

Chapter 10

HUMAN TECHNOLOGY INTERACTION (HTI) AND CONSUMER BEHAVIOR IN TOURISM: A CONCEPTUAL PERSPECTIVE

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HUMAN – TECHNOLOGY INTERACTION

The increase in the personal usage of the computers, which required specialization in the past, following the 1980s, created the concept of human computer (technology) interaction (HCI) (Altın, 2017, 54). This concept, also referred to as human – technology, consumer – technology or computer – human, is about analyzing the interaction between the humans and the computers (technology). While it is developed on the combination of the information systems, today it is accepted as a discipline on its own (Hyder, 2011, 19). According to Ghaoui (2006), “it is a discipline that is concerned with the computer-human interaction, design of the interactive information systems for human use, evaluation, realization and the research of the other factors surrounding these.” The theories analyzing the human – technology interaction emerged as a result of addressing different science fields such as business administration, information systems, psychology, communication and management (Zhang and Li, 2005). A study done in 2010 shows that the studies analyzing the human – technology interaction is divided into two; consumer and technology oriented studies. It is seen that customer oriented studies are related to the behaviors shown by the customers during online purchasing while technology oriented studies are concerned with such technological factors as the speed of the service provider and technical features of the web site (Dennis, Merrilees, Jayawardhena and Wright, 2010). These kind of studies combining technology and consumer oriented approaches are called integrated consumer-technology oriented studies.

HUMAN – TECHNOLOGY BEHAVIORAL THEORIES

In this part, information regarding the categorization of the consumer – technology behavioral theories that is frequently used in marketing studies (Cheung,

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Chan ve Limayem, 2005; Kwong, Cheung, Zhu, Limayem and Viehland, 2003) will be given. The basis of many models that will be mentioned in this part are based on the theory of reasoned action, technology acceptance model and theory of planned behavior (Young, 2008, 8).

TECHNOLOGY ACCEPTANCE MODEL (TAM)

Technology Acceptance Model (TAM) is one of the most effective and common theories used to explain to what extent information systems are accepted by humans (Fishbein and Ajzen, 1975). The model is developed by Davis in 1989. The fact that perceived ease of use and perceived advantage variables are effective in the acceptance of a new technology or a technologic advancement by humans underlies TAM (Wang, Gu and Aiken, 2010, 53). TAM is a model searching for the answer to the question which variables are the most effective in computer use of people. Also, it analyzes the behaviors displayed during the use of information technologies (Davis, 1989).

The validity of Technology Acceptance Model is supported with many experimental studies. These studies provide a strong empirical support for TAM (Karahanna, Straub and Chervany, 1999; Premkumar and Bhattacharjee, 2008; Venkatesh, Morris, Davis and Davis, 2003). Although Tam is technically seen as an information technologies acceptance model, it is also used to test previous usages (Hyder, 2011, 30). Another study in which TAM model is used sets forth that the factors affecting online shopping behavior are guidance, usefulness, ease of use and pleasure (Carr, Peck and Carson, 2001). One study suggests that the cultural adaptation as an explanatory variable should be included in the original TAM model during the search of the cross-cultural subjects (Singh, 2006). In the results of a different study, playfulness comes up as an intention of use variable (Chung and Tan, 2004). The use of TAM in tourism researches is quite high.

EXTENDED TECHNOLOGY ACCEPTANCE MODEL (E - TAM)

Davis (1989) created a model composed of perceived advantage and perceived ease of use factors in the acceptance of the technological systems by consumers. Vankatesh and Davis (2000) developed the model by adding new factors to the available ones. They called this model "Extended Technology Acceptance Model."

E-TAM developed by taking TAM as a reference is created by adding social elements that do not exist in TAM. Vankatesh and Davis introduce the new model by determining that two main aspects of TAM -perceived ease of use and perceived advantage- are affected by different variables (Venkatesh and Davis, 2000). The variables of E-TAM are the output quality, subjective norm, job relevance,

image and result demonstrability. Volunteering and experience are the moderator variables of the model (Chuttur, 2009, 8).

When the studies carried out in the field of tourism are analyzed, it is seen that the number of studies done with TAM is quite a few. The studies done with E-TAM in recent years are frequent.

ONLINE BUYING BEHAVIOR INTEGRATIVE MODEL

Online Buying Behavior Integrative Model is developed by Taylor and Strutton by combining marketing and information systems perspectives. The model, developed to be used in online consumer researches in different disciplines, is created based on the technology acceptance model, reasoned action theory and planned behavior theory by analyzing different studies (Espineira, 2010). There aren't any studies done by using Online Buying Behavior Integrative Model in the field of tourism.

