

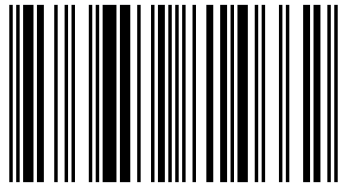
This book represents the efforts of the authors to give extent and detailed amount of facts and arguments about the importance of the consumer behavior in general and the connection between consumer behavior and tourism, especially the factors that drive consumers to choose a product or to use a service. The intention of the book is to provide to the readers in depth knowledge about a topic which is very common and which follows the trends in today's business world.



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The influence of the factors of consumer behavior in tourism



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The influence of the factors of consumer behavior in the tourism industry

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Concept, definition and factors of consumer behavior in tourism marketing

The consumer behavior in general and especially in tourism is affected of multitude factors. The efforts in this publication are to define and examine the key factors that influence consumer behavior in tourism. Because the marketing aspect is in the focus of the theoretical framework, these aspects and specifics are related to marketing.

1.1. Notion of consumer behavior in terms of tourism

Consumer behavior is connected to the studying of and for the individual, group or organization and processes that are used to select, secure, usage and selling of products, services, experiences or ideas to meet the needs that these processes have on the consumer or on the society¹. This view of consumer behavior is broader than the traditional, which leads to an examination of the indirect impact on consumer decisions and consequences that involve not only the buyer but also the seller.

The literature distinguishes several basic fundamentals about the nature of knowledge about consumer behavior². First, successful marketing decisions of the organizations, travel agencies and other stakeholders require extensive information for consumer behavior. Organizations are applying theories and information about consumer behavior on a daily basis. Knowledge of consumer behavior has a critical impact not only for the decision for buying a product, but also in the daily individual decisions which should be brought. It is necessary to collect data for specific customers who are involved in the marketing decisions.

Consumer behavior is a complex and multidimensional process. Many stakeholders in the business invest millions in research of the behavior of consumers and more to influence them, but none of them are completely successful at it. In the end, the marketing practice is designed to influence the behavior of the consumers, the company, the individual and the society. It is important to note that all marketing decisions and rules are based on assumptions about consumer behavior.

¹ Kotler, P. Marketing management (13th ed.). New York: Prentice-Hall, 2008, pp. 76-78.

² Goodall, B. & Ashworth, G. (eds). Marketing in the tourism industry: promoting tourist destinations. London: Routledge, 1997, pp. 144-147.

All marketing strategies and tactics are based on direct or indirect beliefs about consumer behavior. The decisions based on clear assumptions, theories and research are more successful than decisions based solely on intuition. This knowledge of consumer behavior can be an important competitive advantage. With increased understanding of consumer behavior the goals of each stakeholder are achieved more effectively.

1.2. Definition of consumer behavior in terms of tourism

Consumer behavior has the goal to examine why people buy the product and how do they make that decision. Before the definitions and models that are tailored to the tourism sector are reviewed, it is important to clarify general definitions that have been developed with research of consumer behavior in general.

The process by which consumers decide to buy or use a product or service is defined as a process of consumer behavior. Consumer behavior represents those activities that are directly involved in obtaining, consumption and disposal of products and services, including the process of decision which preceded and followed these activities³. This definition emphasizes the importance of the psychological process through which the consumer goes during the purchase and post-purchase stages.

Consumer behavior is a process in which individuals and groups choose, buy or use products, ideas, services or experiences to satisfy their needs and desires⁴. This definition gives the idea that consumers can make purchasing decisions in groups, not just as individuals. This process is very complex and for this reason more common is to illustrate the behavior of consumers as a process with models rather than as a definition. Understanding the behavior of the consumers is vital for the marketing activities which are very important for the efficiency of the company. Marketing deals with the relationship between consumers and customers. Marketing relies on the idea that organizations should mainly focus on customers for all their activities.

Consumer behavior in terms of tourism is particularly important step in the discovery of the motivations for travel of the modern tourist. It enables service providers to better understand their motives and activities to steer them towards their fulfillment, which will contribute to create products that will meet the long term needs. Thus, they will be successful in the market. This

³ Heath, E. & Wall, G. Marketing tourism destinations: a strategic planning approach, 1994, pp. 87

⁴ Middleton, V. with Clarke, J. Marketing in travel and tourism (3rd ed.), 2001, pp. 127

objective clearly and can only be accomplished by applying appropriate management concept, which should enable all market participants to identify the goals and make sure that they are successfully attained.

1.3. Factors that are affecting consumer behavior in tourism

Factors affecting tourists in the purchase of the specified tourist product is divided into⁵:

- motivation - factors that are motivating the tourist wanting to buy a particular product
- determinants - factors that determine the extent to which the tourist is able to buy a desired product.

The tourism product is a complex and complicated because there are material elements (hotel beds, food etc.) and intangible elements (services). Tourists often buy wholesome experience than clearly defined product. That experience has several clear stages⁶:

- phase of anticipation, this phase happens before the start of the trip
- consumption phase, this phase is happening during the travel
- phase of remembering, this one is the last phase and is happening after the trip.

Tourists are part of the production process in tourism which means that their attitudes, moods and expectations influence the behavior of their travel experience more than just the quality of the product that is offered by the companies. The tourist experience is strongly influenced by external factors beyond the control of the tourists or the company that sells the product. The external factors include: weather conditions, strikes, wars or epidemics of disease.

A wide range of factors motivate consumers to buy products related to tourism. Here the motivations that encourage tourists to make certain decisions are analyzed. First is an attempt to reveal the spectrum of motivations influencing tourists. Then an analysis of how motivators affect various types of tourism products and the various groups of people. Motivational factors in tourism can be divided into two groups⁷:

⁵ Hughes, G.D and Naert, P.A. A Computer Controlled Experiment in Consumer Behavior. Journal of Business, 1970, vol. 43, pp. 354-72.

⁶ Anderson, A.R. Attitudes and Consumer Behaviour: A Decision Model in New Research in Marketing, 1965, pp. 31-37.

⁷ Anderson, A.R. Attitudes and Consumer Behaviour: A Decision Model in New Research in Marketing, 1965 pp. 31-37.

- first are those that motivate a person to take a vacation
- and second one are those that motivate a person to take a vacation at a particular time and a particular destination.

There are many potential motivations that can be associated with these two groups. The author Belch has developed a model called free motivational scale that classifies motivations into four groups based on the work of the Maslow⁸:

1. Intellectual component that shows how individuals are motivated to take certain actions that includes mental activities such as learning, research, imagination, etc.
2. Social component that shows individuals how to engage in leisure activities for social reasons. This component includes two main needs: the need for friendships and interpersonal relationships and the need for prove to other people.
3. The competition as a component that displays characters in leisure activities in order to fight to achieve certain objectives, to challenge and to compete to each other. These activities also have physical nature.
4. Stimulants component. It is about the need of certain persons to avoid social contacts and look forward for peaceful places.

Motivations which are making people to wish to take a holiday are not present in this case. Some people have little, or in general, any desire for rest, for any reason. Each person who is traveling is different, and there are different factors affecting them. The main factors that determine individual travel motivators are⁹:

1. Personality:
 - a. is the person the social type or loner
 - b. adventurous or cautious person
 - c. confident or shy person
2. Lifestyle - determines the process of further decisions. Different people have different motivations. It depends on the person, motivations are different for those people who are concerned about their appearance, or for other people who care about their health, or people who are living alone and want to meet new friends or people who just have fun.

⁸ Belch, G.E. Belief System and the Differential Role of the Self-Concept in Advances in Consume Research, Vol .5 ed. Keith H.Hunt, Ann Arbor, Michigan Association for Consumer Research, 1978 pp. 111-117.

⁹ Anderson, A.R. Attitudes and Consumer Behaviour: A Decision Model in New Research in Marketing, 1965 pp. 31-37.

3. Also the past experience as a tourist for different types of trips, whether positive or negative.
4. Past place of living - motivations that wake up feelings of the tourist for a specific place where they lived previously.
5. The perception of their strength and their abilities they are related to their wealth or their abilities.
6. The image - it's about how they want to be represented in the eyes of other people.

Motivations are changing during the time and in different situations. These situations which affect the change include¹⁰:

- childbirth or meeting a new partner
- increase or decrease of the profit
- bad health situation
- changing expectations and experiences as a tourist.

Tourists are not affected of only one motivation. Greater is the ability to be affected by a couple of motivation factors at the same time. People rarely express the true motivations because¹¹:

- they pay attention on the contradictions between their motivations factors and their behavior
- they are believing they will not be accepted by others
- they are not recognizing their motivations because they are subconscious
- they can also be contradictory, such as the desire for relaxation of the one side and playing all night of the other side.

Not only motivations are different for each individual tourist, but also they vary between different marketing segments. According to one study, significant differences were observed between tourists with difference in age, sex, education and marital status. Young people want a vacation that will provide an opportunity for certain activities, while older people want a peaceful place for relaxation. Those people with higher education have shown a desire to visit the places where cultural events are held, while those with lower levels of education want to visit places where they will try new activities that are unfamiliar and different from their daily lives.

¹⁰ Gilbert, D.C. An Examination of the Consumer Behavior Process Related to Tourism. In Progress in Tourism, Recreation and Hospitality Management, edited by C.P. Cooper. London: Belhaven, 1991, pp.78-105

¹¹ Hirschman C. Elizabeth and Mills Michael K. Source Shoppers use to pick store. Journal of advertising research, 1980, volume 20 No 1, pp. 94-96.

One of the aspects of the demography of the tourism industry which considers personal motive is gender. Different offers are thought to be based to meet the needs of men and women. In one study¹², it is noted that in the 14 motivations significant differences were found between the motivations of the men's and the women's motivations.

1.3.1. Psychological factors

In the literature, when it comes to the consumer behavior, special attention is paid to psychological factors that affect certain behavior of the consumers. Most important of all is to distinguish those factors that are key in the required consumer behavior in terms of tourism, the choice of destination and use of a particular type of tourism.

Consumers are with complicated needs and desires also. If they buy things based only on the selection criteria, it will be easier to convince others to buy the products or services of a company¹³. Then there would be no need to implement marketing campaigns and to spend big money for their implementation. Unfortunately, consumers are influenced by many factors and they use a variety of factors in deciding which, what and when to buy. One of the main factors in consumer behavior is their unique personality (character)¹⁴. When scientists were studying the character, they examined the unique psychological characteristics that create relatively constant behavior that lasts in the environment of the consumer. Usually a person's character is considered by properties such as self-esteem, dominance, independence, adaptability and aggressiveness. Personality is extremely important, because it enables marketers to build a profile of the potential consumer. It allows them to get more information about who really is the consumer. They can use this profile to get better shape of the product or service for the consumer, as well as to better define the message that is sent to it.

¹² Ryan, C. Destination marketing and technology: the case of web-based data mining. In L. Pender & R. Sharpley (eds), *The management of tourism*, pp. 246-258.

¹³ Durgee, J.F., & Sego, T. Gift-giving as a metaphor for understanding new products that delight. *Advances in Consumer Research* 28 (1), 2001, pp. 64–69.

¹⁴ Vercic, D. and Grunig, J.E. *The Origins of Public Relations Theory in Economics and Strategic Management*. Paper presented to the Second International Public Relations Research Symposium, Bled, Slovenia, July, 1995, pp. 109–112.

Consumers are not the only ones who can have personality and profile¹⁵. The same can also apply to brands. The character of the brand's distinctive mix of human traits that may be related to that brand¹⁶. To better establish the link between the brand and potential customers, specifics which have something in common with them are given. Furthermore, these properties are used to shape the appearance and perception of the brand and its message to the market that would attract specific consumer products and services.

Many market researchers use the concept of the consumer facing towards themselves (i.e. the Self-concept)¹⁷. The main premise of this concept is that the property of the consumer is reflected in his identity. That is, a person is what you have. Accordingly, market researchers are trying to understand the target consumer for the things they have and the things they buy.

When a person/ consumer 's character is known and when it's defined the character of the brand, and once defined the usual habits of consumers, together with knowledge of specific psychological factors will greatly help to make it easier to understand consumer behavior. Four specific character factors of the target consumers are¹⁸:

- Motivation
- Perception
- Learning
- Beliefs and behaviors

Motivation. Motive is a need that became so great that directs the consumer to seek satisfaction of that need¹⁹. The consumer has different needs at any time of his life. People are constantly under the influence of different biological or psychological motivations. Many common biological needs come from different states of tension, such as hunger, thirst, or some form of physical discomfort. Psychological needs are coming from the desire for social recognition, respect, or belonging to a family, social or political group. If any of these motivations become strong enough for the consumer, it

¹⁵ Flatters & Willmott. Understanding the post-recession consumer, Harvard Business Review, Vol. 7, Issue 7/8, 2009, pp. 106-112.

¹⁶ Choeuke, M. Long-term strategies key to future success, Marketing Week, 2009, Vol. 32, Issue 5, p. 126.

¹⁷ Mintzberg, H. The Rise and Fall of Strategic Planning. New York: Free Press, 1994, pp. 78-87.

