DETERMINING THE PROFILE OF TOURISTS IN BRAŞOV STARTING FROM THEIR CONSUMPTION AND BUYING BEHAVIOR TOWARDS PRODUCTS OFFERED BY TOURISM AGENCIES

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By studying consumer behavior, marketing specialists want to find out how consumers choose goods/services and what the factors that influence their choice are.
In tourism the analysis of the consumer behavior is more difficult because the structure of the product is totally different than the one of goods in general, and the decision of buying is supported mostly by subjective factors, emotional, and not necessarily on economic factors that are easier to be observed.
The present work aims to create a profile of Brasov people as tourist whose premises is set by a marketing research on observing the attitudes, opinions and behaviors of tourists towards choosing a holiday destination.

1. Introduction
By studying consumer behavior, marketing specialist want to find out how consumers choose products/services and what the factors that influence their choice are. The reasons for buying are less familiar to a company for which it is relatively easier to find out who, what, where from, when and how much they buy. Generally, products and services are bought in order to satisfy physical needs, but also social and psychological ones. Social environment of consumer, individual and psychological circumstances are combined to influence the decisions on what to buy.
Information concerning tourist's consumption motivation is important to marketers, along with the elements that put the basis of choosing a holiday destination, aspects regarding the usage of personal and previous experience, and other influences in choosing an attraction point.
In tourism, analyzing consumer behavior is more difficult because the structure of the product is totally different than the one of goods in general, and the decision of buying is supported, mostly, by subjective factors emotional and not necessarily economic ones, that are easier to observe.
The present work aims to create a profile of Brasov tourists whose premises is set by a marketing research on observing the attitudes, opinions and behaviors of tourists towards choosing a holiday destination.

2. Methodological considerations regarding the marketing research
In the marketing research, the population taken under consideration is formed by citizens of Brasov aged more than 18 years old. The interval of confidence is 95%. The pattern is composed by 385 subjects, and the error with which the results are guaranteed is ±5%.

Table 1. The pattern used in the research

Neighborhoods in the pattern	No. of apartments in each neighborhood	The percentage of the selected apartments in the total no. of apartments (%)	The allocation of the pattern
Astra	28.019	60	363
Tractorul	9.650	21	125
Valea Cetăţii	8.707	19	113
TOTAL	**46.376**	100	**600 (pattern size)**

The reason for which the size of the pattern is 600 subjects and not 385 is that there usually is a high probability for not all subjects to answer the questions, and to assure the exactness of the pattern.
The methods used for sampling are: multistage sampling, proportional stratified sampling and systematic sampling.

3. Main results of question analysis
The statistics of the questions reveal a series of aspects regarding buying and consumption behavior of Brasov tourists. Further are presented the most important results of the questions' analysis that set the basis of the marketing research.
Most of Brasov tourists travel at least once per year in our country (see table 2) as follows: in vacations and holidays (86% of the subjects), for rest and relaxation (79% of the subjects) and for fun (44% of the subjects).

Table 2. Frequency of traveling of Brasov people during a year

Do you usually travel only once during the year?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	84	21,8	21,8	21,8
	yes	301	78,2	78,2	100,0
	Total	385	100,0	100,0	

Brasov people prefer as destinations in our country: the mountains, at least twice per year, Black Sea shore, once per year (see table 3) and, few prefer Danube Delta, balneary and climatic resorts, tourist's circuits and other places.

Table 3. Frequency of Brasov people on the Black Sea Shore

Please tell us what is the frequency of your visits in our country (Black Sea Shore)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once per year	200	51,9	73,5	73,5
	2-3 times per year	17	4,4	6,3	79,8
	More times during the year	3	,8	1,1	80,9
	Never	52	13,5	19,1	100,0
	Total	272	70,6	100,0	
Missing	88,00	84	21,8		
	99,00	29	7,5		
	Total	113	29,4		
Total		385	100,0		

The best sources of information in choosing a holiday destination are, in the opinion of Brasov people: friends and acquaintances (63% of the subjects) and Internet (49% of the subjects).
Brasov people do not usually buy online holiday packs (89% of the subjects), they prefer to organize the trip by themselves (85%) and they like to travel along with the family (73%) or with friends and colleagues (41%).
Generally, when choosing a vacation destination Brasov people take under consideration the opinion of acquaintances who have visited that destination in the past (see table 4), they prefer to visit different destinations each time, which they haven't seen before, but they are indifferent towards choosing between circuits and plain vacations or buying a vacation package and buying each component separately.

