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INFLUENCE OF SELECTED FACTORS ON THE REPEAT PURCHASE OF THE A PACKAGE TOUR – CASE STUDY FROM TOURISM OF THE MORAVIAN-SILESIA REGION

Wpływ wybranych czynników na ponowne wykupienie wycieczki zorganizowanej – studium przypadku z turystyki Regionu Morawsko-Śląskiego

Abstract: The aim of this paper is to identify influence of selected factors on the repeat purchase of a package tour based on the responses of the selected customers in the Moravian-Silesian Region. The main factors are divided into three main groups as staff, environment and offer and each of these groups consists of other selected factors. Analyses of frequency responses and frequency distribution of data were used. Statistical hypotheses were formed, reflecting the relationship between the difference in responses from the customers' and selected quality factors, that may affect the repeated purchase of the package tour. Most customers of repeat purchase of the package tour are affected by professional behaviour, sufficient space, cleanliness, tidiness of company premises and corresponding ratio of price / quality. This study is important not only for the marketers' but also for all employees in services. Knowledge of the consumer buying behaviour leads to huge long term benefits to the businesses in various regions not only in Europe.

Key words: Customers, consumer behaviour, factors, Moravian-Silesian Region, package tour, tourism

INTRODUCTION

The manuscript deals with a topical issue, which is useful for analysing consumer buying behaviour, and for detecting factors that influencing tourism demand. In this respect, it could bring us new significant information on the example of a case study of the Moravian-Silesian Region.

Since the beginning of time humans have travelled. Food, water, safety or acquisition of resources (trade) were the early travel motivations (Kajzar 2015). According to Manrai, Manrai (2009) travel

Wpłynęło: 4.02.2021

Zaakceptowano: 3.08.2021

Zalecany sposób cytowania / Cite as: Kajzar P., 2021, Influence of selected factors on the repeat purchase of the a package tour – case study from tourism of the Moravian-Silesian Region, *Prace i Studia Geograficzne*, 66.2, Wydział Geografii i Studiów Regionalnych Uniwersytetu Warszawskiego, Warszawa, 55–69, DOI: 10.48128/pisg/2021-66.2-04.

and tourism is an extremely complex activity for several reasons. First, it relates to goods and tangible products (souvenirs, gifts, food etc.) as well as intangible services (sightseeing tours, package tour, cultural performances *etc.*). Second, the tourism product consists of a multitude of these goods and services put together and in turn there exists a multitude of options to choose from within each of the tangible goods and intangible service categories. The tourism services sector is characterized by a large variety of stakeholders representing services related to accommodation, catering, transport, tourist attractions, tourist guide services, *etc.* (Zajadacz, Tobolska 2020). Third, tourist decision making and behaviour is influenced by several factors.

The aim of this paper is to identify influence of selected factors on the repeat purchase of a package tour based on the responses of the selected customers in the Moravian-Silesian Region. The attention is focused on analyzing of selected customers repeat purchases of package tour in Moravian-Silesian Region.

In the survey the main factors were divided into three main groups as staff, environment and offer and each of these groups consists of other selected factors. In order to create a great service climate and deliver excellent service quality, these three key components (service strategy, service performance and customer results) need to be in place. The quality of services provided in tourism requires suitable environment for its further development. Human resources are also a potential basis for competitive advantage.

The second group is connected with the physical environment. Environment refers to the tangible, or material, objects and conditions that surround a TO / TA. The sales environment should generate positive emotions acting as incentives to purchase. However, this requires understanding of motivation factors, value systems and customer needs. So the goal is to create an environment that not only makes it possible to sell, but also ensures that people want to shop here and actually experience shopping there. Many elements, both tangible and intangible, make up the atmosphere of a travel agent's and tourism operator's shop. It consists, for example, of the building's architecture, signs and logos, neighbourhood layout, interior layout of the shop, lighting, music, microclimatic conditions, staff and others. In this way, we can divide the atmosphere of the shop into an internal and external shopping atmosphere.

Factors such as corresponding ratio of price / quality, acceptable prices and possibility to purchase a tour online belongs to the most preferred factors for repeat purchase of package tour. In the last 12 years, the number of people actively using the Internet has more than doubled, reaching 7.1 million in 2018. More than a third of Czechs purchased food through e-commerce in 2018, which across the EU, with an average 25% share, is enough for third place, behind Britain and Estonia. Czechs also buy clothing and sporting goods online in a higher number of cases (61% of Czechs), tours and accommodation (45%) and household goods (35%). Czechs like to buy first minute and last minute package tour, on the grounds of lower prices. The attraction is mainly bargain prices, which fall by 30%, sometimes more for last minute package tour.

