

The Attitude of Service Consumers Regarding Tourist Advertising in Mountain Banat

Dinu Gabriel
Dinu Loredana

"Eftimie Murgu" University of Resita, Faculty of Economic Sciences

gabi_dinuus@yahoo.com
loredanavamvu@yahoo.com

Abstract

The purpose of this paper is to investigate the manner in which advertising influences the behavior of the consumer of tourism services.

The theoretical considerations focus on the analysis of the attitudes that influence the behavior of the consumer, consequently this endogenous factor will be subjected to a fundamental analysis in order to understand the mechanisms of influence on a certain type of behavior of the individual viewed from the point of view of his quality of consumer of tourist services.

In order to achieve the proposed goal, the research focuses on studying the behavior of the consumer of tourist services at Resita. In order to achieve this goal, we chose the questionnaire as a research tool. This last chapter of the paper introduces the selected research methodology, the analysis and processing of the research results, as well as the interpretation of the research data.

Key words: consumer, advertising, tourism, research, behaviour.

J.E.L. classification: M31.

1. Introduction

In many cases, marketers are interested in the behavior of buyer in the future. Let suppose a company has just developed a new product and was interested in determining if there is sufficient demand in the market to justify placing the product. Consumer services has much to offer to our understanding of how globalism works to transform the local through advertising. (Zhao Xin and Belk Russell, 2008)

Using attitudes to provide the application is not limited to new products. We find that the informants are duped by careful advertisements. (Beverland and Lindgreen&Vink, 2008)

Of course, using attitudes to predict the behavior is based on the assumption that attitudes are related to behavior.

2. Theoretical considerations

In order to conceive and promote a competitive Romanian tourism product, it is essential to adopt a quality improvement strategy. In this sense, I adhere to the idea that "quality does not mean everything, but everything is nothing without quality."

Promotional activities in tourism require significant investment due to the large geographic extent of tourist markets, the manifestation of fierce international competition and the intangible nature of the tourist product. From this last perspective, it can be said that the intangible nature of tourism service leads to an increase in the importance of the promotional strategy, the main element of which is to invest (associate) with tangible attributes of services by linking them to specific benefits.

Thus, the means of communication must suggest the speed and efficiency of the services provided by the tourist units, the high degree of comfort provided by them, the used images rendering the exterior and interior appearance of some accommodation structures, restaurants and modern leisure centers.

The purchase process is the result of internal and external stimuli on consumer behavior. Individual attitudes are designated by all beliefs, emotional states and consumer propensity to act in an impulsive manner in relation to the act of purchase.

3. Method

First of all, I would like to highlight that the purpose of this study is the attitude of the consumers living in Resita towards Banat Montan.

In order to complete the study, we chose three objectives in order to understand what the people from Resita are thinking:

- Identify how service consumers are pleased with tourist advertising in Mountain Banat;
- Identify the type of factors that influence consumer behavior;
- Identify different types of advertising that attract tourists in Mountain Banat;

We developed a questionnaire that is composed by 9 questions(6 closed questions with choices and 3 questions of identification), in order to have a better image of the behavior of the online consumer related to brand image. The questions we chose are related to age, gender and the occupation of subjects.

For the study we chose the survey method(trading method), for this method it is necessary to have statistical information about the population from Resita, in our case, information about the age and gender of people surveyed.

We studied the impact that advertising has on consumer's behavior and we can say that the impact is huge, people being mostly influenced on what they see on online media and advertisements. One of the major studies of marketing is consumer's behavior and how he is manifesting it.

Due to the lack of data from the population from Resita we couldn't opt for questioning people by the occupational criteria.

The survey was conducted during September-October 2016, being a requirement for the development of the paper and was calculated using the formula below:

$$R = \frac{n}{N} * 100 = \frac{t^2 * p * q}{e^2}$$

Where:

- R - sampling rate
- N - researched population size
- n - sample size
- t - the coefficient of confidence
- p - frequency of the phenomena
- e - tolerated margin error

