

Impact of Demographic Variables on Motivation for Family Vacations: A Study of Indian Teenagers

Bharti Godbole¹, Dr. Nitin Wani²

¹Research Scholar, JDBIMS, SNDT Women's University, Mumbai, India

²Associate Professor of Marketing, JDBIMS, SNDT Women's University, Mumbai, India

Abstract

Background: Modern day families are constantly seeking a break from the routine in the form of vacations. This paper aims to understand the motivation of Indian teenagers for family vacations.

Method: A study was conducted on Indian teenagers in the age group of 13 to 17 years to analyse how the motivation of teenagers for family vacations varies on the basis of age, gender, class of study and academic board. Independent Samples T test and One way ANOVA were conducted to arrive at the results.

Results: There is a significant difference in the motivation for family vacations of teenagers studying in pre matriculate and matriculate classes (VIII,IX,X) and teenagers studying in post matriculate classes (XI,XII); a significant difference in the motivation for family vacations of teenage boys and teenage girls; a significant difference in the motivation for family vacations in the four age groups(13-14,14-15,15-16 and 16-17 years);while there is no significant difference in the motivation for family vacations of teenagers studying in the state academic board and teenagers studying in other academic boards.

Conclusion: Demographic variables of age, gender, class of study have a significant impact on the motivation of Indian teenagers for family vacations. The demographic variable of academic board does not have a significant impact on the motivation of Indian teenagers for family vacations.

Keywords: family, motivation, teenager, vacation

Date of Submission: 10-04-2022

Date of Acceptance: 27-04-2022

I. Introduction

Family vacation is a time for de-stressing, relaxation and bonding. Hectic and busy lifestyles in today's competitive world leave little room for family bonding and enjoyment. The 'need' to go on a family vacation gives rise to 'motivation' which can be 'internal' and 'external'. According to Crompton(1979),internal motivation is the inner force or 'push' that further gives an impetus to the decision of a vacation, while external motivation is the outer force or 'pull' of a destination which gives a direction to the vacation decision making. In case of 'families with teenagers', it might happen that the vacation needs of the parents are different from those of the teenagers. Arriving to a consensus is a major task, with parents trying to align their vacation needs with those of the teenagers, and accepting their demands. With changing family structure and size, and an increase in dual income families, in the Indian context, the family vacation decision making dynamics is also witnessing a change. The internet savvy and well informed teenagers play an important role in family vacation decision making, beyond just 'pester power'.

II. Literature Review

According to Crompton (1979) the 'reason to travel', could not be explained, while all other aspects and characteristics of tourists could be assessed. Chang(2007) and Correia et al(2006) found that travel motivations arise when a traveller wants to satisfy a need or want. The authors reported that this was a very important variable in understanding travel decisions and the results of these decisions.

Ankomah et al(1996) stated that travel motivation was an important factor influencing travel decisions. The authors listed the other factors as- culture, financial ability, and past experiences. According to Woodside and Macdonald (1994) vacation decision making was not similar to other decision making processes, as it involved a sum of many sub decisions, like- accommodation choice, destination choice, transportation choice, activities during vacation, food etc. Therkselsen and Lottrup(2014) reported that for families, improvement in relationships was an important motive for vacations. Durko and Petrick(2013) found that children wanted 'fun' and 'entertainment' during the family vacation.

III. Objective

To understand the difference in motivation of Indian teenagers for family vacations with respect to the demographic factors viz, gender, class of study, age and academic board.

IV. Hypothesis

- H₀₁: There is no significant difference in the motivation for family vacations of teenage boys and teenage girls.
 H₁: There is a significant difference in the motivation for family vacations of teenage boys and teenage girls.
 H₀₂: There is no significant difference in motivation of teenagers for family vacations studying in pre-matriculate and matriculate classes (VIII, IX, X) and teenagers studying in post matriculate classes (XI, XII).
 H₂: There is a significant difference in the motivation of teenagers for family vacations studying in pre matriculate and matriculate classes (VIII, IX, X) and teenagers studying in post matriculate classes (XI, XII).
 H₀₃: There is no significant difference in the motivation for family vacations of teenagers in the four age groups (13-14 years, 14-15 years, 15-16 years and 16- 17 years)
 H₃: There is a significant difference in the motivation for family vacations of teenagers in the four age groups (13-14 years, 14-15 years, 15-16 years and 16-17 years)
 H₀₄: There is no significant difference in the motivation for family vacations of teenagers studying in the Maharashtra state academic board and teenagers studying in other academic boards (national and international)
 H₄: There is a significant difference in the motivation for family vacations of teenagers studying in the Maharashtra state academic board and teenagers studying in other academic boards (national and international)

V. Research Methodology

Data collection was done by a survey method. A questionnaire (in English and Hindi) was prepared and translation equivalence was analysed. Motivation Scale (Fodness, 1994) was adapted to measure motivation of Indian teenagers for family vacations. Measurement of reliability of the scale was done using Cronbach alpha, which was reported as .697. Using non probability convenience and judgemental sampling method, data was collected from an effective sample size of 423 teenagers studying in classes VIII to XII, mainly in schools and junior colleges of Mumbai, affiliated to the Maharashtra state academic board (HSC- Higher secondary certificate and SSC- Secondary school certificate), ICSE(Indian certificate of secondary education),CBSE(Central board of secondary education) and IGCSE(International general certificate of secondary education), in the age group 13 to 17 years by administering the questionnaires in the classrooms.

VI. Statistical Methods

Independent samples T test and one way ANOVA were the statistical methods used for data analysis using the SPSS software (version 23).