¹⁸ Ibid.

¹⁹ Hermann, S. The crisis and customer behaviour: eight quick solutions, Journal of Customer Behaviour, Vol. 8, Issue 2, 2009, pp. 177-186.

becomes a necessity²⁰. Through various market research, the researchers identified five categories of motivated needs²¹:

- Actualization of themselves - the consumers are developing themselves and also realize themselves
- Respect - a sense of self-respect, identify themselves and recognizing socio-economic status in the world
- Social - a sense of belonging and that the consumer is loved in a particular environment
- Security - a sense of security and protection
- Physical - consumers' basic needs for food, water and shelter.

The researchers found that there is a hierarchy in the satisfaction of the needs. First must be the physical needs, then the person meets the needs for security, and then continues to meet the social needs and then the person demands respect and finally actualizing him/herself in the environment in which they live²². The basic principle here is that the consumer will almost always meet that need that he considered it the highest priority. When it needed to be done, it will stop to be a motivator and the consumer will pass to the the next most influential motivation of the hierarchy of needs. It should be remembered that motivated people are ready to buy. This can be used as an advantage.

Perception. When the consumer decides what to buy, a lot depends on his perception of the situation which happens at the moment. Perception is the process by which consumers select, organize and interpret information to form a more comprehensive picture of the world around them²³.

On average, the consumers are exposed from 3000 to 5000 ads every day²⁴. It is physically impossible for the consumer's brain to pay attention to all of them. When all other stimuli around them are added (smell, taste, sound, conversation), it is odd how people in general are able to concentrate on anything. As a result, the brain controls which stimuli will connect. This

²⁰ Alden, D. L., & Green, R. T. Functional Equivalence in Cross-cultural Consumer Behaviour: Gift-Giving in Japan and the United States. *Psychology and Marketing*, 5 (Summer), 1988, pp. 155-168.

²¹ Tillery, R. The Organization of the Public Relations Function: A Literature Review from 1991± 1993. Paper presented to the Mid-Atlantic Graduate Communications Conference, University of Maryland, College Park, MD, April, 1995, pp. 132–144.

²² Jack, L. The economic crisis silver lining, *Marketing Week*, 2009, Vol. 32, Issue 1, p. 176.

²³ Flatters & Willmott. Understanding the post-recession consumer, *Harvard Business Review*, Vol. 7, Issue 7/8, 2009, pp. 106-112.

²⁴ Drobis, D.R. Integrated marketing communications rede.ned. *Journal of Integrated Communications* 8, 1997–1998, pp. 6–10.

process creates perception. Consumers form their perception by the processes of the brain such as selective attention, selective distortion and selective memory²⁵:

- Selective attention of the consumer is a tendency to cover most of the information that is displayed. It should work hard to attract the attention of the consumer.
- Selective distortion. Each consumer adjusts received incentives in his brain. Selective distortion is the tendency of people to interpret information in a way that will support their existing beliefs or what they want to believe.
- Selective memory. Consumers usually forget most of the incentives to which they have been exposed. Consumers will only remember information that best supports their beliefs and behavior. Selective memory allows to forget information about the brand that they do not like.

This process is the reason why so many marketers repeat ad campaigns. They have to fight for entry into the mind of the consumer, and to convince their minds that it is the real message that needs to be addressed.

Learning. When people perform activities, they learn. Most theories of learning believe that most human behavior is learned behavior. Everyday buying things is consumer behavior which is partly learned. Consumers learn their buying behavior through movements, signs, advertising, bolstering. Each one builds on the other. The movements are strong internal incentives in consumer minds that create a call to action. These calls to action (if they are strong enough) create a motive and would lead consumers to move toward the object of incentives. This object often satisfies their need. The movements create signs. They help the consumer decide when, where and how to respond to the movements. Announcements are consumer actions that are founded on the basis of the movements, motives and characters from surrounding stimulation. If their experience when buying a given product was positive, then most likely the consumer will buy the same product in the future. While if it was a negative experience in any respect, then the consumer will require replacement of the product.

Beliefs and behavior. Daily activities build confidence and behavior that affects the behavior of consumers in the purchase. Behavior puts people in specific frame of mind, and helps them to move towards or away from certain

²⁵ Durgee, J.F., & Segó, T. Gift-giving as a metaphor for understanding new products that delight. *Advances in Consumer Research* 28 (1), 2001, pp. 64–69.

products and brands. Unfortunately, the behavior is difficult to change. Behavior is part of the learned habits of consumer behavior. Changing consumer beliefs usually requires changing other perceptions and beliefs in other areas of the consumer mind²⁶.

Marketers need to understand these beliefs and behavior and then they can best position themselves to the message before the target consumer. If some beliefs and behavior of target consumers are mistaken for a given product, in order to achieve sales, they need to launch a campaign that will change the erroneous beliefs and behavior to the product. Consumers are complicated. Their unique character has many aspects and all those involved in the simple decision when choosing to buy something. Failure to understand the psychological factors that influence consumer decisions when buying may result in unfocused message and wasted resources. Today's economy pushed companies to do good research before they start with the advertising campaign²⁷.

According to researchers, the individual traveling behavior can be explained by the decision and the impact of psychological factors of personal decision²⁸. Once they decide to leave home and make other decisions as where to go and what to do. When the traveler uses a routine decision, the decision is made quickly and with little thought. On the other hand, when a decision to spend more time to review information about the offered suggestions for the trip. For them, understanding how individual decisions require travelers to explore the physiological and social factors that influence their choice. Internal psychological factors that influence consumer behavior is the perception, learning, personality, motivation and behavior. Perception is a process where the individual selects, organizes and interprets information to create meaningful picture of the world. Learning helps individuals to change behavior through experience. The personality is associated with behavioral and mental structures that are associated with experience in a certain way. The behavior is characterized by positive and negative feelings about an object, event or another person.

Psychological forces operate in a vacuum. The decisions of travel effect of the individual has external influence, and people. The pattern of Mayo and Jarvis have banded social impact in key areas: family influence, social class, culture and subculture.

²⁶ Van Riel, C.B.M. Principles of Corporate Communication. London: Prentice-Hall, 1995, pp. 69–76.

²⁷ Mintzberg, H. The Rise and Fall of Strategic Planning. New York: Free Press, 1994, pp. 78-87.

²⁸ Kelley H. H. Attribution theory in social psychology. University of Nebraska Press, 1967, pp. 197.

Author Gilbert²⁹ criticizes this model because of circumvention of important aspects such as perception, memory, personality and data processing which is the head of the traditional model. Decisions for holiday are questions of cognitive processing of information as lifestyle and motivation. Fantasies, emotions and entertainment, covered by the so-called "experiential view," are part of the tourist experiments. This is especially surprising as part of the phenomena involving "various games and activities, sensory pleasures, dreams, aesthetic enjoyment and emotional responses."³⁰

Emotion can be defined as "a state of excitement that involves conscious experience, or psychological changes."³¹ In consumer behavior, emotion is generally expressed in terms of feeling towards the product, while according to Holbrooke³², it covers a wider range of phenomena which provides four interactive components: a psychological response, knowledge, behavior and expression and feelings also. Some types of emotions can be used in tourism marketing and advertising³³. Some studies have proven that the advertised efficiency depends on the emotional content of the messages. The use of repetition, the classical arrangement, humor and fear are particularly powerful in drawing the emotional reactions to products. These are examples of eight primary emotions in tourist behavior³⁴:

- Acceptance: deep personal taste for their favorite travel agent.
- Disgust: the discovery that their hotel room is invaded by cockroaches.
- Fear: being stung by a mosquito in the middle of a safari trip to Kenya when they don't have any anti-malaria preparations.
- Anger: being stuck in a traffic jam while they're on the road to the airport.
- Luck: listening to exotic music played from local population.

²⁹ Gilbert, D.C. An Examination of the Consumer Behavior Process Related to Tourism. In Progress in Tourism, Recreation and Hospitality Management, edited by C.P. Cooper. London: Belhaven, 1991, pp.78-105

³⁰ Hirschman C. Elizabeth and Mills Michael K. Source Shoppers use to pick store. Journal of advertising research, 1980, volume 20 No 1, pp. 104-106.

³¹ Hughes, G.D and Naert, P.A. A Computer Controlled Experiment in Consumer Behavior. Journal of Business, 1970, vol. 43, pp. 354-72.

³² Hirschman C. Elizabeth and Mills Michael K. Source Shoppers use to pick store. Journal of advertising research, 1980, volume 20 No 1, pp. 104-106.

³³ Ibid.

³⁴ Schiffman G. L., Kanuk L. L. Consumer behavior – a European outlook. Essex: Pearson, 2008, pp. 14-16.

- Grief : being a seven year old child and learn that there isn't pool at their hotel.
- Surprise: they find a bottle of champagne in their room that they have not requested.
- Expectation: entering the bus for an excursion to the Egyptian pyramids.

So at the end it can be concluded that the psychological factors are of particular importance in the study of consumer behavior in tourism. Only with their identification, service providers can streamline their activities and satisfy the needs of the consumers.

1.3.2. Sociological factors

All aspects of each individual consumer, and the impact in the choice of social and cultural structure in which the consumer is involved are particularly important, because they are present and intangible, consumers are often unaware of these influences. Consumer behavior depends on social factors such as: the group to which belongs, family and social roles and status³⁵. The groups are fundamental to the individual because they protect, they solve the problems, allowing mutual cooperation with a certain group of people and provide models of behavior - norms. Reference group is defined as a group of people sharing the same views, beliefs, values and behaviors. Culture can be considered as a broad impersonal group containing knowledge, attitudes, practices and technical norms socially accepted by the people. This includes norms, signs, beliefs, values, and normative behavior. Culture also affects the way a person behaves as a consumer or tourist. One example of the sport will help experts understand how culture can affect behavior. Sport has become a major cultural value in the Western culture, including such activity during their stay. Subcultures are groups that connect the region, race, language, religion, age, social class and other factors. The point is that members of subcultures match many norms of the host culture, but they are different from other acts that do not conform to those of other subcultures.

Social classes are the result of the division of society on the basis of status and prestige. Education and occupation are the main factors of

³⁵ Hermann, S. The crisis and customer behaviour: eight quick solutions, *Journal of Customer Behaviour*, Vol. 8, Issue 2, 2009, pp. 177-186.

belonging to a social class. Wealth is a less decisive factor. Every social class shows different lifestyles that reflect the values, attitudes and personal perceptions that differ from those of other classes. Many tourist destinations such as ski resorts have defined social class orientation. The family is a major behavioral group and it is a source of many of the norms of the society. The family functions as decisive unit, where the discussion is about important life decisions, including consumer choice.

When it comes about deciding, the consumer takes into account many factors that are classified into four categories: cultural factors, social, personal and psychological³⁶. Although marketing services can not influence many of these factors, the identification of these factors is important to identify potential customers and make products that will satisfy their needs. Each of these factors has a special dimension. Social factors play a special role in the consumer's decision to purchase. Social factors include:

- Group in which the consumer belongs
- Family and
- Social status

The elaboration of each factor is given below and it provides detailed information of how different factors influence consumer behavior.

Group in which the consumer belongs. Consumer behavior is influenced by many groups. A person belongs to a particular group that has an impact on his/hers behavior. Groups that have a direct impact on a person are called membership groups³⁷. These are groups in which the person is a member. Some of the groups are primary groups in which there is constant interaction as family, friends, neighbors and colleagues. Primary groups are informal. The person also belongs to secondary groups that are more formal and there is less constant interaction, such as religious organizations, professional associations and trade associations. The group to which the consumer belongs includes family members, friends, social organizations, professional bodies and companies. The group to which the person belongs can affect a person at least in three different ways³⁸:

- First, the person will face a new behavior and lifestyle

³⁶ Flynn, F.J., & Adams, G.S. Money can't buy love: Asymmetric beliefs about gift price and feelings of appreciation. *Journal of Experimental Social Psychology*, 45, 2009, pp. 404-409.

³⁷ Alden, D. L., & Green, R. T. Functional Equivalence in Cross-cultural Consumer Behaviour: Gift-Giving in Japan and the United States. *Psychology and Marketing*, 5 (Summer), 1988, pp. 155-168.

³⁸ Durgee, J.F., & Sego, T. Gift-giving as a metaphor for understanding new products that delight. *Advances in Consumer Research* 28 (1), 2001, pp. 64-69.

- Second, ideas and conceptions that have an impact on the interests of the individual will be adapted according to the interests of the group and
- Third, created forced conditions may influence the choice of the brand of the product.

The groups to which they belong that somehow affects the perceived value and behaviors of others. It should be noted that the group to which the consumer belongs differs from the guides for public opinion³⁹. In studies of human communication can be seen that some people provide more information than others. Such people are guides to public opinion that can be defined as consumers who influence the purchase decisions of others⁴⁰.

