

BEHAVIOUR OF THE CONSUMER OF TOURIST ENTERTAINMENT SERVICES

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ABSTRACT:

The main objective of this paper is to study the behaviour of the consumer of tourist entertainment. This objective was achieved by analysing consumer's behaviour in general, and the peculiarities of tourism services behaviour and ultimately of the consumer of tourist entertainment. Assumptions set out in the research on the extent of calling on entertainment services have been verified by a questionnaire-based research which confirmed some assumptions and rejected others. Given the changes in demand for tourist packages with leisure or entertainment services included, further research is required by deepening the options tourists have for certain tourist entertainment services. The research results are embodied in a series of conclusions and proposals addressed to tourist entertainment service providers to diversify the service packages and to improve the activity efficiency.

KEYWORDS: consumer behaviour, tourism services, tourist entertainment, leisure, festival

JEL CLASSIFICATION: D03, D11, M31

INTRODUCTION

Most of the scientific researches on cultural tourism are mainly dominated by touristic sights concerning the traditional cultural heritage: museums, monuments and historic buildings. Although these attractions continue to dominate the cultural tourism market in terms of total number of visitors, the largest growth potential in tourism belongs to arts and entertainment activities. Although entertainment is considered a "mass culture" by the cultural sector, is quite ignored by the tourism sector. However, the study of the behaviour of consumers of cultural and tourist entertainment services is a growing area of research (Richards, 2002). Many tourists who travel to every country on this globe, far from their familiar places, depend very much on the entertainment of the tourism industry to benefit from a pleasant and memorable holiday. Entertainment in tourism is a very popular niche market nowadays. It is obvious that most tourists deal with different expectations. In addition to guided tours or sunbathing, tourists are always looking for intense and energetic experiences such as concerts and parties (Adeboye, 2012).

Entertainment is a concept derived from the verb to entertain, which means to give life, to set in motion. In relation to tourism, the entertainment designates a set of organized activities like recreational sports or simple games, in which participation is free, having as purpose physical and mental relaxation and to facilitate mutual contacts, namely the creation of a good mood. (Gherman, 1999 cited by Stănciulescu and Juganaru, 2006). Another concept discussed is leisure, which, in harmony with tourist motivation, concerns relaxation and physical comfort of such tourist, its entertainment and its capacity. (Stănciulescu and Juganaru, 2006).

Entertainment currently includes variety shows, music concerts, mime, street performers, music festivals and medieval festivals, circus shows, magic, comedy etc. The term entertainment may also refer to other activities such as going to the cinema, watching sports events, dancing, and visiting theme parks. The city of Las Vegas is perhaps the best known tourism centre emphasizing on tourist entertainment services. The main attraction of Las Vegas is represented by casinos but simultaneously promotes live performances, aimed to attract tourists in hotel complexes and, by default, at gaming tables. Lately, the resort also offers specific entertainment for families through the theme parks or virtual reality experiences. (Hughes and Benn, 1997).

The entertainment is very much a holiday experience. Tourist entertainment, especially in terms of live performances, is part of the tourism product. Research carried out shows that the probability of participating in entertainment activities is much greater during the holidays than in the place of residence. Also, entertainment is the only factor by which consumers choose a certain travel destination or resort.

Given the importance of entertainment in the tourism industry, this paper aims to study the behaviour of consumers of entertainment services and to make conclusions and recommendations that will be useful to the tourist market actors such as tourism providers and other organizations in the field.

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1. Consumer behaviour - Concept

In the mid-60s studying consumer behaviour becomes a distinct field of marketing, because adopting now a marketing option requires understanding the complex mechanism of transformation of need in demand of goods and services. Studying consumer behaviour has become a concern to marketing specialists, since they can learn how their buyers choose their goods and services necessary to satisfy the multiple needs, i.e. stimuli, factors influencing their choice.

The increasing complexity of economic life has led to the need to know the mechanism of human economic behaviour, which is becoming wider and more complicated, requiring separate study of the two intrinsic components: human behaviour as a producer of goods and services and its consumer's behaviour.

Consumer behaviour is defined by specialists as "all decisional acts made at the individual or group level, directly related to the collection and use of goods and services in order to meet current and future needs, including decision-making processes that precede and determine these acts" (Cătoi and Teodorescu, 1997)

Key aspects defining consumer behaviour can be summarized as follows:

1. Consumer behaviour is a complex system of manifestations, attitudes, motivations, decisions; development of human individuality both naturally and through education is reflected in its behaviour by preferences, dislikes, beliefs, attitudes and values, position in society, his entourage, etc. Thus, by combining individual circumstances and psychology, purchasing decisions of each individual can be influenced;
2. Consumer behaviour is dynamic, both because of the time evolution of generation of consumers faced with changes that they produce and because of the emergence of new factors that directly influence their behaviour. Change over time leads manufacturers to permanently monitor their customers for the certainty of a real, fair perception;
3. Consumer behaviour determines interactions and therefore it is important to know "what consumers think (perception), feel (impression) and what they do (behaviour), what are the influent things and places"(Blythe, 1998)
4. Consumer behaviour is the individual's response to various endogenous and exogenous variables.
5. Consumer behaviour determines exchanges between people and therefore "in case of a relationship between the consumer who sets the demand and the manufacturer who sets the market supply, mutual understanding is crucial in the buying process and in the manufacture of goods and services "(Mihuț and Pop, 1996)
6. Consumer behaviour involves successive or simultaneous actions for the selection of an alternative or another, resulting in making decisions (Mâlcomete, 1979).

