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NURTURING HOSPITALITY, TOURISM AND WELLNESS WORLD

TOURISM CLUSTER

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Factors Influencing Consumer Behaviour among Local Tourist in Malaysia

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ABSTRACT

This study is conducted to examine the factors that influence consumer behaviour among local tourist in Malaysia. The independent variables of this study comprised of personal factor, social factor and situational factor; whereas the dependent variable in this study is consumer behaviour. This study had three prime objectives which is first to examine the relationship between personal factor and consumer behaviour among local tourist in Malaysia, to investigate the relationship between social factor and consumer behaviour among local tourist in Malaysia and to analyse the relationship between situational factor and consumer behaviour among local tourist in Malaysia. The quantitative research approach is selected and questionnaires are used as the research instrument to collect data. Cluster sampling method was used and 282 responses were analysed in this study. Structured questionnaires were used in this study. The data collected is then analysed by using Statistical Packages for Social Science Version 24 (SPSS Version 24) software based on descriptive statistic, reliability analysis, and correlation analysis. As for the result, all of the independent variables (personal factor, social factor and situational factor) studied in this research have significant relationships towards dependent variable (consumer behaviour) among local tourist in Malaysia. This study strongly believes that it is important to understand the factors influencing consumer behaviour and recommends a better understanding on factors affecting tourist behaviour.

Keywords: *Personal factor, Social factor, Situational factor, Tourism Consumer Behaviour, Factors of Influence*

INTRODUCTION

In conclusion, the use of mobile application among tourists in Malaysia has become common and familiar. Most of the tourists who travel both to and within Malaysia will continue to use the mobile application while travelling. The tourists agreed that usage of the mobile application helps them to get more information while travelling and this will simplify the preparation for their trip. They can also contact their family and friends easily even in overseas. The respondents can share their travel life through mobile application such as social media easily. This can be a method for them to show their experience when they are out of the country. Mobile applications are easy to learn and use, the functions of mobile applications are more diversified and may fulfil the needs and wants in different group of tourists. Throughout this study, researchers found that the performance expectancy, effort expectancy and social influence are actually affecting the continuance in mobile applications among tourists in Malaysia.

The travel industry is now the speediest creating industry taking an interest in making countries. The travel industry endeavours end up being the foundation of every country. Government has contributed tons of cash-flow to make the travel industry remember the true objective to bring in more tourist to Malaysia. As indicated by World Travel and Tourism Council, the complete commitment of movement and the travel industry to Gross Domestic Product (GDP) was RM189.1 billion in the year 2018, which is equivalent to 13.2% of Malaysian GDP. In contrast Thailand, which one of the most visited nation by visitors in Southern Asia with the all-out commitment has contributed GDP of RM446.76 billion more than Malaysia, equivalent to 21.6%. The gap is quite big between these two countries. As indicated by World Travel and Tourism Council in 2018, the level of residential spending for Thailand was just 20% and the remainder of 80% was at worldwide spending, while the rate for Malaysia in both of local spending and universal spending was half.

This correlation demonstrates that Malaysian individuals are serious in settling down and includes in basic leadership contract with the Thailand. In order to obtain proper explanation for this case, research about the element that impact shoppers' conduct among travellers in Malaysia has been conducted.

There are three primary factors that impact customers' conduct namely personal factor, social factor and situational factor. In the travel industry, identity is a deciding component of traveller inspirations, recognition and conduct (Swarbrooke & Horner, 2004). Identity characteristics are likewise examined as a predecessor of brand recognizable proof (Stokburger, 2011) and traveller feelings (Faullant, 2011). The social factors, namely the culture, family and social class are assumed to be playing crucial job in affecting the travel industry buyers' conduct. Customers bear witness to thinking about moral benchmarks in their utilization rehearses, yet few mirrors these principles in their genuine buy choices (Bray, Johns & Kilburn, 2011).

