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BEHAVIORAL CHARACTERISTICS OF CONSUMERS OF TOURISM PRODUCTS

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ABSTRACT

The main purpose of the study. In the context of the development of tourism enterprises in Azerbaijan, it is necessary to identify rational directions for the use of marketing opportunities both at the company and state levels. To achieve this goal, the following tasks have been set: •Assess the role of marketing in marketing an innovative product; •Determining the behavioral characteristics of consumers of tourism products; •Study of experience in the application of marketing technologies in the tourism industry.

Research methodology. Organizes research on the competitiveness of national tourism enterprises in domestic and international markets and generalizations from world experience in this field. Importance of research application. Adoption of the concept on development of national cluster of state tourism marketing policy, creation of normative-legal base in accordance with the concept of tourism development in each field included in tourism cluster on the basis of world experience and international tourism standards, development and adoption of "Tourism development in Azerbaijan" program, makes it necessary to carry out activities such as the regulation of tourism activities. The results of the study. The state's tourism policy must be developed and implemented in terms of time and space. In terms of time, we mean short-term and long-term tourism policies. As a result, the state's tourism policy serves to increase the efficiency of the national tourism cluster and increase the competitiveness of this sector of the national economy. Originality and scientific novelty of the research. In order to develop the national tourism cluster in Azerbaijan, a set of practical measures for tourism marketing activities for local tourism companies and the Government of Azerbaijan is being developed.

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Introduction. Before researching marketing activities in the tourism business, it is necessary to study the important features of this business. The marketer should try to understand the technology of selection of tourism services by potential buyers, their reaction to marketing incentives. This allows the company's proposals to adapt more effectively to market expectations. Experts have developed a consumer attraction matrix (Foote-Cone-Belding Planning Matrix - FCB matrix). The results of the analysis of the attraction matrix were examined and concluded to be useful for purposes such as structuring behavioral information when purchasing a product, identifying the position of a company or brand in the minds of a group of consumers, and choosing a company's business strategy. The article also reflects the criteria for segmentation of buyers, such as the technology of selection of tourism services.

The company that serves the tourist should try not to allow the consumer to regret the cognitive dissonance, ie the product. Experience shows that cognitive dissonance is widespread, and if the buyer wants to return the product, he must fulfill this wish, otherwise the loss will be greater. As a result, the buyer will no longer use the services of this company, he will even negatively characterize the company to his acquaintances and can create a negative image of the company on the website. With this in mind, the seller of goods and services should make every effort to ensure that the consumer is satisfied with the company.

Proper understanding of customer needs is the key to successful marketing. To do this, you need to get information about the product from different buyers, analyze the proposed alternatives, make a purchase decision, as well as try to understand how to go through the post-purchase stage. As a result, the company can choose a more effective marketing strategy and best meet the needs of customers.

In order to clearly understand the consumer's behavior, it is necessary to study his attitude to the new product. A new product is a product, service or idea that is perceived by the buyer as new [2]. By product perception, we mean the process by which a consumer hears about a product for the first time, learns enough about it, and decides to buy it on a regular basis. In the process of mastering a new product, the consumer goes through 5 stages.

1. The stage of being informed. At this stage, the consumer has some information about the product, but this information is not enough to make a rational and adequate decision.

2. Interest stage. The consumer collects additional information about the new product and uses various sources for this purpose.

3. Evaluation phase. The consumer is thinking about whether to test this product.

4. Test phase. If a consumer decides to inspect a product, he buys a small amount of the product to make sure that it is worthwhile.

5. Assimilation stage. The consumer decides to become a regular consumer of the new product.

A marketer involved in marketing a new product should help the buyer go through these stages. For example, when a hotel is built, the company usually hires a sales manager a year before the hotel opens. At this stage, the task of the sales manager is to inform the public about the construction of a new hotel. To promote interest in the hotel, it can broadcast relevant information through various channels, and arrange excursions for representatives of intermediary companies. Thus, it should create a positive opinion about the new project among the public and the target segment. After the opening of the hotel, it can create opportunities for key consumers and their agents to stay here for a while and try out the benefits of the hotel. Low prices may be offered to first-time visitors to reduce risk during the trial period. During this period, the hotel management must work at full capacity to ensure that potential customers are satisfied with the acquisition phase. Experience shows that in many cases, a newly commissioned hotel loses potential customers due to the inability to fully recruit staff or attract professionals.

