Chapter-IV

Travel Behaviour of Tourists Visiting Jammu and Kashmir
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TRAVEL BEHAVIOUR OF TOURISTS VISITING JAMMU AND KASHMIR

4.1 TRAVEL BEHAVIOUR: A CONCEPT

According to Horner and Swarbrooke (1996), ‘consumer behaviour is the study of why do people buy the product and how do they make their decisions.’ Similarly, Engel, Blackwell and Miniard (1995), states that consumer behaviour is an activity directly involved in obtaining, consuming, and disposing of services including the decision processes that precedes and follows these actions. It has remained one of the most important researched areas in the field of marketing as well as tourism with the term ‘travel behaviour’ or ‘tourist behaviour’ typically used to describe this specific area of inquiry. Travel Behaviour refers to the process of acquiring and organizing information in the direction of a purchase decision in terms of selecting and visiting a specific tourist destination after using and evaluating several products before opting for the final one. The whole process involves the stages of searching, purchasing, using, evaluating and finally disposing of products and services. Travel Behaviour may be defined as the study of why people buy a specific tourist product and how they make their decision about it (Horner and Swarbrooke, 1996). It may also be defined as the process involved when individuals or groups select, purchase, use or dispose of specific products, services, ideas or experiences to satisfy their needs and wants (Solomon, 1996). According to Engel, Blackwell and Miniard (2001), travel behaviour may be defined as all those activities which are directly involved in the obtaining, consuming and disposing of products and services including the decision processes that precedes and follows these actions.

The different analysts of travel behaviour face a specific problem whenever they attempt to understand the behaviour of tourists visiting a destination. Since, different individuals have different enthusiasm for travelling and spending their holidays; they are able to articulate their own motivation. The problem lies in then assuming that other people are also motivated by these same forces. Now a days a professional understanding of the consumers is at the core of the successful business practice in the tourism industry. When
consumer expectations are met or exceeded by the tourism operations, one can expect repeat business and positive word of mouth advertising as well as the ability to maintain or even increase the current level of charging for the existing tourism service. Clearly, consumers matter to tourism businesses.

The general issue of understanding consumer needs falls within the area of the psychology of tourists’ behaviour. This study area is concerned with what motivates tourists, how they make decisions, what tourists think of the products they buy, how much they enjoy and learn during their holiday experiences, how they interact with the local people and environment, and how satisfied they are with their holidays.

The existing body of research on travel behaviour can therefore be best seen as fragmented due to: (1) Individual studies replicating one or a few consumer behaviour concepts borrowed from marketing and general management fields and applying them to tourism; (2) many studies investigate the same effect (e.g. satisfaction – loyalty), but the results cannot be compared due to differences in the research contexts based on tourist types or destinations, thereby hindering generalization; (3) quantitative approaches dominate consumer behaviour research but the use of experimental designs that qualify the effects of independent stimuli on behavioural responses remains in its infancy, leading often to erroneous causality effects; and (4) few studies are longitudinal or holistic approaches to understand the behaviour or processes being investigated.

Moreover, tourist behaviour tends to matter to tourists (Pearce, 2005). People are concerned with their life experience; what they do, and like to understand it. Perhaps a part of the answer to this question is that tourists themselves are very concerned with their own experiences and how to take full advantage of each experience, whether it is a city break holiday or a regional visit. A second answer to this question is that tourist behaviour issues matter to people who are making decisions about tourists. There is a whole range of such decision makers. The subject of tourist behaviour is the key underpinning all marketing activities, which are carried out to develop, promote and sell the tourism products. Clearly, if one has to optimise the effectiveness and efficiency of marketing activities, one must try to understand as how consumers, in this particular case tourists who consume cultural objects and products during a holiday. If their behaviour
patterns are understood in a better way, then only the need to intervene in the process to obtain the results that are required from their research study will be known.