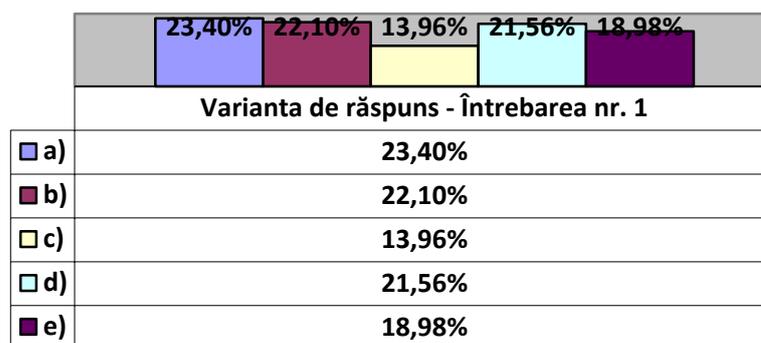
The shape of the study was build by the survey conducted on a sample for the population of Resita(Dinu Gabriel and Dinu Loredana, 2012)

4. Results

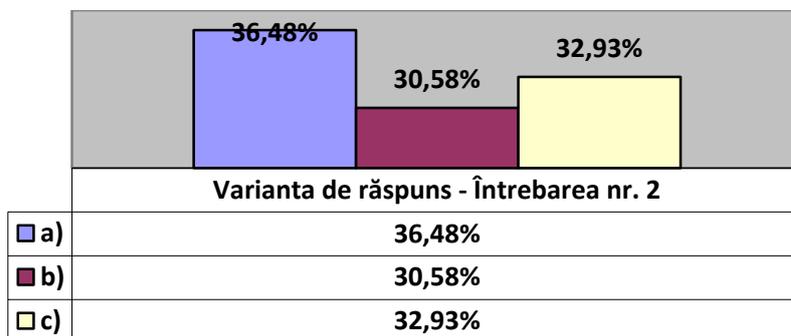
In the following, it will be presented, analyzed and interpreted the answers provided by 366 subjects of the survey questions 1-6 of the questionnaire. Questions 7-9 refer to the criteria for analysis of results (age, gender, not being necessary individual analysis of the study conducted).

Further, I realized interpretation of research results:

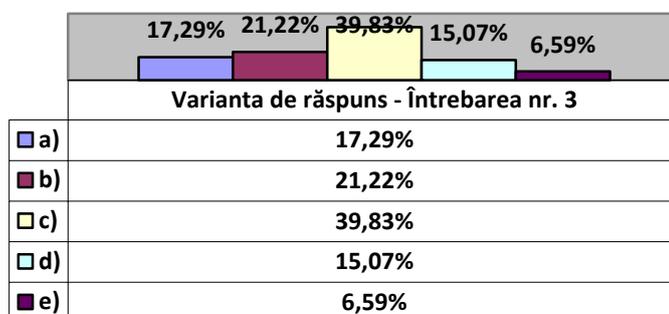
1. Regarding the factors that influence, in question number 1, on the whole sample, most of the subjects (23.40%) state that endogenous factors, such as needs and motivations, most influence the behavior of the consumer (11.30% men and 12.10% women). The idea that the influence of attitudes and preferences on consumer behavior is the largest belongs to a percentage of 22.10% of the respondents (10.17% men and 11.93% women). Those who consider culture and social class as strongly influencing consumer behavior are 21.56% of the subjects: 10.23% men and 11.33% women, and 18.98% (8.90% men and 10.08% % of women) claim that exogenous factors such as reference groups and family influence consumer behavior, whereas only 13.96% of which 6.76% men and 7.20% women appreciate that self-image has a positive impact on consumer behavior.



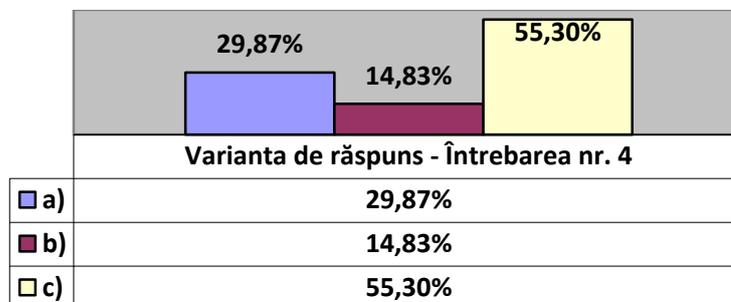
2. In terms of the usefulness of tourism promotion, on the total sample, most subjects (36.48%, of which 16.37% men and 20.11% women), say it is useful to promote tourism in Banat. In a fairly large number, 32.93% are undecided, who do not know if promotion is useful (men are more undecided 17.49% than women 15.44%). In 30.58%, respondents say promoting is not helpful.



