

# **The Relationships of Factors Affecting Post-purchase Behavioral Intentions in Tourism Sector**

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## **Abstract**

The purpose of this research was to study the relationships of factors affecting post-purchase behavioral intentions in tourism sector on the basis of the investigated variables from recent relevant literature. The exploratory results of this study led to identification of direct and indirect factors affecting post-purchase behavioral intentions, including corporate social responsibility, destination image, service quality, perceived value, tourist satisfaction and tourist complaints for the development of proposed model.

**Key words:** Post-Purchase Behavioral Intentions; Tourist Complaints; Tourist Satisfaction; Perceived Value; Service Quality; Destination Image; Corporate Social Responsibility

## **Introduction**

Tourism has become one of the fastest growing industries in recent years. It is widely recognized that the growth rate of tourism has exceeded those of the other industries (Page, 2011). Moreover, tourism has been seen as the driving force for regional development. Successful tourism can increase tourist visitations to the destinations, income, employment and government revenues. How to attract the tourists to revisit or recommend the destination to others is crucial for the success of destination tourism development (Kastarlak and Barber, 2011).

From the perspective of tourist consumption process, tourist behavior can be divided into three stages: pre-, during- and post-visitiation (Kozak and Decrop, 2009). More specifically, tourist behavior is an aggregate term, which includes pre-purchase decision-making, onsite experience, experience evaluations and post-purchase behavioral intentions (Meng et al., 2011). It has been generally accepted in the literature that destination image, service quality, perceived value and tourist satisfaction have influence on post-purchase behavioral intentions (Alcañiz et al., 2009; Campo and Yagüe, 2008; Meng et al., 2011).

The post-purchase behavioral intentions is viewed as an important research topic by both practitioners and academics. From a managerial point of view, positive post-purchase behavioral intention is the primary source of future revenues and is regarded as the key factor in winning market share. (Robinson and Etherington, 2006). Given that consumers have differing perceptions and needs, efforts to gain and retain customers cannot employ a uniform focus. That is why an understanding of how value and purchase behavioral intention are built is necessary in order to design market segmentation and service differentiation strategies (Oliver, 2010). In fact, different studies in the area of tourism have used the segmentation approach to justify the importance of designing actions oriented at different groups of tourists (Petrick, 2005). In the related marketing literature, creating and maintaining lasting relations

with customers is key to achieving competitive advantages for service companies (Velázquez et al., 2011). The significance of post-purchase behavioral intentions has traditionally been highlighted in the literature from a perspective, as they have significant present and future values for company profits and continuity. In the short term, tourists spend more with the service provider (Oliver, 2010) and in the long term, they attract new customers by word of mouth (Chen and Chen, 2010).

Since the nineteenth century, post-purchase behavioral intention researches in marketing have led to efforts to examine the causes and results of post-purchase behavioral intention (Robinson and Etherington, 2006). However, most of these studies explained antecedents of post-purchase behavioral intention from a single perspective, with no comprehensive model of post-purchase behavioral intention has yet developed. Although researchers have identified major driving factors of post-purchase behavioral intention such as tourist satisfaction, tourist expectations, perceived quality, and destination image (Gallarza and Saura, 2006), most of these constructs were investigated separately with respect to their relationships with post-purchase behavioral intention. The interrelationships among these constructs as well as their direct and indirect effects on post-purchase behavioral intentions have not yet been comprehensively investigated. In addition, when exploring consequences of post-purchase behavioral intention, most researches have focused on the positive association between tourist satisfaction and post-purchase behavioral intention (Yoon and Uysal, 2005). Few studies have addressed the relationship between post-purchase behavioral intention and tourist complaints (Wang et al., 2009). Therefore, the formation process and behavior consequence of post-purchase behavioral intention have not yet been fully examined. This study about the relationships of factors influencing post-purchase behavioral intentions in tourism sector examines secondary data in order to construct a proposed model for further development of structural equation model that relates variables influencing the post-purchase behavioral intention.

