

ABSTRACT

A STUDY ON THE IMPACT OF HEDONIC AND UTILITARIAN MOTIVES IN ONLINE TRAVEL PURCHASING BEHAVIOUR

Derya AVCI

M. Sc. Thesis, at Tourism Management

Supervisor: Asst. Prof. Gülnur KARAKAŞ TANDOĞAN

Together with developments in internet, the spread of purchasing of travel product and services has increased the importance of understanding consumer behavior for tourism businesses that makes the sale of travel products and services. Understanding consumer behavior is effective in increasing of sales of tourism businesses' products and services.

Knowing the motives that directs consumer to purchase along with consumer demands and desires, is a prerequisite to understanding consumer behavior. The knowledge of motives of influencing consumer buying behavior helps about able to compete with their rivals and can increase sales of tourism businesses in tourism sector. Examination of hedonic and utilitarian motives' dimension of products and services that is very important to understand consumers' products and services preferences in tourism. By nature of tourism product, hedonic motivates are as effective as utilitarian motives in purchasing travel products and services. Hedonic and utilitarian motives are important motivations affecting consumer's buying behavior. Consumers' preferences are being engineered according to their hedonic and utilitarian motives. While Hedonic motives are related on experiential consumption and pleasure and excitement, utilitarian motives are related saving money, time, convenience as functional simplicity. Main purpose of this study is toward explaining hedonic and utilitarian motives effect purchasing travel product and services and subdimensions of this motives. In this study, it was tried to determine to be effective to the extent of hedonic and utilitarian motives in online travel products and services purchasing behavior. It was search that travel products and services purchase on the internet was affected hedonic and utilitarian motives would show a differentiate in significantly according to their demographic features or not and determined that hedonic motives had already been existed differentiated according to demographic features such as marital status, age, education and income; hedonic motives has already been existed differentiated according to demographic features such as marital status, age, education and gender.

KEYWORDS: Online Shopping, Hedonic Consumption, Utilitarian Consumption, Motive