The marketer should try to understand the technology of selection of tourism services by potential buyers, their reaction to marketing incentives. This allows the company's proposals to adapt more effectively to market expectations [3].

Different levels of buyer reaction are divided into 3 groups [1]:

- Cognitive reaction - linking the acquired information with the knowledge of the recipient.
- Emotional (affective) reaction - related to the buyer's attitude and evaluation system.
- Behavioral reaction - describes not only the act of purchase, but also the behavior after the purchase.

These three levels form a three-stage chain - perception (learn), emotional (feel - feel), behavior (do - do).

Experts have developed a consumer attraction matrix (Foote-Cone-Belding Planning Matrix - FCBmatrix) [4].

The FCB matrix takes into account both the degree of involvement and the method of perceiving reality:

- comprehension is based on reason, logic, reasoning, factual information;
- Emotionality is non-verbal and is based on emotions, intuition, feelings and excitement.

These two approaches complement each other, but one of them dominates for a certain type of goods and services. Simultaneous consideration of the degree of involvement and the method of perception creates a matrix that identifies 4 different successive stages of the reaction (Table 1).

Table 1. FCB matrix

	Intellectual approach	Emotional approach
High attraction	1. Learning (knowing-feeling-doing) - Insurance policy - Car insurance - Washing machine - Tour purchase	2.Emotionality (feeling- knowing-doing) - Expensive watch - Wallpapers - Perfume - Toothpaste
Weak attraction	1. Rutina (do-know-feel) - Shampoo - Shaving razor - Paper towels	1. Hedonism (to do-feel-to know) - Cheap watch - Pizza - Diet drinks

The results of the analysis of the attraction matrix are useful for the following purposes:

- structuring information about behavior when purchasing a product;
- identification of the position of the company or brand in the minds of consumers;
- To choose the company's business strategy.

As a result, the following has been identified.

1. Studying the behavior of buyers in the market of tourism services - although a complex process, it allows managers of tourism businesses to collect and analyze the information necessary for management decisions. The tourism services market is widely variable and requires high-risk management decisions, depending on a number of factors. This, in turn, requires companies to be agile and have the ability to obtain the necessary professional information in a timely manner. In order to obtain such information, it is necessary to conduct regular monitoring of consumer behavior in the tourism industry market.

2. A very important stage is the customer's post-purchase behavior. When buying a tourism product, he considers the price as an important part of the quality of service.

3. The use of tourism services depends on income.

4. As a rule, preference is given to summer and winter.

5. Promotions and discounts play an important role in the purchase of tourism products.

6. Customers prefer to describe the place of rest on Internet resources as a source of accurate information about the resorts.

7. Fun and active recreation are important in product selection.

8. Travelers appreciate the exotic.

9. The advice of a friend and personal experience play a decisive role in choosing a travel agency.

10. Advertising has almost no effect on consumers.

11. People are becoming more and more experienced in choosing and focusing primarily on the quality and content of the service [6].

12. Intense competition in the tourism business creates the need to monitor the behavior of consumers through marketing, to provide feedback to tourists, to identify changes in their needs.

13. To be successful in the tourism services market, a company must find a way to attract a potential customer.

Since face-to-face marketing is ultimately aimed at the end consumer, it is necessary to take into account, first of all, the determinants of the demand for tourism services.

1. Age structure of the population. For example, due to the aging population of Europe and high pensions, European tourism companies consider the elderly as a special category. In countries such as Azerbaijan, where the population is growing dynamically and pensions are very low, young people come to the fore as potential customers.

2. Age factor. This is a very important factor. Each age group has its own travel requirements and motivations. In addition, this factor has a strong impact on people's mobility and tendency to spend money.

Being the most numerous category, young people should be studied as a special segment in tourism marketing. At the same time, taking into account the special impact of children on tourism demand, it is necessary to distinguish between married and childless young families in this category.

