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E-MARKETING

Consumer Behavior in Tourism

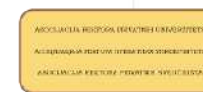
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Introduction to Consumer Behavior

- Electronic marketing (or the abbreviation e-marketing) is defined as "the process of creating an offering, determining prices, distribution, and promotion with the goal of profitably satisfying the needs and wants of customers through" intensive "use of digital technology." In other words, it refers to achieving marketing objectives through the application of digital technology.



- **What is Consumer Behavior?**
 - The study of how individuals make decisions to spend their resources (time, money, effort) on consumption-related items.
- **Why is it Important in Tourism?**
 - Helps tourism businesses better understand and cater to the needs and desires of their customers.
- **Key Factors Influencing Consumer Behavior in Tourism:**
 - Psychological
 - Social
 - Cultural
 - Economic



Key Elements of Consumer Behavior in Tourism

Motivation

- What drives consumers to travel? (e.g., relaxation, adventure, cultural experiences)

Perception

- How consumers perceive destinations, services, and brands (e.g., reviews, social media)

Attitudes and Preferences

- Positive or negative feelings toward destinations, activities, or brands.

Decision-Making Process

- How customers choose destinations, accommodations, and services.



Psychological Factors

Maslow's Hierarchy of Needs in Tourism

- From basic needs (safety, health) to self-actualization (personal growth, adventure).

Perception of Value

- Cost vs. experience (how consumers evaluate the benefits and value of their trips).

Memory and Emotions

- Influence of past travel experiences and emotional connections with destinations.



Social and Cultural Factors

Social Influence

- Impact of peer recommendations, family, and friends.

Cultural Influence

- How culture shapes travel preferences (e.g., destination selection, types of activities, accommodation types).

Social Media and Online Communities

- Role of influencers, user-generated content, and reviews in shaping travel decisions.



Economic Factors

Income and Budget Constraints

- How economic factors affect the type of travel experience (luxury vs. budget).

Economic Cycles

- How global and local economic conditions influence consumer travel behavior (e.g., during recessions, crises).

Value for Money

- Expectations for quality and service relative to the cost.



Technology's Influence on Consumer Behavior

Online Travel Agencies (OTAs)

- Platforms like Expedia, Booking.com that influence customer decisions.

Mobile Technology

- Use of smartphones for trip planning, booking, and navigation.

Virtual and Augmented Reality

- New technologies shaping the tourism industry and influencing consumer decisions (e.g., virtual tours, destination previews).



The Decision-Making Process in Tourism

1. Problem Recognition

- The desire or need to travel (e.g., relaxation, exploration).

2. Information Search

- Researching destinations, accommodations, activities online or via recommendations.

3. Evaluation of Alternatives

- Comparing destinations, prices, and experiences.

4. Purchase Decision

- Booking flights, accommodations, and tours.

5. Post-Purchase Behavior

- Customer satisfaction, reviews, and repeat business.



Trends in Consumer Behavior in Tourism

Eco-Tourism & Sustainable Travel

- Increasing awareness about environmental impact.

Personalized Travel Experiences

- Demand for tailored trips and unique experiences.

Rise of Solo Travel

- Growth of individual travel, particularly among millennials and Gen Z.

Bleisure Travel

- Combining business travel with leisure.



Challenges in Understanding Consumer Behavior

Diverse customer base: Different preferences across demographics and cultures
Rapidly changing trends: Keeping up with shifting consumer expectations
The influence of technology: Navigating the digital landscape and data privacy concerns



Conclusion

Recap of the main factors influencing consumer behavior in tourism
Importance of understanding these factors for tourism businesses
Future outlook: How tourism brands can adapt to changing consumer behavior



Thank you for your attention!





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Questions & Answers

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