

# CONSUMER BEHAVIOR AMONG DOMESTIC TOURISTS: A CASE STUDY OF TRAVEL AGENCIES IN NAIROBI, KENYA.

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The paper has not been published

## ABSTRACT

The Consumer Behaviors is a combination of acts, attitudes and decisions made concerning the buying and consuming of the tourism products and services offered to tourists in destination areas and its post-buying reactions. Consumer behavior plays a key role in marketing activities of tourist products especially in promoting and selling tourism products and services in tourist destinations. The purpose of this research study is to establish factors affecting consumer behavior among Domestic tourists in travel agents in Nairobi, Kenya. The specific objectives of the study were to determine the extent to which price, product and safety affects consumer behavior among Domestic tourists in travelling agents. The research adopted descriptive design. The target population was 306 (KATA,2019) employees involved in travelling agents and sample size of 75 employees were selected using Fisher, Laing & Stoeckel (1983) formula. The study used both systematic techniques and stratification methods from each stratum in sampling employees. Convenient method was used to select 35 travel agents out of 114 (KATA, 2019) in Nairobi (Appendix II). The study used both primary and secondary data which was collected by use of questionnaire survey. The analyzing of qualitative data was done by use of the format in the thematic content analysis, while, quantitative data was done by use of descriptive and inferential statistics through the use of statistical packages for social sciences (SPSS), Chi-square ( $\chi^2$ ), ANOVA and descriptive tests were performed. The data were presented by use of graphs, pie charts and table. Employees were asked to respond to a set of statements on the Likert scale where 5=strongly agreed, 4= agreed 3= neutral, 2= disagree, 1= strongly disagree and they had enough knowledge about travel agents in order to understand and respond to the questions. Descriptive analysis was used to summarize data regarding product, price and safety and Consumer Behavior in tourism destination. It's evident that majority of the respondents strongly agreed that product, price and safety influence a tourist in decision-making to consume a product. Correlation analysis was used to investigate the existence and nature of relationship between Product, Pricing, Safety and consumer behavior among Domestic tourists. The study concludes that tourist behaviors is strongly influenced by price with 41.4% change followed by product and safety respectively as indicated by a Pearson correlation coefficient of .653\*\*,.611\*\* and .633\*\* These relationships were found to be statistically significant as the significant value was 0.000 which is less than 0.05 threshold. Since, price,

product and safety affects tourists, further research for Safety should be carried on to ascertain the individual safety of tourists in destination areas, especially this era of Al-Shabaab which is a security challenge to Kenya and the horn of East Africa as a whole. The study will benefit travel agents and tourism industry as a whole since the sector continues to be one of the largest industries in the world. Also, further research with wider scope to be carried on as this study could not exhaust all the factors affecting consumer behavior among Domestic tourists.

**Keywords:** Consumer behavior; Price; Product; Safety; Tourists.

## **INTRODUCTION**

Tourism is recognized as one of the key sectors of development in all countries and a major source of income jobs and wealth creation (Mossberg, 2007). Tourism included activities where people travel to and stay in locations outside their usual surrounding for a period of not more than one consecutive year for leisure, business or other purposes (WTO, 2012). Choices made by tourists are changeable due to the economic conditions in their countries of origin and perception of status associated with destination (Williams & Hall, 2000). Tourism industry players have adopted the use of marketing strategies as a remedy to inter country competition for foreign customers whereby advertisement targeting Domestic tourist is the order of the day (Baum, 2006). The Tourism Act of 2011 in Kenya, prescribes the marketing and promotion of niche tourism services and products, when appropriately implemented will boost Domestic tourism performance. Marketing communication channels that are commonly used in the tourism industry are advertising, personal selling, sales promotion, direct marketing, public relations and trade shows (Kotler, 2009). Consumer behavior plays a key role for all marketing activities which have the main use of promoting and selling tourism products by involving certain decisions, activities, ideas or experiences that satisfy the consumer needs and wants (Solomon, 2006). The tourism consumer buying behaviors is the combination of acts, attitudes and decisions concerned with choosing, buying and consuming any of the tourism products, services and its post consuming reactions (Christopher, 2004).

The consumer knows and identifies a certain brand by the image that exists in his or her mind. In the United Kingdom, Gilbert (2002), uncovered that it is important to uncover the characteristics of tourism as a product since they have an implication for the nature of consumer behavior. Mihai (2010), analyzed consumer buying behavior in Africa and determined that the consumption of tourism products depends on discretionary time and income. Consumers are influenced in their decision making processes by many internal and external motivators and determinants when they choose products. They may be affected in different ways, according to the type of product or service that they are purchasing (Horner, 2007).

### ***Statement of the Problem***

The research studies of destination choice have analyzed personal values to determine the reason why consumers choose a particular destination. Several studies have been conducted on consumer buying behavior. Despite such studies, no comprehensive study has been done in Kenya concerning the consumer behavior among Domestic tourist in the travel agency industry. According to Muller (2001), stated that he has developed profiles for various section in an international tourism market in order to demonstrate the usefulness of profiling visitor segments in such a way that the importance of various tourism destination criteria could be attributed to specific value orientations.