In countries with high birth rates, children have a conflicting impact on student tourism services. As can be seen from Table 2, if the tendency to tourism is moderate in childless families, this desire is very weak in families with small children. There are many reasons for this:

- the complexity of traveling with the baby on public transport;
- Sensitivity of infants to climate change - the possibility of disease;
- the need for entertainment for children of this age in recreation areas and its impact on prices;
- Anxiety that children can cause to others.

In other words, traveling with young children can be more stressful for parents than leisure. On the other hand, wealthy families are willing to incur high costs for the sake of children, which is good for tourism companies.

Table 2. The impact of life cycle on tourism consumption

Family life cycle phase	Coming	Propensity to tourism
1. Single	Enough	Strong
2. Family without children	Growing	Medium
3. Families with children under 6 years old	Decreasing	Very weak
4. Families with school-age children	Growing	Weak
5. A family with children in need of support	Stable	Medium
6. A family with children who do not need support	Maximum	Very strong
7. Working old family	Stable	Strong
8. Retired elderly family	Enough	Very strong
9. Retired widow	Enough	Weak

Even though traveling with school-age children is relatively less stressful, families are more likely to travel. However, it should be borne in mind that such families can travel only during school holidays.

In addition, families with children should be segmented in terms of whether the child needs support (for example, children with disabilities). If the child in the family needs support, the desire to give joy to such children, even if it reduces the tendency to travel, directs the opposite motivation.

The vehicles that young people prefer to travel are planes and cars. One of the interesting facts is that the motivation of a single retiree is weak, while the young single has a strong propensity to tourism, while in a retired couple it is very strong. Apparently, this fact can be explained by the fact that an elderly couple is able to care for each other, and vice versa, the journey of a single adult is risky in terms of both health and other factors.

The lifestyle of the population aged 35-44 affects the lifestyle of the whole country. As you can see below, this category spends a lot of money on travel. Most of this age group is experienced, and their main travel goals are to relax, broaden their horizons, and shop around a bit. Meeting the needs of this category is an important condition for the future development of the tourism company. This age group prefers to travel by plane.

The number of tourists aged 45-54 is also increasing. They also like to relax in resorts away from home and travel by plane.

Usually, tourism marketers also segment the elderly population. People aged 55-65 have a better financial situation than the elderly. Therefore, this group also has a growing trend, and it is necessary for marketing professionals to keep this category in the spotlight.

In many countries (for example, Japan, Spain, Germany) the population aged 65-74 is also an active tourist. In addition, tourism statistics show an increase in travel in this segment. This is explained by many factors:

- lack of family care;
- high level of health and therefore life expectancy in those countries;
- these people are of retirement age, therefore have the opportunity to travel in any season of the year;
- strong discounts on transport, hotels and resorts during off-peak periods;
- In some countries, these people have high pensions or other sources of income.
- in some cases, financial support from young relatives or the state.

In the population over the age of 74, the propensity to travel decreases with age, and this category is not considered promising. At the same time, it should be noted that this segment prefers short distances, comfortable transport and cheap tours. Therefore, it is expedient to offer special marketing programs and discounted tours to this group. For this purpose, special offers can be made for this category during non-peak periods. It should also be noted that older people do not like the memory of old age. Therefore, you need to be more careful in advertising appeals.

As can be seen from the table, single people can be separated as a special category. They are divided into three groups: never married, divorced, widows. They have developed a sense of individuality. They want comfort and enjoy life. Young singles travel more than their peers and prefer airplanes. There are tourism companies that specialize only in this segment. An example of this is Single Travel, a successful company in Germany.

3. Income level. This directly affects purchasing power. High-income citizens spend a lot of money on tourism and prefer to travel by plane to save time, as they are mostly busy people. The main difference between low-income travelers is that while low-income travelers make up the bulk of their

travel expenses, affluent tourists make up a small portion of their total expenses, and they spend more on leisure activities and shopping. Therefore, cheaper directions and programs should be offered to low-income potential customers [8].

