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CONSUMER BEHAVIOUR IN THE TOURISM MARKET TYPOLOGY

Abstract:

The content of the contribution was an analysis of consumer behaviour in the area of tourism in the region of Slovakia. Contribution achieved the aim according theoretical and practical knowledge of the subject area to analyse the main factors influencing the consumer in tourism and specify a typology of customer in response to various segmentation variables. Research made in the region of Slovakia was connected with specification of consumers' typology by using of cluster analysis at the market of tourism according psychographic, demographical variables and single consumer's behaviour in the individual segments. The research results were the basis for the formulation of conclusions and proposals for further research in the area of tourism market.

Keywords:

Consumer behaviour; Marketing research; Segmentation; Tourism; Typology; Slovakia

JEL Classification: M31

1 Introduction

Tourism in developed market economies presents main determinant of national economy development and it presents potential for profit creation not only at the macroeconomic, but also at micro economic level. Tourism presents most dynamical and developing sector in modern economies. Slovakia has in the area considerable reserves, while having all givenness for effective development of tourism.

According World Tourism Organization (2016) tourism means activity of the person, travelling for the transitional period to the place outside his permanent residence and for period shorter one year during international tourism and six months during domestic tourism, while main aim of the travelling is other than making of employment in visited city. With more than one billion tourists travelling to an international destination every year, tourism has become a leading economic sector, contributing 10% of global GDP and 6% of the world's total exports (WTO, 2016). Hjalager (2002) presents tourism as complex of activities, spreading over space and time and shared by tourists and correspondent organizations. The most important job, dealing with tourism as individual sector, is general doctrine of tourism from Hunziker and Krapf (as cited in Jayapalan, 2001). According the authors tourism presents file of relations and events that result from staying at foreign place, while the goal of not permanent staying or making of employment. Some authors (Reisinger, 2009) consider in tourism building of relations with clients (CRM) as basic aspect for competitiveness achievement. The authors underline and appeal so-called human world during process of consumers obtaining. In tourism, there is important analysis from macro-economic view and its importance is still increasing.

Literature provides rich results of consumers' behaviour at tourism market. Demand for tourism is element of the market and result of various indexes influence. Authors Schiffman and Kanuk (2004) speak that consumer's behaviour can be defined as behaviour, when consumers are trying to find, purchase, use, evaluate and dispose with products and services, from which they expect satisfaction of their needs. Evans and Jamal (2009) defines consumer's behaviour as finding of needs and desires of consumer, while emphasizing that it is not as simple as it is at first glance. They emphasize fact that number of authors does not give much attention to consumer's behaviour. According Hoyer and MacInnis (2007), consumer's behaviour reflects total sum of consumer's decisions, when there is necessary to respect obtaining, consumption and disposition of goods, services, people, activities, ideas and skills. Mentioned is transforming to the result of consumers' decision. AMA (American Marketing Association) brings one of the oldest definitions. Consumer's behaviour means dynamic interactions of people and environment, consisting of emotions, knowledge and knowing; through which people make exchange with goal to satisfy their needs. From AMA definition at least three knowledge result, mainly that consumers behaviour is dynamic, integrating interactions and consisting of exchange.

Published research studies, concerning accesses to the consumers' behaviour that marketing academics done, are considerably differencing from the view of goals and methods. In this connection, there are three main accesses to the study of consumer's behaviour: interpreting, traditional, and marketing science access. Consumer's behaviour (Blackwell et al., 2006) includes aspects of obtaining, consumption or disposing of products or services, including decision processes that connect with this aspect. In connection with tourism, we can evaluate also

changes of economic, technological and social character, which consequences have influence to the growth and decrease of some activities, connected with leisure time using. Mass adaptation to the trend and other digital nets transform the way, in which consumers deal with obtained information and how they spread them mutually with interesting organizations (Moutinho, 2011). Idea of purchase behaviour means further behaviour, by which consumers are trying to find, purchase, use, deal and evaluate products and services, from which they expect satisfaction of their needs. Purchase behaviour is orientated to the decision of individuals during own sources investing to the elements, connected with the consumption (Schiffman & Kanuk, 2004).

