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PRICE PERCEPTIONS IN DIFFERENT EXCHANGE RATES: COMPARISON WITH QUALITY AND PRICE CONSCIOUS CONSUMPTION

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EXTENSIVE SUMMARY

Internet technology leads to the emergence of new applications for the international trade, retail and service sectors. While many retailers offer their products with multiple price tags, the number of people benefiting from goods and services in different countries for tourism, education or other reasons. At this point, people who encounter different exchange rates and prices also have a number of different price perceptions.

The effects of changes in exchange rates on domestic pricing are obvious. It is stated that changes in exchange rates affect consumer prices directly or indirectly through channels. The direct impact of changes in exchange rates on consumer prices is through imported goods. The indirect effect is due to the effect of the change in the exchange rate on the consumer prices through the total demand.

In the purchasing decision process, consumers may exhibit different behaviors. Consumers consciously or unconsciously make use of a number of mental activities in the decision making process. In this study, comparative analysis of quality and price conscious buying styles in terms of exchange rate variability is performed.

The aim of this study is to determine the price perceptions of consumers in comparison with different exchange rates and to determine whether there is a difference in terms of hedonic and utilitarian consumption. In other words, to determine the price perceptions of consumers in comparison with different exchange rates and to evaluate them in terms of quality and price conscious consumption.

The research is structured with experimental research design. In this study the data obtained with survey method, 120 academic staff working at Dumlupınar University in Kütahya were analyzed by multivariate and univariate statistical analysis methods. According to the results of the analysis, high price perceptions are perceived to be more expensive than product groups in high exchange rates and Turkish Lira. In addition, when the purchase intention is examined, it is observed that the low exchange rate is partially higher than the higher exchange rate. In this study, the effects of price perceptions for different exchange rates on purchase intention by product categories were examined by regression analysis. When the regression analysis results are evaluated in terms of high exchange rate, low exchange rate and cheap-expensive and purchasing intention according to Turkish Lira, it is concluded that all three types of evaluation results have negative effect on purchasing intention. Similar scale and similar study conducted in this context is the originality of the study and its contribution to the

literature. The findings are expected to provide significant implications for users in terms of foreign exchange market buying behavior interaction.