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

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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 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 455 people use social media. For the analysis was applied SPSS 21.0. As a result of the data, it’s appeared to be 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