



Consumer Behaviour

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Customer/Consumer Behaviour

- Definition of consumer behaviour
- Models of customer / consumer behaviour
- Factors affecting purchase decisions
- The decision making process
- Models of airline customer / consumer behaviour

Consumer behaviour

- A field of marketing literature that draws from behavioural sciences
 - Social psychology, sociology, anthropology
- Consumer Behaviour is the act of individuals in obtaining and using goods and services, including the decision processes that precede and determine these acts.
 - It is therefore essential to study consumer activity to enable the the marketing function
 - What product? What price? What method of promotion? Which distribution channels?

A first model of buyer behaviour



BUYING
PROPOSITION
PRODUCT OR
SERVICE



Source: Chisnall, 1986

Criticism of the first model

- Difficult to assess the various impact of items on the buyer proposition
- All of the variables are interrelated
 - No specification of **how** the variables relate to one another
- Considers only one product
 - individuals generally choose between alternatives
- Does not provide a method from which we can interpret and thereby manipulate buyer behaviour

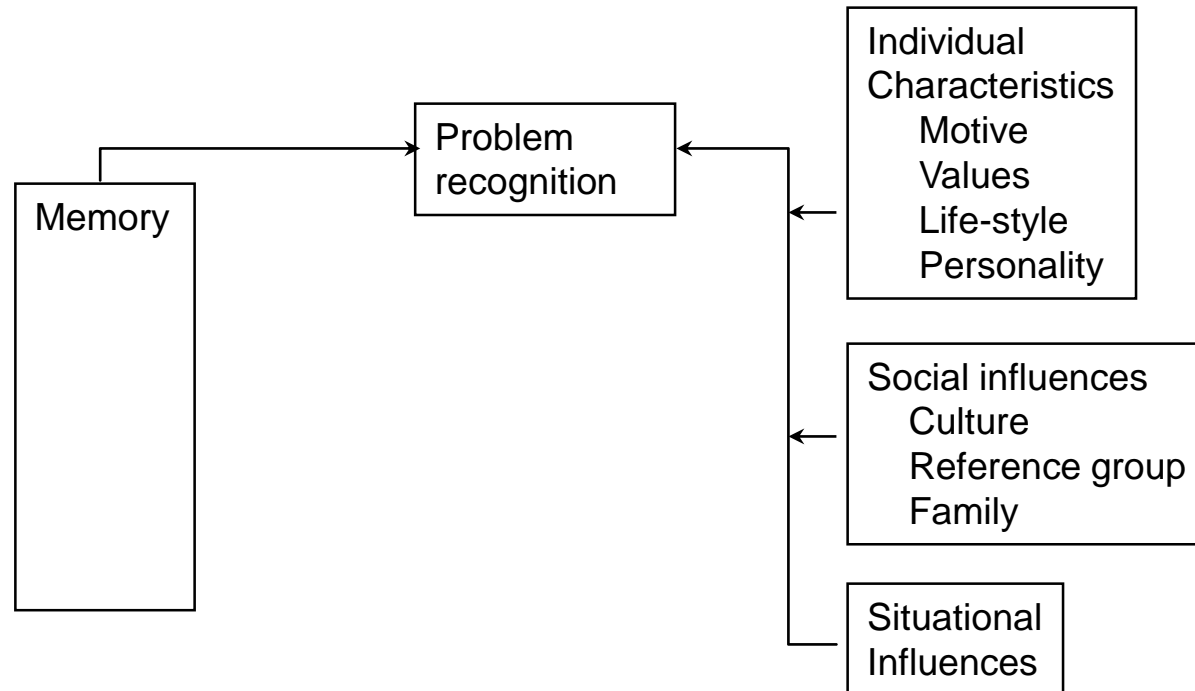
Factors affecting a purchase decision

- Age and life cycle
 - Single, DINKY, married with children, divorced/separated with children, empty nesters - grey consumers
- Social class
- Occupation
- Income
- Marketing mix variables
- Perceived quality of service
- Characteristics of journey
- Previous experience

