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## Research Article

### Consumers Psychographic Intention and Purchasing Behavior: A Marketing Framework for Local Tourism Products

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#### ABSTRACT

Marketing is an effective tool in promoting and enhancing the image of any tourism destination. If properly planned and implemented, it will provide very good profit and investment. Using descriptive-correlational research, this study explored of determining if there is a significant relationship between consumers' psychographic intention and purchasing behavior, targeted the domestic and international tourists traveling to Guiuan, Eastern Samar and purchasing local products. A convenience sampling method was utilized to determine the number of respondents. There was a total of 332 tourists participated in the study. Frequency counts, percentages, weighted mean, and Pearson's correlation was used in the analysis of the results. From the findings, it was revealed that consumers are after to quality of products and service delivery. They are particular to price and the value it can give to the amount they paid for. Information about the products must be available online for easy access of information. Accordingly, it is recommended that local government must work with other agencies in assisting how local owners can enhance their delivery of service. Maintaining the culture of hospitality is highly recommended to create a positive image. Consumers' data must be gathered for reference in future decision-making from their buying patterns and behavioral purchase. The marketing framework will support different local product manufacturers in developing marketing strategies to enhance the marketability of their products and customer loyalty.

**Keywords:** *Consumers behavior, Marketing Local Products, Purchasing Behavior*

#### Introduction

Tourism success depends on its customers and how the customer is satisfied with the

products and services being offered. Customers are a knowledge resource outside of the organization that can be utilized for new service and

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product success by involving them in the development process (Biazzo, 2009). Furthermore, according to Bonner (2010), the success of the entire tourist sector is directly impacted by the absorption of customer information.

However, deciding on the right marketing strategies is challenging due to numerous factors influencing customer purchasing decisions and its intention to buy certain products (Meldrum & McDonald, 2010). It is important to understand the customer values and the major preferences, for instance, the quality versus price, level of service, brand loyalty, and distribution channels. Consumer buying behavior has become such a part of everyone's lifestyle that they do not realize, or they are not even aware that they are doing it at times (Aaker, et.al, 2011). As expounded by Oliver (2010) understanding the behavior and psychological intention of the consumers in purchasing a product is a great help to marketers in designing marketing strategies by understanding how the consumers think, feel, and select products. Understanding consumers behavior also makes it easier to see how the environment and other external elements affect how they behave.

Additionally, the field of consumer behavior and its psychological intention to buy a certain product and services covers a wide stretch of bases as it focuses on the entire consumption process, involving issues that influence a consumer before, after, and during a purchase (Ali, et. al, 2010). Almost all of the behavior of the consumers is one way or another linked to consumption. Whether it is traveling, shopping, or watching television, an individual is directly or indirectly engaged in consumer behavior. One aspect of consumer behavior is consumer psychology or its intention to purchase the product. Consumer psychology examines how people or groups engage in consumer behaviors and the impact such behaviors have on them (Adaval, 2009). Furthermore, it can be quite challenging to know consumer psychology without having a thorough understanding of how people think and decide. It is strongly advised that thorough research be done on the underlying personality traits that contribute to consumer involvement (Cooley, 2012).

This study overviews psychographic intention and buying behavior of the consumers as it

served as a basis in designing a marketing framework for local products of Guiuan, Eastern Samar. While approaching the consumer behavior and its psychological intention to buy. The researchers focused on the attitude, personality, and the pre-purchase and post-purchase of the consumers.

In the desire to assist in developing marketing framework for local products of Guiuan, Eastern Samar, this research gathered significant information about the behavioral and psychological intention of the consumers that specify the requirements of understanding them which served as a basis for the researchers to identify and formulate possible strategies which may be considered as a strong point for concentration in the promotion of the local products of the municipality. Hence, Guiuan, Eastern Samar has to strengthen its ways of promoting the locally produced products for a better opportunity, income, and higher production.

### **Objectives of the Study**

This study sought to identify consumers psychographic intention and purchasing behavior which served as a basis in designing the marketing framework for the local products of Guiuan, Eastern Samar, specifically pursues to attain the following:

1. To identify the psychographic buying intention of the consumers in terms of:
  - 1.1. attitudes; and
  - 1.2. personality?
2. To determine the purchasing behavior of the consumers along with:
  - 2.1 pre-purchasing; and
  - 2.2 post-purchasing?
3. To assess if a significant relationship exists between the psychographic buying intention and purchasing behavior of the consumers.