Cohen, Prayag and Moital (2014), investigated Consumer behavior in tourism in the UK and established that social media has developed into one of the most important influences on tourism consumer buying behavior. Although Kenya has a marketing strategy to market tourism worldwide, it needs to profile the tourists who visits the country so that particular destination for a product to tourist. Palani and Sohrabi (2013), conducted a study on consumer attitudes and behavior when selecting a holiday destination on Finnish tourists on Kurdistan. The study established that the main reason behind the travels of tourists is to experience a change of climate and to have time to relax with family, friends and relatives.

Localy Bindu (2013), looked at the attitudes and buying behavior of air travelers in contributing to a sustainable environment in Dubai. Jones and Manyara (2007), looked at tourism in Kenya faces many challenges such as unsystematic tourism planning, lack of tourism awareness, insecurity, bad publicity from other countries and narrow range of tourism products. Not many Kenyans travel for the purposes of consuming the traditional tourism products and services paid for such as accommodation, tour buses or visit tourist attractions. From the studies above majority of them have been conducted globally and regionally it is evident that there are few known studies linking consumer behavior among Domestic tourists in Kenya. This study seeks to fill the gap by establishing the factors influencing consumer behavior among Domestic tourists in Kenya.

### ***Objectives of the Study***

To establish Consumer Behavior Among Domestic tourists, a Study of Travel Agencies in Nairobi, Kenya. The Specific Objectives of the study is to determine the extent to which price, product and safety affects consumer behavior among Domestic tourists, travelling agents in Nairobi, Kenya.

## **LITERATURE REVIEW**

### ***Theoretical review - The Pavlovian Learning Model***

The well-known Pavlovian theory of 1927, learning has its origin in the experiments of the Russian psychologist, Pavlov, who conducted his experiments by ringing a bell each time before feeding a dog. Pavlov soon discovered that he could induce the dog to salivate by ringing the bell regardless of whether or not food was offered to the dog. From this experiment, Pavlov could conclude that learning occurred due to a process of association and that a large component of human behavior was conditioned in this way. Experimental psychologists, focusing on rats and other animals and eventually human beings, continued Pavlov's mode of research. The objective of laboratory experiments was to explore phenomena such as learning, forgetting and the ability to discriminate. The result of the research led to a stimulus-response model of human behavior, based on four central concepts, namely drive, cue, response and reinforcement. Before briefly discussing these concepts, it should be mentioned that O'Shaughnessy (2002), explains that according to Pavlovian theory, also called classical conditioning, there has to be a connection between some stimulus and a true reflex.

A visitor to be accustomed to a product in a destination, the above theory has to be applied, for instance, when marketing a product, there must be a continues reinforcement and act on the responses of the visitor's needs and wants for further improvement of the product.

### ***Consumer behavior and decision-making in tourism destination***

Several studies have been conducted on consumer buying behavior, internationally, Palani and Sohrabi (2013), conducted a study on consumer attitudes and behavior when selecting a holiday destination on Finnish tourists on Kurdistan. The study established that the main reason behind the travels of tourists is to experience a change of climate and to have time to relax with family, friends and relatives. Other elements that attract the tourist and modify their travel are uniqueness, authenticity, sustainability, as well as wellness. In Africa, a similar scenario was found in South Africa where holiday taking was not universal among the adult population (Bresler,2011). However, unlike Australia where Domestic tourism dominated most of the tourism activities. Bindu (2013), looked at the attitudes and buying behavior of air travelers in contributing to a sustainable environment in in Kenya. Although, tourism in Kenya faces many challenges such as unsystematic tourism planning, lack of tourism awareness, insecurity, bad publicity from other countries and narrow range of tourism products (Jones &Manyara, 2007). Not many Kenyans travel for the purposes of consuming the traditional tourism products and services paid for such as accommodation, tour busses or visit tourist attractions.

A consumer's attitude, decisions, activities, ideas or experiences in purchasing, evaluating and searching of products/ services that satisfy the needs of a tourist is described as the consumer behavior (Schiffman et al., 2012). According to Kotler et al. (2006), consumer purchasing processes influenced by social, cultural, personal, and psychological factors, despite, such factors cannot be controlled by marketers, they should be considered, in identifying the products/ services the tourist needs as an individual. Tourists with a high level of satisfaction may recommend a certain destination to friends, visit again and leave positive feedback about the experience. However, dissatisfied tourists, apart from being displeased with the choice will not recommend a destination or a product to others but may also criticise it (Chen and Chen, 2010).

In reference to Rothfield (2006), a tourist is a rational decision maker who tries to balance between utility, cost and benefits before choosing a destination.

## **Factors Influencing Consumer Behavior**

### ***Price***

Price pertains to the amount of money that is charged for acquiring and using a product/service while, Markgraf (2015), argues that the price charged should match the product/service. Price determines the competitiveness of a destination compared with other destinations and includes transportation cost to and from a destination, accommodation, food, attractions and other service costs. The pricing mix is composed of the actual price that the firm charges, including volume discounts and discounted price for multiple bundles of products as well as pricing strategies such as sale of packages plans combination of meals, room and relational facilities, non-peak period season sales, group business and longer stays (Devashish, 2011). Price is a crucial aspect of the tourism mix and when prices of tour destinations change there is a negative influence on demand for tour products and services leading to lower demand. Price and quality interact to produce the perceived value for money and this concept is usually subjectively measured by tourists (Nyangaka, 2009).

