

ADRIANA CSIKÓSOVÁ

Technical University of Košice, Slovakia

KATARÍNA ČULKOVÁ

Technical University of Košice, Slovakia

MÁRIA JANOŠKOVÁ

Technical University of Košice, Slovakia

CONSUMER BEHAVIOUR IN THE TOURISM MARKET TYPOLOGY

Abstract:

The content of the contribution was an analysis of consumer behaviour in the area of tourism in the region of Slovakia. Contribution achieved the aim according theoretical and practical knowledge of the subject area to analyse the main factors influencing the consumer in tourism and specify a typology of customer in response to various segmentation variables. Research made in the region of Slovakia was connected with specification of consumers' typology by using of cluster analysis at the market of tourism according psychographic, demographical variables and single consumer's behaviour in the individual segments. The research results were the basis for the formulation of conclusions and proposals for further research in the area of tourism market.

Keywords:

Consumer behaviour; Marketing research; Segmentation; Tourism; Typology; Slovakia

JEL Classification: M31