### **Literature Review**

Understanding consumers' behavior and its psychographic intention in purchasing products and services are the major considerations to encourage actual and potential customers to purchase and patronize the products. Everyone under the industry should encompass to understand how customers acquire information,

especially for tourism-related services and products. Studies have proven that tourist information is an important element to have a positive image of the destination and the decision-making process of tourists. According to Buted, et. al (2016) social media applications served as an avenue to disseminate the information faster especially for the products and services with lesser cost. An essential component of the tourism industry's marketing strategy is providing travelers with the exact information they frequently request about a particular area (Academic Journals 2010). For Pereira and Almeida (2014) marketing is a vehicle of great importance for the management of businesses.

In the Philippines, the advantage of promoting products and services is that it becomes a tool to solve problems including unemployment and poverty. Additionally, it encourages the development of skills and a safer, cleaner environment, all of which benefited not only to customers but to the entire community (Guades, Lonzaga, Calumba, & Bacamante Jr., 2016). An exploration was conducted by Guades, et al. (2016) on the satisfaction of the citizens in Calbayog, Philippines on the local business promotions of the municipality. It was concluded that they are satisfied together with the program assistance. However, they assigned the highest level of importance to regulation and supervision of companies-related establishments. According to Kaaya (2014), a local business should employ effective marketing strategies; consider product innovation, improve services, conduct marketing course programs, and enhance the content of their websites. Additionally, the government should support a public-private partnership to boost tourism marketing. As added by Langat (2016) marketing strategy is essential in improving organization's performance through the provision of quality products and services that satisfies customer needs, offering affordable price and engaging in wider distribution, and backing it up with an effective promotion strategy. Attracting consumers is one of the essential factors in achieving success in the total operation and activities. The employees, owners, and most importantly, the policy and procedures should provide quality service and determine

the needs and wants of target market, develop products offering that is affordable and unique facilities and amenities (Buted, Ylagan, and Mendoza, 2014).

The market psychological and behavioral factors must be understood better by companies' owner and thereby make their marketing more effective (Buckley, Gretzel, Scott, Weaver, & Becken, 2015). Marketing companies must take into consideration the behavior of visitors for effective campaign design as stipulated by the study of Picazo (2015). The study investigates the main drivers of tourist attraction to the facility as well as how people learn about it.

Psychographic segmentation divides people according to their attitudes, values, lifestyles, interests, and opinions (Morrison, 2013). Some marketers have used personality to segment the market. Each person has personality traits that affect their purchasing decisions. A person's personality is made up of a variety of distinct and long-lasting traits that influence how they react to environmental stimuli (S Nair, 2016). Hence, personality can be a useful variable that has a larger impact on consumers' choices. A person's lifestyle, the way people live, is influenced partly by whether he or she is money-constrained or time-constrained (Adeleke, 2015).

Ward (2014) segmented the tourist according to attitudinal push and pull travel motivation factor. It was concluded that the pull factor of the consumers to purchase the product and avail the services are those employees and the company ways of catering to their clients' needs and how it will work throughout the transaction process. Accordingly, Berg & Liljedal (2022) stipulated that consumers are more getting intellect in selecting products that are worthy of spending, they are more on seeking products that they have not been experiencing before. Based on a customer's attitude toward, use of, or reaction to a product, behavioral segmentation is created. Many marketers believe that the greatest place to start when creating market segments are behavioral factors such as occasions, benefits, user status, usage rate, buyer preparedness stage, loyalty status, and attitude (Kotler and Keller, 2009). Moreover, as postulated by Ferrell & Hartline (2013) organizations have used focus groups

as a method of researching to understand customer requirements, especially during the product development stage. This method enables the organizations to explore the emotional and psychological subtleties in understanding the roots of customer satisfaction.

## **Methods**

The purpose of the study was to understand the psychographic buying intention and purchasing behavior of the consumers. The researchers made use of the quantitative research design. It utilized a sampling procedure to determine the number of respondents of the study. Descriptive- correlational was employed in the research to determine the association of the variables. The design allowed the collection of data using questionnaires at a particular point in time from a sample of participants from a target population. Descriptive design help in identifying the questions to be answered by the respondents in the survey and directly getting primary data to determine the status of the population concerning the identified variables.

## **Participants**

The participants of the study were the domestic and international tourists who purchased local products of Guiuan. The researchers employed the convenience sampling technique for the number of respondents. It was done in coordination with the management of the different enterprises in town that sell local products.