INTEGRATIVE THEORY OF TECHNOLOGY USE AND ACCEPTANCE

The biggest reason why this theory came up is to make the consumer accept a new technology that didn't exist before and make this technology to be evaluated successfully by the consumers. Integrative Theory of Technology Use and Acceptance, which hasn't been used in any research in the field of tourism, is used with the purpose of increasing the dependence levels of the groups who are eager to use and adopt emergent technologies (Yanık, 2014). The demographic variables of the model are gender, age, experience and voluntary users; main variables are performance expectation, effort expectation, social effect and facilitating conditions; and the moderator variables are behavioral intention and behavior of use (Venkatesh et al., 2003).

EXTENDED ONLINE SHOPPING ACCEPTANCE MODEL

Although Technology Acceptance Model (TAM) is frequently used in the researches about online shopping, it doesn't contain all features of online shopping. This situation is caused by the fact that TAM is an old model. The structure of online shopping isn't only about being an information system, but also convincing the consumer for online shopping. Therefore, Zhou et al. combined traditional marketing and retail theories in 2007 and developed Online Shopping Acceptance Model (OSAM). OSAM measures the behavioral dimensions of the consumers apart from analyzing the web sites in terms of content and design (Wolfenbarger et al., 1998). There is a study done by using online shopping acceptance model

in the field of B2C e-shopping and tourism. But, in order to establish the factors affecting the real behavior of the consumers in Turkey and the relations of these factors in a multidimensional way, Extended Online Shopping Acceptance Model (EOSAM) created by Çelik (2009) by improving TAM and OSAM, is developed as a result of many studies done in the field of e-shopping.

The factors included in EOSAM developed by taking TAM and OSAM as a reference are as follows:

- Perceived Quality (Perceived Information Quality (PIQ), Perceived Service Quality (PSC)),
- Perceived System Quality (PYQ)
- Perceived Trust (PT)
- Perceived Ease of Use (PEU)
- Perceived Usefulness (PU)
- Perceived Pleasure (PP)
- Attitude (AT),
- Perceived E-shopping Intention (ESI) and Real Behavior (RB).

In this part of the study, the models developed by taking TAM as a reference are included. All of the human-technology behavioral theories can be seen in Chart 1. The dimensions creating EOSAM and the sources they're adapted from are given in the table.

Chart 1. EPSAM Dimensions and Sources it is Adapted from			
Factor	Eng.	Turkish	Source
Perceived Usefulness	PU	AK	Davis, 1989; Moon and Kim, 2001; Chen and Gillenson, 2002; Shih, 2004; Klopping and McKinney, 2004; Hassanein and Head, 2006; Cry, et al., 2007; Smith, 2008.
Perceived Ease of Use	PEU	AKK	Davis, 1989; Moon and Kim, 2001; Chen and Gillenson, 2002; Shih, 2004; Klopping and McKinney, 2004; Yu, et al., 2005; Lim, et al., 2005; ; Hassanein and Head, 2006; Cry, et al., 2007; Smith, 2008.
Perceived Pleasure	PP	AH	Lim, et al., 2005; Yu, et al., 2005; Hassanein and Head, 2006; Cry, et al., 2007; Lu, et al., 2008.
Perceived Attitude	PA	AT	Taylor and Todd, 1995; Moon and Kim, 2001; Suh and Han, 2002; Shih, 2004; Yu, et al., 2005; Hsu, et al., 2006; Crespo and Rodriguez, 2008; Lian and Lin, 2008; Smith, 2008.

Perceived Information Quality	PIQ	ABK	Liu and Arnett, 2000; Corbitt, et al., 2003; Shih, 2004; Kim, et al., 2008.
Perceived Service Quality	PSQ	ASV	Liu and Arnett, 2000; Corbitt, et al., 2003; Shih, 2004.
Perceived System Quality	PYQ	ASK	Liu and Arnett, 2000; Corbitt, et al., 2003; Shih, 2004.
Perceived Trust	PT	AG	Gefen, 2000; Corbitt, et al., 2003; Gefen, Karahanna and Straub, 2003; Pavlou, 2003; Yu, et al., 2005; Lim, et al., 2005; Kim, et al., 2008.
E-Shopping Intention	ESI	EN	Moon and Kim, 2000; Chen, et al., 2002; Suh and Han; 2002; Wang and Head, 2007; Crespo and del Bosque, 2008; Kim, et al., 2008.