Family members form the basic structure of the group of belonging are having a major impact on consumer behavior. During the lifetime, people can form two families. The first is the one in which they were born, bred, and religion, politics, economics and education of the person depend directly on the family. The second type of family is one in which the buyer behavior is affected, including children and people under surveillance. Members of the family of the buyer have a strong influence on consumer behavior. Since parents are getting orientation in religion, politics, economics, feelings of personal ambition, self-esteem and love. Even if a person is no longer in strong interaction with its parents, unconscious influence of the parents is important⁴¹. In countries where children continue to live with their parents, their impact is significant. In the case of expensive products or services, and the man and woman together are making decisions. Marketers must investigate which member has a greater impact in the purchase of a particular product or service. Or, if the impact is the same. Some products have greater impact of men, for example, cars, TVs, while women are affected by washing machines, carpets, furniture for rooms that are not live, and share equally influence by the furniture for the rooms in which they want to live, travel and party. The wishes of consumers should identify their expectations to be in line with other economic and social factors to accept the product⁴². Adapting

³⁹ Huang, Y.H. Public relations strategies, relational outcomes and conflict management strategies. Unpublished doctoral dissertation, University of Maryland, College Park, MD., 1997, p. 99.

⁴⁰ Hermann, S. The crisis and customer behaviour: eight quick solutions, *Journal of Customer Behaviour*, Vol. 8, Issue 2, 2009, pp. 177-186.

⁴¹ Huang, Y.H. Public relations strategies, relational outcomes and conflict management strategies. Unpublished doctoral dissertation, University of Maryland, College Park, MD., 1997, p. 99.

⁴² Mintzberg, H. *The Rise and Fall of Strategic Planning*. New York: Free Press, 1994, pp. 78-87.

social conditions have a crucial role in setting up the brand on the market. The family has a special place in the community. In fact, it is the basic social unit. Norms and beliefs that stabilize the family receive extensive references from society thus creating an ideal source of community and family stability. Effects of traditional attitudes, interests and incentives of the family are not only evident in the period of development but can also be recorded for the next generation. The family is an important subgroup of society, but also at the same time implies an important economic unit. The family is complete and complex organization for buying that addresses the needs of two or more generations. Buying behavior can be implied by the nature of the family and its responsibilities can create a range of opposing needs for products and services. The lifestyle of one family depends on its position in society. Making family decisions. Individual family members often have different roles in decision-making. Some members collect a variety of information on important products. These individuals have power because they can convey information about their chosen alternative⁴³. These members do not have total power in decision making, but clearly express their wishes for specific products also they are causing unpleasant situations if their demands are not met.

Decision makers have to decide⁴⁴:

- whether to buy
- which product to buy
- which brand to buy
- when to buy

However, the decision maker has a different role from the buyer. Their differences sometimes may not be totally clear⁴⁵:

- the decision maker can say what kind product to buy, but not from which brand
- the buyer can make a replacement purchase of the specified product if the product is not available
- the buyer may disregard the instructions (accidentally or intentionally).

⁴³ Jack, L. The economic crisis silver lining, *Marketing Week*, 2009, Vol. 32, Issue 1, p. 176.

⁴⁴ Alden, D. L., & Green, R. T. Functional Equivalence in Cross-cultural Consumer Behaviour: Gift-Giving in Japan and the United States. *Psychology and Marketing*, 5 (Summer), 1988, pp. 155-168.

⁴⁵ Hermann, S. The crisis and customer behaviour: eight quick solutions, *Journal of Customer Behaviour*, Vol. 8, Issue 2, 2009, pp. 177-186.

Organized purchase usually involves more people than individual purchase. Often, many people are involved in making decisions about⁴⁶:

- whether to buy
- what to buy
- in which quantity
- whom to buy from.

The engineer makes a specification of what is required, the manager approves it and the final purchase is made by the procurement specialist who spends his time to find the best deal on products that the organization needs. Often, this is a long process of buying that can cause long delays.

Social status. The social status of each person in his life depends on family group, associations and organizations. The position of the person in each of these groups can be defined and based on the role and status of the individual. Each role includes activities that are expected of a person⁴⁷. Someone a person may have a role of daughter in the family, although the family may also have a role of wife and mother and can act in a responsible sales manager for the company in the community. Each of these roles has special effects in buying behavior. Each role has dignity. Dignity is respect that society has for the role⁴⁸. Generally, people choose those products that are messengers of their role and status in society. When a person accepts the role, regulatory pressures have effects on a person to act in a certain way making the final brand to be selected⁴⁹. The level of communication, the manner of decision making (consensus, agreement, vote, dictatorship) and the result of clashes are important milestones in the process of making decision. The role is a major variable when the group is analyzing something. Appropriate questions are⁵⁰:

1. How are roles and tasks of determining units distributed? Kotler⁵¹ distinguishes five shopper roles (initiator, influencers, decision maker, buyer and user)

⁴⁶ Tillery, R. The Organization of the Public Relations Function: A Literature Review from 1991± 1993. Paper presented to the Mid-Atlantic Graduate Communications Conference, University of Maryland, College Park, MD, April, 1995, pp. 132–144.

⁴⁷ Ibid.

⁴⁸ Drobis, D.R. Integrated marketing communications rede.ned. *Journal of Integrated Communications* **8**, 1997–1998, pp. 6–10.

⁴⁹ Choেকে, M. Long-term strategies key to future success, *Marketing Week*, 2009, Vol. 32, Issue 5, p. 126.

⁵⁰ Kotler, P. *Marketing management* (13th ed.). New York: Prentice-Hall, 2008, pp. 115-118.

⁵¹ Ibid.

2. What is the impact of every member of the family (husband, wife or child)?
3. What is the level of development.

There are multiple ways in the process in which the user of a touristic service makes decisions. The differences are related to complete paradigm shift in the social sciences.

1.3.3. Socialization as a factor in consumer behavior

Socialization is the process of interaction between the new members and the society in which a new member of the community adopts the knowledge, skills, habits, attitudes, norms, values and other knowledge necessary for successful integration into the social group or the wider Community otherwise would occur disorder, chaos and anarchy⁵².

Tourists that are visiting a new destination are new members which are interacting with society and adopt habits, attitudes and values of that society, and other information necessary to integrate into the new community.

There are several agents of socialization that are key to this process. The agents of socialization represent factors that flow through the process of socialization. They are divided into primary and secondary. The primary socialization takes place in the earliest period of human life, when adopting the basic patterns of social behavior. In the primary agents of socialization include⁵³:

- The family - the most important factor of socialization, because it is called a "bridge to socialization". Family must provide material conditions of existence; this should also provide a healthy and proper socialization. Children are imitating and coping their parents and teach them how to apply and gain moral norms and values.
- Children's groups - in these groups, children are emotionally connected, make friends, play together and spend their free time, while gaining important norms and values of the group.

⁵² Belch, G.E. Belief System and the Differential Role of the Self-Concept in Advances in Consume Research, Vol .5 ed. Keith H.Hunt, Ann Arbor, Michigan Association for Consumer Research, 1978, pp. 204-206.

⁵³ Gilbert, D.C. An Examination of the Consumer Behavior Process Related to Tourism. In Progress in Tourism, Recreation and Hospitality Management, edited by C.P. Cooper. London: Belhaven, 1991, pp.78-105

- Neighborhood.

The secondary socialization covers institutions and is operating differently from the primary socialization and has less influence and importance of it. Secondary agents of socialization include⁵⁴:

- Educational institutions: kindergartens, schools and similar institutions. They give young people the knowledge, skills, work habits and human qualities and they are creating positive moral qualities and values. Also, to clarify all natural and social phenomena, creating their ability to use the tools created by man, for further successful integration into modern society.
- Cultural institutions, such as dance, ballet and sports groups (they satisfy young kid's needs and realize the need for socialization).
- Mass media, such as movies, television, print, radio, internet, mobile telephony and more. These funds exert a strong influence in the formation of the person, inform youth and enables them to keep up with events, and the most importantly - the ability to communicate and share opinions with people from different countries, cultures and religions around the world, which helps youth for developing and spreading cosmopolitanism and multiculturalism. Sometimes these means for mass media affect adversely, when they are offering content with violence, sadism, brutality and favor hedonism, parasitism, crime and other immoral and deviant behavior, and also the counterculture.
- Religion, in fact its buildings like churches, mosques and other religion buildings. They influence positively at the building of values for the young individuals in the process of socialization, so they learn what is good and what is bad, and if they are good they will be rewarded, and if they are bad they will be punished.

The most important features presented in an individual in terms of socialization and individual liberty of the person are the following⁵⁵:

- Universal properties of personality (labor, freedom and its need for companionship)

⁵⁴ Belch, G.E. Belief System and the Differential Role of the Self-Concept in *Advances in Consume Research*, Vol. 5 ed. Keith H.Hunt, Ann Arbor, Michigan Association for Consumer Research, 1978, pp. 204-206.

⁵⁵ Gilbert, D.C. An Examination of the Consumer Behavior Process Related to Tourism. In *Progress in Tourism, Recreation and Hospitality Management*, edited by C.P. Cooper. London: Belhaven, 1991, pp.78-105

- The properties of the individual that are characteristic of certain social groups to which he/she belongs (religious, regional, professional, national and generational) and
- Individual features of the person, which it differs from other individuals.

From this perspective, socialization plays an important role in the process of consumer behavior, in the sense where they feel comfort and where they can do the best socialization and which is the destination that will enable them to feel in tune with those beliefs and attitudes that they have.

1.3.4. Learning as a factor in consumer behaviour

The theory of learning demonstrates the process of transferrable knowledge and skills to which one needs to learn and adapt. What should be taught is designed content which is practically applied and creates a phenomenon of verification and correctness of understanding⁵⁶. After all, learning is an entire process of communication, the process of transferring knowledge, skills and habits from older to younger generations. Learning enables humans to build character, human abilities, communication that can be continuously improved. In today's world of information, learning creates a greater knowledge of destinations and creating further potential for human culture. With the emerging trends of the world, it has become process of learning much easier for each individual. Due to the vast trends around the world, it has created greater opportunity for customers to gain knowledge about their desired destinations before one visits them.

1.3.5. The impact of culture on consumer behavior

Culture is a concept which includes knowledge, belief, art, law, morals, customs and other capabilities and habits acquired by people as members of society. Several aspects of its culture require elaboration⁵⁷. Firstly, culture is a comprehensive concept. It includes almost everything that affects the individual thought processes and behaviors. Culture is able to determine the nature or frequency of biological needs such as hunger, that influence

⁵⁶ Kelley H. H. Attribution theory in social psychology. University of Nebraska Press, 1967, p. 197.

⁵⁷ Katz D. The Functional Approach - The Study Attitude Public Opinion, 1960, Q.24 summer 16-204, pp. 66-69.

whether, when and how these needs will be met. It affects not only the values, but also how decisions are made, even as how the world is seen.

Second, culture is acquired. It excludes responsibilities and hereditary predisposition. Since most human behavior is learned and not inherited, culture can be influential. Third, the complexity of modern society provides detailed descriptions of decent behavior. In many industrial societies, culture provides frontiers in which individuals think and act. Finally, the nature of cultural influence is such that people have to be aware of themselves. Any concerns, thoughts and feelings in a way that is consistent with the behavior of other members of the same culture because it seems natural and proper.

Cultural factors have a major impact on consumer behavior. Cultural factors influence consumers through the norms and values set by society. The influence of culture is automatic and invisible. Culture not only affects the behavior of consumers but also reflect on it. It mirrors the values⁵⁸. Marketing strategies can not change cultural values, but marketing can influence culture. Culture influences the kind of clothes people wear, what and how they eat, where they live and what they like. Culture has a major influence on the decision which products and services to buy, how to use and affect the pleasure of one. Culture is a system of interdependent components. Culture is a fraction of the external actions affecting the consumer. This means that culture presents the effects of other individuals that affect the consumer⁵⁹.

People who work in the field of marketing are always interested in cultural change and strive to discover new products and services that consumers would have liked. Different class lifestyle effects the relationship to culture. Each class behaves according to their preferences. Language, manner of dress, festivals have a significant impact in cultural situations. Their purchases are influenced by cultural, social, personal and psychological factors. For the most part, they can not control the market⁶⁰. The desire of the consumer must be identified and its expectation must be in accordance with social and economic factors that would accept the product. This means that the consumer is occasionally open to the new product. The product should be flexible and adaptable to their needs and demands. People occasionally

⁵⁸ Alden, D. L., & Green, R. T. Functional Equivalence in Cross-cultural Consumer Behaviour: Gift-Giving in Japan and the United States. *Psychology and Marketing*, 5 (Summer), 1988, pp. 155-168.

⁵⁹ Wooten, D.B., & Wood, S.L. In the spotlight: The drama of gift reception. In C.C.Otnes & T.M. Lowrey (Eds), *Contemporary consumption rituals: A research anthology* (pp.213-236). Mahwah, NJ: Erlbaum, 2004, pp. 169–184.

⁶⁰ Belk R.W., & Coon, G.S. Gift giving as agapic love: an alternative to the exchange paradigm based on dating experiences. *Journal of Consumer Research* 20(3), 1993, pp. 393–417.

change, like their desires and needs⁶¹. Their identification is the first step to achieve success, and the rest depends on the performance of the product.

