

## **A STUDY OF TOURIST BEHAVIOR IN FAVOR OF TOURISM PRODUCTS TO PROMOTE TOURISM MARKETING**

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### **ABSTRACT**

Purpose of this research paper is to assess the buying behavior of tourist towards the tourism product and also find out the preference and choice of buyer. So that according to buyer's choice product can be modified and presented to attract the market. As other industries, assessment of buying behavior becomes a significant apparatus for tourism marketing. It can be sensed by studying the statistics of tourist receipts in the different regions. This increasing number of tourist shows that now people are taking interest in tourism and related activities. To encash this opportunity at utmost level a consumer buying behavior study is becoming must. This study makes hospitality promoters enable to understand and predictable about buying behavior and current trends of the industry. This study is not only concerned with what consumer buy but also why they buy it, what are their preferences, what motivates them to purchase, where and how they buy it, how many times they buy it and consume it?

**KEYWORDS:** Tourism, Tourist, Consumer, Buying Behavior, Product

### **INTRODUCTION**

In contemporary business era all the activities of the business concerns end with consumers and consumer satisfaction. Consumer behavior study is based on consumer's major roles as user, payer and buyer. So that consumer buying behavior has become an integral part of strategic market planning. Marketers always have great interest in consumer behavior study because their whole business revolves around it and they also update their knowledge of consumer behavior which helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and destinations. This study also makes the marketers enable to understand the influencing factors like environment, the reference groups, family, and salespersons, cultural, social, personal and psychological factors. Most of these factors are irrepressible and beyond the hands of marketers but they have to be considered while trying to understand the complex behavior of the consumers. Consumer is the study "of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires" (Solomon 1995, 7).

In the marketing context, the term consumer "refers not only to the act of purchase itself, but also to patterns of aggregate buying which include pre-purchase and post-purchase activities. Pre-purchase activity might consist of the growing awareness of a need or want, and a search for and evaluation of information about the products and brands that might satisfy it. Post-purchase activities include the evaluation of the purchased item in use and the reduction of any anxiety which accompanies the purchase of expensive and infrequently-bought items. Each of these has implications for

purchase and repurchase and they are amenable in differing degrees to marketer influence (Foxall 1987). The main purpose of this paper is to identify different streams of thought that could help and guide for future consumer researchers.

This study make hospitality marketers enable to understand and predictable about buying behavior and current trends of the industry. This study is not only concerned with what consumer buy but also why they buy it , what are their preferences, what motivates them to purchase, where and how they buy it, how many times they buy it and consume it? So many researches and surveys on consumer behavior by marketing personnel shows that the buyer of the same product have different interest and preference to purchase the same product or services, paid different prices, purchase from different places and vendors, have different assumptions and satisfaction level, different emotions and occasions, towards the selection of the product or so on. In tourism industry 'guest is God', so to know about guest's choice and preference, their buying behavior towards services and feedback for improvement is must.

The present study is conducted to know the factors responsible for varying buying behavior of the consumer. How it can became a significant tool in the tourism marketing. The study also enlighten an importance of the level of involvement of consumer in buying decision and their intensity of interests on a product in a particular situation with reference to the chosen geographical area.

### **OBJECTIVE OF THE STUDY**

- To analyze buying behavior of the national tourist while selecting tourism product.
- To analyze buying behavior of the international tourist while selecting tourism product.
- To compare buying behavior of national and international tourist while selecting tourism product.
- To suggest the ways by which tourism products can be used as apparatus for tourism marketing.
- To find out the difference between male and female respondent's buying behavior.

