

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 encase 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:

At the present time, all company practices conclude with customer loyalty and consumer satisfaction. Market behavioral analysis is focused around the major user, payer and buyer positions of the client. This renders customer spending behaviour an important aspect of competitive business planning. Sellers are still engaged in the analysis of customer behaviour since their whole industry centres on it, updating their understanding of consumer behavior that allows advertisers to consider how customers think, feel and choose alternatives such as goods, labels and destinations. The research also helps advertisers to consider the variables that influence the environment, groups, families and salespeople, environmental, socioeconomic, personal and psychological factors. Any of these variables are non-repressible and beyond advertisers' reach, but should be taken into consideration when attempting to grasp the consumer's dynamic behaviour. Market research is "the processes involved in choosing, buying, using or disposing products, services, ideas or experiences to satisfy requirements or requests by individuals or groups."

The word "consumer" applies in the marketing sense not only to the purchasing act but also to overall purchasing habits, which involve pre- and post- purchasing behaviors. The pre-purchase operation can involve a knowledge of a need or want and a search and assessment of product and brand details that might fulfill it. Post-buying practices include reviewing the object in use bought as well as reducing any questions relevant to the purchasing of costly

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and seldom purchased products. Each one of these has an effect on sales and repurchases and may affect marketers in different degrees (Fox all 1987). The main goal of this paper is to recognize numerous streams of thinking that could assist and direct potential customer scientists.

This research helps hospitality advertisers to consider and forecast the new industry's spending habits and patterns. This report not only deals with what buyers choose, but also with whether they buy it, what their tastes, when and how do they get it, how many times they buy and use it? what are the motives for purchasing? Too many studies and polls of marketing staff's purchasing behaviour indicate that purchasers of the same commodity have varying desires and expectations for consuming the same product or services, have different costs charged, have different assumptions and satisfactions, different feelings and occasions in regard to product choices, etc. In the tourism sector, 'guests are God,' so their purchasing patterns for facilities and enhancement suggestions are needed to learn about the guest's option and desire.

This research is undertaken to know the causes that lead the customer to shop differently. How it has been an effective publicity tool for tourism. The analysis often demonstrates the significance in a given circumstance of customer participation in the purchase of a commodity and its strength of interests in relation to the geographical region selected.

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

Many surveys were performed on customer purchasing efficiency by promotions or management employees, but there is very little in relation to the tourism industry. Such research which are as following are analyzed to explain customer purchasing behaviour:

Many scholars identified various determinants of activity purchasing by tourists but the key determinant of tourist behaviour is motivation. The philosophy of inspiration came into being because of the idea of need. It is crucial to consider what people desire and how they can be met in order to understand human motivation. In 1943, Maslow was the first to pursue his own requires hypothesis, perhaps the most established of all the theories of inspiration. Mill and Morrison (1985), seeing travel as a need or as an urge to please oneself, demonstrate how Maslow's vocabulary is connected to travel and literature. Likewise, Dann (1977) may be related to the need list of Maslow. He thought that two considerations, the pull factors and the push factors are ultimately an option for travel. The pull factors are the ones influencing where you're going and the drive factors

Following the deciding need, the next aspect is how and from which sources people wish to reach. A few empirical experiments have tested human beliefs in order to evaluate a specific destination for the sake of customers. Muller (1991) says that in order to illustrate the utility of the profile of the tourist segments, he established profiles for various sectors in a foreign tourism industry such that different requirements for the tourism destinations may be assigned to unique guidelines of importance. Furthermore, "he claimed that useful data is more available than profiles for lifestyle, since a value survey is much shorter than a questionnaire for a lifestyle. The strategy was to: consumer categories isolating tourists from different characteristics of a cities visit and to assess the marketing effect of the value profiles on tourism product creation and promotional strategies." The visitors are significant in the development of the market segments of this field.

The option of destination is conceptualized into two generic stages, while Crompton specifies in the second process (1977). The generic process poses the basic question whether to take a break or not. The second phase is the second stage while the decision-making procedure is done for holiday, such as the destination schedule. In 1990, Um and Crompton, on the other side, have looked at a concept to examine the second stage with the creation of a framework

for customers to select a destination. The definitions in the sense were, in reality, external inputs, internal inputs and cognitive buildings. The description of the social contacts and marketing messages uncovered by the potential visitor and the internal inputs perceived as a potential tourist who involves personal resources, motivations, beliefs and attitudes. For the new one of cognitive structures, the input in the destinations and the induction range are mixed internally and externally.

As an analysis in 2003's tourism papers, tourism activity has dropped drastically within the fundamental segments of consumption inquiry, destination, picture or decision-making. The secret to the reported studies was an appreciation of the underlying motivation for picking goals from different markets. The attitudes of urban citizens towards tourism growth on Crete have been investigated by Andriotis and Vaughan (2003). Holden (2003) established Trekkers understanding of Nepal while motivations for backpackers in Northern Australia Mohsin and Ryan (2003) investigated. Uriely et al. (2003) explored the effect on their attitudes to heritage tourism in Israel by the religious attitudes of people. The explanations for cruise passengers from a racial viewpoint, analyzed by Teye and Leclerc (2003).

Following the analysis of the literature the impact factor and tourism behaviour have been thoroughly studied, but a lack remains in which a comprehensive examination of customer behavior and its role in economic and infrastructural growth and development is still important. However, the analysis indicates that customer behaviour in the hospitality industry is indeed positive as this industry may in the immediate future become conscious of the taste and desires of customers.

RESEARCH METHODOLOGY

Research Methodology Primary study has been undertaken to determine customer shopping habits for different tourism items. In order to know the degree of relevance of this research to marketers, the secondary data were also gathered.

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%

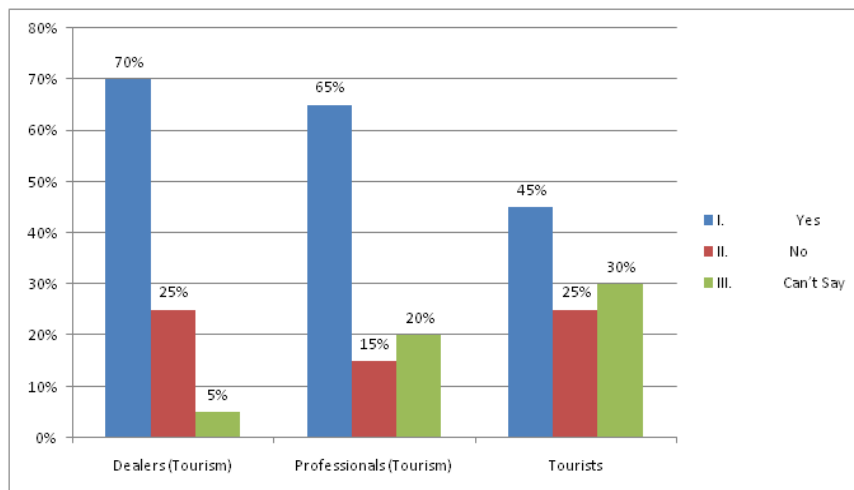


Figure 1

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 types 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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