As consumer behaviour involves other people or is dependent on their behaviour, must be approached as a social category particularly complex, with two relatively distinct parts, between which it exists a constant interaction: purchase behaviour and consumption behaviour.

The buyer is the "black box" and his behaviour is the result of inputs and outputs of the system. Inputs are the endogenous and exogenous stimuli faced by the consumer (marketing stimuli: product, price, distribution, promotion; stimuli: economic, technological, cultural, political, etc.), i.e. factors that influence behaviour and outputs are his reactions, responses to these stimuli, as a result of the decision-making process of purchase, giving concrete outline of the consumption and purchasing behaviour, responses expressed by: product choice, brand, retailer, quantity purchased, tourist destination, tourist products, etc.

Experts say that one cannot know precisely, there is no certainty of the consumer behaviour, but existing models help us to understand buyer's behaviour and enable the influence upon him.

1. Consumer behaviour is well targeted (Stăncioiu, 2004);
2. The consumer can make a free choice;
3. Consumer behaviour must be understood;
4. Consumer behaviour can be influenced if influences and the entire decision making process are understood;
5. The need to educate the consumer.

2. Factors determining consumer behaviour

The manner in which consumers deal with purchase decisions knows great diversity because their reactions are very much determined by the environmental problems in which they live their lives. The particular complexity of consumer behaviour can be also explained by many factors that directly or indirectly influence, as a last resort, the purchase and consumption decision making process.

During the extensive analysis made on consumer behaviour, Ph. Kotler (Armstrong and Kotler, 1998) starts from the analysis of the factors influencing it, grouped into:

- cultural factors - culture, subculture and social class;
- social factors - reference groups, family, roles and statuses;
- personal factors - age and stage of the life cycle, occupation, lifestyle, economic circumstances, personality and self-opinion;

- psychological factors - motivation, perception, learning, beliefs and attitudes.

Particularly interesting is the approach of I. Cătoi (Cătoi and Teodorescu, 1997). He has two types of variables that influence purchasing behaviour: those directly observable and those inferred from the inferential researches. As a result, classifies factors influencing consumer behaviour as follows:

1. Direct influences exercise: demo-economic factors; factors specific to marketing mix and situational factors: time pressure, the importance and the occasion of shopping.
2. Inferred influences exercise: psychological factors (endogenous) represented by: perception, motivation, learning, personality and attitude and sociological factors (exogenous) defined by: family, affiliation groups, reference groups, social class, subculture and culture.

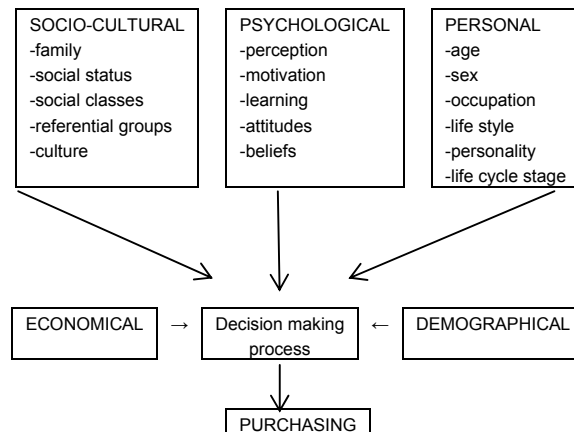


Fig.1 Factors influencing consumer behaviour

Source: Cătoi and Teodorescu, 1997

Economic factors play a crucial role. They characterize the purchasing power held by the society at a certain time and represent the premise for consumer behaviour constitution. They directly affect the size and evolution of consumption. Demographic factors: at consumer level, variables such as life cycle stage (age), sex, marital status, physical characteristics, race, etc. are very important. Also, age is the one distinguishing purchase decisions, and, with increasing age, changes occur, to be taken into account, because such changes influence the consumer behaviour.

Psychological factors are endogenous variables that explain the consumer behaviour through their multiple incidences over the individual, which largely cannot be directly observable and therefore are usually inferred. Of the many psychological variables with major influence on consumer behaviour we shall highlight: perception, motivation, learning and attitude. Perception is a process by which an individual receives, selects, organizes and interprets stimuli from the environment, giving them a meaning. Motivation is the variable that has attracted the interest of researchers, long seen as the only reaction that occurs between stimuli and the buyer, as it is easy to see that any act (cognitive, affective, behavioural) is based, as the last resort, on a reason, on an inner force resulted from the dialectical interaction of system's coordinates. The reasons are just consumer's motives behind his behaviour. He requires choosing the kind of behaviour that is appropriate to restore inner balance.