CONSUMER AND TOURIST CONSUMER BEHAVIORS

The point that which factors tourist consumers are affected from while buying product and service increased an importance along with the competition among the establishments especially after 2000s (Türkmen, 2015, 9). In this sense, analyzing and identifying the potential consumers' behaviors becomes a necessity for tourism establishments (Güleç, 2006, 129).

Comprehending the term consumer is important in terms of understanding consumer behaviors (Demir and Kozak, 2013, 4). In this part, the concepts of consumer and tourist consumer are studied and the analysis of consumer behaviors is made. Consumption is a process (Yıldız, 2014, 9). The consumer, which is a very comprehensive concept (Eru, 2013, 98), is defined as the person who has the capacity of purchasing in terms of different needs or performing purchasing action (İşler, Yarangümelioglu and Gümülü, 2014, 79). According to another definition, a consumer can be an establishment, not only made up of an individual, that is composed of an organization or organizations in regard of place and time and that has the purchasing intention (Potapova, 2012, 8). For an organization or a society to develop, there should be educated producers, marketers and consumers who are conscious of their responsibility in the present society (Karabaş, 2011, 79). Consumer behaviors are defined as the study of identifying what, how, when, why and where customers purchase (İşler et al., 2014, 79). Odabaşı and Barış (2004) explained that consumer behavior “*tries to study on how the consumers use their limited resources such as time, energy and money for consumption.*” When the consumer behaviors are analyzed on macro level, it is seen that they are affected by two factors; -internal and external-. Also, the consumers are af-

ected by the environment, the place they live, people around them, their lifestyles and other factors. Psychological, cultural, social, situational and personal factors are the leading environmental factors affecting consumers' behaviors (Gatautis, Kazakeviciute and Tarutis, 2014, 64).

Internet is a channel providing millions of people with the opportunity of communicating, researching, finding recreational activities and most importantly selling and buying products (Kanchan, Kumar and Gupta, 2015, 136). With the internet's revolutionizing in marketing and commerce (Park and Jun, 2003, 534) and taking effect in every point of life (Punj, 2011, 134), the concepts online consumer and online consumer behavior are included in the literature (Kayak, Kozak and Moslehpour, 2013, 38). Along with internet based electronic commerce becoming prevalent, understanding the behaviors of online consumers has become more important (O'Keefe, Cole, Chau, Massey, Montoya-Weiss and Perry, 2000, 612). Also, the rise in the information and communication technologies considerably triggered tourist behaviors of social media in terms of travel, previous travel behavior and travel arrangement (Parra-Lopez, Gutierrez-Tano, Diaz-Armas and Bulchand-Gidumal, 2012, 171).

Consumer behaviors in tourism has been subject to many studies in marketing field. Some writers concentrated their studies on image, experience and satisfaction, which are the determinants of tourist behaviors (Risitano, Tutore, Sorrentino and Quintano, 2017, 193). The studies address the effects of these determinants on the behavioral intentions alongside the casual relationships among image, experience and satisfaction (Kaplanidou, 2009; Kaplanidou and Vogt, 2010; Chen and Funk, 2010; Dongfeng, 2013; Chang, Backman and Chih, 2014).

Some decisions must be taken before tourist consumer behaviors are formed. These decisions are about the extent of the available income the person will spend for consumption.

Tourist Consumer Purchase Decision Process

Decision making is a behavior that consumers frequently show in many subjects either important or unimportant (Lopes, Abrantes and Kastenholtz, 2013, 48). Consumers can have difficulty in some situations while displaying this behavior and cannot know the result of the behavior exactly and get affected by many stimuli at the same time (Odabaşı and Barış, 2004, 331).

Tourist consumers need more information since the tourist products have such features as intangibility, inseparableness, not being able to get stocked and changeability; and since this information can change during the process, tourist consumers have a lot difficulty during decision making process (Demir and

Kozak, 2011, 20). Tourist purchase process is a three dimensional phenomenon that needs to be handled together. Each dimension has its own features. These are; the features of the consumer that will go on holiday, the features of the holiday and the features of the attraction (Rızaoğlu, 2003, 147). A tourist searches answers to a series of questions such as which destination? (country, region, holiday spot), which mode of transportation? (scheduled flight, sea transportation, train, bus, car), which accommodation type, duration of holiday? (day/week), which part of the year? (season, month), which type of travel (package tour, independent travel) before taking purchasing decision. Since the tourist product is interconnected and combined (İlban, Akkılıç and Yılmaz, 2011, 41), the tourists have to make many more decisions about the activities to be joined, dining places etc. during the travels (Emir and Avan, 2010, 206). So, the purchase decisions of the consumers are complicated and are composed of many structures (Hansen, 2005, 420).

