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The Influence of Socioeconomic Variables

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ABSTRACT

VACATION DECISION-MAKING OF FAMILY MEMBERS:
THE INFLUENCE OF SOCIOECONOMIC VARIABLES

By

Marianne Young Mahoney

The purpose of this study was to examine the perceived influence family members have on vacation decision-making. Plonk's Central-Satellite Model of decision-making was used as the conceptual framework. The central decision was the perceived mean level of influence family members had on the decision to vacation this year. Satellite decisions consisted of the perceived mean level of influence family members had on the decision to vacation this summer, when to vacation, activities selected, accommodations, length of the vacation and resort area chosen.

Satellite decisions were classified by a Delphi panel as tactical and policy. The first set of hypotheses addressed travel characteristics which may affect family members' perceived influence on vacation decision-making. Characteristics analyzed included cost of accommodations, number of persons the respondent paid for, mode of transportation and travel party composition. Analysis of covariance and stepwise regression analyses were conducted to test the hypotheses. General patterns concerning the influence travel characteristics made on family vacation decision-making were not identified.

Hypotheses Set 2 addressed the relationship between demographic variables, travel party composition and perceived influence family

members had on vacation decision-making. Oneway analysis of variance, Tukey's post hoc test and analysis of variance were conducted. Significant differences were identified between young couples traveling without children and middle-aged couples traveling with children and between elderly vacationers and young couples traveling with children. Respondent's age was positively related to the perceived influence children exerted on vacation activities selected and resort area chosen. Income was significant in relation to the perceived mean level of influence of children on the decision to vacation this year. Education was negatively related to the perceived influence the wife and husband exerted on the resort area chosen. Education was positively related to the perceived influence of the husband to vacation this summer.

Hypothesis set three consisted of the examination of differences between the perceived influence spouses exerted on the satellite decisions. Chi-square analysis revealed no significant differences between the overall dominant decision-maker and dominant decision-maker for policy and tactical decisions.

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CHAPTER I

Introduction

The relationship between spouses' influence and, to a small extent, children's influence in family decision-making has been examined by several researchers (Blood & Wolfe, 1960; Brown, 1961; Burchinal & Bauder, 1965; Cox, 1975; Davis, 1970; 1976; Davis & Rigaux, 1974; Douglas & Wind, 1978; Ferber & Lee, 1974; Hempel, 1974; Hill & Klein, 1972; Kenkel, 1961). The analysis of decision-making is complex, due in part to the interrelated and interdependent relationship of decisions (Paolucci, Hall & Axinn, 1977), as well as the method of analyzing decision-making. The methods of analyzing decision-making include understanding the process of decision-making, the nature of the situation, classification of the decisions, decision linkages, the decision-maker and the group structure.

Studies in this area have demonstrated that the level of influence each family member has on the final decision is partially dependent upon the type of decision under consideration (Davis, 1970; 1976; Ferber & Lee, 1974; Granbois & Willet, 1980; Scanzoni & Szinovacz, 1980). For example, the husband may have the dominant level of influence on the decision to purchase a car, however, the wife may be the primary decision-maker concerning the color of the car.

Building upon family decision-making research, studies have been conducted which examine the level of influence that various family members have on vacation decision-making (Jenkins, 1978; Filiatrault &

Ritchie, 1980; Myers & Moncrief, 1978). More specifically, these studies have demonstrated that most family members, the husband, wife and children, have some degree of influence on vacation decisions. The levels of influence vary significantly, however, among family members. The significance of such research is based upon consumers changing attitudes toward leisure.

Although hard work is still valued, persons worldwide are placing a renewed emphasis on the quality of life. One of the measurements commonly used in relation to the quality of life is the allocation of leisure time. The average American devotes an estimated 40 hours a week to employment. Based on this figure, approximately one-third of each year, or an average of 140 days, is utilized for the purposes of leisure (Hudman, 1986). With an increased disposable income and smaller family size, the purchase of nonessential or luxury items has risen. One such purchase has become the annual family vacation (Burkhart & Medlik, 1974).

Statement of the Problem

Through research, three family vacation decision-making concepts have been identified: the impact of the family life cycle stages, socioeconomic variables and member influence in decision-making. As the family progresses through the various stages of the life cycle, the influence exerted by the members on decision-making changes (Cosenza & Davis, 1981; Clawson, 1975; Cox, 1975; Haberman & Elison, 1967; Schlesinger, 1962; Wells & Grubar, 1966). Socioeconomic variables have also been shown to impact decision-making (Abbey, 1979; Schewe & Calatone, 1978; Walter & Tong, 1977). Marital status, family composition, age, income, and educational status also impact decision-

making. Just as the stages of the family life cycle and socioeconomic variables of the family impact decision-making, so does the family composition. Research has demonstrated that all family members, the husband, wife and children, to a certain degree, influence decision-making (Filiatrault & Ritchie, 1980; Jenkins, 1978; Ritchie & Filiatrault, 1980). Despite the recognition of these important concepts, the examination of the stages of the family life cycle, socioeconomic variables and member influence in relation to family vacation decision-making has been deficient. The researcher could not identify any studies which examine the impact of the family life cycle stages and the socioeconomic variables in relation to decision-making. Furthermore, only three studies have been identified which examine the influence of the husband, wife and children on vacation decision-making (Filiatrault & Ritchie, 1980; Jenkins, 1978; Ritchie & Filiatrault, 1980).

Justification

Generalizations concerning the influence of the family and its members regarding decision-making have been made as a result of research. In the traditional family structure prior to the last twenty years, the husband, as primary income generator, was the dominant decision-maker in the family. The husband was typically responsible for decisions regarding large purchases or nonroutine decisions while the wife was primarily responsible for making household decisions such as what groceries to purchase or the most effective method of cleaning the house (Davis, 1976).

The role of family members in decision-making has changed dramatically over the past several decades (Cox, 1975; Davis, 1970;

Davis & Rigaux, 1974; Granbois & Willet, 1970; Morgan, 1961; Safilios-Rothschild, 1970). Decision-making is typically characterized as product specific and subdecision specific (Davis, 1970). That is, based upon the type of product under consideration, a particular family member is the primary decision-maker for that product. Numerous family decision-making studies (Burchinal & Bauder, 1965; Davis, 1970; Davis & Rigaux, 1974) have also demonstrated that family members, to varying degrees, influence decisions (Szybillo, Sosanie & Tenenein, 1979). Women are becoming increasingly more active and influential in a wide variety of family decisions (Scanzoni, 1977; Scanzoni & Scanzoni, 1981; Scanzoni & Szinovacz, 1980). Researchers (Mahoney, 1961; Strober & Weinberg, 1977) have theorized that this trend is due, at least in part, to the increasing number of women working outside of the home, with more economic resources available to them and consequently more power.

Children's roles in family decision-making have also been altered. Although typically not the dominant decision-makers, children have become increasingly more influential in the types of activities the family participates in, the activities they themselves participate in, snacks chosen, and in the case of teens, the clothing they wear (Berey & Pollay, 1968; Goldberg & Gorn, 1974; Moschis, 1978; Moschis & Moore, 1978; 1979; Moschis, Moore & Stephens, 1977).

Decision-making within a family is often complex due to the nature of the phenomenon. Decisions cannot be visualized, instead familial decisions can only be understood through an analysis of behaviors (Bean, 1968; Bustrillos, 1963). Another complication in the analysis of decision-making is the identification of roles played by family

members. Individuals often act in the manner they feel they are "supposed to" (Paolucci, Hall & Axinn, 1977). These methods of behavior are the roles they subscribe to. The role an individual takes is neither fixed or permanent. That is, given a different time or situation, the same individual may take on an entirely different behavioral role (Scanzoni & Szinovacz, 1980). As such, family members may take certain decision-making roles for household matters and completely different roles when making vacation decisions. The analysis of the role each member plays in the vacation decision-making process will assist in gaining a more comprehensive and accurate analysis of who the vacation decision-maker is in relation to specific travel decisions.

Vacation decision-making research advances the analysis of traditional tourism and family decision-making research (Ritchie & Filiatrault, 1980). Despite the importance of understanding the perceived level of influence each family member has on vacation decisions, only a few studies (Filiatrault & Ritchie, 1980; Jenkins, 1978; Ritchie & Filiatrault, 1980) have been conducted which examines the perceived level of influence demonstrated by the children as well as the spouses concerning vacation decisions.

Family vacation decision-making research can be advanced by examining the influence of socioeconomic variables and the stages of the family life cycle relative to the perceived level of influence family members exert on decision-making. The conceptualization of the various components of family vacation decision-making enables practitioners and academicians in the areas of family studies, consumer behavior, merchandising, and tourism to obtain a more comprehensive

understanding of the interrelatedness of decisions and influences of familial characteristics.

Research Objectives

1. Examine travel characteristics which may impact family members' perceived influence on vacation decision-making.
2. Examine the relationship between the travel party composition, using stages of the family life cycle as a benchmark, socioeconomic variables and the perceived influence family members have on vacation decision-making.
3. Examine differences between the perceived influence family members exerted on the type of vacation decisions analyzed in the study: tactical and program.
4. Develop a theoretical model which examines the influences of family socioeconomic aspects and travel party composition, based on the stages of the family life cycle, on family vacation decision-making.

The Human Ecosystem Model

The human ecosystem model provides a framework whereby tourists' decision-making can be examined in relation to the environment. The model assists in the explanation of the interdependency between the environment and individuals. Within this model, three environments are proposed, the natural environment, the human-constructed environment and the human behavioral environment (Bubolz, Eicher & Sontag, 1979).

The natural environment consists of physical, biological and time-space limitations of all organisms. The air, climate, trees, lakes and

natural features of the environment, and all natural aspects of the world are included in the natural environment.

The human-constructed environment consists of those aspects of the environment which have been created, altered or adapted by man in an attempt to create a more livable environment. These adaptations to the environment are made to fulfill persons' physical, biological and social needs. Cultural and social institutions such as museums, theaters, shopping facilities, apartments, houses and hospitals are part of the human-constructed environment.

The human behavioral environment is the third type of environment analyzed through the human ecosystem model. The human behavioral environment consists of the interactions between persons. The interaction may encompass a person's feelings, attitudes and values (Bubolz, Eicher & Sontag, 1979).

Family Vacation Decision-Making within an Ecosystem Framework

Travel decisions and expenditures are often influenced by the human-constructed environment as well as by the natural environment. Scenery and other features of the natural environment are often significant features which influence vacation destination, budget and activities. Roads and mountains are often altered in an attempt to ease traveling by land. Highways and roads constructed through the mountains are part of the human-constructed environment. In order to assist in the upkeep of the roads, travelers, through tolls and gasoline, pay a certain amount of money based on the length of distance traveled on these roads. Likewise, urban areas which promote constructed features and attractions such as museums and artifacts may

attract tourists. Travel expenditures are influenced by the social and cultural institutions available in an area.

Whether the vacation is a planned future event, or just a desired possible event, people often interact with each other about vacation locations, events and attributes. The attitudes, emotions and values of the individual may be expounded upon when relaying vacation information. Information about likes, dislikes and memories with a particular vacation destination, all part of the human behavioral environment, influence family vacation decision-making.

Conceptual Framework

The conceptual framework used in this study is the Central-Satellite Pattern of Decision-Making in relation to family roles (Plonk, 1964; 1968). The Central-Satellite takes into account the central decision and satellite decisions. The central decision acts as the focal point of decision-making. The central or primary decision, in turn, generates satellite or secondary decisions. Satellite decisions and the central decision may be interdependent and interrelated. That is, there may be a two-way influence of one decision on another decision. Furthermore, one decision may influence multiple decisions. As such, satellite decisions often significantly influence the success of the central decision. For example, the central decision is to take a vacation this summer. Satellite decisions may include the amount of money allocated for the vacation, type of activities, and mode of transportation. The vacation budget includes $100 per day, the mode of transportation is an airplane, and the vacation activities are selected on a consensus basis. Given an adequate budget, an uneventful plane ride, and successful participation

in favorite family activities, the probability of viewing the central decision favorably increases. If the satellite decisions result in negative attitudes, family members may feel negative about the central decision to take a vacation this summer.

One central and seven satellite vacation decisions are examined in this study. The central decision to vacation this year is influenced by the human behavioral environment. Family members' feelings or attitudes toward vacationing this year impact the outcome of the central decision. The satellite vacation decisions may be influenced by the natural environment and human constructed environments. The human constructed environment in the form of roads, highways or flight traffic may influence the length of vacation due to travel time needed. Likewise, the architecture, cultural buildings, shopping facilities, hotel accommodations and amusement parks may influence the vacation destination, budget and activity decisions. The natural environment such as the lakes or oceans, mountains, trees and natural wildlife may also influence the destination, timing and activity decisions.

Definitions

Decision-making is the deliberate selection of a plan of action, based on the evaluation of alternatives. Decision-making was not operationally defined in the survey.

Family decision-making is the deliberate selection of a plan of action, by family members, based on the evaluation of alternatives. Family decision-making is operationally defined through questions 78-84.

Central decision is that decision which acts as a focal point and is the basis for related decisions. The central decision examined in

this study is the decision to vacation this summer, operationally defined through question 78.

Satellite decisions are secondary decisions which are generated by the central decision. The satellite decisions examined in this study included the decision to vacation this summer, when to vacation, the length of the vacation, vacation budget, vacation activities to participate in, accommodations selected and the decision to visit this resort. These decisions are operationally defined through questions 79, 80, 81, 82, 84, 85 and 86.

First order decisions are decisions which are made by the majority of persons in a particular situation. For example, the decision to vacation this year is a first order decision. Despite the outcome of the decision to vacation this year, all persons considering a vacation recognize and act upon this decision situation. The central decision (question 78) and the satellite decisions (questions 79 through 86) examined in this study are considered first order decisions.

Perceived level of influence is the level of influence the respondent perceives a person as having exerted on a particular decision. This perception was measured on a 100 point constant-sum scale (questions 78 through 86).

Tourist is a consumer who lives 100 miles or more away from the destination. Tourists were identified by the data collectors asking if the respondent has traveled 100 miles or more from home. The tourist status was measured through question 57.

Resort area is defined as a location situated at least 100 miles from any community where the population is in excess of 100,000 persons. Resort area was operationally defined by the researcher prior

to data collection. Those areas listed in question 63 are situated at least 100 miles from a community with a population greater than 100,000 persons.

Travel party composition consists of those persons vacationing together. Travel party composition is operationally defined by the marital status of the adults, the number of adults and children and ages of the children (question 66).

Total distance traveled consists of the physical length of the vacation. Total distance traveled is operationally defined by summing the amount of distance traveled while on vacation (question 57).

Total cost of accommodations is the total financial outlay for accommodations while on vacation. Total cost of accommodations is operationally defined by multiplying the cost of the hotel accommodations for one night (question 60) by the number of nights the tourists are staying (question 58).

Total family income consists of all income generated within the family. Operationally, total family income is defined by the addition of all monetary compensation of family members (question 72).

Family life cycle stage consists of the characteristics of the family. Operationally, this is defined as the family socioeconomic status, length of marriage and the age of children as well as that of the parents. Five stages of a family's life have been identified, ranging from single, under 35 years of age to married, divorced or widowed and aged 65 or older. Stages of the family life cycle were not operationally defined in the survey.

Transposed travel party composition consists of the travel party composition (question 66) in conjunction with the respondent's age

(question 75). The transposed travel party composition variable was based on the stages of the family life cycle. This variable, however, is not used as a proxy for the stages of the family life cycle. The four stages of the transposed travel party composition range from single adults under the age of 35 to same sex adults traveling together.

CHAPTER II

Review of Literature

Stages of the family life cycle and socioeconomic status of the family have been shown to be significant determinants of the level of influence each member has in family decision-making (Cosenza & Davis, 1981; Gorn & Goldberg, 1977; Murphy & Staples, 1979; Schul & Crompton, 1983; Wells & Grubar, 1966). Recent research conducted by Filiatrault and Ritchie (1980), Jenkins (1978), and Myers and Moncrief (1978) has advanced the area through the analysis of family vacation decision-making. Activities, destinations, money allocated and the type of vacation taken have also been shown to be influenced by the views of the primary or dominant decision-maker within a family. These decisions, in turn, directly and indirectly impact the economic status of tourist dependent areas.

The primary focus of this literature review is the examination of the variables which influence family vacation decision-making. The significance of tourism to the economy is examined in the first of four sections. Factors which influence vacation travel are examined in the second section. These factors include travel destination, vacation activities, travel expenditures and information acquisition. In order to better understand family vacation decision-making, an examination of family decision-making in general is needed. As such, factors which influence family decision-making are presented in section three. The stages of the family life cycle, the level of dominance each spouse has

on the decisions as well as the level of influence children make in family decision-making are examined. A conceptual framework for studying family decision-making is also discussed in this section. In the fourth and final section of the review of literature, decision-making in relation to the tourist is examined. The stages of the family life cycle and their impact on vacation decision-making are presented. The level of spousal dominance as well as children's influence on vacation decisions is examined. Finally, a model which synthesizes the family life cycle and socioeconomic variables in relation to family vacation decision-making is conceptualized.

Importance of Tourist Trade

Measured through business receipts generated, tourism, as a growth industry (Bryant & Morrison, 1980), has developed into the second largest service industry in the United States (Honomichl, 1984; McIntosh & Goeldner, 1986). Dual income families have larger discretionary income than in the past. This increase in discretionary income has contributed to changes in desired lifestyles. Other than sleep, Americans allocate more time to recreation than any other activity (Crampon, 1966). With the increased time allocated for recreation, Americans are allocating increased effort and money on leisure (Linden, 1980; Van Raaij & Francken, 1984). Annual paid vacations, corporate benefits, a variety of fast and economical modes of transportation as well as the emphasis on quality of living have also helped to bolster the growth of this industry (Jenkins, 1978; Var, Beck & Luftus, 1977; Walter & Tong, 1977).

Tourism is a growing industry, yet the growth is sporadic due to seasonality (Var, Beck & Luftus, 1977). Tourists' consumption patterns

directly and indirectly influence the economic status of vacation areas in particular and the welfare of the state in general. Areas within a region affected by tourism include employment, success of businesses, and income tax generated (Burkhart & Medlik, 1974; Myers, 1974). Indicative by the volume of tourist business generated in the state, if these purchases were to decline significantly, the economic situation in the area in particular and the industry in general would suffer. The impact that tourists make to a region can be identified through an analysis of the business receipts they generate.

Domestic travel constitutes approximately 70-75 percent of all tourism (Chib, 1977). Approximately 3 percent of the average American household income is spent on vacations or pleasure trips (Linden, 1980; Van Raaij & Francken, 1984). In excess of one-half of the adult American population takes one or more weekend trips (Walter & Tong, 1977). During 1984, Americans took 333.3 million vacation trips. Representing approximately 689.6 million persons, these trips were for the specific purposes of visiting friends and relatives, other pleasure reasons, business or conventions and miscellaneous reasons (U.S. Statistical Abstract, 1987). See Table 1.

Table 1. Vacation Trips Taken by U.S. Residents Between 1980-1984. (Millions)

	1980	1984	Volume Change	Percent Change
Number of Vacation Trips	289.7	333.3	43.6	15.05
Number of Vacation Person-trips	646.9	689.6	42.7	6.60

Source: U.S. Bureau of the Census, Statistical abstract of the United States: 1987 (107th ed.) Washington, D.C., p. 226.

Tourists spend literally millions of dollars each year on vacations. Accounting for $11.3 billion, the United States is the recipient of the largest international tourism receipts (McIntosh & Goeldner, 1986). Tourism worldwide is estimated to account for over $30 billion annually. Tourist purchases in turn generate billions of dollars annually in local, state and federal income tax (Fridgen, 1987; Jenkins, 1978; Leiper, 1979; McIntosh & Goeldner, 1986). During 1984, the tourism industry generated $242,279 million from U.S. residents alone. See Table 2.

Table 2. U.S. Business Receipts Generated by Tourism ($Million)

	1980	1984	Volume Change	Percent Change
Total Industry	170,718	242,279	71,561	41.92
Transportation	25,635	34,473	8,838	34.48
Accommodations	26,832	38,917	12,085	45.04
Restaurants, Eating and Drinking Places	28,327	44,780	16,453	58.08

Source: U.S. Bureau of the Census, Statistical abstract of the United States: 1987 (107th ed.) Washington, D.C., p. 226.