Historically, tourism research has intended to concentrate not on tourism types but rather on tourist types and the various individual qualities, characteristics, motivations, needs and so on of tourists. This has ultimately enabled both researchers and practioners to better understand tourists on the basis of the types of experience they seek, as individuals and groups (Fennell, 1996). The whole tourist buying process presents some unique aspects that is; it is an investment with no tangible rate of return, and the purchase is often prepared and planned through savings made over a considerable period of time which means that a tourist going on vacation will invest with no expectation of material as well as economic return on his or her purchase of an intangible satisfaction. As now-a-days traveller became more sophisticated in their vacationing behaviour, hence the research as well, should be more sophisticated to explain this particular behaviour. To take necessary actions in the area of tourism marketing, one must understand as how people perceive such things as destination areas, air travel, travel distances and travel advertising; how they learn to consume and to travel; how they make travel decisions; and how personality affects those decisions. One must also analyze what motivations influence the individuals' travel decisions; how attitudes are formed, and how various groups affect travel behaviour.

Travel Behaviour has traditionally been viewed as a very complex area of research; various definitions are derived from the fundamental topic of consumer behaviour in order to construct that of tourist behaviour. Various researchers have differently defined consumer behaviour in tourism. John Swarbrooke and Susan Horner, in their book "Consumer Behaviour in Tourism", have given the following definition, "Consumer behaviour is the study of of why people buy the product they do, and how they make their decision". Other definition adapted for tourism consumer behaviour are the ones developed by Michael R. Solomon, Professor of Marketing and Director of the Center of Consumer Research, who incorporates the concepts of needs and wants into his definition which follows as, "Consumer Behaviour is the process involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to
satisfy needs and wants” (Swarbrooke & Horner, 2007). Janet Mc Coll-Kennedy, Professor of Marketing and Director of Research in Business, on the other hand, defines tourist behaviour as “the actions a person takes towards purchasing and using products and services, including the decision making process that precedes and determines the actions” (Gulid, Lertwannawit, Saengchan, 2010).

4.2 FACTORS INFLUENCING TRAVEL BEHAVIOUR

According to Kotler Philip, Bowen John, Mathew James, (2004) there are certain factors that influence the travel behaviour of tourists visiting a particular destination. This can be well discussed under following headings:-

a) Cultural Factors

The authors quoted that the cultural factors exert the biggest and deepest influence on consumer behaviour and this applies in the tourism industry as well in terms of different packages bought by tourists while visiting a particular destination. While choosing a destination to be visited the cultural factors of tourists had a great influence on the final decision - making. The cultural factors involved in the behaviour of travellers can be further explained as under:

i) Culture

It is the most basic and important determinant of an individual’s want and behaviour. Moreover, it gets reflected during leisure time and travel behaviour as well. In nut shell it is the sum total of living at a specific place. It comprises of the basic values, perceptions, wants and behaviour that an individual learns continuously while living within a society. It is also expressed through various tangible items such as food, buildings, clothing and art. Moreover, it is an integral part of the hospitality and travel business. It also guides the human reactions to the external stimuli through learned ways and often finds expression in the rituals, symbols, practices, language, religion and so on. Marketers try continuously to identify cultural shifts in order to devise new products and services that might find a receptive market. Culture also helps in maintaining the host-guest relationship. It is seen that some cultures accept and assimilate the new and the foreign,
while others reject and therefore emphasize in tradition. To quote an example here, the cultural shift towards greater concern about health and fitness has resulted in many hotels adding exercise rooms or health clubs or developing an agreement with a local health club so that the guests staying at these hotels can have access to it. Likewise, the shift towards lighter and more natural food has resulted in lot many menu changes in the restaurants. Moreover, the shift towards lighter-coloured and simpler home furnishings is also being reflected in new restaurant designs now a day. Similarly the travellers biggest concern about the surroundings and environment have led the hotels to imbibe the concept of Go Green in terms of every possible service so that the negative impact on the environment can be lessened to a great extent.

ii) Sub culture

Understanding travel behaviour is difficult enough for the companies marketing within the borders of a single country. However, for companies operating in many countries; understanding and serving the needs of travellers can be daunting. Although travellers in different countries may have certain things in common, their values, attitudes and behaviours often vary dramatically. International markets much understand such differences and adjust their products and marketing programs accordingly.

