

TOURIST BEHAVIOUR



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Writers :

WAN NOR AZIDA BINTI WAN ALI

AFANDI BIN FIKRI

MOHD AZAMRUL BIN HARUN



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POLITEKNIK HULU TERENGGANU

Jalan Pengkalan Gawi - Tasik Kenyir
Kuala Jeneris
21700 Kuala Berang, Hulu Terengganu
Terengganu

Tel : 09-682 5555
Fax : 09-682 5556
Website : <https://pht.mypolycc.edu.my/>

@Politeknik Hulu Terengganu
Cetakan pertama 2023

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APPRECIATION

Thank you

We would like to express our deepest appreciation and thanks to all parties involved directly or indirectly throughout the making of the e-book: A Quick Guide for Tourist Behaviour. It is hoped that the creation of this e-book can provide guidance and useful information to all readers from all walks of life. Apologies if there are any shortcomings consciously or unconsciously. Indeed, the good comes from God and the less good comes from our own shortcomings.

ABSTRACT

E-books are one of the most popular and effective ways or recent trends for diversifying the teaching and learning process, scientific writing and collecting knowledge on specific topics and issues. It is incredibly accessible and well-liked by teenagers, pupils, and teachers. The Tourist Behaviour E-book was produced expressly to help students majoring in tourism management, hospitality management, recreation management, and other relevant fields get information about tourist behaviour. This e-book offers information about the Tourist Behaviour module, the Purchase Decision Model, Tourist Behaviour Typologies and Segmentation, and the concept of Demands and Markets. The DTM30243 Tourist Behaviour module is required for students in the third semester of the Tourism Management Diploma course at Polytechnics across Malaysia. It is envisaged that the publication of this e-book would provide all of the needed module information while also increasing students' and lecturers' understanding and provide varieties of teaching and learning process methodologies.

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TOPIC 1

INTRODUCTION TO TOURIST BEHAVIOUR

**DEFINITION AND NATURE OF TOURIST BEHAVIOUR**

Horner and Swarbrooke (1996) “study of why people buy the product they do and how they make their decision.”

Solomon (1996) “it is process involved when individuals or group select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and wants.”

Engel, Blackwell and Miniard (2001) “those activities directly involved in obtaining, consuming and disposing of products and services including the decision processes that precedes and follows these actions.”

Kollat, Blackwell and Engel (1972), “released the first edition of a book called Consumer Behaviour where they identified a distinct five-step pattern for consumer decision-making” which is :

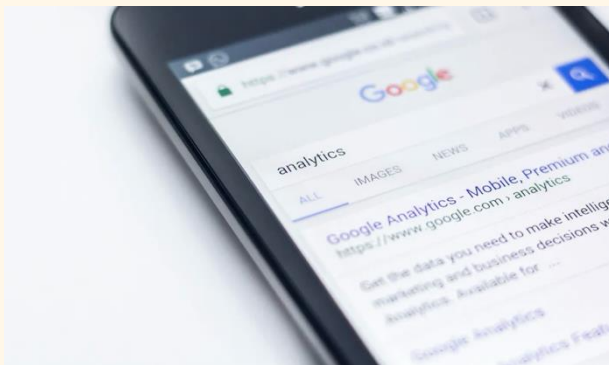
1. Need Recognition

For this process to start there needs to be a stimulus; a need must be triggered and identified.



2. Information Search

The customer begins to consult different sources of information; personal (marketer dominated) and intrapersonal (non-marketer) factors will likely be used.



3. Pre-purchase Evaluation

After researching the choices, the customer starts to evaluate options using both objective criteria, such as price and location, and subjective criteria, such as the perceived status of the product or service.



4. Purchase

The customer intends to buy the product or service that best matches the criteria, although he or she can still be influenced by a number of factors, such as friends and family who disagree with the purchase, or a change in personal finances.



5. Post-Purchase Evaluation

After use, the customer evaluates the purchase against expectations; if these don't match, the customer will be either dissatisfied (expectations not met) or impressed (expectations exceeded). For this reason, it's best for hospitality and tourism providers to “under promise” and “over deliver.”



THE ROLE OF TOURIST BEHAVIOUR IN THE MARKETING PROCESS

Pearce (2005) tourist behaviour is also a key factor for the successful development of tourism services; therefore, an understanding and knowledge of tourist behaviour is an indispensable element in the development of tourism. Knowing the behaviour of tourists has practical value for all tourism stakeholders. Below are the steps in the marketing process.



Figure 1.6 : The Marketing Process

ELABORATE MODELS OF TOURIST BEHAVIOUR

What is a consumer/tourist behaviour model?