The tourism company must constantly focus on the economic situation in the country and, in the event of deteriorating economic indicators, change the market position and reconsider its policy.

The best examples of this are the recent devaluations in Azerbaijan. After these events, domestic tourism opportunities in our country have increased significantly, and companies that take into account this shift in priorities have become more successful, while companies that insist on expensive routes have closed. In addition, many Azerbaijani tourism companies, which also use the strong devaluation of the national currency in Turkey, offer their customers cheap and interesting tours (Baku-Batumi-Trabzon, Baku-Batumi (overnight stay) - Trabzon-Cappadocia, etc.). Incorporating shopping into these programs also makes travel more attractive.

4. Level of education. International experience shows that people with higher education are more inclined to travel, spend more money for these purposes, and more active leisure and cognitive tourism, low-educated people prefer recreational tourism. The former travel mainly by air, while the latter sometimes use private or public transport [9]. In many cases, education itself is the goal of tourism.

5. Sexual affiliation. It is very important for marketing whether a man or a woman plays a leading role in making a family travel decision. Of course, the national mentality of the country's population plays an important role in this issue. The role of the above level of education should also be noted. In countries where women's literacy is low, of course, women's views cannot be decisive in international tourism. But a number of factors have a significant impact on women in this regard:

- First of all, it should be noted that the vast majority of countries are secular in nature, and in such countries, neither of these two factors plays a leading role.
- Even in countries where sexual discrimination is high (for example, governed by Sharia law), women are less mobile, and in a normal family, the head of the family will certainly take his or her wife's opinion into account, or at least try to persuade her.
- A woman has the opportunity to influence her husband's decision through her children, even if she does not take his wife's opinion into account.

Note that other studies also emphasize the influence of women on travel decisions [10, 11].

In countries with a large number of women, they have a greater role in their travel decisions and travel alone or with their children. For example, in Russia, the average life expectancy of women is higher than that of men, which increases their share in the demographic structure. On the other hand, the growing role of women in the social, political and economic life of this country, their participation in the labor market along with men, and finally, for some reason, they prefer to live without a spouse (note that this is the case in all western countries with high female emancipation). increased their role in the decision, on the other hand, intensified their travels alone or with their children [11, 12].

Studies show that the number of housewives in such countries is very small and their incomes are quite high. That is why tourism companies study career women as a special perspective segment

Thus, the increasing role of women in public life also affects their consumer behavior. The fact that these processes take place in Azerbaijan should be in the minds of tourism marketers.

6. Leisure time. No high income and the desire to travel does not allow you to make this trip without leisure time. In other words, leisure time as income is a necessary condition for the formation of demand for tourism services. Although it is a leisure time, its limitations affect both the choice of transport and the nature of leisure - it is not uncommon for people to travel to work for recreation, but certain professionals organize trips for family members, and they do not rest in the full sense of the word. Lack of time can also affect the choice of travel company. That's why experienced companies try to take advantage of weekends, holidays, school holidays and focus their marketing research in this direction. In recent years, the reduction of the working week and working hours also increases these incentives. It is true that in some countries raising the retirement age, on the contrary, is a negative trend.

7. Profession. Studies show that white collars travel more than blue collars. However, the most frequent travelers during the year are managers and administrative staff. This can be explained by the fact that most of the travels of these professionals are work-related. Their earnings also allow them to travel on vacation. Therefore, tourism companies pay special attention to this category, and some work mainly with such customers. One of the reasons for this is that these professionals have a more stable ability to pay than economic shocks due to high earnings. It is necessary to pay attention to another aspect of this issue. The blue-collar worker's income may be more than any manager's income, but he

should not spend it on travel due to consumer habits. Tourism marketers should also consider this category as a potential customer [11-14].

8. Religious affiliation and belief. This factor is poorly covered in the scientific literature. However, this factor is especially important for those who follow the requirements of a religion with many prohibitions. This is even more evident in the example of the Muslim population. It is a well-known fact that people who follow Islamic rules feel more comfortable in Islamic countries. On the contrary, especially in countries that do not take this category into account, they suffer from poor nutrition, worship, and personal hygiene.

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