Median (2007), reckons that when setting prices, the psychology of prices is very important in determining a person's price value relationship. Immermans (2016), identifies the income of the tourists and pricing of the product as the most dominant determinants of demand in tourism. Oyewole (2016), agrees that a rise in income would usually translate into changed spending by a consumer. Other schools of thought have recognized the existence of limitations in the use of individual consumer characteristics to explain variation in buyer behavior. However, Domestic tourism among wealthy Kenyans take advantage of price discounts during low seasons to stay at the beach resorts whereas those who cannot afford overnight trips opt to visit parks as excursionist or day trippers. According to Nyagaka (2009), the growth of tourism around the world, managers of tourist destinations are obliged to continuously fine tune their promotional mix and advertising strategies. The aim of the promotion and marketing is to ensure maximum effectiveness of promotional so that to reinforce and enhance the tourism firms in Domestic tourist destination.

The major trends in tourism worldwide have been examined and it is noted that marketing communications tools can be useful in the introduction of new products as well as creation of awareness regarding the many tourist sites that would be attractive and add a diversification angle to the traditional safari and beach products that are well known in Kenya (Karoki, 2011). The use of tour operators and travel agents are the two well-known intermediaries in the tourism industry that help distribute information about tourist destination. Rodriguez (2013) pointed that distribution of tourism products and services is more associated with where information about the products and services distributed such as in trade shows, web pages, resellers, direct mail tourist destination to the tourists and it involves travel by clients to access the products because of the nature of tourism services.

This element of marketing mix is like a vehicle for the other elements of marketing (product, price and promotion). The channel accomplishes all the tasks necessary to influence sale and to deliver products to

the consumer (Kotler, 2009). The concept of marketing is not limited to physical distribution of, thus it is considered when moving a service from the supplier to the consumer in certain sectors this may be direct or indirect (Weeden, 2011).

According to Fratu (2011), “Age is an effective discriminator of consumer behavior. For example, young people have very different tastes as regards to products or services, as compared to old people.” Young people are also likely to spend more compared to older people. Preferences have also been shown to change with age and people at different age groups, who would prefer to participate in certain activities (Palani and Sohrabi, 2013). Younger people are likely to be more interested in adventure and wildlife tourism compared to their older counterparts. However, the study by Gregoire (2003), suggests that studies done on the two approaches mostly focus on the chronological order of age thus ignoring other variables such as cognitive age, which also have an impact on consumer behavior.

Lusch, (2004), define consumer behavior as the actions a person takes towards purchasing, and using products and services, including the decision-making process that precedes and determines the actions. For a tourism marketer to influence a consumers’ action, is to understand the underlying process of decision making of the tourist. The process of decision making is not standard in nature and varies across different ages, regions, cultures, etc. of a prospective tourist

### ***Product***

According to Goi (2009), a product is what a travelling company offers whether tangible like a mobile phone or service like accommodation to satisfy a market. The product should be positioned for better quality and price, also product range, design, warranties or a brands name. Kotler (2009), categorizes four types of products; formal products that are physical items and are bought by the consumers for their own benefit, core products are associated with using formal products and is actually what the customer is buying from the suppliers. Augmented products refer to the totality of benefits that the consumer receives from the formal product for example time saved or quick access to information and the system products that refer to the expansion of the augmented product. According to Florence (2015) players in the tourism and hospitality industry should portray good images of tourist destinations, develop tourism products and services of value, and offer unforgettable experiences. While, psychological factors provide a base through which destination marketers can use to segment and target the Domestic tourism market with the right product offerings using the right target market strategies (Florence, 2015).

Jackie (2001), argued that product decisions not only influence the marketing mix, but also have an impact on an organization’s long-term growth strategy, human resources, and investment policies.

### ***Safety***

In the post-9/11 New York Bomb by terrorized, environment safety and security have resurfaced as major topics of interest in human life. While some cross-cultural differences exist in customer perceptions of airline service (Kim and Prideaux, 2003). Gilbert and Wong (2003), show that assurance, including safety concerns, is the most crucial service quality dimension among international travelers. Safety is one of the people’s intrinsic motivations, to understand tourists’ perceptions towards crime is critical for marketing a destination. George (2003), for example, examined tourist perceptions of safety while visiting Cape Town, a representative of destinations with an unsafe image. Observing food safety issues, Reynolds and Balinbin, (2003), showed that educating consumers about Mad Cow disease positively, influences customers perceptions about beef as a safe choice.

The aging population is a major demographic shift in today’s world, many hospitality researchers have turned their attention to this growing market segment. The economic and socio-demographic factors suggest that the demand for full-service restaurants is changing due to elderly people. In terms of advertising, hospitality and tourism marketers need to understand how behavioral scripting in Television

advertisements influences older consumers' perceptions of hospitality products and services (Peterson and Sautter, 2003).

### **Tourism Travel Agencies**

The travel agency industry has been quite varied, and has changed considerably over the years. It's very interesting to see how travel agencies have evolved over the years - with the very first modern travel agency appearing in the 19th century. Thomas Cook was the first to create a travel agency as well as to establish a package tour holiday, this was a huge development and milestone for travel and Cook. From the 19th century, Thomas Cook agencies have been popular and more and more agencies have been popping up all across the globe. According to the KATA, (2019), there are over 167 Travel Agencies registered in Kenya. KATA is the largest and only membership organization for travel agents in Kenya and is a member of the Universal Federation of Travel Agents' Association (UFTAA) which represents 84 countries. KATA hosts the Secretariat of the Association of Eastern and Southern African Travel Agents (AESATA). Bunson Travel Service Agency Company was established in 1948 as the first ever travel agency in Kenya and East Africa. In 1950 the first Travel Agency was licensed by the International Air Transport Association (IATA) in East Africa.