iii) Social class

It can be seen that almost every society has some form of social class structure. These classes are relatively permanent and ordered divisions in a society whose members share similar values, interests and behaviours. They also show a great impact on the purchase decision and then travel behaviour of the buyers.

b) Social Factors

Travel behaviour is also influenced by social factors, including the consumers’ groups, family, social roles and status. Since social factors strongly affect consumer responses, the companies must take them into consideration the following factors while designing marketing strategies for the products.
i) Groups

An individual's attitudes and behaviour are influenced by many small groups. Those to which the person belongs that have a direct influence are called membership groups. In tourism context, it can be said that a tourist belongs to a large number of groups which can be categorized in the form of family, friends, social and work. Since, the number of social and friendships group can be ample in number; so all of these can inform, suggest and persuade about the different travel related choices. Similarly, the other types of groups are the reference groups. They serve as direct or indirect points of comparison or reference in the forming of a persons' attitudes and behaviour whereas aspirational groups are the groups to which people can be influenced to which they do not belong but would like to.

ii) Family

It is seen that family members have a very strong influence on buyer behaviour. Marketers have examined the role and influence of the husband, wife and children on the purchase of different products and services. It has been visualized that the children, for instance exert a long influence on decisions involving fast food restaurants where as wife has a great influence on the purchase of home appliances and other decorative articles or home furnishings and similarly males have comparatively more influence on the purchases related to electrical goods as well as family vehicles.

iii) Social roles and status

As it is known that a person belongs to many groups: family, clubs and organizations; hence an individual position in each group can be defined in term of their role and status. A role consists of the activities that a person is expected to perform according to the persons around him or her. Common roles include son or daughter, wife or husband and manager or worker. Each role influences buying behaviour. For example: college students dining with their parents may act differently than when they are dining with their friends. Our roles are also influenced by our surroundings. People dining at an elegant restaurant behave differently than when they dine at a fast food restaurant. Furthermore, each role carries a status reflecting the general esteem given to it by society. People often
choose products that show their status in society. For example: in one of the incidents, a business traveller became upset when all first class seats were sold on a desired flight. That time the traveller was forced to fly in an economy class. When he was questioned about his concern over flying economy class, the travellers’ main concern was what if someone he knew might think if they saw him sitting in the economy section. He did not seem to be concerned over the lower level of service or the smaller seating space provided by the economy section. The mentioned examples show that role and status are not constant social variables but keeps on changing thereby changing the travel behaviour.

c) Personal Factors

A buyers’ decision is also influenced by the personal characteristics which include age and lifestyle, personality and self-concept. This can be well explained as below:

i) Age and Lifestyle stage

During this stage, the types of goods and services people buy changes with their lifetimes. It has been noticed that the preferences for leisure activities, travel destinations, food and entertainment are often age related and keeps on changing with age. Usually important age related factors are overlooked by marketers. This may be probably due to wide age differences between those who devise marketing strategies and those who experience the service. Buying Behaviour is also being shaped by different stages of family life cycle. Mostly young unmarried persons have few financial burdens therefore they spend a good portion of their discretionary income on entertainment. Similarly, young married people without children have high discretionary incomes and they are found dining outside frequently. Once they have children their purchases from restaurant may change to other things related to their child.

ii) Occupation

A persons’ occupation also has a great effect on the goods and services being bought. For Example: Construction workers often buy their lunches from industrial catering trucks that come out to the job site. Business executives may purchase meals from a full-service
restaurant, whereas clerical employees may bring their lunch or purchase lunch from a nearby quick-service restaurant. Employees of some consulting firms are not allowed to eat in fast food restaurants. The managers of these companies do not think it creates a proper image to have their clients see consultants they have just been billed an hour for eating in a fast-food restaurant. Marketers try to identify occupational groups that have above average interest in their products.