Of course, motivation is not the only variable that determines consumer behaviour, but it is the impulse and inner vector of the behaviour, it determines the nature and especially the meaning of regulatory signals. (Balaure, 2002). Thus, it was established that all behaviour is the result of a complex of reasons, as is done by continuous reporting to the environment in which he lives. Specialists consider that consumer motivation is constituted mostly of ideational and behavioural elements specific to social groups, such as opinions, prejudices and beliefs, customs and traditions, socio-cultural patterns of behaviour, fashion, etc. But, no matter how strong are the motivations, they always depend on the situation. That's why the reasons that directs the behaviour in a situation may be, or not, different in other circumstances. Learning reflects a change, observable or unobservable, in the behaviour of an individual due to the accumulation of experience, which leads to an increase in the possibility for an act to be repeated. Specialists consider that most human behaviour is learned. Thus it can be "built" the demand for a product by associating it with good reason, providing positive reinforcement. Attitudes and beliefs people acquire while learning and acting have resonance for the understanding of the individual behavioural mechanism. Belief is a descriptive knowledge a person has about something. Beliefs shape in people's minds the image of a product and people act according to beliefs. Determined beliefs only have a role in the decision making process, meaning an important or significant decision or selection or classification of products, a separate decision (as differences are perceived between brands), a striking decision (which particularly stands out). Attitude reflects learned predisposition to respond consistently to an object in a favourable or unfavourable manner, is a cognitive long evaluation. In attitudes constitution process, an important role is played by the

cultural and social influences (family, culture, self-image and ideal ego, personal experience, information gained through mass-media, etc.), so in the marketing activity these relationships can be used.

Marketing strategies should cover: changes in current consumer beliefs by changing the way they perceive the attributes and usefulness of the attitude object; changing the importance that consumer gives to various attributes; adding a new attribute that can improve the attitude object; changing the purchase intention, so as to increase the possibility of purchasing the attitude object.

In explaining consumer behaviour the inferred influence and of social factors should be considered because they are an important component of marketing macro environment. A very important role is represented by family, social groups, social classes and social status. Family is the variable that exerts the strongest influence on consumer behaviour because it influences decisions of each member of it, and its influences are felt in a long time, generally during the entire life cycle of the individual.

Social groups (referential) are presented as the reference and affiliation group. The affiliation group is the type of social structure in which individuals are aware that they belong by common goals, sense of unity and common rules. A typical example is the family, and professional organizations, ethnic, friends, sports groups, etc. which obviously differ in size, objectives, duration of association, level of cohesion. Reference groups are real or imaginary groups that influence the assessment, aspiration and individual behaviour because it considers the group as a reference point, as the standard in the formation of opinions, attitudes, and rules. Reference groups influence the individual by: exposure of the individual to new behaviours and lifestyles, pressure to comply with the choice of products and brands, but also by the attitudes and self-opinions of the individual.

Social role and status define the position of the individual within each group (family, club, organization). The role consists of a series of activities that are expected to be carried out by a person in relation to others and their status reflects the general esteem given to him by the society. Consumer behaviour reflects both the role and his status, people often choose products to emphasize their status. Social classes understood as "relatively homogeneous and enduring subdivisions in a society that is hierarchically ordered and whose members have the same values, interests and behaviour" (Kotler, 2002) is an important exogenous variable. Assessment of an individual belonging to a social class is based on the simultaneous consideration of several consumer characteristics: income, occupation, education level, in their interaction. Marketing researches have shown that they are constituted on multi-criteria basis and have many features regarding the expression of demand for different products or services, purchasing and consumption habits, preferences for various promotional forms and, in general, different reactions.

Personal factors: age and stage of the life cycle, occupation, lifestyle, personality of the individual are important variables that define the consumption and buying behaviour of the individual giving its inner, deep explanation. Out of marketing activities that are based on personality traits can be highlighted: fidelity to products and brands of products, attitude towards products and services, its image formation mode among consumer, reaction to the packaging of products, fidelity to the distribution unit, promotional activity etc. Knowing the personality type of consumer may be a market segmentation and a style of communication adoption criteria. In the marketing activity, it is important to associate the personality with the self-image, which includes mental picture that each individual has of himself. By consumption, individuals want to express themselves, as evidenced in clothing, vehicle, journeys made. Therefore it is important for managers to develop images of products and brands in line with consumer's image of himself.

Cultural factors are a set of rules, moral and material values, beliefs, attitudes and habits developed over time and which the members of society have in common. Culture has a strong impact on individual behaviour, which mostly is learned in the socialization process of the individual. He gradually appropriates a set of values, perception, preferences and behaviours specific to the society he lives in, but which continuously changes.

3. The behaviour of consumer of tourism services

Demand for tourism belongs to "the people moving periodically and temporarily out of their habitual residence for reasons other than work or to perform a paid activity" (Minciu, 2000). Thus, demand is based on need, desire, power and will to purchase, adding features arising from the content of tourist activity. Tourist consumption on the other hand, as expression of effective demand, represents "all costs made by subjects of demand for buying goods and services with tourist motivation" (Minciu, 2000).