A consumer/tourist behaviour model is a theoretical framework for explaining why and how customers make purchasing decisions. The goal of consumer/tourism behaviour models is to outline a predictable map of customer decisions up until conversion, thus helping you steer every stage of the buyer's journey.

1. Kotler Model
2. Andreason Model
3. Nicosia Model
4. Mathieson & Wall Model
5. Solomon Model

CONSUMER/TOURIST BEHAVIOUR MODELS

Customer behavior models help you understand your unique customer base and more effectively attract, engage, and retain them. These models are either traditional or contemporary.

TRADISIONAL CONSUMER BEHAVIOUR MODELS	CONTEMPORARY CONSUMER BEHAVIOUR MODELS
Learning Model	Engel-Kollat-Blackwell (EKB) Model
Psychoanalytical Model	Black Box Model
Sociological Model	Hawkin Stern Model
Economic Model	Howard Sheth Model
	Nicosia Model
	Webster and Wind Model

Table 1 : Two Types of Customer Behavior Models

Contemporary Models

Contemporary models of consumer behavior focus on rational and deliberate decision-making processes rather than emotions or unconscious desires. The contemporary models include :

- Engel-Kollat-Blackwell (EKB) Model
- Black Box Model
- Hawkins Stern Model
- Howard Sheth Model
- Nicosia Model
- Webster and Wind Model

RIGHTS OF CONSUMERS

Consumers need to be protected and awareness of their rights and responsibilities.

Following is a list of consumer rights and responsibilities.

1. **The right to be safe** : the consumer has the right to be protected against products, productions process and services that are hazardous to health and safety
2. **The right to be informed** : the consumer has the right to be informed about the facts that will help him/her in buying and consuming in a proper manner and be aware of his basic rights and responsibilities
3. **The right to choose** : the consumer has right to choose from a variety of quality of goods and services sold at competitive prices with quality assurance.
4. **The right to be heard** : the consumer's interest are to be represented before official and official entities and his/her views are to be taken with regards to the development of goods and services.
5. **The right be satisfied with the basic needs** : the consumers must have access to necessary basic goods and services such as adequate food, clothing, shelter, health care and education.
6. **The rights to be compensated** : the consumer has the right to a fair solution for his/her grievances (complaints) about unsafe and unduly.

RESPONSIBLE OF CONSUMERS IN MALAYSIA

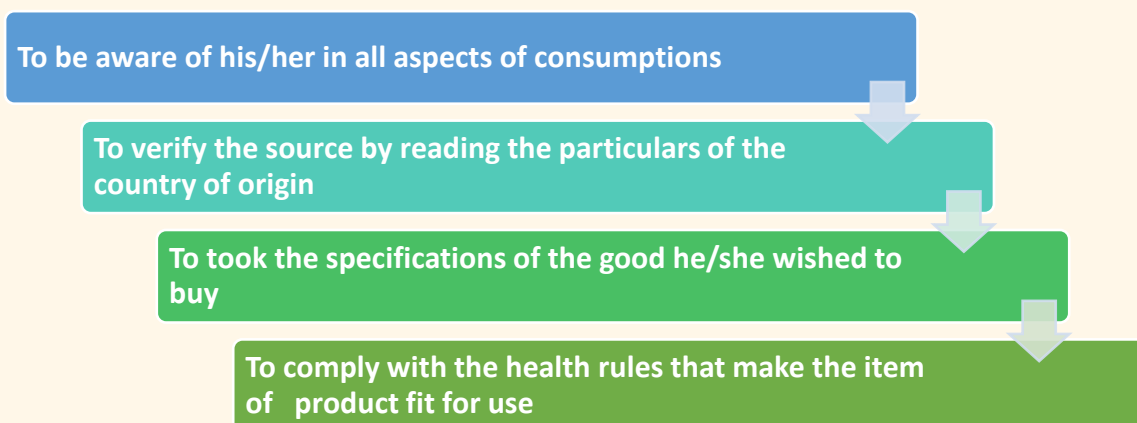


Figure 1.1 : Consumer Responsibilities

TOPIC 2

PURCHASE DECISION MODEL

We will look at the factors which influence the tourist to purchase a particular tourism product. The factors are concern :

- **The motivators** - the factor which motivate the tourist to wish to purchase a particular product.
- **Determinants** - the factors which determine to what extent tourist are able to purchase the product they desire.