iii) Economic situation

A persons’ specific economic situation greatly affects its product choice of a particular product and the decision to purchase that particular product. Consumers usually cut back on restaurant meals, entertainment activities and vacations during recessions. They trade down in their choice of restaurants or menu items and eat out less frequently. Moreover, looking for a coupon or deal when they do go out. Marketers need to watch trends in the personal income, savings and interest rates. If economic indicators point to a recession, they can redesign, reposition and reprice their products. Restaurants may need to add lower-priced menu items that will still appeal to their target markets.

iii) Lifestyle

People coming from the same subculture, social class and occupation may have quite different lifestyles. A lifestyle is an individuals’ pattern of living as expressed in terms of his or her activities, interests and opinions. Lifestyle portrays the “whole person” interacting with his or her environment. Marketers search for relationships between their products and people who are achievement oriented. For example: A study of tourists who purchase all inclusive travel packages versus those who make travel arrangements independently revealed that lifestyle characteristics varied. All inclusive travel purchases were “more socially interactive, solicitous, and take their vacations mainly to relax”. Tourists who preferred independent travel arrangements were more self-confident and often sought solitude.
iv) **Personality and self-concept**

Each person's personality influences his or her buying behaviour. It helps to distinguish psychological characteristics that lead to relatively consistent and enduring responses to the environment. Personality can be useful in analyzing consumer behaviour for some product or brand choices. For example: A tourist while visiting a destination would prefer to stay at Taj Mahal hotel. This would certainly reflect his image of a tourist belonging to an elite class. This information can be used to establish a brand image for a particular hotel chain and to suggest the type of people to show in an advertisement.

Many marketers use a concept related to personality: aperson's self-concept which is also called self-image. Each of us has a complex mental self-picture and our behaviour tends to be consistent with that self-image. People who perceives themselves as outgoing and active will be unlikely to purchase a cruise vacation if their perception of cruises is one of elderly persons lying on lounge chairs. They would be more likely to select a scuba diving or skiing vacation.

d) **Psychological Factors**

An individuals' buying decision is also influenced by four major psychological factors which include motivation, perception, learning, beliefs and attitudes.

i) **Motivation**

An individual has many needs at any given time. Some are biological, arising from hunger, thirst and discomfort. Others are psychological, arising from states of tension, such as the need for recognition, esteem or belonging. Most of these needs are not strong enough to motivate a person to act at a given point of time. A need becomes a motive when it is aroused to a sufficient level of intensity. Creating a tension state causes the person to act to release the tension. Psychologists have developed theories of human motivation. Two of the most popular, the theories of Abraham Maslow and Herzbergs’ Theory have quite different meanings for consumer analysis and marketing.
ii) Perception

A motivated person is always ready to act. How that person acts is influenced by his or her perception of the situation. In the same situation, two people with the same motivation may act quite differently based on how they perceive conditions.

iii) Learning

When people act, they learn. Learning describes changes in an individuals’ behaviour arising from experience. Most human behaviour is learned. Learning theorists say that learning occurs through the interplay of drives, stimuli, cues, responses and reinforcement. When consumers experience a product, they learn about it.

iv) Beliefs and Attitudes

Through acting and learning, people acquire beliefs and attitudes, which in turn, influence their buying behaviour. A belief is a descriptive thought that a person holds about something. A customer may believe that Adams’ Mark Hotels have the best facilities and most professional staffs of any hotel in the price range. These beliefs may be based on real knowledge, opinion, or faith. They may or may not carry an emotional charge.

People have attitudes for almost everything whether its religion, politics, clothes, music and food. An attitude describes a persons’ relatively consistent evaluations, feelings and tendencies towards an object or an idea. Attitudes put people into a frame of mind for liking or disliking things and moving toward or away from them.