Note: Business receipts for retail operations generated due to tourism are not available.

Tourism Employment Base

The tourism industry is an enormous employment generator (Davis, 1986; Fridgen, 1987; Holloway, 1983; Myers, 1974). Due to its labor intensity as well as the low-skill requirements, this industry has become the second largest employment sector in the nation (McIntosh &

Goeldner, 1986). During 1984, over 7,960,000 U.S. residents were employed as a result of tourism. See Table 3. Experts have estimated that such employment within the U.S. has produced $57 billion in wages and salaries and in excess of $25 billion in federal, state, and local income taxes (McIntosh & Goeldner, 1986). Employment opportunities in this industry vary from transportation, accommodations, retail sales, guides, and amusement park operators (U.S. Bureau of the Census, 1987).

Table 3. U.S. Employment Generated by Tourism

	1980	1984	Volume Change	Percent Change
Transportation	491.3	530.4	39.1	7.96
Restaurants, Eating and Drinking Places	4,625.8	5,403.3	1,077.5	23.29
Accommodations	1,037.7	1,225.5	187.8	18.10
Amusement and Recreation Services	763.5	801.1	37.6	4.92
Total	6,918.3	7,960.3	1,042.0	15.06

Source: U.S. Bureau of the Census, Statistical abstract of the United States: 1987 (107th ed.) Washington, D.C., p. 226.

Note: Employment statistics for retail operations due to tourism are not available.

Influential Factors in Tourists' Decision-Making

Socioeconomic Aspects

Socioeconomic aspects such as income, age, education, and sex have been useful in the analysis of tourists' behavioral patterns (Abbey,

1979). Results of studies (Cosenza & Davis, 1981; Nichols & Snepenger, 1988; Schewe & Calatone, 1978; Schul & Crompton, 1983; Walter & Tong, 1977) have demonstrated that different socioeconomic profiles significantly influence the attitudes, activities, interests, opinions and actions of tourists.

Family income has been shown to be an important variable in the analysis of travel behavior (Hagemann, 1981; Linden, 1980; Pizam & Reichel, 1978). Families with dual incomes or a single income in the upper earning bracket have a greater propensity to take annual vacations (Bartos, 1982; Linden, 1980). Due to the fact that discretionary income is typically used for travel (Bartos, 1982; Bryan, 1981), it is not surprising that approximately 50 percent of tourists report a family income in the top 20 percent income bracket (Linden, 1980). Despite the positive relationship between income and the propensity to travel, the assumption cannot be made that these tourists typically spend a larger amount of money while on vacation than tourists in a lower income bracket. Results of a study conducted by Pizam and Reichel (1979) revealed that tourists in higher income brackets did not necessarily spend more on vacations than tourists in lower income brackets (Pizam & Reichel, 1979).

A positive relationship has been demonstrated between education and travel behavior (Hagemann, 1981; Jorgenson, 1976; Mak, Moncur & Yonamine, 1977). Persons with a higher education level typically travel more frequently and farther than those with a lower educational level (Hagemann, 1981; Jorgenson, 1976).

The age of family members has been identified as influential in the decision to travel (Bartos, 1982). According to the National

Travel Survey, sixty percent of all vacationers were between the age of 25-64 (Jorgenson, 1976). Research conducted by Mak, Moncur and Yonamine (1977) indicated that the length of the vacation as well as the expenditures were significantly influenced by age. Persons in their early 20s and 30s as well as retired persons took longer vacations than middle-aged tourists. Middle-aged tourists however spent significantly more money per day than younger or retired individuals (Mak, Moncur & Yonamine, 1977).

Family composition may also significantly influence travel behavior. That is, family travel is often curtailed due to the presence of younger children (Bartos, 1982; Hagemann, 1981). This reduction in travel is also prevalent when the children are in their late teens (Hagemann, 1981). A negative relationship has been identified between the number of children and travel behavior. Studies have shown that as the number of children within a family increase, the frequency, length and money allocated for family vacation travel decrease (Ethridge, 1982; Hagemann, 1981). As the children age, typically when they become over 18 years of age, the frequency of vacations and the expenditures allocated for the vacation tend to increase (Linden, 1980).

Travel Destination

Tourists may select a particular destination as a result of past experiences, perceptions or expectations of a resort area. Tourists visit a particular resort area repeatedly for a variety of reasons. Gitelson & Crompton (1984) identified five potential reasons for repeat visitation.

The first reason for a return visit was due in part to risk reduction. Tourists tend to want to go back to the identical location and patronize the same restaurants, hotels and attractions. If the first vacation at a particular destination was satisfactory, it is highly probable that a return visit to that same destination will also provide a positive experience (Gitelson & Crompton, 1984).

Memories or emotional attachment to a location are other reasons for repeat visitors. Positive childhood memories of a particular vacation are often highly influential in the determination of a vacation destination during an adult's life (Gitelson & Crompton, 1984).

Vacations are often viewed by tourists as not long enough. Additional obligations typically require the family to spend only a limited time, anywhere from one to two weeks, on a vacation. As such, the fourth possible reason cited for repeat visitor behavior was to continue the vacation in that area another year. Through the repeat visit, additional attractions and activities missed during the first visit may be engaged in. Resort areas which rely heavily on attracting repeat visitors based on attractions include amusement or theme parks such as Cedar Point in Ohio, and water resort states such as Hawaii and Florida (Gitelson & Crompton, 1984).

The fifth possible reason for the repeat behavior is to share the positive aspects of the area with those individuals visiting the location for the first time. Visitors often return to a destination in an attempt to demonstrate the past joys of their vacations with first time visitors (Gitelson & Crompton, 1984).

Perceptions and expectations of a product or service may influence consumer acceptance with a particular resort area. Expectations are preconceived ideas about the area as well as the perceived image of a destination once the consumer has arrived. These expectations or images of an area may influence the tourist's level of satisfaction with that area. Perceptions of tourist areas may positively and negatively influence a tourist's decision to patronize that area. Through the portrayal of a positive image and focus upon specific activities offered by each location, tourism patronage can be increased (Hunt, 1975; Pizam, Neumann & Reichel, 1978).

Goodrich (1978b) examined the degree to which perceptions of a tourist region influenced the selection of a vacation destination. The sample population consisted of 230 international travel customers of American Express. Locations under investigation included Hawaii, California, Florida, Mexico, the Virgin Islands, the Bahamas, Jamaica, Barbados and Puerto Rico. Respondent's preferences for a particular area, the importance of attributes offered and their belief about the amount of each attribute offered by a location were evaluated. Results of the analysis revealed that perceptions or image of a particular vacation destination significantly influenced respondent's attitude and ultimate locational choice (Goodrich, 1978b).

Travel Expenditures

Socioeconomic variables have been shown to significantly influence vacationers' travel expenditures (Hagemann, 1981; Linden, 1980; Mak, Moncur & Yonamine, 1977; Wells & Grubar, 1966). Wells and Grubar (1966), identified a positive relationship between income and the age of the head of household. Income typically continues to increase as

the head of the household ages. The rise in income plateaus and begins to decline once the primary breadwinner reaches their late 40s. Despite the downward trend in income during the later stages of the family life cycle, the financial resources are typically larger. Savings, income from property, and pensions and the continual purchase of durable goods assist in the accumulation of financial resources (Wells & Grubar, 1966). From this, it can be assumed that persons in their late 40s and older, although not necessarily experiencing larger salaries, have disposable income which can be used for travel.

Research studies (Hagemann, 1981; Linden, 1980; Mak, Moncur & Yonamine, 1977) have demonstrated a relationship between travel expenditures and the educational level of the tourist. Mak, Moncur and Yonamine (1977) and Hagemann (1981) reported a negative relationship between education and money spent on vacation. College educated tourists to Hawaii spent less money per day than those tourists with a lower education level (Mak, Moncur & Yonamine, 1977). The researchers hypothesized that less educated tourists viewed the success of the trip to be directly related to the amount of money spent while on the vacation. Contrary to results by Hagemann (1981) and Mak, Moncur and Yonamine (1977), Linden (1980) identified a positive relationship between education and travel expenditures. College educated tourists spent approximately two-and-a-half times more on vacations than non-college educated tourists (Linden, 1980).

Information Acquisition

Despite the level of familiarity with a situation, the outcome of a decision is not absolutely certain. Faced with a decision, a certain level of risk or uncertainty is involved. One objective held by the

tourist is to make a decision which maximizes the utility while minimizing the disutility. This is accomplished through an information search (Geistfeld, 1977).

External sources of information are often used in an attempt to decrease the perceived risk of the vacation decision. Risk can take the form of expending discretionary income as well as discretionary time. As the perceived amount of risk increases, typically the length of the information search also increases (Gitelson & Crompton, 1983). This logic forms the basis for the assumption that as the cost and length of the proposed vacation increase in relation to the discretionary time and income available, so will the level of the information search.

An inverse relationship often exists between prior knowledge and the level of energy expended on an information search. That is, the greater amount of experience a person has with a particular topic or decision, the less amount of time they need to expend on an information search (Bettman & Park, 1980). Once a decision has been made to take a vacation, the majority of consumers will conduct at least a minimal external information search (Gitelson & Crompton, 1983).

Information acquisition consists of the identification and evaluation of vacation alternatives (Park & Lutz, 1982; Van Raaij, 1986). Information dissemination plays a large and often influential role in the destination decision-making process of vacationers (Geistfeld, 1977). Quantity of information, however, is not necessarily enough for consumers to make a rational (i.e., informed) decision (Geistfeld, 1977). An informed nonroutine decision typically requires a large amount of quality information (Bonoma & Johnston,

1979) in such a manner that tourists can process it. Information sources typically used in decision-making are those deemed most credible. As a result, information from family and peers is typically used in vacation decision-making (Nolan, 1975). From this, it can be assumed that travel information from family and friends is easily disseminated as well as being credible.

Family Decision-Making

Due to the complex nature of family decision-making, research is often conducted on a part of the subject, rather than in its entirety. Perhaps the broadest approach to studying decision-making is through the examination of decision theories (Hammond, McClelland & Mumpower, 1980; Eden & Harris, 1975). Management, whether it is concerned with business or the home, may be particularly interested in understanding the decision process (Davis & Rigaux, 1974; Eden & Harris, 1975; Miller & Starr, 1967), decision networks (Hastings & Mello, 1978), types of decisions (Plonk, 1964; 1968), and styles of decision-making (Rowe & Mason, 1987). Additional research has examined variables which impact decision-making (Cosenza & Davis, 1981; Davis, 1970; Ferber & Lee, 1974; Murphy & Staples, 1979) as well as the level of influence persons exert on decision-making (Jenkins, 1978; Myers & Moncrief, 1978; Ritchie & Filiatrault, 1980; Scanzoni, 1977; Wilkes, 1975). Other decision interests include the examination of the implementation (Marvin, 1971) and implications of decision-making (Martino & Stein, 1969). Throughout this chapter, only a brief section of the decision-making topic is examined. The two subtopics of decision-making which is reviewed include an analysis of variables which impact family

decision-making and the perceived level of influence family members exert on decision-making.

METHODS OF ANALYZING DECISION-MAKING

Decision-making occurs when an individual makes a selection among a group of alternatives (Deacon & Firebaugh, 1975; Rice & Tucker, 1986) in an effort to improve their quality of life (Paolucci, Hall, & Axinn, 1977; Rice & Tucker, 1986). Decision-making can be analyzed through a variety of methods. These methods include the analysis of the decision-making process, the classification of decisions, decision linkages, types of decisions, nature of the decision and group structure. In order to better understand the differences between approaches, a brief discussion of each method is provided.

Decision-making Process

The decision-making process can be summarized into three steps: defining the problem, considering alternatives and deciding upon a course of action (Deacon & Firebaugh, 1975; Gross, Crandall & Knoll, 1980). The time required to complete the three-step process is dependent upon the characteristics of the decision. Simple decisions can be made relatively rapidly. Complex decisions often impact a variety of other situations. As such, additional time is typically required for complex decisions in order to analyze the multifaceted impact of the decision (Gross, Crandall & Knoll, 1980).

The decision process may include the examination of a variety of possible alternative choices. As the number of alternatives increase, the time needed to evaluate the possible decision outcome may also increase. Likewise, as the impact of the decision outcome increases,

so may the time required to make the decision (Gross, Crandall & Knoll, 1980).

The successful completion of the decision process relies upon the identification and comprehension of the decision goals and alternatives. The level of clarity of the goals and alternatives characterize the decision process as a "closed" or "open" model. A closed model is characterized by goals and alternatives which are clearly defined and understood. Goals and alternatives which are more general and abstract are characteristics of an open model (Gross, Crandall & Knoll, 1980).

State of Nature

Decision-making can be analyzed in relation to the nature of the situation, competitive or cooperative. Competitive decision-making occurs when the interests of individuals involved in decision-making conflict with the ultimate goal. Competitive decision-making typically exists in an unstable environment. When individuals involved in decision-making have identified the same interests and goal, the nature of decision-making is characterized as cooperative. Cooperative decision-making may also exist when the goals between the individuals are different, if the goals are not competitive with each other (Gross, Crandall & Knoll, 1980).

Classification of Decisions

Decisions can be classified into various types. Researchers have identified decision classifications as economic, social, (Deacon & Firebaugh, 1975; Diesing, 1962; Rice & Tucker, 1986), technical, political and legal (Diesing, 1962; Rice & Tucker, 1986). Technical

decisions are made in an attempt to achieve a single goal (Gross, Crandall & Knoll, 1980; Rice & Tucker, 1986). Economic decisions are characterized by the allocation of limited resources for the obtainment of one or more goals (Deacon & Firebaugh, 1975; Gross, Crandall & Knoll, 1980; Rice & Tucker, 1986). Social decisions arise when a person examines and selects his or her role in a situation (Deacon & Firebaugh, 1975; Rice & Tucker, 1986). The analysis of how decisions are achieved relate to political decision. Legal decisions exist when societal norms pertain to practical situations and are made as a result of conflicts of interest (Gross, Crandall & Knoll, 1980).

Another set of decision classifications was developed by Plonk (1964). Plonk (1964) classified decisions into two types: central and satellite. The central decision acts as the focal point. Upon completion of the central decision, satellite decisions are generated (Deacon & Firebaugh, 1975; Plonk, 1964). Satellite decisions are classified into one of four categories: tactical, control, policy and program. "A tactical decision is an instrumental decision made to begin and/or continue action for the execution of the strategic (central) decision" (Plonk, 1964, p. 6). "A control decision regulates, changes, facilitates, simplifies, or adjusts a decision in any of the satellite classes" (Plonk, 1964, p. 6). "A policy decision is a plan for handling a certain decision-demanding situation if and when the situation arises" (Plonk, 1964, p. 6). "A strategic decision is crucial in the life of the decision maker. After the decision is made, reallocation of the decision makers resources take place for an indefinite period of time" (Plonk, 1964, p. 5).

Decision Linkages

Decision-making is a dynamic process which is generative in nature. Decisions are typically interrelated, thus, forming linkages. Three types of linkages include decision chains, central-satellite model of decision-making and a decision tree (Gross, Crandall & Knoll, 1980).

Decision chains are formed when one decision generates an additional decision and are sequential in nature. The sequence of the decision chain, however, is not indicative of the importance of each decision.

Central-Satellite decisions contain series and radial linkages. The central decision acts as the main focal decision, which in turn generates satellite decisions. The series and radial decision linkages are formed, extending from the central decision. Multiple decisions may be generated, linked to an additional decision (Gross, Crandall & Knoll, 1980, p. 225).

The third type of decision linkage consists of a decision tree. A decision tree is a visual representation of the available alternative decisions (Deacon & Firebaugh, 1975). A decision tree is generated through the completion of an initial decision. From this decision, alternative decisions are generated, thus, forming the decision tree linkages (Gross, Crandall, & Knoll, 1980). The alternative decision possibilities represent a different end result, each possessing advantages and disadvantages. Through the analysis of the decision tree, the alternatives can be examined, thereby assisting in the completion of a decision (Deacon & Firebaugh, 1975; Gross, Crandall & Knoll, 1980). Once the alternatives have been examined and a decision

is made, another linkage may be formed. Unlike the linkages in a decision chain and central-satellite decision model, the linkages in the decision tree are sequential in nature (Gross, Crandall & Knoll, 1980).

Decision-Maker

Decisions can be made individually or collectively as a group. As such, decision-making can be analyzed from the standpoint of who is making the decision (Gross, Crandall & Knoll, 1980) as well as their decision-making style (Bustrillos, 1963). Bustrillos (1963) identified three behavioral elements of decision-making: mode, time reference and decision rule. The method of the development and presentation of the ideas which constitute the decision is referenced as the mode behavioral element of decision-making. The time reference relates to the timing of the decision; namely, past, present or future. The decision rule refers to the manner in which the decision-maker reaches the ultimate alternative choices (Bustrillos, 1963).

Group Structure

The group structure has been shown to influence the success of decision-making within a group. Rice and Tucker (1986) identified three scenarios which impact decision-making: the stability of the group, homogeneity of each member and the stage of development of the group. When a group or family share similar values, goal or aspirations, the stability of that group is heightened. Likewise, when the values, goals, aspirations or attitudes differ, the family becomes disjointed which in turn hinders decision-making. Decision-making can also be influenced by the level of homogeneity of the group. Typically

the more homogeneous the group, the easier decision-making is. Homogeneity alone, however, will not guarantee effective and efficient group decision-making. Outside influences such as stresses from the environment can hinder the group's decision-making ability (Rice & Tucker, 1986). The composition of the group structure can also impact their decision-making ability. Researchers have used the family life cycle to examine decision-making within a family. The age of family members, marital status, and socioeconomic status of the family influence the group's decision-making (Cosenza & Davis, 1981; Clawson, 1961; Cox, 1975; Green & Cunningham, 1975; Haberman & Elison, 1967; Myers & Moncrief, 1978; Scanzoni, 1977; Schlesinger, 1962; Shuptrine & Samuelson, 1976; Rice & Tucker, 1986; Wells & Grubar, 1966).

Throughout this research project, decision-making is examined in relation to the classification of the types of decisions as defined by Plonk (1964). The central and satellite decisions under investigation are concerned with the perceived level of influence family members have on vacation decisions.

Family Life Cycle

Family decision-making is influenced, in part, by familial characteristics. Family socioeconomic status, length of marriage and the age of children as well as that of the parents have been shown to significantly influence the decision outcome (Cosenza & Davis, 1981; Clawson, 1961; Cox, 1975; Green & Cunningham, 1975; Haberman & Elison, 1967; Myers & Moncrief, 1978; Scanzoni, 1977; Schlesinger, 1962; Shuptrine & Samuelson, 1976; Wells & Grubar, 1966).

Although researchers have agreed on the significance of studying the stages of the family life cycle (Cosenza & Davis, 1981; Haberman &

Elison, 1967; Murphy & Staples, 1979; Schlesinger, 1962; Wells & Grubar, 1966), a consensus concerning the precise makeup of the life cycle has not been accomplished (Wells & Grubar, 1966). In response to the changes in the family structure, Murphy and Staples (1979) revised the traditional life cycle in order to better reflect today's family. This edition of the life cycle consists of five major stages, with an additional 13 subcategories. See Table 4 for a list of the categories in the revised life cycle.

The first stage of the cycle consists of young single adults. The second stage consists of young married couples, without children. The third major stage is that of young adults not represented by stage one or stage two. Individuals included in this stage would be young divorced persons without children, young married couples with children, in the infant or young adolescents years (4-12 years old). The last subcategory of families in stage three consists of young divorced adults with children in the infant or young adolescent age bracket (Murphy & Staples, 1979).

The fourth stage represents middle-aged adults. Of the six subcategories in this stage, the first subcategory represents middle-aged married couples without children. The next subcategory consists of middle-aged persons who are divorced, without children. The last four subcategories of this stage represents middle-aged adults, with children in various age brackets. The third
subcategory consists of married middle-aged couples with young or adolescent children, followed by middle-aged divorced persons with young or adolescent children. The last two subcategories consist of

Table 4. Stages of the Family Life Cycle

STAGE 1:	Single persons under 35 years of age
STAGE 2:	Married persons, under 35, without children
STAGE 3:	Divorced persons, under 35, without children Married persons, under 35, with dependent children Divorced persons, under 35, with dependent children
STAGE 4:	Married persons, between 35-64 years old, without children Divorced persons, between 35-64, without children Married persons, between 35-64, with dependent children Divorced persons, between 35-64, with dependent children Married persons, between 35-64, without dependent children Divorced persons, between 35-64, without dependent children
STAGE 5:	Married persons, 65 years or older Divorced or widowed persons, 65 years or older

middle-aged married couples without dependent children and middle-aged divorced persons without dependent children (Murphy & Staples, 1979).