Purchase decision process consists of procedures the consumer will follow while choosing the product from which he/she will get the highest advantage or efficiency (Demir and Kozak, 2011, 20). Purchase decision process is generally composed of five phases that are accepted in literature (Solomon, 2007, 171). Although different definitions are made in many studies regarding tourist purchase process, most well accepted tourist consumer decision phases are as follows (Schiffman and Kanuk, 2000, 444; Hawkins, Best and Coney, 2001, 475):

- Feeling the need,
- Information collection,
- Evaluation of alternatives,
- Purchase decision and fulfilment,
- Post-purchase evaluation.

Feeling the Need

Touristic consumption makes it necessary to meet the need. The emerging need will bring along the motivation of the potential touristic consumer (Çetin, 2009, 164). The factors affecting motivation (Swarbrooke and Horner, 2007, 53) are:

- The push factors for holiday purchase,
- The push factors for holiday purchase during a certain period of time in an attraction.

The holiday desire of a person who works in an intensive tempo for one year to be in a different environment in order to blow off the intensity and steam accumulated during the year can be given as an example. The same person can be motivated with the emotion of feeling special through the service that will be

provided in a luxurious accommodation by filling in the deficiencies coming up in the work environment (Collier, 2006, 283). Also, the relationship between the need and motivation is supported with the studies (Demir, 2010, 1043).

Information Collection

Information collection phase starts with the emergence of the need (Kozak and Decrop, 2009, 88). The potential tourist consumer who has holiday need will require a lot of information such as the destination, the hotel to be stayed at, mode of transportation (Chen and Gürsoy, 2000). It can be identified that collecting true information is the thing needs to be done to make the clearest decision (Türkmen, 2015, 14). Before the web technologies, personal information sources came into prominence (Kotler, 2005, 281); but today, internet is one of the most frequently referred information search channels for touristic product and service purchases just like in all other product purchases. For instance, a potential tourist who wants to go on a holiday can decide on the accommodation by evaluating the alternatives in terms of the budget and desire through hotel comparison sites (Yıldırım, 2016, 220).

Evaluation of Alternatives

The optimum alternative should be determined to meet the need taking into account various variables (price, free time etc.) among the results that come up after information collection process. All question marks should be eliminated before purchase decision evaluating existing alternatives in the best way (Odabaşı and Barış, 2004, 365). Evaluation of the alternatives by the potential consumers during this process can differ (Özşungur, 2017, 132). During this process, internal and external factors become involved. The consumers get under the effect of these factors (Khan, 2007, 13). The consumer should evaluate the alternatives carefully and choose the optimum alternative by taking into consideration such important elements as risk, function, cost and time (Hayta, 2008, 40).

Purchase Decision and Fulfilment

In this phase, the potential tourist consumer takes the necessary step to buy the most favorable one for his/her own budget and need among the settled alternatives. The reference groups (friend, acquaintances and social media, family, relative etc.) are the best determinants for purchase (Çetin, 2009,167). Trust is an important keystone in brand marketing in a world where the consumer is the king in the eyes of the establishments (Rodgers and Harris, 2003, 324). Today, the role of the internet is highly important in the clarification of purchase decision phase as in the information collection phase. The tourist consumer makes use of the

previous comments about many tourism components such as the destination, accommodation, mode of transportation in social media channels in order to clarify the decision after he/she makes purchase decision (Curkan, 2013, 74).

POST-PURCHASE EVALUATION

The last phase of purchase decision process of a potential tourist consumer is the post-purchase evaluation. In this phase, existing effects of the contributions show up (Odabaşı and Barış, 2004, 387). It is possible to state this phase also as an experience. Because, the learning acquired by the present purchase has the characteristics of an information for the next purchases (Koç, 2013, 462). The most effective determinants on the post-purchase behaviors, satisfaction and loyalty are the expectations (Cohen et al., 2014, 883). Tourists' satisfaction is directly proportionate to the experience and expectation coming up after the purchased touristic product or service (Rızaoğlu, 2003, 156).