4.3 TRAVEL BEHAVIOUR IN CONTEXT WITH TRAVEL MOTIVATION AND TRAVEL DESTINATION CHOICE

It has been seen that the tourists visiting with different travel motivations show different travel behaviour at same as well as different destinations. For example: A tourist travelling to a pilgrimage destination would behave differently at a pilgrimage site as the motive behind this particular destination choice is to pay obeisance to the particular deity whereas if the same tourist would go to a place where adventure tourism is flourished he will show different behaviour. Likewise, the travel pattern would also differentiate the
motivation and destination choice of the tourists travelling a particular destination. As tourists travelling to a specific destination would show different behaviour if he is travelling with a group of friends and his behaviour would be entirely different he will be travelling with his family. Moreover, it can be said that tourists visit different destinations in different ways. This particular behaviour is related to and motivated by several factors and the analysis of these factors allows a better understanding of tourists’ movements and activity participation. This particular information can be used for creating customized tourism products, such as itineraries or tour packages, which can bring additional benefits to the tourists and the defined destination.

Travel Behaviour in this piece of research is taken in the form of three segments which are: General Behaviour, Travel Behaviour with respect to travel related activities, Travel behaviour characteristics. This can be discussed one by one as under:-

a) General Behaviour Characteristics

In this particular section the questions about their general behaviour has been included such as the type of accommodation they reside in the form of hotels, bed and breakfast accommodation, youth hostels, tents etc. followed by the form of transportation they have opted for reaching and moving at a destination in the form of own car, hiring a car, by air, via train, through local transport, through motorcycle etc., revisiting intention of the tourists, the sources of information consulted by the tourists before arriving a destination which can be in the form of guidebooks, family friends, internet, previous visit, tourist board, travel agency and tour operator brochures, newspapers, T.V. radio, etc. It also includes the dimension of arrangements of trip, transport booked separately, booked via travel agent or tour operator, made own travel arrangements and accommodation bookings which can be in the form of booking through travel agent, booking through internet, booking directly through phone or fax.

b) Travel Behaviour Characteristics

In this particular section, statements such as dietary considerations, lack of information on where to go, fear of not having a good time and wasting money, fear of hassles,
finding the time, age problem, lack of someone to travel with, physical ability, financial considerations, fear of leaving home unattended.

c) Travel Behaviour with respect to Travel Related Activities

In this particular section, the tourists were asked as which of the mentioned travel related activities they opted for which included visiting monuments, visiting ancient temples, museums, heritage sites, attending traditional festivals, attending classical music events and dance events, watching cinema, going for shopping, entertainment, experiencing local cuisines, experiencing good climate, paragliding, visiting theme parks, outstanding scenery, visiting mountainous areas, meeting interesting and friendly people, visiting mosques, visiting lakes, road biking, visiting friends and relatives, interacting with local people, visiting border areas, horse riding, experiencing local culture, hiking, bird watching, visiting wildlife sanctuary & national park, attending local festivals, visiting Buddhist sites, trekking, mountaineering, visiting war memorial sites, camping, visiting amusement parks, mountain biking, river rafting, visiting art galleries, visiting historical sites, skiing, seeking spiritual enrichment.

d) Travel Destination Choice

Tourism exports have become an important sector in several countries as a growing medium of foreign exchange earnings. In addition to the generation of foreign exchange earnings, tourism also alleviates the balance of payment problems, creates employment and contributes significantly towards the increase of income, savings, investment and economic growth (Lim, 1997). Undoubtedly, marketing decisions and strategic planning of tourism provisions require knowledge of factors affecting destination choice and type of trips and forecast of tourism flows in the short and long term. The most important decisions made by the tourism consumers are: whether to travel or not, where to travel and where to not and what to do while travelling, when to travel a specific tourist destination, how long to stay at this specific destination, and how much to spend at that particular destination. While destination marketers have a very strong interest in knowing as how tourism consumers make all of these decisions, the most significant of these concerns is where to travel; that is, the final choice of a destination. For this reason, the
most important marketing activity at the level of the destination is aimed at persuading potential tourists of the best place they could visit on their vacation. A significant part of this persuasion centres on the vacation experience that a visitor to the destination can enjoy.