For this reason, this study is carried out with the aim to explore the factors that influence consumer behaviour among local tourist in Malaysia. Specifically, the objective of this research is first to examine the relationship between personal factor, social factor, situational factor and consumer behaviour among local tourists in Malaysia. The findings of this study should be able to provide understanding on individuals' behaviour, how the tourism consumer thinks and decides to purchase the tourism products and services. Therefore, this paper is organized as follows: first, introduction; second, a review of the literature review; third, methodology; fourth, findings, and finally, the discussion, recommendation and conclusion of the study.

There are three objectives of this research:

1. To examine the relationship between personal factor and consumer behaviour among local tourist in Malaysia.
2. To investigate the relationship between social factor and consumer behaviour among local tourist in Malaysia.
3. To analyse the relationship between situational factor and consumer behaviour among local tourist.

Significance of the Study

Researchers

The result of the study will help the researchers evaluate the relationship between three factors namely; personal factor, social factor and situational factor and consumer behavior among local tourist in Malaysia. The result will help researchers understand how individual purchase product and services and what are the factors that can influence them while purchasing.

Owners

This study will provide information about how individuals purchase tourism product and services. This study will evaluate personal factor, social factor and situational factor to understand the type of behaviour involved when purchasing tourism product.. Data gathered will help owners to understand what factor influence the customers when purchasing tourism products.

Tourism sector

The data will provide the tourism sector with information on how people make decisions in purchasing tourism product and services and what factor influences them. The result will enable the tourism sector stakeholders to improvise their management in persuading people to purchase a tourism product. This study will also help in the advancement of tourism planning.

LITERATURE REVIEW

Consumer Behaviour

According to Stankevich, (2017), consumer buying behaviour is the procedure by which people look for, select, purchase, use and discard products and business to meet their needs. Consumer behaviour is the study of individuals, gatherings, or associations and the procedure they use to select, secure, use, and discard items, administrations, encounters, or thoughts to meet the needs and the effects these procedures have on the buyer and society. The tourism consumer behaviour overwhelmingly ponders consumer behaviour as thought the movement basic leadership process happens autonomously of other utilization choices. Hardly any examinations endeavours to move far from such a noninterventionist, traveller choice focus approach.

Tourism consumer is defined as the set of acts, attitudes and decisions on the selection, purchase and consumption of tourism products or services, as well as their post-consuming reactions (Delia, 2011). In tourism context, consumer behaviour is defined as a key to establish all marketing activities, to establish advertise and sell tourism products. Therefore, tourism companies or organizations should know their customers behaviour and the factors that influence their purchase decisions. It can help them to fulfil the needs and expectation of their customers (Vineran, 2013).

Personal Factor

Personal factors can be defined as those differentiating characteristics that may affect behaviour (Glenn, 2010). On the other hand, , personal factors are also defined as an individual characteristic and may not relate to other individuals within the same group (Khuong & Duyen, 2016). The unique habits, interest, and opinions are the characteristics that an individual use to make a decision. Particularly in personal factor, it includes many variables such as motivations, age, lifestyle, self-concept and tourist's personality. Tourist's preferences often change and it can be influenced by situation or characteristic of tourists (Pinki, 2014).

According to Vuuren and Elmarie (2011), motivations are an integral part of travel behaviour and the marketing strategies for tourism have been extensively investigated and applied. Motivations can be considered as one of tourist behaviours with most important psychological influences (George, March & Woodside, 2005). In addition, there two more types of motivation which is conscious and unconscious motivations. Conscious motivations are related to the previous experience of individual while unconscious motivations is about identifying through indirect techniques of psychological investigation (Delia, 2011).

The self-concept and personal identity of an individual refers to the totality of his/her cognitive beliefs about him/her (Brehm, Kassin & Fein, 1999). Self-concept is an individual's perception of him/herself, based not only on his/her physical self, but also on the products and services consumed and the people he/she is associated with (Sarah, 2001). Age discrimination is against tourist consumer behaviour. It can be explained that young people have different taste towards product or services as compare to old folks. Normally, young people will tend to spend more than old people in terms of physical activity when travel (Delia, 2011).

Social Factor

Social factor plays a key role in influencing consumer purchase decisions. Every individual or groups have someone around them to influence their buying decision.