According to Mura, Kajzar (2018) one important feature of tourism activities is that they have to fulfil the need of visitors. It is necessary to maintain a direct contact between the provider of the product and the consumer. Although, a direct physical relationship is very often involved in delivery of goods and services, the term „direct contact” has a broader meaning, in accordance with the objective of measuring the economic impact of tourism in a macroeconomic context.

THEORETICAL BACKGROUND

Tourists start searching for online information about the best tourist destination and hotels before planning their actual traveling schedule (Majeed *et al.* 2020).

Kotler and Keller (2009) present a model in which consumer behaviour is portrayed to result from the cultural, social and personal characteristics of consumers as well as the consumer psychology. The management believes that the appropriate communication can influence how tourists approach the company. It can enhance the brand loyalty and boost sales (Bačík *et al.* 2012). In the tourism and marketing literature, repeat visitation / repeat purchasing is assumed to be desirable behaviour (Alegre, Cladera 2010).

Consumer behaviour is one of the most researched areas in the tourism and marketing. The continuously developing technologies and the widespread use of the Internet of Things have empowered the evolution of traditional word-of-mouth to electronic word-of-mouth. Nowadays, consumers use different social platforms, including social networking sites, consumer review sites, blogs, and social communities, to communicate and share their purchase experiences on products and brands with other consumers (Reyes-Menendez *et al.* 2020).

According to Chrysochou (2017) the history of consumer behaviour research is largely intertwined with the history of marketing thought, and thus each marketing era has had an effect on consumer behaviour research. In the literature we can find a number of definitions of consumer behaviour, i.e. According to Faison (1977) consumer behaviour is influenced by affective experiences known as drive states. These drive states motivate us to fulfill goals that are beneficial to our survival. Engel, *et al.* (1986) writes about acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts. Moutinho (1993) reviews the social and psychological influences on individual travel behaviour with the aim of developing a model of tourist behaviour. Consumer behaviour is the study of the process involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires (Solomon *et al.* 2002). Consumer buyer behaviour is considered to be an inseparable part of marketing.

The marketers need an in-depth study of the internal and external environment and they try to identify the different customers' needs and by understanding their different behaviours, they aim to formulate plans for marketing their products (Mowen 1987). In this rapidly evolving era of tourism, the Internet and ICT, destinations are more easily explored than before. Scholars note that the combined influence of the Internet and ICT makes a major contribution to the promotion of tourism and hospitality businesses across the globe (Majeed *et al.* 2020). With the rapidly dramatic environmental change and intensive competition, tourism organisations are required to adopt advanced marketing strategies and techniques. Recently, digital content marketing has become one of the most prominent marketing tools that has substantial benefits and influences in different settings and domains (Mathew, Soliman 2020).

Aspects of consumer behaviour and consumer decision-making were analysed in different studies (Faison 1977, Moutinho 1983, Engel *et al.* 1986, Hawkins *et al.* 1995, Baker, Crompton 2000, Sirakaya, Woodside 2005, Foret, Procházka 2006, Decrop 2010, *etc.*). As travel becomes a frequent purchase for some, and is increasingly part of everyday life, further examination of the routine aspects of travel decisions are required, when both new and previously visited destinations (or travel products consumed) are involved. As most research on tourism consumer behaviour assumes thoroughly planned decisions, the habituated aspects of tourist decision-making and its implications for tourism marketing are in urgent need of research (Cohen *et al.* 2013).

In particular, longer trips are made typically by family groups of at least two adults and often accompanied by children. Such trips are relatively infrequent compared with commuting and shopping journeys, so there is less scope to acquire information and develop familiarity with preferred and alternative routes (Shailes *et al.* 2001).

Tourism and hospitality marketers are shifting their focus from the rational aspect of product / service characteristics (e.g., bigger, cheaper, better) to the emotional aspect of consumption (e.g., feelings, joy) because emotions play a vital role in inspiring consumer behaviour (Dung *et al.* 2020).

When analysing the behaviour and decision-making of customers, it is necessary to take into account above all the width and diversity of factors, which influence it and it should be said that the attention must be paid to at least the following three spheres: 1. socio-economical determinants, 2. marketing mix, 3. buyer's reconciliation (Foret, Procházka 2006).