## **Instruments of the Study**

One set of questionnaires with two parts was utilized in this research. The first part of the questioner gathered information about the respondents' Psychographic intention with attitude and personality as the measuring variables. There were 15 questions for attitude and 12 for personality, using the five-Likert scale where 5 is Strongly Agree, and 1 is Strongly Disagree. Lastly, the Purchasing Behavior that measures the pre and post-purchase of the respondents has a total of 18 questions, using also the same Likert scale. Questions that measure the attitude and purchasing behavior

of the respondents is an adaptation from Kopalova (2014), and for the Personality questions is from Kaztenholz, et. al (2011). It was slightly modified to suit to the current study. The instrument was validated by some of the faculty members of the College of Business Management and Accountancy who are handling marketing subject to make suggestions for the revision of the instrument.

## **Procedures**

In this study, permission to conduct the research was secured from the office of the Research with recommending approval from the Campus Administrator. Upon permitting to conduct the study, the respondents were requested to answer the questionnaire personally handed to them by the researchers. To make the survey fast, the researchers hired personnel to assist them in the survey. They were trained and oriented on what to do before they were deployed to the field. With the increase of COVID-19 cases in the municipality, the researchers find struggles in gathering and retrieval of data. The data gathering was stopped due to the COVID-19. Upon the retrieval of the accomplished questionnaires, the data was tallied, computer-processed, and interpreted. For the analysis of the collected data including determining the relationships of the variables, a statistical treatment was used.

The result of the study was analyzed by the researchers by employing frequency counts, percentages, mean, and standard deviation in presenting the psychographic intention, purchasing behavior, and perceived marketing strategies. For the relationship between psychographic intention and purchasing behavior, the researchers utilized Pearson's analysis being the most appropriate statistical tool.

## **Results and Discussion**

This section presents the findings of the study on the Psychographic intention and Purchasing behavior of consumers as it serves as an input for developing a marketing framework for local products of Guiuan, Eastern Samar, and their corresponding analysis and interpretation.

**Psychographic.** The succeeding tables present the significant variables under the psychographic understanding of consumers' buying activities. It includes Attitude and Personality.

**Attitudes.** Table 1.0 is the attitude of respondents towards psychographic buying behavior of products.

Table 1.0. Consumers' Attitude

Items	Mean	Interpretation
I Like buying products that is locally made rather than from foreign.	4.10	Often
I like the idea of manufacturing goods in the local setting.	4.02	Often
I like to purchase products that are also available online and can be accessed immediately in the store designated outlets and shops.	4.00	Often
I only buy products on my most favorite and convenient time.	3.70	Often
I purchase variety of products to ensure a wise selection.	4.05	Often
When I buy products, I do not usually pay it in cash for I prefer to go cashless.	3.98	Often
I prefer paying the product I purchased in cash basis.	3.78	Often
I like staying and purchasing products in a comfortable environment.	4.09	Often
Getting to know more of the products is very much important before I purchase it.	4.30	Always
Having check the label and the benefits the products offer is a plus on me before deciding of purchasing the item.	3.45	Often
Before going to the store everything is organize from the things, I want to purchase to avoid delays.	3.93	Often
I purchase product that substantiate the amount I paid.	4.38	Always
I like to discover new offered products and services in town.	4.30	Always
I like quality service in the delivery of products.	4.71	Always
I like diversity of products and services.	3.65	Often
<b>Grand Mean</b>	<b>4.03</b>	<b>Often</b>

Legend: 4.20 – 5.00 Always, 3.40 – 4.19 Often 2.60 – 3.39, Sometimes, 1.80 – 2.59 Rarely, 1.00-1.79 Never

As reflected in table 1.0, the item “I like quality service in the delivery of products” obtained the highest mean rating of 4.71 which is interpreted as “Always” by the qualitative description. While the item “Having checked the label and the benefits the products offer is a plus on me before deciding of purchasing the item” got the lowest mean score of 3.45 interpreted as “Often”.

The overall mean rating is 4.03 which is interpreted as “Often” in the qualitative description indicates that consumers matter most to

how the product is being delivered. They are after with the quality the store/seller can provide. The study is supported by the findings of Omar, et al (2016) when they concluded that service quality is the most significant factor of providing satisfaction to customers as it affects their mood towards the product and to the organization. More so, to its buying behavior.