Decision process of purchase of consumer – participant of tourism presents similar system, which is characterized for other services and products. Assumption is the fact that participant of tourism is moving through several periods before final decision of purchase (Hudson, 2008). Howad and Sheth (1969) rely on opinion that in business transaction consumer plays important role. It corresponds with his active collection and elaboration of information. Model by Farley and Winston (2011) consists of four main file of indexes: (a) inputs, (b) elements of perceiving and learning, (c) outputs and (d) exogenous indexes. Majority of researches has one main limitation mainly that they are specific in given culture. Then the second goal would be testing of tourists behaviour and marketing theories in international measure, with aim to find out if theories can be generalized, or if they are specific for given culture. Literature of intercultural psychology mentions improbability to generalize such theories among various cultures. Uysal (1994) stated, *“In reality, in tourism context the behaviour and holidays samples are many times specific due to the culture. Therefore, knowing of differences among cultures and their perceiving is very difficult”* (p.126). Page and Connell, (2006) identified following phases of consumer’s decision: (a) collection of information, (b) decision to have a holiday, (c) travelling to destination, (d) staying in destination, (e) travelling from destination, (f) collection of information from holiday, evaluation of holiday. Cooper (2008) states that decision of consumer at the tourism market is result of the process, consisting of four basic parts: (a) suggestions for travelling, (b) personal and social factors, (c) external variable factors, (d) characteristics of destination and its attractions. Wall and Mathieson (2006) suggested five phase linear model, Clawson and Knetsch (as cited in Murphy, 2000) identified so-called model of recreation behaviour of tourists, consisting of five phases, while directing attention to the phase of behaviour in target area, which is independent on providing of further services, influencing final memories of consumer and strengthening consumer’s loyalty. Murphy et al. (2007) prove and appeal importance of word of mouth during decision process of destination.

To motivation factors and determinants of consumer’s behaviour that influence purchase behaviour of consumers in tourism belong also primary, cultural, social and personal factors, (Gordon and Goldsmith, 1998), psychological factors (Ryan, 2002) and latest are also ecological factors (Schiffman & Kanuk, 2004).

Dann (as cited in Ivanovic, 2009) underlines there are existing seven elements in the frame of total process towards motivation, showing the seven approaches demonstrate “definition uncertainty” that could cause difficulties if not cleared up, during obtaining “if individual researchers of tourism study similar phenomena or no.” Murray’s classification scheme (as cited in Pizam & Mansfeld, 2000) from the view of tourist motivation presents very extend list of human needs that could influence behaviour of tourism participants. However, due to its complexity,

Murray's work is heavy for using, for example in comparing with Maslow hierarchy of needs, and therefore it is not more using by researchers in tourism area. Mill and Morrison (as cited in Veal, 2010) see tourism as necessity or willing satisfaction, and they show how Maslow hierarchy of needs is connected with motivation and literature in area of tourism. Interested study is study by Belgian authors Geuens et al. (2004), which searched motivation of Belgian tourist during purchase at the airport in Brussel. According the results, the study segmented tourists to three groups: (a) mood shoppers, (b) shopping lovers, and (c) indifferent shoppers. Theobald (2012) uses four categories of motivation: physical motivators, cultural motivators, interpersonal motivators, position, and prestige. Swarbrooke and Horner (2007) suggested "solar model" for motivators of tourism.

According consumer's behaviour at tourism market segmentation of consumers can be made. In the beginning of segmentation process at the tourism market, there were basic criteria, according which the market was segmented, which means so-called primary created segmentation criteria had been derived (Kotler & Armstrong, 2007). To the specification of segmentation criteria (e.g., Pizam & Mansfeld, 2000; Woodside & Martin, 2008) it is possible to approach in connection to the tradition aspect (Swarbrooke & Horner, 2007), from which three groups of segmentation criteria results for area of tourism (traditional, unconventional criteria, and reasons for using).