Manrai and Manrai (1996, 2001) developed consumer behaviour that conceptualize four influences i.e., cultural, social, personal, and psychological factors in a hierarchical, sequential and nested design with culture being the broadest influence. In their models, each of the four factors is depicted to have a direct as well as an indirect (through subsequent factors in the hierarchy) influence on consumer behaviour. Traditionally, tourists' emotional responses to advertising and associated stimuli have been assessed using self-report questionnaires (Hadinejad *et al.* 2019). A large number of factors influence our behaviour. (Kotler, Armstrong 2008) classify these as:

- Psychological (motivation, perception, learning, beliefs and attitudes),
- Personal (age and life-cycle stage, occupation, economic circumstances, lifestyle, personality and self concept),
- Social (reference groups, family, roles and status),
- Cultural (culture, subculture, social class system).

Cognitive evaluation theory categorizes motivation into two: intrinsic and extrinsic. Intrinsic motivations denotes internal elements, evolving during an ongoing activity, while extrinsic motivation is the desire to do something because of the rewards and reinforcements it brings (Vishwakarma *et al.* 2020).

DATA AND METHODS OF RESEARCH

Within the project related to the institutional support „Trends in Tourism in the Moravian-Silesian Region 2017–2019”, the author have focused among other things on the prediction and estimation of the tourism trend development in the area of tour operators (TO) and travel agencies (TA), providing services in the Moravian-Silesian Region, and also on clients, their preferences, and shopping decision making which has been analysed within the found trends.

The paper deals with factors which influence the repeated purchase of a package tour based on the responses of customers of the Moravian-Silesian Region.

Tour operator (TO) were selected based on the list of tour operators of Ministry of Regional Development and sorted by regions and travel agencies (TA) based on the data obtained from Czech Confederation of Commerce and Tourism and also sorted by regions. In 2019, there were more than 800 TO and more than 3500 TA in the Czech Republic, of which approximately 10% was the number of TO and TA in Moravian-Silesian region. Researcher choose a sampling frame, considering the TO and TO of interest. The survey was conducted using questioning in the period between June and September of 2019. For the respondents selection researcher used stratified random sampling that is a method of sampling that involves dividing a population into smaller groups – called strata. This method of sample selection makes it easy to select the desired target group with certain properties that you need to survey. This method is suitable if one focuses on specific areas of research and a specific target group.

Only respondents over the age of 18 who bought a package tour at least once in the last 3 years took part in the survey. Our survey was attended by 351 respondents. The main factors were divided into three main groups (staff, environment and offer) and each of these groups consisted of other selected factors.

The structure of the questionnaire was broader than the structure of the article. The aim of this article is to identify influence of selected factors on the repeated purchase of a package tour based on the responses of customers.

Analyses of frequency responses and frequency distribution of data were used. The primary data was analyzed using SPSS software.

In this case study, the research question have been identified:

- Do professional behaviour, sufficient space, cleanliness and tidiness of company premises and the corresponding ratio of price / quality belong to significant factors influencing repeated purchase of a package tour from the view of respondents?

Following hypotheses are put forward:

- Decision of the repeat purchase depends on the gender of the respondents and professional behaviour.
- Decision of the repeat purchase depends on the education respondents and the level of brightness of the shop window and the indoor temperature.
- Younger clients prefer online purchase.

The Chi-Square test was used to determine if there is a significant relationship between two nominal (categorical) variables. Based on the Chi-Square test the existence of dependence between the quality of service factors and the possibility of repeated purchase the service was examined at significance level $\alpha = 0.05$. Data analysed included opinions of respondents in selected tourism enterprises (TO / TA in the MSR). Common factors were chosen for individual tourism facilities. The assumption of the hypothesis was based on a comparison of critical values and statistic tests. H_0 can be rejected on the materiality level α if the critical criterion is less than the test criterion (1).

$$\chi^2(r - 1) * (c - 1) (1 - \alpha), \quad (1)$$

Furthermore, it is possible to use a negative value comparison (p-value) with the significance level (α) for the rejection or acceptance of the Hypothesis H_0 .