Today the establishments aim at holding their customers and increasing their satisfaction levels while they used to develop strategies on gaining new customers. The main reason of this strategy developed over the present customers is that the cost of gaining new customers is higher (Demir, 2010, 38). Post-purchase evaluations are quite important for increasing the loyalties and satisfaction levels of the present customers. A consumer content with the purchased product or service features as a reference for other potential customers (Shoemaker and Lewis, 1999).

THE FACTORS AFFECTING PURCHASE BEHAVIORS OF THE TOURIST CONSUMERS

Studies cannot set forth precise results about what kind of a path consumers follow during their purchase decisions (Arısal, 2015, 33). The main reason of this situation is that every individual has a different personality. For this reason, purchase decision of each consumer can differ. Many factors are included in the purchase behaviors of the consumers (Kızıloğlu, 2014, 66).

When the factors affecting the purchase behaviors of the tourist consumers in literature are analyzed, different classifications come forward (Kozak, 2010, 489). In this part, the most well accepted factors affecting purchase behaviors of the consumers are given place (Kotler and Armstrong, 2004; Lebe, 2006);

- Cultural factors,
- Social factors,
- Personal factors,
- Psychological factors.

Social Factors

Roles and Statuses

Role is the complement of activities determining the place of the people among the society (Durmaz and Bahar, 2011). Identifying the role and status of the consumers among the society is very important in terms of perceiving consumer behaviors. Social classes people exist in are also the determinants of the consumption behaviors (Wood and Hayes, 2012, 325).

The roles of the tourist consumers among the society affect purchase behaviors (Amaro and Duarte, 2013, 65). For instance, while the male is dominant in travel and holiday decisions in masculine societies, it is seen that women are more effective in western societies (Reisinger, 2009, 295).

Family

It is the structure that is the most effective in consumer behavior. In a great majority of the marketing studies, the effect of family members on product and service purchase is analyzed (Kotler and Armstrong, 2014). Present life cycle the family exist in is an important variable in the diversity of the purchased product and service. While the families with children usually tend to purchase children products, families without children prefer different products for themselves (Erkal, 1995, 98).

The effect of the family on the selection of holiday spot and travel is quite high (Kozak, 2010, 490). All or some of the family members are the determinants from the beginning till the end of the purchase decision process. While only mother or father was effective in these decisions in the past, today it is seen that also children have a voice in holiday decision process (Wang, Hsieh, Yeh and Tsai, 2004, 183).

Reference groups

These can be defined as a community affecting the ideas, attitudes, values and judgments of the individuals collected under two main titles as the primary and secondary groups. While family and acquaintances constitute the primary groups, secondary groups are consisted of the celebrities that the person do not know in person but follow through such media organs as tv or cinema (Korkmaz, 2006).

Personal Factors

The demographic features the consumers have compose the personal factors. Personal factors (values) are associated to the consumer behaviors indirectly and directly (Koo, Kim and Lee, 2007, 157). It is possible to list the personal factors affecting tourist consumer behavior as follows (Kızılaslan, 2014, 69):

- Age and life cycle of the consumer

Consumers get interested in and purchase various products and service groups during their life cycles. The main reason of this situation is that consumers need different product and service types in each age range (Turan and Çolakoğlu, 2009, 278). Travel, holiday habits and purchase decision processes of the young tourist consumers can differ in comparison with the elderly (middle-aged) tourists. Young tourists spend less money and do not seek luxury for their travels (Öztürk and Yazıcıoğlu, 2002,10). Holiday and travel decision of the middle-aged group usually depends on the family structure and free time (Li, Li and Hudson, 2013, 148). The fact that third age group is more comfortable in terms of free time and income compared to the other age groups leads their holidays to be organized in a different way (Kozak, Kozak ve Kozak, 2006, 15).

- Life Style

Life style is defined as the way of use of a product or a service when taken into account as consumption. Consumption behaviors and purchase decision processes for a product or a service of the people with different life styles function differently (Zorlu, 2002). People's way of use of the products and services match up with their life styles. Consumers choose suitable product and services for their life styles (Odabaşı and Gülfidan, 2004). The changes that can happen in the life style affect consumption behaviors. The fact that a person working in an accommodation establishment reaches prosperity and has mutual communication with the tourists cause his/her consumption behavior to change (Ünlüönen and Tayfun, 2003, 5).

