

Motivators That Intervene in the Decision Making Process in Tourism

Alexandra VINEREAN*

Lucian Blaga University of Sibiu

Being part of the tourism industries involves many researches and analyses in different periods of time, regarding different segments of consumers. Therefore, it is important to be aware of all the factors and motivators that influence a tourist to purchase a particular tourism services. These complex variables are crucial for the final purchase decision of an offer with emotional value for customers. This paper presents the principals motivators which intervene in the decision making process that should be acknowledged by marketers in order to provide the ideal tourism package.

Keywords: consumer behavior, motivators, consumer buying behavior, influences, tourism process, decision making process

JEL Classification M31, M21

1. Introduction

The field consumer behavior has its roots in the concept of marketing, a business orientation that has evolved over time, from several alternative approaches. Firstly, there was the concept of production based on the product and the presumption that consumers are usually interested in the availability of products at the lowest price, and the marketing goals in the first case is limited to a cheap and efficient production with an extensive distribution. Then, the product concept was established, according to which the consumer buys the product that will offer the best performance. The next development was known as the concept of sale, in which the main focus of the marketer was to sell the product that was decided to be sold, without taking into account consumer satisfaction (Schiffman and Kanuk, 2009).

However, the marketing concept emerged to challenge the three business orientations described above. In the vision of Philip Kotler "the marketing concept holds the key of achieving the organizational goals of a company with a higher efficiency in terms of creating, delivering and communicating the value to a targeted market in comparison to its competitors".

Theodore Levitt drew an instructive contrast between the concept of sales and marketing: "The sale concentrates on the needs of the seller and the activities related with marketing is focused on satisfying the needs of the consumer. Selling is preoccupied with the seller's need to convert his product in cash; marketing is concerned with meeting consumer needs through the product put at his disposal, and with all things associated with creating, delivering and finally, his consumption.

* Corresponding Author:
Alexandra Vinerean, Lucian Blaga University of Sibiu

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Given these synthesized aspects, one can say with certainty that the study of consumer behavior means understanding how buyers choose their goods and services to satisfy multiple needs that are stimulus, more precisely factors affecting their choice.

On the other hand, currently, there is a large diversity among the existing members of a society, therefore it is easy to appreciate that there may exist substantial differences among the citizens of different countries that have cultures, values, ways of thinking different. Therefore, the task of international marketers is to understand directions for action, regarding the purchase or lack of purchase on the targeted international market, which is becoming more and more difficult to analyze.

According to Williams (2006), tourism and hospitality have become principal key global economic activities as expectations with regard to our use of leisure time have evolved, attributing greater meaning to our free time. These results in marketing have potentially bigger importance in tourism than in other industries but unfortunately this potential is not always fulfilled (Morgan and Pritchard, 2002). Also, a major reason for such unfulfilled potential lies in most tourism marketing focusing on the destination or outlet (in other words, the products or services which are offered) and lacking focus on the consumer (Williams, 2006).

Furthermore, Urry (1990) claims that the tourist gaze is ‘. . . constructed and sustained through a variety of non-tourist practices, such as film, TV, literature, magazines, records and videos’. What Urry (1990) was advocating was that the image consumers have of a destination in today’s modern world is strongly formed and influenced by such media forms as film and television. The role of image in promotion within a service industry such as tourism is an important key in today’s competitive market place. Consumers may make purchase decisions based on the influence of image, as a marketing construct. As Morgan et al. (2003) state “the need for destinations to portray a unique identity is more crucial than ever”. Films (especially if they have a high profile and are commercially successful) can help establish such an identity (a new brand image in a sense) and provide a platform to attract interest to a tourist destination from a wide market base. If consumers are firmly influenced by image, this becomes a strong argument to focus more on such forms of media that impact their purchase decisions.

In conclusion, all the knowledge regarding the field of consumer behavior in tourism provides the basis on marketing strategies: product positioning, market segmentation, the launch of new products, making decisions related to the marketing mix; providing them with greater efficiency. Studying this field allows a more extensive and complex characterization of all market phenomena, the elaboration of more realistic strategies and the effective development of some efficient marketing actions.

2. Motivators in the Decision Making Process in Tourism

A wide range of variables motivates consumers to buy tourism products and make some particular purchase decisions. Therefore, there are two main categories of motivators (Swarbrooke and Horner, 2007): those which motivate a person to take a holiday and those which motivate a person to take a particular trip to a specific destination at a particular time.

The motivators can be divided into different categories, such as (Swarbrooke and Horner, 2007): cultural (sightseeing, experience new cultures), physical (relaxation, suntan, health), emotional (nostalgia, romance, adventure, fantasy), personal (visiting friends and relatives, make new friends, need to satisfy others), personal development (increasing knowledge, learning new skills), status (exclusivity, obtaining a great deal).

