The Republic of Korea's capital, Seoul, is a unique combination of an ancient and modern city full of character and merit. The best attractions of Seoul magnet millions of inquisitive travelers from all over the world and the capital of South Korea has become a popular tourist destination. A lot of Korean people are adopting the international trend of ‘Staycation’ as personal life as more important and seek leisure time during the weekend Korean people are using a luxury five-star hotel as ‘Staycation’ as they can enjoy a high quality of facilities and services (Song, 2018).

Staycation means that enjoy a holiday at a luxury hotel.

Introduction

Aim

The purpose of this research is to explore the different perceptions between male and female when choosing a Korean five-star hotel. As luxury hotels become more increasing and competitive, the consumers are trendier and more expectation on luxury hotels. As many luxury properties grand new open, it is very hard to find their concepts as well as there is no public information about gender preference when they are choosing in Korean five-star properties (Powell, 2018). It is necessary to know if there are different customer’s needs related to gender.

Moreover, this luxury marketing should be differentiated. Marketers and hospitality industry management will use to improve their marketing strategy.

Objectives

1. To critically review the secondary research about perception of luxury properties with customer buying behaviour.
2. To conduct how the perception of Korean five-star properties on male and female.
3. To propose some recommendations, differentiate gender preference marketing.

Rational

To know what the different preference between male and female when they are choosing a Korean five-star hotel. As luxury hotels become more increasing and competitive, the consumers are trendier and more expectation on luxury hotels.

Anticipated Findings

The author expects to determine potential based on the data from secondary and primary research. When they are choosing a Korean five-star hotel. Female will be more considerate about facilities and amenities than male. Male would be more focus on the price.

Methodology

Stage 1 ▪ Collect and analyse Secondary Resources
Stage 2 ▪ Conduct primary research: Quantitative research through an online survey
Stage 3 ▪ Analyse the data collected and compare to secondary resources information
Stage 4 ▪ Develop and disseminate conclusions and recommendations

Reference
