

CONSUMER BEHAVIOUR IN TOURISM INDUSTRY OF PAKISTAN

Zohaib-ur-Rehman¹ Muhammad Ashar Asdullah^{2*}

1. Salford Business School, University of Salford, Manchester, United Kingdom

2. School of Business and Economics, University of Management and Technology, Lahore, Pakistan

ABSTRACT

This study focuses on the consumer behavior (CB) in travel and tourism industry of Pakistan. The aim of this paper was to identify determinants that have an impact on consumer behavior in travel and tourism industry around Pakistan. This study deals with different determinants that will help to understand changing consumer behavior in travel and tourism industry. Literature is reviewed for this purpose. Simple random sampling technique is used to collect data from 50 respondents. The study reveals that growth in tourism industry of Pakistan can establish new ways of businesses in the country which ultimately leads to revenue generation, job opportunity and foreign investments.

Key words: *Consumer Behavior (CB), tourism, tourism, revenue generation*

INTRODUCTION

Consumer in tourism industry is any person who travels from their permanent residential area to other region for some period of time (Choibamroong, 2006). Visitor behavior involves choosing to explore different places with multiple characteristics in search of leisure experience (Leiper, 1997).

All the activities related to acquiring of product and service than consuming and dumping are concerned with consumer behavior (Engel, Blackwell & Miniard, 1995).

Consumer behavior focused on satisfying consumers need and wants through taking decisions, actions and involvements or ideas (Solomon, 1996).

In that way we need to categorized our country's tourist products and follow those procedures that fulfill the demands of consumers according their expectations.

Pakistan has marvelous tourist sites. Especially the northern areas of Pakistan are one of the best tourism spots in the whole world.

This is going to be a remarkable era for Pakistan travel and tourism industry after long harsh times. Due to some tragic incidents occurs in past. For example Marriott hotel blast on (20th September 2008) in Islamabad, terrorist attacks on Sri-Lankan cricket team on (3rd March 2009) in Lahore, and pearl continental in Peshawar (9th June 2009). These incidents badly destroy tourism industry of Pakistan.

But now the time has been changed, government is now taking serious actions in order to attract more tourism in our country. This paper will help others to understand and remove the misconceptions about tourism industry of Pakistan.

Referring to Leiper's (1983) statement consumer behavior does not only help in gaining knowledge but also provide better ways to tourism industry for planning there market strategies.

Fulfilling tourist demands are focus of many countries, Thailand is one of those countries. To fulfill the tourists' demands, Thailand has developed spas and health-resorts (Circle of Asia, 2003). This emphasis of countries especially tourist countries on developing tourism products shows the important of tourist consumer behavior.

LITERATURE REVIEW

Considering the main reasons or motivations for travel is debatably important as researchers commonly agree that fundamental motives are the driving forces behind all leisure and tourism activities (Crompton, 1979; Hsu, Cai, & Mimi, 2010). How time, resources, efforts and other available resources are spent by individuals on different consumable items are the focus of consumer behavior studies (Schiffman and Kanuk, 1997). For

example: looking an ease for transportation, comfort, pleasure, feel of ownership and the cost for this is must to be paid. Total benefit and total cost difference constitute the consumer value.

Tourists in Pakistan usually find hilly stations to spend their time and their behavior in specified time tells us their attitude towards what products attracts the tourist behavior. Trend of staying in 5-star hotels is also at its peak (Asdullah M A,Rehman Z, 2015).As focusing the ongoing research in publication productivity consumer behavior in tourism has both strengths and weakness and as per strengths we define as customer is always a profit otherwise in weakness "All else is overload". Researchers are expert in finding factors that influences consumer behavior. To uncover sentiments, feeling and hidden attitudes motivational research is convenient.

Motivation refers to theoretical construct that help explaining people behavior as they do. Consumer wishes to satisfy their need and wants that arouse in their mind at that time motivation occurs. At the time a need has been aroused, a point exist called anxiety that force the consumer to attempt to decrease or remove the need. Consumers require desired product or service that helps reduce their tension and marketers try to produce and offer those products and services (Solomon, 2004).

Consumer behavior in tourism around Pakistan is developing its products to attract tourists and receive their product or services for which they came. For example, the northern side of Pakistan is a special one place which also attracts the international tourist and this behavior tells us that which is a beneficial product for consumer in Pakistan. A state of competition exists between countries to brand and prove them as best tourist place, 'Truly Malaysia' is successful example. Consumer buying is very much prejudiced by cultural, social, personal, and psychological factors. The factors presented in the psychological part are: motivation, perception and learning. (SorayaPalani, SeimaSohrabi, 2013).