A motive is simply a reason for carrying out a particular behavior; it is not an automatic response to a stimulus. Motives should be distinguished from instincts. Instincts are pre-programmed responses which are involuntary and inborn in the individual (Blythe, 1997).

Blythe (1997) presented a classification of motives meant to help marketers to improve their activities, such as:

- primary motives: the reason that leads to the purchase of a product class (for example, a consumer may need to buy a car to replace an old one);
- secondary motives: they are the reasons behind buying a particular brand (for instance, the consumer may have reasons for purchasing a BMW rather than a Mercedes, or a Peugeot rather than a Ford);
- rational motives: based on reasoning, or logical assessment of the consumer’s situation (for example, a client will buy a car for the main reason to be able to carry his four kids and a tent; his decision will be based strictly on this aim);
- emotional motives: these motives have to do with the consumer’s feeling about the brand (a client may end up purchasing a sports car despite his need for a family car);

- conscious motives: motives of which the consumer is aware of (a consumer is aware of the need that he has to satisfy- this is a conscious motive);
- dormant motives: motives operating below the conscious level (the client who ends up buying a sports car may not realize that his desire for the sports car is linked to the fact that he is approaching middle age).

When talking about motivators, it is vital to take into consideration the fact that every tourist is different and so are the variables that motivate him. The factors which determine an individual tourist’s motivations are: their personality (friendly, loner, adventurous, careful, secure, shy); their lifestyle – depends directly to their interests and concerns; their likes and dislikes; their past experiences as tourists and particular types of holidays; their weaknesses or strengths - whether these depends to their health, wealth or the desire to escape from the monotony of their daily working life. Also, these types of motivators could be modified as a response to some changes that appear in a consumer’s personal life, such as: having a child, getting married, a modification of income, changing expectations or experiences as a tourist, health issues.

In conclusion, when considering a holiday, it is relevant to take into account the big influences the travel companions can have on how a vacation is perceived. For example, a housewife will choose a romantic destination when celebrating her wedding anniversary with her husband, but will choose another destination when planning to leave with her children, case in which the main motivation will be to make them happy. And when she goes on holiday with her churchgoers, she will pursue a spiritual accomplishment.

3. Research Methodology

In the light of the research problem and proposed hypotheses, this research investigates touristic behavior of respondents from Romania. An online consumer survey was used for the data collection. The measurement items included in the online survey were newly formed and were aimed at studying different dimensions of tourists and reactions towards purchasing holiday packages within the next year. Also, all the measurements used 5-point Likert scales ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) and a semantic differential. The survey was accompanied by a brief description of the purpose of the research and a URL address.

The research instrument consisted of a survey of 2 questions that will be analyzed (in addition to three socio-demographic questions). Constructs used in the model are presented in Table 1 in terms of their conceptual and operational definition. All the scales are newly formed and have not been used in other research.

Table 1. Conceptual and operational definition of variables used in research

Question no. and dimension explored	Conceptual definition	Operational definition
Q1. Buying intention (Propensity to purchase a travel package)	Planned action of an individual to buy a travel package in the next year.	Not likely 1 – 2 – 3 – 4 – 5 Definitely
Q2. Motivation (Tourism purposes)	The reasons underlying the choice of a particular type of travel	Q2a. City breaks (escapades in the city); Q2b. Shopping; Q2c. Sports activities; Q2d. Internships / Education (Educational Travel); Q2e. Business; Q2f. Visiting friends and family; Q2g. Different events (concerts, festivals).

The data collection technique implied using the social networking sites such as Twitter and Facebook to attract information from relevant tourists from Romania who tend to purchase travel packages. By using the social networks, we generated 154 usable responses. Table 2 presents the profile of the respondents, as well as the psychometric properties of the measures.

Table 3. Respondents' profile

Sex	Age	Status	Frequency	Percentage (%)	Cumulative Percentage (%)
Male	< 20 years	Pupils	2	100.0	100.0
		Students	10	37.0	37.0
	Between 20-25 years	Employee full-time	11	40.7	77.8
		Employee part-time	1	3.7	81.5
		Free independent	4	14.8	96.3
		Unemployed	1	3.7	100.0
	Total	27	100.0		
	Between 25-30 years	Employee full-time	9	100.0	100.0
	Between 30-35 years	Employee part-time	4	66.7	66.7
		Free independent	2	33.3	100.0
Total		6	100.0		
Over 40 years	Employee full-time	1	100.0	100.0	
Total male respondents		45	29.2		
Female	< 20 years	Pupils	4	100.0	100.0
		Students	63	69.2	69.2
	Between 20-25 years	Employee full-time	23	25.3	94.5
		Employee part-time	2	2.2	96.7
		Free independent	3	3.3	100.0
		Total	91	100.0	
	Between 25-30 years	Students	1	12.5	12.5
		Employee full-time	6	75.0	87.5
		Free independent	1	12.5	100.0
		Total	8	100.0	
	Between 30-35 years	Employee full-time	3	60.0	60.0
		Free independent	1	20.0	80.0
		Unemployed	1	20.0	100.0
		Total	5	100.0	
	Over 40 years	Full-time employee	1	100.0	100.0
	Total female respondents		109	70.8	