Researchers (Cox, 1975; Murphy & Staples, 1979; Schlesinger, 1962) have agreed that the stage of the life cycle and socioeconomic aspects of the family influence family decision-making. These studies, however, have provided two distinct theories concerning the level of influence of the family life cycle and socioeconomic aspects on decision-making. On the one hand, researchers (Cox, 1975; Murphy & Staples, 1979) have proposed that the degree of specialization in family decision-making increases as the length of the marriage

increases. Schlesinger (1962) on the other hand has identified increased joint decision-making during early and later years of the marriage. During the middle years, specialization in decision-making was identified.

Research utilizing the family life cycle has demonstrated that family interactions are not static, but dynamic. During the early stages of a marriage, the first 15 years of marriage, the level of negotiation and thereby joint decision-making between spouses is typically at its peak (Cosenza & Davis, 1981; Cox, 1975; Murphy & Staples, 1979; Schlesinger, 1962).

Results of early family decision-making studies have provided inconclusive results on the relationship between age and family decision-making (Sharp & Mott, 1956). Current research studies (Ferber & Lee, 1974; Filiatrault & Ritchie, 1980; Green & Cunningham, 1975; Jenkins, 1978; Komarovsky, 1961; Myers & Moncrief, 1978; Ritchie & Filiatrault, 1980), however, have demonstrated that the age of family members, both spouses and children, is an influential factor in decision-making. Chronologically younger couples, or couples who have not been together long typically made decisions jointly (Ferber & Lee, 1974; Komarovsky, 1961).

Cox (1975) supplied further support to the theory that length of marriage is a significant ($p<.001$) explanatory variable of family decision-making. Changes in decision-making patterns over the length of the marriage were shown to be not solely due to the time element. Cox (1975) proposes that the family's desire for goal congruent behavior, as opposed to a time element, is the guiding factor in changing family decision patterns. As the couple ages and the length

of their marriage progresses, their knowledge of the wants and desires of each other increases, which in turn increases the propensity for specialization in decision-making (Green & Cunningham, 1975; Myers & Moncrief, 1978). Furthermore, their level of competence and expertise in decision-making typically increases with age, thereby promoting greater autonomy in decision-making (Komarovsky, 1961).

Family composition typically changes over the life of a marriage. Children are born, raised, married and eventually start families of their own. As the family composition changes, the goals of the family in general may also change. These changes, in turn, influence the decision-making process (Murphy & Staples, 1979). Researchers (Cosenza & Davis, 1981; Cox, 1975; Murphy & Staples, 1979; Schlesinger, 1962) have identified a positive relationship between the length of a marriage and the amount of autonomy in family decision-making. As the number of years a couple has been married increased, an increase in specialization of decision-making was demonstrated.

Socioeconomic factors, such as education, income (Blood & Wolfe, 1960; Green & Cunningham, 1975; Haberman & Elison, 1967; Myers & Moncrief, 1978; Slama & Tashchian, 1985) and occupation (Blood & Wolfe, 1960) have been shown to be related to decision-making (Haberman & Elison, 1967; Myers & Moncrief, 1978). Researchers (Green & Cunningham, 1975; Komarovsky, 1961; Myers & Moncrief, 1978) have identified a curvilinear relationship between income and family decision-making. Specialization in decision-making is typically demonstrated through bipolar ends of the income continuum. That is, autonomy in decision-making is characterized by low- and upper-income hierarchies whereas families in the middle-income levels are more apt

to use joint decision-making (Green & Cunningham, 1975; Ferber & Lee, 1974; Myers & Moncrief, 1978). Blood and Wolfe (1960) identified a positive relationship between the husband's level of income and education and decision-making influence. Komarovsky (1961) proposed that autonomy in decision-making is prevalent when the income level is at either end of the continuum for two reasons. Low income families typically are restricted from many purchases due to limited disposable income. As such, joint decision-making is not necessitated. Families at higher income brackets have a greater degree of purchase flexibility due to their greater levels of disposable income. This financial situation does not necessitate nor does it encourage joint decision-making. Joint decision-making by the middle class, however, may be due in part to their aspirations for the future (Komarovsky, 1961).

Conflicting theories exist concerning the level of influence wives exert in family decision-making. Komarovsky (1961) and Myers and Moncrief (1978) have proposed that decision-making is typically wife-dominant in the lower socioeconomic levels. Scott (1970), however, discovered a pattern whereby the level of influence in decision-making may be a product of income and product category. Women in higher income brackets had a significantly ($p<.05$) higher level of influence than their spouses in furniture purchase decision-making than did those in lower income brackets.

The level of education attained by family members has been shown to influence family decision-making (Ferber & Lee, 1974; Scott, 1970; Slama & Tashchian, 1985). However, controversy exists concerning this relationship. Scott's (1970) data supported the theory that as the educational level of the decision-maker rose, so did the tendency for

dominance in decision-making. In the case of women, a positive statistically significant ($p<.05$) relationship between education and dominance was identified (Scott, 1970). Ferber and Lee (1974), however, identified a positive relationship between educational level and joint decision-making. That is, as respondent's educational level increased, so did the amount of joint decision-making between spouses.

Decision-Making Between Spouses

The role a person takes in the decision-making process can connote a certain level of power (Blood & Wolfe, 1960; Centers, Raven & Rodrigues, 1971; Cox, 1975). The greater the level of power that a person has, the greater the level of influence they may exert on the decision outcome (Centers, Raven & Rodrigues, 1971), in many cases placing their needs or desires in front of those of the less dominant spouse (Safilios-Rothschild, 1970).

The role each family member plays in family decision-making has changed (Brown, 1961; Filiatrault & Ritchie, 1980; Scanzoni & Szinovacz, 1980). Due in part to changes in the family role structure, traditional roles of family members in decision-making is slowly being altered (Davis & Rigaux, 1974). As such, role differentiation and specialization in family decision-making has become far more complex (Davis & Rigaux, 1974; Scazoni, 1977). With an increasing proportion of women entering the work force, decision-making between many spouses and the children has changed. Women have taken an increasingly more active role in family decision-making, and have become more influential in decisions which have been traditionally male dominated (Blood & Wolfe, 1960; Green & Cunningham, 1975; Scanzoni, 1977; Scanzoni & Szinovacz, 1980).

Although decision-making and the level of interaction between members varies, the activity is typified by joint activity, shared to some degree by the husband, wife and children (Cosenza & Davis, 1981; Myers & Moncrief, 1978; Paolucci, Hall & Axinn, 1977; Turner, 1970; Van Raaij, 1981). Family decision-making research, to a large extent, however, examined the perceived level of spousal influence such as husband-dominant, wife-dominant or joint decision-making between both spouses (Nichols & Snepenger, 1988; Sharp & Mott, 1956) as opposed to influence of all family members (Cox, 1975).

The majority of family decision-making research has been conducted in relation to the perceived level of influence on the purchase of a durable good, household products or task decision-making. The purchase decisions commonly analyzed include the purchase of an automobile (Davis, 1970; Sharp & Mott, 1956; Shuptrine & Samuelson, 1976), furniture (Davis, 1970; Green & Cunningham, 1975; Shuptrine & Samuelson, 1970; Spiro, 1983) housing (Davis & Rigaux, 1974; Green & Cunningham, 1975; Munsinger, Weber & Hansen, 1975; Sharp & Mott, 1956), a major durable good (Spiro, 1983) child care or authority patterns (Geiken, 1964; Schlesinger, 1962), household products used, schools, clothing purchases, entertainment (Davis & Rigaux, 1974), general household management (Schlesinger, 1962), general money matters (Sharp & Mott, 1956; Schlesinger, 1962) vacation destinations (Davis & Rigaux, 1974; Myers, 1974; Myers & Moncrief, 1978; Sharp & Mott, 1964), and specific decision-making by farm families (Burchinal & Bauder, 1965; Wilkening & Bharadwaj, 1967).

The perceived and/or actual level of influence by each spouse on family decision-making can be classified into one of three categories.

The first two and most common groups are those of husband-dominant and wife-dominant. In each case, the spouse influences the final decision to a greater extent than that of the other family members. This dominance does not mean that the person has a majority of the influence. Only when the spouse influences the decision to a degree greater than 50 percent, will a majority decision-maker be identified. The third classification of a family decision-maker is that of joint decision-making. Joint decision-making occurs when both spouses have approximately the same degree of influence on the outcome of the decision.

Research has documented that role specialization within family decision-making occurs, and that role specialization is situation specific (Brown, 1961; Davis, 1970; Davis & Rigaux, 1974; Davis & Rigaux, 1977; Ferber & Lee, 1974; Geiken, 1964; Green & Cunningham, 1975; Hempel, 1974; Jenkins, 1978; Munsinger, Weber & Hansen, 1975; Safilios-Rothschild, 1969; Shuptrine & Samuelson, 1976). Family members play different roles in family decision-making based in part on the type of decision being made or the product category of the purchase being considered. Brown (1961) theorized that the reason decision-making is product specific may be due, in part, to the decision-maker's focal point of interest. That is, when the decision is of particular interest to an individual, their participation in decision-making is greater than if the decision is of relatively little interest to them. For example, the purchase of a new automobile is being considered. This car will be used primarily by the wife. As such, the wife may be perceived as exhibiting a larger amount of influence in the

purchase of the car as well as in secondary decisions related to the purchase such as color, style and options.

When an in-depth analysis of family decision-making is conducted in relation to one or a few items, studies (Davis, 1970; Munsinger, Weber & Hansen, 1975; Shuptrine & Samuelson, 1976) have shown that perceived overall dominance in every aspect of the decisions does not typically occur. Using both spouses in the sample, Davis (1970) attempted to identify the perceived dominant decision-maker in relation to the purchase of an automobile and household furniture. Results of the analysis revealed that overall dominance by a spouse in relation to a product was not prevalent. Only when the various decisions in relation to the overall decision were made could the level of influence be accurately identified (Davis, 1970).

Shuptrine and Samuelson (1976) replicated the study by Davis (1970). Overall, results of the studies are similar to those identified by Davis (1970), which strengthens the proposition that perceived dominance in decision-making is partially dependent on the decision or subdecision being made. Dominance is also influenced by the product category under consideration. The researchers (Shuptrine & Samuelson, 1976) did identify significant differences ($p<.05$) between the two studies. In the study conducted by Davis (1970), decisions concerning the make of automobile to purchase, the model and color of the car were made jointly between spouses. In the study by Shuptrine and Samuelson (1976), however, these decisions were dominated by the husband. When the decision concerning the purchase of furniture was examined, a significant difference ($p<.05$) was identified between the two studies in relation to the furniture pieces to be purchased. In

the Davis study, this decision was perceived to be made jointly between spouses. Shuptrine and Samuelson identified the wife as being the dominant decision-maker in relation to the pieces of furniture to be purchased (Shuptrine & Samuelson, 1976). Results between the two studies are, however, similar in other areas.

Green and Cunningham (1975) conducted a study whereby the spousal influence in family decision-making was identified in relation to the degree of conservatism of the wife. Using an Autonomy Inventory measure, the researchers categorized women into one of three groups, conservative, moderate and liberal. Results of the analysis revealed that all women, despite their degree of conservatism, stated that both spouses jointly made housing and furniture purchase decisions. The husband, however, dominated the decision to purchase life insurance, while the wife dominated food or grocery purchase decisions (Green & Cunningham, 1975). Differences, although not significant, between liberal wives and those viewed as conservative and moderate were identified. Liberal wives felt they had a greater deal of influence than their husbands concerning the purchase of major appliances, an automobile and vacations (Green & Cunningham, 1975).

Despite the level of agreement concerning the benefits generated by family decision-making studies, researchers have not yet agreed on the appropriate unit of analysis. That is, should one or both spouses be used in data collection (Green & Cunningham, 1975). Response incongruencies can be identified when both spouses are used in decision-making research (Davis, 1970; Douglas & Wind, 1978; Hempel, 1974; Scanzoni, 1965; Wilkening & Bharadwaj, 1967). Other researchers, however, have stated that the use of one member, for particular

decision-making situations, is acceptable and provides highly reliable results (Blood & Wolfe, 1960; Davis, 1970; Davis, 1976; Douglas & Wind, 1978; Green & Cunningham, 1975; Granbois & Willet, 1970). One family member, selected as the respondent, has been shown to provide reliable results, provided the purpose of the research is to examine the level of influence each family member has on decision-making (Davis, 1978; Douglas & Wind, 1978). Furthermore, when the perceived level of influence each person exerted on family decision-making is analyzed on an aggregate level, the results are comparable to studies which have used both spouses as respondents (Davis, 1970; Davis, 1976; Granbois & Willett, 1970).

Children's Influence on Decision-Making

Children are becoming increasingly more active and influential in family decision-making (Berey & Pollay, 1968; Jenkins, 1978; Moschis & Moore, 1979; Moschis, Moore & Stephens, 1977). Although children have significantly less purchasing power than adults (Goldberg & Gorn, 1974) research has shown that children are influential in purchase decisions of approximately $145 billion annually (Moschis, Moore & Stephens, 1977).

Children's influence in decision-making is partially dependent upon two conditions. The first condition is the absence of a primary decision-maker between spouses. That is, when the level of decision-making influence by each spouse is less than 50 percent, research has shown that the level of influence demonstrated by the children typically increases (Filiatrault & Ritchie, 1980; Ritchie & Filiatrault, 1980). The second condition for children to have significant influence in decision-making is product related. Children

are being perceived as having an increased amount of influence on decisions when the decision to purchase is related to their own recreation activities. However, an inverse relationship exists between the cost of the activity and the child's influence in the decision. Typically as the cost of the product or activity increases, the perceived level of influence of the child on that decision decreases, and the perceived level of influence exerted by the parent increases. This loss of influence is due, in part, to the high price and social risk of the purchase (Moschis, Moore & Stephens, 1977).

Age of the child has been shown to be an important factor in their level of influence in family decisions. As the child ages, and learns to reason, often becoming more assertive in expressing their opinion in a decision, the level of influence in family decisions as well as decisions directly related to themselves typically increases (Berey & Pollay, 1968).

Family income has been shown to be directly related to the degree of decision-making influence a child has (Moschis, Moore & Stephens, 1977). Studies have shown that children from lower-class families have greater independence in purchasing consumer products than those of middle- or upper-income families. Gorn and Goldberg (1977) hypothesized that children from low-income families do not typically exert additional pressure on parents to purchase consumer goods viewed in advertisements due to low expectations experienced in the past. It has been hypothesized that as the family income level increases, so does the parental supervision. As the supervision increases, the relative decision-making influence of the child decreases (Moschis, Moore & Stephens, 1977). Children of middle- or upper-income families,

however, are more conscious of the variety of consumer goods available and the potential for consumption (Moschis & Moore, 1979).

The information sources children utilize in decision-making range from parental guidance, peer pressure and advertisements (Gorn & Goldberg, 1977; Gilkenson, 1973; Moschis, 1978; Moschis & Moore, 1979; Saunders, Samli & Tozier, 1973). Pre-adolescents typically refer to their parents for information which assists in making a decision (Gilkenson, 1973). As they become teenagers, parents are replaced by peers as the primary source of information (Gilkenson, 1973; Moschis & Moore, 1978; Saunders, Samli & Tozier, 1973). Adolescents as well as teenagers from middle- and upper-income families also use advertisements as a source of information.

Central-Satellite Pattern of Decision-Making Model

Decisions are hierarchical in nature and possess the ability to generate additional, secondary decisions (Alderson, 1959; Paolucci, Hall & Axinn, 1977; Plonk, 1964; 1968). A conceptual model which accounts for the different levels of importance and types of decisions made is the Central-Satellite Pattern of decision-making.

Using concepts from Alderson (1959), Plonk (1964) developed the Central-Satellite Pattern decision-making model. Plonk used the term central in order to depict the strategic decision described by Alderson (Plonk, 1964; 1968). The central decision acts as a focal point and basis for related decisions (Gross, Crandall & Knoll, 1980; Paolucci, Hall & Axinn, 1977; Plonk, 1964; 1968). Plonk (1964; 1968) termed the secondary decisions, which are generated by the central or strategic decision, as satellite decisions.

The Central-Satellite Pattern of decision-making is represented by one central decision and multiple satellite decisions. Satellite decisions are considered secondary to the central decision and are dependent or related to the central decision (Bean, 1968; Gross, Crandall & Knoll, 1980). See Figure 1.

Criteria for the Central Decision

1. The central decision must be the primary, therefore the first, decision made.
2. The central decision must, simply by definition, consist of a significant central choice. Without the central decision, satellite decisions are not generated.
3. The central decision has the ability to generate secondary or satellite decisions.
4. Central decisions may consist of a yes/no response, such that once a response is generated, it will determine whether or not satellite decisions are generated or the decision process is aborted.
5. A central decision may consist of a decision whereby the satellite decisions continue to refer back to the central decision.

Criteria for Satellite Decisions

1. Satellite decisions are those decisions which are generated as a result of the central decision.
2. Satellite decisions are considered secondary in the level of importance in relation to the central decision.
3. Satellite decisions may be classified as tactical, policy, control, or program decisions. One or a combination of the four types of classifications may be used in the Central-Satellite Pattern of decision-making.

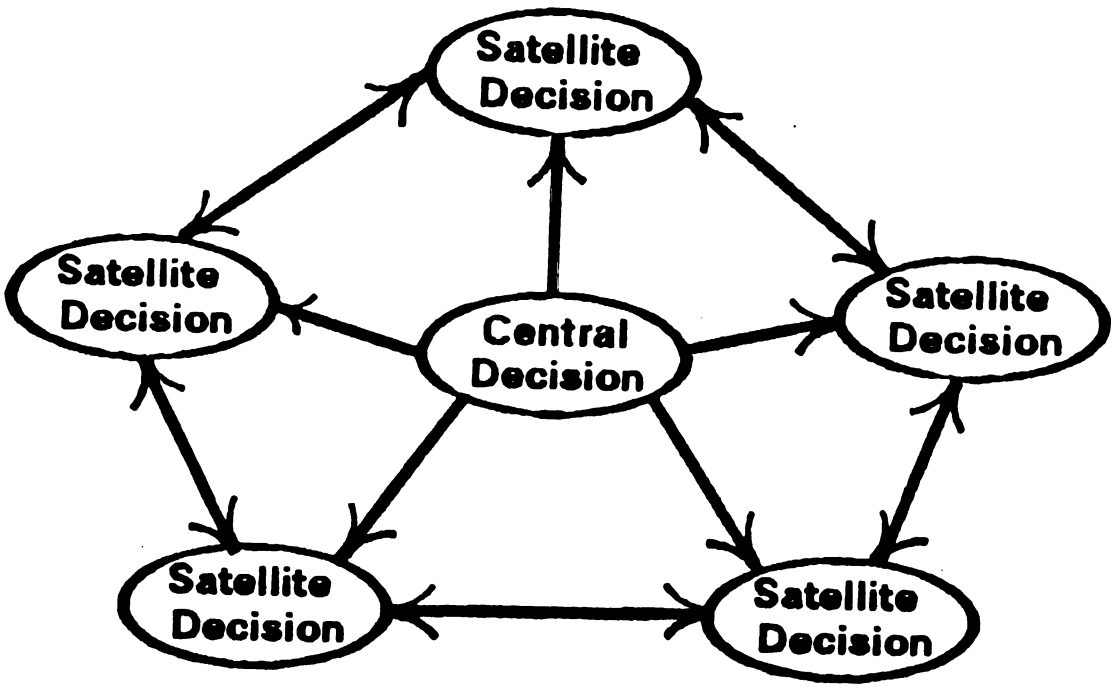

Figure 1: Central-Satellite Pattern of Decision-Making. (Adapted from the Central-Satellite Pattern of Decision-making, as described by Paolucci, Hall and Axinn (1977).