### **REVIEW OF LITERATURE**

There are numerous subsequent studies has been done on consumer buying behavior through marketing or management personnel's but as far as tourism industry is concerned the number is very less. To understand consumer buying behavior some studies are reviewed which are as follows:

Many authors defined different determinants of the tourists buying behavior but motivation is defined as strongest determinant of the tourist's behavior. Due to concept of need the theory of motivation came into existence. To understand human motivation, it is necessary to ascertain what needs people have and how they can be fulfilled. Maslow in 1943 was the first to attempt to do this with his needs hierarchy theory, now the best known of all motivation theories. Mill and Morrison (1985), see travel as a need or want satisfier, and show how Maslow's hierarchy binds in with travel motivations and the travel literature. Similarly, Dann (1977) tourism motivators can be linked to Maslow's list of needs. He squabbled that there are basically two factors in a decision to travel, the pull factors and the push factors. The pull factors are those that affect where you travel and push factors are those that make you want to travel

After the determinant need next determinant is choice that how and by which sources people want to satisfy there need. There is a small amount of research studies of destination choice have been analyzed personal values to determine

for the reason of consumers chooses a particular destination. According to Muller (1991) stated, he has developed profiles for various section in an international tourism market in order to demonstrate the usefulness of profiling visitor segments in such a way that the importance of various tourism destination criteria could be attributed to specific value orientations. Besides that, he also believed that value-based data are easier to obtain than lifestyle profiles because a value survey is considerably shorter than a lifestyle questionnaire. The approach taken was to: Isolate segments in the market, based on the importance visitors attach to several attributes of a city visit Develop value-based profiles of these segments Assess the marketing implications of the value profiles for tourism product development and promotional strategies.

The destination choice has been conceptualized in two phases which are generic phase and the second phase is concerned with where to go stated by Crompton, (1977). The generic phase issue the fundamental issue of whether or not to have a holiday at all. Once the decision-making for vacation is made, the second phase is concerned with where to go such as plan for destination choice. On the other hand, Um and Crompton, 1990 also explored a concept as to probe the second phase with developing a framework of travel destination choice for consumer to provide a context for the study. In facts, the concepts used in the framework were consists of external inputs, internal inputs and cognitive constructs. The sum of social interactions and marketing communications to which a potential traveler is uncovered and the internal inputs were viewed as a potential traveler which includes personal characteristics, motives, values and attitudes. For the last one of cognitive constructs which represent a combination of the internal and external inputs into the destinations and the inducing set of destinations.

Tourism behavior as a study in tourism journals of 2003 have substantially fallen under the basic segments of consumer research, destination preference, image or decision making. The crux of the published studies has lied in the understanding of the basic motivations in choosing destinations among various markets. Andriotis and Vaughan (2003) studied the attitudes of urban residents toward tourism development on Crete. Trekker's perceptions of Nepal were identified by Holden (2003) while Mohsin and Ryan (2003) examined motives of backpackers in Northern Australia. Uriely et al. (2003) examined how residents' religious attitudes influence their attitudes toward heritage tourism in Israel. Teye and Leclerc (2003) studied the motivations of cruise line passengers from an ethnic perspective.

After the review of literature conclusively it is seen that there has been tremendous research on the impact factor and the tourism behavior but there lies a gap where in-depth study of consumer behavior and their role in economic and infrastructural growth and development is still required. But it shows that consumer behavior study is helpful in hospitality industry equally because by this study industry will become aware about consumer's taste and preferences in near future.

## RESEARCH METHODOLOGY

**Research Methodology** To assess the consumer buying behavior towards varied tourism products a primary research has been conducted. The secondary data was also collected to know the level of significance of this study in marketing.

**Sample Size** for the study the sample size was 250 numbers of personnel was taken, it includes national and international tourists. Further the sample was divided into two sub samples 150-100 from national and international tourists respectively.

**Sampling Method:** Convenience sampling method was used.

**Sample Frame:** Different age groups- 20-50 years from different regions

**Geographical Scope** of the study is Udaipur city only.

For this study structured Questionnaire was used as a **Research instrument**.

