Can stressful events affect our tourism consumption? Empirical results of preliminary focus group analysis to student groups in Greece with the use of a life stress inventory model.

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Abstract

Different research studies argue that external circumstances or events can have an effect on people, but this effect is mediated by the individual's perceptions, capacities, and

understanding.While in behavioural and social studies stress research is a well-known traditional research topic, in
marketing and tourism studies consumer stress research has been ignored by marketing and consumer researchers. This preliminary research paper examines the result of a consumer stress measurement combination study that includes the use of Social Readjustment Rating Scale and the use of a "trend to buy" research study. Our research question is based on the statement "unique stress events can affect the buying behaviour of different consumer tourist groups". The study is based on three "focus group" organised studies with 26 students, i.e., 9 with graduated, 9 with post-graduated and 8 with post-graduated executives. The results of the study give useful suggestions for the construction of an alternative consumer measurement tool. Finally the paper concludes that the "Death of a relative" is the most important and unique stress life events for the three student groups. When such event occurs, then all the student groups trend not to buy products and services related with their animation and outgoing.

Keywords: Social Readjustment Rating Scale; Stress; Consumer Behaviour; Marketing