Social elements, for example, culture, family or social dimension impact conduct since they characterize the person. Culture alludes to conventions, taboos, esteem and essential demeanors of the entire society in which an individual live. It is a structure of people and their ways of life. Social standards can be characterized as guideline of conduct. Some important social factors are; reference group, family members, relatives, role status in the society (Tanja, 2015).

Reference groups may associate, cover and can be arranged as distinctive criteria. The reference bunch impacts the mental self portrait of shoppers and customers' conduct (Tanja, 2015). There are two types of reference groups; primary group and secondary group that an individual has interpersonal contact also known as affiliate groups. Foremost, primary groups comprise of individuals one interacts with on a regular basis and have similar characteristics on behavior, lifestyle and habits (Chen & Chen McCain, 2010).

Secondary groups share consumer's indirect relationship. These groups are more formal and on a regular basis individual do not interact with them. Examples of this group are trade unions and informal group such as neighborhood. The context of role in the society assumes that everyone plays a dual role in the society relying on the group that they belong to (Tanja, 2015). Young people usually travel to relax, party and make a lot of new companions. Old individuals have an inclination for calm exercises like dishes and to be nearly fixated by wistfulness. Guardians are engrossed with the need to keep their youngsters glad (Swarbrooke & Horner, 2007).

Situational Factor

The situational environment is defined by the presence at the time of the purchase decision or during the journey of relative, worker, colleagues, friends or other persons. For example, a person reacts differently in the presence of his boss and a child reacts differently in the presence of his parents or teacher in the presence of his colleague and similarly when a person is traveling alone, a person can act differently (Delia, 2011).

There are three influences in a particular situation. First, the physical environment means the location characteristics in which a person decides. Social environment means the interaction with others when the decision is made at the time of purchase. Lastly, temporal perspective is the time available for purchase decision or the time of day or year that purchase decision is made (Jess Esick, 2013). Besides that, situational factors refer to the time and place of observation and do not follow formal knowledge of personal, stimulus attributes that demonstrably affect current behaviour. (Badgaiyan & Verma, 2015).

Place and other situational factors that influence the behaviour does affect the buyer's decision-making process and it must be considered to explain the purchase decision of customers. The environmental situation usually is defined by the presence of relatives, friends, schools of work or other persons present at the time of the purchase decision or during the trip. Situational factors are the short-term conditions that will affects how buyers act whether they buy the product, supplementary product or didn't buy anything (Stephen Omandi, 2017).

The relationship between personal factor, social factor, situational factor and tourism consumer behaviour among local tourist

The relationship between the personal factors and tourism consumer behaviour will give the effects on behaviour of the tourist. Travel motivations can be one of the most important psychological traits that can influence the behaviour of tourists. Motivations are person's internal state, or certain needs, and what the person wants, which will force them to act or act in a specific way and also to maintain the human body, behaviour and energy levels. Tourists also need to escape, relax, for typical reasons, namely; to release physical and mental tension (Vuuren & Slabbert, 2011).

The relationship between social factors and consumer behaviour will affect the decision making of tourist. Social class is one of the social factors. Tourists belonging to the upper middle class will usually spend their leisure time traveling, and the most common reason for traveling is for leisure or business. They usually travel alone or with their family members. Besides that, tourists who belong to middle to lower class usually do not spend much on tourism. This particular group usually travel for family medical problem, they are forced to do so, and they often travel in a group because they want to take advantage of the discounts (Tanja, 2015).

The relationship between situational factors and consumer behaviour will affects the tourism industry. The time when tourists decide to purchase during their journey, as well as the time gap between the purchase, the payment may completely influence the purchasing behaviour. Then, when the time to decide the purchase is short, the tourist does not pay as much attention to the details. It is easier to accept the purchase decision if the time gap between the purchase is greater (Delia, 2011).

Research Hypothesis

A hypothesis must be testable and realistic, take into consideration current knowledge and techniques. In addition, hypothesis is defined as prediction or explanation of the relationship between two variables. It implies a systematic relationship exists between an independent variable and a dependent variable. Thus, the study has proposed:

- H1: There is relationship between personal factors and consumer behaviour among local tourist in Malaysia.
- H2: There is relationship between social factors and consumer behaviour among local tourist in Malaysia.
- H3: There is relationship between situational factors and consumer behaviour among local tourist in Malaysia

Conceptual Framework

The Figure 1 shows the framework with independent variables and dependent variables.

