

Factors Influencing Travelers' Buying Behavior: A Case Study at Bahrain Duty Free

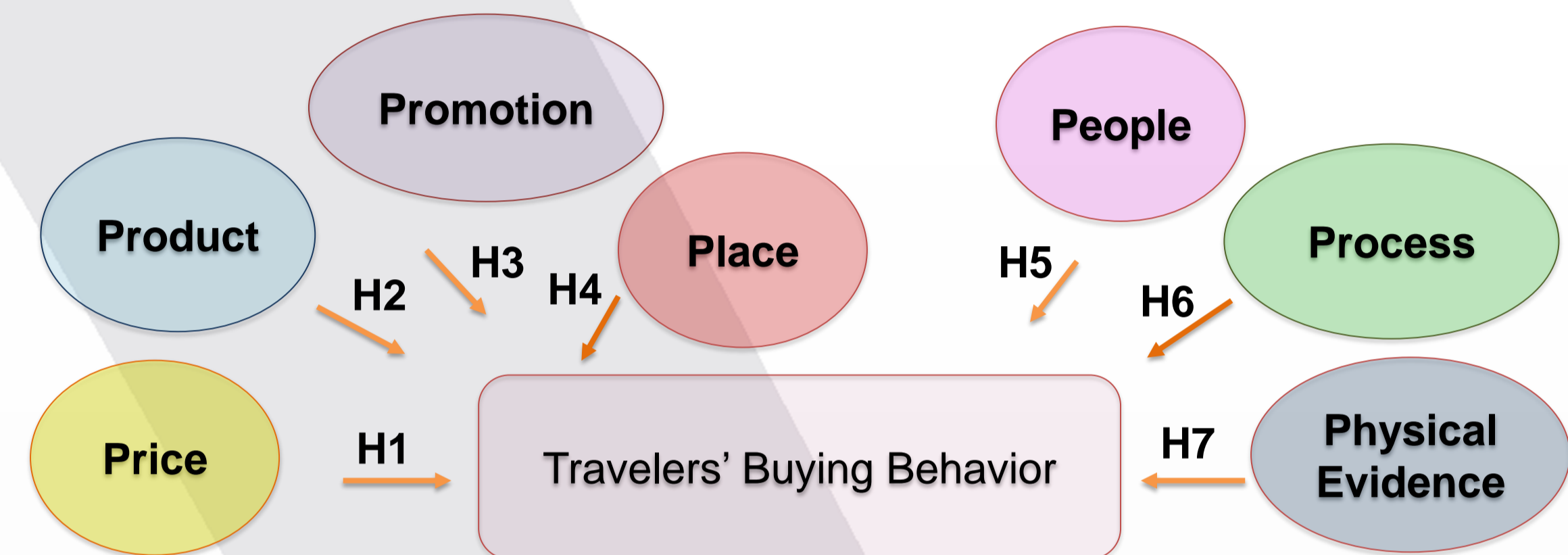
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Introduction

Consumer buying behavior is influenced by many different factors such as age, gender, income and many other factors. This study will focus on marketing mix factors. The purpose of this study is to explore the factors influencing traveler's buying behavior in Bahrain Duty Free. And to examine if the product and service marketing mix's, the 7Ps "(Price, Place, Promotion, Product, People, Physical evidence and Process)" have significant influence on consumers' buying behavior at Bahrain Duty Free market. As Zuo (2015) expressed, duty free outlets are retail shops having different brands with different products attracting different travelers or tourists.

Research Hypotheses

Significant impact of each factor of the 7Ps of the marketing mix on travelers' buying behavior



Objectives

1. To identify the factors that influence traveler's buying behavior in Bahrain Duty Free.
2. To examine the impact of the product marketing mix on traveler's buying behavior in Bahrain Duty Free.
3. To examine the impact of the service marketing mix on traveler's buying behavior in Bahrain Duty Free.

Recourses

1. Zuo, R. 2015 *A Study on International Tourists' Satisfaction with ABC Duty Free Shops in Bangkok*, International Conference on Business, Economics and Management (ICBEM'15) April 9-10, 2015 Phuket (Thailand)
2. Ubeja, S. 2014 *A Study of Sales Promotion Mix on Customer Satisfaction With Reference to Shopping Malls in Indore*, Global Journal of Finance and Management. ISSN 0975-6477 Volume 6, Number 3 2014, pp. 245-252

Methodology

An online questionnaire was collected from 134 travelers who had purchased experience at Bahrain Duty Free Shops.

