

Consumer Behaviour

Assignment Guidelines:

This assignment requires students to critically analyze consumer behaviour in tourism and hospitality. Students must explore the psychological, social, cultural, and technological influences on consumer decision-making. The assignment should highlight both theoretical frameworks and real-world shifts in travel patterns.

Submission Format:

- Detailed project report
- **Font:** Times New Roman, Size: 12, Spacing: Double
- **Word Count: 4000–5000 words**
- **Submission Deadline: 24th October 2025**

Assessment Criteria:

- Application of consumer behaviour theories (20%)
- Critical evaluation of behavioural trends (20%)
- Innovativeness in strategy recommendations (20%)
- Use of real-world data and case studies (20%)
- Structure, clarity, and APA formatting (20%)

Mandatory Sections:

- Title Page
- Table of Contents
- Abstract
- Introduction
- Literature Review
- Methodology
- Findings
- Discussion
- Conclusion
- References
- Appendices

Assignment Task – Choose ONE of the following written assignments:

Option 1: *The Influence of Online Reviews and Peer Recommendations on Travel Choices*

- Explore how online reviews, ratings, and peer recommendations on platforms like TripAdvisor, Google, and social media influence consumer decision-making in tourism.
- Analyze how trust and perceived authenticity of these reviews impact booking decisions and the overall consumer journey.

Option 2: *Motivational Factors Driving Sustainable Tourism Choices*

- Investigate the psychological and social factors that drive consumers to choose sustainable tourism options.
- Discuss the role of values, environmental awareness, and ethical considerations in consumer behavior toward eco-friendly destinations, green accommodations, and responsible tourism practices.

Option 3: *Impact of Virtual Reality and Augmented Reality on Tourist Behavior and Destination Choices*

- Examine how the use of virtual reality (VR) and augmented reality (AR) is shaping consumer behavior and influencing tourists' destination choices.
- Evaluate how VR and AR experiences, such as virtual tours or immersive

destination previews, can impact consumer decision-making in the tourism industry.