

ΠΑΝΕΠΙΣΤΗΜΙΟ ΝΕΑΠΟΛΙΣ ΠΑΦΟΥ
ΣΧΟΛΗ ΔΙΟΙΚΗΣΗΣ ΕΠΙΧΕΙΡΗΣΕΩΝ
ΜΕΤΑΠΤΥΧΙΑΚΟ ΠΡΟΓΡΑΜΜΑ ΣΠΟΥΔΩΝ ΣΤΗ ΔΙΟΙΚΗΣΗΣ
ΕΠΙΧΕΙΡΗΣΕΩΝ

MASTER IN BUSINESS ADMINISTRATION – MBA

ΔΙΠΛΩΜΑΤΙΚΗ ΕΡΓΑΣΙΑ-BACHELOR’S THESIS

“CONSUMER BEHAVIOR IN MARKETING”

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

By

Pavlos Christoforou

NUP ID 1143105848

Submitted in partial fulfillment
of the requirements for the degree of
Master of Business Administration,
Neapolis University of Paphos, Cyprus

17/08/2016

Advisor Dr Akrivos Christodoulos

NEAPOLIS UNIVERSITY, PAFOS <u>POSTGRADUATE</u> COURSEWORK COVER SHEET	<i>For office use only</i> Received by: Date:
--	---

COURSEWORK DETAILS

Student Name	Pavlos Christoforou	
Programme	MBA	
Year	1	2
Course Code	MDIS600	
Instructor Name	Dr Akrivos Christodoulos	
Coursework Title	MBA Dissertation	

SUBMISSION STATEMENT

I declare that this submission is my own work. I agree to the use of electronic academic misconduct detection mechanisms. I have not submitted it in substantially the same form towards the award of a degree or other qualification, or in a previous piece of coursework. It has not been written or composed by any other person; acknowledgement has been made for any assistance given and all sources have been appropriately referenced or acknowledged. I am fully aware of the potentially serious consequences for submitting work that is not entirely my own.

Signed:....Pavlos Christoforou.....

Date:....22/08/2016.....

(Type your name if submitting electronically)

LATE SUBMISSION *(to be completed only if the coursework is late)*

Neapolis University operates a late submission penalty policy. Coursework submitted late without an approved extension, shall be penalised as follows: for the first week (or part thereof) following the deadline, 5 marks shall be removed from the overall graded mark. If submission is delayed beyond the first week, for each subsequent day 5 marks shall be removed from the overall graded mark. Please tick as appropriate:

☐	I have not been granted an extension
☐	I have completed the necessary paperwork and I have been granted an extension until.....

MARK *(This portion is for examiner's and office use only)*

MARK	LATE SUBMISSION PENALTY (For office use only)	FINAL MARK

TABLE OF CONTENTS

Contents

TABLE OF CONTENTS.....	2
ABSTRACT.....	4
CHAPTER 1 - INTRODUCTION.....	5
1.1 Introduction.....	5
1.2 Purpose, scope of the research	7
1.3 Plan of presentation (project outline).....	11
CHAPTER 2 – LITERATURE REVIEW	13
CHAPTER 3 – METHODOLOGY AND SOURCES OF DATA	29
3.1 Pure or Applied Research?.....	29
3.2 Positivist or Phenomenologist?	29
3.3 Research Styles	31
3.4 Combining methods	32
3.5 Qualitative approach	33
3.5.1 The qualitative research process	33
3.5.2 Qualitative techniques.....	34
3.6 Quantitative methods – Questionnaire survey	34
3.6.1 The Quantitative research process	35
3.7 Reviewing the literature.....	36
3.7.1 The type of literature review	37
CHAPTER 4 – ANALYSIS AND DISCUSSION	38
4.1 – REPORT ON QUESTIONNAIRE RESULTS BY CONSUMERS	38
4.1.2 Linear regression analysis (case1)	49
4.1.3 Linear regression analysis (case2)	49
4.1.4 Linear regression analysis (case3)	50
4.2 – QUESTIONNAIRE RESULTS BY MARKETERS	51
4.3 – CONCLUSION.....	60
CHAPTER 5 – CONCLUSION & RECOMMENDATION	62
5.1 RECCOMENDATION	62
5.2 CONCLUSION.....	64
BIBLIOGRAPHY	66
REFERENCES	66
APPENDICES	68
Questionnaire 1-Quantitative Method.....	68
Questionnaire 2-Qualitative Method.....	74
Descriptive Statistic Charts.....	78

Linear Regression Tables.....	96
Case 1.....	96
Case 2.....	98
Case 3.....	100

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.