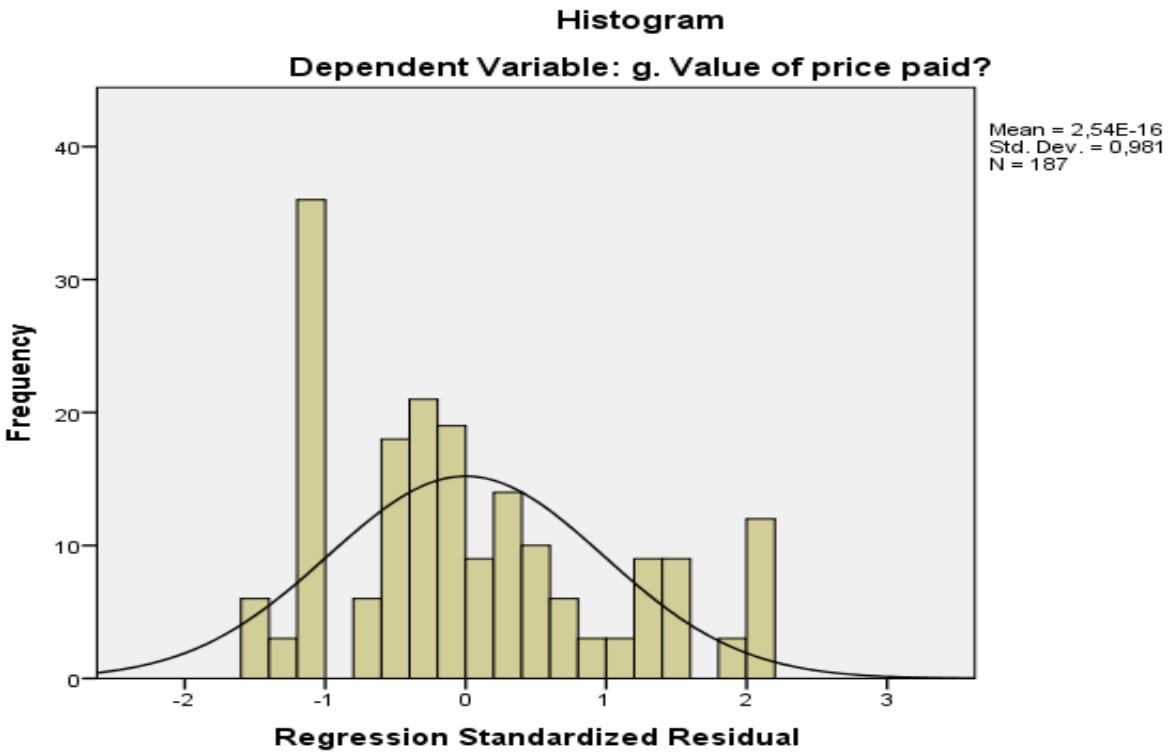
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	3,156	,660		4,781
	12.What would be a priority for you and your guests at your wedding? a)Wedding food	-,136	,283	-,079	-,481
	b)Wedding Ceremony	,131	,260	,074	,504
	c)Wedding Chapel (church)	-,319	,139	-,258	-2,292
	d)Transportation	,283	,137	,242	2,061
	e)Decoration	-,301	,128	-,225	-2,361
	f)Wedding Cake	-,017	,121	-,013	-,139
	g)Staff Friendliness	,206	,217	,115	,946

Coefficients[a]

Model		Sig.	95,0% Confidence Interval for B	
			Lower Bound	Upper Bound
1	(Constant)	,000	1,853	4,458
	12.What would be a priority for you and your guests at your wedding? a)Wedding food	,631	-,695	,423
	b)Wedding Ceremony	,615	-,382	,644
	c)Wedding Chapel (church)	,023	-,594	-,044
	d)Transportation	,041	,012	,554
	e)Decoration	,019	-,553	-,049
	f)Wedding Cake	,889	-,255	,221
	g)Staff Friendliness	,345	-,223	,635

a. Dependent Variable: g. Value of price paid?

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1,572	3,219	2,519	,3278	187
Residual	-2,0792	2,6124	,0000	1,2757	187
Std. Predicted Value	-2,889	2,137	,000	1,000	187
Std. Residual	-1,599	2,009	,000	,981	187

a. Dependent Variable: g. Value of price paid?