With typology of consumers at tourism, market dealt various authors, for example Lesley and Sharpley (2004) dealt with individual types of tourism that are connected with individual typology of clients. Various authors (Goeldner & Ritchie, 2009; Swarbrooke & Horner, 2007) dealt also with clients' typology at the tourism market, when typology was mostly connected to the forms of tourism or type of experiences. Present period is marked by financial crisis, creating new segments, new possibilities that is necessary to find and adapt to the clients offer, tailored according their need, with possible satisfaction of their expectations according their ideas and real possibility. Urry (as cited in Long, 2004) identified rising of post-tourists as product of postmodern period. This tourist lives in time of mass communication and information technologies, which enables him to have information about choice of holiday. Wells and Gubar (as cited in Schanzel et al., 2012) segmented clients on the tourism market according living cycle of the family, Gonzales and Bello (2002) created segmentation of clients according living cycle that was applied at the tourism market. Many times used techniques in area of tourism is social and economic method JICNARS (Join Industry Committee for Newspaper Advertising Research), which has its origin in Great Britain. It results from the principle that social class determines if clients would purchase certain products and the services (Branston & Stafford, 2003). Further known method, used for area of clients' typology, is method of geographical segmentation ACORN (A Classification of Residential Neighborhoods), which is managed by demographical, social, and economic criteria (Frain, 1999).

We agree with various theoretical accesses, connected with consumer's behaviour at the tourism market (Cooper, 2008; Dasgupta, 2011; Evans & Jamal 2009; Goeldner, 2009; Dann, 1981), connected the approach to the searched problem. We draw conclusion that in consumers' behaviour at the tourism market important role is given to the motivation factors and determinants, but individual types of preferences in the frame of tourism market should not be neglected. We can agree with authors (Lesley & Sharpley 2004; Clawson & Knetsch, 1971) that underline greatly importance of theoretical approach to the individual forms and types of tourism,

there is necessary to understand that differences in consumers behaviour depend many times also on applied form of tourism. From studied typologies of consumers at the tourism market (Long, 2004; Schanzel et al., 2012; Pizam & Mansfeld, 2000; Gonzales & Bello, 2002; Murphy, Pritchard & Smith, 2000) we can conclude that individual typologies result from personal characteristics of consumers, living style, demographic criteria or consumers behaviour. We can agree with their opinion that concrete typology of consumer of tourism brings identification of possibilities for satisfaction of his needs.

The research problem of interest concerns the decline in the specification of main indexes and factors, influencing consumer's behaviour in tourism market. This study aims to create typology of consumers that have different behaviour, purchase decisions and attitudes.

2 Methodology

In the frame of analysis of primary data, there were implemented two methods of multidimensional statistical methods, mainly Multivariate statistical method and Factor Analysis, as well as Cluster Analysis.

The goal of the research was to identify factors that influence behaviour of the consumer at the tourism market in two county cities and four district cities in Slovakia. Content of research is behaviour of consumer and description of his attitudes on tourism market. First group of problems was behaviour of consumer at tourism market (characteristic of chosen product, place of holiday staying, type of holiday, length of staying on holiday, using of own transport, price of holiday per person, chosen type of accommodation). Second group of problems was orientated to the way of consumer's decision at the tourism market (using of services of travel agency, way of holiday planning, criteria used for selection of holiday, information sources for holiday selection, identification of travelling unit). Third problem area presented attitudes of consumer at the tourism market (chosen characteristics for measurement of attitudes in relation to tourism).

