

VALUATION AND CONSUMER SATISFACTION IN RELATION TO SHOPPING TOURISM IN THE CITY OF RIVERA – URUGUAY

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This article is based on a qualitative research aimed to identify the perception of the tourist who gets inserted in a culturally different city to buy. Therefore, it was analyzed the variables from the interview that seek common points between the theoretical and applied data from the interviews, especially regarding: quality of service (Douglas & Hoffman, 2009); the five dimensions of quality services (Fitzsimmons & Fitzsimmons, 2000), Perceptions of Tourists on the environment where it will make the purchase (Kotler, 1998) and factors that influence the process of purchase (Churchill & Peter). From the collection and analysis of these data, was identified that the main reasons that bring the buyers to the town of Rivera, the reduced price of products considered of higher quality. Therefore, the tourists have a negative view about the quality of service provided by the duty free shops, letting a lack of interaction between sellers and buyers, low-responsibility on the part of vendors in the tangent about the doubts of tourists.

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KEY WORDS: consumer satisfaction, Border of Peace, consumer behavior.