

Domestic travel behaviour among Generation Y

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Abstract

Youth travelers normally have a limited budget in exploring new destinations. Despite having a high curiosity and relaxation time, it has been found that youth travelers have high assumptions with respect to the significance of quality for cash they spend for travelling. The purpose of this study is to delve about the travel behavior and travel purpose among the youth travelers in Malaysia. A total of 210 respondents, which has been arbitrarily chosen in the Eastern states of Malaysia were included in the study. The surveys were analyzed to measure the variables of the study comprised of travel behavior and travel purpose. The results of the study likewise described that the youth travel behavior varied depending on the travel purposes. As a result, this study provides information for tourism marketers in producing suitable promotional tools to attract youth travelers.

Keywords:

Youth traveler, travel behavior, travel purpose, Generation Y

1 Introduction

In global tourism sector, youth travellers have become an attractive market segment. Richards (2010) in his UNWTO report stated that youth travel has become an increasingly important part of the global tourism industry in recent decades, as more young people have begun to travel more frequently and over greater distances. Youth traveller or Generation Y is

said to be the latest generation on the tourist market that was born in birth year 1977 to 1994. Generation Y members, in comparison to the previous generations, Generation X, Baby Boomers, and the Silent Generation are said to be “confident and relaxed, conservative and the most educated generation ever” (Pendergast, 2010, p.5). Therefore, generation Y considered having a higher level of education along with experience of a range of various cultures in comparison to previous generations. Huang and Petrick (2010) points out that these characteristics express the broad-mindedness and understanding of different lifestyles.

According to Ge (2008), by 2020, youth travellers are expected to be made about 320 million international trips each year and in 2013 a 47 percent increased from 217 million. Department of Statistic Malaysia had stated total domestic visitors that were registered in 2015 is 176.9 million, which 114.2 are excursionists and the remaining 62.7 million were tourists. As compared to previous year, the number of excursionists and tourist are increased by 5.2 percent and 3.3% respectively. Youth travellers had been said that they commonly have high interest and leisure time in exploring new destinations though they are restricted by relatively low levels of disposable income (Chiu, Ramli, Yusof, & Ting, 2015). Today’s traveller attitude towards holiday is positive due to easy accessibility to gather information, and purchasing tourism product through online and economical transportation cost. To sum up, travelling has become convenient and more affordable than it was before.

Decisions in choosing tourism products are based on tourist behaviour (Schiffman & Kanuk, 2007). Hudson (1999) stated that most tourist behaviour researches have focused on motivations, typologies, selection of destinations and the destination process. Therefore, some factors must be studied thoroughly such as internal and external motivations and other elements that can influence the purchase of tourism products. Previous research, Richard and Wilson (2004) shows that the main motivation for young people travelling tends to be to explore other cultures, followed by excitement and increasing knowledge and demonstrating the desire to encounter different people and places. Meanwhile, Peerapatdit (2004) mentioned that the nature of the trip will be different according to the travelling purposes. Therefore, to identify the youth Malaysian’s travel behaviour, this paper involves the study of tourist behaviour on what are the factors that influence the young travellers on choosing tourist destinations. This study merely important for the tourism industry to examine how, when, where and why the young Malaysian willing to spend more on domestic tourism and their travel behaviour during the entire trips. It will benefit travel marketers and policy makers in the future. By understanding the matters, it can make the tourism marketers easily to market their products, know how to promote their products to attract more domestic tourists to travel. The increasing number of tourist means a good improvement of the destination such as the development of the routes, tour packages, and discount programs (UNWTO, 2008).

2 Literature Review

2.1 Youth travelers

According to Taiyab (2005) youth traveller is defined as travellers between 16 to 25 years old, who travels at least for one night. However, there are no definite definitions for youth travellers as many researchers argue about it. Moscardo and Benckendorff (2010) stated that generation y is among who born in 1977 to 2003 that are grown in sheltered environment and said to be more independent and also because of mix match culture youth traveller are having great tolerance for different styles of cultures created by internet, media and globalization. Nowadays, youth traveller are enjoying more on travelling rather than other generation as they love to experience new things. Because of that, it has made that youth travel is one of the attractive and fastest growing market in tourism industry.