Research sample presented respondents from two counties and selected four district cities in Slovakia. At the determination of selection file there was used random selection, realized in shopping canters, where every third respondent was requested. In the frame of identification of individual types of population there is necessary to state that aim of the research is not solution of geographical differences among individual regions of Slovakia, but mainly searching of consumer's behaviour. In the structure of research sample (total 315) women prevailed (54%), since this fact connects the willingness of women to answer the questions about consumer's behaviour at the tourism market, is higher. The aim of the research is requesting the majority of respondents with university education (48%), since university students are more active at the tourism market in comparing with other education categories. Research was orientated to the age group of respondents between 30-39 years (29%), since this age group shows higher attractiveness on tourism market. Research was orientated also in similarly the same number to the same income groups of respondents and primarily to respondents from the city from the view of availability.

Research deals with twenty-three thematic and six identified indexes. Thematic indexes were searched through 16 questions, one of the questions is battery and it is searching attitudes of respondents to tourism. In the frame of primary data, collection there was realized method of quantitative research by requesting. As a type of applied requesting, there was used type face-to-

face. Data collection was during September to November 2015. Coded data was recorded to matrix of data in statistical program SPSS that was consequently used during further analysis (statistical test of influence, factor and cluster analysis).

3 Results

In the analysis of results of demographical indexes to consumer's behaviour at the tourism market there is searching the influence of gender, education, income, age and residence to the place of holiday staying, type of holiday, length of holiday, type of accommodation, using of travel agency services, way of holiday planning, and information sources.

According statistical analysis of demographical indexes influence to the consumer's behaviour on tourism market in concrete conditions we can clearly show influence of income to all aspects of consumer's behaviour due to the relax, people with higher incomes are willing to invest more money to holiday and they want to have more than standard. Gender as index is not reflecting considerably, since holiday has rather collective character and participants must find compromise (agreement). Table 1 illustrates statistical confirmation of individual demographical indexes influence to the consumer's behaviour during decision about summer holiday.

Table 1: Statistical confirmation of influence of demographical indicators to consumers' behaviour

	Gender	Education	Income	Age	Accommodation
Place of stay	Yes	No	Yes	No	No
Type of holiday	Yes	Yes	Yes	Yes	No
Length of stay	No	No	Yes	Yes	No
Type of accommodation	No	Yes	Yes	No	Yes
Using of services	No	No	Yes	No	No
Way of holiday planning	No	No	Yes	Yes	Yes
Information sources	Yes	Yes	Yes	Yes	Yes

Results, connected influence of demographical indexes to the attitudes of consumers of tourism to the holiday was evaluated by file of eight arguments (questionnaire), to which respondents made attitudes in the frame of seven-point numerical scale. The aim of individual arguments presenting was to find out following: if consumers invest to the holiday and what is their relation to tourism agencies, as well as attitude towards foreign holiday staying.

Attitudes of consumers at tourism market reflect their consumer's behaviour. Attitudes showed preference of foreign holiday with the support and using of tourism agencies, which represent traditional model of consumer's behaviour at tourism.

Research study searched not only attitude to the individual arguments, but also wanted to find out connections between such arguments and by this way also to identify, if there is existing correlation relation among them. Factor analysis enabled to find out latent (indirectly observed) reasons of data variability. According matrix of rotated indexes we obtained three factors / components (see Table 2).

Table 2: Rotated Component Matrix

	Factors / Component		
	1	2	3
Q16-investment	0,821	-0,038	-0,073
Q16- relax	0,346	0,272	0,524
Q16-abroad staying	0,816	0,211	0,170
Q16-freedom	0,326	-0,264	0,543
Q16-own transport	-0,260	0,051	0,843
Q16-foreign language	-0,029	0,798	-0,021
Q16-travel agency	0,157	0,754	0,053

First component interprets if consumer is willing to invest to holiday, since it is shortest period in the year, and if he should spend much money, he would prioritize holiday abroad. Second component is concentrating to the task of travel agency during arranging of more proper price of accommodation and transport for consumers. Consumers, planning holiday abroad and not knowing correspondent language, would rather prioritize services of travel agency during solving of organization needs. Third component shows relation of own transport using and freedom in the frame of holiday. Using of own transport in the frame of holiday travel can mean perceiving of travel agency as an organization that defends consumers in possibility to observe the freedom during decision.