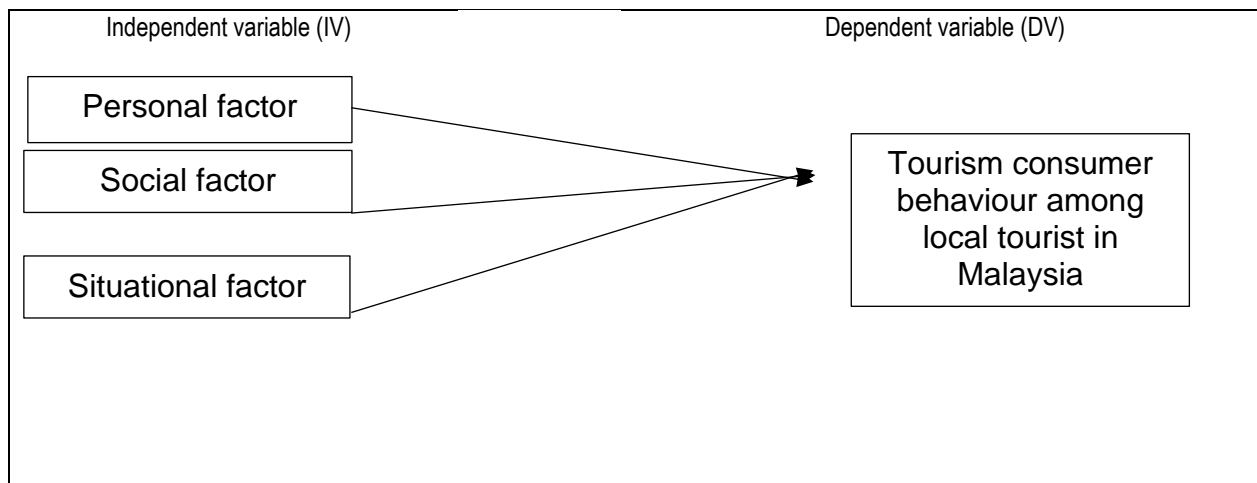


Figure 1: Conceptual framework of the study
Source: Factors Of Influence And Changes In The Tourism Consumer Behaviour (Delia, F., 2011)

METHODOLOGY

Research Design

Quantitative research approach has been utilized for this investigation. Quantitative research is a measurable investigation of numerical information gathered. The study aims to determine the factors that influence tourism consumer behaviour among local tourist in Malaysia. The proper way is expressive research plan subsequent to assessing the personal factor, social factor and situational factor.

Population and sample size

The population in this study includes the international and domestic tourist which amounts 231.3 million. However the study has limited the population to be only among local tourist which amounts 205.4 million. To determine the sample size, the formula provided by Krejcie and Morgan (1970) sample was used in this study.

S = sample size

X² = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841)

N = the population size of domestic tourist in a year

P = the population proportion (assumed to be 0.5 since this would provide the maximum sample size)

d = the degree of accuracy expressed as a proportion (0.05)

$$S = \frac{x^2 NP(1 - P)}{d^2(N - 1) + (x^2 P(1 - P))}$$
$$S = \frac{3.841(205400000)(0.5)(1 - 0.5)}{(0.05)^2(205400000 - 1) + 3.841(0.5)((1 - 0.5))}$$
$$S = \frac{1972353500}{5135000.958}$$
$$S = 384.099$$
$$S = 384$$

Based on the calculation, the exact amount of sample size are set to be 384 and thusly the questionnaires has been distributed accordingly . Out of 384 questionnaires distributed, only 282 has been received in return.

Data Collection

In the first stage, the data collection method that had been used in this study is online surveys using the Google form. The reasons why the researcher uses this platform is because it is free and also user friendly. It also makes it easier for the researcher to collect data from local tourists. The second stage of data collection involves fieldwork.

