

Determinants of Tourists' Post-purchase Behavior

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Introduction

Tourism is a booming sector in Sri Lanka and attracting the same tourists to the same destination is cheaper than attracting new tourists towards the particular destination. How to attract the tourists to revisit or recommend the destination to others is crucial for the success of tourism development (Kastarlak and Barber, 2011). Decision regarding re-visitation and the recommendation is known as the tourists' post purchase behavior. Post purchase behavior can be defined as the future behavior commitment to purchase a product or service or the link with a provider on all those occasions when other alternatives are possible (Rundle-Thiele, 2005; Chen and Chen, 2010). According to Weaver and Lawton (2002); Lau and Mckercher (2004), the promotional cost of attracting repeat visitors are less than first time visitors. Therefore, it is vital to identify the determinants of the tourists' post purchase behavior especially in Sri Lankan context. Various researchers had done many researches under this topic. However, there is no common agreement between scholars and there is no enough evidence to show that the most significant factors for tourists' post purchase behavior in Sri Lankan context. Therefore, this study investigated what are the significant factors which determine tourists' post purchase behavior. Hence, the research assists tourism planners to implement their policies in an effective way.

For this study, destination attribute, perception on destination loyalty and travel motives were taken as determinants. Perception on designation loyalty has acted as intermediary determinant between destination attribute and tourists' post purchase behavior. It means perception on destination loyalty had been raised through the destination attributes.

Methodology

This research has done in Galle area in southern province of Sri Lanka since it has been rated as the second highest region and most of the tourists have taken accommodation here for night. Thus the sample has been taken based on most tourists' attractive places in Galle area. Data were collected from 100 foreign tourists where the convenience sampling technique was used to select the sample and questionnaire method to collect data. Questionnaire consisted with five point likert scale questions and close ended questions. It has designed as self-administered questionnaire. Research consisted with independent and dependent variables and three hypotheses have been built to achieve established objectives. Data analyzing has been done in order to achieve the research objectives and Statistical Package for Social Science (SPSS 16) has been used to analyze and interpret the research findings. Descriptive analysis has been used to identify existing condition of the determinants. The strength of relationship between independent and dependent variable was analyzed by Karl Pearson coefficient of correlation, and regression analysis was used to identify most influential determinants for tourists' post purchase behavior.

Result and Discussion

Out of 100 respondents, 69.00% are males. Majority of the tourists (62) responded are in between 21-40 years old. Minority of tourists are in 20 years and below. Majority of the tourists who are visiting Galle area is coming as married tourists and Figure of it is 48.00%. Most of the tourists (46) are in above the \$80000 in their income level and most of the tourists are private sector employees while 25 tourists work as business owners. Nearly half of the tourists (49) who

are visiting Galle area for leisure purposes and they use hotel and guest house as their accommodation place as well as 39 tourists have visited to the destination with their partners.

Tourists were almost satisfied with the destination attributes; mean value of it is 4.0771. It implies that tourists were almost satisfied with the local foods, quality of foods friendliness of the local people and return on spending. Further, tourists' had good perception on destination loyalty and mean value of it is 4.0943. Mean value of travel motive is 3.9395. It implies that tourists are almost satisfying with their travel motives in the destination but compared with other determinants, it remained in lower level. Mean value of dependent variable (post purchase behavior) is 3.9840. It implies that tourists are almost willing to revisit the same destination and recommend the same destination to others. According to Sobel test, perception on destination loyalty acts as intermediary factor between destination attributes and post purchase behavior.

Pearson correlation of destination attribute and perception on destination loyalty is 0.760. It is near to 1 and it is between +0.5-+1. It implies that there is strong positive relationship destination attributes and perception on destination loyalty

Table 1. Correlation between destination attributes and perception on destination loyalty.

	Perception on destination loyalty
Destination attributes	0.760.

Source: Summarized SPSS output based on the data of the field survey, 2013

Table 2. Correlations between post purchase behavior and each determinant.

	Perception on destination loyalty	Travel motives
Post purchase behavior	0.812	0.617.

Source: Summarized SPSS output based on the data of the field survey, 2013

According to this model, without travel motives and the perception on destination loyalty there can be seen negative aspect of post purchase behavior. When perception on destination loyalty is null and travel motives are increased by one unit post purchase behavior also increasing by 0.227. Moreover, when perception on destination loyalty is increased by a unit assuming other variables are constant, post purchase behavior is increased by 0.773. According to the above results and the scatter plot, it shows that there is a positive strong relationship between each determinant of tourists' post purchase behavior. To identify most influential determinants on tourists' post purchase behavior, regression analysis was done and results were shown as below.

Perception on destination loyalty = 0.192+.965 destination attributes

Post purchase behavior = 0.294+.901 perception on destination loyalty

Post purchase behavior = 1.049+.745 Travel motives

Post purchase behavior = -0.073+ .227Travel motives + 0.773 Perception on +destination loyalty

P value of destination attributes, perception on destination loyalty and travel motives are at 0.000. It is less than 0.05. It implies that model is fit to the data due to P value is less than 0.05(P<0.05).

Conclusions

According to above results, perception on destination loyalty has big influence on tourist's post purchase behavior and destination attributes directly affected the perception on destination loyalty. Therefore, to promote re-visitation and recommendation (tourists' post purchase behavior), tourism planners should develop the destination attribute in favor of the tourists.

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