19.1 Task 3 (P2)

Design and carry out appropriate (primary and/or secondary) research into customers at four hospitality providers or businesses. Your research needs to identify the factors that influence their purchasing decisions. You must provide evidence of your research findings and summarise these into a report. You should cover:

• one large coffee shop chain

• one independent hotel

• one licensed business (e.g. pub).

• one restaurant brand

Your findings should be summarised as follows (for all of the 4 businesses):

Introduction: A description of the hospitality provider/business (including products and services, prices, location, environment, staffing, promotion).

1. A description of the different types of customers who use the business.
2. A description of the decision making process, customers are likely to follow when they visit the business.
3. A description of the factors that influence customers’ purchasing decisions.

a) Give a description of the different types of customers who use your 4 businesses.

Customer profiles e.g. age, gender, cultural background, lifestyle, disposable income, social class, special needs, and special interests.

Identify main needs and wants of customers that you identify.

Who would the business classify as “Satisfied Customers”?

Who would the business classify as “Dissatisfied Customers”?

b) Describe the “purchasing decision process” customers are likely to follow when they visit.

i) Recognition of Need:

ii) Information search/identifying availability:

iii) Evaluating alternatives:

iv) Purchase Decision:

v) Post-purchase behaviour:

c) Describe how each of the following can impact on the purchasing decisions of customers to your 4 chosen business:

Price (VFM? Competitors?)

Quality of the products and services on offer (Will needs/expectations be met?)

Ability to purchase (Customer budget – affordability?)

Reputation (PR, Reviews?)

Customer loyalty (Memberships, loyalty schemes, positive experiences, location).

Discuss decisions on visiting the business as well as decisions on what to purchase/order once they are there.

**Task 4 (M2): Assess the factors that contribute to customer purchasing decisions for hospitality products.**

Now you must write a 1200 word conclusion to your report.

Your conclusion should assess purchasing decision factors discussed in Task 3c, and explain the relative importance of these factors.

Focussing on customer purchases of at least 2 different types of products/services (from your 4 businesses), explain which purchasing decision factors are the most important for your businesses (and why).

Which factors do you think are least important and why?

**PLAN FOR M2 REPORT**:

INTRODUCTION: What will you be writing about in this report?

BUSINESS 1

PRODUCT 1: MOST IMPORTANT PURCHASING DECISION MAKING FACTOR (AND WHY?)

PRODUCT 1: LEAST IMPORTANT PURCHASING DECISION MAKING FACTOR (AND WHY?)

PRODUCT 2: MOST IMPORTANT PURCHASING DECISION MAKING FACTOR (AND WHY?)

PRODUCT 2: LEAST IMPORTANT PURCHASING DECISION MAKING FACTOR (AND WHY?)

Conclude – which purchasing decision factors are the most/least important for the business as a whole (and why?)

BUSINESS 2

PRODUCT 1: MOST IMPORTANT PURCHASING DECISION MAKING FACTOR (AND WHY?)

PRODUCT 1: LEAST IMPORTANT PURCHASING DECISION MAKING FACTOR (AND WHY?)

PRODUCT 2: MOST IMPORTANT PURCHASING DECISION MAKING FACTOR (AND WHY?)

PRODUCT 2: LEAST IMPORTANT PURCHASING DECISION MAKING FACTOR (AND WHY?)

Conclude – which purchasing decision factors are the most/least important for the business as a whole (and why?)

BUSINESS 3

PRODUCT 1: MOST IMPORTANT PURCHASING DECISION MAKING FACTOR (AND WHY?)

PRODUCT 1: LEAST IMPORTANT PURCHASING DECISION MAKING FACTOR (AND WHY?)

PRODUCT 2: MOST IMPORTANT PURCHASING DECISION MAKING FACTOR (AND WHY?)

PRODUCT 2: LEAST IMPORTANT PURCHASING DECISION MAKING FACTOR (AND WHY?)

Conclude – which purchasing decision factors are the most/least important for the business as a whole (and why?)

BUSINESS 4

PRODUCT 1: MOST IMPORTANT PURCHASING DECISION MAKING FACTOR (AND WHY?)

PRODUCT 1: LEAST IMPORTANT PURCHASING DECISION MAKING FACTOR (AND WHY?)

PRODUCT 2: MOST IMPORTANT PURCHASING DECISION MAKING FACTOR (AND WHY?)

PRODUCT 2: LEAST IMPORTANT PURCHASING DECISION MAKING FACTOR (AND WHY?)

Conclude – which purchasing decision factors are the most/least important for the business as a whole (and why?)

OVERALL CONCLUSION:

ARE SOME FACTORS MORE IMPORTANT THAN OTHER FACTORS? DISCUSS HOW…

A) THE BUSINESS B) THE PRODUCT C) THE CUSTOMER…

HELPS DETERMINE WHICH FACTOR IS THE MOST/LEAST IMPORTANT.

WHAT CAN BUSINESSES DO TO MANAGE THESE FACTORS (TO HELP MEET THEIR OBJECTIVES?)