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TITLE: Blogs as a Tool to Obtain Information on Tourist Impact Buying Behavior

ABSTRACT

In this study, Bodrum which the most important tourism destinations in Turkey has been selected as the study area. Bodrum, as well as being an important brand in Turkey, it is also an important brand in the world tourism market, so it makes it one of the best destinations for people who want to get house from a country other than their own.

In this study, the use of blog from local tourists in Bodrum as a means of obtaining information on the effects of consumer buying behavior is emphasized, tried to determine the effects of these attitudes towards domestic tourists. In this research, questionnaire application has been carried out with 437 people in total. In the analyze that obtained by the data with questionnaires "SPSS for Windows 15.0" statistical software has been used and results with 95% confidence interval, significance of $p < 0.05$ evaluated. Data assessing the descriptive statistical methods (Arithmetic Mean, Number, Percent) were used. Hypothesis testing was performed with Pearson Correlations and Regression analysis.

437 people were surveyed and 39 people reported not using blog. Analysis of the data obtained as a result of the views of 398 people, 10 size is obtained. These dimensions are grouped in the following way: (1) Trust (Blogger, Information and Source), (2) Positive Attitudes Toward Blog Advertising (Credibility, Trendiness), (3) Negative Attitudes Toward Blog Advertising (Intrusiveness), (4) Social Factors (Social Norm, Community Identification), (5) Satisfaction, (6) Purchasing Behavior Tendency.

According to the analysis, the dimensions of trust information and resource variables have a significant effect on tourist buying behavior, although the authors of the variable of trust there is no significant effect on tourist buying behavior. In this study, negative attitudes towards blogs significant effect on tourist buying behavior, there was no trend of positive attitudes in the realization of tourist buying behavior appears to be more effective.

Within the scope of the research results, social impact and satisfaction dimensions of the relationship between tourist buying behavior tendency was found. People tend to purchase before showing it reads the information from blogs and other sources confirms the accuracy of this information.

KEYWORDS

Electronic Word of Mouth Communication, Blog, Satisfaction, Tourist Purchasing Behavior