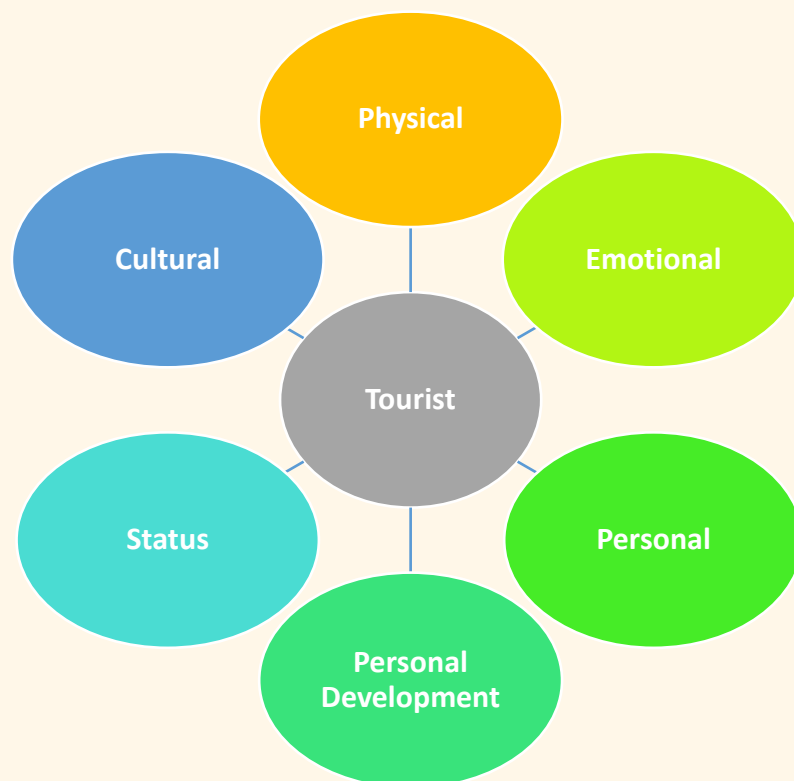


Figure 2.0 : A Typology of Motivators in Tourism

Characteristic of tourism product and services :

- Intangibility
- Inseparability
- Heterogeneity
- Lack of ownership

INTANGIBILITY	INSEPARABILITY	HETEROGENEITY	LACK OF OWNERSHIP
<ul style="list-style-type: none"> • Cannot be touched, gripped, handled, seen, smelled, tasted or heard before purchase. • Unlike goods, which can be touched and inspected before purchase, tourism services are essentially intangible. • However customers use other cues to help them evaluate the service. • For example, bookings of accommodations, theatres, and at various sites. 	<ul style="list-style-type: none"> • The tourist and the service provider must come together for the service to take place. • Tourism service cannot be separated from its provider. • For example, a hotel guest cannot experience counter service if the receptionist is not there, nor can the receptionist render the service if there is no guest. 	<ul style="list-style-type: none"> • The product is not always the same. • For example, inclement weather, flight delays or the bad mood of service staff can make one person's holiday experience very different from those travelling at a different time. • Perishability – this means that the product is time-limited. 	<ul style="list-style-type: none"> • Tourism products have absence of ownership. • For example, tourism products like airline tickets, train tickets or a hotel room can be used for given time frame but not owned. • Tourism products can only be purchased for use, but the service or product supplier retains equal ownership.

Table 2 : Characteristic of Tourism Product and Services

Which destination (country region resort?)

Which mode of travel (charter air, ferry, rail coach, car)

Which type of accommodation (serviced or non-serviced)

How long will the holiday be (season, month)

Package holiday or independent travel?

Which tour operators (if package holiday?)

Figure 2.1 : Decision Involved in Choosing a Holidays

Model of purchase decision model process tourism product holiday are quite complex because they exist of two different levels. For example :

- The **package holiday** which is a combination of the product of individual sectors such as accommodation, transport, destination and visitor attractions.
- The **products of these individual** sectors which can be sold at stand alone product such as an air ticket or a theme park visit as part of a day trip.



TOPIC 3

TYPOLOGIES OF BEHAVIOUR AND SEGMENTATIONS



Typology of Tourist :

Group tourist together on the basis of shared characteristic

- Method of segmentations
- Classic segmentations techniques

Academic Typology (Sharpley 1994)

- People are tourist or travellers.
- Tourist is someone who buys a package from tour operators.
- The travellers are the person who makes their own independent arrangements for their vacations.

Importance of Typology

- Represent an attempt to increase our knowledge of consumer behaviour in tourism.
- Can help marketers make importance decisions on product development, pricing, promotional media and distributions.
- May form the basis of market segmentations techniques.
- Might potentially help to predict future trends in tourist behaviour.