The demand is made at the tourist place of residence (in his country of origin), as determined by the socioeconomic characteristics of such area and migrates to the place of supply, while consumption occurs within the basin supply and depends equally on the particularities of supply and demand. Thus, tourism demand and consumption are characterized by increased dynamism, evolving under the influence of various factors of economic, social, demographical, psychological, political nature. The action of these factors will influence the size and structure of the demand, the size and consumption patterns, expressed through the tourist circulation. Demand for tourism responds to specific needs in the hierarchy of needs being placed in the category of those superior, sometimes luxurious (E.Engel), or of social needs and those on a certain status (Maslow pyramid). Hierarchy of needs and place of the travel need varies significantly from one individual to another, from one social class to another, depending on the level of education and culture, living conditions and the form of tourism. For example, a medical spa treatment rather meets a need for

safety, a visit to parents or friends falls in the group of social needs, and a vacation to Las Vegas or a cruise is a "luxury" for the most consumers, and meets a requirement related to self-esteem, to the status of the individual.

On the background of the economic and social progress, the need for tourism is more often associated to safety needs, to the body's ability to restore and often seen as a priority. Converting the demand in consumption is determined by the economic and social conditions and motivations: economic and social determinants: income, prices, leisure, population size and structure, which print a certain elasticity and evolution and motivational determinants to the demand.

From the historical point of view, tourism in its early form is considered as the result of religious and medical motivations, but these motivations could not explain the variety of tourism.

The most complete classification of motivations belongs to J.A. Thomas appeared in "What makes people travel?" *Asta News* 1964 (Stăncioiu, 2004):

1. educational and cultural (the study of how people live in another country, observing the characteristics of that country, attending certain special events ...);
2. relaxation and pleasure (escaping from everyday life, spending most enjoyable free time ...);
3. ethnic (visiting relatives, family, friends ...);
4. others (climate, health, sports, economics, adventure - new experiences, new people, new places; participation in history - temples, places of battle; sociological reasons - knowing the world).

Motivations, which are closely related to the occupation and education, to age and individual personality, generate a way of showing the demand and consumption. Researching the impact of personality on the decision to purchase and tourist consumption behaviour has identified five major psychological types (Minciu, 2000): psychocentric tourists, quasi – psychocentric tourists, mid-centric tourists, quasi-alloentric tourists and alloentric tourists. Psychocentric tourists, focused on personal issues, often restless, seeking security, prefer holidays in known resorts, familiar, closer to the permanent residence. They also ask for organized plans, offering them additional safety and often are limited to the exclusive use of the holiday package services. At the other end of the scale lie alloentric tourists. They, self-confident, willing to try new experiences, seek variety, adventure. As a result, they want great distances individual travel across borders to exotic destinations, requiring a wide range of services than those included in the standard holiday package. Most tourists have mediocentric behaviour. As they gain more experience in travel, psychocentric tourists can change, concerning options for holiday destinations, in alloentric tourists. It can be concluded therefore that tourism demand and consumption are characterized by instability in motivations.

Tourism demand and consumption are characterized by complexity and heterogeneity. They know a variety of forms of expression, whether as a result of the variety of customer segments and diversity of their tastes, whether as a result of the supply specification, in its turn complex and heterogeneous. Tourism demand and consumption are characterized by concentration, which can be in time (manifested as seasonality), in space (creating the formation and manifestation of tourist flows) and in motivation. In tourism, consumer behaviour analysis is a difficult process for marketers both because of the characteristics of services that constitute the tourism product and the fact that influencing factors are not so obvious.

To study the behaviour of the consumer of tourism services are used:

1. Macroanalysis that aims to identify determinants and demand patterns, dealing with data such as the number of arrivals, tourist attractions visited, the hotel occupancy rate, number of nights spent in a hotel, etc.
2. Microanalysis, which is based on socio-cultural and psychological factors that unite individual choices in tourist groups. These factors depend on the motivations of tourist groups, on the criteria underlying the choice of tourism destinations, on their perception and image, on their experience and on the possibilities of assessment in relation to their tourist experience.

It was concluded that socio-cultural factors with the greatest influence on consumer behaviour are: culture, class or social position, family and reference group behaviour. (Stăncioiu, 2004).

Tourism is an important element of cultural competence as it offers the possibility of direct knowledge of the material and spiritual values (architecture, art, museums ...) existing in a tourist destination and the accumulation of culture through tourism experience becomes a major focus of tourism. Marketers must also permanently identify changes that occur in culture for designing products and services that will find a safe market.

4. Tourist entertainment – strategic factor of success

Entertainment and leisure are the main means of individualization of tourist offer of companies, diversifying products and destinations in constant competition, becoming an important source of revenue, economic efficiency increase. In fact, leisure is the main motivation of tourism which is the fundamental element of meeting the need for travel and basic component of tourist services. In its absence, tourism as an activity does not exist (Stănculescu and Juganaru, 2006). Leisure may be defined by all facilities, equipment, events and forms provided by the unit, resort or tourist areas capable of providing to the individual or to the social group a good mood, of pleasure, to give the feeling of satisfaction, of fulfilment, to leave a good impression and a beautiful memory. (Stănculescu, Lupu and Țigu, 1998 cited by Stănculescu and Jugănar, 2006). Entertainment has a more philosophical meaning, which is to inspire, to give meaning and interest to life in the community, to create a certain climate, dynamism, in an accommodation and food unit. (Stănculescu and Juganaru, 2006).