H_0 cannot be rejected if p-value $> \alpha$ (in our case the significance level is 0.05). The expected value of observation e_{ij} is based on the mathematical relation (2) and (3), the value $n_{i.}$ and the value $n_{.j}$ are expressed as the sum of the individual observations.

$$e_{ij} = \frac{n_{i.} n_{.j}}{n} \quad (2)$$

$$n_{i.} = \sum_{j=1}^s n_{ij} \quad n_{.j} = \sum_{i=1}^r n_{ij} \quad (3)$$

The survey was conducted using questioning in selected tour operators (TO) and travel agencies (TA) in the period between June and September of 2019 in the Moravian-Silesian Region. The Moravia-Silesia region lies in the northeast part of the Czech Republic (Fig. 1), bordering Poland to the north and Slovakia to the southeast. The region is divided into six main tourist areas, each with its own specific character – Bruntál, Frydek-Místek, Karvina, Novy Jicin, Opava and Ostrava-city.

Moravia-Silesia has always been one of the most important regions in the context of Bohemia, Moravia and Silesia. The region is divided into 22 administrative districts of municipalities with extended powers, in which there are a total of 300 municipalities, of which 42 towns. Its area of 5,427 square km occupies 6.9% of the territory of the Czech Republic and thus it ranks sixth among all the regions. The survey involved selected 71 representatives (14 TO and 57 TA). In the survey was gained data from TO and TA, that have their branches for example in Frýdek Místek, Český Těšín, Karviná, Orlová, Havířov, Ostrava and Opava, see Fig. 2.

Mentioned towns contain over 50% of all inhabitants of the region. Moravian-Silesian Region has the highest population density, which is 229.1 inhabitants per km^2 . Population density in the Czech



Fig. 1. Moravian-Silesian region

Ryc. 1. Region morawsko-śląski

Source / Źródło: Kajzar, Václavíková 2013.

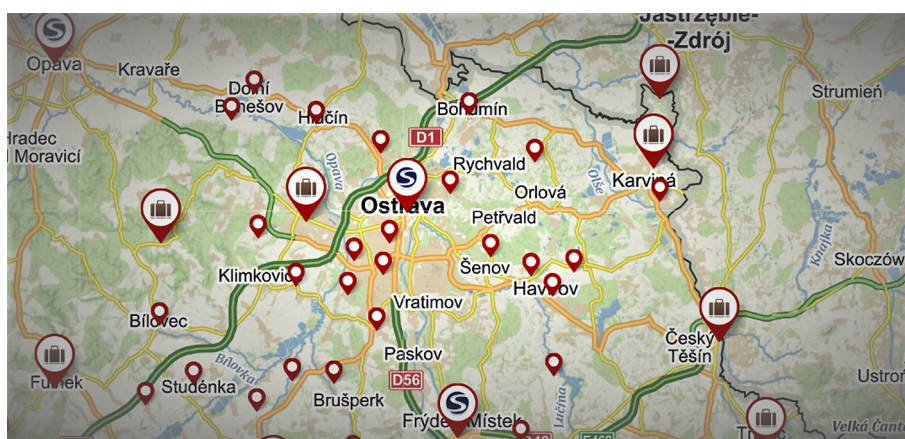


Fig. 2. Selected towns with TO and TA

Source: Authors' own elaboration based on Mapy.cz.

Ryc. 2. Wybrane miasta z tour-operatorami i agencjami turystycznymi

Źródło: Opracowanie własne na podstawie obrazu pozyskanego z programu Mapy.cz.

Republic is about 133 persons per km². In 2019 the Moravian-Silesian Region was inhabited by 1.2 ml people.

RESULTS OF THE SURVEY

Only respondents over the age of 18 who bought a package tour least once in the last 3 years took part in the survey. First question pertained to the gender of the respondents. In the survey was attended by 351 respondents, of which 204 were men and 147 were women, see Fig. 3.

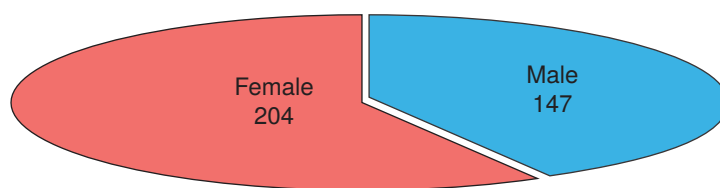


Fig. 3. Gender structure of respondents

Source: Author's own elaboration.

Ryc. 3. Struktura respondentów według płci

Źródło: Opracowanie własne.