In this study, questionnaire also had been used as an instrument for primary data collection. Five sections require respondents answer. The questionnaire was distributed to the mentioned population in order to collect the data.

Sampling

Probability sampling method was used in this study, which has high level of reliability of research findings, high accuracy of sampling error estimation and lesser degree of judgment. The sampling method that been used in this study is cluster random sampling. According to Alvi (2016), cluster sampling is used when a population has natural groups.

The entire population is subdivided into clusters (groups) and random samples are then collected from each group. The cluster sampling includes heterogeneity in the clusters and homogeneity between them. Each cluster should be in a small representation of the whole population. This type of sampling may save a lot of time, money and effort because cluster random sampling is a typical method for market research. It is used when researchers are unable to get information about the entire population but can get information about the clusters.

Research Instrument

The items used in measuring the chosen variables were adopted from prior related research in the field of consumer behavior in tourism.

Table 1: Measurement items

Measurements	Number of items in the questionnaires	Scales used	Author
Section A: Demographic information	6	Adapt	
(Dependent Variables)	7	Adopt	Delia (2011)
Section B: Tourism consumer behaviour among local tourist in Malaysia			
(Independent Variables)	6	Adopt	Delia (2011)
Section C: Personal factor			
(Independent Variables)	5	Adopt	Delia (2011)
Section D: Social factor			
(Independent Variables)	6	Adopt	Delia (2011)
Section E: Situational factor			
Total	30		

Data Analysis

Analysis of data is the way to evaluate information using scientific and intelligent thinking to examine each part of the information provided. There are three types of data analysis used in this study, namely frequency analysis, descriptive analysis, and reliability analysis. The data obtained was analysed by using Statistical Package for the Social Science version 24 (SPSS).

FINDINGS

Demographic Profile of Respondent

Table 2: Demographic Profile of Sample

Characteristics		Frequency	%
Gender	Male	127	45.0
	Female	155	55.0
Age	18-25	103	36.5
	26-39	81	28.7
	40-49	51	18.1
	50 and above	47	16.7
Race	Malay	118	41.8
	Chinese	101	35.8
	Indian	61	21.6
	Others	2	0.7
Status	Single	134	47.5
	Married	140	49.6
	Others	8	2.8
Income level	RM1000 and below	80	28.4
	RM1000-2999	91	32.3
	RM3000-4999	72	25.5
	RM5000 and above	39	13.8
Occupation	Student	71	25.2
	Self-employed	62	22.0
	Private sector	105	37.2
	Government	35	12.4
	Retired	9	3.2

The respondent profile is summarized in Table 2. The total number of respondents for male is 127 while the number of females was 155 respondents. The highest percentage of respondents was among those aged between 18-25 (36.5%), second highest is the range 23-39 which have 28.7%, third is between the range of 40-49 which is 18.1% and the those aged above 50 is 16.7%. There was a total of 282 respondents who consist of Malay (118 respondents), Chinese (101 respondents), Indian (61 respondents) others (2 respondents). The highest percentage of respondents was Malay (41.8%) and followed by Chinese respondents 35.8%, Indian respondents 21.6% and other races have 0.7%.

Next, the total number of respondents who are single is 134 respondents or 47.5%, married is 140 respondents or 49.6% and others 8 respondents or 2.8%. As for the income level, there were 28.4% (80 respondents) who had income level from RM1000 and below 32.3% (91 respondents) who had income level from RM1000-2999 were the highest income recipient, and followed by 25.5% (72 respondents) who had income level from RM3000-4999 and only 13.8% (39 respondents) were those had income level from RM5000 and above.

The majority of the respondents are from private sector with 37.2% (105 respondents) followed by self-employed 22.0% (62 respondents). There were 25.2% (71 respondents) among students, 12.4% (35 respondents) who are government sector employees and the least were 3.2% (9 respondents) who have already retired.

Reliability Test

Reliability test is used to measure a system's stability and overall performance over the given time period and with the different specific sets testing conditions. The pilot test has been done to 30 respondents before it was distributed to 384 respondents through online survey method.