## **Materials and Method**

This article undertakes a review and synthesis of post-purchase behavioral intention on the basis of the investigated variables in the recent literature on consumer behavior in the tourism sector to advance in this line of research. We have focused on examining post-purchase behavioral intention process and factors affecting post-purchase behavioral intention. The data collection for this study was undertaken from various sources including textbook, research, publication, Internet, and online databases. The main result of this article is a post-purchase behavioral intention model.

## **Results and Discussion**

### **Post-Purchase Behavioral Intention**

The concept of post-purchase behavioral intentions is one of the most important devices used to measure the success of marketing strategy (Chen and Tsai, 2007; Flavia'n et al., 2001; Oliver, 2010). Post-purchase behavioral intentions 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 the reinforcement theory, pleasant outcomes tend to generate repeat behavior, whereas unpleasant outcomes do not generate repeat behavior. In order to motivate consumers for repeat purchase or visitation, one has to develop positive perceptions to enhance their satisfaction. Satisfaction, in turn, does produce post-purchase behavioral intentions (Reisinger, 2009).

More recent research works in the literature on post-purchase behavioral intention have focused on the characteristics of tourism in relation to other services (Chi and Qu, 2008). Further research is required to examine variables other than satisfaction in order to improve the understanding of post-purchase behavioral intentions (Meng et al., 2011). In this line, there are some studies analyzing the contribution of such variables as image, perceived value, satisfaction and other moderator determinants which can complete the nature of this construct

of post-purchase behavioral intention in the tourism context (Ryu et al., 2008).

In the past two decades, various researchers have incorporated the concept of tourists' post-purchase behavioral intentions into the tourism context (Wang et al., 2009). They found that corporate social responsibility (Liu and Zhou, 2009; Pirsch et al., 2007), perceived value and tourist satisfaction had positive effect on post-purchase behavioral intention (Chen and Chen, 2010; Meng et al., 2011). However, the relationship between consumer complaints and consumers' post-purchase behavioral intention is uncertain, depending on the effectiveness of the complaint handling (Lovelock and Wirtz, 2011). Ninety percent of the interviewees felt that tourist complaints have a negative relationship with post-purchase behavioral intention (Wang et al., 2009).

### **Tourist Complaints**

Determinant of complaining behavior is consumer dissatisfaction, and this consumer action directly conveys expressions of dissatisfaction (Lee et al., 2011). Service companies have been increasingly encouraging their customers to voice their complaints directly to company representatives because, in most instances, a service failure can be recovered only if the customer lets the service provider know about the failure (Lovelock and Wirtz, 2011). However, previous studies suggest that about 50 percent of dissatisfied customers choose not to complain directly to the service provider (Gursoy et al., 2003). Instead, they tend to engage in a variety of activities like boycotting the product and/or engaging in adverse word of mouth advertising, which are likely to be detrimental to the service provider (Barlow and Møller, 2008).

In context of tourist complaints, unlike most other areas of consumer purchases, the tourist cannot inspect the merchandise in advance of purchase to inspect its soundness; neither can he return it for repairs in case of a malfunction (Lee et al., 2011). Therefore, the tourist will seek redress from service provider when they feel uncomfortable experience from tourism (Wang et al., 2009). However, effective handling complaints of service provider can effect intention to

recommend of tourist (Lovelock and Wirtz, 2011). With thousands of holiday packages available at any one time, it is impossible for consumer groups to test and rate the tourism product. As a result, prospective travelers must either rely on recommendations from family or friends or else trust the travel agent when booking the tour for holiday (Yüksel, 2008). In contrast to most consumer purchases, a vacation often involves a fairly long lead time in making travel arrangements but a limited and designated time period in which the service may be utilized (Kozak and Decrop, 2009).