4. Satellite decisions may generate additional satellite decisions.
5. Satellite decisions may impact additional satellite decisions.
6. Once a central decision generates one or more satellite decisions, the satellite decisions do not necessarily interact with the central decision.

Decision Classification

Satellite decisions may be classified into one of the four types of decisions. The classifications include control, policy, program and tactical decisions. Within a single decision situation, any combination of one or more decision classifications may be represented. The definitions for each type of decision is listed below.

Control Decisions:

"A control decision regulates, changes, facilitates, simplifies, or adjusts a decision in any of the satellite classes" (Plonk, 1964, p. 6).

For example: During the vacation planning process, each family member stated an activity which they felt was important in a vacation. When making the final vacation plans, one activity from each family member was chosen and participated in while on vacation.

Policy Decisions:

"A policy decision is a plan for handling a certain decision demanding situation if and when the situation arises" (Plonk, 1964, p. 6).

For example: The family has decided to visit an amusement park while on vacation. A policy decision was made, whereby if any family members become separated in the amusement park, everyone is to go

immediately to the information booth and wait for the rest of the family to arrive. The decision made is to convene at the information booth.

Program Decisions:

"A program decision results in establishing a new routine for primarily, regularly recurring activities in a new situation" (Plonk, 1964, p. 7).

For example: The family has jointly decided to use hotel accommodations as opposed to campgrounds while on vacation. The vacation has been scheduled to last one week, or six nights and seven days. The decision concerning the type of accommodations is a program decision due to the fact that obtaining a place to sleep each night is a recurring activity.

Tactical Decisions:

"A tactical decision in an instrumental decision made to begin and/or continue action for the execution of the [central] decision. Its content comprises the detailed application of effort made to complete the core ideal. Decisions in this class set limits and boundaries for other tactical, policy, control or program decisions" (Plonk, 1964, p. 6).

For example: The family has decided that they will take a vacation for one week during the summer. This decision limits the vacation to the summer months. The one week time frame acts as a boundary for additional satellite decisions concerning the activities, mode of transportation and geographic location of the vacation. That is, activities, mode of transportation and destination decisions made

are based in part on the one week time frame. For example, the family lives in Michigan and has selected California as their vacation destination. Due to the fact that the vacation is to last only one week, the mode of transportation would be an airplane, rather than automobile or bus.

Although satellite decisions are considered secondary to the central decisions, the success of the central decision may be influenced by the satellite decisions. That is, satellite decisions may influence the perceived desirability or quality of the central decision. Positive actions and reactions to the satellite decisions may in turn influence the success or acceptance of the central decision (Paolucci, Hall & Axinn, 1977).

Family Vacation Decision-Making

Family vacation decision-making has been a topic of recent interest by academicians and practitioners alike. The primary focus of this research has been to comprehend the differences between the perceived level of influence family members have on family vacation decisions. Variables which influence tourists' decision-making as well as specific areas of analysis in tourists' decision-making are addressed in this section.

Family Life Cycle and Vacation Decision-Making

The stage of the Family Life Cycle (FLC) of the consumer or family can affect the level of influence of family members on decision-making. As the family progresses through the stages of the life cycle, the travel decision-making process changes.

Cosenza and Davis (1981) conducted a study designed to examine the tourist's decision-making process in relation to the dyadic interaction of families over the life cycle and how decisions concerning travel were made. The sample was selected using an optimal stratified sampling procedure. Of the 155 valid surveys, each family was categorized into one of the six stages of the family life cycle. The level of dominance between spouses in each category was then analyzed.

Based on frequencies, the authors categorized vacation decisions for each stage of the life cycle. During the first stage, dyadic interaction and joint decision-making concerning vacation decisions took place. Cosenza and Davis (1981) hypothesized that this occurred as a result of the novelty of the relationship. Contrary to the general family life cycle model, stage 2 of the life cycle for vacation decision-making was characterized by increased domination by the husband. Stage 3 was represented by primarily wife domination in vacation decisions. During this stage, families typically have more disposable income and are more vacation oriented. As such, their vacation options are more varied than in previous years. Role specialization by the wife continued to be prevalent during stage 4 of the family life cycle. Although the husband became slightly more involved in the vacation decisions, the final decision was primarily wife dominated. During the fifth stage of the cycle, a syncretic, yet slightly husband-dominated vacation decision was experienced. The authors hypothesized that the eventual retirement of the couple compelled the husband to become more involved in money matters in general and the dispensation of disposable income in particular. The sixth and final stage of the family life cycle in relation to vacation

decision was characterized by an increased specialization by the wife. This trend toward specialization may be due in part to the past experience of vacation decision-making by the wife (Cosenza & Davis, 1981). See Table 5.

Research conducted by Myers and Moncrief (1978) also resulted in the identification of relationships between the socioeconomic variables and tourism decision-making. Data analysis revealed that family income was related to the level of autonomy in family decision-making. Families with an income in the lower and higher brackets were more prone to specialization in decision-making. In conjunction with results reported by Schlesinger (1962), Myers and Moncrief (1978) reported that joint decision-making was typically characteristic of middle-income families. When the income level reached the uppermost income bracket, joint decision-making decreased and specialization increased, typically dominated by the male (Myers & Moncrief, 1978). Contrary to findings by Ferber and Lee (1974) and Komarovsky (1961), Myers and Moncrief (1978) reported that the length of marriage and age of the spouses was not a significant predictor of changing patterns of vacation decision-making. The authors noted that joint decision-making did not significantly change due to the age of each spouse or the length of the marriage. In fact, based on these factors, the level of joint decision-making remained relatively constant (Myers & Moncrief, 1978).

Despite the amount and significance of family decision-making and tourism research, only a few studies (Filiatrault & Ritchie, 1980; Jenkins, 1978; Myers, 1974; Myers & Moncrief, 1978) have been conducted which analyze family members' influence in vacation decision-making.

Table 5. Stages of the Vacation Decision Profile in the Family Life Cycle

STAGE 1:	Syncretic decision-making
	Couples discuss their vacation options.
STAGE 2:	Slightly husband-dominated
	The husband seems to have more decision-making power.
	The couple has more decision-making experience as a couple than in stage 2.
STAGE 3:	Largely wife-dominated
	Vacation decisions are at a peak, due in part to the increased family income, and ages of children, which are typically in their late teen years or older.
STAGE 4:	Largely wife-dominated
	Role specialization takes place.
STAGE 5:	Syncretic or slightly husband-dominated
	The couple has not yet retired from work, but they are aware of it in the near future.
	Husband-dominated decisions may occur as a result of worries about the future once the couple retires.
STAGE 6:	Specialization, wife-dominated
	The couple has retired from work and may be married in excess of 40 years.
	The wife becomes the decision-maker in many instances primarily due to past experience.

Source: Cosenza and Davis, 1981, 21-22.

Myers (1974) and Myers and Moncrief (1978) use either spouse as the respondent and questions are addressed only from the decision impact of the husband and wife, as opposed to the entire family. Filiatrault and Ritchie (1980) and Jenkins (1978) analyzed family vacation decision-making from the perspective of the wife as well as the husband. The questions posed dealt with the level of influence each family member, husband, wife and children, made on various vacation decisions. A summary of vacation decisions analyzed in the studies is presented in Table 6.

Despite the "ideal" situation of surveying both spouses, while on vacation, the majority of research devoted to vacation decision-making has used only one person, typically the husband or wife, as the respondent. To date, the only two reported tourism studies which have used both spouses in the sample were conducted by Jenkins (1978) and Filiatrault and Ritchie (1980). Data in both cases, however, were not collected during the tourists' vacation.

Spousal Influence in Vacation Decision-Making

Scanzoni (1977) proposed that working women may become more influential in decisions concerning vacation or leisure activities. This increased influence is attributed to the fact that the working woman has fewer leisure hours than previously experienced, as well as a trend toward egalitarianism within the family and greater access to resources (Scanzoni, 1977). Studies have demonstrated, however, that the majority of family vacation decisions are dominated by the husband (Filiatrault & Ritchie, 1980; Jenkins, 1978; Ritchie & Filiatrault & Ritchie, 1980). Studies have further demonstrated that when the husband is not the dominant decision-maker, the decision is typically

Table 6. Variables Used in the Examination of the Level of Influence of Family Members in Vacation Decision-Making

Variables	Researcher			
	Filiatrault & Ritchie, 1980[1]	Jenkins, 1978	Myers, 1974	Myers & Moncrief, 1978
Acceptable Price of Motel	x			
Activities to Engage in		x		
Choice of Particular Hotel	x			
Commercial Lodgings Used	x	x		
Destination	x	x	x	x
Frequency of Vacation	x	x		
Information Used		x		
Hotel Reservations	x			
Hotel Room Chosen	x			
Length of Vacation	x	x		
Mode of Transportation		x		
Particular Motel Patronized	x			
Route			x	x
Stay Overnight in the City	x			
Take a Vacation as Couple/Family	x	x		
Take a Vacation this Summer	x			
Take a Vacation this Year	x			
Type of Accommodations	x		x	x
Type of Vacation	x			
Vacation Budget	x	x		
Visit the City	x			
Visit the Region	x			
When to Go	x	x		

[1]Research reported by Filiatrault and Ritchie (1980) and Ritchie and Filiatrault (1980) are based on the same data set. As such, the results are reported once.

made jointly between the husband and wife, as opposed to being dominated by the wife (Filiatrault & Ritchie, 1980; Jenkins, 1978; Myers, 1974; Myers & Moncrief, 1978; Ritchie & Filiatrault, 1980). See Table 7.

Husband dominated vacation decisions consisted of the type of vacation information collected (Jenkins, 1978), the timing or date of the vacation as well as the amount of money to spend (Filiatrault & Ritchie, 1980; Jenkins, 1978), length of vacation (Jenkins, 1978) and the route taken (Myers & Moncrief, 1978). Qualitative research conducted by Smith (1979) leads to the hypothesis that women would dominate the total or overall vacation decision. Quantitative research by Jenkins (1978) however indicated this decision was dominated by the husband.

Filiatrault and Ritchie (1980) extended the findings of Jenkins (1978). Vacationing husband and wife dyads were selected as the sample population. The final sample consisted of 270 couples. From this, 117 couples were traveling with children, 153 without children.

Data analysis revealed that husbands were viewed to be significantly more influential than wives in deciding when to take a vacation, the length of the vacation, money allocated, whether or not to make hotel reservations, the location of the motel to be selected, the price range of the motel and the particular motel selected ($p<.01$). Joint decision-making was prevalent for decisions concerning the type of final vacation destination and type of accommodations to use (Filiatrault & Ritchie, 1980; Ritchie & Filiatrault, 1980).

Table 7. Level of Influence Family Members Have in Vacation Decision-Making

	Researcher					
	Filiatrault & Ritchie, 1980[1]		Jenkins, 1978		Myers, 1974	Myers & Moncrief, 1978
	Husband's Response	Wife's Response	Husband's Response	Wife's Response		
Accommodations Used	Husband	Wife	Joint	Joint	Joint	Joint
Activities			Joint	Joint		
Choice of Hotel	Husband	Husband				
Choice of Hotel Room	Husband	Husband				
Destination Points			Joint	Joint	Joint	Joint
Information Collected			Husband	Husband		
Length of Vacation	Husband	Husband	Husband	Husband		
Location of Motel Chosen	Husband	Husband				
Mode of Transportation			Joint	Joint		
Particular Motel to Stay at	Husband	Wife				
Price Range of Motel Chosen	Husband	Husband				
Reservations	Husband	Husband				
Route					Husband	Husband
Stay Overnight	Husband	Husband				
Take Vacation as a Family or Couple	Husband	Husband	Joint	Joint		
Take a Vacation this Summer	Husband	Husband				
Take a Vacation this Year	Husband	Husband				
Total Vacation Decision			Husband	Husband		
Type of Vacation	Husband	Husband				
Vacation Budget	Husband	Husband	Husband	Husband		
Visit the City	Husband	Husband				
Visit the Region	Husband	Husband				

[1]Research reported by Filiatrault and Ritchie (1980) and Ritchie and Filiatrault (1980) are based on the same data set. As such, the results are reported once.

Differences between spouses' perceived level of influence in several vacation decisions were identified by Filiatrault and Ritchie (1980). Wives viewed the husband as significantly more influential ($p<.01$) in all vacation decisions except concerning whether or not to visit the region, visit the city, stay overnight, accommodations to look for, motel chain to use and the particular motel chosen. The wives did view the husband's influence as significantly higher ($p<.05$) concerning the type of vacation selected, and whether or not to take the vacation as a family or as a couple (Filiatrault & Ritchie, 1980).

Despite the significant results identified in the Filiatrault and Ritchie (1980) study, it is important to note that in eleven of the seventeen subdecisions analyzed, neither spouse held more than 50 percent or a majority influence on vacation decisions. The relative lack of a majority decision-maker has implications for influence by other family members, such as children.

An inverse relationship has been identified between the level of joint spousal decision-making and the presence of children on the vacation. That is, when children are not taken on the vacation, there is an increased amount of joint decision-making between spouses (Filiatrault & Ritchie, 1980).

Children's Influence in Vacation Decision-Making

Although research studies (Moschis, 1978; Moschis & Moore, 1978; 1979; Moschis, Moore & Stephens, 1977) have shown that children often are influential in decision-making, studies on vacation decision-making rarely include measurement of the children's influence on the decision outcome (Moschis & Moore; 1979). Researchers who have included children's influence in tourism decision-making research included

Jenkins (1978), Filiatrault and Ritchie (1980) and Ritchie and Filiatrault (1980). See Table 8.

Although children did not exhibit a significant influence on family vacation decision-making, Jenkins (1978) did identify areas where children were influential to some degree on the decision outcome. Measured on a 100 constant-sum scale, children's level of influence was typically the greatest (36-38 percent) concerning vacation activities. Other decision areas which Jenkins (1978) identified children as influential included the destination points, date of the vacation and whether or not they would go on vacation. Children were viewed as having relatively little or no influence on the information collected, mode of transportation, the vacation budget and length of the vacation (Jenkins, 1978).

Filiatrault and Ritchie (1980) found that children were not perceived to have a majority or dominant influence in family travel decisions. In fact, both spouses had significantly more influence ($p<.01$) on the vacation decisions than did their children. Children did, however, have influence on the type of activities to participate in, the choice of destination and the season when the vacation would take place (Ritchie & Filiatrault, 1980).

Summary

The societal and monetary significance of tourism to the private and public sectors have continually prompted research interest. The majority of such research has examined the attitudes, interests and opinions of vacationers as well as having evaluated tourists' consumption patterns. Additional strides in advancing vacation decision-making research have begun.

Table 8. Spouses Perceptions of Children's Percent of Influence in Family Vacation Decision-Making (%)

Decision	Researcher: Filiatrault & Ritchie(1980)[1] Husband's Response	Filiatrault & Ritchie(1980)[1] Wife's Response	Jenkins(1978) Husband's Response	Jenkins(1978) Wife's Response
Activities			35.60	35.70
Choice of Accommodations	12.10	13.00		
Choice of Hotel Room	11.40	12.20		
Destination Points			22.60	24.60
Hotel Reservations	4.10	4.80		
Information Used			6.60	7.10
Length of Vacation	8.10	10.60	11.30	11.40
Location of Accommodations	9.50	12.20		
Mode of Transportation			6.50	3.20
Money Allocated	2.20	2.40	11.80	7.80
Price Range of Accommodations	2.90	3.40		
Stay Overnight in the City	12.40	15.70		
Take Vacation as a Family or Couple	13.10	15.30	33.50	37.00
Take a Vacation This Summer	19.90	19.90		
Take a Vacation This Year	17.10	18.80		
Total Vacation Decision			23.30	23.20
Type of Accommodations	15.20	18.00	17.40	18.10
Type of Vacation	14.60	24.40		
Visit the City	14.30	15.30		
Visit the Region	14.90	14.60		
When to Take a Vacation	11.60	14.10	24.10	25.40

[1]Research reported by Filiatrault and Ritchie (1980) and Ritchie and Filiatrault (1980) are based on the same data set. As such, the results are reported once.

Decision-making is a vast and complex subject. Due to the nature of the subject, researchers and practitioners rarely examine decision-making in its entirety. Decision-making is typically analyzed by a particular subtopic. Research in the area of decision-making may include the examination of the decision process, management information systems, decision networks, who makes the final decision or the examination of the actual or perceived level of influence persons exert on decision-making or an evaluation of the type of decision. A conceptual framework which has been developed for analyzing decision-making is the Central-Satellite Pattern of Decision-Making Model. The model accounts for a central decision which acts as a focal point. Satellite decisions are then generated from the central decision. The satellite decisions can be further classified by type of decision: program, policy, tactical and control.

Various studies have been conducted which examined the perceived influence of family members on vacation decision-making. Only a few studies, however, have examined the influence of all family members, namely the husband, wife and children. Despite the general consensus that the family life cycle stages and socioeconomic variables impact the level of influence family members exert on decision-making, a comprehensive analysis of its impact on vacation decision-making has not been conducted.

CHAPTER III

Methods and Procedures

Survey Methodology

The study was designed to measure several aspects of a family's vacation experiences. Data were collected by means of a self-administered questionnaire. Concepts measured included the perceived influence family members exerted on vacation decision-making, their attitudes toward the location, activities deemed important in a resort area, activities participated in while on vacation, magazines read, information used in regard to the vacation and their demographic profile.

Decision-making questions used in the survey were adapted from those used by Jenkins (1978) and Filiatrault and Ritchie (1980). Nine of the seventeen categories used by Filiatrault and Ritchie were selected for the questionnaire. Questions ranged from family members' perceived level of influence on decisions concerning whether to travel as a family or couple, whether or not to take a vacation this year, or this summer, the type of vacation activities to participate in, timing and length of the vacation, budget allocated, and hotel accommodations.

Questions regarding the attitudes, interests and opinions (AIOs) of the tourists were developed by Darden, Perreault and Troncalli (1975-1976). The AIO statements ranged from tourist's attitudes toward the type of vacation desired, their interests while on vacation and opinions concerning the aspects which make a vacation enjoyable.

Attitudinal statements developed for the questionnaire were modified from those designed by Goodrich (1977a, 1977b, 1978b). Questions in this section measured tourist's attitude toward the various vacation opportunities provided by the location. Measured on a seven-point Likert-like type scale, ranging from exceptionally poor to exceptionally good, tourists indicated their attitude toward the vacation facilities, natural scenery, cultural interests, opportunity for rest and relaxation, dining and shopping facilities, accommodations and entertainment.

Questionnaire Development

This study was part of an Agricultural Experiment Station project, number 3284, funded by Michigan State University. The questionnaire was developed by a team of faculty and graduate students in the Department of Human Environment and Design, College of Human Ecology, Michigan State University. The questionnaire was approved by the University Committee on Research Involving Human Subjects, Michigan State University. The questionnaire is included in Appendix A.

Measurement of Variables

Vacations are often taken as a family unit or family event. These travel decisions are typically influenced to varying degrees by the needs, wants and desires of family members. Husbands, wives and children have been shown to hold significantly different perceived levels of influence on vacation decisions (Filiatrault & Ritchie, 1980; Jenkins, 1978; Myers, 1974; Myers & Moncrief, 1978; Ritchie, 1975; Ritchie & Filiatrault, 1980). Based upon this information, it was decided to examine the perceived level of influence that each spouse

and children had on the vacation decisions, as opposed to examining only the spousal influence. One central vacation decision question and seven satellite decision questions were posed to the respondents. See Appendix A for a copy of the survey instrument.

The perceived level of influence each spouse and children had on the central decision to take a vacation this year and on the satellite decisions regarding the vacation were incorporated into the questionnaire. The relationship between the Central-Satellite model and the questionnaire is specified below.

Component	Questionnaire
Central Decision	Question 78
Satellite Decisions	Questions 79-82, 84-86

The central and satellite vacation decisions were modified from those used by Jenkins (1978) and Filiatrault and Ritchie (1980). Similar to the studies cited above, the perceived level of influence each family member played in the vacation decision-making was measured on a constant-sum scale. This 100 point constant-sum scale was then used to analyze the decisions.

The central decision used in this study was the decision to take a vacation this year. The satellite decisions included the decision to take a vacation this summer, the decision concerning when to take this vacation, the decision concerning the length of the vacation, amount of money to be allocated to the vacation, the decision concerning the type of vacation activity you will be engaged in, the decision to visit this

particular resort area and the decision regarding the type of accommodations selected.