The knowledge and trust are important parts because culture has several important features⁶²:

- Culture is overall. This means that all parts must fit into one logical whole.
- Culture is learned, not something with which one is born.
- Culture manifests itself within the limits of acceptable behavior. If an individual does not comply within the acceptable behavior it can lead to sanctions, ranging from penalties by the police to ridicule from others about something.
- Culture can be static or dynamic depending on how quickly they accept change.

The consumer is faced with multiple sources of influence. Cultural influences are particularly important while physical factors also affect behavior⁶³. Consumer behavior depends on learning.

Subculture. Every culture contains smaller group of subculture that provides more specific identification and socialization of its members.

Social-classes. All societies exhibit social stratification. Stratification sometimes takes the form of the caste system, where members of different castes are aligned members that can not change their membership from one to another caste. Very often, stratification takes the form of social classes. Social classes have several characteristics. First, the personality of each class refers more similarly to those of the same class than with persons of other social classes. Second, individuals are perceived as inferior or superior based on their social class. Third, the social class of individuals is influenced by numerous factors such as occupation, income, wealth, the value orientation rather than one factor. Fourth, the individuals may move from one class to another, up or down during their life⁶⁴.

⁶¹ Flatters & Willmott. Understanding the post-recession consumer, Harvard Business Review, Vol. 7, Issue 7/8, 2009, pp. 106-112.

⁶² Duncan, T. and Caywood, C. The concept, process, and evolution of integrated marketing communication. In E. Thorson and J. Moore (eds) Integrated Communication: Synergy of Persasive Voices. Mahwah, NJ: Lawrence Erlbaum Associates, 1996, pp. 13–34.

⁶³ Fisher, R. and Brown, S. Getting Together: Building a Relationship that Gets to Yes. Boston: Houghton Mifflin. Gronstedt, A. (1996) Integrating marketing communication and public relations: a stakeholder relations model. In E. Thorson and J. Moore (eds) Integrated Communication: Synergy of Persasive Voices. Mahwah, NJ: Lawrence Erlbaum Associates, 1988, pp. 287–304.

⁶⁴ Belk R.W., & Coon, G.S. Gift giving as agapic love: an alternative to the exchange paradigm based on dating experiences. Journal of Consumer Research 20(3), 1993, pp. 393–417.

The limits which culture sets to the behavior are called norms. They are simply rules that determine or prohibit specific impact in specific situations. The standards are derived from cultural values. The violation of this results in sanctions or penalties, ranging from mild social misunderstandings to persecution of the group. People are aware of the cultural values and norms and their violation leads to accurate and clear sanctions. People tend to obey cultural norms without thinking, because if they act otherwise, it may appear unnatural. As a consequence of the above, marketing versus cultural boundaries is a difficult and challenging task. Cultures may differ in demographics, language, nonverbal communication and values. Success ultimately depends on how well the stakeholders in tourism understand and adapt to these differences.

Cultures are not static. They evolve and change slowly over time. Marketing managers must understand the existing cultural values that appear in society. Any error in understanding cultural differences can cause negative consequences. There is an ongoing argument for counter-cultural marketing strategy, especially in advertising, it should be standardized. Standardized strategies can result in significant cost savings.

There are seven key considerations for each geographic market to be carried considerations⁶⁵.

1. Whether the geographical area is homogeneous or heterogeneous with respect to culture? Marketing efforts are generally made in defining geographic areas, primarily political and economic entities. Often they think that political boundaries are the same as cultural boundaries but this conclusion is not correct because a country can combine different levels of cultures.
2. What kind of needs the product or its version can meet in that culture? Most companies observe new markets with existing products. The issue on which they have to answer is what their existing or modified product needs will satisfy the culture which involved.
3. Can enough people afford the product? This requires a demographic analysis to determine the number of individuals or families who need the product and the number who can afford it.

⁶⁵ Gates R., McDaniel C. Marketing research essentials (4th ed.). USA: John Wiley & Sons, 2004, pp. 29-33.

4. What values or reference values relevant to the purchase and use of the product? Value system should investigate the impact of purchase of the product, having a product, usage of the product and disposal of the product. Marketing strategy will be based on these analyzes.
5. What is the prevalence, political and legal structure of the product? The legal structure of the country may have an impact on every aspect of the marketing mix of the company.
6. In which ways the company can communicate about the product? This question requires research, available medium, needs that are satisfied with the product, the values obtained with the product and its usage, verbal and nonverbal communication systems in cultures. All aspects of the promotional mix - including packaging, design techniques for personal sales ads - should be based on these four factors.
7. What are the ethical implications of marketing a certain product in that country? All marketing programs should assess the ethical and financial dimension. International marketing activities raise many ethical issues. Ethical dimensions are particularly important and complex in developing countries. Understanding and acting on the ethical importance of international marketing is a difficult task, but also a necessary one.

The analysis of these seven variables provides the necessary basis for the decision whether to enter or not in that market, what range and what kind of marketing strategy is needed.

2. Models of consumer behaviour

The area of study of consumer behavior focuses on the process how individuals make the decisions about spending their resources (time, money, achievement). Consumer behavior as a process includes the selection, purchase and use or disposal of the products, services, ideas and experiences of individuals or groups to meet their needs and desires⁶⁶. Consumer behavior involves the use or disposal of the products as well as learning about how they were purchased⁶⁷. Studying the use of the product is often of great interest because it may affect how a product is positioned or how to improve its consumption.

The decision-making processes are characterized by logical thinking, discussions and personal explanation. In classical theory of rational choice (basic theory of microeconomics) the consumer is considered to be a rational individual that seeks to satisfy personal needs or pleasures. In this framework, the same procedures lead to the same consequences. After consideration of the risks or uncertainties about the consequences, decisions are assessed on the basis of incomplete expected values and the degree of risk⁶⁸.

Limited rationality has more realistic approach to decision making. Though essentially, individuals are rational, they are constrained by limited cognitive abilities and incomplete information. Consumer attention, memory, understanding and communication have a selective effect on the information. The goal is to choose the best alternative of the options available. This process consists of alternatives in terms of expected consequences for the settings. Instead, identities and appropriate rules are set for recognized instances. There is logic in expectations rather than suitability. In that sense rule in inheritance is more retrospective (learning from the past) to form useful identities, while rationality is directed only to the future (the future is predicted that form useful settings).

Seeing the decisions tourists make from the perspective of positive and negative issues, such as: which are the decisions that tourists make, in what order they are made, how are they related to current behavior and how to

⁶⁶ Solomon. Consumer behavior. 3rd edn Prentice Hall Englewood Cliffs. NJ, 1996, p. 33

⁶⁷ Anderson, A.R. Attitudes and Consumer Behaviour: A Decision Model in New Research in Marketing, 1965, p. 83.

⁶⁸ Solomon. Consumer behavior. 3rd edn Prentice Hall Englewood Cliffs. NJ, 1996, p. 33

anticipate? Recent interpretations and views on science depart dramatically from this approach.

The focus is not on explanation and control, but on the understanding and interpretation. To understand the world, someone must interpret. This raises the question of how the tourist comes to a decision and why. Both studies emphasize relativism, but only one emphasizes local and specific constructive reality. The reality is the facilities, and only divisible, but more socially created, multiple, comprehensive and contextual.

Interpretive research, observes, listens, ask, write and share. Basically, the participant observation or archival research privileged means. This has restored sight to the social sciences and opened new avenues for sharp criticism of the ruling rationality and theories of human considerations. Decision makers live in a world of systematic less superior, more ambiguous and more symbolic than world described in classical theory.

The reality is not unique it's not often clean and consciously poor predictor of behavior. The political model of decision making starts from the fact that most human decisions are not individual but include groups. Theories of teams and games are offered first to explain how groups make decisions, but they are based on weak assumptions.

2.1. Individual decision-making

Individual decision-making is an important process which in today's operating environment is becoming increasingly important and is given more attention. To better understand this process, an explanation is given which is based on research conducted by the influential organization. Thus, based on a survey of 1989, conducted on 4000 respondents by the Gallup⁶⁹ organization, it is recognized that five groups of tourists can be created: adventurers, warriors, dreamers, economists and pessimistic. The individual consumer model is a system of four stages of spending holidays through which one acquires travel experience.

At each stage, the diversity of destinations becomes more or less popular. But what is important the diversity of the journey that tourists receive

⁶⁹ Gallup Organization. Unique four nation study reveals traveler types. London, American Express, 1989, p. 79.

different experiences from their stay. In addition each of these stages is elaborated⁷⁰.

Phase - 1

Tourists at this stage of the journey are characterized by relatively low travel experience. Their motivation to travel to foreign countries is only curiosity and traditional package holiday is the ideal product for consumers at this stage.

Phase - 2

Consumers in this stage are fond of overseas trips. With this experience they become better and gain more confidence, manifested by wanting to live out new adventures and more individually oriented types of trips. They would like to resort to new cultural and geographical destinations for their holidays.

Phase - 3

This phase is characterized by progress and advanced travel experience. Consumers have the confidence to experiment with their experience in a wider area of cultural events. Their independence and flexibility is manifested through individual-oriented trips and diversity in their destinations.

Phase - 4

Ultimately, consumers have achieved top level in tourism and are fully justified. Their motivation for travel is that you gain experience in a particular culture, but to produce a cultural experience that was obtained in a state to be fully exposed to the culture, language and way of life.

Providers of tourism services must take these stages of individual decision-making into account. This will take into account the habits of each customer and will be able to offer the kind of holiday that will be in accordance with its needs and that fully contribute to a positive experience of visiting the destination.

2.1.1. The impact of perception on consumer decisions

Tourist perception can be defined as the process of translating the tourist information from the outside world into the internal, mental world that each of us has experienced. Three major operations make the perception a very selective process, such as: attention, memory and sensation. Tourist information derived from the market or from other sources.

Learning is associated with perception. Information received may be conducted or learned in order to develop knowledge and skills that give

⁷⁰ Ibid.

answers to the environment. This process consists of storing information in the memory in the form of associations. These associations give rise to the birth of beliefs and feelings. For example, a certain holiday destination can be associated with different attributes such as culture or nature, depending on how tourists feel.

Many experts⁷¹ are trying to make a powerful perception in their analysis which will show that marketing is not a battle of products but it is a battle of perceptions. The perception has an effect on how consumers behave, but many times it is not based on reality. Consumers make decisions based on their perception, whether accurate or not. As these perceptions are explained, marketers must build their competitive strategies.

Product positioning is the process of creating a unique product position of the company in the eyes of consumers. It allows a company to create a competitive advantage for itself and the market to make attractive image for consumers in order to be successful. There are many companies that have created a unique picture of their product or service. There are many key factors behind companies such as: product, price, distribution and promotion. These elements are used to make unique and competitive corporation or brand, positioned in the mind of consumers and recognizable everywhere.

The images are mostly used to help some information and ideas to understand and simpler way to understand the concept better. Market researchers can make pictures of how consumers use the product. This is called perceptual mapping. These maps show the details of the company's position compared to their competition in the market. It allows managers to make marketing strategy and prepare better services for their customers. Perceptual mapping allows marketers to create a visual presentation of the competitive market by using information in an easy interpretive form.

Marketers can analyse how their product is accept and how to accept the product from the competition. This allows companies to make a conclusion about the quality of their strategy and how current is their brand on the market. Perceptual mapping focuses on the psychological position of the product in the subconscious of the consumer, not the actual physical feature that the product contains. That does not mean that the psychological characteristics of the product are not important, but they affect less the psychological perception of the product.

⁷¹ Stigler. G. J. The development of utility theory. Journal of Political Economy 58 August October, 1950, pp. 307-327.373-396

Some studies⁷² show that over time the functional characteristics of the product are less important for the decision of consumers. Notable features are also important for choosing the buyer of the company's image, personality and brand or reputation. The longer the product is marketed, the more consumers are interested in it.

The consumer opinion is changing over time, i.e. when new products are released for sale, perceptual maps can become extremely valuable tools that can popularize the product market. When the new product is released, perceptual maps can be used.

It is important to have knowledge about how consumers react to the associations of the brand, at what stage of loyalty can they fit and that most affect the creation of brand associations in consumers. To find out the answer to these key issues it is critical to explore how to create a perceptual map with consumers.

2.1.2. The impact of attitude towards the destination on consumer decisions

The desire for travel until recent time has been based more on religious commitment, health concerns and trade than for pleasure. The nature tourism in different countries is influenced by many factors such as⁷³:

- Change
- Geographical location
- History
- Language
- The development of transport
- The economic development
- Reviewing the quality of nature and cities
- Government policy on tourism
- The degree of political and economic development and stability.

