

Hospitality Marketing, Sales and Advertizing

Day 3



DAY 3

5. Acquiring, Consuming, Disposing, Recycling and Reusing

Purpose: describe the cycle of consumption

6. The Meaning and Nature of Culture

Purpose: understand the importance of culture in determining habits

7. Consumer Personality, Lifestyles and Consumption Cultures

Purpose: delimit consumer personalities – the guest mix

8. Consumer and Guest Attitudes

Purpose: explore attitudes

5. Acquiring, Consuming, Disposing, Recycling and Reusing

A) Acquiring

Acquisition, depending on consumer intentions and the context of consumption, involves getting hold of products through :

- Purchasing (in open-air markets, shopping streets, malls, retail shops, home shopping)
- Bartering
- Gift-giving
- Inheriting
- Finding



5. Acquiring, Consuming, Disposing, Recycling and Reusing

A) Acquiring

Purchase decisions, along with the purchase decision model, involve making the following choices over:

Basic decisions

Example: shelter needs trigger booking a room

Product category decision

Example: choosing book at a 5* or 4* hotel

Brand purchase decision

Example: choosing the book with Accor over Hilton



5. Acquiring, Consuming, Disposing, Recycling and Reusing

A) Acquiring

Channel purchase decision

Example: choosing whether to purchase from a retailer or online

Payment decision

Example: choosing to pay cash or charge a card



5. Acquiring, Consuming, Disposing, Recycling and Reusing

A) Acquiring

Purchase decisions are affected by:

Timing: the sequences of repetitive purchase events

Quantity: the amounts chosen on each purchase event

Preference: the type of product or brand chosen at the expense of another



However, the purchase decision model does not explain impulse purchase which accounts for about 40% of purchasing decisions

5. Acquiring, Consuming, Disposing, Recycling and Reusing

A) Acquiring

Of importance, gifts are ritualized offerings frequently representing social and cultural ties with other people or places, and include:



Interpersonal gifts given or exchanged on particular occasions

Example: staying at the Loews New Orleans

Self gifts given to oneself as a special treat

Example: a quick trip to Venice

5. Acquiring, Consuming, Disposing, Recycling and Reusing

B) Consuming

Consuming is about:

collecting

nurturing

cleaning

preparing

using

showing

storing, wearing, sharing, devouring.

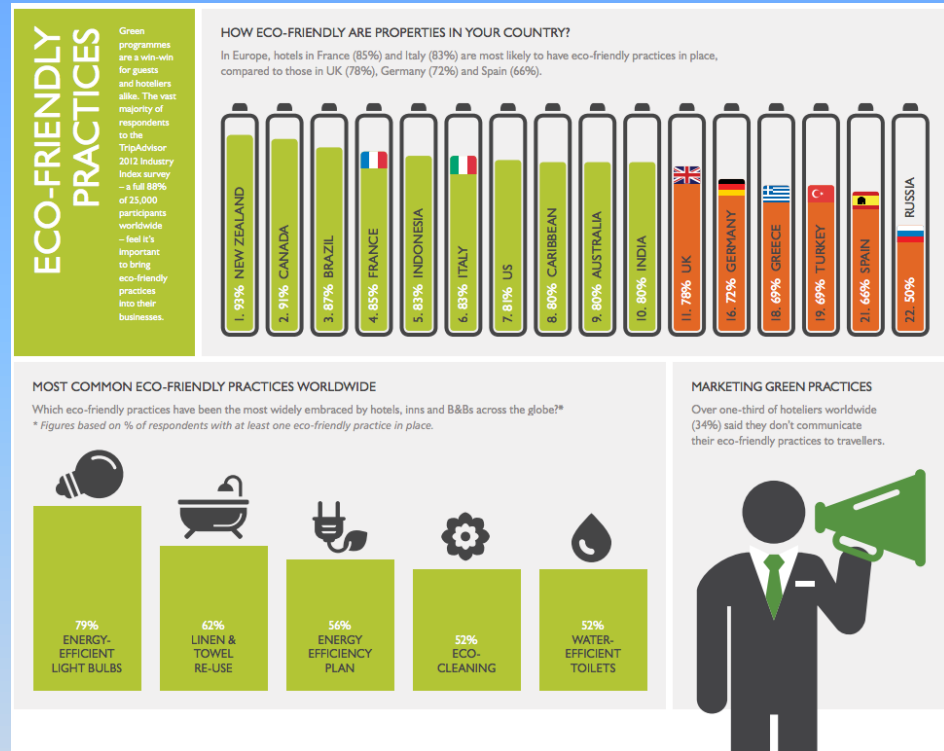


5. Acquiring, Consuming, Disposing, Recycling and Reusing

C) Disposing

Disposition involves:

- Simple reuse
- Second hand reuse
- Second hand exchange
- Resource recovery – backward channel distribution
- Special treatment



5. Acquiring, Consuming, Disposing, Recycling and Reusing

C) Disposing

Voluntary disposition behaviors include:

- Selling
- Exchanging
- Giving away
- Recycling
- Throwing away
- Abandoning
- Using up
- Destroying



5. Acquiring, Consuming, Disposing, Recycling and Reusing

C) Disposing

Disposition attitudes include :

- Discarding it!
- Selling it!
- Donating it!
- Gifting it!
- Storing it!
- Recovering it!



5. Acquiring, Consuming, Disposing, Recycling and Reusing

C) Disposing

Ease of disposition is brought about when business organizations adopt the strategy of product stewardship with a focus on minimal environmental impact – established by means of the design for environment (DFE)

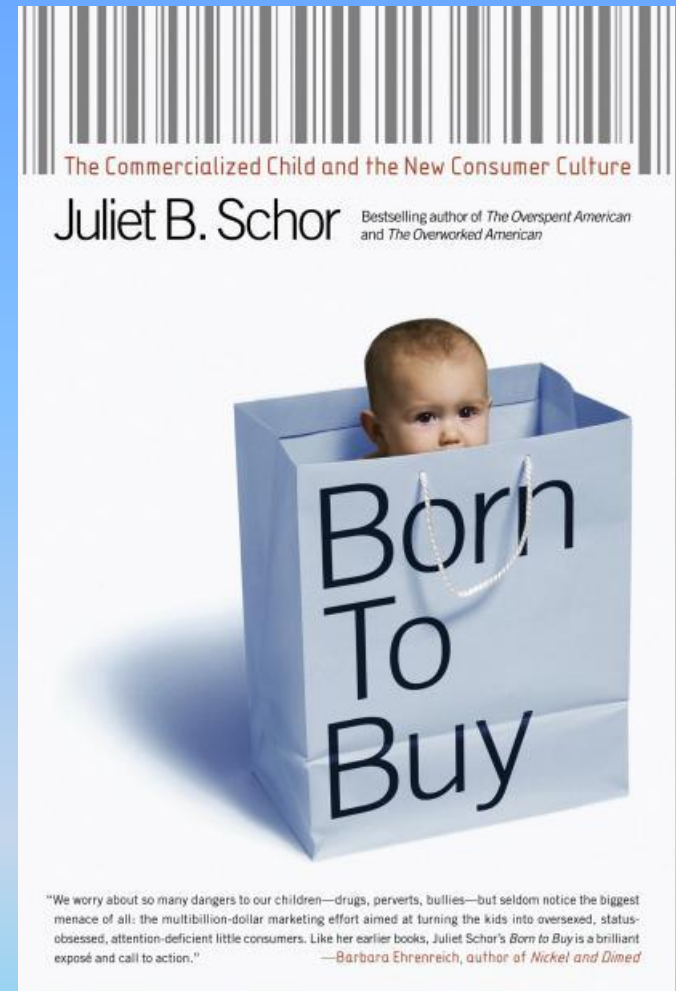


6. The Meaning and Nature of Culture

A) Conceptualizing Culture

First view on culture :

Culture consists in values (i.e. enduring beliefs about desirable outcomes that transcend specific situations and shape one's behavior) and norms (i.e. informal, usually unspoken rules that govern behavior).



6. The Meaning and Nature of Culture

A) Conceptualizing Culture

Second view on culture:

Culture is seen to be a societal attribute that consists of blueprints for action and interpretation – cultural blueprints that enable a person to operate in a manner acceptable to other members of the culture.



6. The Meaning and Nature of Culture

A) Conceptualizing Culture



Considering that both of the above views fail to say that which culture is as they say what culture does, culture can be seen to be the particular way of thinking and doing of a social entity this being the individual, organization or any community.