Comparison of Typologies

Most of the typologies attempt to group tourists together on the basis of :

- Destinations
- Activities while on holiday
- Independent travel versus package holidays

DETERMINE TOURIST BEHAVIOUR TYPOLOGIES AND SEGMENTATION

Explain the typologies of tourist behaviour and their characteristic :

- Motivation
- Style
- Interest
- Value

Tourist Behaviour Segmentations :

- **Tourist Demographic** – sex, race, stage in the family life cycle
- **Tourist Psychographic** – personality and life style of the tourist

There are **FOUR (4)** fundamental criteria for segmentation namely

Geographic

Geographic segmentation is when a business divides its market on the basis of geography. You can geographically segment a market by area, such as cities, counties, regions, countries, and international regions. You can also break a market down into rural, suburban and urban areas.



Demographic

Demographic segmentation is a precise form of audience identification based on data points like age, gender, marital status, family size, income, education, race, occupation, nationality, and/or religion. It's among the four main types of marketing segmentation, and perhaps the most commonly used method.



Psychographic

Psychographics segmentation is the research methodology used for studying consumers and dividing them into groups using psychological characteristics including personality, lifestyle, social status, activities, interests, opinions, and attitudes.



Behavioural

Behavioural segmentation is the process of sorting and grouping customers based on the behaviours they exhibit. These behaviours include the types of products and content they consume, and the cadence of their interactions with an app, website, or business.



PRODUCT USAGE SEGMENTATION

Product usage segmentation is the method of categorizing your users based on their patterns of interaction with your product. If product usage describes the patterns of user interaction with your product, product usage segmentation is the method of bucketing and describing your users based on those patterns.

TYPOLOGIES OF TOURIST BEHAVIOUR AND SEGMENTATION OF THE TOURISM MARKET

Cohen (1972)

- The Organized mass tourist
- Individual Mass tourist
- Drifter
- Explorer

Plog (1977)

- Allocentric
- Mid centric
- Psychocentric

Cohen (1979)

- Recreational tourist
- Diversionary tourist
- Experiential tourist
- Existential tourist

Perreault, Dorden and Dorden (1979)

- Budget travellers
- Adventurous
- Homesbody tourist
- Vacationers
- Moderators

Westvlaams Economisch Studiebureau (1986)

- Active sea lovers
- Contact minded holiday makers
- Nature viewers
- Rest seekers
- Discovers

Dalen (1989)

- A Norwegian
- Modern materialistic
- Modern idealistic
- Traditional security
- Traditional materialistic

Gallup and American Express (1988)

The American Express commissioned a survey of 6500 people in the USA, the UK, West Germany and Japan which resulted in the following five type classification :

- **Adventure** - who are independent and confident and like to try new activities.
- **Worriers** - who worry about the stress of travel and their safety and security while on holiday.
- **Dreamers** - Who are fascinated by the idea of travel and they read and talk a lot about their travel experiences and different destinations.
- **Economizers** - who simply see travel as a routine opportunity for relaxation rather than as a special part of their life and as such they want to enjoy holidays at the lowest possible price.
- **Indulgers** - who want to be pampered when they are on holiday.

Smith (1989)

- **Explorer** - A small group who travel almost as anthropologist.
- **Elite** - Tourist are experienced frequent travellers who like expensive made tours.
- **Offbeat** - Tourist aims to get away from another tourist.
- **Incipient** - Mass tourist travel to establish destinations where tourism is not totally dominant.