The nexus between the choice of a particular destination to be visited and the choice of vacation experience tourist going to have; presents a challenge to the tourism marketers. A tourist may decide initially that they wish to visit a particular destination and then, having made that decision, they may then set about deciding what type of experience they wish to create for themselves during their visit. Alternatively, a tourist may reverse this order by deciding that they wish to engage in a particular type of vacation experience and then subsequently decide which destination would best enable the fulfilment of that desire. Regardless of the order, both decisions occur in the context of individual characteristics, situational circumstances and environmental conditions. It is important to recognize that while we may simplify the decision-making process into a linear series of decisions, it may often be the case that such decisions are more haphazard and variable, evolving as decision triggers arise, and events and outcomes unfold.

4.4 Tourist Travel Behaviour Modelling

A tourist travel behaviour model is represented through a flow chart which consists of three parts which are as follows:

i) Pre-decision and Decision Processes

ii) Post-purchase evaluation

iii) Future decision-making

Each part is made up of fields and subfields, connected by other concepts related to the tourists’ behavioural process.

i) Pre-decision and Decision-Processes

This specific part is concerned with the movement of events, through the stimuli from tourist till purchase decision. The fields consisted of preference structure; as the major
process in the pre-decision phase, decision and purchase. Since the two last phases are outcomes of pre-decision, the model is more detailed in respect to this process, and it analysis include the subfields such as stimulus filtration, attention and learning processes and choice criteria.

**Field 1 Preference Structure**

The tourists’ preference structure for a specific tourist destination is based on a series of some factors. Moreover, in addition the information through this objective modifies the series of factors. Also, the effective selective decisions for the destination can be expected to change over time. These factors are the internalized environmental influences which include cultural norms and values, family and reference groups, financial status and social class. These are considered as the broadest determinants of preference structure and hence influences the tourist product evaluation. The individual determinants of preference structure consists of personality, life-style, perceived role set, learning and motives. Therefore, motives can be defined as the conscious recognition of a psychological need influenced by genetics, experience and situation.

The purchase intention of a specific product depends on the confidence generation which signifies certainty towards the selected destination or the preferred tourist service. The generation of confidence element in an individual is basically a summary of concept that results from the preceding elements. The tourists opting for a vacation has a pervasive sense of uncertainty, caution, anxiety and indecisiveness. These specific elements are no less present in travel than elsewhere, and are no less consequential. Moreover, they are initiator’s which results into a tourist to respond differently from the way his or her attitude towards the destination from the way his or her attitude towards the destination or service depicts.

**Subfield A Stimulus Filtration**

The stimuli display of travel can appear via mass media or personal sources. Also, it has either a significant or symbolic connotation related to specific attributes such as quality, price, distinctiveness, prestige, service and availability. It has been seen that consumers do not use raw information provided through mass communication but process it before
using it. A stimuli may be intentionally apprehended. Also the various messages arriving to the tourist vary in degrees of stimulus ambiguity. This leads to a quest for more data and holds a confrontation of inputs in the form of information received and real experiences attained. Thus, it is seen that the filtration process comes to protect the tourist, as it implies the ability to discriminate facts from exaggerations in advertising. The searching concept includes all the activities which are directed at generating information about a product.

It may be revealed as stronger when the tourist is uncertain about the benefits or merits of the other destinations. One of the main reasons for the limited scope of external search is that tourists often have acquired a first-hand knowledge of the destination either through search about the destination from various sources or through past experience of the destination or previous knowledge which can be retrieved or accessed through internal search.

The information about promotion of a destination may arrive either through a tourism board of that particular region or via the intermediaries or the different channels of distribution. The advertising of a destination helps the tourists to be awarded about the destination as a product.

**Subfield B Attention and Learning Processes**

The attention component indicates the sensitivity to information which deals with the magnitude of information intake by an individual at a specific time. As the system appears active, the inputs are being selected after the completion of completion of comparison drawn through the information which is in stored form of memory.