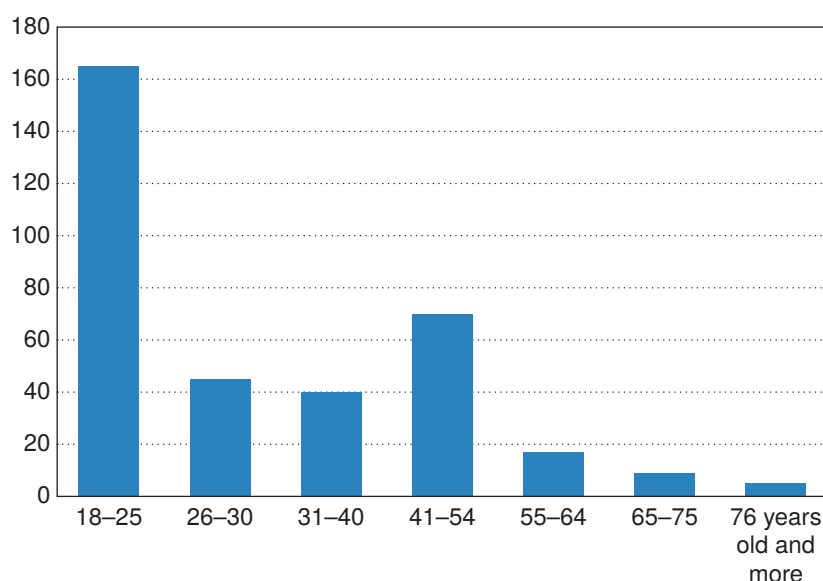


Fig. 4. Age structure of respondents

Source: Author's own elaboration.

Ryc. 4. Struktura respondentów według wieku

Źródło: Opracowanie własne.

165 respondents were between 18–25 years old, 70 respondents were between 41–54 years old and only 5 respondents were 76 years old and more, see Fig. 4.

The last demographic question in this survey was about education. From 351 respondents, 204 respondents had secondary school diploma, only secondary school had 68 respondents and 55 respondents on the other hand had university education, see Fig. 5 below.

According to the survey in the first group (staff) following factors are extremely important for consumers: professional behaviour and offer knowledge and ability to provide as much information as possible. These factors influenced purchasing a package tour the most. In the survey it was found too that the most preferred factors affecting repeat purchase include sufficient space, cleanliness and tidiness of company premises and facility availability and location.

The last group is dedicated to the offer factor issue. More factors affecting purchasing a package tour you can see below, Tab. 1.

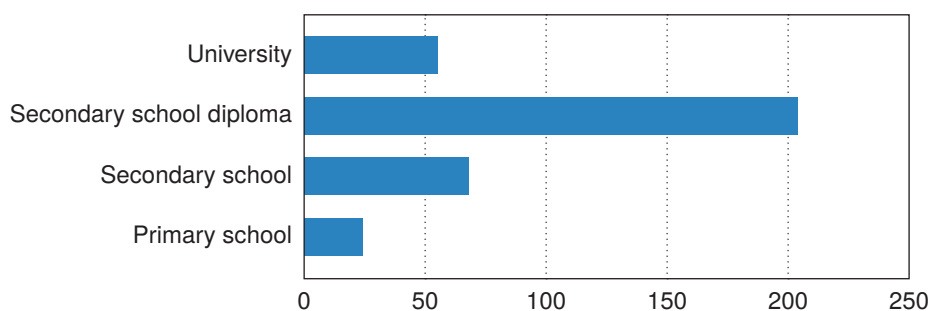


Fig. 5. Structure of respondents by education

Source: Author's own elaboration.

Ryc. 5. Struktura respondentów według wykształcenia

Źródło: Opracowanie własne.

Table 1. Significant factors influencing purchasing a package tour based on the responses of customers

Tabela 1. Istotne czynniki wpływające na zakup wycieczki zorganizowanej na podstawie odpowiedzi klientów

Factor	extremely important	not very important	not important	I have no opinion
Staff				
professional behaviour	236	76	11	10
service speed	120	89	16	9
staff empathetic approach	180	60	37	23
offer knowledge and ability to provide as much information as possible	202	39	9	24
Environment				
facility availability and location	175	85	33	35
attractive interior of sales space	72	132	33	11
sufficient space, cleanliness and tidiness of company premises	181	100	20	9
lighting and thermal comfort	132	92	33	13
barrier-free access	82	88	92	67
Offer				
attractive novelties in offer	155	102	32	12
seasonal offer	123	101	37	19
offer availability on the Internet	162	67	26	19
impressive online offer promotion	158	86	39	13
possibility to purchase a tour online	163	74	38	13
a wide range of additional services	94	129	47	18
acceptable prices	216	52	20	13
corresponding ratio of price / quality	230	34	22	21

Source: Authors' own elaboration.