Glover (2010) had stated that generation y members had greater opportunities to travel rather than the previous generations. Because of the increased travel destinations, more frequent flight routes and low cost airlines have made people easier to travel, affordable and more obtainable. Finding information through internet and booking travels is easier than before as the generation Y members are born in the era of information technology and so developed to be technologically savvy. (Fletcher, Fyall, Gilbert, & Wanhill, 2013; Pendergast, 2010). Pendergast (2010) indicates that generation Y members like to travel frequently and more often exploring new travel destination and areas, seeking information and new experiences, as they want to get lots of information out of their travel.

2.2 Travel behaviour

Schiffman and Kanuk (2007) explained that the study of travel behaviour is about why people purchase one particular tourism products and how they make their traveling decision. In related to that, the study on factors that influences the purchase of tourism products whether internal or external motivations must be studied thoroughly which had stated by Wang (2014) that clustered motivations for travelling into three groups which are psychological, economic and cultural. However, these motivations will also affect by external environment which are social, economic and political factors.

It is important for travel marketing researchers to better understand the characteristics of generation y and develop specific products to meet their needs and desires. To understand this target market, it is important to examine their travel behaviour. For examples, what motivates the generation y to take a trip, what activities they prefer to do during the trip, what type of trip they prefer, what type of transport they like to use, type of accommodation and restaurants they choose during travelling, which sources of information they use when planning a trip, and how much they willing to spend during the trip.

2.3 Travel motivation

Understanding the travel motivations-behaviour relationship is important in order to predict the appeal of new product and evaluating the effectiveness of the marketing activities

as tourist motivations play an important role in shaping their travel behaviour (Engle, Blackwell, & Miniard, 1995). Crompton (1979) indicated that motivation should be considered as a critical variable because it is the impelling and captivating force behind all behaviour. An understanding of generation Y travel motivation is helpful to identify individuals travel behaviours or patterns, develops products or programs to successfully address their travel decisions and desires to travel and as a result develop a competitive advantage in the tourism industry. There are theories for travel motivations to help people to understand the reasons why people travel in order to define their consumer behaviour that come from different fields of social sciences (Fletcher et al., 2013).

Fletcher et al. (2013) had stated that it is crucial to study about generation Y's travel behaviour in the light of motivation theories as it might be different from previous generation's behaviour. The most popular theories concerning human's behaviour is the Maslow's need hierarchy that helps us to understand the level of human needs and demands. According to Maslow (1970), human needs can be divided into five levels which is physiological needs, safety needs, social needs, esteem needs, and self-actualization in that order of increasing importance. Lower needs must be satisfied first in order to emerge the higher needs

2.4 Push and pull factors

Other than Maslow's needs theory, there are also Push and Pull factors. Dann (1981) describes motivations for travel through push and pull factors where the push factor is the exploring and the pull factor is the attractive or dreamed destinations (Fletcher et al., 2013). Push factor means impulses that stem from inner part of a human being and push them towards some actions. Different than push factors, pull factors means the destination attributes which affects and pull tourist towards certain direction. Suvantola (2002) disagreed to use the push and pull theory and use the concept of escape and search instead as push and pull theory seem to be problematic and mechanical for travel motivation study, when in escape and search the travellers themselves are actors in the process rather than being pushed and pulled by some force. People have their freedom to escape from their everyday routine life rather than being pulled by them (Suvantola, 2002). Escape can be seen as a simple need of change of everyday routine and search can be seen as something that people expect to find through travelling. The motivation to travelling can also be a reason to escape from busy and hectic life to a relax lifestyle.