Descriptive statistics have been used in the study to describe the data and to measure it by examining the standard deviation.

Correlation analysis is used to examine the relationship between the dependent and independent variables. Regression analysis is also used to examine the effect of the independent variables on the dependent variable.

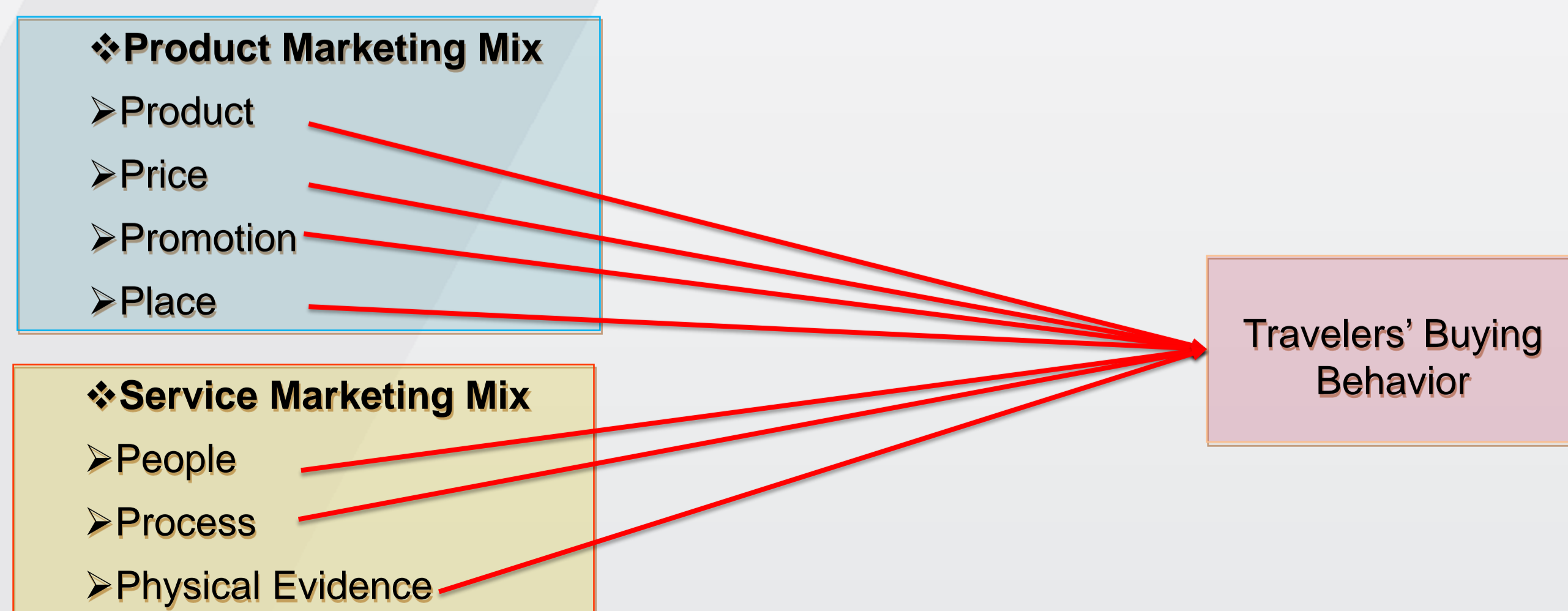
Findings

▪The findings suggested that each factor of the 7Ps has a positive relationship with the dependent variable (Travelers' buying behavior).

▪In addition, The summary of output of Coefficients and regression line of the 7Ps on Travelers' Buying Behavior revealed that the variation of travelers' buying behavior is significantly explained by a portion variation of each of the 7Ps and each of the seven independent variables showed significant effect on travelers' buying behavior.

▪Moreover, The study has reached its goals by identifying the influencing factors of marketing mix; it is important to point out that the service marketing mix factors are as much significant and have influence as the product marketing mix.

Framework



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