The Study of Relation Among Personality Characteristics, Perceived Risks And Repurchasing Behaviours Of Consumers: A Research Of Hotel Enterprises

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Extensive Summary

Preference is the main problem of consumers’ attitude. Consumers perceive some risks and be undecisive while making purchasing preference. The main responsibilities of operating is prevent perceiving risks. Due to general feature of service, this situation gets more importance at hotel operating. Besides, personality features are nor the same for every consumer. In this way, hotel operating endeavor for knowing personality features of consumers, that can help decrease perceiving risks of tourists.

At this point, the basic aim of this work is designating variety of perceiving risks to personality features of consumers who purchase those touristic products. Related to this, it is exposed if there is a relation between personality features and perceived risk of purchasing. In the city of Çanakkale and Balıkesir, there are five and four star hotels that has domestic tourists in July, 2012. At that time, there is no chance to make lists of domestic tourists; that’s why examplification is used. With this aim, sample of five star hotel and four star hotel are seperated. Totally, there are 398 domestic tourists in the sample. At the end of research the data is analyzed with SPSS 19, statistics program. In this research; Frequency analysis, T- test for independent samples, Anova Test, Correlation analysis , Multiple regression analysis and Reliability analysis are used.

When all the symptoms are evaluated totally, there is a positive correlation between personality features and perceived risk. If the subscales of personality features and perceived risks are evaluated, there are found some meaningful correlation between extraversion and finacial risk, social risk, time risk; compatability and time risk; responsibility and social risk, psychological risk; emotional balance and performance, financial,social, psychological, time, physical risks; being innovative and performance, financial, social risks.
For other symptoms, there is a positive correlation between personality features and attitude. When the subscales of personality features and attitude are evaluated, there is a meaningful correlation between every personality features which; extraversion, compatibility, responsibility, being innovative and cognitive attitude, emotional attitude, behavioral attitude.

Also if all the symptoms are evaluated totally again, there is a positive and meaningful correlation between perceived risk and purchasing preference. When the subscales of perceived risk is evaluated, there is a meaningful correlation between financial risk, physical risk and purchasing preference.

Other meaningful symptom is evaluated totally, It shows that there is a positive and meaningful correlation between attitude and purchasing preference. When the subscales of attitude is evaluated, there is an important correlation between; cognitive attitude, emotional attitude, behavioral attitude and purchasing preference.

For conclusion personality features of tourists affect perceived risk at the process of purchasing vacation. Besides personality features of tourists and type of perceived risks at the process of purchasing affect purchasing preference.