Obstacles that should be overcome for people to become tourists of any kind, were related to transport, lack of adequate roads and maritime transport and the risk of attack that passengers faced. Tourism development

⁷² Solomon. Consumer behavior. 3rd edn Prentice Hall Englewood Cliffs. NJ, 1996, p. 33

⁷³ Bernadini, G. Tourism and cultural tourism in EC policy. In: Provincie Friesland, Cultural tourism and regional development Leeuwarden, 1992, pp. 3-5.

could begin only after these obstacles have been overcome. It contributed to a number of interrelated factors occurring at the same time⁷⁴:

- Rising disposable income
- The availability of vehicles
- Further increase in free time
- Education
- Growth of tour operators and package arrangements.

Political stability has always been a factor for the development of tourism in some countries. But politically unstable countries became a motivator for a small number of tourists seeking adventure. Hence, consumers differ in views that they have for a particular destination. Namely, if the desired destination possesses untouched nature and rich cultural heritage, but it is politically stable, consequently that would trigger a positive attitude by potential customers. Consumer attitudes towards the destination will build upon prior information about it, and based on the experiences of customers who have already visited the destination. It could be said that countries and destinations in particular have much work to build a positive attitude in the eyes of consumers, and over time and brand the country/destination.

By creating a brand, they will create a positive attitude among consumers which, in return, become loyal and will contribute towards the attraction of other customers and to the increasing popularity of the particular country/destination.

2.1.3. The impact of reasons for travel to the destination on consumer decisions

Many studies on the choice of destination have analyzed why consumers choose a particular destination. Author Mill⁷⁵ developed profiles for famous segment in international tourism market.

An attempt was made to⁷⁶:

- Isolate the segment of the market based on the importance of the attachment with several attributes of the city that is visited and

⁷⁴ Ibid.

⁷⁵ Mill, P., and Morrison, A. The tourism system: an introductory text, Prentice Hall International Editions, New Jersey, 1985, pp.101-105.

⁷⁶ Ibid.

- Develop valuable base profiles of these segments.

From this it can be concluded that when a consumer has the freedom of choice, personal values decide the destination of his choice and the author offered to do testing to detect the difference in value priorities (via telephone and electronic examination) and it would be very useful for value bases marketing research.

A group of experts⁷⁷ have managed to test the characters of tourists compared to choosing their destination. The made concept for selecting the destination contains two stages. The first phase describes the fundamental problems and whether to have or not to have any rest. Once the consumer decides, the second phase is the concept where to go. They explored the second phase about making the choice of destination by means of creating context for studies.

It can be concluded that the motives and values of the consumer have a key influence on the choice of holiday destination. If, however, take into account the character of the people it can be concluded that the choice of holiday destination is a very complex process that can contribute to selecting a holiday destination.

2.2. Motivational models for decision-making

In the theoretical frame the process of the consumer decision to purchase a product or service passes through several steps. That, of course, is not always the case. Every consumer is not going through all these stages when buying, in fact some of these stages can be skipped, depending on the type of purchase.

The reason for the study of consumers is to help organizations improve their marketing strategies with an understanding of⁷⁸:

- Psychology (how the consumer thinks, feels, summarizes and chooses between different alternatives)
- Psychology under the impact of the consumer from its environment (culture, family and media)

⁷⁷ Gilbert, D.C. An Examination of the Consumer Behavior Process Related to Tourism. In Progress in Tourism, Recreation and Hospitality Management, edited by C.P. Cooper. London: Belhaven, 1991, pp.78-105

⁷⁸ Kelley H. H. Attribution theory in social psychology. University of Nebraska Press, 1967, p. 197.

- Consumer behavior while buying or making other marketing decisions
- Limitations in the knowledge of the consumer
- As the motivations and strategies of consumer decision-making differ between products and
- How managers can adapt and improve their marketing campaigns and marketing strategies for a more efficient approach to the consumer.

In order to better understand the incentive models for decision-making, some of the basic models in the literature are elaborated: Solomon model of comparative process, stimulus-response model of consumer behavior, the pattern of behavior when buying trip, the Mathieson-Wall model of decision, the consumer model of Gilbert and Sirgy and Freud's model.

The Solomon model of comparative process. "Exchange" in which two or more organizations or people give and receive something of value is an integral part of marketing. Solomon suggests that consumer behavior involves many different actors. Buyer who does not use the product may not be the same person. People also can have influence in the buying process. The marketing activity mainly concentrates on offers of products in certain circumstances, when the target market wants and needs them. It is common to stimulate existing need through advertising, advertising and promotional discounts than to create needs.

The previously presented model is an excerpt from the general marketing theory. Tourism is by nature more a service than a product that has a significant effect on consumer behavior.

The Stimulus-response model of behavior of the customer. Author Middleton⁷⁹ presented the adapted model of consumer behavior in tourism, which was conditional stimulus-response model of consumer behavior. This model is based on four interactive components with central component identified as "customer features and the decision process."

The model shows motivations and determinants of consumer behavior in purchasing and highlights the important effects that the organization may have in the process of buying using the communication channels. Several authors⁸⁰ have developed a model that assumes that decisions by the consumer are the result of four elements:

⁷⁹ Middleton, V. Marketing in travel and tourism, 2nd Butterworth-Heinemann, London, 1994, pp.157-163.

⁸⁰ Schiffman G. L., Kanuk L. L. Consumer behavior (10th ed.). New Jersey: Prentice-Hall, 2010, pp.204-205.

- Commuter incentives, including tourist books, statements from other tourists, advertising and promotions
- Personal and social determinants of behavior including tourist motivations, desires and expectations
- External variables including pictures of destinations, security of travel intermediaries, cost and time
- Perceived connection between price and value.

Model behavior when buying travel authors Mathieson and Wall⁸¹. They proposed a linear model of buying trip that includes five stages:

- Desire for travel
- Collecting information and assessing them
- Decision on travel (choice of alternatives)
- Preparation for the trip and travel experiences
- Satisfaction with the trip and its assessment.

With the proper combination of the stages of this model a correct approach to the market will be enabled. This allows meeting the target by the service providers and the needs of the users of the services. But it should be emphasized that the model can be upgraded i.e. to be combined with other models in order to make a better presentation of the tourism market.

The model decision to the consumer has two levels of factors that have an effect on the consumer⁸². The first level of impact is closer to the person and includes psychological influences such as perception and learning. The second level of influence includes those that were developed during the process of socialization and include the impact of the family. Sirgy⁸³ explains the theoretical position according to which the relationship in terms of discrepancy between perceived and normative output levels. According to him, the satisfaction is a function of the evaluation of the relationship, which is understandable process in which perception is compared with. The connection is considered as emotional state because of the importance of the buyer to evaluate alternative action movements and reduce the existing state of discontent to sustain future state of pleasure.

⁸¹ Mathieson, A. and Wall, G. *Tourism Economic, Physical and Social Impacts*. Longman, Harlow, 1982, p. 95.

⁸² Gilbert, D.C. *An Examination of the Consumer Behavior Process Related to Tourism*. In *Progress in Tourism, Recreation and Hospitality Management*, edited by C.P. Cooper. London: Belhaven, 1991, pp.78-105

⁸³ Sirgy, M.J. *Self-Concept in Relation to Product Preference and Purchase Intention*, in *Developments in Marketing Science*, Vol. 3, ed.V.V. Bellur, (Marquette, Michigan: Academy of Marketing Science, 1980, pp.224-228.

Functional imaging product benefits include physical association with the product, where symbolic images relating to personal stereotyped images those consumers have about the product. He also claims that the relationship is a feature that helps in assessing the consumer and the image for the product. This means that the concept of the consumer himself must comprehend the full understanding of individual satisfaction or dissatisfaction. The concept of self is defined as a set of individual thoughts and feelings that have subject to you.

The level of satisfaction will be the lowest since purchasing the product will feature support, self-esteem or consistency. The relationship in tourism is a function on two levels. First, matching the expectations of the tourist destination with its observed outcomes and second, matching the picture of himself with his perception for tourist destination for valued image represented. For example, the term "true self" refers to how the person perceives themselves and the "ideal I" refers to how the person presents to others. This model basically describes the effect of cognitive process between the value attributes of the product and the consumer concept of themselves in making the consumer such as lead product, the tension when buying, purchasing behavior, satisfaction/dissatisfaction and loyalty product to product.

The theory describes the effect on the image itself through mediation effects of two reasons for the concept of self: self-esteem and perseverance. The result of this association occurs in the form of four conditions⁸⁴:

- Match with the positive self-image occurs when there is a positive attitude about themselves and the situation is with a positive ideal. This means that the image of the product agrees with the current self-image and the ideal image of oneself. Such a situation will result in high consumer satisfaction because it buys or identifies them with the product, the buyer will receive the emotional state that will raise his persistent motives.
- Mismatch with positive self-image occurs when there is a negative attitude about themselves, but a state with a positive ideal. In this situation, the individual may be motivated to buy a product, but his satisfaction will be average.
- Mismatch with negative self-image is a condition opposite of positive match with himself. This situation will result in an average

⁸⁴ Sirgy, M. Joseph and Chenting Su. The Ethics of Consumer sovereignty in an Age of High Tech. Journal of Business Ethics, 2000, vol. 28, pp. 7-14.

satisfaction because the reasons for persistence of the individual will be in conflict with their motives.

- Match the negative self-image occurs when there is a negative attitude about themselves and negative ideal situation. Here the level of satisfaction will be the lowest since purchasing the product.

This model shows that different aspects of the destination and its atmosphere are associated with it as a tourist destination experiences. That image is evaluated in a specific dimension of the tourism concept in itself is a degree of harmony with oneself which is connected to the travelling system behavior. The various models of consumer behavior describe satisfaction as the final output in decision-making. These models of buyer behavior assume that if the actual outcome should be better or equal to the expected, the buyer will be satisfied. However, if the actual outcome is not expected to be better than expected, the buyer will be dissatisfied.

The theory of the concept of advancing themselves in the idea that every self-image has valued association, which determines the degree of positive or negative affect, felt when the image itself is activated. Each image of the product has also valued component characteristic of sensitive tension related accessories.

Tourist perception of the destination (the type and quality of the resorts, the prices, the atmosphere in the hotel, atmosphere, etc.) will influence the formation and change the image of the destination that the visitor had imagined. In further assessment of the destination by focusing on the symbolic attributes of the destination, tourists can also be assessed and destination based on the destination functional or practical attributes. The merger of the level of practical attributes destination and tourist expectations are known for functional connectivity-that may affect travel and to be connected with it.

Freud's model⁸⁵. Sigmund Freud argued⁸⁵ that people are masters or their own thoughts, but encouraged and guided by powerful unconscious processes (desires, fears, beliefs, conflicts, emotions, memories) for which they are completely unaware of. Freud in the early 20th century laid the foundations of a new vision of the world, known as the psychoanalytic movement. That in itself encompasses several mentions, of which there will only be considered two:

- Theory of Personality

⁸⁵ Smith. I. Freud – complete works. 2000, 2007, 2010, pp.33-47.

- Philosophical view of life

The objectives of Freud in creating psychoanalysis can be derived from the following tenets⁸⁶:

- To create the first theory of personality and psychotherapy
- To explore the unconscious
- To create methods that will bring unconscious contents to consciousness, including the interpretation of dreams
- To explain why a person often turns against itself
- To apply psychoanalytic theory in many areas.

The structure of personality in psychoanalytical theory of Freud is shown in the following models⁸⁷:

- Topographical,
- Structure and
- Dynamic.

The literature available meets the development model, but it does not correspond to the subject of research in this paper. Due to this fact, there are only three developed the above behavior patterns according to Freud.

Topographic model. Freud discovered that among them there are feelings, memories, experiences that are not aware, except in certain situations (such as hypnosis or in free association). Thus came to terms conscious and unconscious, the basis of his first attempt to define the structure of personality.

According to the topographic model person works between two levels, consciously and unconsciously:

- The notion of unconscious is a basic term that introduces Freud and his understanding is the basis for understanding the psychoanalytic theory of personality. The metaphor of life as a psychological iceberg civilizational symbol of 100 years and is a sign of recognition of psychoanalysis. The comparison stems from Freud's theory that consciousness is the smaller part of the mental life of man, as the visible part of the iceberg above the water surface is far less than the invisible part.
- Awareness is an important part of the person. It is a regulatory mechanism that equates the desires of the world and the world of reality. That in itself reconciles the world of desires and the

⁸⁶ Ibid.

⁸⁷ Ibid.

world of reality. It includes the content-conscious: conscious self, nine mental functions, the system of values, partly raising awareness and mechanisms such as self-awareness and awareness.

Structural model. Freud considered a dynamic system of energy. According to the system model, a person consists of three main systems⁸⁸: Id (It), Ego (I) and superego (Over-I). Among these three systems of psychological forces dynamic and the final outcome is human behavior:

- The only source of the driving energy of man and his behavior of the whole system (the person) is Id (It). He is the only source of psychic energy that Freud called libido. The energy actually unconscious instincts that initiate the body of activity.
- Ego instance derives from the Id (It) and it is the part of the person who account and assessment of the actual assessment and the real possibilities to satisfy instinctual needs. It is guided by the principle of reality. It ruled secondary processes, realistic thinking and aims to find suitable facilities and most useful way to satisfy our desires.
- The third part of the person under the theory of Freud's superego or over – I, that part consists of norms of behavior, moral values and ideals by which a person has acquired through education in the family and through identification with important figures in life or absorbed through other social impacts from the environment during its development. Society thus manages to create an internal regulator behavior. It is the moral of the person called conscience.