**Personality.** Table 1.1 shows the result of the findings on the Personality aspect of the consumers in buying products.

Table 1.1. Consumers' Personality

Items	Mean	Interpretation
I prefer to go on shopping with:		
1.1. Friends	4.22	Always
1.2. Partners	3.80	Often
1.3. Group	3.34	Often
1.4. Alone	4.00	Often
I prefer to shop within the country to explore local products.	3.97	Often
I prefer very accommodating staff of the establishments.	4.47	Always
I prefer to shop in a store with an available important information about product and services in the locality.	4.40	Always
I prefer wide range of local product.	4.30	Always
I like to discover new offered products and services in town.	4.30	Always
I prefer environmental condition of the store.	4.20	Always
I prefer to see unique features, landscape and strategic location of the store.	4.27	Always
I prefer price stability of products and services.	4.47	Always
<b>Overall Mean</b>	<b>4.20</b>	<b>Always</b>

Legend: 4.20 – 5.00 Always, 3.40 – 4.19 Often 2.60 – 3.39, Sometimes, 1.80 – 2.59 Rarely, 1.00-1.79 Never

Table 1.1 shows that items “I prefer price stability of products and services” and “I prefer very accommodating staff of the establishment” got the highest mean rating of 4.47 which is interpreted as “Always” while, the item “I prefer to go shopping with a group” has the lowest mean of 3.43 which indicates that consumers prefer to go on shopping among the people they know well rather than in a group of people that they are not acquainted with, which also has differences in preferences. It is important to note that consumers also prefer a store to shop with available important information about products and services in the locality. More so, to a wide range of local products and services in the town because consumers like to discover new product offerings. In the

recent study conducted by Ali and Mubarak (2017) they emphasized that price offer is an essential element that affects marketing performance. It was backed up by the findings of Colpan (2006); and Owomoyela et al. (2013) when they argued that the price you provide for your product or service plays a major role in its marketability, that was clarified by Jones (2007) when he speculated that pricing should be more elastic, denoting that sales will go up or down more responsively in response to price changes.

**Purchasing Behavior of Consumers.** The succeeding tables present the significant variables under the behavior of consumers before and after purchase. It includes the pre-and post-purchasing behavior of the respondents.

Table 2.0. Pre-Purchasing Behavior of Consumers

Items	Mean	Interpretation
Before buying a tourism product and services, I search first about the product and services.	4.60	Always
I believe that I find the reliable information in social media about tourism product and services.	4.33	Always
If the information about the tourism product/services is created by a tourist I rely on the information.	4.40	Always
I care about the people’s advice just who I know before about the tourism product/services	3.50	Often

Items	Mean	Interpretation
I care about the advices of travel agents, tour operators and travel experts.	4.23	Always
I prefer buying the products and services of tourism business which I like and follow in social media.	4.00	Often
Stores getting in contact with me has a positive effect for purchasing.	3.97	Often
Social media sites are the suitable platforms for tourism business in order to get in contact with the customers.	4.00	Often
<b>Overall Mean</b>	<b>4.13</b>	<b>Often</b>

Legend: 4.20 – 5.00 Always, 3.40 – 4.19 Often 2.60 – 3.39, Sometimes, 1.80 – 2.59 Rarely, 1.00-1.79 Never

The results show that firsthand information is highly reliable in selecting tourism services and activities rather than from other people's point of views. Providing information to the different sources is much appreciated to be done by travel operators and providers. The item “Before buying a tourism product and services, I search first about the product and services” got the highest mean score of 4.60 which is interpreted as “Always”. While item “I care about the people’s advice just who I know before about the tourism products/services” got the lowest mean score of 3.50 which is interpreted as “Often”. The overall mean rating obtained

was 4.13 which means “Often” in the qualitative description.

Evidently, technology plays a significant role in providing significant information to consumers about the products and services of the municipality and reaching a wider number of consumers. It is also a way of providing important feedback coming from different travelers who were able to have first-hand experience. Travel operators and travel agents have a significant role to play in the information dissemination and spreading important news and information regarding product development and how it will provide unique experiences to the consumers once they have it.