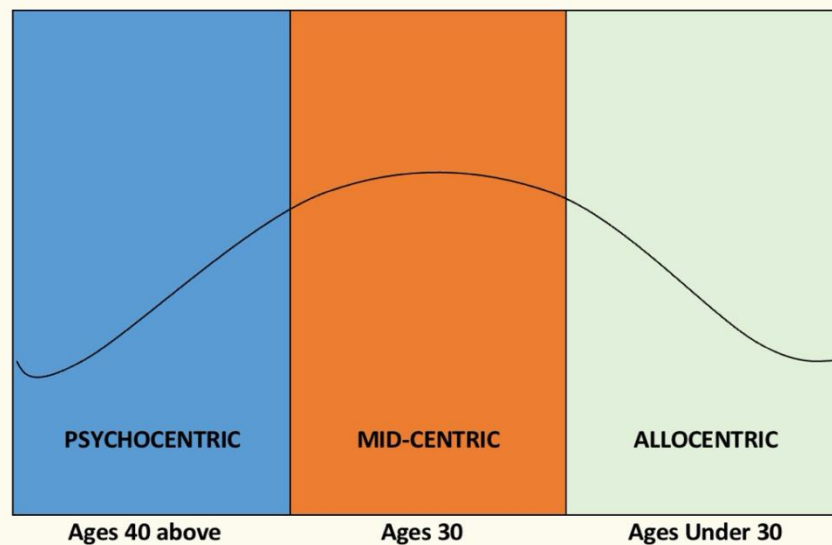


Figure 3.0 : Plog's model (1974) of Psychocentric, Mid-Centric and Allocentric

Psychocentric (The Repeater) – A tourist falling in this category is usually non-adventuresome. They prefer to return to familiar travel destinations where they can relax and know what types of food and activity to expect. Such tourists prefer to drive to destinations, stay in typical accommodations, and eat at family-type restaurants. Psychocentrics choose familiar destinations and they usually.

Allocentric (The Wanderers) – A tourist who seeks new experiences and adventure in a wide range of activities. This person is outgoing and self-confident in behavior. An allocentric person prefers to fly and to explore new and unusual areas before others do so. Allocentrics enjoy meeting people from foreign or different cultures. They prefer good hotels and food, but not necessarily modern or chain-type hotels. For a tour package, an allocentric would like to have the basics such as transportation and hotels, but not be committed to a structured itinerary. They would rather have the freedom to explore an area, make their own arrangements and choose a variety of activities and tourist attractions.

Mid-Centric (Combination) – This category of tourists covers the ones who swing between the above said two types.

COMPARISON OF TYPOLOGIES

Based on :

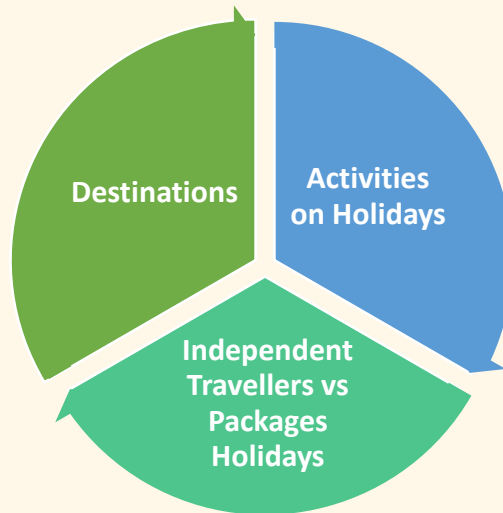


Figure 3.1 : The Basis for Typologies Comparison

Market Segmentations

Smith (1956) introduced the concept of market segmentation as a strategic tool. He stated that “Market segmentation (...) can be viewed as a heterogeneous market (one characterized by divergent demand) as a number of smaller homogeneous markets”.

What is Market Segmentation?

Market segmentation is the process of dividing the market into subsets of customers who share common characteristics. The four pillars of segmentation marketers use to define their ideal customer profile (ICP) are demographic, psychographic, geographic and behavioural. Market segmentation is nothing but dividing the total consumer market into groups to be able to communicate with them and provide their specific needs.

What are the FOUR (4) types of market segmentation?

Demographic

Geographic market segmentation is done considering the factors such as tourists' place of origin. This factor is important as the tourists belonging to different places are brought up with different cultures and show different traits of behaviour. It is the most basic type of segmentation. It is like **age, gender, family size, income, occupation, education religion, race nationality.**

Geographic Market Segmentation

It is done considering the factors such as tourists' place of origin. This factor is important as the tourists belonging to different places are brought up with different cultures and show different traits of behaviour. It is the most basic type of segmentation. It is like **region, country size, population density, climate.**

Psychographic

The marketing people do this segmentation by taking into account the psyche of the tourists. They gather information about the tourists' interests, attitudes, their way of living life, opinions, and overall personality. It is like **social class, life style and personality.**

Behavioural

Behavioural segmentation separates people based on common factors, such as purchasing similar products, sharing the same hobbies or having similar beliefs. This marketing strategy reaches like **purchase occasions, user status, loyalty status, attitude towards product, readiness state.**

Why Segment the Tourism Market?

