Course title: Market Research and Consumers’ Analysis

**Instructor:** Eran Ketter, PhD

**Credits**: 2

**Year:** 2, **Semester:** A

**Course objectives:**

Market research and consumer behavior analysis are fundamental components of decision-making, strategy design, business development and marketing management. The course provides hands-on understanding of marketing research, consumer behavior analysis and designing an effective research plan. The course will focus on key research approaches and tools, including source market analysis, big data analysis, focus groups studies, tourist surveys and social media conversation analysis. The course is aimed to enhance the understating of market research in tourism and hospitality and provide practical tools for managing and analyzing research for tourism organizations and destinations.

**Schedule of lessons:**

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| --- | --- | --- | --- |
| **Lesson #** | **Topic** | **Details** | **Reading assign.** |
| 1 | Market research in the tourism industry | Market research, the role of market research in tourism, primary vs. secondary approach, key research methods and tools | 1 |
| 2 | Designing a market research plan | Problem definition, problem identification research, problem solving research, research design, data collection, data analysis, marketing decision making | 2 |
| 3-4 | Consumer behavior analysis: key concepts | Consumer behavior models, decision making models, hierarchy of effects, elaboration likelihood model | 3 |
| 5-6 | Source market analysis | Market life cycle, market size, market growth rate, market share and competition, market potential | 4, 5 |
| 7 | Big data analysis | The data analysis process, data types and sources, RFM modeling, NBA strategy | 6 |
| 8-9 | Social media and UGC analysis | User generated content, UGC analysis workflow natural language processing, analysis soft wares and tools | 7 |
| 10-11 | Focus groups research | Focus groups pros and cons, focus groups design and management, focus groups participants, international focus groups, online focus groups | 8 |
| 12-13 | Survey research | Advanced survey design and management, surveys types, online survey, visitors' experience survey | 9 |

**Grading:**

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| --- | --- |
| **Assignment** | **Percentage of final grade** |
| Research project presentation | 20% |
| Research project assignment | 80% |
| **Total** | **100%** |

**Main bibliography:**

1. Egan, J. (2019). *Marketing communications* (2nd edition). London: Sage. Chapter 6: understating marketing research, pp. 119-130.
2. Kotler, P. Keller. 2012. *Marketing Management* (14th edition). New Jersey: Prentice Hall. Chapter 4: Conducting marketing research, pp. 96-111.
3. Kotler, P. Keller. 2012. *Marketing Management* (14th edition). New Jersey: Prentice Hall. Chapter 6: Analyzing consumer markets, pp. 150-175.
4. Arnold, D. (2004). *The mirage of global markets: How globalizing companies can succeed as markets localize*. New Jersey: Prentice Hall. Chapter 2: Assessing Market Potential, pp. 27-45.
5. Visit Britain (2019). *Germany: Market and Trade Profile*. Published 1 February on: <https://www.visitbritain.org/sites/default/files/vb-corporate/markets/visitbritain_marketprofile_germany_february_2019.pdf>
6. Li, J., Xu, L., Tang, L., Wang, S., & Li, L. (2018). Big data in tourism research: A literature review. *Tourism Management*, *68*, 301-323.
7. Alaei, A. R., Becken, S., & Stantic, B. (2019). Sentiment analysis in tourism: capitalizing on big data. Journal of Travel Research, 58(2), 175-191.
8. Dilshad, R. M., & Latif, M. I. (2013). Focus Group Interview as a Tool for Qualitative Research: An Analysis. *Pakistan Journal of Social Sciences (PJSS)*, *33*(1).
9. Ketter, E. (2017). Eating with EatWith: analysing tourism-sharing economy consumers. *Current Issues in Tourism*, 1-14.

**Secondary bibliography:**

1. Veal, A. J. (2017). *Research methods for leisure and tourism*. Pearson UK.
2. Egan, J. (2019). *Marketing communications* (2nd edition). London: Sage.
3. Kotler, P. Keller, K. (2016). *Marketing Management* (15th edition). New Jersey: Prentice Hall.
4. Kolb, B. (2018). *Marketing Research for the Tourism, Hospitality and Events Industries*. Routledge.