METHODOLOGY

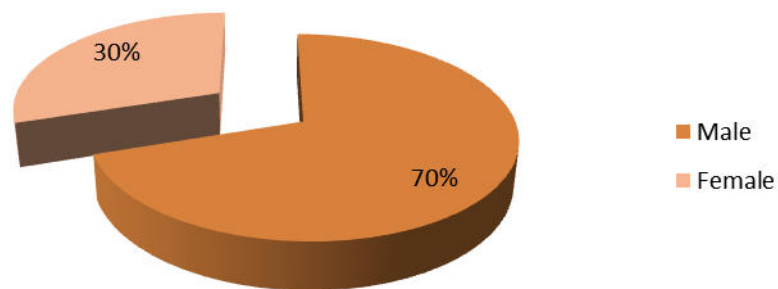
Principles, beliefs, framework, and assumptions of researchers are defined as research paradigm (David, 2004). For conducting this research, researcher of this study used positivist paradigm to collect data. Researchers are conducting quantitative based research in which structured techniques like surveys through questionnaire based method is used. Questionnaire was developed on five point scale. For conducting this research close ended questions was developed in two parts. First part is designed to collect personal information of participant. Second part is designed to know the consumer behavior of participant in travel and tourism industry of Pakistan. Data was divided into two parts primary data and secondary data. Primary data refers to surveys to different tourism places in which questionnaire based method used to collect data. To ensure research quality secondary data used from published researched articles, books and online journals from which main idea for research was collected. Target population for research a restudents and business personals because these two groups usually travel, travel for leisure, gathering information, business meetings and some other companies which work for travel and tourism. Convenience based sampling technique is used for this research. Questions asked about this research from targeted participants will be general and about 10-15 questions should be answered for this research, questions are about their daily travel routine how they can be satisfied in purchasing or using things.

MS Excel was used to formulate data collected through research questionnaire. For further summarizing the data, percentage method is used. Summarized results of research questionnaires are presented in the form of charts.

RESULTS

First of all, Research participants were asked about their gender. The following chart will help to understand the gender of respondents.

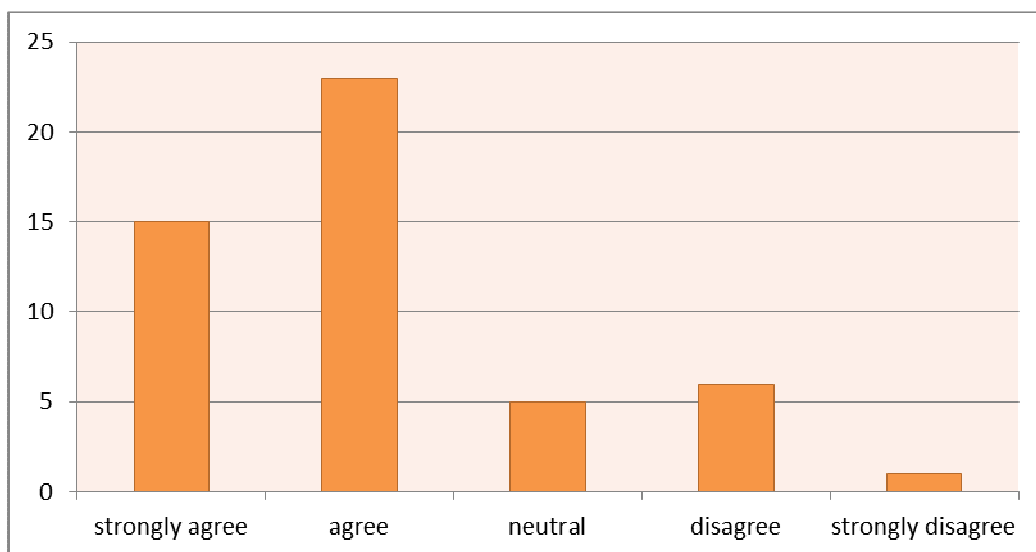
Gender



GENDER:

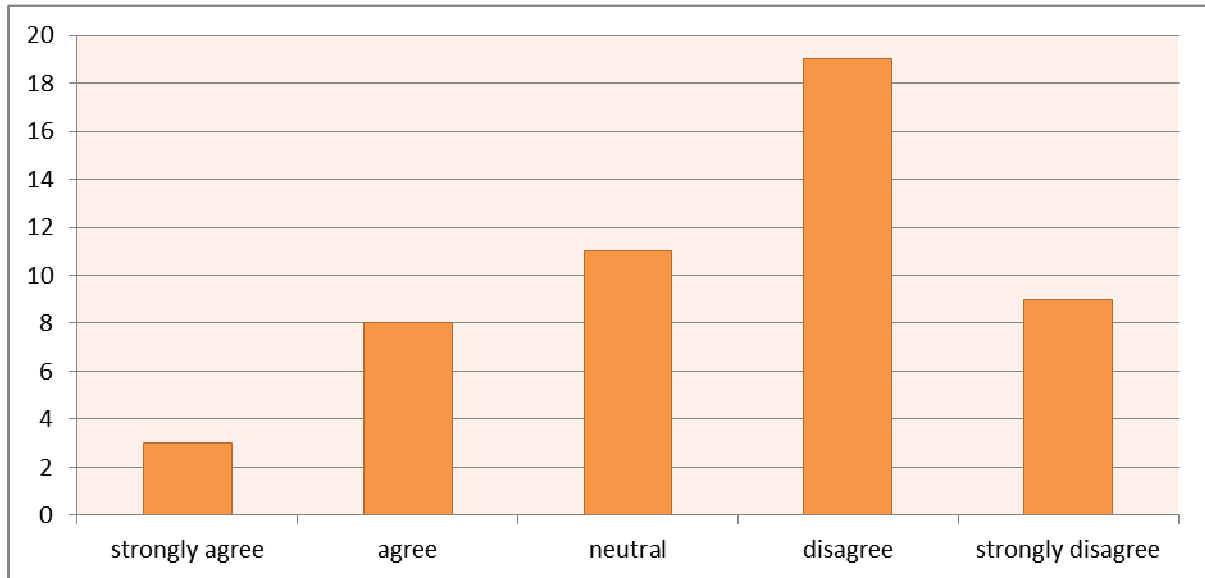
The results of this question have shown that 70% participants were male whereas 30% were female. This is a good proportion of male and female to analyze the factors affecting the consumer behavior.

1) *Does Price matter for planning a trip.*



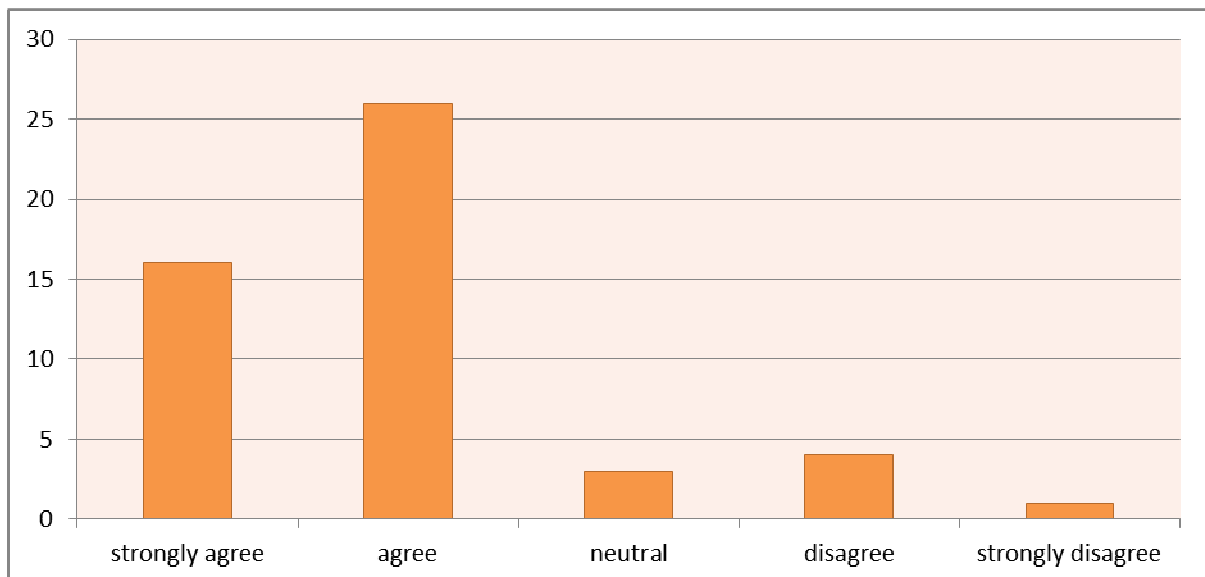
The results of this question have revealed that 15 participants strongly agree with the statement. 23 participants agree with the statement and 5 remained neutral to this statement. 6 disagree with the statement and only 1 participant strongly disagrees with the statement.