4. Empirical Analysis and Results

4.1. Descriptive Statistics

For a better comprehension of the data we will be examining, we present the descriptive statistics for the questions used in this research that focused on consumer behavior in tourism. Table 3 and 4 offer a summary of the responses of tourists from Romania.

Table 3. Descriptive statistics for the propensity to purchase a travel package, in the next year

Q1.	Statistic	1 (Not likely)	2	3	4	5 (Definitely)	Total
Propensity to buy a holiday package in the next year	Frequency	18	35	33	29	39	154.0
	Percent	11.7	22.7	21.4	18.8	25.3	100
	Mean	3.23					

Table 4. Descriptive statistics for tourism purposes

Q2.	Statistic	1 (Strongly disagree)	2	3	4	5 (Strongly agree)	Total
Q2a. City breaks (escapades in the city);	Frequency	15	26	35	39	39	154
	Percent	9.7	16.9	22.7	25.3	25.3	100.0
	Mean	3.4					
Q2b. Shopping;	Frequency	29	48	31	30	16	154
	Percent	18.8	31.2	20.1	19.5	10.4	100.0
	Mean	2.71					

Q2c. Sports activities;	Frequency	46	48	26	19	15	154
	Percent	29.9	31.2	16.9	12.3	9.7	100.0
	Mean	2.41					
Q2d. Internships / Education (Educational Travel);	Frequency	46	36	29	28	15	154
	Percent	29.9	23.4	18.8	18.2	9.7	100.0
	Mean	2.55					
Q2e. Business tourism;	Frequency	61	31	25	21	16	154
	Percent	39.6	20.0	16.2	13.6	10.4	100.0
	Mean	2.35					
Q2f. Visiting friends and family;	Frequency	6	18	38	38	54	154
	Percent	3.9	11.7	24.7	24.7	35.1	100.0
	Mean	3.75					
Q2g. Different events (concerts, festivals).	Frequency	43	37	42	30	2	154
	Percent	27.9	24.0	27.3	19.5	1.2	100.0
	Mean	2.41					

4.2. Multiple regressions on the propensity to purchase a travel package in relation to tourism purposes

Further, we will explore a widely used analysis technique. Regression analysis is a powerful and flexible procedure that used to study the association relationship between a dependent variable and one or more independent variables. This analysis technique can be used in various ways:

- to determine if the independent variable explains a signifying variance with regard to the dependent variables (if there is a relationship).
- to determine how much of the variation in the dependent variables can be explained by the independent variable (strength relationship).
- to determine the structure or form of the relationship: mathematical equation which is correlated with the independent and dependent variables.
- to predict values of the dependent variables.
- to control for other independent variables when evaluating the contribution of a variable or set of variables.

In this section I will apply a multiple regression which involve a single dependent variable (probability of buying a tourist package) and several independent variables that examined the reasons for traveling. Thus, the dependent variable (propensity to purchase a tourism package) for the multiple regression will be studied with seven independent variables representing possible answers to question 2 of the questionnaire that measured seven semantic differential scales. The scales examined the reasons for traveling, such as: City breaks (escapades in the city); Shopping; Sports activities; Internships / Education (Educational Travel); Business; Visiting friends and family; Different events (concerts, festivals).

In table 5, the coefficient of determination (R^2) shows that almost half (43.4%) of the variance in the dependent variable that examined the susceptibility of buying a holiday package in the following period is explained by the proposed model, namely through the various tourism purposes.

Table 5. Regression model for the predisposition to purchase a travel package and tourism purpose

Model	R	R ²	Std. Error of the Estimate
1	0.659	0.434	0.978

In table 6, the ANOVA reports a significant F statistic (13.53) indicating that the use of the model is better than average approximation. The total variance of the model is divided into variation that can be explained by the independent variable of the model (the value of the regression line: 120.60) and the variation that cannot be explained by the independent variable (residual value: 160.33).

