

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 Impact of Social Media Influencers and User-Generated Content on Travel Decisions

Analyze how influencers and online reviews affect consumer purchasing. Your paper should:

- Examine trust, credibility, and authenticity in influencer marketing.
- Assess roles of Instagram, TikTok, and TripAdvisor.
- Provide case studies of influencer-led campaigns.
- Evaluate ethical concerns such as fake reviews and over-promotion.

Option 2: Post-Pandemic Consumer Behaviour – The Rise of Wellness and Conscious Travel

Prepare a report on changing motivations after COVID-19. Your paper should:

- Explore the growth of wellness tourism, slow travel, and sustainability.
- Compare pre- and post-pandemic consumer patterns with data.
- Highlight priorities like safety, hygiene, and health.
- Recommend strategies for businesses to adapt.

Option 3: Cross-Cultural Differences in Tourist Behaviour

Write a comparative analysis on how culture shapes tourism decisions. Your paper should:

- Apply frameworks like Hofstede's cultural dimensions.
- Compare consumer preferences in at least two regions.
- Analyze impacts on hospitality, spending, and expectations.
- Recommend tailored strategies for businesses.