

RISKS, WHAT RISKS?

The Risk Reduction Strategies and the Emotional Involvement of the Adventure Tourism Consumers

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The perceived risk plays a relevant role in the purchase / consumption decision and its proved in several studies that this variable has a relationship with the emotions experienced in service consumption. This article aims to interpret the use of risk reduction strategies and emotional involvement of adventure tourism consumers. This research is classified as qualitative interpretive and used discourse analysis in the semantic-pragmatic level as a method of data analysis. Data were collected through interviews with 32 consumers who were practicing adventure tourism activities in the municipalities of Brotas and Boituva in the State of São Paulo, at the time of the survey. The results emphasize that the use of risk reduction strategies and emotional involvement can lead to consumer satisfaction at adventure tourism services. This implies a deep understanding of perceived risk in the sense that the greater the effort to transform the consumer on the risks inherent risks handled, the greater the satisfaction. Understanding, though, the emotional involvement with the product / service as a mediating variable in this process, this effort the consumer to seek strategies to reduce risks further increase the positive relationship with satisfaction.

KEY WORDS: *consumer behavior, perceived risks, risk reduction strategies, emotional involvement, adventure tourism.*