### **Products/services offered by travel agencies to tourists**

The travel agencies offer various services/products to tourists, namely; air travel, car rental services, hotel and lodge bookings, tailor made local and international safaris, tourists transfers, organizing meetings, conferences and seminar facilities, visa handling services for some countries, travel medical insurance and Hajj ad Umrah Packages, shopping tours, educational trips and sports tours, specialization in standard and luxury holidays, weddings, honeymoon holidays and safaris and ecological tours. Examples of travel agencies in Kenya; Speed bird Travel and Safaris Limited, Bunson Travel Service, African Dew Tours & Travel and Africa Tropical Safaris, (Appendix 1).

## **RESEARCH DESIGN AND METHODOLOGY**

### ***Study Design***

The researcher used descriptive research design. Descriptive research design is qualitative, whose main purpose is to describe the status of affairs as it exists in the variable (Mugenda & Mugenda, 2000). The design was preferred as to allow clear definition of the variables thereby making it possible to obtain the complete and accurate information from the study.

### ***Target Population***

According to Jha (2010), a research population is generally a large collection of individuals or objects that is the main focus of study. In Nairobi County, there are 114 travel agencies registered (KATO, 2019). According to KATO (2019) there are a total of 306 employees as the target population and were distributed accordingly (Table 1). Nairobi has the largest travel agencies registered in Kenya than any other Counties (KATO, 2019).

**Table 1: List of Travel Agencies Selected, Nairobi County**

<b>Travel agencies</b>	<b>TP</b>	<b>SS</b>	<b>Travel agencies</b>	<b>TP</b>	<b>SS</b>
1) Acacia Safaris (K) Ltd	7	2	2) Premier Safaris (K) Limited	10	3
3) Africa Tropical Safaris	9	3	4) Raydoll Tours and Travel Ltd	11	4
5) Afrique Explorer Limited	8	2	6) Rickshaw Travels (K) Ltd	10	3
7) Archers Tours and Travels Ltd	10	3	8) Scott Travel Group Ltd	7	2
9) Bright Travel Agency	8	2	10) Somak Flights ltd	14	5

11) Bushtrek Safaris Ltd	12	4	12) Southern Travel Services Ltd	12	4
13) Crown Tours and Car Hire Ltd	12	4	14) Star Travel and Tours Ltd	5	1
15) Empire Afrika International Ltd	9	3	16) The Ticket Company Ltd	7	2
17) Fly Air Ltd	9	3	18) Timeless Tours and Travels Ltd	8	2
19) Georgetown Travel and Tours Ltd	5	1	20) Tour Africa Safaris Ltd	12	4
21) Grand Edition Tours and Travel	8	2	22) Travel Affairs Ltd	9	3
23) Imperial Air Travel Ltd	6	1	24) Travelmart limited	8	2
25) Kambo Travel Agency Ltd	11	4	26) Travelwise Kenya Ltd	6	1
27) Klass Travel and Tours Ltd	7	2	28) Vanessa Air Travel and Tours Ltd	7	2
29) Magical Holidays Limited	7	2	30) Wild Trek Safaris Ltd	6	1
31) Maniago Travel and Cruises Ltd	6	1	32) Yuanda Africa Tours and Travel Ltd	7	2
33) Msafiri Africa Travel and Safaris Ltd	8	2	34) Zakale Expeditions Ltd	7	2
35) Phoenix Safaris (K) Ltd	5	1			
TOTAL				306	75

**Note:** TP=Target Population; SS=Sample Size

**Source:** research Data (2019)

### ***Sample Size and Procedure***

The sample size was determined based on a formula advanced by Fisher, Laing & Stoeckel (1983). Out of the target population of 306 employees (KATO,2019) involved in travelling agency, sample size of 75 employees were selected as shown below. The study used both systematic techniques and stratification methods from each stratum in sampling employees. Convenient method was used to select 35 travel agencies out of 114 (KATO, 2019) in Nairobi (Table I).

The formula (Fisher, Laing & Stoeckel,1983).

$$n=N/(1+N(E^2))$$

Where:

n = the desired sample size

N=Population

e= the standard normal deviation at the required confidence level

$$\text{Hence: } n=306/ (1+306(0.21^2)) = 75$$

The sample size was distributed proportionally (Table 1).

### ***Data Collection Methods***

The researcher used questionnaires to collect primary data. Questionnaire consists of a number of questions typed and printed in adequate order or form. The questions were open and closed ended. The open ended questions provided relevant explanation by the respondents and total freedom for the respondents, while, closed ended questions provides a list of all possible alternatives for the respondents to choose the best from and also, required the respondents to give “Yes” or “No” for answers. The researcher personally administered the questionnaires for the primary data collection.

### ***Data Analysis Methods***

It involved assessing and evaluating the questionnaires and other sources of both primary and secondary data. The data was analyzed using qualitative and quantitative techniques. Qualitative method involved content analysis and evaluation of text material. Quantitative method involved the use of statistical measures such as frequencies and percentages and presented by the use of diagrams such as tables and figures. SPSS was used to analyze the information collected.

