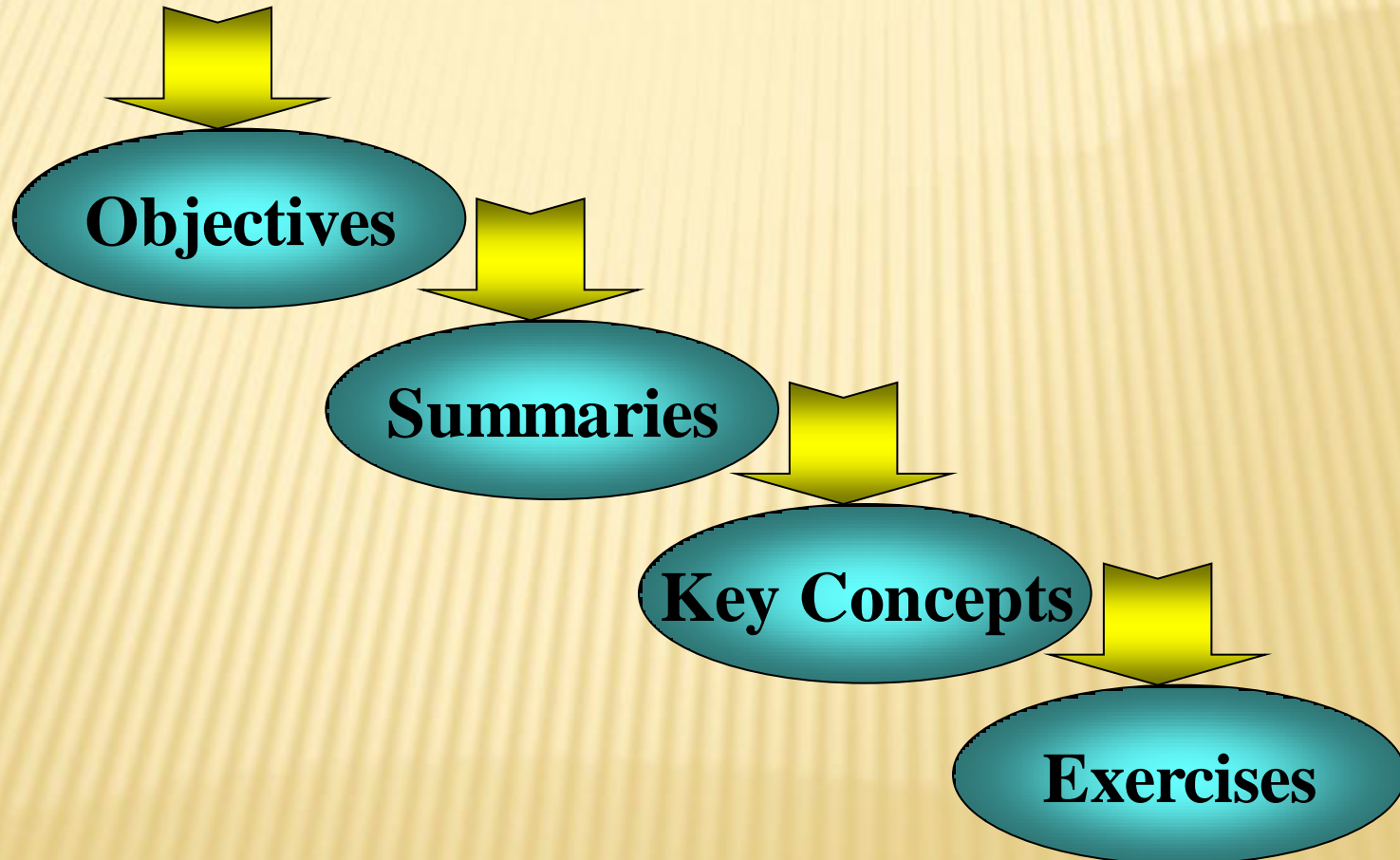


Chapter 4: Impacted Factors of Tourist Behaviors



Discussion Questions

- 1. Just as it is a mistake for marketers to consider the U.S. population a homogeneous group with the same values and culture, it is also a mistake for marketers to assume that all Chinese consumers fit into the same subculture or have similar buying habits. Comment on this statement.**
- 2. Choose a restaurant concept that you would like to take overseas. How will the factors shown be positive for or negative against the success of this restaurant?**

Discussion Questions (Continue)

- 3. Discuss when the family can be a strong influence on buying behavior regarding the choice of restaurants.**
- 4. Apply the stages in the decision process to your selection of a destination for your next vacation.**
- 5. An advertising agency president says, “Perception is reality.” What does he mean by this? How is perception important to marketers?**