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

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As in each sector, in order to meet consumer needs of the tourists at a high level it is necessary that the tourism sector the of the underlying dynamics that determine the consumer satisfaction should be found out. When consumers come from different countries, there is complexity in the market. This situation makes the marketing of tourist goods and services difficult. Drawing on this idea, this study focuses on the consumption behavior at individual, socio-cultural and marketing mix factors such as how they are affected, which needs and expectations, consumption and behavior in their questions in Alanya, one of the largest tourist market segments forming the Russian and German tourists. 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.

The most important factors affecting consumer behavior have been identified as the individual factors in the research of Russian and German tourists. In the framework of this result tourists, may be said to act according to past experience, economic income, personal characteristics, habits in the purchasing behavior. On the basis of nationality/culture, these factors were found to be more important for the Russian tourists compared to the German tourists.

In product preferences of the Russian and German tourists, socio-cultural factors made up of family, counseling groups, the culture, product origin and local indigenous people's attitudes and behavior are relatively low while the level of influence for the Russian tourists' socio-cultural factors (mean = 2.751) is higher compared to the German tourists (mean=2.498), national / cultural argument to these factors caused a significant difference in size.

As the reason why Socio-cultural factors mean, is lower than the other factors is that event source itself belongs to the culture, free and in a short time tourist psychology and alienation. So especially as in all behaviors exhibited in the purchasing behavior in a foreign country, it is normal during tourist events of the average level of socio-cultural
effects. Besides, short-term, belonging to the culture of alienation based on this situation, buying behavior in the cultural impact the level of the average may not mean socio-cultural factors completely ignored for the active because a kind of cultural code, the hidden hand, human behavior will always feel the impact, as in all of these behaviors as part of the consumption behavior can also give direction. In this context, ownership of the national culture, with the effect of hidden-hand that cannot be seen at first glance, it can be said that cultural conservatism qualifies as the largest significantly different enrichments resources in consumer purchases that occurred during their entire behavior.

When consumer behavior of Russian and German tourists has been examined, the Russian tourists have the product quality expectations, and value the benefit of the product. German tourists, while also taking first place in the quality, value price and product benefits that follow them. In this context, it may be said to be very important for Russian and German consumers, their economic power to the extent that the size of the quality of products and benefits. Tourist products are produced at this time of consumption, so consumers witness a production process to undergo this process, product quality and consumer satisfaction in ensuring that the most important elements of the enterprise employees' attitudes and behavior that, in purchasing decisions to be effective as the next choice at forward. According to the Russians, the Germans it can be said they set out here needs to be within expectations in the process of product purchasing decisions, payment options, the diversity of the product after-sales service and warranty, environmentally-conscious business, which are important for Russian tourists for the German tourists, these factors play an important role too. Business application of the promotion of both nationalities consumer group for product selection and are accustomed to their products instead of other products. Products becoming a brand attribute, Russian and German tourists for the same and the middle level has an effect when the firms have the image of both the tourist group to make a purchase decision, while a decisive impact has been identified.