## **DATA ANALYSIS, PRESENTATION AND INTERPRETATION OF FINDINGS**

### ***Response Rate***

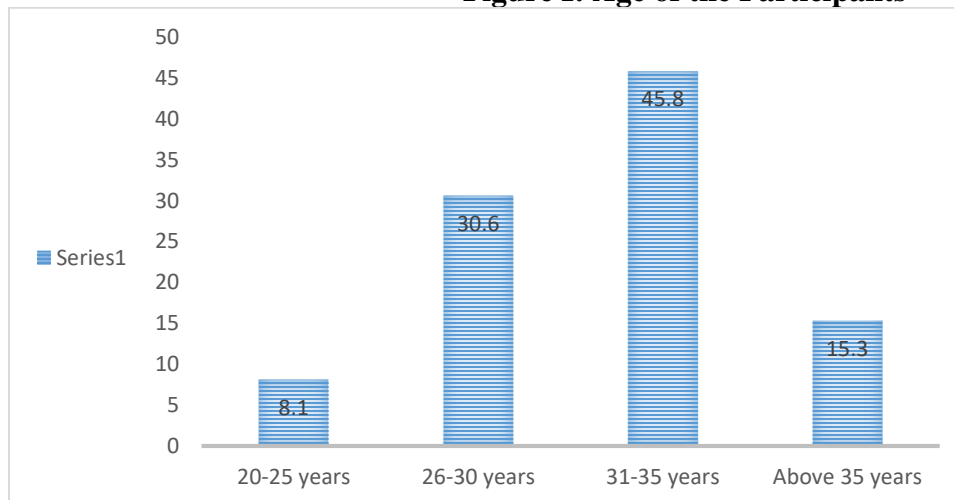
The study targeted a sample size of 75 participants out of which 48 were well filled and consequently used for data analysis, which yielded a response rate of 64%. According to Cooper and Schindler (2003), argues that a response rate exceeding 30% that is enough data to be used in generalizing the characteristics of a study population.

### **Demographic Characteristics of the Respondents**

#### ***Gender and age of the Participants***

The study established that there were more male participants (54.0%) than female participants (48%). The variation in gender was insignificant ( $\chi^2=3.4105$ ,  $df = 2$ ,  $p = 0.0105$ ). The study sought to determine the age categories of the participants, majority (45.8%) were aged between 31 and 35 years followed by those aged between 26 and 30 years respectively. 8.1% were aged between 20 and 25 years and this differed insignificantly between age brackets ( $\chi^2=7.676$ ,  $df = 1$ ,  $p = 0.005$ ). The findings imply that majority of participants are relatively young in age.

**Figure I: Age of the Participants**



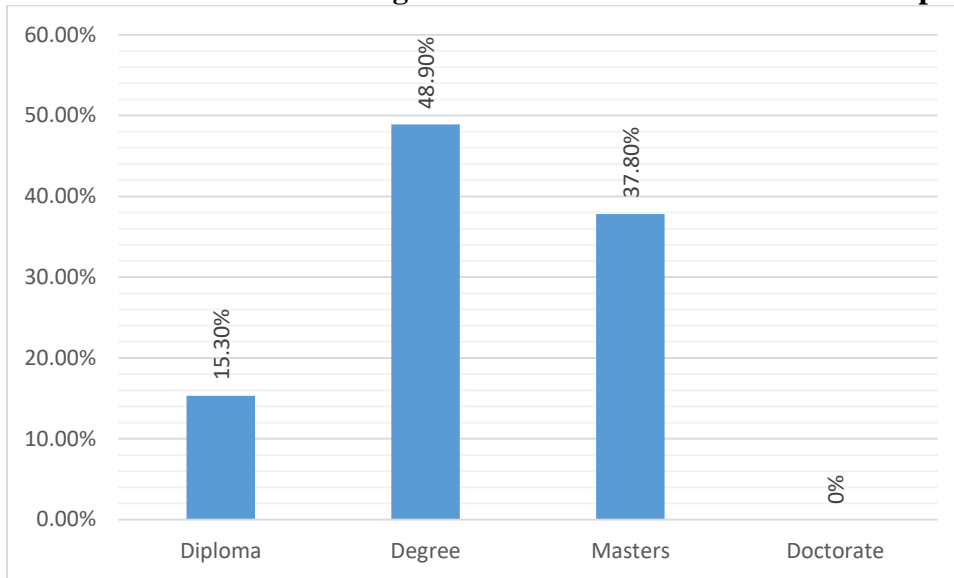
**Source: Research data (2019)**

#### ***Education Level of the Participants***



From the study findings, it was established that majority of the participants attained degree level of education (48.9%) as shown in Table 2. This was followed by those who had attained masters' level of education (37.8%) and diploma at 15.3% respectively and that this significantly differed with the participants interviewed ( $\chi^2=8.063$ ,  $df = 1$ ,  $p = 0.003$ ). The findings implying that the majority of the participants were well educated to understand and answer the research questions appropriately. According to Murphy and Myers (2004), the level of education determines the participants' ability to understand and answer survey questions.