2) *Is price more important than service.*



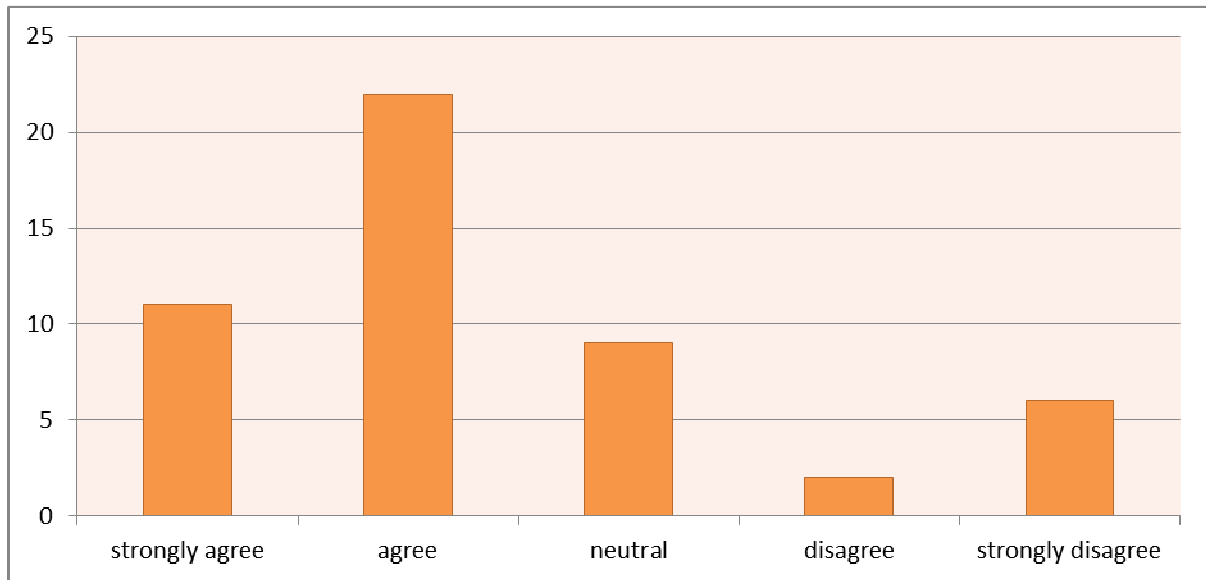
The result of this question revealed that 3 participants strongly agree with the statement whereas 8 participants agree with the statement. 11 participants remained neutral with the statement. There have been 19 participants who disagree and 9 who strongly disagree with the question.

3) *Information is necessary to visit any place.*



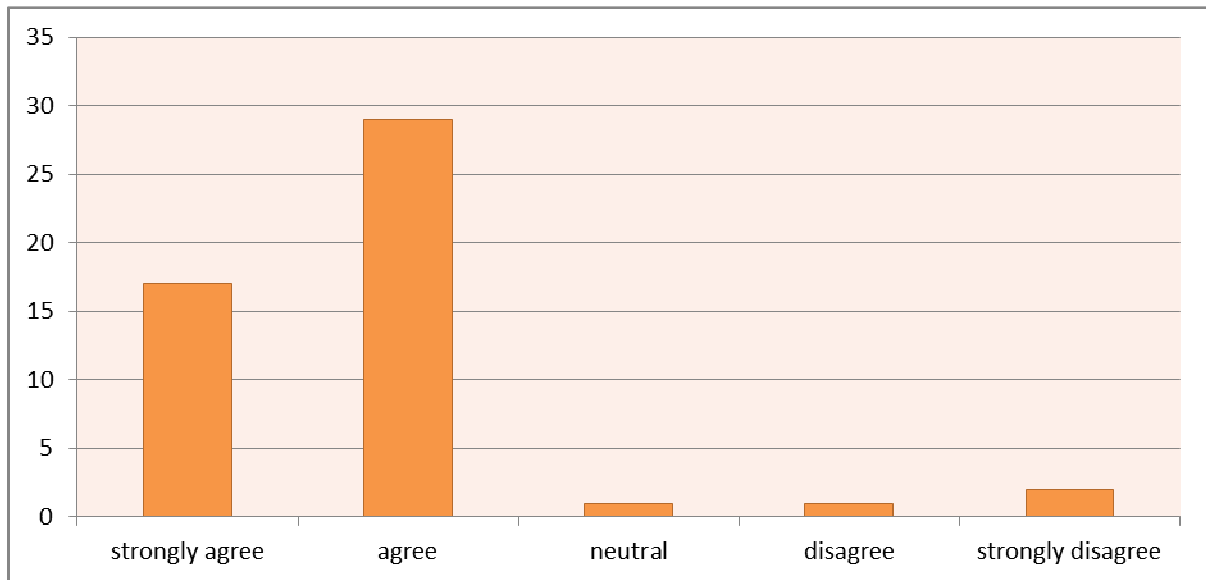
In this particular question 16 participants strongly agrees with the statement whereas 26 participants agrees with it. There have been 3 participants who remained neutral, 4 disagree and only 1 strongly agrees with the statement.