Moreover, the process of learning can be defined as a change which takes place in a systematic manner. It is measured through an increase in the probability of making a particular response. Moreover, it holds an interrelationship with the cognitive structure, which is an organized system of knowledge and beliefs formed from sources of learning. The search for meaning, the need to understand, the trend towards better organization of perceptions and beliefs to provide clarity and consistency for the individual permit the comprehension of the tourist product.
Subfield C Choice Criteria

The criteria tourists employ in evaluating destinations or tourist services that constitute their evoked sets are usually expressed in terms of tourist product attributes that they feel are important to them. Sometimes the tourists would maintain in the long-term memory on overall evaluation of the alternatives in his or her evoked set. This would make assessment by individual attributes unnecessary. Instead, the tourist would simply select the alternative with the highest perceived overall rating. This type of synthesized decision rule has been labeled the ‘Affect Referral Rule’ and may represent the simplest of all decision rules.

Field 2 Decision

The decision process may be studied as a sequence of conflicts; the conflict situations constituting a decision process are those that precede the choice and are necessary to explain what is chosen. This decision results in a psychological predisposition in terms of intention towards the buying act.

A tourists’ decision may be based on perceived images, on information from tourism destination promotion, on previous experience, on image of potential destinations, on travel intermediaries, advice or on social interaction. The decision process is determined by the tourists’ background awareness, which includes formation of beliefs and images (revised tourist terms of reference), the evaluation of vacation concepts and finally, the travel decision (the merging of different beliefs and accommodation of opinions).

Field 3 Purchase

The preceding steps can lead to the act of buying a vacation destination. Purchase has been described as the outcome of psychic processes taking place more or less consciously. The total tourist product is generally purchased in a sequence (i.e., transportation, accommodation, tours, etc.) and not always as a tour package.

Purchases can occur out of necessity; they can be derived from culturally mandated lifestyles or from interlock purchases; they can result from simple conformity to group norms or from imitation of others.
Part II Post-purchase Evaluation

Post choice evaluative feedback has a significant impact on the decision-makers’ set or subsequent behaviour. One of our key elements noted as affecting a tourists’ expectations is the satisfaction with post-purchase. Post-purchase evaluation has three major purposes. First, it adds to the tourists’ store of experiences and it is through post-purchase assessment that experience is taken into the tourist’s frame of reference. Hence, it broadens personal needs, ambitions, drives, perceptions and understanding. Second, post-purchase assessment provides a check on market related decisions. Third, it provides feedback to serve as a basis for adjusting future purchase behaviour.

Subfield D Adequacy Evaluation

Adequacy evaluation is the factor related to the ideal point of each attribute of the tourist product as perceived by the tourist. When evaluating adequacy, the tourist uses a mental cost-benefit analysis; this leads to an equilibrium level for the prices paid. Product consistency represents the sum of all real attributes perceived by the tourist when utilizing the service, and follows a kind of ranking system in the user’s mind.

Field 4 Satisfaction/Dissatisfaction

Gratification varies in terms of levels of reward and these are key factors to benefit delivery and future decision making. The satisfaction/dissatisfaction dimension must also be considered in relation to the cognitive dissonance mechanism. Although commitment to repurchase will also depend on factors such as variety seeking, subsequent behaviour will be shaped by zones or latitudes of acceptance and of rejection in consumer perceptions. In the present model a third zone was introduced, the non-commitment latitude.

Part-III Future Decision-making

Future decision-making is mainly related to the study of the subsequent behaviour of the tourist by analyzing different probabilities for repeat buying a particular destination or tourist service.
Field 5 Repeat Buying Probabilities

Subsequent behaviour will, thus, depend on levels of return prospect and may result in:

(1) Straight rebuy (2) re-buy in different time parameters (subsequent, short-term, medium-term or long-term); and (3) modified re-buy behaviour, based on the change to new tourist products or on the search for a better quality of services.

The inclusion of post-purchase evaluation and future decision making in this model was an attempt to contribute to a global analysis of tourist behaviour and as a practical outcome to marketing decision planning. The development of the tourism industry requires generation of criteria for a better quality of services in order to match the changing needs and desires of the tourist population (Moutinho, 1987).
REFERENCES