There is as a consequence a considerable degree of pressure on the tourist to “have a good time” since the opportunity will not likely arise again until the next year. Effective handling of consumer complaints can improve market reputation and enhance economic profitability; therefore, consumer complaint behavior is receiving increasing attention (Yüksel, 2008). According to Hirschman’s exit-voice theory, when consumers become dissatisfied, the immediate consequence is increased consumer complaints (Wang et al., 2009). As a result, in consumer complaint behavior research, it is commonly accepted that a certain level of consumer dissatisfaction must exist for a complaint to occur. In addition, the satisfaction factor is a variable that influences tourist complaints (Lee et al., 2011).

### **Tourist Satisfaction**

Tourist satisfaction is the result of the interaction between a tourist’s experience at the destination area and the expectations he had about that destination (Noe et al., 2010). Undoubtedly, satisfaction has been an important factor in planning marketable tourism products and services. Tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak and Baloglu, 2011). In academia, tourist satisfaction has been a popular topic since the early 1960s, reflected by the constant growth of literature on tourist satisfaction. Since the 1980s, consumer satisfaction research in marketing has led to efforts to examine the causes and results

of tourist satisfaction (Wang et al., 2009). Moreover, in the formation of satisfaction the classical models, and have already highlighted the effect of satisfaction on consumer attitudes and intentions, one centre of interest in more recent satisfaction research, mainly in services, is the study of the consequences in the form of attitudes and behaviours (Velázquez et al., 2011).

The investigation of consumer satisfaction in marketing and tourism began in the 1980s with many studies exploring consumer satisfaction with integrated models. (Oliver, 1980; Anderson and Sullivan, 1993; De Ruyter et al., 1997; Li, and Tse, 1998; Hellier et al., 2003; Lam et al., 2004; Um et al., 2006; Zhang et al., 2008; Chen and Chen, 2010; Lee et al., 2011). The tourist satisfaction is the center of a chain between the cause and result relationships running from the antecedent constructs of tourist satisfaction, corporate social responsibility (He and Li, 2011), destination image, service quality, and perceived value, to the consequences of tourist satisfaction, tourist complaints, and post-purchase behavioral intention (Wang et al., 2009).

### **Perceived Value**

Perceived value is defined as the consumer's overall assessment of the utility of a product or service based on perceptions of what is received and what is given (Zeithaml et al., 2009), or a trade-off between perceived benefits and perceived costs (Lovelock and Wirtz, 2011). The study of perceived value on consumer behavior requires even greater effort for its conceptualization (Zeithaml et al., 2009). The studies on perceived value's contribution to satisfaction and the subsequent consequences consider it to be a key element in academic research, as it provides more solid foundations for explaining post-purchase behavioral intention (Oliver, 2010). In the practical context of tourism companies, tourist perceived value is also essential for improving competitive advantages (Kotler and Keller, 2011).

In general, consumer value involves a perceptive evaluation of an exchange between what is achieved (results and desired benefits) and what has been invested (money, time, and effort) (Chen and Tsai, 2007).

The most widely accepted definition of perceived value is consumers' global evaluation of the utility of a product according to their perception of what they receive and what they give (Kotler and Keller, 2011). According to the theoretical framework, value has two dimensions: the economic dimension which is united to the perception of price and the psychological dimension which includes the emotional and cognitive elements which influence the purchase decision (Gallarza and Saura, 2006).

One area of interest has focused on relating perceived value to tourist satisfaction and post-purchase behavioral intention (Meng et al., 2011). Its contribution to post-purchase behavior intention has also been approached in numerous studies on services and in tourism literature (Velázquez et al., 2011). There is a consensus that service quality is an antecedent of perceived value and that perceived value is the variable which best explains satisfaction (Wang et al., 2009). In the tourism context, it has been found that service quality of a destination has a positive effect on perceived value, and perceived value of a destination has a positive effect on tourist satisfaction and post-purchase behavioral intention (Chen and Chen, 2010).