A Delphi panel was used to classify the satellite decisions into one of the four types: policy, tactical, control or program decisions. Three faculty members from the Department of Family Ecology participated in the panel. Each member of the panel was knowledgeable in the content area of family decision-making.

Prior to the Delphi panel meeting, each participant was provided with the definition of each type of decision classification and a list of the satellite vacation decisions used in the questionnaire. Interaction between panel members resulted in the classification of seven tactical decisions and one program decision. The singular program decision consisted of the perceived mean level of influence family members, the husband, wife and children, had on the decision regarding the type of accommodations selected. The remaining vacation decisions were classified as tactical decisions: decision to take a vacation this year, decision to take a vacation this summer, decision concerning exactly when you take this vacation, decision concerning the length of this vacation, decision concerning the amount of money to be allocated to your vacation budget, decision to take this vacation as a family or a couple, decision concerning the type of vacation activity you will be engaged in, and the decision to visit this resort area.

The nature of the vacation decisions under investigation led the panel members to provide some insight into why the majority (88.8%) of the decisions were classified as tactical. The vacation decisions under examination were stated in such a manner that the majority or all of the respondents would have made these decisions. As such, these

decisions were viewed as first order decisions in relation to the central decision. That is, additional linkages for each decision was not presented to the respondent. These decisions provided the boundaries. The decisions under investigation were limited to those made for this particular vacation. The decision regarding the type of accommodations selected was viewed as program due to the fact that the end result of the decision was habitual in nature. That is, the accommodation decision typically remains the same throughout the vacation.

Additional information was elicited regarding the mode of transportation, distance traveled, length of visit, type of accommodations used, frequency of visits to Michigan in general and this tourist area in particular, the travel information gathered, anticipated vacation expenditures and composition of persons traveling on this vacation. Demographic data were also collected. The questionnaire consisted of 87 items.

Data Collection

Data Collection Locations

Based upon tourist dependency, the city of Marquette and Mackinac Island, Michigan were chosen as the data collection locations. Northern Michigan, commonly referred to as the upper peninsula, is tourist dependent. As measured by the Michigan Department of Transportation (M.D.O.T.), the two most heavily tourist dependent or tourist traveled areas in the upper peninsula include the St. Ignace area, Mackinac Island in particular and Marquette. Mackinac Island draws tourists due to the attractions offered on the island. Marquette draws tourists based upon its location in relation to other hunting and

camping locations as well as acting as a gateway to, and from other peninsula locations.

Two undergraduate students from Michigan State University were trained to collect data on Mackinac Island. One undergraduate student from Northern Michigan University was trained to collect data in Marquette. Data collection for both locations took place simultaneously during the summer of 1985. Data collection in Marquette began on May 25, 1985 and continued to be collected every third day through September 7, 1985. Data collection on Mackinac Island began on June 15, 1985 and continued to be collected every third day through September 7, 1985.

On the basis of tourist pedestrian traffic, data collection locations within each area were selected. Because access to Mackinac Island is available primarily by boat, data were collected at the boat dockings. Presque Island in Marquette is an amusement park, frequented by tourists. As such, Presque Island was chosen as the primary data collection location in Marquette.

At all data collection locations, every third person was approached. The data collectors then proceeded to introduce themselves, and asked if the potential respondent was a tourist living at least 100 miles away from the location. If the person responded affirmatively, the potential respondent was then asked to participate in the study. Respondents were requested to fill out the questionnaire at their leisure, requiring approximately 10 to 15 minutes. Upon completion, the respondents were to mail the questionnaire to the principal investigator. The postage of the questionnaire was prepaid.

After the data collector approached each potential respondent, the sex, approximate age, time of day, travel party composition and whether they accepted a questionnaire or refused to participate in the survey was recorded. This information, regardless of participation acceptance, was recorded for every potential respondent approached.

Sampling Intensity

When determining the desired sample size, the research team considered the advantages and disadvantages of a large sample size. Bhattacharyya and Johnson (1977) have shown that as the sample size increases, the standard error typically decreases and the confidence intervals become shorter. Unfortunately, large sample sizes require large sums of time and money (Bhattacharyya & Johnson, 1977). Weighing the advantages and disadvantages, members of the research team decided that a large sample size (e.g., above 500) was desired.

Even though tourists were able to complete the survey at their leisure and mail the questionnaire back, with the postage prepaid, the expected return rate was approximately 10 percent. Basing the decision on the size of the desired sample and a 10 percent return rate, 6,000 questionnaires were distributed.

The sampling intensity per month was based upon automatic traffic recorder data by the day of the week in 1983. This information was supplied by the Michigan Department of Transportation (M.D.O.T.) and was the most current information of its kind. The sampling days were established as every third day, beginning Memorial Day weekend through the first week in September. Sampling intensity per month was determined by summing the traffic counts for the same days of the week in 1983 for each month and dividing by the total. Based upon this

equation, the percentage of questionnaires handed out by each month was determined. The monthly percentages are listed as such: Memorial Day weekend represented 6.8 percent of the sample or 400 questionnaires; June represented 20.2 percent of the sample or 1,200 questionnaires; July represented 31.3 percent of the sample or 1,900 questionnaires; August represented 33.3 percent of the total or 2,000 questionnaires, and the first week of September represented 8.3 percent of the total or 500 questionnaires.

Due to differences in tourist traffic at each data collection location, Marquette versus Mackinac Island, the number of questionnaires to be distributed in each location were different. Based upon M.D.O.T. data, the average daily traffic count for Marquette during 1983 was 3,090 persons. The average daily traffic over the Mackinac Bridge was 6,646 during that same year. Marquette traffic was approximately 47 percent of the traffic traveling over the Mackinaw Bridge. Based upon these figures, 2,820 questionnaires were distributed in Marquette and 3,180 questionnaires were distributed on Mackinac Island.

Based upon M.D.O.T. daily traffic counts, the sampling intensity per day was then determined. The intensity of the traffic for each of the sampling days was used to determine percentages. Based upon these percentages, the number of questionnaires to be distributed daily was determined. See Table 9 and Table 10 for the daily sampling intensity.

Survey distribution was based on an eight hour day, spanning a time frame from 9:00 a.m. to 6:00 p.m., with a one hour break for lunch. Once the designated number of surveys were distributed for that particular hour, the data collectors could take a break until the next

hour, whereby survey distribution would begin again. Once the daily sampling intensity was determined, the sampling intensity per hour was determined, also based on the M.D.O.T. traffic counts. As traffic increased or decreased, based on the time of day, so did the required sampling intensity. See Table 11 and Table 12. With a final sample of 556 usable surveys, a 9.26 percent response rate was achieved. The low response rate was expected; based on the premise that many tourists would forget to fill out or mail the survey or change their mind concerning its completion.

Objectives, Hypotheses and Statistical Analysis

Three sets of hypotheses were developed. Each set of hypotheses examines the perceived influence family members exerted on vacation decision-making. The first set of hypotheses is concerned with the impact travel characteristics have on family vacation decision-making. The second set of hypotheses examines the impact travel party composition, based on the stages of the family life cycle, and socioeconomic aspects of the family have on the perceived mean level of influence family members exert on vacation decision-making. The last set of hypotheses was developed in order to examine differences between family members' perceived mean level of influence on vacation decisions by their classification, using the central satellite model of decision.

Objective

Examine travel characteristics which may impact family members' perceived influence on vacation decision-making.

Table 9. Daily Sampling Intensity for Mackinac Island

Date	Month				
	May	June	July	August	September
1					250
2				230	
3		85	180		
4					115
5				200	
6		80	260		
7					135
8				180	
9		120	160		
10					
11				230	
12		80	200		
13					
14				190	
15		125	165		
16					
17				225	
18		110	170		
19					
20				175	
21		160	200		
22					
23				185	
24		130	175		
25	166				
26				180	
27			115	240	
28	70				
29				210	
30		195	170		
31	170				
Total	406	1200	1920	2005	500

Table 10. Daily Sampling Intensity for Marquette

Date	Month				
	May	June	July	August	September
1					117
2				106	
3		41	82		
4					54
5				96	
6		37	121		
7					63
8				85	
9		58	73		
10					
11				109	
12		38	90		
13					
14				88	
15		59	76		
16					
17				105	
18		52	78		
19					
20				81	
21		76	93		
22					
23				91	
24		62	81		
25	78				
26				84	
27		54	110		
28	33				
29				99	
30		92	80		
31	79				
Total	190	569	884	944	234

Table 11. Hourly Sampling Intensity for Marquette Based on an Eight Hour Day

Date	Month				
	May	June	July	August	September
1					15
2				13	
3		5	10		
4					7
5				11	
6		5	15		
7					8
8				11	
9		7	9		
10					
11				14	
12		5	11		
13					
14				11	
15		7	10		
16					
17				13	
18		6	10		
19					
20				10	
21		10	12		
22					
23				11	
24		8	10		
25	10				
26				11	
27		7	14		
28	4				
29				12	
30		12	10		
31	10				
Total	192	576	888	936	240

Table 12. Hourly Sampling Intensity for Mackinac Island Based on an Eight Hour Day

Date	Month				
	May	June	July	August	September
1					16
2				14	
3		6	11		
4					7
5				13	
6		5	16		
7					9
8				11	
9		8	10		
10					
11				14	
12		5	13		
13					
14				12	
15		8	11		
16					
17				14	
18		7	11		
19					
20				11	
21		10	13		
22					
23				12	
24		8	11		
25	11				
26				11	
27		7	15		
28	5				
29				13	
30		12	11		
31	11				
Total	432	1216	1852	2000	512

Total figures represent two data collectors on Mackinac Island.

Hypothesis Set 1: Impact of Travel Characteristics

H1-1:

Occupation and travel party composition significantly impact the perceived mean level of influence family members have concerning exactly when to take this vacation, when controlling for the number of persons the respondent is paying for on this trip.

Occupation and travel party composition significantly impact the perceived mean level of influence the husband exerts on the decision concerning exactly when to take this vacation, when controlling for the number of persons the respondent is paying for on this trip.

Occupation and travel party composition significantly impact the perceived mean level of influence the wife exerts on the decision concerning exactly when to take this vacation, when controlling for the number of persons the respondent is paying for on this trip.

Occupation and travel party composition significantly impact the perceived mean level of influence children exert on the decision concerning exactly when to take this vacation, when controlling for the number of persons the respondent is paying for on this trip.

H1-2:

The length of distance traveled, previous experience with a resort area and the cost of accommodations significantly impact family members' influence on the decision to visit this resort area, when controlling for family income.

The length of distance traveled, previous experience experience with a resort area and cost of accommodations significantly impact the perceived mean level of influence the husband has on the decision to visit this resort area, when controlling for family income.

The length of distance traveled, previous experience with a resort area and cost of accommodations significantly impact the perceived mean level of influence the wife has on the decision to visit this resort area, when controlling for family income.

The length of distance traveled, previous experience with a resort area and cost of accommodations significantly impact the perceived mean level of influence children have on the decision to visit this resort area, when controlling for family income.

H1-3:

Total distance traveled to the resort area and cost of accommodations significantly impact the level of family members' influence in the decision regarding the length of the family vacation.

Total distance traveled to the resort area and cost of accommodations significantly impacts the perceived mean level of influence the husband has in the decision regarding the length of the family vacation.

Total distance traveled to the resort area and cost of accommodations significantly impacts the perceived mean level of influence the wife has in the decision regarding the length of the family vacation.

Total distance traveled to the resort area and cost of accommodations significantly impacts the perceived mean level of influence the children have in the decision regarding the length of the family vacation.

H1-4:

Cost of accommodations and mode of transportation significantly impact family members perceived mean influence on the vacation budget, when controlling for family income, and the number of persons the respondent is paying for on this trip.

Cost of accommodations and mode of transportation significantly impact the perceived mean influence of the husband on the vacation budget, when controlling for family income, and the number of persons the respondent is paying for on this trip.

Cost of accommodations and mode of transportation significantly impact the perceived mean influence of the wife on the vacation budget, when controlling for family income, and the number of persons the respondent is paying for on this trip.

Cost of accommodations and mode of transportation significantly impact the perceived mean influence of the children on the vacation budget, when controlling for family income, and the number of persons the respondent is paying for on this trip.

H1-5:

Mode of transportation, travel party composition, and cost of accommodations significantly impact family members' perceived mean influence in the decision concerning the type of accommodations selected for this vacation, when controlling for family income.

Mode of transportation, travel party composition, and cost of accommodations significantly impact the perceived mean level of influence the husband has on the type of accommodations selected for this vacation, when controlling for family income.

Mode of transportation, travel party composition, and cost of accommodations significantly impact the perceived mean level of influence the wife has on the type of accommodations selected for this vacation, when controlling for family income.

Mode of transportation, travel party composition, and cost of accommodations significantly impact the perceived mean level of influence the wife has on the type of accommodations selected for this vacation, when controlling for family income.

H1-6:

Travel party composition, information used in vacation decision-making, and the purpose of visiting the resort area significantly impact the perceived mean level of influence family members have on the decision concerning the type of activities to participate in while on vacation, when controlling for family income and the length of days spent in the area.

Travel party composition, information used in vacation decision-making, and the purpose of visiting the resort area significantly impact the perceived mean level of influence the husband has on the decision concerning the type of activities to participate in while on vacation, when controlling for family income and the length of days spent in the area.

Travel party composition, information used in vacation decision-making, and the purpose of visiting the resort area significantly impact the perceived mean level of influence the wife has on the decision concerning the type of activities to participate in while on vacation, when controlling for family income and the length of days spent in the area.

Travel party composition, information used in vacation decision-making, and the purpose of visiting the resort area significantly impact the perceived mean level of influence the children have on the decision concerning the type of activities to participate in while on vacation, when controlling for family income and the length of days spent in the area.

Table 13. Summary Table of Variables Used in Hypothesis Set 1

Dependent Variable	Independent Variable	Covariate	Analysis
Hypothesis 1-1			
When to Vacation	Occupation TPC*	Persons Paid For	ANCOVA
Hypothesis 1-2			
Resort Area Chosen	Distance Traveled Experience Accommodation Cost	Income	ANCOVA
Hypothesis 1-3			
Length of Vacation	Distance Traveled		Regression
Hypothesis 1-4			
Vacation Budget	Accommodation Cost Person Paid For	Income	ANCOVA
Hypothesis 1-5			
Accommodations	Transportation TPC Accommodation Cost	Income	ANCOVA
Hypothesis 1-6			
Activities	TPC Information Trip Purpose	Income Vacation Length	ANCOVA

*TPC represents Travel Party Composition.

Objective

Examine the relationship between the travel party composition, using stages of the family life cycle as a benchmark, socioeconomic variables and the perceived influence family members have on vacation decision-making.

Hypothesis Set 2: Impact of Travel Party Composition Based on the Stages of the Family Life Cycle, Respondent's Age, Educational Status and Family Income

H2-1:

The transposed travel party composition, based on the stages of the family life cycle+, family income, respondent's age and educational status significantly influence family members' perceived mean level of influence on the decision to take a vacation this year.

The transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the husband exerted on the decision to take a vacation this year.

The transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the wife exerted on the decision to take a vacation this year.

The transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the children exerted on the decision to take a vacation this year.

+Travel party composition, in conjunction with the respondent's age, was used to comprise the transposed travel party composition variable. The transposed travel party composition variable was based on the stages of the family life cycle. This variable, however, is not used as a proxy for the stages of the family life cycle. A complete description of this data transformation is provided in Chapter 4.

H2-2:

The transposed travel party composition, family income, respondent's age and educational status significantly influence family members' perceived mean level of influence on the decision to take a vacation this summer.

The transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the husband exerted on the decision to take a vacation this summer.

The transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the wife exerted on the decision to take a vacation this summer.

The transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the children exerted on the decision to take a vacation this summer.

H2-3:

The transposed travel party composition, family income, respondent's age and educational status significantly influence family members perceived mean level of influence on the decision concerning exactly when to take this vacation.

The transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the husband exerted on the decision concerning exactly when to take this vacation.

The transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the wife exerted on the decision concerning exactly when to take this vacation.

The transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the children exerted on the decision concerning exactly when to take this vacation.

H2-4:

The transposed travel party composition, family income, respondent's age and educational status significantly influence family members perceived mean level of influence on the decision concerning the length of this vacation.

The transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the husband exerted on the decision concerning the length of this vacation.

The transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the wife exerted on the decision concerning the length of this vacation.

The transposed travel party composition, family income, respondent's age and educational status significantly

influence the perceived mean level of influence the children exerted on the decision concerning the length of this vacation.

H2-5

The transposed travel party composition, family income, respondent's age and educational status significantly influence family members' perceived mean level of influence on the vacation budget.

The transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the husband exerted on the vacation budget decision.

The transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the wife exerted on the vacation budget decision.

The transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the children exerted on the vacation budget decision.

H2-6:

The transposed travel party composition, family income, respondent's age and educational status significantly influence family members' perceived mean level of influence on the vacation activities decided upon.

The transposed travel party composition, family income, respondent's age and educational status significantly

influence the perceived mean level of influence the husband exerted on the vacation activities decided upon.

The transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the wife exerted on the vacation activities decided upon.

The transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the children exerted on the vacation activities decided upon.

H2-7:

The transposed travel party composition, family income, respondent's age and educational status significantly influence family members' perceived mean level of influence on the decision to visit this resort area.

The transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the husband exerted on the decision to visit this resort area.

The transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the wife exerted on the decision to visit this resort area.

The transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the children exerted on the decision to visit this resort area.

H2-8:

The transposed travel party composition, family income, respondent's age and educational status significantly influence family members' perceived mean level of influence on the type of accommodations selected.

The transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the husband exerted on the type of accommodations selected.

The transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the wife exerted on the type of accommodations selected.

The transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the children exerted on the type of accommodations selected.

Table 14. Summary Table of Variables Used in Hypothesis Set 2

Dependent Variable	Independent Variable	Analysis
Hypothesis 2-1		
Vacation This Year	TTPC* Income Age Education	ANOVA
Hypothesis 2-2		
Vacation This Summer	TTPC Income Age Education	ANOVA
Hypothesis 2-3		
When to Vacation	TTPC Income Age Education	ANOVA
Hypothesis 2-4		
Length of Vacation	TTPC Income Age Education	ANOVA
Hypothesis 2-5		
Vacation Budget	TTPC Income Age Education	ANOVA

*TTPC represents the transposed travel party composition, based on the stages of the family life cycle.

Table 14 (Cont'd).

Dependent Variable	Independent Variable	Analysis
Hypothesis 2-6		
Vacation Activities	TTPC Income Age Education	ANOVA
Hypothesis 2-7		
Visit This Resort	TTPC Income Age Education	ANOVA
Hypothesis 2-8		
Accommodations	TTPC Income Education	ANOVA

Objective

Examine differences between the perceived influence family members exerted on the type of vacation decisions analyzed in the study: tactical and program.

Hypothesis Set 3: Perceived Dominance of Family Members on Vacation Decision-Making

H3-1:

Significant differences exist between the spouse who is the overall dominant vacation decision-maker and the dominant decision-maker for the policy and tactical decisions.

Objective 4:

Develop a theoretical model which synthesizes and examines the influences of family socioeconomic aspects and travel party composition, based on the stages of the family life cycle, on family vacation decision-making.

Through a review of literature in the area of family decision-making in general and family vacation decision-making in particular, several important relationships have been identified. The first relationship identified is the effect of the family life cycle and demographic variables on the level of influence family members have on decisions. Family characteristics such as age, income, education, length of marriage and occupation affect, to varying degrees, the level of influence family members have on various decisions. The second relationship identified consists of the differing levels of influence family members have on the central decision as well as on satellite or secondary decisions. Despite the identification of the relationship to

influence of the family life cycle stages and socioeconomic aspects on family decision-making, a model which synthesizes these factors has not been developed. The purpose of this section is to present a conceptual framework designed to synthesize family life cycle and demographic variables and their relationship to family vacation decision-making.

The Vacation Decision-Making model consists of two separate, yet interrelated sections. See Figure 2. The two sections include the perceived mean level of influence of family members on decision-making and the final decisions made.

