

Influential Aspects of Family Vacation Decision-making: Evidence from Indonesia

Henilia Yulita

*Universitas Bunda Mulia, Management, Fakultas Ilmu Sosial dan Humaniora,
Jl. Lodan Raya no. 2 Jakarta Utara, Indonesia*

Keywords: Indonesia, Family Decision-making Process, Family Member Role Domination, Children as Influencers.

Abstract: The purpose of this paper is to investigate influential aspects of family vacation decision making process. This is the empirical research about family vacation decision making process that was conducted on families or at least married couples who had experienced making decisions for family vacation. Data processing and analysis applied methods of descriptive statistics. The study was based on extensive literature review and questionnaires; a survey was conducted with all family members. The sample size was 212. The findings clearly indicate that influential aspects of family vacation decision-making are vacation preference, frequency of going on a family vacation, time needed to plan a family vacation, average length of family vacation, motives for going on a family vacation, and domination of members of the family vacation decision-making process.

1 INTRODUCTION

Today's tourism industry has become one of the most important factors in GDP contribution worldwide. It plays a significant role in socio-economic development of a country. Most of the tourists prefer to visit different destinations for different reasons (e.g. For Business, Study, Attend international conferences, Vacations and holidays, Treatment, Meet with family members and friends, to see events like the world cup, Olympic etc.) (Sarker, 2013). According to the tourism view of World Tourism Organization, in 2020, it was forecast that by 2020 the number of international tourist arrivals to the Asian world would reach 1.5 billion, with 4% growth in every five year period between 1995 and 2020 (Chung, 2014).

Travelling for leisure is a psychological experience. Therefore, recreational leisure activities involve an individual traveller's subjective perception of an actual or imagined activity in which he or she participates at a given time (Ting, 2014). A family is a fundamental social unit based on a joint life of close relatives, which usually includes parents and their children (Baletić 1995; Srnec, 2016). For marketing experts, families are specific consumers who are not rational decision-makers, but rather driven by rationality and emotion (Williams, 2016).

Due to the fact that roles in the decision making process are divided among family members (Srnec, 2016). As family members, children have been acknowledged to play an important role within purchasing decisions. However, much of the early research on family decision making only considered the roles of adult partners about the processes and complexities of family purchasing, such as how families arrive at purchase decisions, what influence behaviour and communication dynamics form part of the decision process (Ahamad, 2014).

2 MANUSCRIPT PREPARATION

Research of the behavior of families as consumer units has enticed significant scientific interest since the 1970's (Srnec, 2016).

Table 1: Previous Researches.

AUTHORS	RESEARCH FOCUS
Sarker, Mohammad Amzad Hossain (2013)	Marketing strategies for tourism industry in Bangladesh
Chung, Ki-Han (2014)	The relationship between destination cues of Asian countries and Korean tourist image

Table 1: Previous Researches. (cont.)

AUTHORS	RESEARCH FOCUS
Ting, Shang-Chang (2014)	The leisure motivation and satisfaction in the 2013 Taiwan Kaohsiung Chengcing Lake Balloon Festival
Srnec, Tonia (2016)	Family vacation decision-making process
Williams, Alistair (2016)	Tourism and hospitality marketing: fantasy, feeling and fun
Ahamad, Shaik (2014)	Family members' roles in purchase decision-making
Kozak, Metin and Levent Karadag (2012)	Who influences in family decision-making?
Tendai Chikweche, John Stanton and Richard Fletcher (2012)	Family purchase decision-making at the bottom of the pyramid
Ignacio Redondo-Bellón Marcelo Royo-VelaJoaquin Aldás-Manzano (2016)	A family life cycle model
Monica Chaudhary Aayushi Gupta (2012)	Children's influence in family buying process in India
Heike A. Schänzel Ian Yeoman (2015)	Trends in family tourism
Ramanjeet Singh (2012)	Role of children in family purchase decision-making - A comparative study among children of different age groups in Punjab and Chandigarh, India

Source: research results, 2017

2.1 Family Decision Making Process

Decision making for the purchases of goods and services is more of a joint activity, making the role of family in purchase decision making important (Lackman and Lanasa,1993; Burns, 1992; Su et al., 2003; Fletcher, 2012).

Ahamad (2014) said that individual members of families often serve different roles in decisions that ultimately draw on shared family resources. Some individuals are information gatherers/holders, who seek out information about products of relevance. The decision maker(s) have the power to determine issues such as:

- Whether to buy;
- Which product to buy (e.g. pick-up or passenger car);
- Which brand to buy;
- Where to buy it; and
- When to buy.