Table 3: Results of Reliability Test

Variable	Number of items	Cronbach's Alpha coefficient	Strength of Association
Personal	6	0.732	Good
Social	5	0.807	Very Good
Situational	6	0.658	Moderate
Tourism Consumer Behaviour	6	0.768	Good
Overall variables	23	0.797	Good

Table 3 shows the overall value of Cronbach's Alpha Coefficient for the independent and dependent variable in this study. From the table above, we can conclude that all the variables were above the value of 0.6 and overall variables were 0.797. Therefore, the result shown is reliable and it can be accepted in this study. Six questions were used in measuring the personal variable that influences consumer behaviour among local tourist in Malaysia and the Cronbach's Alpha result 0.732 which resulted as good. Thus, the coefficient obtained for the questions in personal variable were reliable.

Next, there were five questions in measuring the social variable that influences consumer behaviour among local tourist in Malaysia and the result obtained is 0.807 which indicated as very good. Thus, the coefficient obtained for the questions in social variable were reliable. On the other hand, six questions were used in measuring the situational variable and the result is 0.658 which is resulted as moderate. Therefore, the coefficient obtained for the questions in situational variable were reliable.

Lastly, in measuring the consumer behaviour among local tourist in Malaysia, six questions were used and the Cronbach's Alpha result for these questions is 0.768, which is indicated as good. Therefore, the coefficient obtained for these questions in measuring the tourism consumer behaviour among local tourist in Malaysia were also reliable. Since, the Cronbach's Alpha value for all the variables had exceeded 0.7, it shows that the questionnaire is highly reliable.

Descriptive Analysis

This study has analyzed the mean and standard deviation for section B, C, D and E of the questionnaires.

Table 4: Descriptive Statistics

Variables	N	Mean	Standard Deviation
Personal	282	8.9604	0.72198
Social	282	8.8702	0.73181
Situational	282	8.9846	0.70442
Tourism Consumer Behaviour	282	8.9135	0.72757

Table 4 shows the independent variable and dependent variable, the mean and standard deviation analysis result. Personal factor, social factor, and situational factor are independent variable while dependent variable is consumer behaviour. The highest mean value is earned by situational factor, which is 8.9846, where the respondents agreed more on this factor. Meanwhile, the lowest mean value is social factor, which is only 8.8702, where in this study the respondents agreed lesser for the mentioned factor. The data set with the standard deviation of more than 1 out of 282 respondents shows the more dispensing values.

Pearson Correlation

The Pearson's correlation analysis is one of the important analyses that measures the linear relationship between the two variables. The objectives of this analysis were to determine whether the correlations exist between the independent variables (personal, social and situational factor) and the dependent variable (consumer behaviour). If the relationship is significant, the researchers must decide the level of strength of association is acceptable.

Hypothesis 1

H₁: There is relationship between personal factors and tourist consumer behaviour among local tourist in Malaysia.

Table 5: Correlation coefficient for personal factors and consumer behaviour among local tourist in Malaysia.

		Tourism Consumer Behaviour	Personal
Tourism Consumer Behaviour	Pearson correlation	1	0.680**
	Sig. (2-tailed)		0.000
	N	282	282
Personal	Pearson correlation	0.680**	1
	Sig. (2-tailed)	0.000	
	N	282	282

Table 5 illustrates Pearson correlation Coefficient, significant value and the number of cases which was 282. The p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient at 0.680 shows a moderate positive correlation between personal and consumer behaviour.

Hypothesis 2

H₂: There is relationship between personal factors and tourist consumer behaviour among local tourist in Malaysia.

Table 6: Correlation coefficient for social factors and consumer behaviour among local tourist in Malaysia.

		Tourism Consumer Behaviour	Social
Tourism Consumer Behaviour	Pearson correlation	1	0.618**
	Sig. (2-tailed)		0.000
	N	282	282
Social	Pearson correlation	0.618**	1
	Sig. (2-tailed)	0.000	
	N	282	282

Table 6 illustrates Pearson correlation Coefficient, significant value and the number of cases which was 282. The p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient at 0.618 shows a moderate positive correlation between social and tourism consumer behaviour.