Table 2. 1. Post-Purchasing Behavior

Items	Mean	Interpretation
If I’ am pleased with the local product/services, I share this to others.	4.27	Always
If I ‘am pleased with the local product/services, I share this to social media.	4.17	Often
If I ‘am not pleased with the tourism product/services, I share this to others.	3.60	Often
If I ‘am not pleased with the tourism product/services, I share this to social media.	3.73	Often
If I ‘am pleased with the tourism product/services, I recommend other to purchase the tourism product and services.	4.03	Often
If I ‘am not pleased with the tourism product and services, I recommend others not to buy the product and services.	3.77	Often
If I ‘am not pleased with the tourism product and services, I don’t care of sharing it to others and in social media.	3.97	Often
If I ‘am pleased with the local product and services, I do share it to others and in social media	3.87	Often
Being realized my expectation about the tourism product and services it raises my satisfaction	3.69	Often

Items	Mean	Interpretation
If the tourism business does not meet my desire expectation, I directly change my opinion.	3.66	Often
<b>Overall Mean</b>	<b>3.88</b>	<b>Often</b>

Legend: 4.20 – 5.00 Always, 3.40 – 4.19 Often 2.60 – 3.39, Sometimes, 1.80 – 2.59 Rarely, 1.00-1.79 Never

It shows that the item “If I ‘am pleased with the tourism product/services I share this to others” got the highest mean score of 4.27 which is interpreted as “Always” in the qualitative description. While the item “If I ‘am not pleased with the tourism product/services I share this with soothers” got the lowest mean score of 3.60, which means “Often” in the qualitative description.

The overall mean rating obtained is 3.88, which is interpreted as “Often”. This means that tourists agreed that partaking in very good experiences of the local products and services are worthy of sharing. Nevertheless, sharing unpleasant experiences is not worthy of sharing

on social media. This is because social media has a great influence on everyone, and tourists believed that individuals have their differences and preferences which may vary according to how it meets their demands and wants.

**Relationship between Psychographic Buying Intention and Purchasing Behavior.**

This study also investigated of determining the significant relationship between Psychographic Buying Intention and Purchasing Behavior. Presented in table 3.0 below, the result of the correlation of the variables to determine which variables have the most significant relationship to psychographic buying intention considering the attitude and personality.

Table 3.0. Pearson’s correlation of Consumers Psychographic Buying Intention and Purchasing Behavior

	Purchasing Behavior	r	Interpretation	p	Interpretation
Attitude	Pre-Purchase	0.80	High Correlation	.002	Significant
	Post Purchase	0.75	High Correlation	.000	Highly Significant
Personality	Pre-Purchase	0.67	High Correlation	.000	Highly Significant
	Post Purchase	0.92	High Correlation	.000	Highly Significant

Note: There are N=332 tourists r = Pearson Correlation \*p <.05

Table 3 shows that there is sufficient evidence to support the alternative hypothesis ( $p>.05$ ) that psychographic intention is related to the purchasing behavior of the consumers. Both Pearson’s correlation value is highly correlated ( $r = 0.80, 0.75, 0.67, \text{ and } 0.92$ ). The findings postulate a significant input of developing a marketing framework for local products that will enhance its marketability, most importantly the loyalty of the consumers.

**The Marketing Framework**

The framework shows the focus that every marketer of local products must concentrate on. It is a step-by-step process to guide them on what to prioritize first and how they are inter-related to each other in providing customer satisfaction that could encourage them of coming back.