Table 6. ANOVA for the regression model for the predisposition to purchase a travel package and tourism purposes

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	120.06	41	2.928	13.531	0.001
Residual	160.335	110	1.457		
Total	280.395	151			

In the table 7, the predictors of the regression model and the constant are presented. The constant variable (0.323) is the value predicted for the predisposition of buying a tourism service package, when all other independent variables denoting different purposes of tourism are 0.

Table 7. The coefficients of the regression model for the predisposition to purchase a travel package and tourism purposes

Model	Unstandardized coefficients		Standardized coefficients	t statistic	Sig.
	B	Std. Error	B		
(Constant)	3.235	0.559		5.787	0.00
Q2a. City breaks (escapades in the city);	0.25	0.095	0.324	2.268	0.005
Q2b. Shopping;	0.307	0.099	0.504	3.578	0.00
Q2c. Sports activities;	-0.033	0.093	-0.032	0.359	0.72
Q2d. Internships / Education (Educational Travel);	0.008	0.096	0.008	0.083	0.334
Q2e. Business tourism;	-0.042	0.095	-0.043	-0.445	0.657
Q2f. Visiting friends and family;	0.445	0.103	0.475	-1.405	0.002
Q2g. Different events (concerts, festivals).	0.12	0.104	0.299	1.153	0.01

In this regression, we examine the predispositions of consumers who seek to purchase a travel package and the reasons behind this choice, given the dependent variables (propensity to purchase a tourism services package). Based on table 7, we may determine the overall multiple regression equation to predict the dependent variable from the independent variables, as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_k X_k + E$$

Which can be estimated by the following equation:

$$Y' = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + \dots + b_k X_k$$

And, in this case, it becomes:

$$Y' = 0.3235 + 0.250 * \text{City breaks} + 0.307 * \text{Shopping} + (-0.33) * \text{Sports activities} + 0.008 * \text{Internships / Education} + (-0.042) * \text{Business tourism} + 0.445 * \text{Visiting friends and family} + 0.120 * \text{Different events}$$

The coefficient of 0.250 for ‘City breaks’ shows that an increase of one unit of this variable implies a projected increase of 0.250 in the predisposition to purchase a tourism package, while the other variables remain constant. Similarly, the other unstandardized coefficients can be interpreted. On the other hand, the standardized coefficients are the coefficients obtained by standardizing all variables in the regression model (both the dependent and independent ones).

We studied the t statistical test and the associated level of significance using a standard level of significance of 0.05. The regression model is suitable; however Table 7 shows that there are too many predictors for the model. There are certain insignificant coefficients that indicate that these variables do not contribute much to the model, namely: sports activities, education or business.

Thus, we can observe a tendency of tourists for city breaks, shopping weekends, visiting friends or family, and various events that are held abroad. For the most part, the reasons for the choice of tourism is related to the segment of tourists who responded to this questionnaire, namely the respondents are generally

students, aged 20-25 years, who do not participate in many sporting activities abroad and have yet the age to practice business tourism.

5. Conclusions

Consumer buying behavior, as an important field of marketing research, refers to the behavior of the final consumer who buys goods and services for personal consumption - individuals and households - for fulfilling their current requirements or indicating their role in society. There are also organizational consumers who buy goods or services on behalf of the organization for which they work, in order to produce other goods and services.

Consumer behavior is a fascinating subject, but difficult to research. This affirmation is more relevant in tourism, where the decision of buying has a strong emotional value. The acquisition of a holiday implies a significant expense, that will be the most important and relaxing period of the year for the consumer.

Furthermore, the decision-making process in tourism is complex and it is often considered an unconscious process (Zaltman, 2003); thus this process is a process not fully developed theoretically. Decision making researchers face the difficult task of measuring and understanding a process that is unconscious and different for every consumer and for which they are only partially aware. The goal of decision research is to understand how decisions are made consciously as well as unconsciously (Carroll and Johnson, 1990). Carroll and Johnson (1990) argue that "if decision making were easy to understand (or easy to do), there would be no need for such elaborate research efforts".

It is important for any travel marketers and destination developers to understand the tourist decision process, in order to develop effective marketing strategies because decision behavior (buyer behavior) in this particular field is the structure upon which marketing must hold. Therefore, the development of tourist decision models that incorporate complex patterns of real world influences and link the gap between behavioral and choice-set ways using the probability theory will remain critical in tourism consumer behavior research (Sirakaya and Woodside, 2005).

In conclusion, it is crucial for researchers and tourism managers to examine and understand the way in which consumers make decisions, the most powerful variables that influenced them and the factors that motivate and stimulate tourists to make particular purchases. Also, when analyzing a tourist's consumer behavior, companies must take into account: the needs and habits of the consumers, consumer preferences and requirements, tourism market segmentation, and motivational factors such as cultural, personal, emotional, status, personal development, physical, etc.

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