Psychological Factors

Identifying psychological factors is highly important in order to define the behaviors of the consumers. The psychological factors that consumers mostly get affected during purchase decision are continuously being studied by the marketers. The psychological factors affecting purchase decision of a potential tourist consumer are motivation, perception, attitude - beliefs and learning (Akyüz, 2015, 53).

Motivation

Firstly, the concept motive needs to be known in order to understand consumer behaviors. Because, motive is a concept underlying human and animal behaviors (Ratchford, 1975, 67). Studies obtain the result that the motives pushing the consumers are similar (Tauber, 1972, 56). Arnold and Reynolds (2003) state that adventure, getting opinion and advantage motives push the consumers for the

shopping. There are some motives pushing the potential tourist consumers for purchasing holiday or travel (Hayta, 2008, 43). These are; reliability of the establishment, respectability, fulfilment of the promised serviced and timely provision (Gilbert, 1992). There are some factors causing the holiday or travel behavior of the tourist consumer.

Perception

It is people's having knowledge about a phenomenon or a subject through some stimuli (Yurttaş and Atsan, 2007). According to another definition, perception is peoples' comprehending their own, their environment and the events happening in their environment (Hellriegel and Slocum, 2006). Perception is a process that continues firstly with the comprehension of the information obtained from the environment by any one of the five sense organs and then the interpretation of this information (Koç, 2013, 95).

- Learning

There are many definitions of the concept learning in literature. In a majority of these definitions the researches emphasize that learning is developed as a result of the experiences that people gain (Kotler and Armstrong, 2004; Correia, Valle and Moço, 2007; Beerli and Martin, 2004; Wright, 2006, Donada and Nogatchewsky, 2009 and Dann, 2004). Consumers make use of the information obtained during the purchase phases of information search, evaluation of the alternatives and purchase (Kerin, Berkowitz, Hartley and Rudelious, 2006).

A potential tourist consumer blend the information obtained from various resources before making a hotel reservation and make the hotel choice accordingly (Çetin, 2009, 171).

- Attitudes and Beliefs

Attitude is a positive or negative determination created towards/against a living creature or a non-living thing, situation or an idea (Kotler, 2000, 224). Belief, on the other hand, consists of the information as well as the emotion and idea; and is based on individual experience and external factors (Kızılaslan, 2014, 72). One of the important factors affecting tourist consumer purchase behavior is the attitudes and beliefs. Since the touristic consumer group has a mixed structure, the touristic establishments should present product and service special to the potential consumers having different attitudes and beliefs (Çetin, 2009, 161).

Cultural Factors

Cultural factors are collected under three main titles (Culture, Subculture, Social class).

- *Subculture* is the smaller groups that have similar values with the culture they are affiliated with. The ones belonging to the same society or organization and yet being different in terms of religion or sect, the groups created by age classifications can be given as examples to subculture (Oral, 2014, 23). Purchase, product, service and destination preference decisions of the tourists having different cultural values vary in relation to the culture (Reisinger, 2009, 322).

- *Social class*, on the other hand, is the classification of the members of a society in accordance with their order of importance (Marangoz, 2006, 110). The classification can be made over such variables as the profession, income, prestige (Sapmaz, 2014, 60).

Social class has an important effect on the participation level of the tourism movement. The more social class of a tourism consumer is higher, the more travel tendency is higher direct proportionally (Civelek, 2010, 336). While tourist consumers with high social class prefer luxury and first class instead of promotion or discount in their accommodation and travels, for consumers on the low or middle level in terms of social class price is an important determinant (Fratu, 2011), 121.

- *Culture* is a commonly used concept in the daily life (Hernandez, Strahle, Garcia and Sorensen, 1991, 37). Everything owned and thought by the people as the members of a society is culture (Tsoukatos and Rand, 2007, 469). It can be defined as the whole of the habits of an individual gained by the society (Sapmaz, 2014, 61). In accordance with another definition, it is the overall behaviors collectively developed by the people living together (Güngör, 2011). Culture phenomenon varies in every piece of society structure (Avcıkurt, 2005, 68). For example, sitting down to a meal culture of one family and another can be different (Güvenç, 2003, 101).

The culture has an effect on the purchase decision of the tourist customers. Some of the tourists want to join the tourism movement aimed at getting to know different cultures from their own. Besides that, another part prefers to visit the regions having similar features with their own culture (Batman, 2013, 14). There is also a study carried out on intercultural relations and tourism (Armenski, Dragicevic, Pejovic, Lukic and Djurdjev, 2011, 108).

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