Dynamic model. Freud's theory of personality is the first elaborated theory and it confirms precisely the part that explained the dynamics of personality. According to the model, the human body is a complex energy system that draws the required energy from the body metabolism of food. The energy changes from one species to another and spent on physical as well as mental processes. The source of psychic energy in the body is found in its instincts. Psychological representation of an instinct called desire, and bodily process called excitation or need. There is a possibility that the facilities can satisfy the instincts and ways and means to change throughout life. In the final version of his theory of instincts, Freud thought that there are two kinds of instincts - instincts of life and the instinct of death. These instincts derive

⁸⁸ Ibid.

special kind psychic energy called libido⁸⁹. From the instincts of life, Freud believed that sex drive is the most significant. The dynamics of a person depends on the way in which psychic energy is distributed and used in the structural parts of the personality - Ego and Superego. When ego will overpower the other instances, the behavior is rational and calculated, and the person is emotionally cold. When superego will take up energy, a person is constantly overwhelmed with guilt; standards of moral behavior are too high and out of reality, and the consequence of all this conflicts with the environment. Unmet needs (mostly sexual) cause uncomfortable feeling of tension and anxiety.

However, this is not the only significant patterns of behavior that are known in the literature. Below are analyzed Maslow's model, the model of Nicosia, the model of Howard and Sheth, the model of Engel-Collat Blakwell and the model of Bettman. This is done in order to make an in-depth analysis of several models of consumer behavior to be providers of tourist services should take into account when designing their strategies to compete in the tourism market.

2.2.1. Maslow's model

Many authors see motivation as a very important part of consumer behavior (tourists). As a most important in all theories for motivation are considered necessary. The needs are considered as force which is basically in motivation behavior and concludes that if you want to find out which is the human motivation, it is necessary to discover people's needs and how they can be met. Maslow in 1943 was the first who tried to do it with his theory of hierarchical needs of all currently known motivational theories⁹⁰.

The theory of Maslow⁹¹ originally developed in the context of practical work in the field-clinical psychology, but was found to be very helpful in many other areas as organizational psychology, counseling, marketing and tourism. One of the many reasons for the popularization of the hierarchy of needs of Maslow is likely to ease.

⁸⁹ Ibid.

⁹⁰ Stigler G. J. The development of utility theory. *Journal of Political Economy* 58 August October, 1950, pp. 307-327.373-396

⁹¹ Maslow, A.H. A theory of human motivation. *Psychological review*, 1943, vol. 50, pp. 370-396.

Figure 1-1 presents the hierarchy of needs by Maslow.

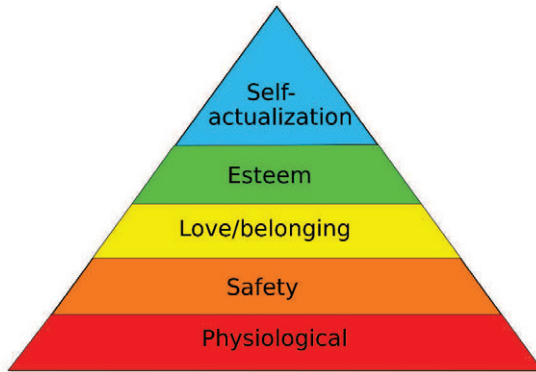


Figure 1-1 - Hierarchy of Needs by Maslow.

Source: Maslow, A.H. A theory of human motivation. *Psychological review*, 1943, vol. 50, pp. 370-396.

Maslow shows that if any need in the hierarchy is not met, then the lowest needs - physiological need will dominate through the behavior. If those needs are met, they will no longer act and motivating individual will move one level higher in the hierarchy, so that you continue to climb the hierarchy depending on the fulfillment of his needs. Some of the assumptions of Maslow is completely rejected, and some have received incomplete support. Some experts⁹² criticize the theory because it does not include several important needs, perhaps because they do not agree completely with the hierarchical table of Maslow. It comes to the necessities of domination, play and aggression. They prefer the classification scheme of Murray⁹³, indicating the other point of view actually shows a much better list of needs that can affect tourist behavior better. He made a list of fourteen physical and thirty psychological needs from which is possible to identify factors that could potentially affect on tourists to avoid holidays. The work of Murray is not easily affordable as Maslow hierarchy and not well accepted by tourism demand. Other attempts to explain tourist motifs are identified

⁹² Westbrook R.A. and Oliver R.L.O. The dimensionality of consumption emotion pattern and consumer satisfaction. *Journal of Consumer Research*, 1991, vol. 18, pp. 84-91.

⁹³ Murray H.A. *Explorations in personality*. New York, Oxford University Press, 1938, pp.118-125

hierarchy of needs Maslow. Mill and Morrison⁹⁴ see travel as a necessity or pleasure and show how the hierarchy of Maslow's motivations associated with traveling and travel literature.

Identical, travel motivators of Dann⁹⁵ may be related to the list of needs of Maslow. He argued that there are two key factors in the decision to travel, first are the factors that are attractive for the person, and the second one are the factors that are refusing. In refusing factors are the factor who made the individual to travel and in attractive are those factors that have an effect on where it will travel.

The author Crompton⁹⁶ identified nine motivators, seven of them classified as social-psychological factors or refusing motivators and two of them as a cultural or attractive motivators. He identified these motivations of a series of interviews with groups of people and learned that the refusing motivators have been difficult to discover. It shows that people may be restrained in whether to tell the truth reason for traveling if that reason is extremely personal and intimate.

2.2.2. The model of Nicosia

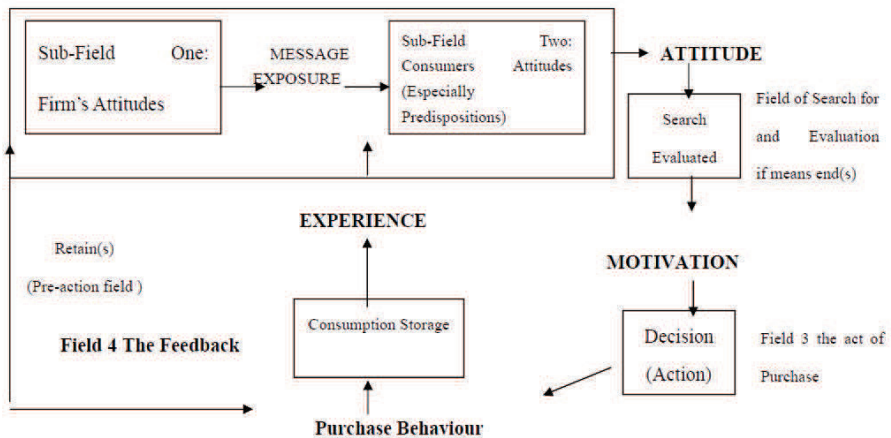
This model focuses on the link between the organization and potential customers. The organization communicates with consumers through advertisements, and consumers respond to these advertisements with the purchase. The organization and the consumer is connected to each other with that the organization is trying to influence the consumer and the consumer's decision affects the organization.

⁹⁴ Mill A.S. and Morrison A.M. The tourism system: an introductory text. Englewood Cliffs, NJ. Prentice-Hall, 1985, pp.15-21

⁹⁵ Dann G. Anomie, ego-enhancement and tourism. *Annals of tourism research*, 1977, vol. 4, pp. 184-194.

⁹⁶ Crompton J.L. A system model of the tourist's destination selection process. Unpublished doctoral dissertation. Texas A&M University, 1977, pp.147-151.

Figure 1-2 – the model of Nicosia



Source: Nicosia, F.M. Robert, W. Consumer Behavior Toward Sociology Of Consumption. Journal of Consumer Research, 1976, pp.112-121.

This model is divided into four areas:

Field 1: Consumer behavior based on messages from the organization

This field contains two parts. The first part covers the mid-marketing organization and communication that attempts to influence consumer behavior. The second part is specified consumer features such as: experience, personality, and how the consumer perceives as opposed to promotional product ideas at this stage of consumption form.

Field 2: Research and Evaluation

The consumer will start looking for other brands and to assess, compared to alternative brands. In this case the organization motivates consumers to buy its brand.

Field 3: The act of buying

The result of motivation will be increased by persuading the consumer to buy the product from the organization of specialized reseller.

Field 4: Feedback

This model analyzes the feedback from the organization and from the buyer after you buy the product. The organization will benefit from its sales data feedback, and the buyer will use his experience for the product that has an impact on the individual, and behavioral predispositions of the organization.

This model does not offer a detailed explanation of the internal factors that influence the personality of the consumer and how the consumer develops his attitude towards the product. For example, the consumer may be interested in interesting messages - announcements from the organization, but will not buy the brand because it contains something forbidden (according to his belief).

2.2.3. The model of Howard and Sheth

This model contains three levels of decision making⁹⁷.

1.The first level describes the extensive problem solving. At this level the consumer does not have basic information or knowledge of the brand and no inclination towards any product. In this situation the consumer would require information for different brands on the market before purchasing.

2.The second level has a limit in solving problems. This situation exists for the consumer who has little knowledge of the market, or partially knows what he wants to buy.

3.The third level is the behavior of habit. At this level the buyer knows very well about the different brands and can select between the different characteristics of each product and has already decided to purchase the product.

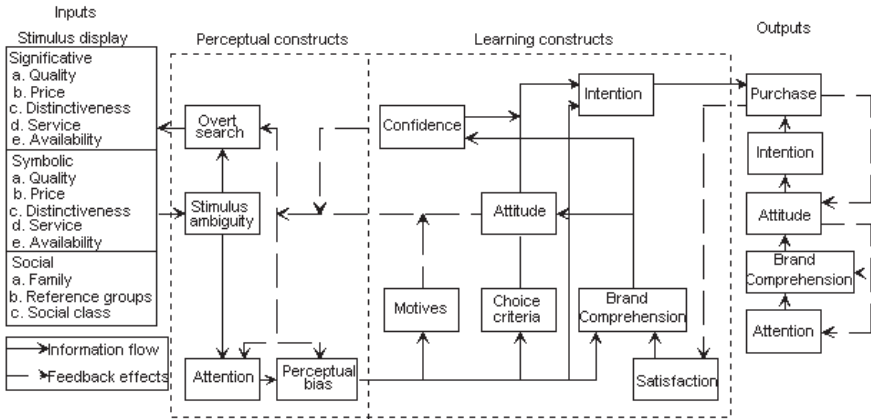
The model has four major variables, as follows⁹⁸:

1. Inputs
2. Perception and learning
3. Outputs and
4. External variables.

In Figure 1-3 the motivational model of Howard and Sheth is presented. The text below the model is elaborated.

⁹⁷ Howard J.A and Sheth J.N. The Theory of Buyer Behavior, in H.H Kassarajian and T.S. Robertson (eds.) Perspectives in Consumer Behavior, Glenview, Illinois: Scott, Foresman and Company, 1973, pp.33-39.

⁹⁸ Ibid.



Извop: Howard J.A and Sheth J.N. The Theory of Buyer Behavior, in H.H Kassarajian and T.S. Robertson (eds.) Perspectives in Consumer Behavior, Glenview, Illinois: Scott, Foresman and Company, 1973, pp.33-39.

a) Inputs

These variable inputs include three important types of stimuli in the environment. Organization in the form of a product or brand information supplied physical and visual characteristics of the brand. The third type is the consumer's social environment (family, social class). All three types of incentives provided inputs depending on the class of the specified product or brand specified consumer.

b) Perception and Learning

The central part of the model consists of psychological variables involved when a consumer makes a decision. Some of the variables are defined and depend on how the consumer receives and understands information from inputs and other parts of the model. For example, ambiguity arises when the consumer does not understand the message of the environment. Perceptual bias occurs if the consumer distorts the information received to adjust its established needs or experience. The proposed interactions between the different variables in perceptions and learning with other parts give the model a great advantage.

c) Outputs

Outputs are the result of perception and learning and how consumers will react to variables such as attention, comparing brands, attitudes and intentions.

d) External variables

External variables are not a direct part of the decision. However, some relevant external variables are: the importance of buying, personal characteristics of the consumer, religion and time pressure.

The process of decision making that model of Howard and Sheth tries to explain, covers three input stages, significant, symbolic and social stimuli. In significant and symbolic stimuli, the model covers the material aspects such as price and quality. These incentives are not accepted in any society. While social stimuli in the model are not considered essential, such as the impact of family in making purchasing decision. This may vary from one society to another.

Finally, it's not emphasizes the attention of religion in the process of decision-making to the consumer. Religion was seen as an external factor with no real impact on the consumer, giving the weakness of this model in predicting the consumer's decision.