**Figure 2: Education Levels of the Participants**

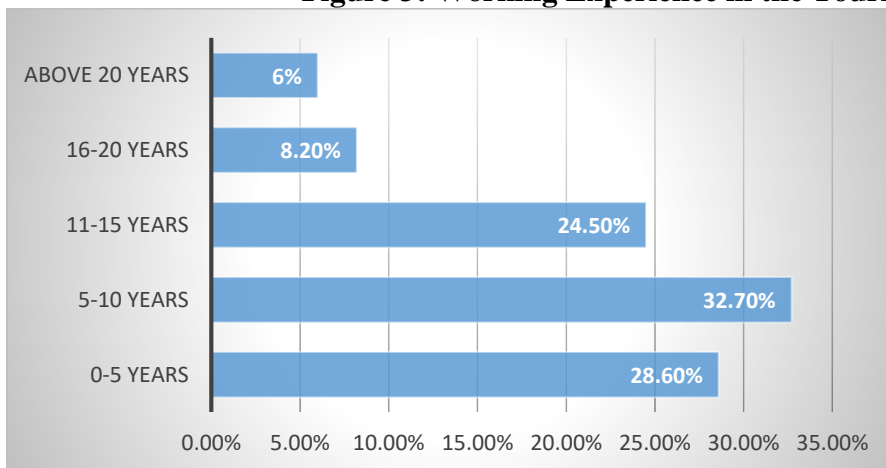


**Source: Research data (2019)**

***Working Experience in the Tourism Industry***

The participants were asked to indicate their working experience in the tourism sector as shown in Table 5. The study established that majority (32.7%) of the participants had worked for between 5 to 10 years followed by those who had worked for between 0 and 5 years (28.6%). Those who had worked for over 20 years were the least (6%) and this differed significantly with the participants interviewed ( $\chi^2=5.073$ ,  $df = 1$ ,  $p = 0.003$ ). This implies that majority of the participants had sufficient experience in the tourism industry to effectively and sufficiently provide the information sought by the study.

**Figure 3: Working Experience in the Tourism Industry**



**Source: Research data (2019)**

## Descriptive Analysis

Descriptive analysis summarize data regarding product, price, safety and consumer behavior in tourism destination.

### *Effects of product in tourism destination*

This section provides an analysis of extend to the effects of product in tourism destination among Domestic tourists. The participants were asked to respond to a set of statements on a five point Likert scale, as shown in Table 2 It revealed that the most effect of product in tourism destination were those Tourists who choose their products based on packaging design, with a mean score for response of 4.23. and Std. Deviation of 0.439. The least effect of product in tourism destination were made by those tourists who consider appropriate price product range in their decisions, mean score of 3.15 and Std. Deviation of 1.068.

**Table 2: Effects of product in tourism destination**

Statements on Interest rates	n	Min	Max	Mean	Std. Deviation
1. Tourist choose their products based on packaging design.	48	1	5	4.23	0.439
2. Tourist consider appropriate price product range in their decisions.	48	1	5	3.15	1.068
3. Tourist make decisions based on the branding of the product	48	1	5	3.85	0.689
4. Tourist make decisions based on the branding of the product	48	1	5	3.85	1.345

**Source: Research data (2019)**

### *Effect of pricing in tourism destination*

This section provides the results on extend to which effects of pricing in tourism destination affects consumer behavior among Domestic tourists. From the findings in Table 3, The statement was made by Tourists who have the willingness to pay more for bed and breakfast in choosing a product, had a mean score of 4.69 and standard deviation of 0.480. the least effect of pricing in tourism destination were made by Tourist who consider price product range, in choosing a product, mean score of 3.77 and standard deviation of 0.832.

**Table 3: Effect of pricing in tourism destination**

Effect of pricing	n	Min	Max	Mean	Std. Deviation
1. Tourist consider the overall pricing in making decisions	48	1	5	4.38	0.506
2. Tourist consider price discounts in choosing a product	48	2	5	4.62	0.576
3. Tourist consider price product range, in choosing a product	48	1	5	3.77	0.832
4. Tourist have the willingness to pay more for bed and breakfast.	48	2	5	4.69	0.480

**Source: Research data (2019)**

### *Effect of safety in tourism destination*

This section provides the results on the effect of safety in tourism destination, consumer behavior among Domestic tourists (Table 4). The statement shows, Tourists considered perceived crime, was critical for destination choice. Mean score of 4.31 and standard deviation of 0.751. The least effect safety in tourism

destination were those tourists who consider culture and geographic location in destination choice with mean score of 3.23 and standard deviation of 1.481.

**Table 4: Effect of safety in tourism destination**

	Effect of safety	n	Min	Max	Mean	Std. Deviation
1.	Tourist consider Political stability in choosing a destination	48	1	5	3.77	1.301
2.	Tourist consider assurance of safety concerns	48	1	5	3.92	0.954
3.	Tourist consider perceived crime critical for destination choice.	48	1	5	4.31	0.751
4.	Tourist consider food safety issues in destination choice	48	1	5	3.62	0.870
5.	Tourist consider Culture and geographic location in destination choice	48	1	5	3.23	1.481

**Source: Research data (2019)**

### *Consumer Behavior Among Domestic Tourists*

This section seeks to establish the consumer behavior among Domestic tourists (Table 5). The result show that most Consumer Behavior Among Domestic Tourists were made by those tourists that travel stimuli influences tourist decision, mean score of 4.31 with standard deviation of 0.751. The least were made by the type of loan that determines the size of loan to be given, mean score of 3.15 and standard deviation of 1.345.