Every tourist being different, the tourism industry possibly is not capable of satisfying every individual's need. This is the foundation of segmenting the total market. While all tourists are different, some of them are similar to each other. Marketing force of a tourism business group the tourists into various segments that categorize the similar as well as distinct members. Market segmentation helps you qualify customers of your product or service and serve them with more personalized marketing campaigns that speak to their unique needs. A good market segmentation strategy will help you. Market segmentation can be applicable to any of the tourism supply components and provides benefits as given below :

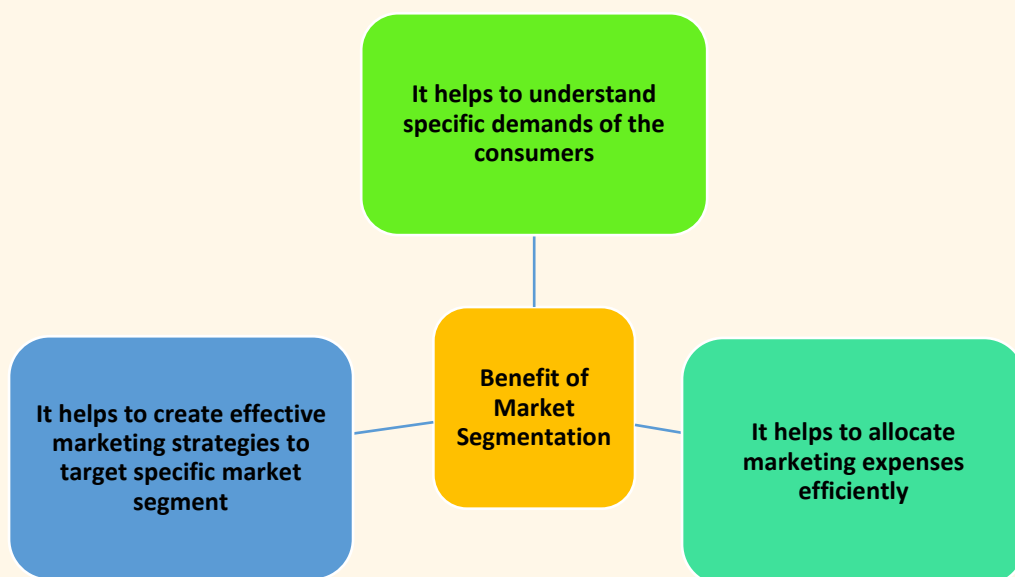


Figure 3.2 : Benefit of Market Segmentation

CLASSES OF TOURISTS

Depending upon the motives and the way of touring, there are various classes of tourists :

Tourists Travelling with Families

The tourists who visit places with their first and extended families, or families of relatives. One person, generally the head of the tourist family is the decision maker. The families generally travel for holidays and leisure and tend to expend sparingly. They generally are keen on receiving the best services for what they have paid. They tend to carry more luggage.



Single Tourists

They travel alone and are independent. They are alone but not lonely; as tourism is what they pursue as a hobby. The gap year travelers, unmarried persons, widows/widowers, backpackers, and solitary tourists travel single. They decide for themselves and tend to expend more. They tend to carry less stuff on the journey. They tend to behave balanced if any challenging situation occurs and are rational towards tour schedules.



Groups of Tourists (Mass Tourists)

Students from schools and universities as members of educational tours, fellows of various fraternities with common interests, groups of newly-weds, or senior citizens.



Tourists Visiting Friends and Relatives (VFR)

These tourists travel to meet friends or relatives, or to attend a celebration or gathering. These tourists generally plan their tours in the breaks such as Diwali holidays, Christmas holidays, or any kind of long break when most of the people have break.



Business Tourists

They are the professional tourists on the business trips. They decide for themselves but do not spend much money. For example, a sale or a marketing person travels to another city to attend a business fair, and business manager travels to another country for business deals.



Incentive Tourists (MICE)

They tour for consuming the reward they received in the form of a few days' family holiday package at some hotel or resort. Such rewards are generally distributed if an employee performs outstanding to achieve the goals.



Health Tourists

These tourists travel to places with the agenda of health on their mind. They travel to avail some special medical treatment, operation, surgery, medication, or inexpensive aesthetic surgeries available in different country. Some tourists in this category also travel if they are receiving some illness from the climate at their residence such as Asthma.



EIGHT (8) BENEFITS OF MARKET SEGMENTATION

1. Better Return of Investments (ROI) From Marketing

According to research from Sales Manago, 77% of marketing ROI comes from segmented, targeted and triggered campaigns. (ROI - Return on Investment).

2. Set Your Omnichannel (Describing A Business) Strategy

The deep insights you glean from a strong market segmentation process will help you set an omnichannel strategy that better addresses your customers' needs. For example, if a high percentage of your customers are from Gen Z, tailor your messaging across all channels to speak to their cultural and social reference points.

3. Build Customer Loyalty

Market segmentation helps you build the personalized journeys your customers are craving. According to Accenture, 79% of consumers are more loyal to brands that use personalization tactics.

4. Reach New Markets

Segmentation helps brands identify gaps in the market. For example, world-renowned camera company Canon took a 40% share in the low-end digital camera market by spotting an opportunity to sell cameras to children without smartphones.