Therkelsen (2010); in Srnec (2016) found that there is often a conflict of interest between the husband and wife and the children who try to gain as much attention as possible, which is why children are

identified as family members with the most influential roles in the decision making process. For tourism and other service businesses, consumer behavior becomes complicated to study because of dynamics.

For example, tourists will generally have expectations that are evaluated in selecting a destination. Expectations may be modified by marketing activities. New information at any stage of destination choice can affect selecting a destination by casting a destination in a new light (Kozak, 2012).

Personal and interpersonal limitations and group cohesion (i.e. level of connection between family members) also influence vacation plans. In terms of the roles in the decision making process, the husband has a dominant role, while women and children make smaller decisions (Srnec, 2016).

2.2 Family Member Role Domination

Families play an important role for the tourism industry despite the demise of traditional family models. Holidays can play an important role in strengthening family relationships and building of social and family capital within the immediate and extended family by overcoming increasing mobility issues. Family travel and visiting of friends and relatives (VFR) travel then are more resilient than other forms of tourism, as people will always travel to reconnect. There are new family tourism markets emerging and traditional family markets are venturing further and becoming more adventurous. This means that the tourism industry needs to better cater to this increasing diversity of the family market in the future (Yeoman, 2015).

The role of children as part of the family includes an influence on consumer decision making that is assumed to have grown in importance (Kaur and Singh, 2006; Caruana and Vassallo, 2003; Williams and Burns, 2000; Sellers, 1989; Fletcher, 2012).

2.3 Children as Influencers

Children have always had specific consumer needs. The difference today compared with earlier is perhaps that more and more products are targeting these tween needs from an earlier age. Whether we think this a blameworthy development or whether children are just evolving faster than before, something of a shrinking of childhood seems to have taken place (Yeoman, 2015).

Children constitute a huge secondary market by influencing family purchases, which begin as soon as children have developed the communication skills to make requests. Children's are more likely to influence the purchase decisions that directly affect them and have more influence over less expensive products and those for their own use. Children have been found to have less influence on decision making for products that are of high cost and used by the whole family. It is argued that parents will take responsibility for these higher-risk decisions (Ahamad, 2014).

The role of children as part of the family includes an influence on consumer decision making that is assumed to have grown in importance (Kaur and Singh, 2006; Caruana and Vassallo, 2003; Williams and Burns, 2000; Sellers, 1989; Nancarrow, 2007). Research on the role of children in family purchase decisions has largely been confined to their influence on the purchase of product categories such as toys, snacks, children's wear and family holidays (Jensen, 1995; Williams and Veeck, 1998; Dunne, 1999; Geuens et al., 2002; Gram, 2007; Nancarrow, 2007).

3 EMPIRICAL RESEARCH

3.1 Research Methodology

For this research, a family purchase was defined as one in which all family members were involved in the decision-making process or consumption. In this study the survey method was used. The research focuses on questions about influential aspects of family vacation decision making process (Kozak, 2012).

The research was conducted from December 2016 until January 2017. The internet was used to distribute the questionnaire. The research instrument was a questionnaire created with the help of Google Docs, which was accessed by the respondents via social networking such as Whatsapp, Line, Blackberry, Facebook (Srnc, 2016).

The population for this research all resident of Indonesia with family without children or family with children. In total, 212 respondents filled the questionnaires from Google Docs. The research instrument was a structured questionnaire consisting of five-part-multiple-choice questions which was developed on the basis of previous research.

The first part consists of eight multiple choice questions of which the respondents could only choose one. These questions were collected to gather

basic information about the socio-demographic profile of respondents related to family vacations and travel. The second part had aimed to gather information about the habits and preferences of the respondents related to family vacations and travel.

The third part of the questionnaire collected the information about frequency, duration, and transportation mode. The fourth part gathered motives for choosing the accommodation and vacation destination. The fifth questionnaire deals with assessing the way decisions are made before going on vacation in order to determine whether the spouses make the majority of decisions regarding the family vacation autonomously or together.

3.2 Research Result

Data from respondents was collected from 212 online questionnaires, and each questionnaire was completed correctly.

Table 2: Profile Respondent (N=212).

