



## QUALITATIVE ANALYSIS OF CONSUMER BEHAVIOR OF TOURIST SERVICES

Șerbulescu Manuela Maria, Constantinescu Simona Cristina  
*University of Life Sciences "King Mihai I" from Timișoara*

**Abstract:** Every day tourism plays an increasingly important role in the economy of every country. That is why special importance must be given to tourist services, their general characteristics must be analyzed but especially the specific ones, their typology so that depending on these aspects the providers of tourist services (travel agencies, hotel staff, transport companies) can offer tourist services that satisfy the consumption needs of the population. We set as our main objectives the identification of the degree of satisfaction obtained after consuming the tourist service, the factors that influence the purchase behavior, an analysis of tourist activities from the aspect of service quality and a short study of the motivation and purchasing behavior of the service consumer touristic.

### Introduction

The services related to the hotel network encountered some problems regarding the implementation of strategies in the field of quality, until the rethinking of the role of quality and, of course, the management mechanisms was reached. Thus, there is an increasing attempt to adapt and introduce the means and tools of quality management in the service sector, especially those in the hotel sector, by simple copying or by appropriate adjustments, based on the characteristics and particularities identified for this sector.

### Material and method

We used the descriptive research, the method used being the survey based on the questionnaire, which captures the reality as it presents itself at a moment. The questionnaire will be personally administered by the sample operators in the research area.

### Results and discussions

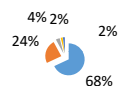
Saturated markets and increasingly demanding consumers can be encountered. It is no longer enough to produce well, but to facilitate what consumers expect, to adapt products to their needs and expectations. At this point new terms appear, the explanation of which is necessary to gain a greater understanding.



Source: own creation

New terms related to quality

■ very important   ■ important   ■ neutral  
■ not very important   ■ not important at all



Source: results obtained by processing questionnaire data

The importance of quality in the purchase decision



Source: results obtained by processing questionnaire data

The importance of the tariff and the comfort of the tourist service

### Conclusions

The decision to buy a service or a good can only be made after its prior preparation, it depends on a lot of factors. Knowing these factors is an absolute necessity. In most cases, not only the actual consumer of services or goods participates in making this decision, most of the time co-participants are some people who are part of the entourage of the person who will consume the service or the good and each participant in the purchase decision thus assumes one or more roles in the decision making.

Price level is a determining factor in choosing a holiday destination, however most respondents stated that they would still be willing to pay a higher rate to benefit from higher quality services