The most popular forms of entertainment, depending on the content of activities, have been identified by experts as follows: (Tinard, 1994; Minciu, 2004 cited by Stănculescu and Jugănar, 2006)

1. „simply relaxation” entertainment type
2. recreational entertainment (“fun” type): amusement parks and casinos
3. cultural entertainment: visiting museums and monuments, language learning, cultural entertainment
4. show entertainment type: admiring nature, festivals (film, music, theatre, art); sports and sports competitions
5. entertainment designed to maintain full physical condition: balneotherapy and spa and playing sports
6. entertainment designed to maintain mental balance: religious tourism and militancy
7. historical entertainment: castles, battlefields
8. commercial entertainment (for shopping)
9. gastronomic entertainment: learning the secrets in preparing meals
10. professional entertainment: business tourism, team building
11. “atypical leisure” entertainment: prestigious entertainment type and adventure entertainment.

The role of an entertainment policy is not only to organize events, opportunities for fun, to celebrate something, but, above all, is that of bringing people together. The entertainment policy should be based on tourist clientele, its desires, needs, expectations, age, origin and its habits, i.e. its behaviour of purchasing and consumption.

In this regard, there are several types of entertainment (Raboteur, 2000 cited by Stănculescu and Jugănar, 2006):

1. “socialization” entertainment type, aimed at facilitating communication between tourists, organizing demonstrations, entertainment actions, such as dancing evenings and some society games (card games, scrabble, etc.)
2. “active” entertainment type that contributes to the development of physical and sporting activities
3. “creativity” entertainment type, which offers to tourists the opportunity to carry out manual, skill, creativity activities (drawings, paintings, knitting, pottery)
4. “culture, discovery, life” entertainment type that allows meeting the needs of information, curiosity, change by participating in events and different activities: music festivals, seminars, conferences, language courses, cooking, new techniques initiations, rallies, tours, guided visits.
5. “adventure” entertainment type addressed to tourists in search of the unexpected, the unknown, but also of difficulties, dangers, either by returning to nature in a more or less organized way (travel, tours, expeditions) or playing a sport considered risky such as skydiving, mountain climbing and even some extreme sports (paragliding, bungee jumping), and even trips that involve dealing with natural elements that present a certain risk (volcanology, speleology).
6. “quiet, calm, rest” entertainment type, designed to offset the stress of everyday life, not by noisy fun and by being active, but through activities such as practicing yoga exercises, group meditation, walking in nature.

On the other hand, the entertainer has a very important role in implementing a good policy of entertainment. “The entertainer is something of a magician, something of a trainer, something from a seller, something of a physician, a psychologist from, something of a leader, something of a transformer of mood spirits, something from a friend, something of a ... and pretty much a messenger of happiness.” (Stănculescu and Jugănar, 2006). The entertainer can meet different kinds of clients, customs, traditions and different behaviours, but with a common desire: all clients will feel important and they will want their importance to be acknowledged.

Festivals are a form of entertainment performance type known since ancient times and correspond to everyone’s wish in the crowd to satisfy the pleasures of senses, especially of those related to what they see and hear (Stănculescu and Jugănar, 2006). The word derives from the Latin “festum” and means celebration (Isar 1976 cited by Quinn, 2010). Specialized literature now attests the significant impact festivals have on the economic, political and socio-cultural fields (Arcodia & Whitford, 2006 cited by Quinn, 2010). The relationship between festivals, cultural identity and national identity has been recognized for some time. (Matheson, 2005 cited by Quinn, 2010). Holding of festivals mainly in urban areas has led to the development of urban tourism. In terms of tourism, art festivals attract both external visitors’ and investors’ attention. Highly visible, vigorous and attractive cultural activities, art festivals are very interesting for decision makers who seek to enliven and renew those attractions and destinations become too static. Numerous festivals are promoted as tourist attractions and thus generate growth both in terms of tourist flow and the volume of revenues. In Ireland for example, festivals have attracted international tourism demand since 1950 (Dublin Theatre Festival) (Quinn, 2010). On perspectives of tourism development, destination branding and positioning of a city, it seemed that “art festivals as tourism product” would be a very attractive offer. One of the most important methods in creating a positive economic impact for the festival is to identify the purchasing behaviour of participants, which is similar to the behaviour of purchasing a product. Most of those attending festivals are families. It is important to understand the role of families and the interaction of their members in the decision to participate in certain events of tourist entertainment, such as festivals. A good marketing specialist must identify the person with the greatest decision influence in the family and contact that person. Sports activities and entertainment events attract more young people without children, while festivals are addressed to all members of a family. This indicates that the entertainment event organizers must differentiate their offer according to the needs of potential participants according to family structure (Kim, Choib, Agrusac, Wangd and Kima, 2010). A family is not a homogeneous unit and purchasing behaviour is very complex (Ferber and Lee, 1974 cited by Kim, Choib, Agrusac, Wangd and Kima, 2010), as was demonstrated in this

paper. Effective entertainment policies of tour operators should consider tourist consumer behaviour, both in terms of adapting supply to demand, as well as influencing and educating the consumer.

5. Decision making process of purchasing a holiday package

Purchase decision is a conscious act that seeks satisfaction in terms of rationality of a need. A consumer's decision to buy or not a particular good or service is the result of an extensive process, represented by the whole of preliminary and after acts of the moment of purchase, a thought process with numerous branches and feed-back, which experts have tried to analyse by the fragmentation stage.

