

## **Consumer Behavior In The Process Of Purchasing Tourism Product In Social Media**

**Meltem ALTINAY**  
Arel University  
Vocational School  
İstanbul, Turkey  
[meltemaltinay@arel.edu.tr](mailto:meltemaltinay@arel.edu.tr)

**Evren GÜÇER**  
Gazi University  
Faculty of Tourism  
Ankara, Turkey  
[evrengucer@gazi.edu.tr](mailto:evrengucer@gazi.edu.tr)

**Cennet BAĞ**  
Gazi University  
Institute of Social Sciences  
Ankara, Turkey  
[cennet.bag@gmail.com](mailto:cennet.bag@gmail.com)

### **Abstract**

Today, with the development of communication technologies, the rate of use of the internet and web tools has also increased. The most preferred of this web-based tools has been social media. Because of using a lot, social media has become a marketing tool both in other fields and tourism industry. Consumers are affected the contents which is created by social media users or the company in case of purchase. Thus, a tourism product in social media how it is spoken is becoming important for businesses. At this point, it must be examined changes in consumer behavior in social media in the process of tourism product purchasing. This study aims to explore relationship with consumer behavior of social media in the process of tourism product purchasing. The research was applied to 455 people who use social media. For the analysis, SPSS 21.0 was applied. As a result of the data, it appeared to be a positive relationship between consumer behavior in prior and subsequent the purchase of tourism product and the level of social media usage.

**Key words:** *Social media, Tourism Product, Process of purchasing, Consumer behavior*