**Table 5: Consumer Behavior Among Domestic Tourists**

	Consumer Behavior	n	Min	Max	Mean	Std. Deviation
1.	Impulse purchase is influenced by low price	48	1	5	3.77	1.301
2.	Income is a key determinant.	48	1	5	3.92	0.954
3.	Travel stimuli influences tourist decisions	48	1	5	4.31	0.751
4.	Product condition affect tourist choice.	48	1	5	3.62	0.870
5.	Political stability influence tourist decisions	48	1	5	3.23	1.481
6.	The type of loan determines the size of loan to be given.	48	1	5	3.15	1.345

**Source: Research data (2019)**

### **Inferential Statistics**

#### *Correlation Analysis*

The researcher conducted a Correlation analysis to investigate the existence and nature of relationship between Product, Pricing safety and consumer behavior among Domestic tourists (Table 6). The correlation results indicates that there is a positive relationship between Tourist Behavior and Product as indicated by a Pearson correlation coefficient of .653\*\*, This relationship was found to be statistically significant as the significant value was 0.000 which is less than 0.05. Moreover, a Pearson correlation coefficient of .611\*\* and .633\*\* indicate a strong and positive relationship between Tourist Behavior and both Pricing and safety respectively, this relationship was found to be statistically significant as the significant value was 0.000 which is less than 0.05. Moreover, the relationship between on Tourist

Behavior is indicated by a Pearson correlation coefficient of .651<sup>\*\*</sup>. This relationship was found to be statistically significant as the significant value was 0.000 which is less than 0.05.

**Table 6: A Summary of the Findings**

		<b>Tourist Behaviour</b>	<b>Product</b>	<b>Pricing</b>	<b>Safety</b>
<b>Tourist Behaviour</b>	Pearson Correlation	1	.653 <sup>**</sup>	.611 <sup>**</sup>	.633 <sup>**</sup>
	Sig. (2-tailed)	-	0.000	0.001	0.000
	N	48	48	48	48
<b>Product</b>	Pearson Correlation	.653 <sup>**</sup>	1	.422 <sup>**</sup>	.452 <sup>**</sup>
	Sig. (2-tailed)	.000	-	0.000	0.003
	N	48	48	48	48
<b>Pricing</b>	Pearson Correlation	.611 <sup>**</sup>	.422 <sup>**</sup>	1	.543 <sup>**</sup>
	Sig. (2-tailed)	.000	0.001	-	0.000
	N	48	48	48	48
<b>Safety</b>	Pearson Correlation	.633 <sup>**</sup>	.452 <sup>**</sup>	.543 <sup>**</sup>	1
	Sig. (2-tailed)	.000	0.003	.000	-
	N	48	48	48	48

**Source: Research data (2019)**

**Regression Analysis**

To establish the individual effect of independent on the dependent variable the study conducted a regression analysis. The results are summarized in tables 4.10, 4.12 and 4.13. The coefficient Table 7, shows the constants and coefficients of the regression equation.

**Table 7: Coefficients**

<b>Coefficients</b>						
<b>Model</b>		<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>T</b>	<b>Sig.</b>
		<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
1	(Constant)	0.176	.167	-	-1.515	.009
	Product (X1)	.348	.077	.251	6.482	.000
	Pricing (X2)	.414	.059	.178	5.116	.000
	Safety (X3)	.305	.063	.202	3.227	.003

**Source: Research data (2019)**

From Table 7, the study established the following regression equation.

$$Y = 0.176 + 0.348X_1 + 0.414X_2 + 0.305X_3 + .12948$$

Holding other factors constant then Tourist Behavior would be 0.176. A unit change in Product results to a 0.348 unit change in Tourist Behavior, holding other factors constant. A unit change in Pricing leads to a 0.414 change in Tourist Behavior, a unit change in safety results in a 0.305 unit change in Tourist Behavior.

Table 3 also indicates that all the predictors are statistically significant at  $\alpha=0.05$  since p values are less than 0.05 (Product (p=0.00), Pricing (p=0.00), safety (p=0.03))

### Model Summary

The model summary Table 8, indicates an R<sup>2</sup> of 0.677. This implies that 67.7% of the variations in the dependent variable Y are explained by the variations in the independent variables X<sub>1</sub>, X<sub>2</sub>, and X<sub>3</sub>. This means that they can be used to predict Tourist Behavior, and therefore a multiple regression model is an efficient predictor. The model summary is presented in the table below.

**Table 8: Model Summary**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.823 <sup>a</sup>	.677	.901	.12948
a. Predictors: (Constant), Product, Pricing and safety				

**Source: Research data (2019)**

### ANOVA

The study further tested the significance of the model by use of Analysis of Variance (ANOVA) technique. The finding from the ANOVA statistics in Table 9, showed a significance level of 0.2% which means that the information was perfect for making a conclusion on the populace parameters as the estimation of significance level (p-value) was under 5%. The ANOVA Table 9 reports an F test value of 83.333 which is significant at p value  $0.002 < 0.05$ . This is an indication that Product, Pricing, and Safety have a significant effect on Tourist Behavior. The significance value was less than 0.05 indicating that the model was significant.