**Statistical Tools:** For the data analysis and interpretation percentage analysis was used.

### Analysis and Interpretation

After conducting the research and analysis of available data, the findings which came out are as follows Rank your priorities while selecting the tourist destination

**Table 1**

	National	International	Male	Female
I. Accommodation	28%	10%	16%	22%
II. Transport	17%	20%	30%	24%
III. Attraction	47%	54%	37%	24%
IV. Shopping Centre and other facilities	8%	16%	17%	30%

From the collected responses it is found that national tourists give I, II, III and IV priorities respectively to the attraction, accommodation, transport and shopping centers and other facilities while they select the destination for travel.

Other side international tourists give I, II, III and IV priorities respectively to the attraction, transport, shopping centers and other facilities and accommodation while they select the destination for travel.

After the comparison between national and international tourist's collected responses it is found that they both give the first priority to the attractions but after that there is variation among priorities between both types of tourists.

Why do you usually travel?

**Table 2**

	National	International	Male	Female
I. Leisure	30 %	65%	40%	45%
II. Business	23 %	21 %	35%	12%
III. Meeting Friends and Relatives	35 %	5%	15%	32%
IV. Other	12%	9%	10%	11%

From the collected responses it is found that national tourist give I, II, III and IV ranks to the reasons of travel respectively to the meeting friends and relatives, leisure, business and others.

From the collected responses it is found that international tourist give I, II, III and IV ranks to the reasons of travel respectively to the leisure, business, others and meeting friends and relatives.

After the comparison between national and international tourist's responses it is found that national tourists gave the major reason for travelling is meeting friends and relatives whereas international tourist gave the major reason for travelling is for leisure purpose.

Your opinion about a tour combining different well-known and less-known destinations could be

**Table 3**

	National	International	Male	Female
I. More Interesting	18%	35%	35%	18%
II. Interesting	30.5%	32%	32%	31%
III. Less Interesting	26%	7%	13 %	20%
IV. Can't Say	10.5%	12%	7%	15%
V. Risky	15%	14%	13%	16%

From the collected responses it is found that national tourists majorly believes that combination of well-known and less known destinations in itinerary will be interesting.

From the collected responses it is found that international tourists majorly believes that combination of well-known and less known destinations in itinerary will be more interesting.

Rank your interests in selecting a tour destination.

**Table 4**

	National	International	Male	Female
I. Adventure	18%	25%	26%	17%
II. Night Life	15%	10%	13%	12%
III. Culture	10%	20%	13%	17%
IV. Health	5.5%	15%	8%	12.5%
V. Nature	22%	14%	16%	20%
VI. Rest	17%	12%	18%	11%
VII. Visiting places seen on TV/ Movie	12.5%	4%	6%	10.5%

According to the received data national tourists are more interested to see the natural places than adventure activities.

According to the received data international tourists are more interested in adventure activities than culture.

Most challenging problems that you have face when you choose a destination

**Table 5**

	National	International	Male	Female
I. Quality of service	25%	34%	30%	29%
II. Reliability	10%	21%	16%	15%
III. Language Difficulties	15%	20%	15%	20%
IV. Price	42%	20%	35%	27%
V. Others-----	8%	5%	4%	9%

According to the received data for the national tourists most challenging problem is price than quality of service at the time of the selection of destination.

According to the received data for the international tourists most challenging problem is quality of service than reliability at the time of the selection of destination.

Give the preference for company on tour

**Table 6**

	National	International	Male	Female
I. Group	35%	20%	30%	25%
II. Social Group	7.5%	10%	5%	12.5%
III. Friends	25%	21%	25%	21%
IV. Couple	23%	24%	20%	27%
V. Individual	9.5%	25%	20%	14.5%

As per the responses it is found that national tourists prefer the travel with group than friends.

As per the responses it is found that international tourists prefer the individual travel than as couple.