4) Do you search on internet before planning any trip?



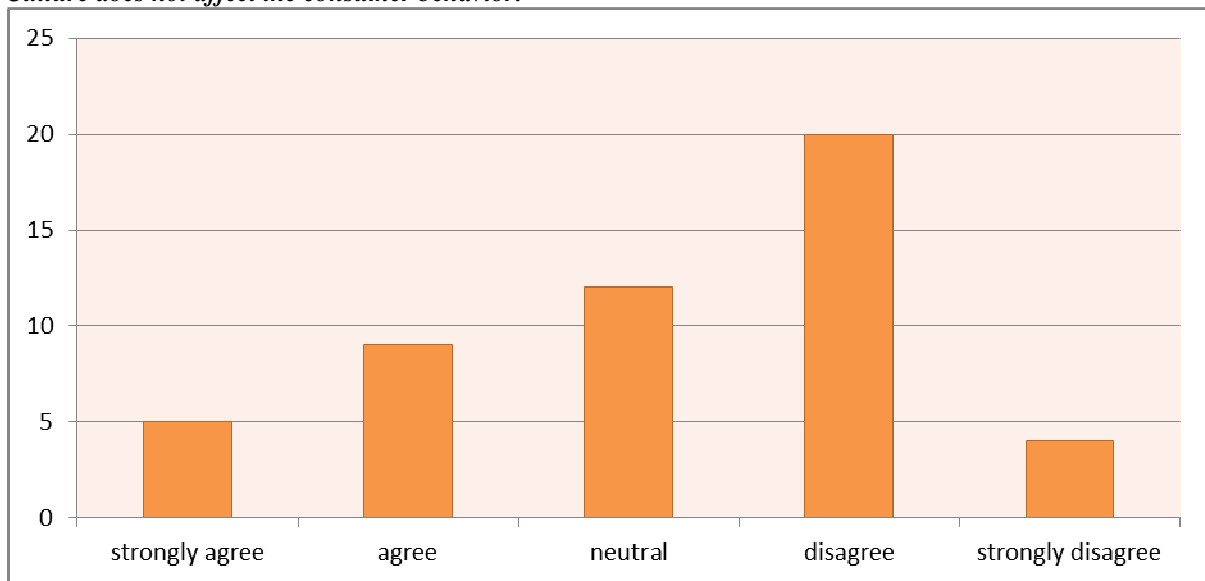
The result of this particular question revealed that 11 participants strongly agree with the statement. There have been 22 participants who agree and 9 participants remained neutral. 2 participants disagree with the statement and 11 strongly disagree.

5) Do you think terrorism is affecting the tourism industry of Pakistan now days?



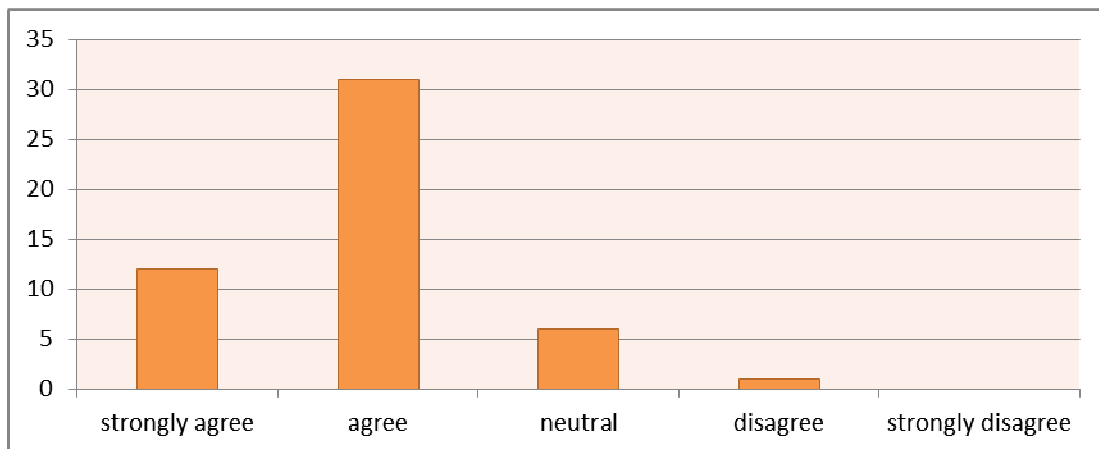
The result of this particular question revealed that 17 strongly agree with the statement whereas 29 participants agree with the statement. 1 remained neutral and 1 disagrees. The rest of participants 2 strongly disagree with the statement.