Elements of the purchasing decision of holiday packages are:

1. Destination (country, region, city, resort)
2. Structure of tourist accommodation (hotel, motel, guesthouse, camping)
3. Means of transport (plane, train, bus)
4. The budget allocated
5. Booking type (tour operator, travel agency, individual transport company, hotel)
6. Travel Form (organized, unorganized, semi organized).

How the consumer adopts the decision depends on: the novelty and repetition nature to a previous purchase; the unique nature of the tried and tested product; the routine or exceptional nature of the acquisition.

Making the decision to purchase a tourism product usually involves several stages:

Table no. 1 Decision making process of purchasing a holiday package

Identification of an unmet need	Collection of information	Evaluation of alternatives	Purchase decision making	Post-purchase evaluation
General desire to travel	Study of brochures, catalogues, consulting travel agencies, other professionals and friends	- price, facilities - physical and geographical destination - image of a destination	- Destination, means of transport, accommodation, leisure resources, length of stay, budget, other services	Cognitive dissonance
Influences and Considerations				
General motivations to travel Previous experience The total amount estimated to be spent	Suggestions from travel agents and tour operators Tips from friends and other experts	Health condition Rest time affected	Previous experience Image of suppliers Advice received from intermediaries Available income The evaluation result	Further care and interventions of the travel company

Source: Stăncioiu, 2004

Identification of an unmet need is the first stage of the purchasing decision, when the consumer notifies the existence of a perceptible difference (large enough) between how one of their needs is satisfied and how he would want to have such need satisfied, so a difference between the current state and desired state. Variables involved in the occurrence of a need, differ considerably from one situation to another, but the motivation is always present, if not directly by motives (reasons), then by the personality and lifestyle through cultural values or reference groups. Searching for information and identification of alternatives is the next step to recognize the existence of unmet needs. Research starts with internal search for information, which is the consumer's mental memory retrieval of information stored in the past and it may serve him to make the decision to purchase. Conclusion of the internal information search process allows the consumer to move to the next phase or to the external search for information. External search means acquiring information from sources outside his memory: personal sources: family, friends, acquaintances, neighbours, colleagues; sources of marketing: advertising, packaging, sales promotion; public sources: mass-media, government bodies, research facilities; experimental sources: review and use of the product. Evaluation of alternatives, possible solutions, as the result of information searching is based on the decision to purchase. The set of alternatives that the consumer gets is mentally assessed, screening the information acquired through its own structure of values and beliefs. An important problem is to identify the criteria (attributes) that the consumer uses in evaluating and comparing alternatives and then ranking criteria according to the importance consumer attaches them. The choice of the alternative and decision making are the result of the evaluation, and they constitute the purchase itself. Evaluation of alternatives leads either to choose one of them, or with rejecting all and return to the previous phase to search for further information and resume process from that phase. Choosing an alternative leads to the formulation of a purchase intent, expressing the hope of the purchaser that he will buy a product or service within a certain period of time. Purchase intent may lead or not to the purchase of such product or service, depending on how some factors act, that can facilitate or inhibit the achievement of intent, such

as the evolution of prices and tariffs, supply situation, the financial resources of the purchaser, the pressure of time and other sociological influences etc. As we have seen, the purchasing decision is the result of a complex process.

After the purchase was made, the consumer will evaluate the extent to which the decision was good or not. If the purchased product or service performance lives up to his expectations, the consumer will be satisfied and the information accumulated is stored in his memory for future decision making use. If it has, however, dissatisfaction reasons, then there is restlessness, known as cognitive dissonance. Satisfaction caused by the purchased product or service will affect subsequent behaviour. A satisfied consumer will be more willing to purchase the product a second time and give favourable information to other potential purchasers. Reduction of cognitive dissonance of the consumer must be a major objective of promotion policy for operators. Detailed presentation of these phases has sought to highlight the internal mechanism of thought, of which even the consumer himself is not aware. The purchaser acts as an active and imperative partner within the economic transaction and then the seller must be equally active and conscious, use appropriate marketing tools to bring the potential purchaser on the same level with its product in order to purchase it.

6. General context of research

During the period 16 to 17 December 2006 the Department of Culture of the Municipality of Bucharest, Centre for Conservation and Recovery of Folk Tradition and Creation of Bucharest and the Cultural Centre of Brancovan Palaces of Bucharest Gates Mogoşoaia were hosts of the Medieval Festival – The Halt of Magi, which took place in a natural, historical and cultural environment - Royal Court Mogoşoaia. On this occasion, being directly involved in the organization as head of marketing, I conducted a study on the behaviour of the consumer of entertainment services within the participants of the festival. Since entertainment services are an important source of income, a strategic tool with real added value, I tried to find out the opinion of consumers about entertainment services and what was the impact of organizing this festival. The medieval festival aimed of bringing back some perceptions that gave immortality to the chivalrous era: honesty, honour, tradition, and recreation and entertainment, accompanied by music and poetry, tastefully pigmented with arms, costumes, jokes, inspirational words - in a word, a real show, where guests become protagonists. Proposed artistic events recreated the medieval carnival atmosphere populated by fantastic characters, where each spectator lived fairy-tale moments of historical recollections, knights, meadows, jugglers, stars. During the festival took place performances of medieval mysteries, fighting demonstrations with ancient weapons and stunt moments, legendary characters parade, theatre recitals, dance and medieval music.