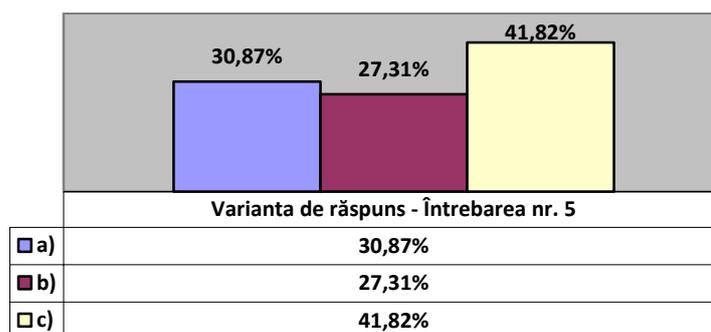
3. Regarding the satisfaction of how to promote tourism in Mountain Banat, on the total sample, 39.83% of the subjects are undecided at the question whether they are satisfied with the way of tourism promotion. Of these, the most undecided (25.56%) are men and 14.27% are women.



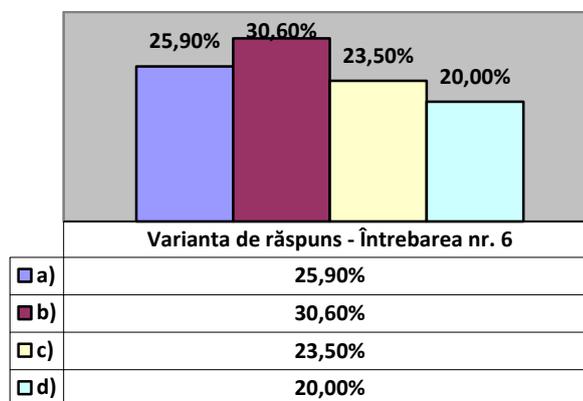
4. Regarding the purchase of tourist packages following some actions to promote Mountain Banat, on the total sample, 55.30% (30.31% men and 24.99% women) of the respondents are undecided in relation to their attitude towards the tonsi products acquired after the promotion, compared to the classical method without promotion. 29.87% (11.38% men, 18.49% women) show a positive attitude towards the products acquired following the information, while only 14.83% of the respondents have a negative attitude towards the same acquisition , 20% men and 6.63% women).



5. Regarding the attitude of the consumers of tourist services towards the touristic potential of the area, on the total sample, 30.87% of the respondents responded positively to the tourist potential of the area (12.25% men and 18.62% women).



6. Regarding the frequent visit of the area by tourists, the second answer (multiple) is the top among the respondents, regardless of gender, age or occupation. Interestingly, all age groups visited the tourist area at least once (under 20 years: 20 %, 20-29 years: 26.56%, 30-39 years: 25.86%, 40- 49 years: 27.53%, between 50-59 years: 21.21%, over 60 years: 30.87%), but also that 40% of those interviewed, aged 30-39, visited tourist area several times produced on the internet.



5. Conclusions

For the Mountain Banat tourist area, the near future can not reserve radical changes, given that the investments in the access and private ways of modernizing the accommodation structures are reduced. For noticeable changes, the area requires government attention, substantial investment, clear product or image strategy, and promotion.

Through everything I have said in the paper, through everything I have just demonstrated or formulated, I have sought to support the development of tourism in the tourist area Mountain Banat, to prove the opportunity of research in this field and the necessity to intensify it, being convinced that only the tourist area Mountain Banat can become a tourist paradise, as it deserves and we all want.

The Mountain Banat tourist area meets all the conditions to define its personality alongside other areas of the country. To achieve such an objective, no effort, however large and sustained, is unjustified.

Concluding, Romania's tourist offer is still lacking in diversity to be truly attractive. For Romanian tourists, the services in question are usually confused with the touristic zone (accommodation and meals). For foreign tourists, the offer is slightly more diversified, but not enough to motivate them to extend their stay in our country. The reason, I believe, is that in Mountain Banat the creators of tourist programs are rare and their combining possibilities are minimal.

6. References

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