2.5 Travel purpose

Travel purpose refers to a holiday or activity of travelling which tourist plans to do (Cheah, Lim, & Kayat, 2015). According to Ahn, Ekinchi and Li (2013) and Baker and Crompton (2000), in tourism setting, a few specialists characterized travel purpose is the likelihood of heading out to a destination. It is additionally highlighted as one's plan to travel or responsibility to travel. Referring to numerous studies, travel purpose depends on state of mind and preference toward an item or brand (Beerli & Martin, 2004; Chen, Yeh, & Huan, 2014). In view of Wu (2015), tourism behavior is determined by sensible and affective state. In other words, psychological and functional variable often impact its actions towards a destination which leads to travel

intention. Psychological can be as far as feelings which portrayed by scenes of serious sentiments (Goossens, 2000; Hosany & Prayag, 2013). While, functional guarantees that specific objectives must be satisfied by elements and situations in the destination (Orth, Limon, & Rose, 2010; Trauer & Ryan, 2005). Travel purpose is a result of a mental procedure that prompts an activity and changes motivation into behavior. That is, travel purpose serves as an essential middle person that associates motivation to future travel conduct (Jang, Bai, Hu, & Wu, 2009).

2.6 Relationship between travel purpose and travel behavior

According to George (2004) along with March and Woodside (2005), one of the most important psychological impacts of tourist behaviour is the travel motivations. Decrop (2006) and George (2004) claimed that motivations are the inner state or certain needs and wants of a person which forces them to behave or act in a specific way and therefore experience human behaviour and energy levels of the human body. It is essential to understand and have sufficient knowledge about the motivations influencing the travel behaviour of tourists; for they have a direct influence on the decisions tourists make (George, 2004). Many researchers had been studying about the travel purpose between travellers such as for business purpose and visiting friends and relatives. Peerapatdit (2004) stated that the nature of the trip will be different according to the travelling purpose for example VFR traveller most likely will spend less than other travellers because they have the inclinations of staying at their family or relatives house when travelling. This paper contributes to the literature by examining the travel purpose such as travelling for shopping, leisure, sightseeing, visiting theme park, visiting families and relatives, visiting historical places and travelling for sports and recreations.

3 Methodology

A descriptive research design using a quantitative approach through cross sectional study is applied with self-reported and self-administered questionnaire. This study used a structured questionnaire as the research instrument that focused on the youth travellers born in 1977 to 1994. The relevant unit of analysis in this study is the people who aged between 22 to 39 years old. Section A was created to examine the travel purpose of generation Y using Likert Scale, a total of seven questionnaires were adopted from (Liu, Choi, & Tak Lee 2008; Nomura, 2002) and used to measure the level of importance and level of satisfaction of reasons as why people go on holidays. Travel purpose (level of importance) seven items, respondents were required to translate their view using Likert scale ranging from 1 to 5 was used as “very important”, “important”, “neutral”, “of little importance”, and “no importance” and for travel purpose (level of satisfaction) seven items, respondents were required to translate their view using Likert scale ranging from 1 to 5 was used as “very satisfied”, “satisfied”, “neutral”, “dissatisfied”, and “very dissatisfied”. In section B, items were adopted from (Liu, Choi, & Tak Lee, 2008; Nomura, 2002) and were concerned with the travel behaviours of youth travellers. This section consists of five questionnaires on how many days respondents planning to travel, where do respondent choose to stay when travelling, when respondent prefer to travel, when respondent planning their trips, and from what sources respondents use when planning their

trips. The respondents were required to answer in nominal scale. The survey was conducted at Teluk Cempedak and Taman Gelora in Kuantan, Pahang. The travellers which are generation Y were approached and a total of 210 responses were obtained. The data were coded and keyed in Statistical Package for the Social Sciences (SPSS) version 22 for analysis. Descriptive statistic for instance frequency, percentage, mean, median, mode score and standard deviation were used to report the data analyses results regarding the distribution of scores of all related variables travel purpose towards travel behaviour of generation Y.

4 Findings

4.1 Overall view of travel purpose (level of importance)

Based on table above, the mean score for item in the first dimension (like the leisure) was (M= 4.44, SD= .711) for level of importance on why people go on holidays, which contributes to moderate result. It may indicate that youth traveler has a moderate feeling about the level of importance of why people go on holidays for leisure. The highest score to lowest that was reported is “leisure” (M= 4.44, SD= .711), “shopping” (M= 3.60, SD= 1.036), “sightseeing” (M=4.34, SD= .774), “visiting historical places” (M=3.58, SD= .936), “sports” (M=3.52, SD= .924), “visiting friends and relatives” (M=3.99, SD= .815), and “theme park” (M=3.88, SD= .938). The result shown that the importance of travel purpose for domestic traveler is for leisure. Table 1 shows the descriptive analysis.

