

### **Editor's Comment:**

My editorial decision is to publish.

I read closely the material you sent me. This is a most wonderful and interesting article.

1. My editorial decision is to publish as is.

2. I suggest revised title: Descriptive and Econometric Analysis of Tourists' Buying Behavior in three towns Down South Sri Lanka

3. The article is well-written, informative and interesting. The main conclusions make good common sense to me.

As table 06 indicated all three key factors of tourist buying behavior positively and significantly affect tourists buying behavior decision in the context of Sri Lanka. . .

In addition to above discussed key determinants, demographic factors such as age, gender, marital status and educational level also affect tourist buying behaviour in Sri Lanka. According the table 06, it is apparent that tourist buying behaviour index increases with the age of tourists and also the relationship is statistically significant at 1% level. Scholars such as Fratu (2011), Omondi (2017) and Kotler & Armstrong (2010) also recognized age as an important determinant of consumer buying Behavior. Apart from age, gender variation in tourist buying behaviour is captured by introducing a dummy variable in which female is assigned as the reference group. According to the estimated coefficient, male tourists' buying behaviour is lower than that of female tourists. Similarly, unmarried tourists have higher buying behaviour nature than their married counterparts. In fact, it is generally accepted fact that unmarried have lack of responsibilities and hence they tend to spend more on leisure activities and other tourism products. Estimated coefficients for both gender and marital status are significant at 10% level.

The current study also observed a statistically significant relationship between educational level and tourists' buying Behavior. Interestingly, it is examined that tourists who have only 'school' level education have higher consumer buying behavior

compared to the tourists who have 'university' or 'above university' educational qualifications. Better education is essential to make rational decisions and thus more educated tourists might spend carefully and also might postpone their buying decisions due to various reasons whereas tourists with comparatively low educational qualifications spend more on tourism products as their Marginal Propensity to Consume (MPC) is considerably higher than that of more educated counterparts. Apart from that, employment statuses do not significantly affect tourist buying behaviour decisions. It implies that, tourists' buying behaviour decisions do not vary across various employment statuses. However, tourists who are retired from their employment account for significantly higher buying behaviour pattern compared to all unemployed and employed counterparts and the estimated coefficient is statistically significant at 10% level.

4. The literature review is excellent. The discussion of the methodology and of the results is excellent. This is a most wonderful article.

5. I read closely the \*.zip file you sent me. On MS SAJSSE 51114.docx make these changes:

(a) In the Abstract rewrite to: Aims: This study models tourists' buying behavior in Sri

Lanka analyzing key determinants of tourists' buying behavior along with demographic characteristics of the tourists. This study focuses on how Marketing Mix Factors, Situational Factors and Personal Factors and other demographic affect tourist buying behavior in three towns in Down South Sri Lanka.

(b) line 17 rewrite: 1.1 The Tourism Sector: Steady Growth and a Real Industry

(c) There are minor corrections needed such as in line 29 to delete: On the other hand, 6. in line 62 to delete However, and in line 173 to rewrite: behavioral

**Editor's Details:**

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