6) *Culture does not affect the consumer behavior.*



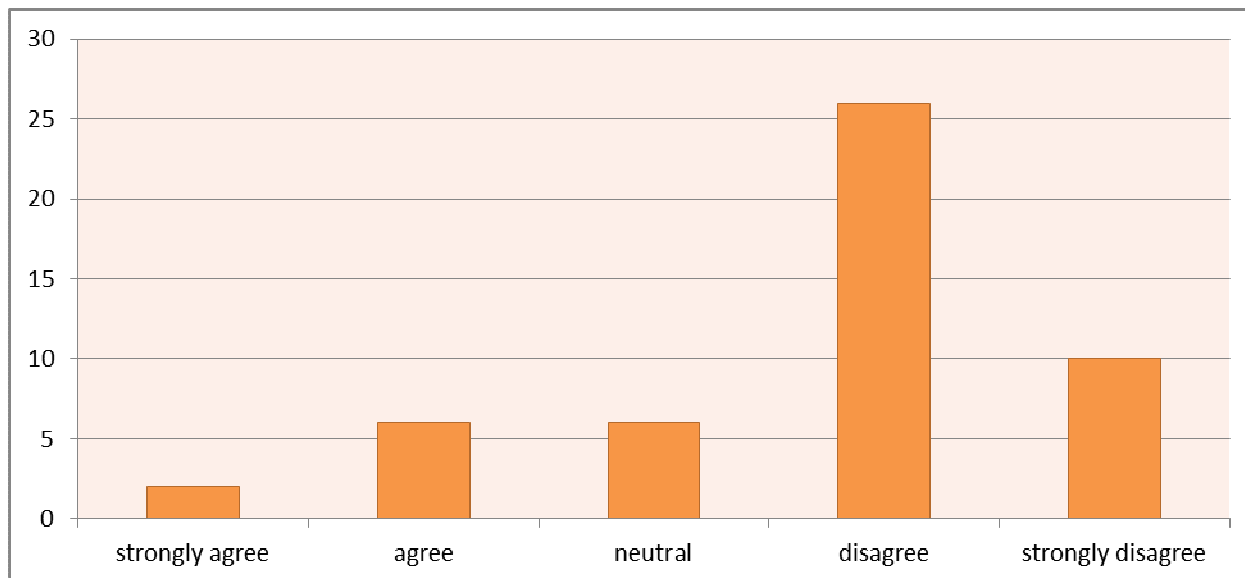
The result of this question shows that 5 participants strongly agree with the statement whereas 9 agree with the statement. There have been 12 participants who remained neutral. 20 respondents disagree with the statement and 4 strongly disagree with the statement.

7) *Tourism is the best way to promote our culture.*



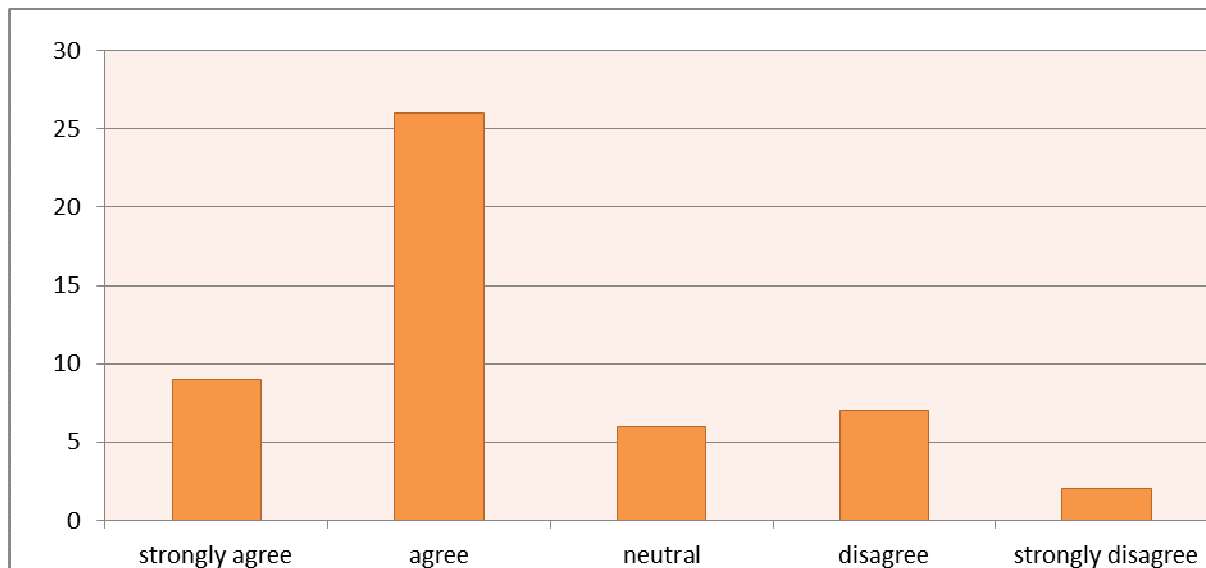
The result of this particular question shows that 12 participants strongly agree with the statement whereas 31 agreed with the statement. There have been 6 participants who remained neutral and only 1 disagree with the statement. No participants 'marks strongly disagree.