ITEMS	RESPONDENTS	
	FREQUENCY	PERCENTAGE
Gender		
Female	134	63.2%
Male	78	36.8%
Age		
below 19	5	2.4%
19 – 25	70	33%
26 – 35	35	16.5%
36 – 50	84	39.6%
51 and more	18	8.5%
Level of education		
Senior High School and below	53	25.0%
Bachelor Degree	83	39.2%
Master Degree	55	25.9%
Above Master Degree	21	9.9%
Average monthly expenses in IDR		
<1.000.000	16	7.5%
1.000.001-5.000.000	94	44.3%
5.000.001-10.000.000	64	30.2%
>10.000.001	38	17.9%

Table 2: Profile Respondent (N=212). (cont.)

ITEMS	RESPONDENTS	
	FREQUENCY	PERCENTAGE
Number of family members		
Two members	24	11.3%
Three members	40	18.9%
Four members	68	32.1%
Five members	55	25.9%
Six members	16	7.5%
Seven members and more	9	4.2%
Number of children in the family		
No children	28	13.2%
One child	34	16.0%
Two children	88	41.5%
Three children	53	25.0%
Four children and more	9	4.2%
Number of employed family members		
None	12	5.7%
One	50	23.6%
Two	90	42.5%
Three	41	19.3%
More than Three	19	9.0%

Source: research results, 2017

Table 2 presents the Socio-demographic profile of the 212 respondents, 63,5% were female and 36,5% were male. The majority of them belonged to the age group from 36 to 50 (39.3%), followed by the ages of 19-35 (33.2%) with the majority of respondents having education levels of Bachelor Degree (28.9%) and Master Degree (26.1%). The majority of respondents' average monthly expenses in IDR were Rp1.000.001-5.000.000 (44.5%) and Rp5.000.001-10.000.000 (29.9%). Number of family in Indonesia mostly consists of four members (32.2%) and five members (25.6%) with mostly two (41.7%) and three children (24.6%) in the family. Besides that, the number of employed family members in Indonesia is mostly two members (42.2%) usually the father and the mother, followed by one member (23.7%) usually the father only.

One of the objectives of this research is to determine the habits and preferences of tourists who spend their vacation with their family. Table 3 displays the results of the research.

In Indonesia, most families (53.3%) go on vacation several times a year and 25.5% go on vacation once a year. They preferred to have adventure tourism (38.2%), visiting friends and

relatives (23.6%) or foods traveling (13,7%). There are also some families who prefer to go to have fun in the sun and sea (7.5%) or go to the mountains (7.1%). From this information, tourism marketers can divide and offer their programs from several packages per year as well as offer the tour packages of adventure travelling or food travelling.

Table 3: Vacation Preferences (N=212).

Frequency of going on a family vacation	FREQUENCY	PERCENTAGE
Once a month	11	5.0%
Several times a year	113	53.3%
Once a year	54	25.5%
Once every two years	11	5.2%
Other	23	11.0%
Preferred forms of tourism	FREQUENCY	PERCENTAGE
Adventure tourism	81	38.2%
Sun and sea	16	7.5%
Mountain tourism	15	7.1%
Visiting friends and relatives	50	23.6%
Foods travelling	29	13.7%
Other	21	9.9%
Time needed to plan a family vacation	FREQUENCY	PERCENTAGE
2 – 3 weeks	46	21.7%
1 – 3 months	54	25.5%
4 – 6 months	25	11.8%
Longer than 6 months	9	4.2%
I do not plan ahead	78	36.8%
Average length of family vacation	FREQUENCY	PERCENTAGE
1 – 5 days	159	75.0%
6 – 10 days	41	19.3%
11 – 15 days	11	5.2%
16 – 20 days	1	0.5%
More than 20 days	0	0.0%
Mode of transportation on family vacation	FREQUENCY	PERCENTAGE
Car	120	56.6%
Bus	2	1.0%
Train	16	7.5%
Plane	68	32.1%
Other	6	2.8%

About the time needed to plan a family vacation, most Indonesian families do not plan ahead (36.8%) to prepare their vacation, followed by 1-3 months (25.5%), and by 2-3 weeks (21.7%). They spend the vacation mostly for about 1-5 days (75%), followed by 6-10 days (19.3%) or 11-15 days (5.2%). Most Indonesian families preferred to use cars (56.6%),

plane (32.1%) and train (7.5%). From this information, tourism marketers still have a chance to offer their package in the last minutes, because most of the Indonesian families do not plan their vacation ahead. The length of tourism packages days offered, better around 1-5 days or 6-10 days. The car marketers also have a chance to offer the multi-purpose vehicle versions because most Indonesian families prefer to use cars to go on vacation.

The following results showed the motives for going on a family vacation. Respondents were asked to choose their preferred motives. Table 4 showed the results.

Table 4: Preferred Motives for Going on a Family Vacation (N=212).