### **Service Quality**

Service quality is a focused evaluation that reflects the customer's perception of specific dimensions of service: reliability, responsiveness, assurance, empathy, tangibles. Satisfaction, on other hand, is more inclusive: it is influenced by perceptions of service quality, product quality, and price as well as situational factors and personal factors (Zeithaml et al., 2009). In the service literature, service quality is generally understood to be an attitude concerning the superior nature of a service (Li and Song, 2011). It has a technical and a functional dimension which are associated respectively with the result ('what' the consumer is receiving) and the process ('how' the service is being received) (Grönroos, 2007). The differences and causal direction between satisfaction and service quality have been widely investigated (Wang et al., 2009). If service quality is a global evaluation and satisfaction

is associated with a specific transaction, then that satisfaction will be an antecedent of service quality (Oliver, 2010). The opposite point of view is also defended based on the contribution service quality makes to satisfaction (Choi et al., 2004).

The study about thermal tourism that shows the importance of the quality of the services on customer satisfaction (Velázquez et al., 2011). From the specific perspective, service quality is performance quality and includes the evaluation of aspects which are under the provider's control, whereas from the global perspective, service quality is the quality of the experience which is associated with psychological benefits and affective satisfaction (Grigoroudis, 2009; Tian-Cole and Crompton, 2003). Tourism research shows that performance quality contributes to the formation of quality in the experience. This global quality influences satisfaction which leads to future behavioral intentions as some studies report (Castro et al., 2007). The indirect effect of service quality on post-purchase behavioral intention through perceived value and tourist satisfaction has been shown in several contributions in the tourism literature (Wang et al., 2009). In other works about tourism, destination image is found to have a positive effect on service quality (Chen and Tsai, 2007).

### **Destination Image**

Destination image can be viewed as a set of beliefs, ideas, and impressions that people have of attributes and/or activities available at a destination (Echtner and Ritchie, 2003). Quite a number of writings on holistic nature of the image define destination image as the expression of all knowledge, impressions, prejudices, and emotional thoughts an individual or group has of a particular object or place (Alcañiz et al., 2009). Moreover, the destination image is defined as an individual's mental representation of the knowledge, feelings, and overall perception of a particular destination (Kozak and Decrop, 2009). More recent research studies view destination image as a multi-dimensional construct consisting of tourists' rational and emotional interpretations (Martin and Bosque, 2008).

The cognitive image refers to the beliefs or knowledge a person has of the characteristics or attributes of a tourism destination (Boo and Busser, 2006). Most empirical studies in the tourism literature focus on the cognitive component of destination image through a multi-attribute approach (Govers et al., 2007). Those attributes are the elements of a destination that attract tourists such as attractions to be seen, environment to be perceived (e.g., weather, public hygiene), and experiences to remember underlying in the cognitive structure of destination image. The affective image, on the other hand, represents a tourist's feelings toward a destination (Kozak and Decrop, 2009).

The role of tourism destination image can be viewed as a total impression represented in a traveler's memory as a result of perceived attributes associated with the tourism destination (Beerli and Martin, 2004). Previous research studies show that destination image can influence tourist satisfaction and their behaviors such as the choice of a destination, the subsequent evaluations, and their future behavioral intentions (Loureiro and Gonzalez, 2008). The destination image is the center of a chain between the cause and result relationships running from the antecedent constructs of destination image, corporate social responsibility (Liu et al., 2010), to the consequences of destination image, tourist satisfaction (Wang et al., 2009).

### **Corporate Social Responsibility**

Corporate social responsibility (CSR) is about how companies manage the business process to produce an overall positive impact on society. Generally, CSR is explained as corporate engagement in socially responsible behaviors in response to societal demands (Idowu and Louche, 2011). Moreover, CSR is a construct that encompasses the economic, legal, ethical, and discretionary expectations that society has of organizations at a given point in time (Carroll, 2007).

