

## HMM03

# Understanding Health-Sensitive Market Segment: A Post-COVID Approach to Hospitality Marketing

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## Abstract

### UNDERSTANDING HEALTH-SENSITIVE MARKET SEGMENT: A POST-COVID APPROACH TO HOSPITALITY MARKETING

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## ABSTRACT

The COVID-19 pandemic has profoundly influenced consumer perceptions of health risks, especially within the food service industry. Although the pandemic is officially over, COVID-19 remains a health risk. New variants continue to emerge, leading some customers to limit in-person shopping. Given this impact on hospitality, businesses must adapt their marketing strategies to reflect evolving consumer attitudes, particularly within health-sensitive market segments. This study leverages survey data to describe post-pandemic consumer patronage behaviors, identify health-conscious consumer profiles, and develop a predictive model to enhance targeted marketing strategies for the hospitality industry.

**Keywords:** Post-pandemic consumer behavior, health-conscious consumers, segmentation, hospitality, predictive analytics.

## **Conference Track**

Hospitality Management and Marketing