VII. Results

As shown in Table No 1,there is a statistically significant difference in motivation for family vacations of teenage boys(M=3.7281,SD=.50518) and teenage girls(M=3.9818,SD=.40861) $t(236.619) = -5.188, p=.000$,hence H₁ is accepted.

Table no1: Motivation for family vacations of teenage boys and teenage girls

| | Gender | N | Mean | Std.Deviation | Std.Error Mean | t | df | Sig(2 tailed) |
|------------|--------|-----|--------|---------------|----------------|--------|---------|---------------|
| Motivation | Boys | 142 | 3.7281 | .50518 | .04239 | -5.188 | 236.619 | 0.000 |
| | Girls | 281 | 3.9818 | .40861 | .02438 | | | |

*** $p < .001$

As shown in Table No 2, there is a statistically significant difference in motivation of teenagers studying in pre-matriculate and matriculate classes VIII,IX,X (M=3.8404,SD=.47694) and teenagers studying in post matriculate classes XI,XII(M=3.9598,SD=.42981) $t(420.911) = -2.707, p=.007$,hence H₂ is accepted.

Table no2: Motivation for family vacations of teenagers studying in pre matriculate and matriculate, and post matriculate classes.

| | Class of study | N | Mean | Std.Deviation | Std.Error Mean | t | df | Sig(2 tailed) |
|------------|----------------|-----|--------|---------------|----------------|--------|---------|---------------|
| Motivation | pmm | 224 | 3.8404 | .47694 | .03187 | -2.707 | 420.911 | 0.007 |
| | postm | 199 | 3.9598 | .42981 | .03047 | | | |

** $p < .01$ pm m= pre matriculate and matriculate class of study (VIII, IX, X) post m=post matriculate (XI and XII)

As shown in Table No 3, there is a statistically significant difference in the motivation of teenagers for family vacations in the four age groups. $F(3,419) = 2.859, p < .05$, hence H_3 is accepted.

Table no 3: ANOVA Table of motivation of teenagers for family vacations in the four age groups

| Source | SS | df | MS | F | P |
|----------------|--------|-----|------|-------|-------|
| Between groups | 1.781 | 3 | .594 | 2.859 | 0.037 |
| Within groups | 87.024 | 419 | .208 | | |
| Total | 88.805 | 422 | | | |

Note: SS=Sum of squares, df=degrees of freedom, MS=Mean Square, * $p < .05$

As shown in Table No 4, there is no statistically significant difference in the motivation for family vacations of teenagers studying in the Maharashtra State academic board ($M=3.9300, SD=.44129$) and teenagers studying in other boards ($M=3.8506, SD=.47918$), $t(421) = 1.761, p = .079$, hence one fails to reject the null hypothesis H_{04} at 5% level of significance.

Table 4: Motivation of teenagers for family vacations in state academic board and other academic boards

| | Academic Board | N | Mean | Std.Deviation | Std.Error Mean | t | df | Sig(2 tailed) |
|------------|-------------------------|-----|--------|---------------|----------------|-------|-----|---------------|
| Motivation | Maharashtra State Board | 245 | 3.9300 | .44129 | .02819 | 1.761 | 421 | 0.079 |
| | Other Boards | 178 | 3.8506 | 0.47918 | 0.03592 | | | |

VIII. Discussion

Motivation for family vacations is an important aspect of the entire family vacation decision making process. In families with teenagers, the parents try to align their own motivation for family vacations with that of the teenagers' motivation, to achieve a truly enjoyable vacation experience. As suggested by the empirical results of this study, the motivation for family vacations of teenagers is impacted by the demographic factors of age, gender and class of study; while the demographic factor of academic board has no impact on the motivation of teenagers for family vacations.

IX. Conclusion

The empirical results of this study can serve as a basis of further studies to aid the formulation and implementation of destination marketing and hospitality strategies. Destination marketing strategies to target the 'families with teenagers' segment can be designed and implemented to offer a range of hospitality services to satisfy the needs of all the members. Hotels, resorts and sharing economy accommodation service providers can also tweak their offerings to suit the needs of this segment. An understanding of the variation in motivation for family vacations of teenagers in accordance with gender, age group and classes of study can offer a different perspective to the framing of marketing stimuli to attract the different segments with a customized bucket of tourism and hospitality products and services.

References

- [1]. Crompton, J. Motivations for pleasure vacation. *Annals of Tourism Research*. 1979;6(4):408-428
- [2]. Chang, J.C. Travel motivations of package tour travelers. *Tourism*. 2007;55(2):157-176
- [3]. Correia, A., Oomadovalle, P., & Moco, C. Why people travel to exotic places. *International Journal of Culture, Tourism and Hospitality*. 2006;1(1):45-61
- [4]. Ankomah, P.K., Crompton, J.L. & Baker, D. Influence of cognitive distance in vacation choice. *Annals of Tourism Research*. 1996;23(1):138-150
- [5]. Woodside & Macdonald. General system framework of customer choice processes of tourism services. Thaur: Kultur Verlag. 1994
- [6]. Therikelsen, A. & Lottrup, M. Being together at the zoo: zoo experiences among families with children. *Leisure Studies*. 2014;34(3): 354-371.
- [7]. Durko, A.M. & Petrick, J.F. Family and relationship benefits of travel experiences. a literature review. *Journal of Travel Research*. 2013; 52(6):720-730.
- [8]. Fodness Dale. Measuring tourist motivation. *Annals of Tourism Research*. 1994;21(3):555- 581

Bharti Godbole. "Impact of Demographic Variables on Motivation for Family Vacations: A Study of Indian Teenagers." *IOSR Journal of Business and Management (IOSR-JBM)*, 24(04), 2022, pp. 61-63.