**Table 9: ANOVA**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.8496	3	2.9298	83.333	.002 <sup>b</sup>
	Residual	15.9300	45	.0354		
	Total	24.7796	48			
a. Dependent Variable: Tourist Behavior						
b. Predictors: (Constant), Product, Pricing, and safety						

**Source: Research data (2019).**

## SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

### *Summary of Findings*

The findings indicate that the study had a good response rate at 64% which is considered a good response which indicates the respondents had enough knowledge to understand and respond to the questions. descriptive analysis was used to summarize data regarding product, price and safety and Consumer Behavior in tourism destination. its evident that majority of the respondents strongly agreed that product, price and safety influence a tourist decision to consume a product/service. The researcher conducted a Correlation analysis to investigate the existence and nature of relationship between Product, Pricing, Safety and Consumer Behavior among Domestic tourists. The correlation results indicate that there is a positive relationship between Tourist Behavior and Product, Price and Safety as indicated by a Pearson Correlation coefficient of .653\*\*,.611\*\* and .633\*\*This relationship were found to be statistically significant as the significant value was 0.000 which is less than 0.05 threshold.

The study established the following regression equation.

$$Y = 0.176 + 0.348X_1 + 0.414X_2 + 0.305X_3 + .10948$$

Holding other factors constant then firm Tourist Behavior would be 0.176. A unit change in Product results to a 0.348 unit change in Tourist Behavior, holding other factors constant. A unit change in Pricing leads to a 0.414 change in Tourist Behavior, a unit change in safety results in a 0.305unit change in Tourist Behavior. Table 3 also indicates that the all the predictors are statistically significant at  $\alpha=0.05$  since p values are less than 0.05(Product (p=0.00), Pricing (p=0.00), safety (p=0.03). The ANOVA Table 6 reports an F test value of 83.333 which is significant at p value 0.002<0.05. This is an indication that Product, Pricing, and Safety have a significant effect on Tourist Behavior. The significance value was less than 0.05 indicating that the model was significant.

Price is a crucial aspect of the tourism mix and when prices of tour destinations change there is a negative influence on demand for tour products and services leading to lower demand. To stay competitive, the tourism product must be perceived as of a quality similar or better to that of other competitors and its price must be perceived as attractive. Thus, the information on tourist's perception of prices and quality and on the role price plays in tourist purchasing behavior is of the utmost importance. Price and quality interact to produce the perceived value for money and this concept is usually subjectively measured by tourists. This study concurs with the basic theory of consumer behavior theory which suggests that consumers make product choice decisions based on the images they form of different brands. The consumer knows and identifies a certain brand by the image that exists in his or her mind. It has been uncovered that it is important to uncover the characteristics of tourism as a product as they have an implication for the nature of consumer behavior. Overseas consumer buying behaviors is influenced by motivation, holiday preference criteria and destination choice.

Um and Crompton (2010), focus on the role of attitudes indecision making further elaborating that interaction between constraints and image are integral for destination choice. They explain that awareness of the tourism product will cause that product to be chosen over other products and thereby influence choice sets. Emotional and cognitive factors were considered to have an impact on actual choices. Most consumer behavior models of tourism have emphasized upon the assumption of sequential rational decision making wherein the consumer decisions are assumed to follow an order of action from attitude to intention to behavior.

Safety concerns, is another crucial service quality dimension among local and international travelers, since safety is one of people's intrinsic motivations, understanding tourists' perceptions of crime is critical for destination marketing. This study agrees with George (2003), who examined tourist perceptions on safety

while visiting Cape Town, a representative of destinations with an unsafe image. Looking at food safety issues and found out that educating consumers about Mad Cow disease positively influences their perceptions of beef as a safe choice.

### ***Conclusion***

Analysis of the essence of consumer behavior showed that a tourist's decision-making process is a complex, multi-faceted course influenced by different internal and external factors. Factors affecting consumer behavior help identify what products and services on which situations are consumed by individuals. The study concludes that the tourist behaviors is strongly influenced by price, product and safety by .653\*\*, .611\*\* And .633\*\* respectively. These relationships were found to be statistically significant as the significant value were 0.000 which is less than 0.05 threshold for both price, product and safety.

### ***Recommendations***

**Price**, consumers respond differently to various marketing promotions, but monetary appeals might not be the most effective way of reaching this target population. The study recommends that firms in the tourism industry should set pricing mixes composed of the actual price that the firm charges, including volume discounts and discounted price for multiple bundles of products as well as pricing strategies such as sale of packages, plans combination of meals, room and relational facilities, non-peak period season sales, group business and longer stays to inform tourist more. **Product**, the study recommends in terms of advertising, hospitality and tourism marketers need to understand how behavioral packaging influences older consumers' perceptions of hospitality products and services as well as pricing strategies such as sale of packages plans combination of meals, room and relational facilities, non-peak period season sales, group business and longer stays to inform tourist more .further more players in the tourism and hospitality industry should portray good images of tourist destinations, develop tourism products and services of value, and offer unforgettable experiences. **Safety**, environmental safety features are the most rated factors of destination preferences. Destination amenities and environmental features, destination attractions and tourists' personal traits and destination tourism infrastructure. Therefore, tourism companies and governmental institutions need to pay more attention on destination choices which are mainly affected by external factors. More so the researcher recommends firms to embark on educating consumers about destinations safety positively since it influences their perceptions of a destination as a safe choice.

### ***Suggestion for Further Study***

The study could not exhaust all the factors affecting consumer behavior among Domestic tourists, as such a further research to be done on a wider scope on factors, also on personal security since this is an era of terrorism i.e. Al-Shaabab among others.

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