Źródło: Opracowanie własne.

STATISTICAL EVALUATION OF HYPOTHESES

In this part of the article, the author deals with the evaluation of selected hypotheses.

Hypotheses verification 1

Differences in responses obtained in the survey were checked with a use of Chi-Square test.

Subsequently, hypotheses were set:

- Hypothesis H0: Answers according the gender of the respondents on the professional behaviour do not differ.
- Alternative hypothesis H1: Answers according the gender of the respondents on the professional behaviour do differ.

Table 2. Summarizes the result of the Chi-Square Test values (respondents gender and factor of professional behaviour)

Tabela 2. Podsumowuje wynik wartości testu Chi-kwadrat (płeć respondentów i czynnik zachowania zawodowego)

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4,646 ^a	5	.461
Likelihood Ratio	5,343	5	.375
N of Valid Cases	351		

^a4 cells (33.3%) have expected count less than 5. The minimum expected count is .83.

Source: Authors' own elaboration.

Źródło: Opracowanie własne.

The value of the test statistic is 4.646.

The corresponding p-value of the test statistic is $p = 0.461$.

Since the p-value is greater than our chosen significance level ($\alpha = 0.05$), H0 cannot be rejected. There is not enough evidence to suggest an association between gender of respondents and professional behaviour.

Respondents (men and women) envisage professional and knowledgeable staff to advise them on the choice of package tour and also make them available to deal with certain problems before the purchase of the package tour. Every employee of TO (TA) should also observe ethical behaviour that is consistent with generally accepted and recognised sets of rules of decency and conduct in the tourism enterprises.

Hypotheses verification 2

- Hypothesis H0: Answers according to the education respondents and factors lighting and the level of brightness of the shop window and the indoor temperature may not matter.

- Alternative hypothesis H1: Answers according to the education respondents and the level of brightness of the shop window and the indoor temperature may matter.

The value of the test statistic is 15,597.

The corresponding p-value of the test statistic is $p = 0.902$.

Since the p-value is greater than our chosen significance level ($\alpha = 0.05$), H0 cannot be rejected. There is not enough evidence to suggest an association between education respondents and the level of brightness of the shop window and the indoor temperature.

Table 3. Summarizes the result of the Chi-Square Test values Chi-Square Tests (respondents education and factors lighting and thermal comfort)

Tabela 3. Podsumowuje wyniki testu chi-kwadrat wartości Testy chi-kwadrat (wykształcenie respondentów oraz czynniki oświetlenia i komfortu cieplnego)

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15,597 ^a	24	.902
Likelihood Ratio	16,279	24	.878
N of Valid Cases	351		

^a20 cells (55,6%) have expected count less than 5. The minimum expected count is .09.

Source: Authors' own elaboration.
Źródło: Opracowanie własne.

The shop window is the first and very important place to hit the customer. The information on it must be clear, recognisable and, if possible, exceptional. A well-lit window and shop entrance should provide that. A lot of light is required, an excellent application of colour and light from the right direction. It is the window that is the most important part of tourism enterprises business, that is where the first meeting with the services offered takes place. Visual merchandiser can take care of the enticing composition in the window.

Hypotheses verification 3

- Hypothesis H0: Younger clients do not prefer online purchase.
- Alternative hypothesis H1: Younger clients prefer online purchase.

Table 4. Summarizes the result of the Chi-Square Test values (respondents age and factor purchase tour online)

Tabela 4. Podsumowuje wyniki testu Chi-kwadrat (wiek respondentów i zakup czynników online)

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	77,161 ^a	42	.001
Likelihood Ratio	57,419	42	.057
N of Valid Cases	351		

^a40 cells (71,4%) have expected count less than 5. The minimum expected count is .01.

Source: Authors' own elaboration.
Źródło: Opracowanie własne.

The value of the test statistic is 77,161.

The corresponding p-value of the test statistic is $p = 0.001$.

Since the p-value is not greater than our chosen significance level ($\alpha = 0.05$), H0 can be rejected. There is enough evidence to suggest an association between respondents age and the purchase a tour online. Based on the results, we can state the following: Younger consumers tend to be more frequent online buyers.

