

**IDENTIFY THE DETERMINANTS OF TOURIST'S POST
PURCHASE BEHAVIOR
(WITH REFERENCE TO TOURISTS WHO ARE VISITING TO
GALLE DISTRICT)**

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ABSTRACT

Key words: Post Purchase Behavior, Destination Attributes, Perception on Destination Loyalty, Travel Motives

Tourism is booming sector in present Sri Lanka and attracting the same tourists to the same destination is cheaper than attracting new tourists towards the particular destination. In this context, this study was investigated what are the determinants of the tourists post purchase behavior. Moreover the research tested the relationship between each determinants and the post purchase behavior. The study based on the Galle of Sri Lanka which has a major attraction of tourists throughout the year. A sample of 100 tourists was drawn using convenience sampling technique. Primary data was collected by using questionnaire with direct interview. Descriptive statistics, correlation and regression were used to analyze the data with the support of appropriate tool. SPSS 16 version software is used for analyze the data. The findings show that there is a strong positive relationship between perception on destination loyalty and the tourist's post purchase behavior. Perception on destination loyalty is evolved through destination attribute it means it acted as mediating factor between destination attributes and post purchase behavior. Other than that travel motives also has significant influence to the tourist's post purchase behavior. However tourism planners should pay their higher attention to develop the destination attributes which tourists most are concerning and should increment perception of the destination loyalty.