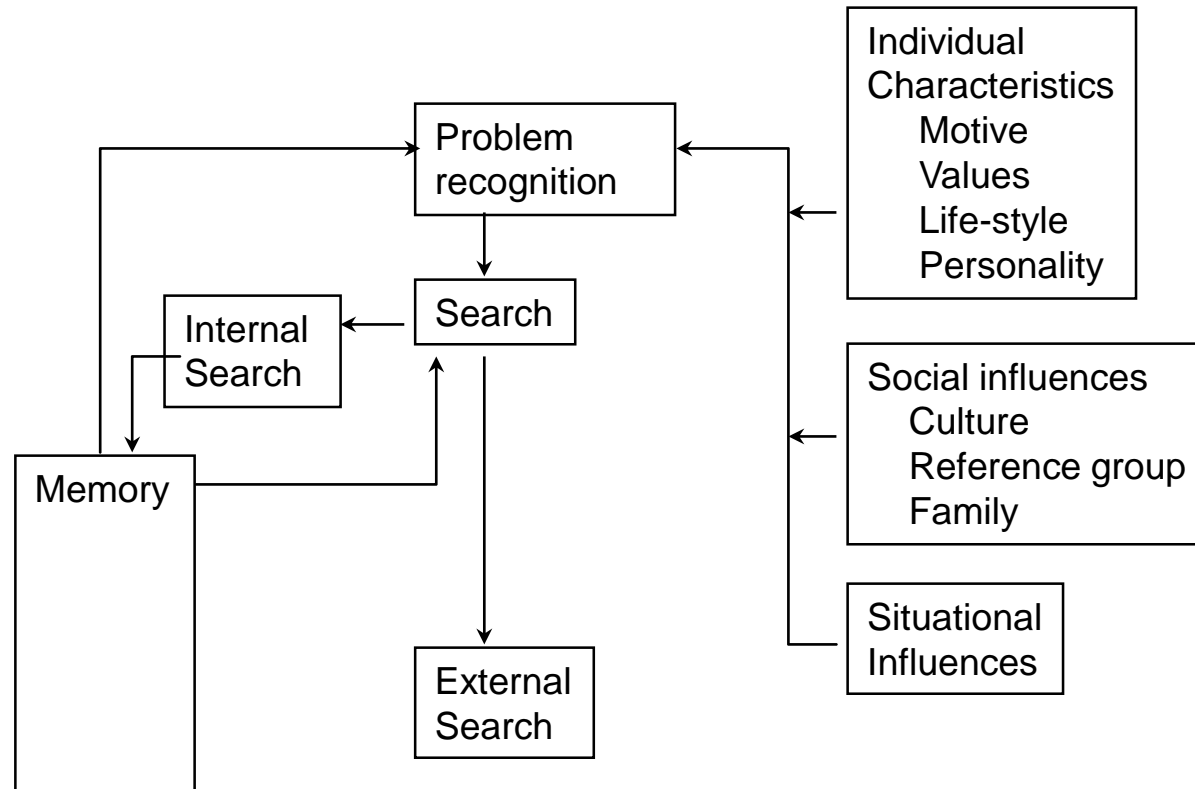
Parties involved in the purchase

- Consumers - Passengers who use the service
 - Business traveller, Family unit, Family members, Spouse
- Influencers - have impact in the decision process
 - Business colleagues, Corporate travel manager, Children, Spouse
- Deciders - Make the decision
 - Passenger, Secretary, Travel agent, Spouse
- Approvers - Authorise the final decision
 - Financial Director, Corporate Travel Manager, Spouse
- Customers - Make the payment
 - Accounts Department / Organisation, rarely the Spouse
- How are conflicts resolved?
 - Marketing focus is invariably on **consumers**
 - Focus perhaps should concentrate on the decider or customer