The first section of the model is comprised of the family structure. Three components form the relationship of decision-making within the family. The first component is represented by family members. Research (Filiatrault & Ritchie, 1980; Jenkins, 1978; Ritchie & Filiatrault, 1980) has demonstrated that all family members, that is, each spouse and children, influence the decision outcome. Based on this, the family members included in the model consist of the husband, wife and children. The second component of family decision-making is the family life cycle and socioeconomic variables. Researchers have identified the influence of demographics (Myers, 1974; Myers & Moncrief, 1978; Walter & Tong, 1977) and the stages of the family life cycle (Cosenza & Davis, 1981) on decision-making. A relationship between stages of the family life cycle and socioeconomic variables exist. Both concepts address familial characteristics such as age, income level, marital status and the presence of children. Additional socioeconomic variables include the occupation and level of education of the family members, typically that of the spouses. The family life cycle extends socioeconomic information through the analysis of the

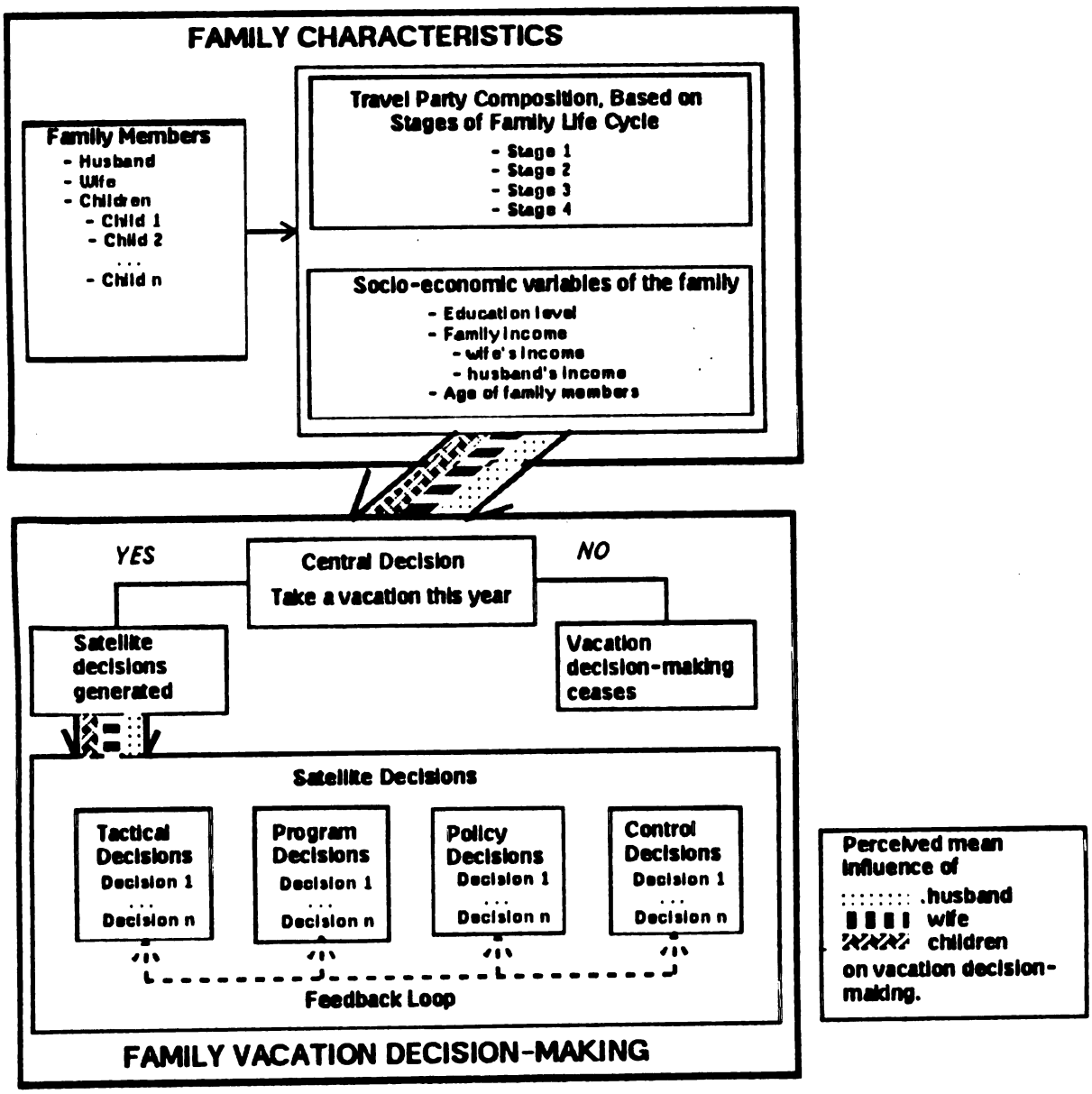

Figure 2: Flowchart of Family Vacation Decision-Making.

effect of the length of the marriage on family decision-making. It is hypothesized that the combination of the stages of the family life cycle and socioeconomic variables influence family decision-making. The third component of family decision-making consists of the perceived mean level of influence family members have on vacation decisions. The perceived levels of influence include dominance, majority, joint spousal decision-making and joint family decision-making.

Dominant decision-making is represented when one family member is perceived to exert more influence than that of other family members. For example, the husband may have 35 percent of the influence on the decision to take a vacation, while the wife represents 40 percent of the influence and the children represent 25 percent of the influence. The wife is characterized as the dominant decision-maker concerning whether or not to take a vacation.

A majority decision-maker would be represented through a family member being perceived to have 50 percent or more of the influence on a decision. For example, the husband may be perceived as representing 50 percent of the influence on the vacation budget. The wife may be perceived as representing 40 percent of the influence concerning the vacation budget, whereas, the children are perceived as representing only 10 percent of the influence on this decision. Due to the fact that the husband has 50 percent of the influence, he is characterized as the majority decision-maker.

The third classification of influence is joint spousal decision-making. The perception of joint spousal decision-making is characterized by relatively equal levels of influence by both spouses on a decision. For example, both spouses may be perceived as

representing 45 percent of the influence concerning the type of accommodations to use while on vacation. The children are perceived as representing an additional 10 percent of the influence concerning the accommodations selected.

The fourth classification of influence is joint family decision-making. This classification is represented by the perception of approximately equal levels of influence on decision-making by the spouses and children. For example, the husband, wife and children may be perceived as representing one-third of the influence concerning the type of activities to participate in while on vacation. Although children have not been shown to possess a dominant level of influence on decision-making, their perceived levels of influence have slowly increased in recent years. Based on this, the assumption is made that for certain decisions, children may be perceived as being increasingly more influential. This influence may not be a dominant level, however, it may eventually represent a significant portion of the decision outcome.

The second section of the model consists of the final plan. Within the final plan, the decisions being made are considered. In this instance, family vacation decisions are used for demonstration purposes. The final plan and decisions consist of a central decision and satellite decisions. Similar to models developed by Alderson (1956) and Plonk (1964; 1968), one requirement of the model is that the central decision be completed prior to satellite decisions being made. That is, the satellite decisions are generated based on the central decision.

Although satellite decisions are generated from the central decision, satellite decisions may be influenced by other satellite decisions. For example, a satellite decision being considered is whether to take the children on vacation or vacation as a couple. If the decision to take the children is made, the type of activities participated in while on vacation may be influenced by the decision to include the children.

Another characteristic of the model is the examination of family members' influence on the satellite decisions as well as the central decision. Research (Davis, 1970; Shuptrine & Samuelson, 1976) has demonstrated that family members may have varying degrees of perceived influence on secondary decisions as well as on the central decision. That is, the husband may be the dominant decision-maker concerning the vacation budget, accommodations and length of vacation. The wife may be the dominant decision-maker on the decision to visit a particular resort area. Children have relatively little, if any influence on the above decisions, however they may represent approximately one-third of the influence concerning vacation activities in which to participate.

Based upon the individual components of the model, the level of influence family members have on vacation decision-making is depicted. More importantly, however, is the examination of the family life cycle and socioeconomic variables and their effect on family vacation decision-making. Furthermore, the level of influence of family members on the central and satellite decisions is also depicted. Through this model, the complex and interrelated nature of decisions can be examined.

Based upon the results of the statistical analyses as well as results of past studies, as identified in the review of literature, an empirical model will be developed. The objective of the theoretical model is to synthesize and hypothesize the impact the stages of the family life cycle and socioeconomic variables have on family vacation decision-making.

Statistical Procedures

Oneway Analysis of Variance, Analysis of Variance and Analysis of Covariance

Oneway Analysis of Variance, Analysis of Variance (ANOVA) and Analysis of Covariance (ANACOVA) statistical analysis, using a fixed-effects model, were used to evaluate the level of significance between differences of group mean values. Through this form of analysis, the researcher is able to identify the sources of variation (Frank & Green, 1967).

Similar to regression analysis, Analysis of Variance model requires the dependent variable to be measured on an interval or ratio scale. Unlike that of regression analysis, the Analysis of Variance model allows the factors to be nonmetric, metric or a combination of nonmetric and metric (Green & Carroll, 1978; Kim & Kohout, 1975a).

Despite the type of analysis of variance model, that is oneway analysis of variance, analysis of variance or analysis of covariance, the total variance of all observations is separated into two components: variability of the universe and variance due to differences among mean values (Green & Tull, 1975).

Oneway Analysis of Variance is the simplest form of this type of analysis, whereby the model contains only one factor (Green & Tull,

1975). Therefore, no interactions exist. Tukey's post hoc analysis was conducted to determine where the significant differences were.

Multiple analysis of Variance is used when more than one factor is included in the model (Anderson, Sweeney & Williams, 1986). Interactions between the factors are present with analysis of variance and analysis of covariance. Interactions occur when the changes in one factor is dependent upon the value of one or more additional variables examined (Green & Tull, 1975).

(1)

Where:

Y_{ij} = sales of the ith decision in the jth treatment

= mean value of the sample population

$_j$ = fixed effect of the jth treatment on decision-making

$_{ij}$ = allowances for experimental error

Analysis of Covariance is used when potential confounding variables are identified (Green & Carroll, 1978; Green & Tull, 1975). Using interval level data, the covariates are included into the model, and their influence on the remainder of the model is controlled for (SPSS-X, 1987). By controlling for these influencing factors, "...the residual error can be decreased, resulting in a more sensitive experiment" (Green & Carroll, 1978; p. 112). The statistical formulas for analysis of variance and analysis of covariance are provided below.

(2)

Where:

X_{ij} = The value of observation i (i = 1,2, m_j)

on treatment j.

= The pooled within-groups slope

= That part of Y that is accounted for by the changes in X

$_{ij}$ = The residual error

X_{ij} = The value of observation i (i = 1,2, --- m_j) on treatment j.

= Overall mean

$_j$ = The deviation from the overall mean associated with treatment j (j = 1,2, ---)

(Green and Carroll, 1978, p. 112)

Provided sufficient available data, analysis of variance and analysis of covariance programs will provide an analysis of the main effects, covariates, explained and residual source of variation. The program is also equipped to calculate up to five-way interaction effects, based on the model. If, however, empty cells exist, the higher order interaction effects may not be calculated (SPSS-X, 1987).

The analysis of covariance program provides a multiple classification analysis table. The features of the table include a grand mean, R-squared value, unadjusted deviation scores and adjusted deviation scores for the factors as well as the factors and covariates. The grand mean represents the overall mean of the model. Through the analysis of the unadjusted and adjusted deviation scores, the researcher is able to identify changes in the dependent variable value as a result of the addition of factors and covariates. From this analysis, the confounding effects of variables, if any, can be identified.

CHAPTER IV

Data Analysis and Findings

The following chapter is a summary of the qualitative and quantitative analysis of the data. The chapter is divided into four sections: Data transformations, demographic information, perceived mean levels of influence family members have on vacation decision-making, and testing of the hypotheses.

Data Transformations for Statistical Analyses

Travel Party Characteristics

Throughout the first set of hypotheses, vacation characteristics were examined in relation to the perceived mean influence family members have on vacation decision-making. In order to test hypotheses 1-1, 1-5 and 1-6, travel party composition was used as an independent variable. Fourteen categories were originally used to measure the composition of the travel party (question 66). For purposes of testing these hypotheses, the composition of the travel party was collapsed into four categories. Male and female persons traveling together, without children composed the first category. The second category consisted of male and female adults traveling with children, typically 21 years old and under. The third category of travel party composition consisted of single adults who were traveling with children, typically age 21 and younger. The fourth and final category of travel party composition consisted of the same sex adults, traveling together.

Travel Party Composition Based on Stages of the Family Life Cycle

In order to test hypotheses in set 2, the variable travel party composition was transformed in a manner different from the transformation used in Hypothesis Set 1. For the purposes of testing hypotheses set 2, travel party composition and the respondent's age were combined, using the stages of the family life cycle as a benchmark. As identified in Chapter 2, the family life cycle consists of five stages. The first stage consists of single adults under the age of 35. Due to the fact that only persons traveling as a family completed the decision-making portion of the questionnaire (questions 78-86), only four classifications of travel party composition, based on the stages of the family life cycle, were analyzed.

Using the guidelines described above, the first category of the travel party composition consisted of male and female adults, between the ages of 18-34. The second travel party composition category consisted of male and female adults, under the age of 35, traveling with children. Couples, aged 35-65 traveling without children, couples, ages 35-65 traveling with children and single adults, between the age of 35-64, traveling with children were placed in the third category. The assumption was made that adults in this category were either divorced or widowed. The final category consisted of adults, aged 65 and older. See Figure 3.

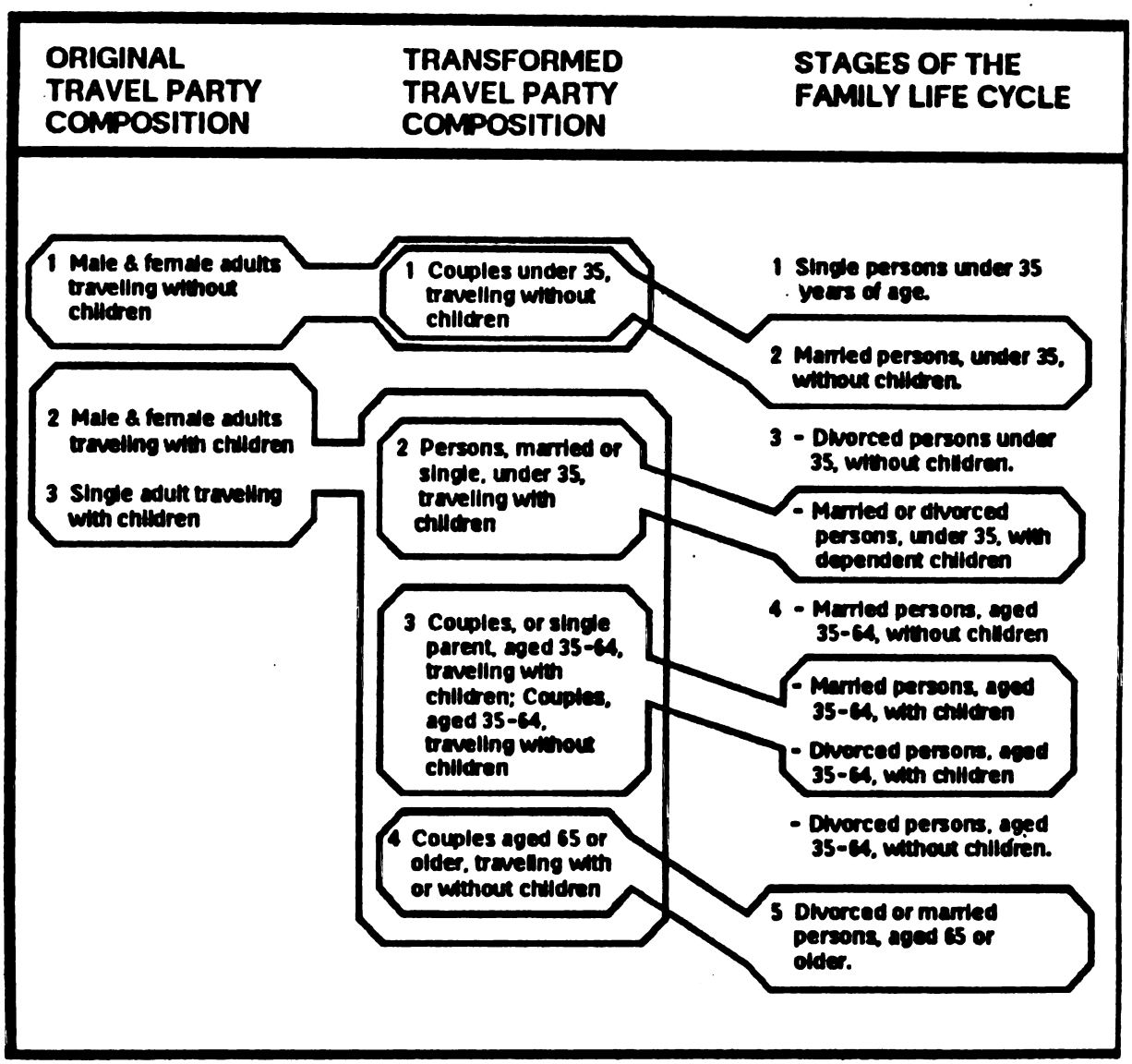

Figure 3. Transposed Travel Party Composition

Age

Using an open-ended question, respondents listed their age at their last birthday (question 75). In order to use age in analysis of variance and analysis of covariance statistical analyses, the variable age was transformed into three categories. The age of the respondents were collapsed into categories consistent with the age categories represented in the stages of the family life cycle: age 18 through 34, 35 through 64, and respondents aged 65 and older.

Education

Using a closed-ended question, respondents were requested to indicate their level of education (question 73). Eight categories of education were presented. Due to the number of empty cells, it was deemed essential to collapse the data. Respondents who had some elementary education or completed elementary school were reclassified to the first category. Category 2 consisted of those individuals who received 2 years of high school, or had completed high school. The third category was made up of respondents who had 2 years of college or had completed a 4 year college education. The fourth and final category for education consisted of those individuals who had some graduate work, either a master's or professional degree, or had completed their graduate program.

Family Income

Family income was measured using a closed-ended question (question 72). Family income levels were listed on the questionnaire in blocks of $10,000, ranging from $10,000 and under through $110,000 and above. Family income was used as a factor in Analysis of Variance and Analysis

of Covariance statistical analyses. The twelve categories were collapsed into five categories. Incomes were blocked in $20,000 increments, with the lowest category consisting of family incomes at or below $20,000. The highest transformed category consisted of family incomes at or above $80,001.

Occupation

A closed-ended question was posed to respondents concerning their occupation and that of their spouse (question 70 and question 71). The classifications of the 14 types of occupations listed on the questionnaire were collapsed into six categories. These categories are broken down into types of positions held. The first category consisted of two type occupations, listed as professional or technical and managerial or administrative, except farm. The second category used in occupation consisted of those individuals in sales. Seven original categories were collapsed into one category, which involved manual skills such as craftsperson, machine operator, service worker, nonfarm laborer, farm owner, farm worker or clerical. The fourth category consisted of students. The fifth category consisted of retired individuals. The final category for occupation consisted of those individuals who were unemployed.

Sources of Information

Respondents were requested to state the sources of information used concerning this tourist area (question 69). Using a closed-ended question, thirteen sources of information were listed, with an additional category listed as "other". Due to the number of empty cells, only two sources of information were examined. Based upon a

frequency count, the researcher determined that the two important sources of information used by the vacationing tourists consisted of that from friends and relatives and the State of Michigan Travel Bureau.

Most Important Reason for Visiting This Area

Twelve closed-ended categories were listed for visiting this resort area. Due to empty cells, tourists' reasons for visiting this resort area were collapsed (question 55). Similarities between the reasons were identified by the researcher, and ultimately collapsed into four categories. Friends and relatives was the first category listed as the most important reason for visiting this location. The second category listed was for reasons of business or to attend a convention or conference. The third category consisted of reasons related to personal pleasure such as sight-seeing, shopping or entertainment. Visiting this location while en route to another location or as a stop on a tour package was the fourth category.

