# THE BEHAVIOR OF TOURIST SERVICES CONSUMER

# COMPORTAMENUL CONSUMATORULUI DE SERVICII TURISTICE

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***Abstract:*** *Consumer behavior is a component of the economic environment and the human in general, and therefore it can be defined as all acts of decision made at individual or group level, directly related to obtain or use of goods and services to meet current and future needs including decision-making processes that precede and determine these acts.*

*By studying the behavior of travel consumers we learn how customers choose and what factors influence their choice.*

***Key words:*** *consumer behavior, tourist services, customer attitude*

## INTRODUCTION

Consumer behavior is a component of the economic environment and the human in general, and therefore it can be defined as all acts of decision made at individual or group level, directly related to obtain or use of goods and services to meet current and future needs including decision-making processes that precede and determine these acts.

By studying the behavior of travel consumers we learn how customers choose and what factors influence their choice.

The success or failure of a business on the tourist market closely relates to the extent that its actual and potential customer behavior is known and taken into account.

Meeting the need of tourist services through realizes through expense, act preceded by a sequence of actions throughout the consumer decides the purchase, according to its requirements. Such a decision is determined by the income which the buyer assigns it to the purchase of travel services, some closely related to the purchase of goods or savings

affected.

All acts, attitudes and decisions regarding the use of a part from its income for the purchase of travel services defines the consumer's behavior.

The particularities of the behavior of tourist services consumer particularities due to its content occurs in both the elementary processes and dimensions that you define.

Consumer behavior, was, in fact, the result of complex interactions of many social factors: culture, social class, family, reference groups, personal: age and stage of the life cycle, occupation, material situation, lifestyle, psychological: motivation, perception, learning, beliefs and attitude.

The concept of consumer behavior is:

- dynamic, changing and permanently evolving;
- determines the interactions between perception, impression, behavior and environment, being actually based on the following processes: perception, information, attitude, motivation, effective behavior;
- determines the exchanges between human beings, which can occur when, after the transaction, both operators (sellers and buyers) satisfy their mutual interests.

On the tourist market can be found several instances of consumer behavior:

a. the buyer, payer and consumer of tourist services are one and the same person, spending his own income, acquiring all the services he needs;

b. the buyer, the payer and the consumer are totally different persons (if one of the parents buys to his kid a trip with the money received from the grandparents), the behavior of those who buy, using other people's money a set of services, consumed by someone else, will be much different from the behavior of the one who buys its own services;

c. the buyer to be found in one of the other two situations, so the combination being like: purchaser-consumer, the payer is another person or institution such as the union of which he is part of, buyer-payer: customer is someone else in case of a a holiday gift provided by parents, the consumer – payer, the nuyer being another person.

The information/learning process, defined by elements throughout the individuals know the services, assumes looking for information and identification of credible sources, buyers having to choose between the

personal (knowledge, friends) and non-personal (the media).

The process of actual behavior is the result of elementary processes previously mentioned, is found in the buyer decision about purchasing service, namely: the purchase, the non-purchase, the postpone of the purchase or the replacement of the service.

The dimensions of consumer behavior, represented by the reasons for buying, preferences of buyers, purchasing intentions, purchasing habits, consumption habits, attitudes and his image are customized through the specific way in which they are formed and also, through thedifferent role played by each other in manifestation of a certain behavior. From this point of view, a special attention is given to the buying habits, consumming habits and image.

Purchasing habits and consumer habits are formed and exhibit together. They are manifestations of behavior that acquired a repetability character. Being the role of a past experience, acquired during a learning process, the formation of buying habits and consume habits for a tourist service is a way of client fidelization.

Image, as a representation of the meaning of service in the consumer's mind, owns the most important place among the other dimensions, element of customization of tourist services consumer behavior.

Forming a clear and positive image is a key objective of the promotion policy.

By studying tourist services consumer's behavior we wanted to see how buyers choose and what factors influence their choice.

## MATERIALS AND METHODS

Questionnaire variables and themes are the main buying habits of tourist services. their frequency, the acquisition of the main tourism products, the degree of satisfaction with the quality and structure of the offer, following purchases of travel services, the selection of providers of tourist services, profile of the subjects according to age, sex, income etc..

Through the study we wanted to get as much information about consumers of tourism products to determine the factors influencing buying behavior of consumers of tourism services in various stages of the buying, motivation study and buying behavior of the consumer of tourist services.

For future research we propose extending, in the western area,

increasing the representativeness of the research.

I used descriptive research, the method used was questionnaire survey, in Timisoara, on a sample of 100 people, by random selection and processing was done using SPSS (Statistical Package for the Social Science).

## RESULTS AND DISCUSSIONS. CONCLUSIONS

Purchase decision is taken after a prior preparation, being influenced by many factors, whose knowledge is absolutely necessary. Most of the times, it involves not only the actual consumer of tourist services, but other people from his entourage, each participant assuming one or more specific roles of this act. These are roles: the initiator (played by the one who suggests the opportunity for choosing a set of tourist services-which may be a family member, friend, a colleague, a travel agency or advertising), the incitator (held by the person bringing the most arguments for purchase, which may act as wife or girlfriend consumer, travel agent's sales company), the decision maker (which may be a collective role), the buyer (played by the individual who buys the tickets), the payer (individual who owns the financial resources intended for tourism) and the consumer or recipient of tourist services.

In this study we tried to find out how the potential consumer takes the purchasing decision, namely: what are the most important factors influencing the making of such decisions and what kind of nature is their influence (positive or negative); which are best commercialization actions to be used to influence a decision favorable to purchase, which are the major types and sources of information that the customer uses or may be used;

Following research carried out and obtained the following results:

- age group 30-49 years organize the trip through a travel agency, while those aged 18-29 years are opting for organizing the trip by theirselves;
- also about how to organize a trip travel, a new problem rises: the degree to which the consumer wishes to secure, from the beginning, all services or only some of them. Although a large proportion of respondents said they organized the trip on their

own, if they would call a travel agency, they consider it is better to have all services available from the beginning;

- Consumers are influenced by the prices, but many of them would be willing to pay more for services of higher quality;
- also there is a growing inclination towards international tourism: 52% of respondents want this because of the superior quality of tourism services, better conditions, kind personal, specialized agencies and providers and producers of tourism services;
- another aspect observed in the research is the is the frequency of the trips. Most people have one or two trips. In this category are included workers, people with medium studies, the main reason being that they have low incomes;
- it is also observed that the majority of respondents were satisfied with the quality found and that they would to allocate more money for better comfort.

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