Hypothesis 3

H₃: There is relationship between personal situational and tourist consumer behaviour among local tourist in Malaysia.

Table 7: Correlation coefficient for situational factors and consumer behaviour among local tourist in Malaysia.

		Tourism Consumer Behaviour	Situational
Tourism Consumer Behaviour	Pearson correlation	1	0.624**
	Sig. (2-tailed)		0.000
	N	282	282
Situational	Pearson correlation	0.624**	1
	Sig. (2-tailed)	0.000	
	N	282	282

Table 7 illustrates Pearson correlation Coefficient, significant value and the number of cases which was 282. The p-value was 0.000, which is less than significant level of 0.01. The correlation coefficient at 0.624 shows a moderate positive correlation between situational and tourism consumer behaviour.

Table 8: Summary of Correlation Analysis

Hypothesis	Significant Value	Conclusion	Correlation Value	Conclusion
1	0.000	Accepted	0.680	Moderate Positive Correlation Moderate Positive Correlation
2	0.000	Accepted	0.618	Moderate Positive Correlation
3	0.000	Accepted	0.624	

Table 8 shows the summary of Correlation Analysis., Overall, there is a moderate positive relationship between persona factor, social factor, situational factor and consumer behaviour among local tourist in Malaysia.

DISCUSSION AND RECOMMENDATION

The travel industry is one of the second biggest financially contributing areas in Malaysia. Travel industry advancement is an integral asset for destitution decrease, monetary development and for the protection of characteristic and social assets. The travel industry purchaser conduct has turned into a point of convergence for the specialists and the travel industry advertisers. It is additionally significant for advertisers to comprehend the people's conduct, how the travel industry customer thinks and chooses to buy the travel industry items, which thusly influences the interest for the travel industry.

For the travel industry advertisers, knowing these elements, may instruct surmises concerning how their shoppers may get their administrations and items. It likewise can help the travel industry advertisers to see how buyers think, feel and to purchase the product and services and how the shoppers are affected from nature, family, salespersons and the reference gatherings. Thus, this study has given a comprehension of the factor that impacts consumer behaviour among local tourist in Malaysia in Malaysia. As indicated by Delia (2011), by understanding these factor that impact the consumer behaviour, personal factor, social factor and situational factor, one may recognize a person's character, demeanor, culture and current circumstance.

Be that as it may, this study may have overlooked other major variables which additionally assume a significant job in impact consumer behaviour among local tourist in. In this way, for the future researchers may consider other factors such as monetary factor and etc

Besides, this research is limited to 384 responses that can be estimated as limitation as indicated by Krejcie and Morgan (1970), that the sum would be adequate and reasonable, bigger example sizes could be utilized to systematize a huge number of local tourists in Malaysia. In this manner, future analysts ought to grow their sample size so as to expand the precision and unwavering quality of the examination. In future studies, talk with strategy or make some open-finished inquiries for respondents rather than respondents answer scaling poll through on the web. Through meeting technique, analysts can get high reaction rate and ambiguities can be explained and deficient answer can be followed up right away. Hence, this methodology can diminish the misconception and produce better aftereffects of the examination.

CONCLUSION

The tourism industry consumers can be portrayed as an exercise, outlooks and moreover how the essential initiative are getting made, obtaining and eating up the movement business things and organizations and besides the post-consuming reactions by the clients. This study has identified factor impacting consumer behavior when purchasing product and services. Consumer behavior is an urgent issue for all advertising exercises planned for advancing and selling item the travel industry. The requirements of the disclosure purchaser and the choice procedure are significant for the advertising exercises and this is on the grounds that it helps the promoting director to figure future conduct, to improve the basic leadership procedure and furthermore give a genuine and target picture of buyer request. The consumer behaviour in travel industry needs a further examination toward the acknowledgment of local tourist in Malaysia who are tolerating an approach to look into the audit or input from them about their conduct when buy the travel industry product and services. The analysts centre around the travel industry purchaser conduct in light of the fact that is a significant viewpoint to dissect in each promoting action, particularly in the travel industry segment. By understanding these variables, one can recognize a person's needs about the utilization of the travel industry items.

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