Kind of accommodation you would like to choose

**Table 7**

	National	International	Male	Female
I. Hotel	39.5%	50.5%	40%	50%
II. Camp Site	19.5%	10%	20%	9.5%
III. Guest House	27%	14.5%	15%	26.5%
IV. Private Apartment	14%	25%	25%	14%

According to the received data it is found that the national tourists like to choose hotel as an accommodation than guest houses at the travelling destination.

According to the received data it is found that the international tourists like to choose hotel as an accommodation than private apartments at the travelling destination.

A medium you generally book your accommodation

**Table 8**

	National	International	Male	Female
By travel agency/ Tour Operator	32%	40%	40%	32%
Through the internet (other)	21%	35%	30%	26%
Directly at the hotel	35%	15%	25%	25%
Other: .....	12%	10%	5%	17%

As per the responses it is found that national tourists prefer to book their accommodation directly to the hotel than through travel agency

As per the responses it is found that international tourists prefer to book their accommodation through travel agency than internet.

Rate the factors which affect your decision utmost to choose accommodation

**Table 9**

	National	International	Male	Female
Infrastructure	21%	18%	20%	19%
Behavior and professionalism of the staff and owners.	25%	22%	23%	24%
Ambiance and facilities available	43%	35%	40%	38%
Location	11%	25%	17%	19%

According to the received data it is found that the national tourists gave highest rate to ambiance and facilities factor which affect their decision at utmost level to choose accommodation than behavior and professionalism of the staff.

According to the received data it is found that the national tourists gave highest rate to ambiance and facilities factor which affect their decision at utmost level to choose accommodation than location.

Your priority for long distance travel as mode of transportation

**Table 10**

	National	International	Male	Female
I. Flight	15%	40%	35%	20%
II. Own car / On Rent Car	20%	15%	22%	13%
III. Train	45%	25%	20%	50%
IV. Bus / Coach	17%	10%	17%	10%
V. Cruise/ Other	3%	10%	6%	7%

As per the responses it is found that travel by train for long distance journey is the first priority of the national tourists than own/ rent car.

As per the responses it is found that travel by flight for long distance journey is the first priority of the international tourists than train.

Choice of transport for sightseeing and nearby places

**Table 11**

	National	International	Male	Female
I. Rental car	15%	35%	26%	24%
II. Taxi/Auto	35%	17%	22%	30%
III. Rental motorbike	15%	13%	20%	8%
IV. Public transportation (bus)/ Local trains	20%	10%	14%	16%
V. Excursion coach	15%	25%	18%	22%

According to the received data it is found that the national tourists majorly choose the taxi / auto for sight-seeing and visiting nearby places than public transportation.

According to the received data it is found that the international tourists majorly choose the rent a car services for sight-seeing and visiting nearby places than excursion coach.

Your most preferable plan at the time of booking an accommodation

**Table 12**

	National	International	Male	Female
I. EP – European Plan (Only Room)	15%	5%	15%	5%
II. CP – Continental Plan (Room+ BF)	30%	35%	30%	35%
III. MAP – Modified American Plan (Room +BF + Lunch/Dinner)	45%	50%	45%	50%
IV. AP – American Plan (R+ BF+L+D) Full Board	10%	10%	10%	10%

According to the received data it is found that the national tourists prefer to take MAP plan at the time of booking the accommodation than CP.

According to the received data it is found that the international tourists prefer to take MAP plan at the time of booking the accommodation than CP.

What attraction allures you the most to visit the travel destination?

**Table 13**

	National	International	Male	Female
I. Gardens	7%	8%	5%	10%
II. Natural Beauty	35%	10%	23%	22%
III. Snow at Hill Station & Sports	25%	12%	20%	17%
IV. Shopping Places	10%	15%	10%	15%
V. Museum & Historical Places	5%	20%	15%	10%
VI. Theme Resorts	10%	13%	12%	11%
VII. Culture	8%	22%	15%	15%

As per the responses it is found that the natural beauty is the most alluring product of the tourism to travel the destination than hill stations and sports for national tourists.