2.2.4. Engel-Collat Blackwell model

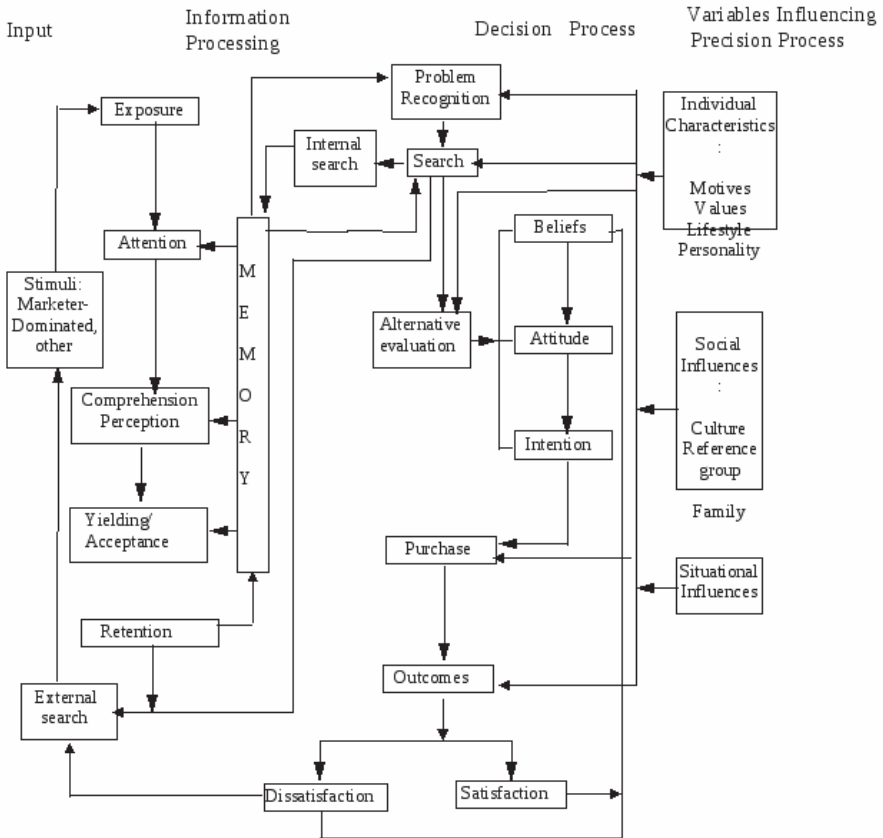
This model was created to describe the growth of knowledge of consumer behavior. And this model, like others, has suffered many revisions to improve its chance for a description of the basic relationships between components and sub- components. This model contains four stages⁹⁹:

1. Decision-making process
2. Getting information
3. Processing information
4. Variables that affect the decision-making process.

Figure 1-4 provides an overview of the model and the text is an explanation of the different stages of the same.

⁹⁹ Engel, J.F., Blackwell, R.D and Miniard, P.W. Consumer Behavior, 1995, pp.177-184.

Figure 1-4 - Motivation model of Engel-Collat Blakwell



Source: Engel, JF, Blackwell, RD and Miniard, PW Consumer Behavior, 1995, pp.177-184.

Stage 1: Decision-making process

The central focus of the model is the five basic stages in the decision-making process: identification of the problem, seeking alternatives, evaluation of alternatives, purchase and consequences. But is not necessary every consumer to pass through all stages, depending on whether the problem is solved quickly or long.

Stage 2: Getting information

At this stage the consumer receives the information from the market and non-market resources affecting the recognition of the problem in the process of decision making.

Stage 3: Information Processing

This stage include: exposure, attention, perception, acceptance and compliance with the consumer to the information provided. The consumer must first be exposed to the message, determine space for information, to interpret stimulus and keep the message of transforming the input into a long memory.

Stage 4: Variables that influence the decision-making process

This stage covers the individual influences and environmental influences that affect all five stages of the decision process. Individual features include: motives, values, lifestyle, personality, and social impacts to cultural groups reporting family. The financial situation also affects the decision-making process. This model contains many items such as values, lifestyle, personality and culture. The model does not show why the different personality types can make decisions in different ways. Religion may explain some features of explaining to the consumer, and this will lead to a better understanding of this model and will give a better view of the decisions.

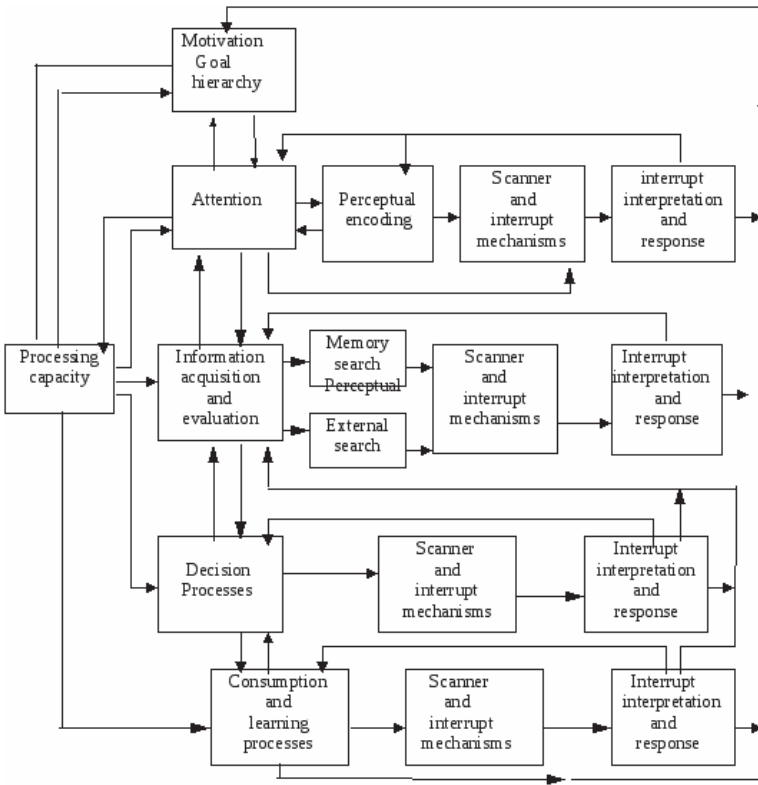
2.2.5. Bettman model

This model describes consumer with limited capacity for processing information. This implies that the consumer rarely analyzes complex alternatives in decisions making and applied a very simple strategy. In this model there are seven main stages¹⁰⁰:

1. Machining capacity
2. Motivation
3. Attention and Perception
4. Acquiring information and evaluation
5. Memory
6. Decision-making process
7. Consumption and decision-making.

Figure 1-5 shows the motivational model for decision-making by Bettman, and in the text above and below is an overview of this model for decision-making.

¹⁰⁰ Bettman, J.R. An Information Processing Theory of Consumer Choice Reading, MA. Addison-Wesley, Advances in Marketing Series, 1979, p. 402



Source: Bettman, J.R. An Information Processing Theory of Consumer Choice Reading, MA. Addison-Wesley, Advances in Marketing Series, 1979, p. 402.

Stage 1: Processing capacity

At this stage he considered that the consumer had limited capacity for processing information, consumers were not interested in complex calculations and long processing. To cope with this problem, customers choose strategies that product selection make this process easier.

Stage 2: Motivation

Motivation is at the heart of Bettmans model, which has influence in the intensity of consumer choice for more information. Among alternatives, the motivation is equipped with a mechanism of a hierarchy of objectives, which provides a variety of sub-targets to simplify the selection of choice. This mechanism announces that the consumer has an experience in a particular area of the market and that he must pass through the same hierarchy every time to come to a decision that makes it usable as a mechanism for

organizing efforts in the consumer decision making. No explanations are given for religious motives as religion can motivate the consumer in its decisions. Most of the theories of motivation, such as the hierarchy of needs Maslov noted success, the need for power and the need to achieve.

Stage 3: Attention and Perception

The components in this stage are quite connected with the hierarchy of objectives for the consumer. There are two types of attention: the first type is voluntary attention, and the second type is involuntary attention, which is an automatic response to discontinued events (eg, newly complex information). Both attention affect how individuals are reaching goals and make decisions. Perception contains various steps the consumer should be perceived and whether they need more information.

Stage 4: Acquiring information and evaluation

If the consumer feels that the current information is inadequate, it will start to require more information from other sources. The new information is acquired and evaluated their usability was estimated. The consumer continues acquiring additional information until he provide all the relevant information or additional information required while cost more in time and money.

Stage 5: Memory

In this component customer keep all the information they collect and it will be the first place where he will looking for when he need deciding. If this information is not sufficient, no doubt he will start looking for external sources.

Stage 6: Decision-making process

At this stage, this model suggests that different types of selection are normally taken together with other factors, which may occur during the decision process. Specifically this component handles the application of rules which are applied in the selection and evaluation of the acquired brands. In these specific rules, consumers are influenced by individual factors and situational factors such as the urgency in decision-making. This means it will be the same unusual decision by the same customer to appear in a different situation or other consumer in the same situation.

Stage 7: Consumption and learning

At this stage, the model discussed future results after you make your purchase. The consumer in this stage will gain experience after it evaluates alternatives. This experience provides the consumer information for future decision-making situations. This model is explained the process of information and capacity to analyze consumer information for decision making, but it's not given an explanation of the criteria on which the consumer accepts or refuses to process some specific information.

2.3. The significance of the gift on consumer behavior

Giving out gifts is a social, cultural and economic experience, material and social communication exchange that is inherent in human societies and is important for maintaining social connections and expression of feelings. The gift is a medium to foster personal relationships, a driving force of economic exchange and socialization of children in appropriate behavioral habits. Obligations in society require individuals to donate, receive and reciprocate gifts¹⁰¹.

In his examination, the French anthropologist -socialist Marcus Mousé¹⁰², has presented a theoretical analysis of the receiving and giving out gifts, which was based on the examination of the donation of gifts between different primitives, isolated and old societies. He concluded that giving out gifts is an extension callback system and summarized three types of obligations that meets the receipt of gifts¹⁰³:

1. The obligation to provide.
2. The obligation to receive.
3. The obligation to answer.

The demand to give gifts may be religious or moral imperative rooted in strong need to recognize and maintain the status hierarchy and to establish and maintain connections or simply compose pending replicated gift. These motifs, which are not based on unselfish giving gifts embedded in the fabric of society which under appropriate circumstances the individual is socially bound to bestow¹⁰⁴.

Receiving gifts are seen as equal responsibility, and avoiding or refusing gifts interpreted as unsocial, even hostile act. When receiving gifts, certain tensions arise as a result of the fact that the gift should be accepted unconditionally. To avoid these tensions, the obligation to exchange the gift must be filled¹⁰⁵. Answering to a gift with an appropriate gift is obliged to

¹⁰¹ Van Riel, C.B.M. Principles of Corporate Communication. London: Prentice-Hall, 1995, pp. 69–76.

¹⁰² Helm & Arndt. Best global brands, Business Week, Issue 4101, 2008, pp. 52-55.

¹⁰³ Fisher, R. and Brown, S. Getting Together: Building a Relationship that Gets to Yes. Boston: Houghton Mifflin. Gronstedt, A. (1996) Integrating marketing communication and public relations: a stakeholder relations model. In E. Thorson and J. Moore (eds) Integrated Communication: Synergy of Persasive Voices. Mahwah, NJ: Lawrence Erlbaum Associates, 1988, pp. 287–304.

¹⁰⁴ Wooten, D.B., & Wood, S.L. In the spotlight: The drama of gift reception. In C.C.Otnes & T.M. Lowrey (Eds), Contemporary consumption rituals: A research anthology (pp.213-236). Mahwah, NJ: Erlbaum, 2004, pp. 169–184.

¹⁰⁵ Langer, E.J. How taking may be giving. Psychology Today 33 (6), 2000, p. 28.

return the gift with gift givers of the first and with that the circle of giving is repeated. These three forms of retaliation sense of gratitude that leads the system of exchanging gifts. Categorically, it is desired to achieve a balanced callback, i.e. symmetry between the provider and the recipient of gifts.

Ritual occasions often provide preservation of customs and play an important role in maintaining established relationships. Circle of callback exchange gifts establishes a link between individuals. Generally, it is not always possible or necessary to multiply the exchange of gifts at the same time and discontinued nature of callback means balanced callback as symmetry between the provider and the recipient of gifts, it is impossible at a particular point in time. Thus, the roles of giver and receiver continuously change to take place interchanged partnership over time¹⁰⁶.

There are four main elements of donation: giver, recipient, similarity and gift¹⁰⁷. It is the interaction between the four elements of the donation process that produce uniqueness of the specified donation. The motivations of the provider of gift described as unselfish and agonist, unselfish intentions adoption lucky recipient, and agonist intentions to achieve power and focusing on the rise of the provider. These motifs serve to achieve maximum enjoyment in the sensor versus maximizing the satisfaction of the recipient. Donation of gifts is not a one-way exchange. In this regard, there are accumulated benefits and provider. Giving gifts is generally a positive experience for the sensors and with that it is increasing its self-confidence, because that act of giving enables the sensor to feel valuable and generous¹⁰⁸.