Table 4. Expressing the opinion towards the following statement: "I take under consideration the opinion of the acquaintances who have already visited a holiday destination, when choosing a destination"

I take under consideration the opinion of the acquaintances who have already visited a holiday destination, when choosing a destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Total disagreement	13	3,4	4,3	4,3
	Disagreement	18	4,7	6,0	10,3
	Neither / nor	43	11,2	14,3	24,6
	Agreement	191	49,6	63,5	88,0
	Total agreement	36	9,4	12,0	100,0
	Total	301	78,2	100,0	
Missing	88,00	84	21,8		
Total		385	100,0		

When choosing a vacation destination, Brasov people are preoccupied mainly by attributes like: price (78% of the subjects), service quality (73% of the subjects), surroundings (66%), family or friends desires (55%), and safety or security (11%). The subjects placed last the possibility of traveling (19%) and the possibility of doing sports (11%). Brasov people take decisions on choosing a holiday destination with at most three months in advance, as seen in the following table.

Table 5. Periods of time required by Brasov travelers to take decisions in choosing a holiday destination

How long in advance do you decide on a holiday destination?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	one year in advance	10	2,6	3,3	3,3
	6 months in advance	49	12,7	16,3	19,7
	2-3 months in advance	114	29,6	38,0	57,7
	tops 1 month in advance	115	29,9	38,3	96,0
	I'm waiting for price reductions on holiday packages	12	3,1	4,0	100,0
	Total	300	77,9	100,0	
Missing	88,00	84	21,8		
	99,00	1	,3		
	Total	85	22,1		
Total		385	100,0		

The main reasons of the last journey were rest, relaxation and fun (as seen in table 6), for which they spent up to 14 days and up to 2000 lei, money from economies, mostly, spent on transportation to the desired destination (81%), accommodation (60%), shopping (64%), food (57%) and gifts (41%).

Table 6. The main reason for taking their last journey

What was the reason of your last journey?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	rest and relaxation	175	45,5	58,5	58,5
	business	8	2,1	2,7	61,2
	fun	83	21,6	27,8	89,0
	treatment	20	5,2	6,7	95,7
	pilgrimage	9	2,3	3,0	98,7
	other reason	4	1,0	1,3	100,0
	Total	299	77,7	100,0	
Missing	88,00	84	21,8		
	99,00	2	,5		
	Total	86	22,3		
Total		385	100,0		

In order to get to the destination, Brasov people used in most cases their personal car (51% of the subjects) and got accommodation to friends, relatives, grandparents, pensions and three star hotels (as seen in table 7).

Table 7. Means of accommodation used by Brasov people in their last journey

What kind of accommodation did you use in your last journey?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 star hotel	29	7,5	9,6	9,6
	3 star hotel	56	14,5	18,6	28,2
	4-5 star hotel	20	5,2	6,6	34,9
	pension	66	17,1	21,9	56,8
	rented apartment	33	8,6	11,0	67,8
	friends, relatives	85	22,1	28,2	96,0
	other accommodation	12	3,1	4,0	100,0
	Total	301	78,2	100,0	
Missing	88,00	84	21,8		
Total		385	100,0		

Analyzing the responses of the subjects we may conclude that, generally, Brasov people manifest an e*conomic* behavior in taking decisions concerning vacation/holiday, mainly because of the importance given to the price in

buying decision, cheaper accommodation and transportation, holiday expenses (that cover transportation, accommodation, meals and shopping), etc.

4. Creating a profile of Brasov tourists

Based on the results of the marketing research, creating a profile of Brasov tourists is possible. This profile is presented in the following table:

Table 8. A profile of Brasov tourist

	Features of Brasov tourist	
1.	*Economics type*	Price is the most important attribute in choosing a vacation destination; most subjects get accommodation at friends, relatives.
2.	*Family guy*	The satisfaction during a holiday can be obtained only with family.
3.	*Sedentary guy*	Most of the Brasov tourists travel during the summer in order to get relaxation and rest, prefer journeys instead of circuits, don't go on vacation for sports, and don't like trips (trips are the last choices for going on vacation).
4.	*Unconfident type*[546]	Don't go to traveling agencies for vacations (they organize the holidays by themselves), don't buy online products, they ask close people for advice, don't take bank credits to go on vacation.
5.	*"Moderated" type*	"Are willing to travel, not interested in weekend vacations, or in sports."
6.	*Light type*	They focus on physical recreation.
7.	*"Sea lovers"*	Most of them choose the seaside for a summer vacation.
8.	*"Mountain lovers"*	Most of them choose mountain for a vacation.
9.	*"Rest lovers"*	They travel to rest and relax.
10.	*"Traditionalists"*[547]	Appreciate safety and security and wish to avoid surprises, therefore they are looking for familiar destinations and vacations.

Supplementary marketing research is necessary in order to emphasize opinions and attitudes of Brasov travelers towards different parts of the vacation package, as well as other components of the marketing mix (and the list goes on). This could lead to drawing a more complex profile of the Brasov traveler concerning the consumption and buying behavior.

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546 1-4 categories are based on the segmentations of Alexandru Nedelea, Piaţa turistică, Editura Didactică şi Pedagocică R.A., Bucureşti, 2003, p. 27-29.
547 5-10 categories are based on the segmentations of John Swarbrooke şi Susan Horner, Consumer behavior in tourism, Butter-Heinemann, Linacre House, Jordan Hill, Oxford, Marea Britanie, 1999, p. 88.