5. Reduce Customer Acquisition Costs

The insights you glean from creating segmented customer personas will make your marketing campaigns more effective. That can be said for both D2C and B2B brands. For example, insurance giant Met life set annual savings targets of \$800 million after streamlining its sales process to consider the behaviours and attitudes of each customer segment. (D2C Direct to Consumer, B2B Business to Business).

6. Build Better Products

With a clearer understanding of who your customers are, you can create products that better serve their needs, desires and expectations.

7. Higher Quality Email & SMS Leads

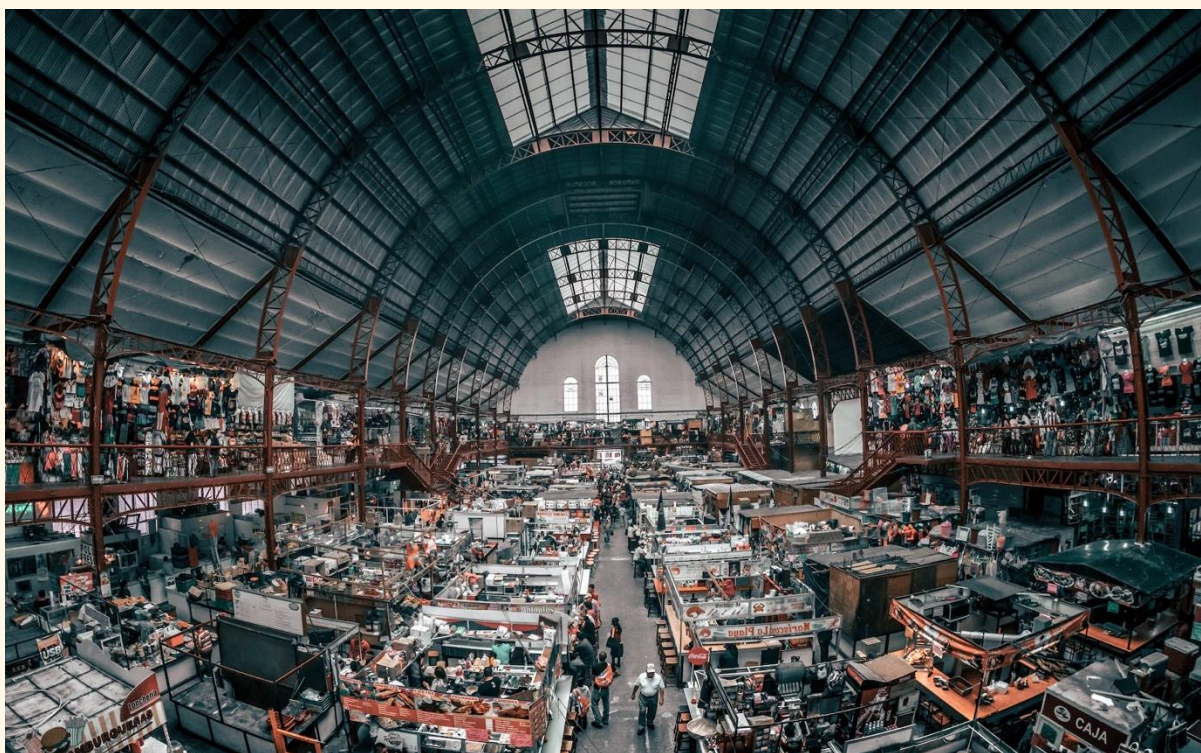
You're more likely to get leads into your email and SMS databases by adapting your opt-in form according to customer segments. With Yield, American footwear company Rockport drove 30% more revenue per lead using a segmented approach to lead capture.

8. Drive More Revenue from Email Marketing

Marketers have increased open rates by 14.3% and revenue by up to 760% using segmented email campaigns. Build your own market segmentation strategy.

TOPIC 4

DEMANDS AND MARKETS



The Nature of Demand In Different Segmentation of The Tourist Market

Typology of market segment in tourism or their own :

a. Family Market :

- Babies
- Infants
- Early school age children
- Teenagers

b. Back Packer Market

- Popular in developed country such as USA, Japan, Germany, Australia, Holland.
- Independent traveller, keep expenditure to a minimum.
- Use rack sack @ backpack, trip duration one – two weeks of normal holiday.

c. Hedonistic Tourist

- Pleasure seekers, 18 -30 club in UK.
- Partying does not go to bed until the following morning.
- Northern Europe Having drinking can lead to fights.
- 4S (sun, sand, sea, sex).