8) *Do you think Govt. Is taking serious actions to promote tourism?*



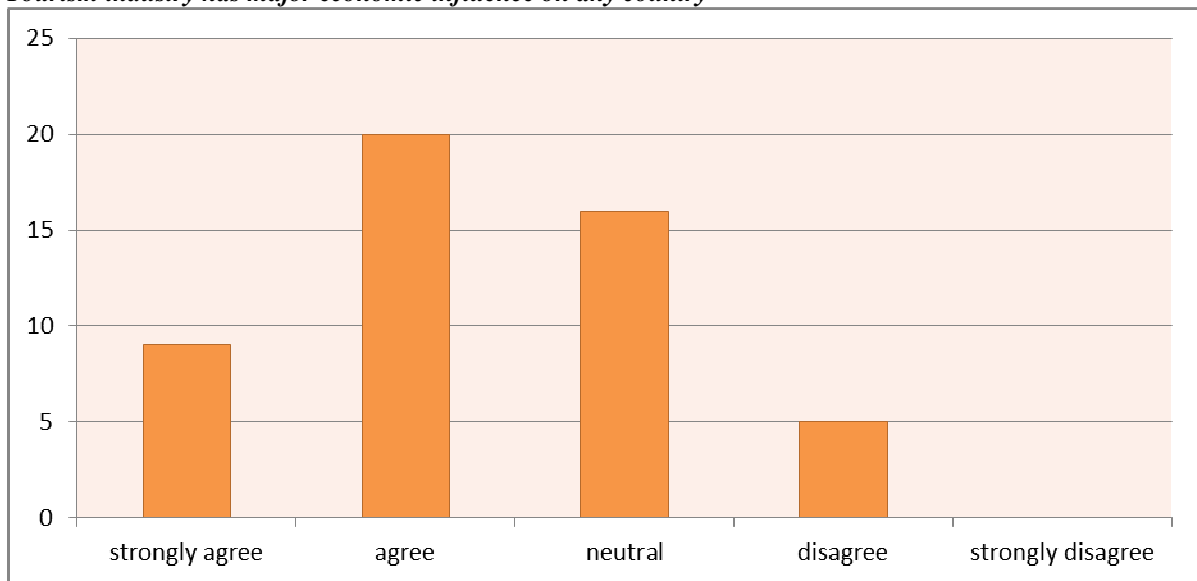
The results of this question have revealed that 2 participants strongly agree with the statement. There have been 6 participants who agree and 6 remained neutral to this statement. 26 participants disagree with the statement. And 10 strongly disagree.

9) *Lack of facilities for tourists is affecting tourism industry of Pakistan.*



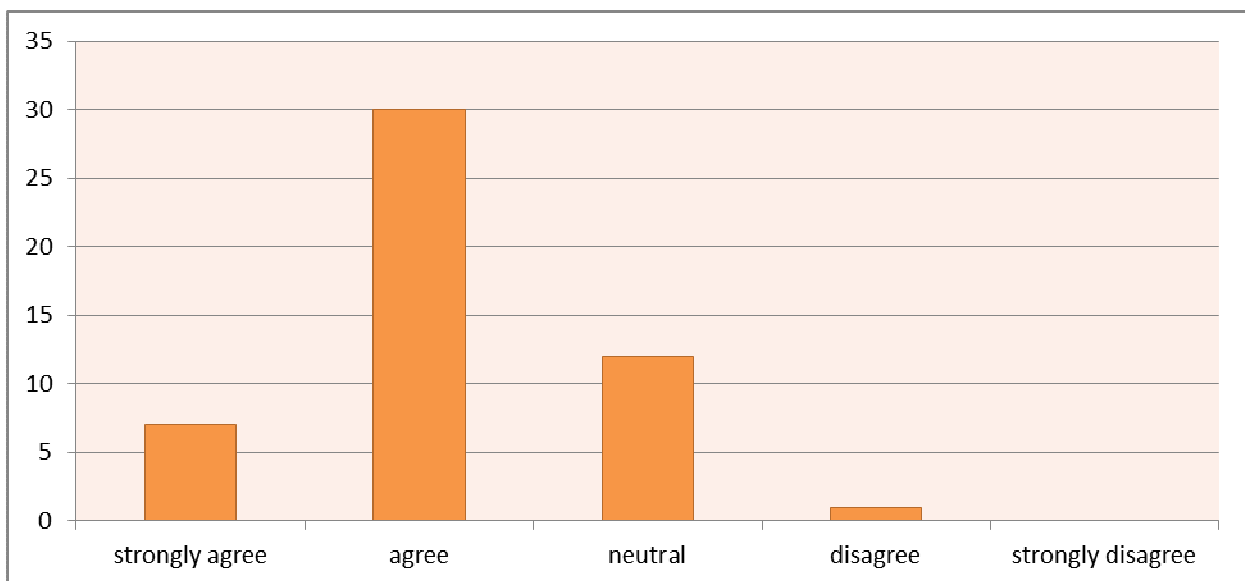
The results of this particular question have revealed that 9 participants strongly agree with the statement. There have been 26 participants who agree with the statement. 6 participants remained neutral, 7 disagree and remaining 2 strongly disagree with the statement.