Table 1: Overall view of travel purpose (level of importance)

Travel Purpose	N	Mean	Std. dev.
Leisure	210	4.44	.711
Shopping	210	3.60	1.036
Sightseeing	210	4.34	.774
Visiting historical places	210	3.58	.936
Sports	210	3.52	.924
Visiting friends and families	210	3.99	.815
Theme Park	210	3.88	.938

4.2 Overall view of travel purpose (level of satisfaction)

For travel purpose: level of satisfaction, table above shows that for first dimension (like the leisure) was (M= 4.32, SD= .750) for level of satisfaction on why people go on holiday, which also contributes to moderate result. It may specify that youth travelers have a moderate feeling about the level of satisfaction of why people go on holiday for leisure. The highest score to lowest that stated is “leisure” (M= 4.32, SD= .750), “shopping” (M= 3.79, SD= .857), “sightseeing” (M=4.26, SD= .745), “visiting historical places” (M=3.67, SD= .848), “sports” (M=3.66, SD= .845), “visiting friends and relatives” (M=3.99, SD= .792), and “theme park” (M=3.90, SD= .827). The result shown that the satisfaction of travel purpose for domestic traveler is for leisure. Table 2 shows the descriptive analysis.

Table 2: Overall view of travel purpose (level of satisfaction)

Travel Purpose	N	Mean	Std. dev.
Leisure	210	4.32	.750
Shopping	210	3.79	.857
Sightseeing	210	4.26	.745
Visiting historical places	210	3.67	.848
Sports	210	3.66	.845
Visiting friends and families	210	3.99	.792
Theme Park	210	3.90	.827

4.3 Overall view of travel behaviour

Respondents mostly choose to travel for two nights that consist of 93 respondents with 44.3%. First choice of respondents' place to stay when travelling is the hotel with total of 86 respondents with 41.0%. Most of the respondents prefer to travel during semester break with 47.1%. Respondents also mostly choose to plan trips 2 to 3 months in advance with about 55 respondents of 26.2%. The most used source when planning trips is the internet with the total of 198 respondents with 94.3%. Table 3 shows the descriptive analysis.

Table 3: Overall view of travel purpose (level of importance)

Items	Classification	Frequency	(%)
Days planning to travel	Two nights	93	44.3
Where to stay when travelling	Hotels	86	41.0
When prefer to travel	Semester break	99	47.1
When start planning trips	2-3 months in advance	55	26.2
Sources use when planning trips	Internet	198	94.3

5 Conclusion

Youth travel market has been recognized as one of the real benefactors to the development of the world tourism area. As mentioned by UNWTO (2008) youth travelers have been observed to be imperative to the future of the tourism business. The significance of understanding about their decision of travelers is indisputable. Owing to the importance and satisfaction of travel is leisure, youth travelers preferred to stay in hotels. Due to the convenience and accessibility of hotels. In addition, respondents were found to have traveled for two nights each travel as they believe given enough time for them to travel. Payne (2009) findings which uncovered that about a large portion of the tourist had made 2–4 overnight trips for travelling. Since most of the respondents are generally students, as expected, their traveling time is during semester break. This provides useful information to the tourism marketers about to plan their travel packages, particularly to customize with the youth traveler needs. To avoid potential dispute in travel, respondents mostly choose to plan 2 to 3 months in advance. As internet frequently been used by youth travelers, they are actively seeking attractive places. Therefore, tourism advertiser should plan a good travel package to offer.

Youth travelers considered as a major contribution for the tourism growth and important niche market in Malaysia. Youth travelers have been observed to be imperative to the future of the tourism business, as what has been proposed by Richards (2010). This highlighted the significance of understanding the youth traveler's behavior and their travel purpose, particularly for tourism marketers. By understanding the needs and wants of this niche market, the tourism marketers are able to plan their advertising campaigns. Thus, data from this study can be utilized to formulating suitable promotional tools in attracting youth traveler to travel. In any case, their value sensitive nature has proposed that the system of offering low fares campaign would succeed in acquiring youth's nonstop support (Grigolon, Kemperman, & Timmermans. 2012).

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