The emphasis here is on the differences in culture, resting on cultural variability which translates the idea that culture is irreducible to a fixed list of norms, values, consumer goods, consumption patterns, or other cultural elements.

6. The Meaning and Nature of Culture

A) Conceptualizing Culture

Therefore culture is indeterminate in the sense that it cannot be predicted because culture both produces change and is prone to change. Culture, as society, is open and a function of:

Language in terms of how, when and to what effect language is used.

Artifacts in terms of how, when and to what effect artifacts are used.

6. The Meaning and Nature of Culture

B) Cultural values

Cultural values are typically related to guest behaviors and include:

Instrumental values: emphasis on commonly acknowledged beliefs about how people should behave (ethics)

Examples: competence, compassion, sociality, free choice

Terminal values: emphasis on the purposes of desirable living styles

Examples: social harmony, self-actualization (Maslow)

Ethnocentric values: emphasis on one's place of origin or residence

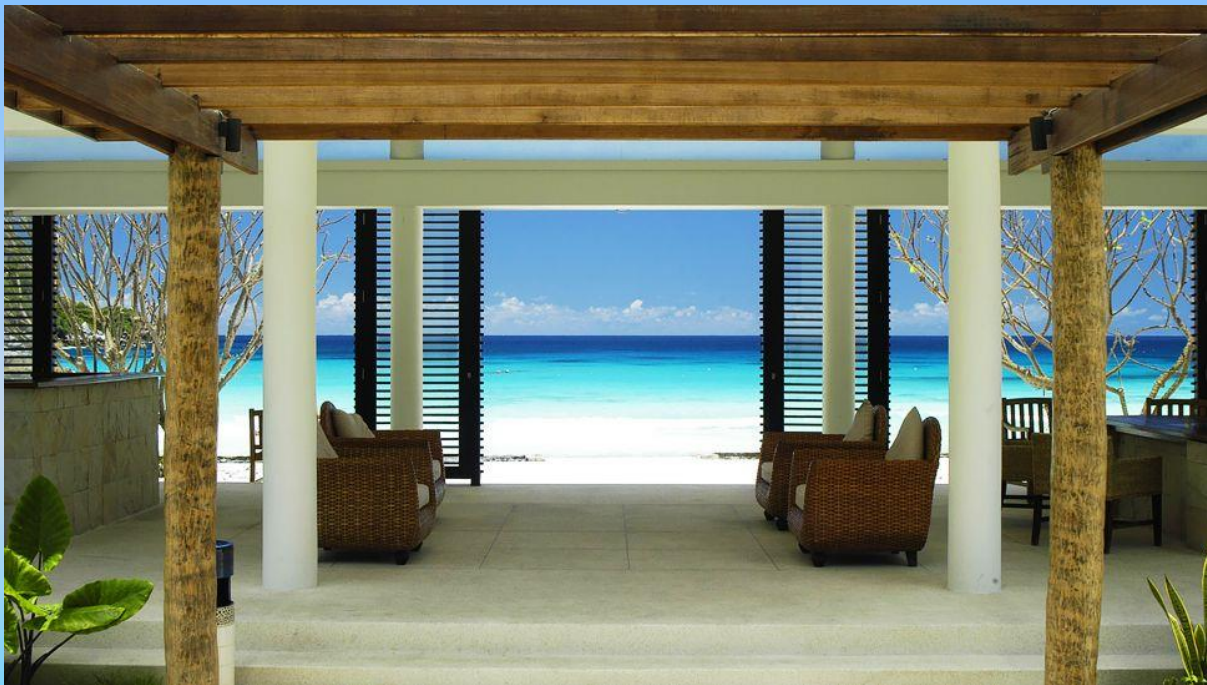
Examples: quality, status

6. The Meaning and Nature of Culture

B) Cultural values

Materialist values: emphasis on ownership of tangible products

Examples: possessiveness, envy, preservation



6. The Meaning and Nature of Culture

C) Myths

In addition to values, myths play an important role in culture. Myths have the following functions :

- Emphasize the interconnectivity of cultural aspects
- Maintain social order by authorizing a social code and highlighting moral laws (i.e. urban legends)
- Provide psychological models for individual behavior and identity



6. The Meaning and Nature of Culture

C) Myths

Myths are constructed around cultural symbols and artifacts that are given to represent core symbols

Examples: Singha Beer in Thailand.



