

## SOCIETAL DECISION-MAKING IN PLACE MARKETING

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### **Abstract:**

One of the marketing's dynamically growing branch is the place marketing. More and more settlement realise the importance of it and use its instruments. My research is about place marketing. From the three main target group of the place marketing I focus on the tourists and examine their decision process and attitude. I compare three consumer decision-making model inserting my own research theme. I go through the importance of attitude in the decision-making process, different definitions, functions and how it is linked to the behaviour of tourists. It is crucial to see these decision-making processes because for the development of the society it is indispensable to explore the present consumer needs.

Overall, by my report I gain an overview on the psychological factors behind the decision-making of one target group of the place marketing.

*Keywords: place marketing, tourism, decision-making process, attitude, society*