As per the responses it is found that the culture is the most alluring product of the tourism for international tourist than museum and historical places.

How much you are willing to pay more for well planned and comfortable trip

**Table 14**

	National	International	Male	Female
20-30%	10%	22%	20%	12%
15-20%	17%	24%	20%	21%
10-15%	25%	37%	30%	32%
10%	40%	12%	25%	27%
Less than 10%	8%	5%	5%	8%

National tourist can pay 10% more from their travel budget for well planned and comfortable trip than 10-15%.

International tourists are willing to pay 10-15% more from their travel budget for well planned and comfortable trip than 15-20%.

Is consumer buying behavior study is useful in tourism marketing?

**Table 16**

Responses	Dealers (Tourism)	Professionals (Tourism)	Tourists
Yes	70%	65%	45%
No	25%	15%	25%
Can't Say	5%	20%	30%



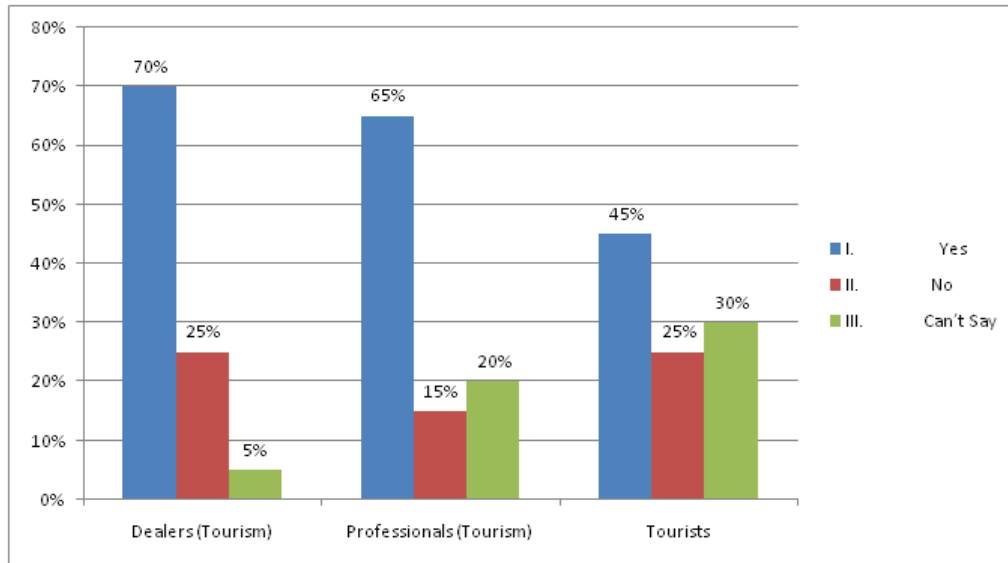


Figure 1

## CONCLUSIONS

We can conclude by saying that the above mentioned objectives are fulfilled and analyzed. All the factors and variables taken in the study are clearly showing the buying behavior of the national and international tourist. It is found that there is a difference between both type of tourist in the choice, selection criterion and consideration regarding tourism product. There is the difference between male and female respondent's buying behavior also.

There is no doubt to say that consumer buying behavior study is equally important in the tourism sector. Because it is the only way by which marketers can get the information regarding consumer's purchase pattern, need, desire, expectation and feedback. This study guides them to modify their product according to the need and also motivate to put innovation and creativity in product. So, to know the consumer's taste, to predict the future trends of the industry and for continuous up-gradation and to meet the demand of the market, consumer buying behavior study become a significant apparatus for the tourism marketing.

## SUGGESTIONS

To capture the market by Indian tourism sector it can be suggested that there is a need to reduce the reliability gap in the service.

To enhance the focus on infrastructural and technological development

## LIMITATIONS

The data which has been used in this study is limited and area is also limited. It can be done on large scale. Few variable and factors are considered, a detail study can be done.

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