At present, there is growing interest in exploring the links between CSR and marketing to provide a framework to integrate CSR and marketing (Zanda, 2011). Maignan and Ferrell (2004) summarized the work of marketing scholars in examining consumer responses to CSR

initiatives, the perceived importance of ethics and social responsibility among marketing practitioners and the marketing benefits resulting from corporate actions with a social dimension (Benn and Bolton, 2011). These researchers have explored how companies use CSR in their marketing communication activities and they have proved that the changing attitudes of customers have driven companies to find new ways of making marketing increasingly relevant to society (Ihlen et al., 2011).

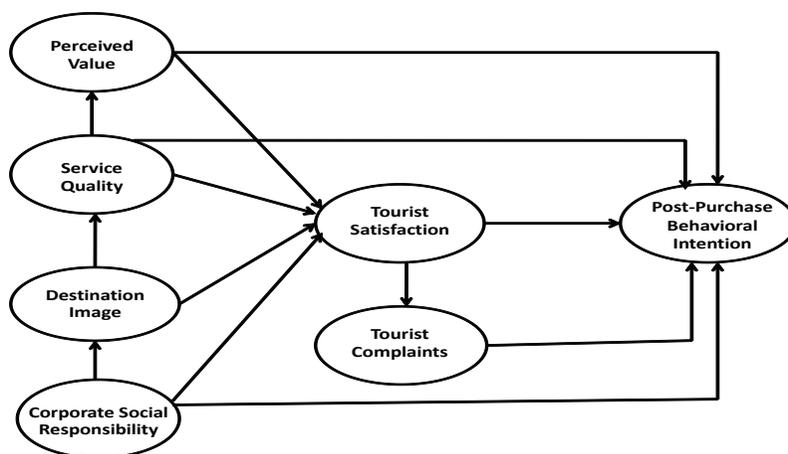
The benefits of CSR for companies may include increased profits, organization image, customer satisfaction, post-purchase behavioral intention, trust, positive brand attitude and combating negative publicity (Kotler and Lee, 2005; Jain et al., 2011; Martin et al., 2009).

In the marketing context, the researchers found that the perception of CSR has a direct and positive influence on post-purchase behavioral intention towards the corporate (Liu and Zhou, 2009; Maignan and Ferrell, 2004; Pirsch et al., 2007; Salmones et al., 2005; Stanaland et al., 2011). In addition, CSR has indirect affect on post-purchase behavioral intention through satisfaction and image (He and Li, 2011; Liu et al., 2010).

### **Conclusion and Limitation**

Tourist behavior can be divided into three stages: pre-visitation (corporate social responsibility and destination image), during-visitation (service quality, perceived value, tourist satisfaction and tourist complaints) and post-visitation (intention to return, intention to recommend). Post-purchase behavioral intention is a feeling and a behavior generated both by cognitive and emotional aspects of tourism activities. Post-purchase behavioral intention is based on many factors such as tourist complaints, tourist satisfaction, perceived value, service quality, destination image and CSR. The study identifies the key drivers of post-purchase behavioral intention as well as their relationships, thus representing a significant step forward in the explanation of post-purchase behavioral intentions. The synthesis of this study is that

factors influencing post-purchase behavioral intention include the direct effect of CSR, service quality, perceived value and tourist satisfaction which have a positive relationship with post-purchase behavioral intention and tourist complaints which have a negative relationship with post-purchase behavioral intention and the indirect effect of CSR, destination image, service quality and perceived value on post-purchase behavioral intention through tourist satisfaction and the indirect effect of destination image and service quality on post-purchase behavioral intention through service quality and perceived value, respectively, as show in figure 1. This study just investigates secondary data about the relations of factors influencing post-purchase behavioral intentions in tourism sector in order to construct a conceptual framework. Therefore, the proposed model needs further empirical studies to academically establish the impact of each antecedent variable toward post-purchase behavioral intentions in tourism sector.



**Figure 1** Post-purchase behavioral intention model

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