10) Tourism industry has major economic influence on any country



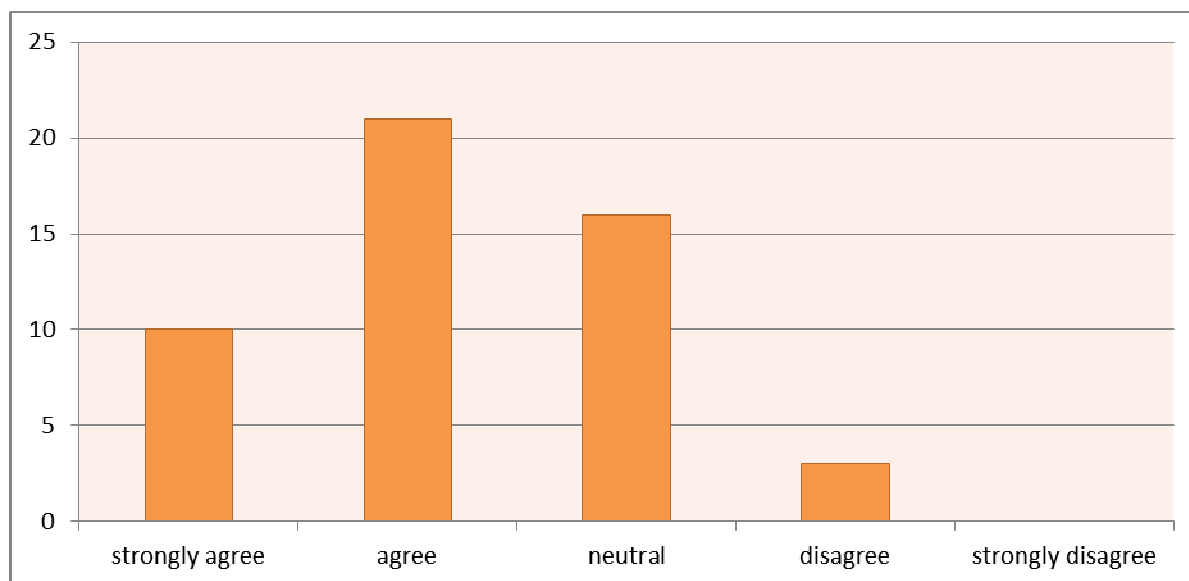
The results of this particular question have revealed that 9 participants strongly agree with the statement. There have been 20 participants who agree with the statement and 16 neutral to this statement. 5 disagree and zero strongly disagree.

11) Does the area or environment affect the consumer behavior



The results of this particular question revealed that 7 participants strongly agree with the statement. There have been 30 participants who agrees with the statement and 12 remained neutral, 1 disagree and zero in strongly disagree.

12) Involvement of private sector can boost the tourism industry of Pakistan.



The results of this particular question have revealed that 10 participants strongly agree with the statement. There have been 21 participants who agree with the statement and 16 remained neutral, and 3 participants disagree with the statement. Zero in strongly disagree.

CONCLUSION:

People who travel from their normal place to other unusual places are defined as tourist (Leiper, 1997). This country is blessed with marvelous sites, beautiful landscapes and a strong historic culture; besides all hazardous time faced by Pakistan. The basic purpose of this research was to establish a clean view of Pakistan in front of the world by understanding those factors which directly or indirectly influence the travel and tourism around Pakistan. To identify those factors a survey was designed which try to identify those areas which affect the behavior of tourist in travelling around Pakistan. Research has shown that tourism has a major economic influence on any country and government of Pakistan is not taking any serious actions to rehabilitate the travel and tourism industry. The advancement of tourism industry will establish the new ways of businesses in the country which ultimately leads to revenue generation, job opportunity and foreign investments.

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