The capacity of the donation describing their qualities and attributes that one should possess, creativity, sympathy recipient, money, time and effort. If the recipient of the gift is richer, it can cause some distress to the provider of the gift, fear for likeability of the gift. The gift symbolizes more than the material attributes, when is given something - gives a part of oneself. The gift is considered extremely representative and emotional, allowing the sensor of gift to communicate without use their language.

¹⁰⁶ Choeuke, M. Long-term strategies key to future success, *Marketing Week*, 2009, Vol. 32, Issue 5, p. 126.

¹⁰⁷ Larson, D., & Watson, J. A Guide Map to the Terrain of Gift Value. *Psychology and Marketing*, 18 (August), 2001, pp. 889-906.

¹⁰⁸ Duncan, T. and Caywood, C. The concept, process, and evolution of integrated marketing communication. In E. Thorson and J. Moore (eds) *Integrated Communication: Synergy of Persasive Voices*. Mahwah, NJ: Lawrence Erlbaum Associates, 1996, pp. 13–34.

Research for the perfect gift identifies six principles¹⁰⁹. In fact, the gift should:

1. Illustrate the true sacrifice of the provider
2. Be the only desire of the provider to be satisfaction recipient
3. State that the gift is precious
4. Say that the gift is appropriate for typical recipient
5. Make the recipient surprised by the gift
6. Achieve satisfaction for the recipient.

A perfect gift is a gift that delights or best gift, i.e. successful gift. The suggestion for the sacrifice of the sender is represented by finance, the effort and sacrifice of time. Sacrificing time can be evaluated as a true gift by the recipient, with the time spent on research and purchase of the gift symbolizes the time invested in maintaining the connection, a provision that the gift must contain investment of time and effort to it without it is expressed¹¹⁰.

Adherence to the rules for a successful exchange of gifts (suitability, sympathy and effort) have been identified as important in achieving success for the gift. Therefore, the gift can be valued more by just an exchange of material benefits. The gift is a symbolic declaration of the provider, the recipient and the link that connects¹¹¹.

They distinguish four categories of symbols pertaining to gifts:

1. Gifts that are symbolic of the provider and the recipient
2. Gifts that are symbolic of the importance of provider
3. Gifts that are symbolic of the occasion
4. Gifts that are expressive and contain a dose of a particular importance.

In the relationships between a sender and a recipient of gifts, they are trying to achieve balanced reciprocity and this in itself means that their roles have changed over time to sustain the community. This is proof that the gift selection is based on the concept itself of the provider and there is a little with the character of the recipient. Such an approach enables the sender to present desired gift as suggested in the survey for the perfect gift, and the recipient which is contributing. If the perception of the provider is different from that of the recipient, it may lead to buying unwanted gift, something that is not typical of the normal behavior of the buyer. The act of giving a gift is to

¹⁰⁹ White, J. and Mazur, L. Strategic Communications Management: Making Public Relations Work. Wokingham, UK: Addison-Wesley, 1995, pp. 19–33.

¹¹⁰ Helm & Arndt. Best global brands, Business Week, Issue 4101, 2008, pp. 52-55.

¹¹¹ Vercic, D. and Grunig, J.E. The Origins of Public Relations Theory in Economics and Strategic Management. Paper presented to the Second International Public Relations Research Symposium, Bled, Slovenia, July, 1995, pp. 109–112.

allow the provider the opportunity to feel effective, helpful and generous. Giving the gift is not only a benefit to the recipient, it is a positive experience and should provide and raise confidence in the provider¹¹². Giving and receiving gifts often causes a high level of tension between individuals, because recipients have to assess the motives of sender and respond to them in a way that is socially acceptable. Sender must identify motivations. They become upset when excessively motivated and when they want to raise certain reactions among recipients and are pessimistic about their ability to succeed at it. Gifts are important in strengthening and maintaining important relationships, social stability and security structures of skill sharing habits which would give it is necessary and desirable than others in sharing¹¹³.

Although recipients may be surprised by a bow or occasion, they also can and should be involved in the decision and Shopper process. It is not uncommon for recipients to clearly express their wishes for a bow or they can state their desires less conspicuous manner.

2.4. Manipulation with the consumers

Consumer behavior determines how a business is going to be present on the market. Thus, it can be said that consumer behavior is a primary driver which affects the operations of the companies. However, nowadays, instead of being attracted to what consumers prefer, companies tend to manipulate with them. This becomes a trend because the companies are unable to meet the needs of their most demanding consumers. Consequently, they can not predict the success of the market using only elements of the marketing mix. Stakeholders in tourism are offering limited edition of one tourist product and offer it as an exclusive, but the reality is different, and consumers after the usage of the product will be unhappy because what they have received is not what they had paid for. In short, consumers are not getting what they paid for i.e. do not get value for the money they paid. Although not in accordance with moral and ethical values, manipulating consumers is legal and used as a gimmick to attract consumers.

However, more needs to be a regulation which will serve as a barrier for those who plan to serve with the manipulations to consumers. And more importantly, the service providers themselves need to act honestly in the

¹¹² Langer, E.J. How taking may be giving. *Psychology Today* 33 (6), 2000, p. 28.

¹¹³ Larson, D., & Watson, J. A Guide Map to the Terrain of Gift Value. *Psychology and Marketing*, 18 (August), 2001, pp. 889-906.

market and offering only real quality would fail to win their most demanding wine connoisseurs¹¹⁴.

¹¹⁴ Crawford-Welch S. International marketing in the hospitality industry. In: R. Teare & A. Boer (eds.), *Strategic hospitality management: theory and practice for the 1990s* (4th ed.). London: Cassell, 1996 pp. 166- 193.

3. Process of consumer behavior

The value for the consumer is the difference between all of the total benefits derived products and all costs of getting those benefits¹¹⁵. Companies can fail to achieve real value for consumers, it is better to anticipate the needs of customers, and of course they can meet better than the competition. All contribute to determining the success or failure of the marketing strategy of the company.

In its essence, the concept of marketing strategy is simple, starting with market analysis for which the company is interested. This analysis includes a detailed overview of what the company owns as possible, their strengths and weaknesses, and of course the strengths and weaknesses of the competition and everything that could affect the market (economic impacts, advances in technology, etc.). All this contributes to the determination of that strategy which will contribute to the greatest result for the company. This selects one or more target markets in any sense (geographical, economic, etc.). The formulation of marketing strategy is a formal step in determining the segments of the market and target markets that the company will target. It includes the marketing mix, which is composed of several basic elements: product, price, promotion and distribution. All this helps in creating an effective and efficient marketing strategy that will achieve the company's goals and will help in creating profit and expansion of the company. And with that process consumer behavior is crucial in defining the factors that influence the creation marketing strategies in tourism. The process is divided into several stages which are discussed below.

3.1. Identification of the problem

When it comes to the identification of the problem, first it is needed to identify the problem that needs to be analyzed (in this case that is identification the problem for selecting travel destination). One way is to descriptively describe the problem as to what they arouse, what are the consequences of it, which appeared. The problem is actually a consequence of causes and must therefore identify all the possible causes of this problem.

When it comes to issues in tourism terms, it is best to start with stakeholders that can cause this problem. They may be people, certainly the

¹¹⁵ Anderson, A.R. Attitudes and Consumer Behaviour: A Decision Model in New Research in Marketing, 1965, p. 85.

destination, possible language barriers etc. The problem should be examined as part of the process and thus identify all systems that make up the process where the problem occurred. Since each process has input elements that make up the process and output because the problem is not as it should, all components of the process can be potential causes of the problem or entities that affect the output which is problematic.

3.2. Information search

Most participants in tourism become aware of the lack of reliable information for statistics on tourism in many countries. Less is known about why tourists do what they do, or alternatively, do not do what the industry wants to do.

At the same time, modern marketing relies on the idea that knowledge of the buyer and responsiveness to their needs is the key to success. The survey is a collection of data for the sole purpose to be used in a more effective organization of marketing activities.

The tourism industry needs research data for various reasons¹¹⁶:

1. Identifying opportunities for product development
2. Pricing in relation to competition and to acknowledge that consumers want to buy
3. Providing distribution channels to operate effectively
4. Selecting the best combination for promotional techniques and the most suitable advertising material
5. Division of the overall market segments that will be targeted by the organization
6. Review and change brands and logos
7. Deciding upon new investments
8. Selecting a location for new hotels and theme parks.

Tourists seek a wide range of data on tourist behavior, including qualitative and quantitative data. Many surveys collect data on the profile of tourists and the countries where they come for a specific period of time. This information may contain¹¹⁷:

1. Sex and age of tourists
2. Their stage in family life cycle

¹¹⁶ Anderson, A.R. Attitudes and Consumer Behaviour: A Decision Model in New Research in Marketing, 1965, p.94-99.

¹¹⁷ Ibid.

3. Where they live
4. Their occupation and income.

3.3. Evaluation of alternatives

During this phase of the process, consumers evaluate each bid based on their individual needs, and based on the specific situation of purchase. Companies respond to this by exploring how consumers evaluate different alternatives to travel, and consequently adjust their marketing activities.

3.4. Decision for purchase

Marketing professionals in tourism increasingly need to understand consumers' decisions when purchasing practical products. Understanding consumers when making decisions could help in the development of their marketing plans such as¹¹⁸:

1. When to affect consumers, in what ways they can focus on marketing activities during the time when most consumers make a decision to buy a suitable product
2. The choice of medium advertisements is based on, the medium which is most listened to obtain information about tourist products
3. Selection of appropriate distribution channels and marketing intermediaries.

Marketing professionals who want to see if a company can have such models to guide their activities so they have to see if there is something that binds them between technology and marketing segmentation. These techniques are an attempt to explain the decisions when buying different characteristics of tourists.

In other words, segmentation divides the population into subgroups that share the same characteristics. Decisions of all the subgroups are primarily determined by a set of influences. These impacts, in classic marketing theory are divided into¹¹⁹:

1. Demographic (age, race, gender, stage in family life cycle)

¹¹⁸ Kotler, P. and Armstrong, G. Principles of Marketing: International. 12-th edition, Pearson Higher Education, 2008, pp.142-145.

¹¹⁹ Anderson, A.R. Attitudes and Consumer Behaviour: A Decision Model in New Research in Marketing, 1965, pp.94-99.

2. Geographical i.e. where tourists live
3. Psychophysical i.e. personality and lifestyle of tourists
4. The relationship of the tourist product, i.e. benefits which they expect to receive from the purchase.

Tourism marketing traditionally has high segmentation, and from the four sets of features, the psychophysical only plays a significant role in the current decision-making in tourism models. Yet markets are also aware of the limitations of four segmentation criteria listed above. It is clear that the behavior of customers is the result of a combination of two or more criteria, not just one.

The models do not help to identify or predict certain behavior of individual tourists.

3.5. Purchase process

The decision to buy a tourist product is the result of a complex process. This is result to numerous factors that will affect the consumer and external influences to them.

Decisions that affect the selection of the rest are¹²⁰:

1. Destination (country, region, resort)?
2. Method of travel (airfare scheduled, charter flight, ferry, train, car)?
3. Type of housing?
4. How long the journey (days, weeks)?
5. What time of year would be the vacation (in season, month, certain dates)?
6. Package holiday or independent travel?
7. Which travel operator (if it is a package trip)?

These factors may illustrate the decisions that tourist should do when choosing a holiday. A large number of factors influence the decisions to vacation. They can be internal and external. Internal factors affecting tourist holiday makers are: personality, personal motivation, disposable income, health, family responsibilities, work commitments, the former experience, hobbies and interests, prior knowledge of the other holidays, lifestyle, attitudes, opinions, perceptions, etc. External factors that affect travel decisions vacation: availability of appropriate products and services, advice from travel agencies, tourist information provided by the organizations and

¹²⁰ Ibid.

programs with tours, recommendations from relatives and friends, providing a visa to travel, a state of war or strikes, health problems or the need for vaccination destination, special promotions and offers from tourist organizations, etc. The climate in the region. Also, it is important to recognize the complexity of tourist destinations because the decision for them is not the last thing for adoption. Once they come on holiday they must still know how to spend every day, which excursions and other activities to do, which food and drinks they consume . Each of these seemingly simple decisions is the result of a complex process of decision making.

3.6. Post-purchase process

The post purchasing process is important from several aspects. The most important aspect is that it allows the experience of the purchasing process to be used for future adaptation of the tourism product to the needs of consumers. Through the feedback that is established through surveys and interviews with existing customers, stakeholders in tourism receive important and useful information on how tourists spend their holidays, what influenced them most to buy tourist product and their satisfaction with it. All this information can be used to define the future of the tourism product market where the product will be available, what promotions will be conducted, how and at what price will be offered and who will distribute the product to end users¹²¹.

The overall understanding of the purchase process is very important for all segments of the tourism market. But what is important is that each phase should be analyzed in detail in order to obtain specific information about the preferences of consumers. They should take into consideration their habits, research and gather information related to the destination for travel, how to evaluate alternatives for travel, which is their approach to decision-making and the most important is constantly updated with information from the feedback.

¹²¹ Ibid.

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