6. The Meaning and Nature of Culture

D) Cultural symbols

Cultural symbols are often at the origin of conspicuous consumption i.e. acquisition of visible display of commodities to demonstrate status and social appurtenance (i.e. the ability to afford them – budget constraint).



6. The Meaning and Nature of Culture

D) Cultural rituals



Cultural rituals consist in behaviors that involve repetition in a relatively fixed sequence : they are the enactment of myths and values inclusive of the consumption of commodities – consumer rituals.

6. The Meaning and Nature of Culture

D) Cultural rituals

Guest rituals include:

Possession rituals: moving commodities from the locus of purchase (i.e. market) to the locus of consumption (i.e. house)

Example: requesting limo services to carry purchases from the nearby store

Grooming rituals: transiting from the private locus to the public

Example: dressing up to go to dinner at the Captain's table

Divestment rituals: relinquishing products

Example: leaving used linen on the floor for being changed



6. The Meaning and Nature of Culture

D) Cultural rituals

Exchange rituals involving the changeover of commodities on particular occasions including rites of passage

Example: gifts on birthdays; specific food on particular occasions (e.g. moon cakes for Chinese Midsummer festival, almond cookies – *kourambiedes* for Christmas in Greece etc.)



7. Consumer Personality, Lifestyles and Consumption Cultures

A) Profile

Knowledge of guest variables can help hoteliers construct guest profiles along with the following variables:

- Semiotic – meanings, symbols, myths
- Personal – knowledge, experience, motives, readiness, innovation, satisfaction
- Topographical – region, climate

CONSUMER PROFILE

Name:	Beatrice
Age:	49
Status:	Married, with two children
Location:	Singapore, Queen Astrid Park
Job:	Tai-Tai *
Car:	Chauffeured in her BMW 7-series
Magazine:	Her World/Bazaar/Icon
Music:	Eric Clapton - Wonderful Tonight
Restaurant:	Imperial Treasure/Au Petit Salut
Cafe:	Marmalade Pantry
Nightlife:	Mahjong with friends **
Hobbies:	Shopping/Traveling/Having high-tea

*Chinese colloquial term for a wealthy married woman who does not work.
** Mahjong is a solitaire game where the player is challenged to eliminate all pieces from the board



7. Consumer Personality, Lifestyles and Consumption Cultures

A) Profile

- Demographical – age, gender
- Social – family, religion, ethnicity, education
- Economic – income, status, class, occupation
- Psychological – personality, lifestyle, attitude,
- Contextual – interpersonal, culture, occasions

CONSUMER PROFILE

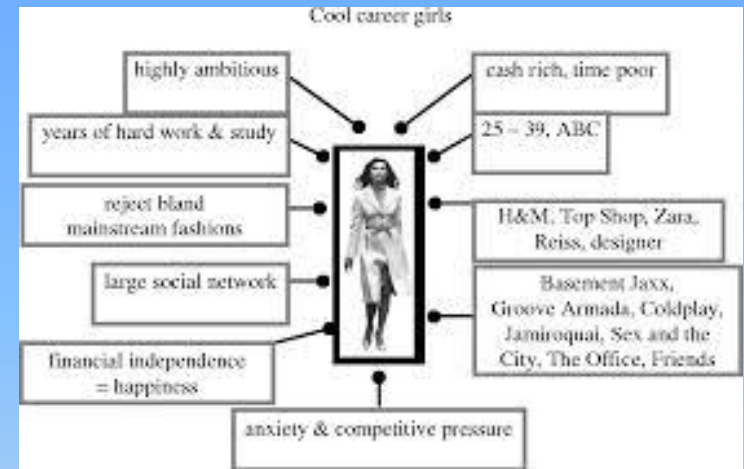
Name:	Harry
Age:	29
Status:	Single
Location:	Singapore, Novena
Job:	Wealth Manager in Global bank
Car:	Mercedes SLK, convertible
Magazine:	Forbes/Style MEN
Music:	Live Jazz
Restaurant:	Morton's Steakhouse
Cafe:	P.S Cafe
Nightlife:	Hang out at Pubs
Hobbies:	Gym/Marathons/Chill with friends



7. Consumer Personality, Lifestyles and Consumption Cultures

B) Lifestyles

Since products are integral to the extended self and that products are not purchased alone, guests are concerned with product constellations, or consumer lifestyles, that is, the clusters of complementary products, specific brands and consumption activities and in the case of devotion to one particular brand there is the constitution of a brand tribe.