6.1 Purpose, objectives and research hypotheses

The purpose of the research was to determine consumer behaviour of entertainment services which took part in the Medieval Festival – Popasul Magilor of Mogoşoaia. This will help us in shaping consumer behaviour of entertainment services at Bucharest level. Therefore, specific entertainment services that meet the desires of tourists shall be achieved. The Cultural Centre of Brancovan Palaces of Bucharest Gates Mogoşoaia could thus provide periodic diverse entertainment services, adapting to the needs of consumers.

The research has proposed to determine the extent to which services of entertainment are used, what does the term “entertainment” mean for consumer, entertainment types that they prefer and their hierarchy. Other objectives were to determine whether the offer on the Romanian market meets existing requirements of consumers, if it is sufficiently diversified, which are the elements that influence the decision to consume entertainment services, the extent to which participants took part in other medieval festivals, satisfaction that they experienced from participating in these festivals and satisfaction that they felt after participating in the Medieval Festival- The Halt of Magi Mogoşoaia. Finally, another objective was to determine the qualities a good entertainer needs to have.

We started from the assumption that all respondents are consumers of entertainment and the entertainment is for most young people fun, socializing, action, adventure. Regarding adults and the third age people, entertainment means relaxation, tranquillity, calm, leisure, culture, and discovery. Regarding preferences for certain types of entertainment based on the age of the respondent, we started from the premise that entertainment types preferred by most young people are: show, recreational, cultural type entertainment. In contrast, adults’ favourite entertainment types are mainly: show type entertainment, professional entertainment, simply relaxation entertainment, shopping entertainment. On the other hand, the types of entertainment preferred by third age people are entertainment designed to maintain physical fitness and mental balance, historical, show type entertainment. Other assumptions were: the decision to choose certain services of entertainment is influenced by friends and also by the offer existing for most young people, while for other consumers family has a very important role. On the other hand, the quality of the performance and professionalism are key attributes of a medieval festival that produces satisfaction to the majority of consumers. Most young people believe that imagination and creativity are the main advantages of a good entertainer, while the third age people consider these qualities are: charisma, kindness, patience, ability to stimulate groups.

6.2 Methodology: definition of variables, studied community and way to collect information

First of all, research variables were defined both conceptually and operationally. The following variables were used: invoking entertainment services; entertainment concept definition; type of preferred entertainment service; hierarchy of entertainment services; diversity of offer; influence in consumer decision making; participation in other medieval festivals; similar medieval festivals; appreciation criteria of festivals; appreciation criteria of Mogoşoaia Medieval Festival; qualities of a good entertainer. Also we took into account the respondents' personal data: sex, age, education, employment status, net monthly available income, the monthly amount allocated to services related to entertainment. It has been performed a directly descriptive quantitative research on participants aged over 14 years, amounting 100 respondents surveyed. The studied community had the following characteristics: people with secondary and academic studies, with average to high level of income, from the urban environment, generally consumers of entertainment services, most of them youth and family adults. The studied community is representative for the target population, research of results being extended to the Bucharest people having the same characteristics. The observation and survey unit was the individual. Communication type with the studied unit was directly, face to face, using a questionnaire with predetermined questions, identical for all respondents. The way to record the answer was by interviewer's recording. Place of research Medieval Festival – The Halt of Magi, Mogoşoaia and research period: December 16-17, 2006. The questionnaire comprised 17 questions. Out of these, most closed-ended questions with multiple choice answers, two open-ended, four mixed type. The first question was filter-type, serving to select out of the persons addressed by the interviewer those entertainment consumer persons. We opted for a pre-codification of questions, to facilitate subsequent processing and analysis activities and data. In terms of order of addressing the questions, the questionnaire was conducted after the "funnel" concept from questions with a high level of generality and continuing with the questions becoming more specific.

6.3 Research results

The research carried out confirmed the assumption that all respondents are consumers of entertainment, proven by their participation at Mogoşoaia Medieval Festival. After processing the data, it was observed that 89% of respondents to the term "entertainment" means, first of all, fun, socializing, for 69% of them it means culture, discovery and for 62%, creativity. These results confirm once again the objective of entertainment as means of communication and its etymological sense of giving life, movement, rhythm, and dynamics. The variety of existing entertainment form, led in this study to variety of answers. However, out of the 100 respondents, 98 have chosen as the preferred type of entertainment, the show entertainment type, followed by the cultural entertainment and entertainment designed to maintain physical fitness. The other types of entertainment were not less valued: simply relaxation and professional entertainment boomed increasingly higher in Romania during last years. Following the completion of a scale of favourite entertainment types, 50% of respondents chose on 1st place among their preferences, the show entertainment type, followed by the cultural entertainment amounting 24% and entertainment designed to maintain physical fitness amounting 18% of respondents. Consumers are also influenced in their decision to purchase and consume by goods and services.