DISCUSSION

Based on the research, it has been confirmed that the most active online takers for package tour are people 18 to 40 year-olds. According to experts, up to 40% of summer holidays have been sold over the Internet in recent years, for separate flight tickets and accommodation, the volume of online purchases is even between 60% and 70%. Buying a package tour over the Internet is becoming more and more common. The advantage of selling online is above all the speed and convenience of buying from anywhere. Then online sales are ideal for him / her. TO / TA branches are visited by customers who require slightly different access and more information than is generally available online. The stone branches of TO and TA will continue to fulfil their importance in the future.

The Internet is generally known as the primary information source for searching for information, the more in (post-) pandemic era. The Internet is also the most important source for searching for information about travelling. People are organizing their travelling very often according to information on the Internet using and too for buying a package tour online. According to Krajcik *et al.* (2019) the rapid growth of digital technology, intensive presence on social media platforms too leads to the emergence of online content sharing (people to people), which results in the emergence of the sharing economy. A destination that develops a thematic product with a combination of elements, that are fun, experience, exploring and safety, becomes fashionable. Costa *et al.* (2016) examine the key trends in tourism and approaches for scanning the business environment and the tourism industry. One options, how it is possible travel in (post-) pandemic era, is Health Passport, that helps reopen travel, sports & events by combining advanced mobile technologies with COVID-19 vaccinations and testing, because many travellers seek escape, pleasure, friendships, relaxation, and unusual experiences and this time also safety that will be the top priority for many tourists. Based on research, the following factors were found to be among the factors reported to affect repeat purchase: Professional behaviour, offer knowledge and ability to provide as much information as possible, sufficient space, cleanliness and tidiness of company premises, facility availability and location, corresponding ratio of price / quality and acceptable prices.

Businesses entering in to the foreign markets must address the issue of taking into account the specifics of the international environment, trying to identify the factors that influence the behaviour and decisions of consumers, managers, traders, etc. This knowledge becomes an important prerequisite for the development and application of appropriate marketing concepts and procedures as well as the management of successful business negotiations. The basis of the successful functioning of labor and business relations at the international level is to understand the role of culture in the field of international relations. It is important to keep in mind the cultural differences of different countries so that you are aware of the key factors that have a direct impact on relations and business. Enterprises can use geographic segmentation that is different from the other types of market segmentation (especially psychographic and behavioural) because it requires fewer data points. As a result, it offers a quick and effective route into personalized marketing and can offer tangible ways to reach potential customers using only their location as a starting point. Different regions will have different values that determine whether or not customers decide to make a purchase.

Western cultures (North America and Europe) proclaim to value relationship-based marketing and business practices, in high-context cultures a relationship involves longtime family ties or direct referrals from close friends. Judgments made in business often are made based on familial ties, class and status in relationship-oriented cultures, while rule-oriented cultures believe that everyone in business deserves an equal opportunity to make their case. Good cultural model that will help you paint a clear picture of the cultural differences is for example the Hofstede's Cultural Dimensions Theory.

International tourism has some positive consequences for intercultural differences. It removes the former isolation of countries, but also groups of people who previously could not visit other countries

for various reasons. Getting to know different cultures allows you to reduce possible misunderstandings and eliminate prejudices. However, the opposite is also possible.

Research results consistent with previous findings for example of authors (Manrai, Manrai 1996, 2001) that developed consumer behaviour that conceptualize four influences i.e., cultural, social, personal, and psychological factors and in their models, each of the four factors is depicted to have a direct as well as an indirect influence on consumer behaviour. A large number of factors influence our behaviour according to another authors (Sirakaya, Woodside 2005, Foret, Procházka 2006, Kotler, Armstrong 2008, Kotler *et al.* 2010, *etc.*)

The findings show that marketing strategies can act as supporting and facilitating tools in attracting more potential consumers, in (post-) pandemic era and are more important. Some experts say that you are struggling to bring in new customers, try focusing more on the ones you already have or who are still with you despite the economic downturn. As the world recovers from the COVID-19 pandemic, demand for travel will be largely shaped by a destination's health conditions and standards of medical care. The management in (post-) pandemic era must choose the appropriate communication can influence how tourists approach the TO and TA.

According to Dudovsky (2011) it is clear that better understanding the consumer buying behaviour through studying and identifying their needs leads to huge long term benefits to the businesses. However it is very difficult to identify the exact reasons why a consumer repeat purchases and prefers one service over another one. Understanding consumer decision-making is a cornerstone of marketing strategy. In (post-) pandemic era it is more important also use the opportunity to reinforce your brand values and your value proposition as you build up remarketing lists. (Post-) pandemic era is a challenge for TO and TA and TO and TA must be ready to offer customers suitable and safe services.