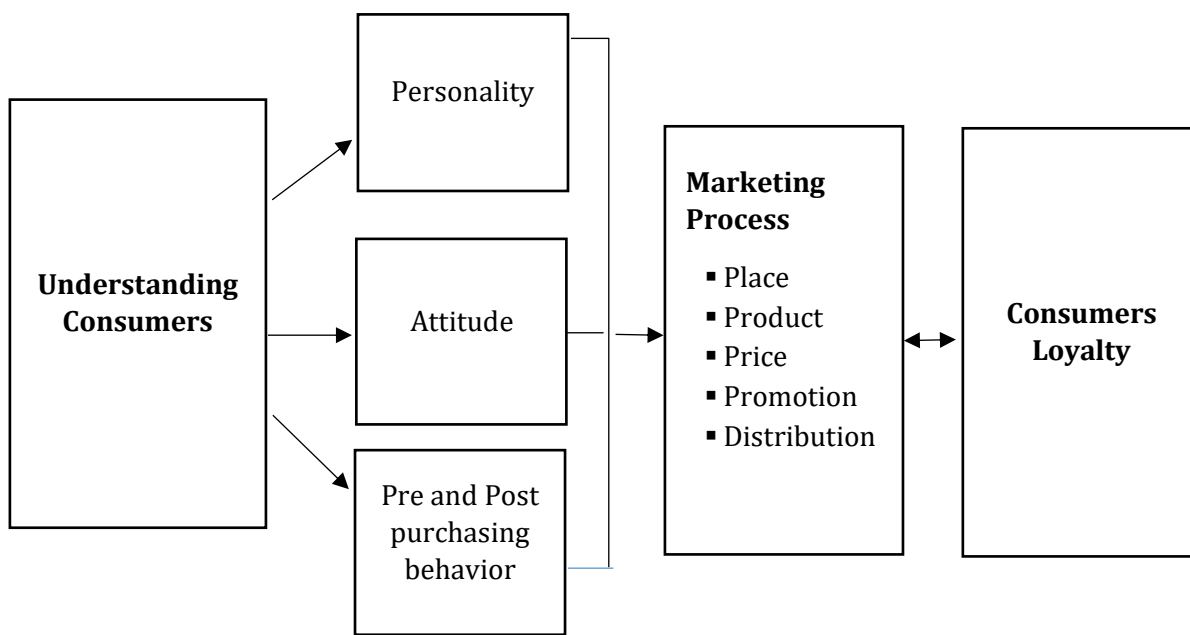


Figure 1. Marketing Framework for Local Products

The framework suggests having a full understanding of the consumers in terms of their personality, attitude, and their pre- and post-purchasing behavior. All the information gathered will be utilized in framing for the marketing process including the place, price, promotion, and distribution for consumers loyalty is dependent on the marketing process. Additionally, understanding consumers can be an input in the segmentation of the market which could further contribute to designing the marketing process. There is a need to go back to the marketing process if consumers will become dissatisfied.

In planning for the marketing process the following are to consider:

- **Place.** Local products must be strategically located, accessible, and most importantly provide a comfortable environment for consumers.
- **Product.** Continuous improvement of local products must be given emphasis to be competitive and increasingly provide available consumers services in the market. Further, a wide range of local products available in the market could influence consumers' satisfaction. Information about the local products is to consider for consumers to have a wide information on the product/s. It

should also reflect consumers' perception of service quality.

- **Price.** According to Zeithaml (2008) when he viewed that monetary cost is one of the factors that influences consumers' perception of a product's value. Price adaptation is necessary to survive and remain competitive and ultimately achieve total performance in the market. Therefore, prices of local products must be reasonable while staying competitive. Marketers should carefully study local products prices. The prices should value consumers' total experience.
- **Promotion.** Local products can best be promoted by exhibiting them in special events like sports, festivals, competitions, seminars, meetings, conventions, and other important events. Courtesy of the employees will play a significant role in increasing the availability of other consumer services in the market. Also, advertising brochures introducing the local products. With the advent of new technologies, social media can also be best used in reaching a wider market like Twitter, Facebook, Instagram, website, and travel blog/vlog.
- **Distribution.** The quality of delivery of products and services should be carefully planned. It should be ensured that the

distribution of local products reaches consumers at the right time and place without damage or delay. Further, transportation should be affordable and an effective channel of accessibility and should also be given emphasis and consideration.

## Conclusion

Consumers liked to explore and discover some new offered products and services in town. Most importantly, the quality-of-service delivery of the local products and services. Also, they prefer to shop in a store where important information about the local products is provided. Furthermore, they go on shopping with friends. Consumers firstly search for information before buying local products and services. If they are satisfied and dissatisfied with the products and services, they tell it to others. Also, consumers prefer a store with very accommodating staff. It is recommended that local store owners must ensure that quality service is provided to its consumers to have a positive experience and to keep their loyalty. They may provide information about the local products for the consumers to be informed like of uploading them on social media and other online platforms. There should be coordination between local store owners and manufacturers about matters concerning this, as for the local government to provide necessary assistance. The culture of hospitality should be maintained by the employees of the different local store. They should be courteous enough in dealing with the needs of the consumers to give a warm feeling of acceptance and comfort while staying in Guiuan, Eastern Samar and performing the activities. Consumers' data must be gathered for future decision-making and understanding their buying pattern in designing for marketing programs suited to costumers' behavior. The local government should give emphasis in developing the marketing program for the local products of the municipality in coordination with other concerned agencies to review and analyze marketing strategies to frequently locate effective marketing tactics according to the target market. Product development and service improvement are crucial to delivering value to customers.

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