In case of entertainment services, friends' opinion has a great importance for 75% of respondents. A special role in consumer decision making is held by the existing offer, attempting to adapt to the more diverse requirements of consumers. The extent it succeeds may be evidenced by the 71% of respondents. Promotion of entertainment services through the media has a positive impact on 60% of the respondents. Only 19% of respondents participated in other medieval festivals, this being due to the low number of such festivals, the best festival of its kind being the Festival in Sighisoara. For people who have participated in Sighisoara Medieval Festival, the quality of the show was the most important criterion for evaluation (4.74 points out of a maximum of 5 possible), followed by professionalism of the entertainer (3.79 points) and original costumes (3.15 points) and last but not least the particular location (2.69 points). Indeed, a professional entertainer and some original costumes can turn any event into a success, with a high standard of quality. Interestingly, most of those interviewed greatly appreciated the location (3.96 points) of the Mogoşoaia Medieval Festival, which is the criterion most appreciated at this event. It seems that Mogoşoaia Brâncovan Palace is a very suitable place for organizing this type of event. However the quality of the show and the professionalism of the entertainer were appreciated to the same extent, scores being very close. Originality of costumes and initiative of organizing were also very popular.

Charisma seems to be the most important quality for a good entertainer in the opinion of participants in Mogoşoaia Festival, recording a score of 4.17 points. Imagination and creativity and also ability to stimulate groups are also essential attributes in shaping the type of successful entertainer, from the point of view of those interviewed. Within the studied community, prevailed youth up to 25 years, 45%, and adults, mostly families, 41%. No third age individual is negligible, 14%, which is a unique consumer segment. 72% of respondents were graduate and post-graduate, while only 28% with secondary education. It is thus justified a preference for cultural entertainment for fairly high number of people surveyed, due to high intellectual level among the inhabitants of Bucharest. Nowadays, it is becoming increasingly fierce the individual training or at work, to face competition on the labour market, and changes in the business environment. Most participants in the event were female, 56%, which in most cases came with children.

7. Conclusions and suggestions

Following the completion of this study it was found the great interest that consumers have for Mogoşoaia Palace, as a venue for cultural events. The proposed artistic event had a high impact on the respondents, highly appreciated being the initiative of organizing an event of this type near Bucharest. Show entertainment type is on the first place among the respondents' preferences, followed by the cultural and the one intended to maintain physical fitness. The hypothesis is only partially invalidated, placing in the first place the show entertainment type, followed by the recreational and cultural entertainment. Historical entertainment was mostly preferred by men, shopping entertainment by women with income above average, and entertainment designed to maintain mental balance mostly by people over 61 years. However, differences in preferences for a certain type of entertainment are not so significant, they are rather varied individually and we cannot make a strict distinction based on age. Entertainment designed to maintain physical fitness is for all age groups, from young people who love the sport and want to keep fit, to third-age people who use various spa therapies complementary to those based on medication, but also with prophylactic role. The greatest influence exerted on consumers of entertainment services is from friends, followed by existing offer of products and media. There is also a weak link between this type of influence and respondents' age and a clear distinction cannot be made. Such hypothesis is thus invalidated. It is confirmed that the quality of performance and professionalism of the entertainer are the main attributes of a festival, however, for the festival in Mogoşoaia on the first place was the location.

Music festivals, theatre, cinema and sports competitions have gained momentum in recent years, Bucharest being a cultural centre that tries to meet existing demands and exigencies of demand. Cultural tourism is a form of tourism that attracts a huge range of tourists, especially with high-income and in the coming years will become one of the key segments of the tourism market in Romania. The personality of each respondent determines the purchase and consumption behaviour, and in this case, determines the type of entertainment service selected. There was a fairly pronounced segmentation at the entertainment service consumers' level, that will determine companies to seek to implement differentiation strategies and to focus on niche markets. Given the changes in demand for holiday packages with leisure or entertainment services included, further research is required by deepening the options tourists have for certain services of entertainment. The economic impact of the entertainment is real and explains the success of the urban centre, of a tourist destination or a touristic complex which understands the importance of including entertainment services in its tourist offer.

Knowing the behaviour of the consumer of entertainment services it is required to determine trends in tourism demand in order to adapt the offer, to make tourist activity efficient and to develop the industry. Moreover, identifying tourism consumption patterns that are not compatible with sustainable development allows their correction by mainly measures of consumers' education. On tourist markets with highly competitive environment, well-informed and responsible consumers may impose high pressure on the tourism industry to behave more responsibly. Thus, operators of tourist activity, whether tour operators, hoteliers, specific tourism service providers, and local and government authorities must influence the behaviour of the consumer of tourism services to promote sustainable tourism development, combined with their responsibility in implementing a balanced development in all tourist areas, to mitigate regional disparities and to apply the principles of sustainable development.

The existence of cultural, artistic and historical heritage represents real development opportunities of entertainment activities in a region (Stănciulescu and Juganaru, 2006). Entertainment may cause an additional source of income, an opportunity for the creation of additional jobs (cultural entertainers, athletes ..) and a complementary tourist attraction necessary to attract the most demanding clientele (Raboteur, 2000 cited by Stănciulescu and Juganaru, 2006). Therefore, knowing and influencing the behaviour of consumers of tourist entertainment services are required, when there is a desire to achieve a successful entertainment policy.

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