Consumer behaviour is underpinned by general assumptions about how decisions are made. This article is important not only for the marketers' that needs in-depth study of the internal and external environment but also for all employees in services. It is very difficult to identify the exact reasons why a consumer repeat purchases and prefers one service over another one. Consumer buying behaviour through studying and identifying their needs leads to huge long term benefits the more in (post-) pandemic era to the businesses not only in various regions in Europe and that's why it's important to keep paying attention in our research and to expand the research to other regions of the Europe.

CONCLUSION

The aim of this paper was to identify influence of selected factors on the repeat purchase of a package tour based on the responses of the selected customers in the Moravian-Silesian Region.

In the survey the main factors were divided into three main groups including: staff, environment and offer and each of these groups consisted of other selected factors. On this basis, a research question was put forward: Do professional behaviour, sufficient space, cleanliness and tidiness of company premises and the corresponding ratio of price / quality belong to significant factors influencing repeated purchase of a package tour. The primary data was analyzed too using SPSS software. Statistical hypotheses were formed, reflecting the relationship between the surveyed the difference in responses from the customers' and selected quality factors, that may affect the repeated purchase of the package tour.

According to the survey in the first group (staff) are extremely important for customers factors such as professional behaviour and offer knowledge and ability to provide as much information as possible. These factors play the most important role in influencing purchasing a package tour. In the first hypothesis, we conclude that there is not enough evidence to suggest an association between gender of respondents and professional behaviour. Respondents assume professional and knowledgeable

staff to advise them on the choice of package tour. In the second group (environment) it was found that the most preferred factors affecting repeat purchase include sufficient space, cleanliness and tidiness of company premises and facility availability and location. There is not enough evidence to state that there is an association between education of respondents and factors of lighting and thermal comfort. The factors of lighting and thermal comfort do not have a handle on the repeated purchase of respondents with different education degrees. The last group factors (offer) such as corresponding ratio of price / quality, acceptable prices and possibility to purchase a tour online belongs to the most important factors for repeat purchase of package tour. Based on the research, it has been confirmed that the most active online takers for package tour are people from 18 to 40 year-olds.

From a marketing perspective, a uniform product or service is often less acceptable locally. It is necessary to learn to respect the special traditions, practices and customs in the selected regions and to take them into account in their approach to foreign partners and consumers. It is necessary to realize that each culture has its own specifics and that it has some features that are reflected in consumer behaviour: we learn culture (the source is family, friends, media, social class and groups associated with employment, nationality and ethnic group, *etc.*), is passed on from generation to generation. Intercultural management is the ability to adapt their communication, negotiation and leadership to the different cultural context of a country or group of countries in order to avoid mistakes and misunderstandings. An example of a misunderstanding can be the interpretation of colors. In North America and Europe, the color of sorrow is black, in Brazil purple, in Asia white. Western cultures (North America and Europe) red is the color of passion and excitement. Eastern and Asian cultures red is the color of happiness, joy and celebration. Everyone who frequently travels and moves in an international environment, works in international companies or communicates within multicultural international teams should be interested in knowing and respecting cultural specifics.

The most important limits and barriers of the research was the lack of motivation from the respondents. The statistical analysis revealed a lack of knowledge and information, inadequate time and, among personal barriers, inadequate consultation with representatives of selected tourism enterprises and insufficient facilities for sampling, poor access to the samples. Methods of doing research were identified as organizational barriers.

It is important for TA and TO to follow tourism trends and adapt them to selected regions. In the field of Internet business, monitoring and predicting trends are a very important factors that can stand between success and failure. Using information and communication technologies (ICT) is one of the pillars of operations in small and medium enterprises not only in tourism in this (post) pandemic era. The using ICT is an indisputable advantage for TA and TO. Information and communication technologies are becoming their marketing tool, which includes advertising – presentation of offered services (products) and is also one of the distribution channels. Another advantage of ICT is easy access to extra information at low cost. Economic benefits of ICT, resp. reduction of costs for the company is related to the direct access of the customers themselves to the offered services without any intermediary.

ACKNOWLEDGEMENT

This paper was supported by the Ministry of Education, Youth and Sports Czech Republic within the Institutional Support for Long-term Development of a Research Organization in 2021.

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