Typology of consumers at the tourism market was created according cluster analysis that resulted from three main components and where clustering was done by the help of hierarchical clustering method. Three groups of consumers were created, mainly:

- Sophisticated consumers (4% men, 30-49 year, basic and secondary education).
- Conservative consumers (83%, 18-49 year, secondary or university education, single, prevailingly from the city).
- Saving consumers (14%, men, over 60 years, basic and secondary education, coming from the city, from greater family).

Mentioned groups are mutually different from the view of consumer's behaviour, decision, as well as attitudes.

4 Discussion and Conclusions

According mentioned primary research we can specify conclusions, connected typology of consumers and conclusions, resulting from consumer's behaviour in relation to the summer holiday.

Conclusions for individual types of clients are as follows:

- There are existing differences in the individual specified categories of consumers according consumer's behaviour and demographical criteria.
- Majority of consumers belongs to category of conservative consumers that are not willing to experiment during holiday selection and their consumer's behaviour is prevailingly connected with decision of travel agencies.

- Attitudes of consumers in the individual categories are different, since segment of sophisticated consumers shows the highest measure of desire to have freedom in process of decision and during selection of summer holiday.
- Segment of sophisticated consumers prioritize countries with visa duty, but saving consumers are more careful during selection of the country with visa duty.
- In all three segments the most important criteria during selection of holiday is still the price; in this case, sophisticated consumers are willing to invest more money to the holiday in comparing with conservative and saving consumers.
- The task of own transport is mostly presented in segments of saving and demanded consumers, when conservative consumers also in this case are influenced by services of travel agency.

Conclusions connected consumer's behaviour in process of holiday selection:

- Majority of consumers at the tourism market is sensible to the price, therefore there is sophisticated to influence process of consumers' decision.
- Consumers prefer holiday abroad before holiday domestic, which means passive tourism plays still important task.
- Consumers with higher incomes are more demanded on knowing and they prefer holiday abroad.
- Age, gender and income have important influence to the choice of the holiday type.
- Interesting findings resulted from the knowing that education influences choice of the accommodation type.
- Consumers at the tourism market have greater experiences with services of travel agencies and they use this way for holiday organization.
- Majority of consumers plans their holiday more than two months ahead.
- The highest percentage of information sources about holiday comes from family and familiars.
- During analysis of consumer's, behaviour at the tourism market important task is given to the travelling unit.
- Attitudes of consumers demonstrate trend of freedom increasing during holiday organizing.
- Segmentation of consumers at the tourism market specifies differences in their decision and it brings possibility to identify future courses in the given area.

Positive conclusion is that majority of consumers expressed positive agreement with argument that they are willing to invest also more money to holiday, since it presents most pleasant period during the year. Majority of consumers is positively leaning to travel agencies, possibly also due to the not knowing foreign language, therefore they choice rather possibility to travel through travel agency, great percentage of respondents marked that holiday is mostly due to the relax, but it must not be necessarily only travelling abroad.

According studies of secondary sources and analysis of marketing research results, we can provide suggestions for further process of research in area of consumer's behaviour at tourism market:

- Searched problems confirms there is necessary to deal with consumer's behaviour at tourism market and to search its development tendencies.

- It is necessary to search permanently and to know model of consumer's behaviour at tourism market.
- To analyse individual motivation factors and determinants that influence consumer's behaviour in subject area.
- Segmentation of consumers at the tourism market plays still important task in the frame of marketing instrumentarium development in concrete conditions.
- Consumer's behaviour at tourism market is characterized as unstable, dynamic and rapidly changing due to the environment development, therefore there is necessary to search it in detail.

Consumer's behaviour can be further searched and specified not only according demographical criteria and analysis of consumer's attitudes, but also its value should be interpreted in connection to other factors. Such factors result from consumer's behaviour at tourism market, which could mean for example searching, and analysis of individual services components, provided in area of tourism, in connection to the individual forms of tourism.

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