Does The Consumption Behavior of Tourists Differ by Culture/Nationality?  
A Study into German and Russian Tourists

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Abstract

In the era where the fierce competitive settings are ever increasing, the success of establishments is heavily dependent upon the internal Dynamics of the firm along with environmental settings as well as market conditions. Parallel to the technological development in the 20th century, the growth of transportation and communications facilitate the access of goods and services to the consumer markets and the abundance of the goods and services offered in the market paved the way for a complicated consumer market. This study dwells on the consumer behavior observed in tourism sector and research was conducted over German and Russian tourists in Alanya district. The statistical data gathered indicate that individual factors are in the first place in shaping the consumption behavior, in the second place comes marketing components and socio-economic ones are in the last place. The result of t-test suggests that there is a significant difference at 0.05 significance level in terms of the nationality and the level of effect of the three dimensions used in the study.

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