Distance Traveled

In order to qualify for participation in the study, respondents were required to travel at least 200 miles round-trip. The round-trip distance was presented through an open-ended question (question 57). Analysis of a frequency count of the distance traveled by the respondents revealed a range of 200 miles to 6,000 miles. In order to use the variable distance traveled in an Analysis of Covariance model the data were collapsed into four categories. The first category consisted of those respondents who were traveling relatively short distances, 200 miles to 399 miles round-trip on this vacation. The

second category consisted of those individuals who were traveling 400 to 699 miles on this vacation. The third classification of distance was representative of travelers ranging from 700 to 999 miles. The final classification of distance was representative of extended traveling. These vacationers traveled 1,000 or more miles round-trip.

Prior Experience

Prior experience with this resort area was measured by asking respondents how frequently they visit this resort area, or whether this was their first visit to the area (question 61). The data were transformed in order to assess whether the respondent had prior experience with this resort area. If the respondent answered that this is their first visit to the area, their response was transformed to equal 1. If the respondents indicated any degree of frequency with the resort area, their response was transformed to equal 2.

Cost of Accommodations

The cost of accommodations per day was measured through an open-ended question (question 60). Analysis of the frequency count revealed that the cost of accommodations ranged from free, that is, no charge, to $200 per day. Upon further examination of the frequency count, natural breaks in the cost of accommodations per day were identified. Based upon these natural breaks, four categories for the cost of accommodations were developed. The first category consisted of those vacationers who spent $0 to $25 per day on accommodations. The second category consisted of persons who spent $26 to $53 per day, followed by those who spent $54 to $99 per day on accommodations. The fourth and

final category consisted of those tourists who spent $100 or more a day on accommodations.

Mode of Transportation

Using a closed-ended question, respondents were asked to state their means of transportation used on the vacation (question 56). The original nine categories were collapsed into four categories. The first category consisted of respondents traveling by automobile or truck, without camping equipment. The second category consisted of respondents who used some form of camping vehicle, for example, a recreation vehicle or an automobile with camping equipment. The third category of transportation used consisted of inexpensive public transportation such as buses or trains. The fourth and final category consisted of a more expensive mode of transportation, namely, an airplane or boat.

Overall Dominance in Vacation Decision-Making

Overall dominance in vacation decision-making was achieved through the calculation of the overall mean level of influence spouses exerted on vacation decision-making. The perceived mean level of influence the husband exerted on each vacation decision was summed. This total figure was then divided by 8, which was the number of vacation decisions analyzed. The same calculations were then conducted using the perceived mean level of influence the wife exerted on vacation decision-making. The spouse with the higher overall score was then viewed as exerting an overall dominance in decision-making for this vacation.

Dominance in Vacation Decision-Making by Type of Decision

Based upon the results of the Delphi panel, two types of decisions used in this study were identified: tactical and program. The mean value for tactical decisions was calculated by summing the values for the spouses on each tactical decision and dividing by N. The questions classified as tactical decisions include questions 79, 80, 81, 82, 84, and 85. Only one question, 86, was classified as a program decision.

Demographic Information

The sample for this study consisted of 550 tourists visiting Marquette or Mackinac Island, Michigan during the summer of 1985. From this sample, 311 (56.55%) tourists were vacationing as a family. Only the tourists who were vacationing as a family completed the decision-making questions. These tourists were subsequently referred to as the decision-making sample. As discussed in Chapter 3, one respondent from each family or traveling group was asked to participate in the study. See Table 15.

The Michigan Travel Bureau periodically collects data on Michigan Tourists. Data was collected by the National Travel Survey. Using a telephone survey method, data was collected on adults throughout the United States. The most recent data available was compiled during 1983-1984.

Two separate analyses are conducted on the demographics of the sample. The first analysis consists of a comparison of the demographic profile of the entire sample and that of the decision-making sample. Throughout this analysis, all categories represented on the survey instrument will be discussed. The second analysis consists of a comparison of the demographic profile of the decision-making sample and

Table 15. Demographic Profile

Demographic Aspects	Entire Sample		Decision-Making Sample	
	N	%	N	%
Race				
Black	8	1.50	3	.96
White	510	95.00	299	96.14
Hispanic	5	.90	2	.64
American Indian	5	.90	5	1.60
Asian-Pacific	2	.40	2	.64
Total	530	100	311	100
Age				
18-24	57	10.61	15	4.82
25-34	147	27.37	91	29.26
35-44	141	26.26	103	33.19
45-54	69	12.85	41	13.18
55-64	67	12.48	35	11.25
65-74	50	9.31	21	6.75
75 and older	6	1.12	1	.32
Total	537	100	311	100
Sex				
Male	276	51.20	167	53.70
Female	263	48.80	144	46.30
Total	539	100	311	100
Family Income				
Less than 10,000	51	10.00	7	2.30
10,001-20,000	63	12.40	27	9.10
20,001-30,000	103	20.20	59	19.80
30,001-40,000	124	24.40	92	30.90
40,001-50,000	71	13.90	47	15.80
50,001-60,000	45	8.80	29	9.70
60,001-70,000	15	2.90	12	4.00
70,001-80,000	9	1.80	5	1.70

Table 15 (Cont'd).

Demographic Aspects	Entire Sample		Decision-Making Sample	
	N	%	N	%
Family Income (Cont'd)				
80,001-90,000	5	1.00	5	1.70
90,001-100,000	8	1.60	4	1.30
100,001-110,000	5	1.00	3	1.00
110,001 and above	10	2.00	8	2.70
Total	508	100	298	100
Respondent's Educational Level				
Some Elementary	1	.20	1	.32
Completed Elementary	1	0	0	0
2 Years High School	18	2.40	5	1.61
Completed High School	132	24.80	64	20.58
2 Years College	120	22.60	72	23.15
Completed College	110	20.70	65	20.90
Some Graduate Work	60	11.30	41	13.18
Completed Graduate Work	88	16.50	61	19.61
Total	532	100	311	100
Female Respondent's Occupation				
Professional-Technical	90	35.20	62	43.10
Manager-Administrator	21	8.20	12	8.30
Sales	14	5.50	6	4.20
Clerical	29	11.30	15	10.40
Craftsperson	6	2.30	4	2.80
Machine Operator	7	2.70	4	2.80
Non-Farm Laborer	2	.80	2	1.40
Service Worker	5	2.00	3	2.10
Farm Owner	3	1.20	2	1.40
Farm Worker	1	.40	0	0
Student	18	7.00	6	4.20
Retired	31	12.10	9	6.30
Unemployed	7	2.70	5	3.50
Other	22	8.60	14	9.70
Total	256	100	144	100

Table 15 (Cont'd).

Demographic Aspects	Entire Sample		Decision-Making Sample	
	N	%	N	%
Female Respondent's Spouse's Occupation				
Professional-Technical	73	38.80	52	39.10
Manager-Administrator	29	15.40	21	15.80
Sales	10	5.30	6	4.50
Clerical	4	2.10	3	2.30
Craftsperson	8	4.30	7	5.30
Machine Operator	8	4.30	8	4.30
Non-Farm Laborer	5	2.70	5	3.80
Service Worker	6	3.20	5	3.80
Farm Owner	1	.50	1	.80
Farm Worker	0	0	0	0
Student	8	4.30	4	3.00
Retired	21	11.20	11	8.30
Unemployed	4	2.10	3	2.30
Other	11	5.90	7	5.30
Total	188	100	144	100
Male Respondent's Occupation				
Professional-Technical	108	39.70	71	42.50
Manager-Administrator	36	13.20	26	15.60
Sales	13	4.80	6	3.60
Clerical	4	1.50	2	1.20
Craftsperson	14	5.10	6	3.60
Machine Operator	14	5.10	10	6.00
Non-Farm Laborer	4	1.50	3	1.80
Service Worker	6	2.20	5	3.00
Farm Owner	4	1.40	3	1.80
Farm Worker	13	4.80	1	.60
Student	13	4.80	1	.60
Retired	37	13.60	23	13.80
Unemployed	4	1.50	1	.60
Other	13	4.80	9	5.40
Total	283	100	167	100

Table 15 (Cont'd).

Demographic Aspects	Entire Sample		Decision-Making Sample	
	N	%	N	%
Male Respondent's Spouse's Occupation				
Professional-Technical	52	23.90	42	25.90
Manager-Administrator	16	7.30	13	8.00
Sales	8	3.70	6	3.70
Clerical	34	15.60	20	12.30
Craftsperson	4	1.80	3	1.90
Machine Operator	1	.50	1	.60
Non-Farm Laborer	2	.90	2	1.20
Service Worker	6	2.80	4	2.50
Farm Owner	2	.90	2	1.20
Farm Worker	0	0	0	0
Student	6	2.80	6	3.70
Retired	26	11.90	17	10.50
Unemployed	23	10.60	16	9.90
Other	38	17.40	30	18.50
Total	218	100	167	100

the sample from the Michigan Travel Bureau study. The categories of the demographic profile are based on those used by the Michigan Travel Bureau. Despite the discrepancies of data collection dates, a comparison of the samples are made. The goal of the researcher is to determine whether similarities exist between sample populations.

Comparison of the Entire Sample and Decision-Making Sample

The demographic profiles of the entire sample and those traveling as a family were examined. The majority of the entire sample and respondents traveling as a family were white (95% and 96.14% respectively), and were between the ages of 25 and 44 (53.63% and 62.45% respectively).

Slight differences between samples were identified in relation to family income, educational status and occupation. For both samples, respondent's family income ranged from less than $10,000 to $110,001 and above. Similarities between samples were identified throughout all income classifications except for respondents who reported an income of $10,000 or less. Fifty-one respondents (10%) from the entire sample reported an income of $10,000 or less, compared to 7 respondents (2.3%) of the respondents who were traveling as a family.

Differences were identified between the educational status of the sample. A larger percent of the entire sample reported high school as their highest educational status. One hundred and thirty-two respondents (24.80%) from the entire sample and 64 respondents (20.58%) traveling as a family reported high school as their highest educational level attained. One hundred and two persons (32.79%) traveling as a family reported some graduate work or completion of their graduate program, whereas 148 respondents (27.82%) from the entire sample reported this same educational status.

When the respondent was female, differences between occupations were identified. Sixty-two female respondents (43.10%) traveling as a family reported their occupation as professional-technical. Ninety female respondents, or 35.20 percent of the entire sample, reported this same occupation, resulting in a difference of 7.8 percent.

The second identifiable difference between the occupational status of female respondents consisted of those persons who were retired. A larger percent of female respondents in the entire sample reported their occupation and that of their spouse as retired. Thirty-one respondents (12.10%) of the entire sample were retired, compared to

nine female respondents (6.30%) who were traveling as a family. Twenty-one female respondents (11.20%) from the entire sample also listed their spouse's occupation as retired. Only eleven female respondents (8.30%) who were traveling as a family listed their spouse's occupation as retired.

Comparison of Decision-Making and Michigan Travel Bureau Samples

A comparison was made in order to identify differences between the decision-making sample and tourists' samples by the Michigan Travel Bureau. See Table 16. Although the sample sizes for the decision-making sample and the Michigan Travel Bureau (MTB) Samples were different (311 and 543 respectively), the percent represented by the various demographic categories were relatively similar. See Table 16. The majority of respondents in the decision-making and MTB samples were between the ages of 25 and 44 (62.45% and 52.00%). Approximately 18 percent of the decision-making sample (194 respondents) and 28 percent of the MTB sample (152 respondents) were aged 55 or older.

Respondent's sex within each sample were approximately equal. The decision-making sample consisted of 167 (53.70%) men and 144 (46.30%) women. The majority of respondents from both samples completed high school or had some college education (45.34% and 50% respectively).

The occupation categories used by the researcher and that used by MTB were slightly different. The researcher listed 13 categories in addition to an "other" category. The MTB survey listed 8 possible employment categories in addition to an "other" category. Due to the differences between categories listed, a comparison of the respondent's employment status is incomplete. Some comparisons can be made in

Table 16. Demographic Profile Comparison

Demographic Aspects	Decision-Making Sample		Michigan Travel Data Center Sample	
	N	%	N	%
Respondent's Age				
18-24	15	4.82	70	13.00
25-34	91	29.26	168	31.00
35-44	103	33.19	114	21.00
45-54	35	11.25	76	14.00
55-64	22	7.07	76	14.00
65 and older	22	7.07	43	8.00
Sex				
Male	167	53.70	244	45.00
Female	144	46.30	299	55.00
Family Income				
Less than $10,000	7	2.30	49	9.00
$10,000-$19,999	27	9.10	141	26.00
$20,000-$29,999	59	19.80	147	27.00
$30,000-$39,999	92	30.90	109	20.26
$40,000 and above	113	37.91	92	17.00
Education				
Less than High School	1	.32	43	8.00
Completed High School	69	22.19	152	152.00
Some College	72	23.15	120	22.00
Completed College	65	20.90	136	25.00
Graduate Work or Degree	102	19.61	92	17.00

Table 16 (Cont'd).

Demographic Aspects	Decision-Making Sample		Michigan Travel Data Center Sample	
	N	%	N	%
Respondent's Occupation				
Professional or Managerial	171	55.88	81	15.00
Lower Level Technical	---	-----	81	15.00
Clerical	17	5.55	114	21.00
Blue Collar	38	12.41	92	92.31
Household Service	---	-----	11	2.00
Retired	32	10.46	71	13.00
Unemployed	6	1.96	16	3.00
Unemployed, not looking	---	-----	71	13.00
Other	42	13.72	6	1.00

relation to clerical, retired and unemployed persons. The largest discrepancy between sample was represented by clerical employees. Approximately 5 percent (17 respondents) of the decision-making sample were clerical employees. Clericals represented approximately 21 percent (114 respondents) of the MTB sample.

The income level classifications used by the researcher differed slightly from that used by MTB. The researcher ended the income classification at an even number. For example, the second income category consisted of $10,001 through $20,000. The MTB categories, however, began the category at an even number. For example, the second income category consisted of $10,000-$19,999. For comparative purposes, the researcher is using the MTB category. As such, the figures should be considered as approximations.

The family income for the decision-making sample was higher than that of the MTB sample. Approximately 38 percent of the decision-making sample reported a family income of $40,000 or more annually. The MTB sample, however, reported only 17 percent of the sample in this income bracket. Likewise, only 11.40 percent (34 respondents) in the decision-making sample reported an income of $19,999 or lower. Thirty-five percent (190 respondents) of the MTB sample reported an annual family income of $19,999 or less.

Perceived Mean Level of Influence of Family Members on Vacation Decisions

Prior to the testing of the hypotheses, the examination of the perceived mean level of influence the husband, wife and children had on vacation decision-making was desired. When comparing the sex of the respondent, women perceived the amount of influence exerted by the husband, on six vacation decisions, as higher than that perceived by men. Men were perceived as having more influence than women on the decision regarding the vacation budget, vacation activities chosen, and the specific resort area chosen. See Table 17.

Despite the sex of the respondent, men were perceived as having a mean perceived influence ranging from 43.07 percent to 55.56 percent. Furthermore, both male and female respondents perceived the husband as having exerted a majority influence on the decision concerning the length of the vacation as well as on the vacation budget.

Male and female respondents perceived the mean level of influence exerted by women on vacation decisions differently. Male respondents perceived women as exerting a greater amount of influence on eight vacation decisions. Men consistently perceived their wife's influence

Table 17: Perceived Mean Level of Influence Family Members Exert on Vacation Decisions

	Male Respondents			Female Respondents		
Decision	Husband	Wife	Children	Husband	Wife	Children
Accommodations	44.96	47.44	4.53	48.14	45.95	3.07
Length of Vacation	51.64	41.73	5.40	52.96	38.96	6.68
Resort Area Chosen	48.71	42.46	6.36	43.49	43.45	9.85
Vacation Activities	45.59	43.20	9.36	43.22	43.17	10.09
Vacation as a Family	46.58	45.21	5.15	47.05	44.04	5.37
Vacation Budget	55.56	42.01	1.21	52.48	41.23	2.38
Vacation This Summer	43.62	45.42	7.89	45.06	40.92	13.28
Vacation This Year	43.07	47.22	7.41	46.08	41.84	11.35
When Vacation is Taken	48.54	43.18	7.64	49.07	40.04	6.68

as being greater than that perceived by women for eight of the nine vacation decisions.

Despite the sex of the respondent, women were not perceived as having a majority influence on vacation decision-making. Male respondents, perceived women as exerting similar levels of influence across all vacation decisions, ranging from 42.46 percent on the decision concerning the resort area chosen to 47.44 percent influence on hotel accommodations chosen.

The examination of respondent's perceptions of the mean level of influence children exerted on vacation decisions also resulted in discrepancies, based on the sex of the respondent. More specifically, women perceived children as exerting more influence than did men on seven of the nine vacation decisions. Women allocated a higher percentage of influence by children on the decision to: take a vacation this year, take a vacation this summer, length of the vacation, vacation budget, whether or not to take this vacation as a family or as a couple, the vacation activities chosen, and what resort area is to be chosen for the vacation.

Testing of the Hypotheses

Hypotheses Set 1

Hypothesis 1-1

Occupation and travel party composition significantly impact the perceived mean level of influence family members have concerning exactly when to take this vacation, when controlling for the number of persons the respondent is paying for on this trip.

. Occupation and travel party composition significantly impact the perceived mean level of influence the husband

exerts on the decision concerning exactly when to take this vacation, when controlling for the number of persons the respondent is paying for on this trip.

. Occupation and travel party composition significantly impact the perceived mean level of influence the wife exerts on the decision concerning exactly when to take this vacation, when controlling for the number of persons the respondent is paying for on this trip.

. Occupation and travel party composition significantly impact the perceived mean level of influence children exert on the decision concerning exactly when to take this vacation, when controlling for the number of persons the respondent is paying for on this trip.

Analysis of Covariance (ANACOVA) was conducted three separate times, using the perceived mean level of influence family members, the husband, wife and children, have on the decision concerning exactly when to vacation as the dependent variable. The factors used to test this hypothesis consisted of the respondent's occupation, their spouse's occupation and the composition of their travel party. The covariate consisted of the number of persons the respondent is paying for on this trip.

Results of the analysis did not prove to be significant when the dependent variable consisted of the perceived mean level of influence of the husband or the perceived mean level of influence of the wife on the vacation decision. See Table 18.

Table 18. Analysis of Covariance: Family Members' Perceived Mean Influence on the Decision Concerning Exactly When to Vacation by Travel Party Composition, Respondent's Occupation and Their Spouse's Occupation, When Controlling for the Number of Persons Paid for on this Trip

Source	Sums of Square	DF	Mean Square	F Ratio
Husband				
Main Effects	8219.58	13	632.27	.77
Travel Party Composition	1533.06	3	511.02	.62
Respondent's Occupation	5157.62	5	1031.52	1.26
Spouse's Occupation	1961.34	5	392.27	.48
Covariates	15.94	1	15.94	.02
Persons Paid For	15.94	1	15.94	.02
Explained	8235.52	14	588.25	.72
Residual	200652.61	246	815.66	
Total	208888.13	260	803.41	
Wife				
Main Effects	10822.48	13	832.49	1.16
Travel Party Composition	4661.95	3	1553.98	2.18
Respondent's Occupation	2182.01	5	436.40	.61
Spouse's Occupation	2775.78	5	555.15	.77
Covariates	1756.19	1	1756.71	2.46
Persons Paid For	1756.19	1	1756.71	2.46
Explained	12579.19	14	898.51	1.26
Residual	175279.49	246	712.51	
Total	187858.69	260	722.53	
Children				
Main Effects	12231.88	13	940.91	2.33**
Travel Party Composition	7733.78	3	2577.92	6.40***
Respondent's Occupation	2296.35	5	459.27	1.14
Spouse's Occupation	1715.30	5	343.06	.85
Covariates	1863.62	1	1863.62	4.62*
Persons Paid For	1863.62	1	1862.62	4.62*
Explained	14095.51	14	1006.82	2.50**
Residual	99029.46	246	402.55	
Total	113124.97	260	435.09	

***p<.001; **p<.01; *p<.05.

When the dependent variable consisted of the perceived mean level of influence of the children on the decision concerning when to vacation, the main effects, travel party composition, covariate and explained source of variation proved to be significant. The factor, travel party composition was significant at the $p<.001$ level. The covariate, number of persons paid for was significant at the $p<.001$ level. The independent variables occupation and spouse's occupation did not prove to be significant. The multiple R-square was low (.12).