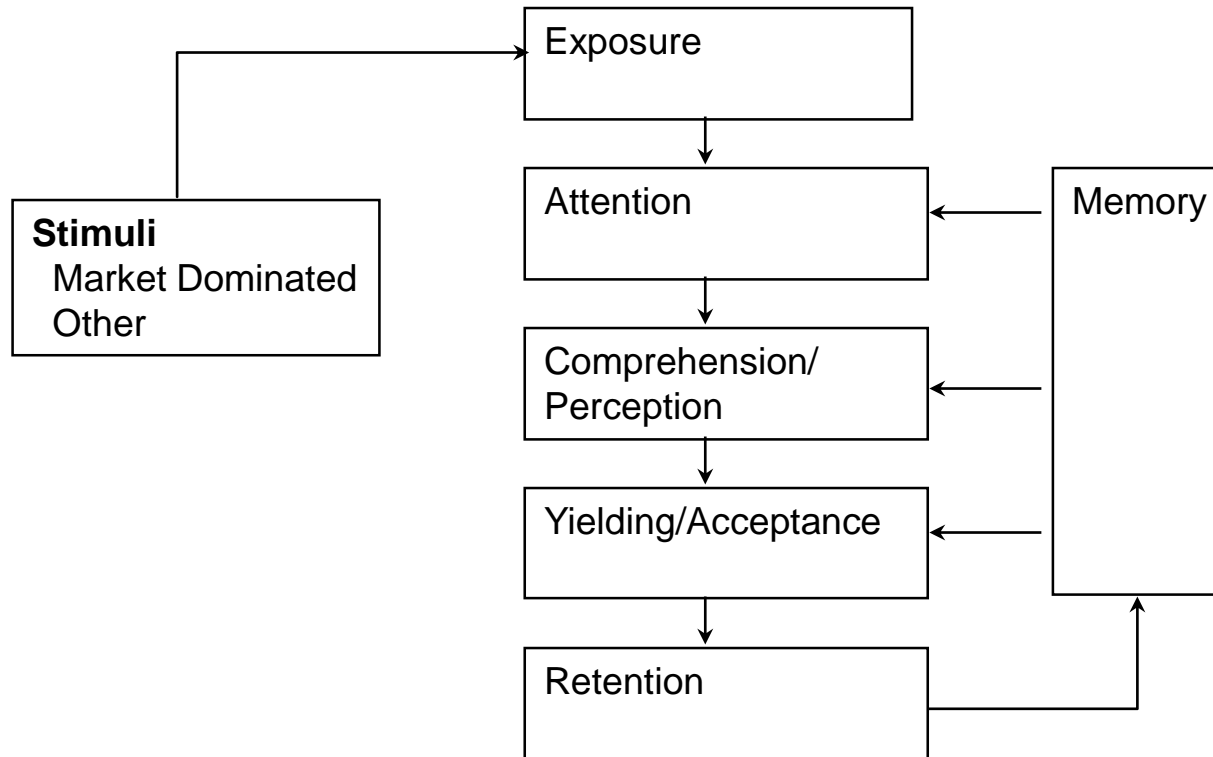
Another model - Problem recognition



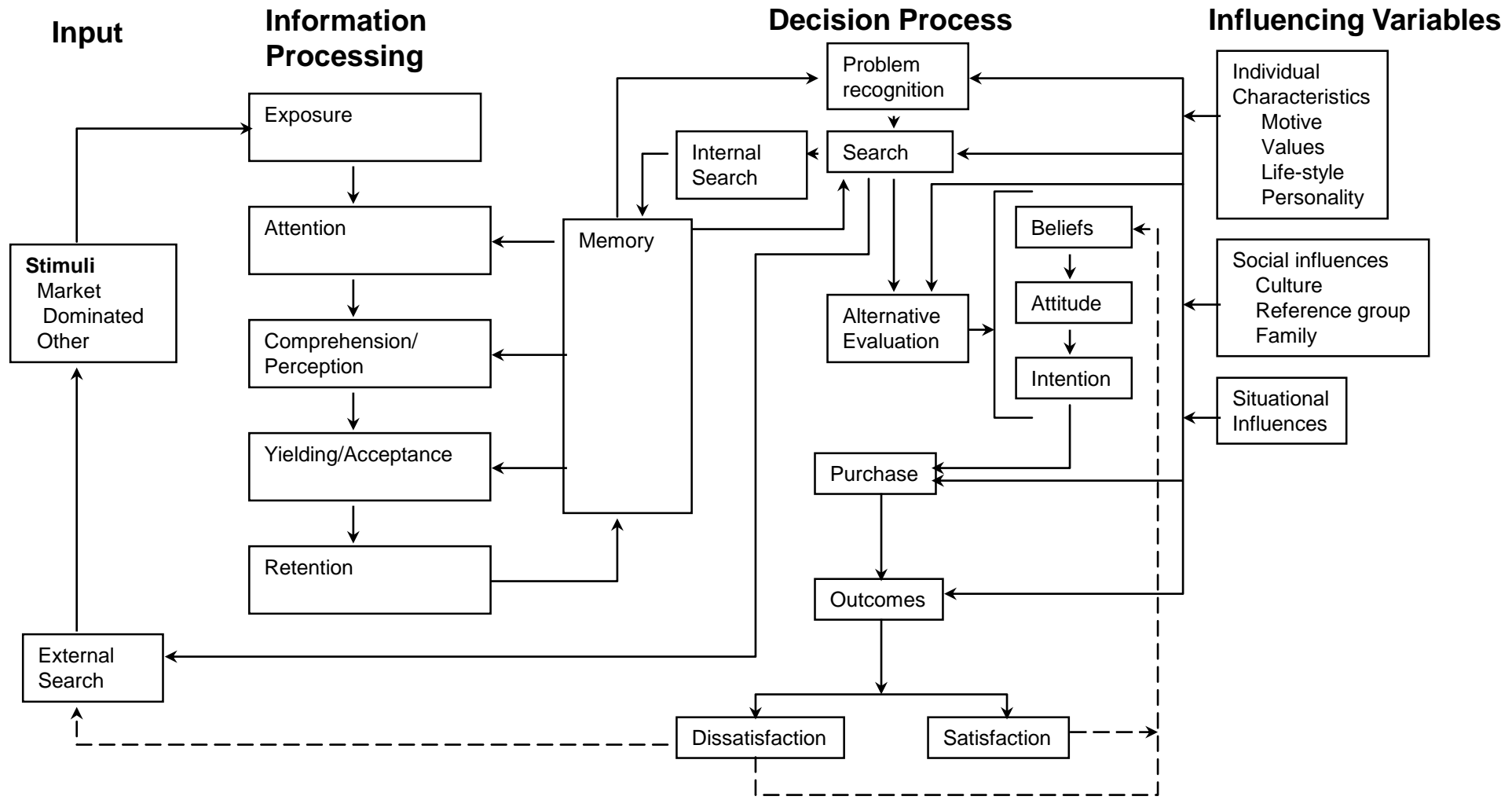
Search



Information Processing



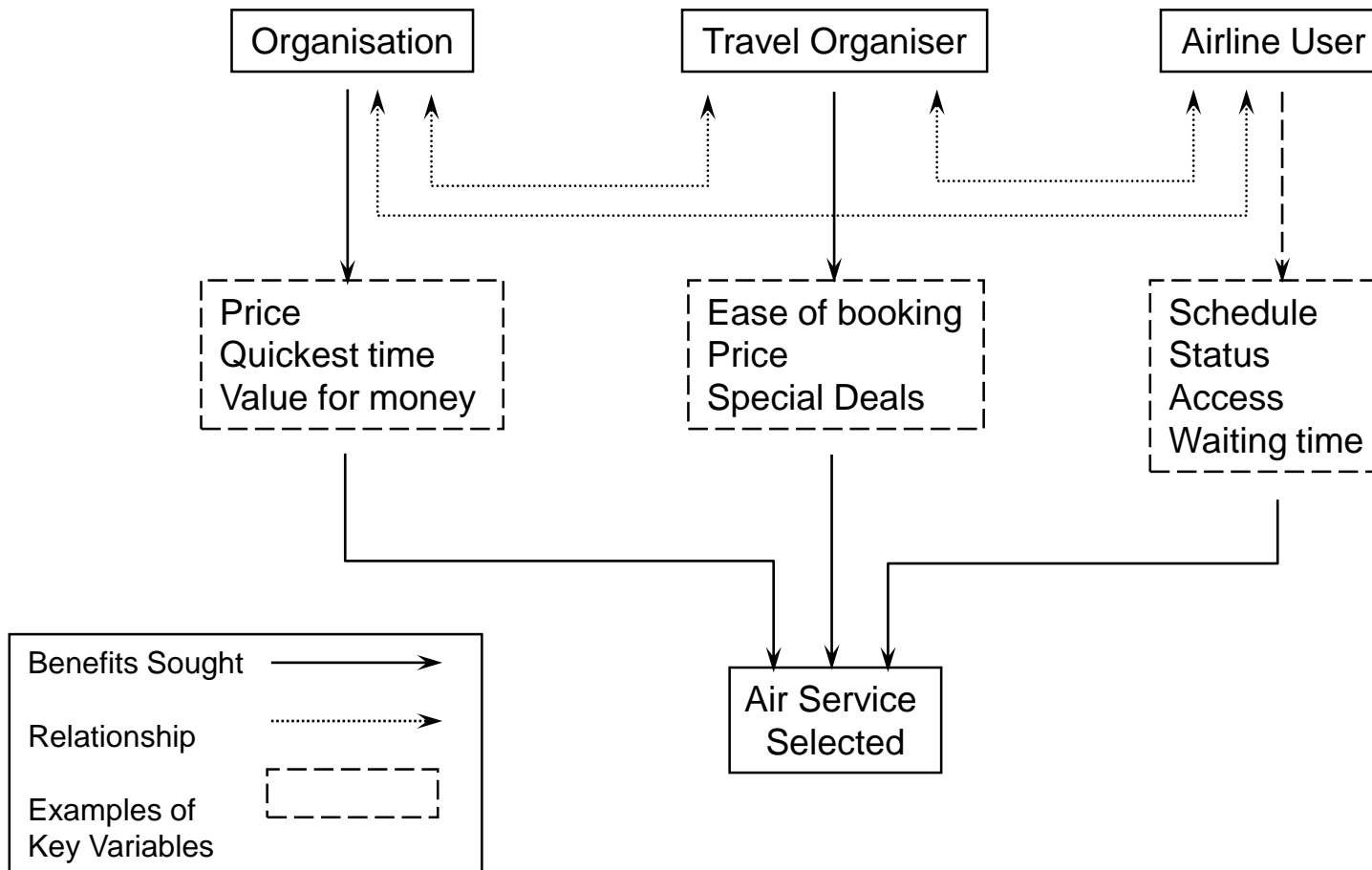
The Engel, Blackwell, Miniard Model, 1995



The air travel decision making process

- Problem recognition
 - The need to travel, desire to go on holiday
- Setting objectives
 - Low fare, frequent service, schedule, network, comfort, IFE
- Information search
 - Internet, Travel guides, agents, GDS, TV holiday channels
- Evaluation of alternatives
 - Different airlines, different services, different airports, different modes,
- Purchase decision
 - Booking
- Post purchase evaluation
 - Assessed against objectives set (is this really the case?)

Model of Business Travel



Summary

- An understanding of consumer behaviour is required so that an airline marketer can develop a market offering (in terms of the 4 Ps) suited to the market
- The decision making process is complex and various models of this process have been developed
- The airline customer is not necessarily the passenger
 - How do you develop products suited to both?
- Consumer behaviour at one time (purchase situation) may be different from at another time
- Market segmentation may offer a method by which these issues can be satisfactorily addressed