d. Excursionist or Day-Tripper

- Generally domestic tourist and core market for most visitors attractions many for seaside resort and some rural areas.
- Excursionist does not travel too far, given they only have on day or less.
- USA excursionist may be willing travel further than for a day trip.
- Example Britons to France, and Malaysia people to Singapore.

e. VFR – Visit Friends and Relatives

- Germany – Turkey
- Malaysia - China
- Malaysia – Singapore

f. Religious Market

- Mecca
- Mount Athos in Greece
- Bethlehem
- Burgundy in France

g. Snowbird Market

- Inspired by climate / weather.
- In USA, snowy Northern States to Southern States such as Florida or California for mild winter climates.
- In Northern Europe it involves people travelling to Southern Europe destinations to escape winter climate at home to get suntan (sunburn) long vacation duration 2 – 4 months.
- On both continents, this phenomenon has two interrelated characteristics :
 - The trips are of long durations from four weeks to 4 months.
 - They are normally taken by retired people who have the time to take such a long vacation.

h. Ethnic Minority

- These terms usually refer to racial and ethnic groups that are in a minority in the population.

i. Social Tourism

- Social tourism is tourism that provides economic opportunities via travel and tourism for persons who are economically weak or otherwise disadvantaged.

j. Short Break Market

- A short break is “a non- professional journey of between one and four nights outside the usual place of residence”.

k. Educational Tourist

- Educational tourism is defined by the desire to learn. In his model, learning may be either a primary or secondary motivator to travel.

THE MARKETING MIX AND TOURIST BEHAVIOUR

Consumer Behaviour and Markets in Different Sectors of Tourism.

Factors taken into account when making a purchase decision which are :

- Psychological factors
- Social factors
- Cultural factors
- Economic factors
- Personal factors

4Ps

- Product
- Price
- Place
- Promotion

THE DEVELOPMENT OF MARKETING MIX IN RELATION OF TOURIST BEHAVIOUR

Type of Marketing Communication



Figure 4.0 : Type of Marketing Communication

EMERGENCE OF NEW MARKET AND CHANGES IN TOURISM DEMAND

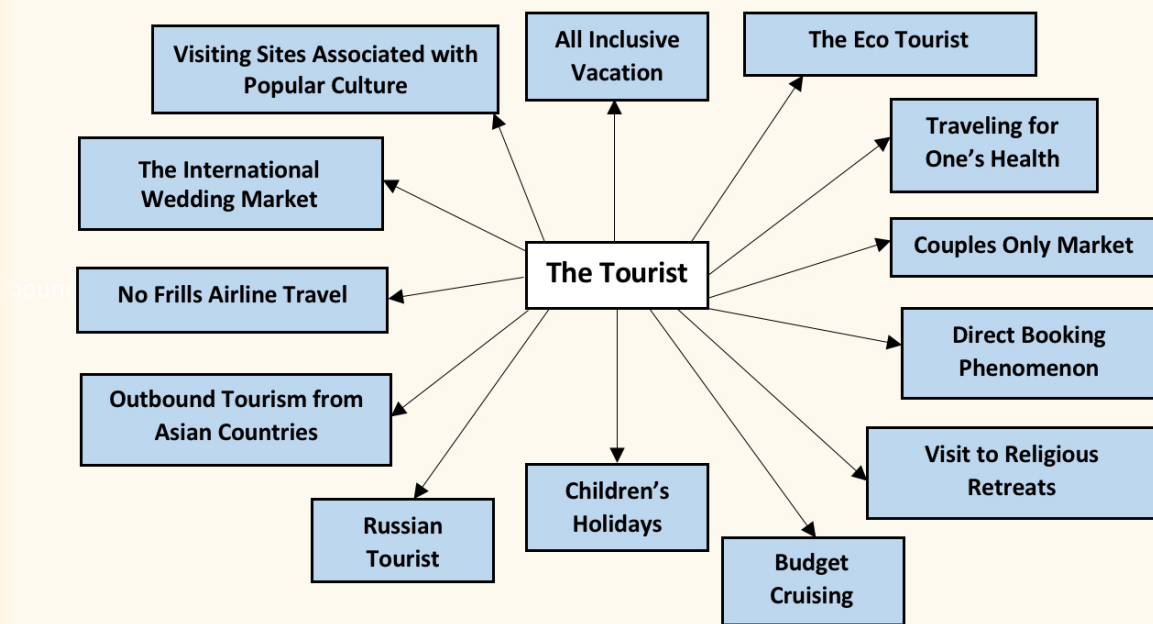


Figure 4.1 : Thirteen Major Emerging Markets and Changes in Demand

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