MOTIVES FOR GOING ON A FAMILY VACATION	FREQUENCY	PERCENTAGE
Trying something new	12	5.7%
Escaping stress	19	9.0%
Escaping the everyday routine	22	10.4%
Bonding with the family	76	35.7%
Spending quality time with the family	63	29.8%
Visiting family and relatives celebration	11	5.2%
As a present of achievements	5	2.4%
Other	4	1.8%

Source: research results, 2017

The table clearly showed that most Indonesian families motive for going on a family vacation are to have bonding with the family (35.7%), followed by spending quality time with family (29.8%), and escaping the everyday routines. Marketers are able to offer some packages of family tours.

Table 5: Elements That Influence the Choice of Family Vacation Destinations (N=212).

ELEMENTS THAT INFLUENCE THE CHOICE OF FAMILY VACATION DESTINATION	FREQUENCY	PERCENTAGE
Accessible prices	75	35.4%
Adequate accommodation facilities	54	25.5%
Cleanliness and maintenance of the destination	15	7.1%
Good value of offers and services	14	6.6%
Safety of the	15	7.0%

destination		
Additional services adapted to children	27	12.7%
Other	12	5.7%

Source: research results, 2017

The research showed clearly that the most influential elements for choosing a family vacation destination are accessible prices (35.4% of respondents), and the accommodation facilities which was selected by 25.5% of respondents; followed by additional services adapted to children (12.7%).

Table 6: Domination of Family Members During the Various Stages of the Family Vacation Decision-Making Process (N=212).

	Dominant Influence of The Wife		Dominant Influence of The Husband		Dominant Influence of The Children	
	Total	%	Total	%	Total	%
Expressing the need and desire to go on a family vacation	87	41.0%	46	21.7%	79	37.3%
Gathering information about the family vacation destination	81	38.2%	39	18.4%	92	43.3%
Assessing various possibilities and alternatives of the vacation	83	39.1%	64	30.2%	65	30.7%
Choosing one of the provided alternatives	88	41.7%	62	29.3%	61	28.9%
Reaching a final decision	62	29.4%	114	53.6%	36	17%

Source: research results, 2017

In Indonesia, in most stages of the family decision making process, the wife is the dominant family member, such as: expressing the need and desire to go on a family vacation (41.0%), assessing various possibilities and alternatives of the vacation (39.1%), and choosing one of the provided alternatives (41.7%). However, for gathering information about the family vacation destination, the children are the most dominant family member (43.3%). The only dominance of the husband is reaching a final decision which is 53.6% of total respondents.

4 DISCUSSION AND CONCLUSION

The primary motive for going on a family vacation is to bond with the family. This finding is consistent with Yeoman's (2015) research, which also determined that the primary motive for going on a family vacation is to spend quality time with family; it also found that holidays can play an important role in strengthening family relationships.

From this research, the most influential elements for choosing a family vacation destination are accessible prices for example how good the value of the accommodation facilities or additional services adapted to children. This is in line with the findings of Srnec's (2016) who emphasized that price plays a significant role in the process of choosing a vacation destination.

In Indonesia, the wife is the dominant family member in most stages of the family decision making process. Wife mostly plays her role as the initiator in planning the family vacation such as: expressing the need and desire to go on a family vacation, assessing various possibilities and alternatives of the vacation, and choosing one of the provided alternatives.

This finding is consistent with the previous research of Zafar et al., (2006) which confirmed that the wife's influence is dominant and the influence of children and husband are weaker.

This research also found that for gathering information about the family vacation destination, the children are the dominant family member, especially when the children's ages are teenager or above. The only dominant husband's influence is reaching the final decision.

Tourism marketers also should prepare some extras facilities besides the main ones, for example: the accommodation facilities or additional services adapted to children. By providing these extras, wives will prefer to satisfy their children rather than themselves. However, all the extras must be affordable for family to pay. Since price plays a very important role when choosing destination, tourism marketers should provide some packages with interesting discounts, such as: flight and hotel bundling, hotel and tourism attraction bundling, etc.

Children, especially in the age group of teenagers and above, play a very significant role for gathering information about the family vacation destination. Tourism marketers should provide their packages in internet. It will be easier for teenagers to compare some destination areas or facilities.

4.1 Research Limitation

This research was designed to replicate the Srnec's (2016) study to determine if changes in the Indonesian family have resulted in changes in the family decision-making process as well. Similar to the previous study, the sample for this research was based on a specific geographical area of families and is limited to 212 respondents. Additional research might include a greater number of respondents and could also investigate a larger respondent area.

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