8. Consumer and Guest Attitudes

A) Attitudes

Consumption involvement with a product brings about an attitude – consumer attitude and by extension, guest attitude

It is the result of guests having not only experienced hospitality product, but also passed judgment relative to intention and associated expectations.



8. Consumer and Guest Attitudes

A) Attitudes

Attitudes have the following functions:

- Organize and simplify experiences and stimuli – knowledge function
- Act in their own interest by seeking rewards – utilitarian function
- Express personal values and other important aspects of the self –value-expressive function
- Construct defense against threats to the self – ego-defensive function
- Facilitate, maintain and disrupt social relations – social-adjustment function

8. Consumer and Guest Attitudes

A) Attitudes

From all the possible attitudes some dominate. This is when symbolic constructions are

matched to the dominant attitude – matching hypothesis.

If some attitudes dominate, they are constructed attitudes that is a combination of other attitudes. Moreover, they depend on the attitudes expressed by others in interpersonal relations – balance theory.



8. Consumer and Guest Attitudes

A) Attitudes

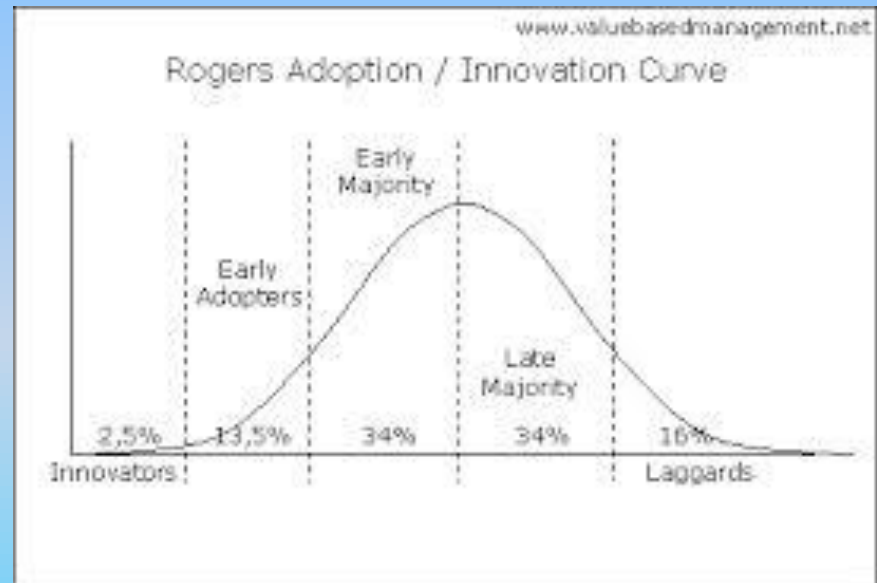
Attitudes involve consumer judgments, value estimates by setting an initial value which is subsequently adjusted – anchor-and-adjust process. In particular consumers and guests may:

- Imagine and simulate events to make a judgment – simulation heuristic
- Use what comes easily to mind from knowledge – availability heuristic
- Assign characteristics to a product against a prototype or ideal – representativeness heuristic

8. Consumer and Guest Attitudes

A) Attitudes

If attitudes change with focus, time and dimension, so do judgments and so do consumption decisions: consumers and guests are adaptive decision makers.



8. Consumer and Guest Attitudes

B) Theories

Theories explaining consumer decision making include:



Expected utility theory: emphasis placed on what consumers can derive as utility (i.e. satisfaction) from consuming an optimum quantity of products

Prospect theory: emphasis placed on how consumers value potential gains and losses that result from making losses

Satisficing theory: emphasis placed on how consumers try to make acceptable rather than optimal decisions

8. Consumer and Guest Attitudes

B) Theories



Compensatory model: emphasis placed on how consumers offset a negative judgment by a positive judgment

Non-compensatory model: emphasis placed on how consumers proceed by elimination when making judgments

8. Consumer and Guest Attitudes

B) Theories



Affective model: emphasis placed on how consumers take decisions that are emotional rather than rational