Multiple classification analysis revealed that an increasing effect of the factor travel party composition exists as the other factors respondent's occupation and spouse's occupation and the covariate persons paid for on this trip was adjusted for. See Table 19. When the variables were unadjusted, same sex adults perceived children as having exerted 10.00 percent influence on the decision when to vacation. When the factors were adjusted for, this perception increased to 17.29 percent influence. When controlling for the covariate in the category same sex adults traveling together this trip, children were perceived to have exerted 24.01 percent influence on the vacation decision, an increase of 16.10 percent from the grand mean (7.91).

Based upon the statistical analysis, no support for the alternate Hypothesis 1-1 is provided when the criterion variable consisted of the perceived mean influence of the husband, (model 1) and the wife (model 2) on the decision concerning when to take this vacation. When the criterion variable consisted of perceived mean influence of the

children, (model 3) on the decision concerning when to take this vacation, support for the alternate Hypothesis 1-1 is provided.

Hypothesis 1-2

The length of distance traveled, previous experience with a resort area and the cost of accommodations significantly impact the perceived mean level of influence family members have on the decision to visit this resort area, when controlling for family income.

- The length of distance traveled, previous experience with a resort area and the cost of accommodations significantly impact the perceived mean level of influence the husband has on the decision to visit this resort area, when controlling for family income.
- The length of distance traveled, previous experience with a resort area and cost of accommodations significantly impact the perceived mean level of influence the wife has on the decision to visit this resort area, when controlling for family income.
- The length of distance traveled, previous experience with a resort area and cost of accommodations significantly impact the perceived mean level of influence the children have on the decision to visit this resort area, when controlling for family income.

Analysis of Covariance (ANACOVA) was conducted three times in order to test hypothesis 1-2. The criterion variable consisted of the perceived mean level of influence of the husband, (model 1) wife (model 2) and children (model 3) on the decision to vacation at this resort

Table 19. Multiple Classification Analysis of Hypothesis 1-1: Perceived Influence of the Children on When to Vacation by Travel Party Composition, Respondent's Occupation and Their Spouse's Occupation, When Controlling for the Number of Persons Paid for on this Trip

	N	Unadjusted Deviation	Adjusted Deviation for Factors	Adjusted Deviation for Factors and Covariates
Grand mean 7.91%				
Multiple R-square .125				
Respondent's Occupation				
Professional-Technical	152	-.87	-1.45	1.23
Sales	9	3.20	4.87	4.69
Manual Labor	45	4.49	4.87	4.92
Student	5	-3.91	-7.33	-6.20
Retired	25	-1.91	4.46	2.38
Unemployed	25	-1.27	-4.72	-4.18
Eta		.11	.29	.14
Spouse's Occupation				
Professional-Technical	114	-.23	.42	.41
Sales	11	-2.46	-5.41	-4.77
Manual Labor	54	-2.15	-2.96	-3.05
Student	9	-4.58	.01	-.11
Retired	26	-4.07	-1.39	.25
Unemployed	47	6.73	4.42	3.51
Eta		.16	.13	.11
Travel Party Composition				
COUPLES	118	-6.13	-6.53	-3.31
CKIDS	140	5.20	5.45	2.61
SKIDS	1	-7.91	-10.98	-7.43
SAMESEX	2	2.09	9.38	16.10
Eta		.27	.29	.16

Table Key:
COUPLES--Couples traveling together.
CKIDS--Couples, traveling with children.
SKIDS--Single adults, traveling with children.
SAMESEX--Same sex adults, traveling together.

area. The factors consisted of the cost of accommodations per day, the total distance traveled while on this vacation, and whether or not the respondent had prior experience with this resort area. Total family income was used as a covariate.

One of the three models proved to be significant. When the criterion variable consisted of the perceived mean influence of children on the resort area chosen, the model was significant. The R-square for the model was .07. See Table 20.

Analysis of Covariance was conducted, whereby the criterion variable consisted of the perceived mean influence of the children on the resort area chosen. Analysis revealed that significant results were identified for the main effects ($p<.01$) and the factor distance traveled ($p<.05$) and the explained source of variation ($p<.05$).

When the perceived mean level of influence of the children on the resort area chosen was adjusted for the independent variables cost of accommodations, distance traveled and prior experience and the covariate total family income, differences from the grand mean were identified. See Table 21. When the variables were unadjusted and the respondent traveled between 700 and 999 miles on this vacation, the children were perceived as having exerted 4.96 percent influence on the vacation decision. Adjusting for the covariates, this perceived influence increased to 5.59 percent, 2.22 percent below the grand mean (7.81 percent). When the vacationers traveled 1000 miles or more on this vacation, and the variables were unadjusted, the children were perceived as having exerted 3.18 percent influence on the vacation decision. Adjusting for the covariates, the children were perceived as having exerted 3.71 percent influence on the vacation decision.

Table 20. Analysis of Covariance: Family Members' Perceived Mean Influence on the Resort Area Chosen by Cost of Accommodations, Distance Traveled, Prior Experience With the Area, When Controlling for Family Income

Source	Sums of Square	DF	Mean Square	F Ratio
Husband				
Main Effects	7000.12	7	1000.01	1.52
Cost of Accommodations	3022.08	3	1007.36	1.53
Distance Traveled	2626.80	3	875.60	1.33
Prior Experience	853.13	1	853.13	1.29
Covariates	1023.81	1	1023.81	1.51
Family Income	1023.81	1	1023.81	1.51
2-Way Interactions	10697.18	15	713.14	1.08
Distance Prior Experience	2715.97	3	905.32	1.37
Distance Cost of Accommodations	6027.41	9	669.71	1.02
Prior Experience Cost of Accommodations	38.21	3	12.73	.01
3-Way Interactions	7178.14	5	1435.63	2.18
Distance Prior Experience by Cost of Accommodations	7178.14	5	1435.63	2.18
Explained	7773.68	8	971.71	1.43
Residual	163042.73	241	676.52	
Total	170816.41	249	686.01	
Wife				
Main Effects	2269.46	7	324.20	.50
Cost of Accommodations	777.17	3	259.05	.40
Distance Traveled	1255.42	3	418.47	.65
Prior Experience	50.85	1	50.85	.07
Covariates	124.73	1	124.73	.19
Family Income	124.73	1	124.73	.19
2-Way Interactions	8982.71	15	598.84	.93
Distance Prior Experience	1070.60	3	356.86	.55
Distance Cost of Accommodations	7371.91	9	819.10	1.28
Prior Experience Cost of Accommodations	609.99	3	203.33	.31
3-Way Interactions	1463.31	5	292.66	.45

Table 20 (Cont'd).

Source	Sums of Square	DF	Mean Square	F Ratio
Wife (Cont'd).				
Distance Prior Experience by Cost of Accommodations	1463.31	5	292.66	.45
Explained	12840.22	28	458.57	.71
Residual	141426.51	221	639.93	
Total	154266.73	249	619.54	
Children				
Main Effects	6611.26	7	944.46	2.58**
Cost of Accommodations	2236.09	3	745.36	2.04
Distance Traveled	3349.48	3	1116.49	3.05*
Prior Experience	126.17	1	126.17	.34
Covariates	209.04	1	209.04	.57
Family Income	209.04	1	209.04	.57
2-Way Interactions	3697.62	15	246.50	.67
Distance Prior Experience	1220.99	3	406.99	1.11
Distance Cost of Accommodations	1691.63	9	187.95	.51
Prior Experience Cost of Accommodations	422.13	3	140.71	.38
3-Way Interactions	997.51	5	199.50	.54
Distance Prior Experience by Cost of Accommodations	997.51	5	199.50	.54
Explained	11515.45	28	411.26	1.12
Residual	80756.71	221	365.41	
Total	92272.16	249	370.57	

***p<.001; **p<.01; *p<.05.

Table 21. Multiple Classification Analysis of Hypothesis 1-2: Perceived Influence of the Children on Resort Area Chosen by Cost of Accommodations, Distance Traveled, Prior Experience with the Area, When Controlling for Family Income

	N	Unadjusted Deviation	Adjusted Deviation for Factors	Adjusted Deviation for Factors and Covariates
Grand mean 7.81%				
Multiple R-square .074				
Cost of Accommodations				
Free-$25	132	-.21	-.04	-.13
$26-$53	72	-3.91	-3.47	-3.54
$54-$99	39	6.16	5.18	5.45
$100 or More	7	9.76	7.53	8.41
Eta		.19	.16	.17
Distance Traveled				
200-399 Miles	26	3.30	3.64	3.40
400-699 Miles	96	4.41	3.83	3.62
700-999 Miles	47	-2.85	-4.24	-2.22
1000 Miles or More	81	-4.63	-4.24	-4.10
Eta		.21	.20	.18
Prior Experience				
No Prior Experience	97	.07	.92	.81
Had Prior Experience	153	-.05	-.58	-.51
Eta		.00	.04	.03

Based upon the statistical analyses, support for the alternate Hypothesis 1-2 is provided when the criterion variable consists of the perceived mean influence of the children (model 3) on the resort area chosen. No support for the alternate Hypothesis 1-2 is provided when the criterion variable consisted of the perceived mean influence of the husband, (model 1) and the wife, (model 2) on this vacation decision.

Hypothesis 1-3

Total distance traveled to the resort area and cost of accommodations significantly impact the perceived mean level of influence family members have in the decision regarding the length of the family vacation.

- Total distance traveled to the resort area and cost of accommodations significantly impacts the perceived mean level of influence the husband has in the decision regarding the length of the family vacation.
- Total distance traveled to the resort area and cost of accommodations significantly impacts the perceived mean level of influence the wife has in the decision regarding the length of the family vacation.
- Total distance traveled to the resort area and cost of accommodations significantly impacts the perceived mean level of influence the children have in the decision regarding the length of the family vacation.

Regression analysis was conducted three times, using the perceived mean influence of the husband (model 1), wife (model 2) and children (model 3) on the decision regarding the length of the family vacation as the dependent variable. The independent variables used in the three

models consisted of the total distance traveled and the cost of accommodations.

The independent variables distance traveled and total cost of accommodations, did not prove to be significant predictors of the husband's, wife's or children's perceived level of influence on the length of this vacation. See Table 22. Low R-square values, ranging from .004 to .016, were indicative that the model was not a good predictor of family members' influence on the length of the vacation. The beta correlation coefficients revealed that, regardless of the family member under investigation, the husband, wife or children, a slight negative slope existed. As such, no support for the alternate Hypothesis 1-3 is provided in relation to all family members' perceived mean influence on the length of this vacation.

Hypothesis 1-4

Cost of accommodations and mode of transportation significantly impact family members' perceived mean level of influence on the vacation budget, when controlling for family income and the number of persons the respondent is paying for on this trip.

- Cost of accommodations and mode of transportation significantly impact family members' perceived mean level of influence on the vacation budget, when controlling for family income and the number of persons the respondent is paying for on this trip.
- Cost of accommodations and mode of transportation significantly impact the perceived mean level of influence the husband has on the vacation budget, when controlling for family income and the number of

Table 22. Regression Analysis: Perceived Mean Level of Influence Family Members Have on the Length of the Vacation

Independent Variables	Dependent Variables					
	Perceived influence of Husband		Perceived Influence of Wife		Perceived Influence of Children	
	B	P	B	P	B	P
Cost of Accommodations	-.07	.17	-.00	.90	.07	.07
Distance Traveled	-.00	.23	.00	.05	-.00	.49
Intercept	56.69		37.47		4.41	
R^2 Square	.01		.01		.01	
F	1.42		1.95		2.07	
P	.24		.14		.12	
df	2,263		2,264		2,264	
n	266		267		267	

persons the respondent is paying for on this trip.

. Cost of accommodations and mode of transportation significantly impact the perceived mean level of influence the wife has on the vacation budget, when controlling for family income and the number of persons the respondent is paying for on this trip.

. Cost of accommodations and mode of transportation significantly impact the perceived mean level of influence the children have on the vacation budget, when controlling for family income and the number of persons the respondent is paying for on this trip.

Analysis of Covariance was conducted three times in order to test for Hypothesis 1-4. The criterion variable consisted of the perceived mean influence of the husband, (model 1) the wife, (model 2) and children (model 3) on the vacation budget. The factors consisted of the cost of accommodations per day and the mode of transportation. Total family income and the number of persons the respondent is paying for were used as covariates.

When the criterion variable consisted of the perceived mean influence of the husband on the vacation budget, the model did not prove to be significant. See Table 23.

Significant results were identified when the criterion variable consisted of the perceived mean level of influence of the wife on the vacation budget. The factor mode of transportation was significant at the $p<.05$ level. With an F value of 4.37, the covariate number of persons paid for also proved to be significant ($p<.05$). The main

Table 23. Analysis of Covariance: Family Members' Perceived Mean Influence on the Vacation Budget by Cost of Accommodations and Mode of Transportation, When Controlling for Family Income, and Number of Persons Paid for on This Trip

Source	Sums of Square	DF	Mean Square	F Ratio
Husband				
Main Effects	553.29	6	92.21	.10
Cost of Accommodations	276.00	3	92.00	.10
Mode of Transportation	185.87	3	61.95	.07
Covariates	2594.54	2	1297.27	1.52
Family Income	278.20	1	278.20	.32
Persons Paid For	2290.57	1	2290.57	2.69
2-Way Interactions	10571.69	6	1761.95	2.06
Cost of Accommodations Mode of Transportation	10571.69	6	1761.95	2.06
Explained	13719.54	14	979.96	1.15
Residual	202663.27	238	851.52	
Total	216382.81	252	858.66	
Wife				
Main Effects	8158.59	6	1359.76	1.72
Cost of Accommodations	1969.51	3	656.50	.83
Mode of Transportation	6149.93	3	2049.97	2.60*
Covariates	4284.25	2	2142.12	2.72
Family Income	794.69	1	794.69	1.01
Persons Paid For	3436.49	1	3436.49	4.37*
2-Way Interactions	2231.27	6	371.87	.47
Cost of Accommodations Mode of Transportation	2231.27	6	371.87	.47
Explained	14674.12	14	1048.15	1.33
Residual	187165.04	238	786.40	
Total	201839.17	252	800.94	
Children				
Main Effects	239.88	6	39.98	.39
Cost of Accommodations	197.52	3	65.84	.65
Mode of Transportation	101.91	3	33.97	.33
Covariates	116.73	2	58.36	.57
Family Income	28.97	1	28.97	.28
Persons Paid For	86.15	1	86.15	.85
2-Way Interactions	36.03	6	6.00	.05
Cost of Accommodations Mode of Transportation	36.03	6	6.00	.05
Explained	392.65	14	28.04	.27
Residual	24106.59	238	101.28	
Total	24499.24	252	97.21	

***p<.001; **p<.01; *p<.05.

effects, explained source of variation, remaining factors and covariate covariate family income did not prove to be significant in this model.

Multiple classification analysis revealed significant differences between the unadjusted and adjusted mean value of persons traveling by train or bus. See Table 24. When the respondents identified themselves as traveling by bus or train, and the factors and covariates were unadjusted, the wife was perceived as having exerted 10.00 percent influence on the vacation decision. As the factors were adjusted for, this perceived influence decreased to 7.76 percent. When controlling for the covariates in the category mode of transportation, by bus or train, the wife was perceived as having exerted 2.11 percent influence on the vacation decision, 39.41 percent lower than the grand mean (41.52 percent).

When the perceived mean level of influence of the children on the vacation budget was used as the criterion variable, the model did not prove to be significant at any level.

No support for the alternate Hypothesis 1-4 is provided when the criterion variable consisted of the perceived mean influence of the husband (model 1) and children (model 3) on the vacation budget. When the criterion variable consisted of the mean perceived influence of the wife (model 2) on the vacation budget, support for the alternate Hypothesis 1-4 is provided.

Hypothesis 1-5

Mode of transportation, travel party composition, and cost of accommodations significantly impact the perceived mean level of influence family members have on the decision concerning the type of

Table 24. Multiple Classification Analysis of Hypothesis 1-4: Perceived Influence of the Wife on the Vacation Budget by Cost of Accommodations and Mode of Transportation, When Controlling for Family Income and Number of Persons Paid for on this Trip

	N	Unadjusted Deviation	Adjusted Deviation for Factors	Adjusted Deviation for Factors and Covariates
Grand mean 41.52% Multiple R-square .06				
Mode of Transportation				
Automobile	135	2.05	.94	1.20
Camping Vehicle	101	-.30	1.06	1.01
Train or Bus	4	-31.52	-33.76	-39.41
Airplane or Boat	12	-7.35	-5.50	-5.60
Eta		.18	.18	.21
Cost of Accommodations				
Free-$25	129	-1.18	-1.91	-2.24
$26-$53	74	4.13	4.67	3.61
$54-$99	43	-2.49	-1.39	.70
$100 or More	7	-6.52	-5.62	-1.11
Eta		.10	.11	.09

accommodations selected for this vacation, when controlling for family income.

- Mode of transportation, travel party composition, and cost of accommodations significantly impact the perceived mean level of influence the husband has on the type of accommodations selected, when controlling for family income.
- Mode of transportation, travel party composition, and cost of accommodations significantly impact the perceived mean level of influence the wife has on the type of accommodations selected, when controlling for family income.
- Mode of transportation, travel party composition, and cost of accommodations significantly impact the perceived mean level of influence the children have on the type of accommodations selected, when controlling for family income.

Analysis of Covariance was conducted three times in order to test hypothesis 1-5. The factors consisted of the influence mode of transportation, travel party composition and the cost of accommodations had on the perceived mean level of influence the husband, (model 1) the wife, (model 2) and the children, (model 3) had on the vacation accommodations selected. The covariate consisted of total family income.

All three statistical models proved to be significant in similar ways. See Table 25. For all three models, using the perceived mean level of influence of the husband (model 1), the wife (model 2), and

Table 25. Analysis of Covariance: Family Members' Perceived Mean Influence on Vacation Accommodations Selected by Cost of Accommodations, Mode of Transportation, and Travel Party Composition When Controlling for Family Income

Source	Sums of Square	DF	Mean Square	F Ratio
Husband				
Main Effects	13557.60	9	1506.40	2.53**
Cost of Accommodations	671.37	3	223.79	.37
Mode of Transportation	294.89	3	98.29	.16
Travel Party Composition	11843.64	3	3947.88	6.65***
Covariates	957.24	1	957.24	1.61
Family Income	957.24	1	957.24	1.61
Explained	14514.85	10	1451.48	2.44**
Residual	134178.29	226	593.70	
Total	148693.14	236	630.05	
Wife				
Main Effects	14260.36	9	1584.48	2.71**
Cost of Accommodations	259.79	3	86.59	.14
Mode of Transportation	5719.18	3	1906.39	3.27*
Travel Party Composition	8291.58	3	2763.86	4.75**
Covariates	221.01	1	221.01	.37
Family Income	221.01	1	221.01	.37
Explained	14481.38	10	1448.13	2.48**
Residual	131751.13	226	582.97	
Total	146232.51	236	619.62	
Children				
Main Effects	5366.32	9	596.25	4.64***
Cost of Accommodations	1286.11	3	428.70	3.33*
Mode of Transportation	663.35	3	221.11	1.72
Travel Party Composition	3383.27	3	1127.75	8.78***
Covariates	3.25	1	3.25	.25
Family Income	3.25	1	3.25	.25
Explained	5369.57	10	536.95	4.18***
Residual	29025.67	226	128.43	
Total	34395.24	236	145.74	

***p<.001; **p<.01; *p<.05.

children (model 3), as the dependent variable, the main effects, the factor travel party composition and explained source of variation, proved to be statistically significant. The main effects, using the criterion variable of the husband's influence, wife's influence, and children's influence, were significant at $p<.01$, $p<.01$ and $p<.001$ levels, respectively. Travel party composition was shown to be significant at the $p<.001$ level when the criterion variable consisted of the perceived mean influence of the husband and the children. Travel party composition was significant at the $p<.01$ level when the criterion variable consisted of the perceived mean influence of the wife on the vacation accommodations selected. The main effects of the model which analyzed the perceived mean influence of the husband and wife were significant at $p<.01$. When the criterion variable consisted of the perceived mean influence of the children on this vacation decision, the main effects were significant at $p<.001$. Based upon the significant results, support for the alternate Hypothesis 1-5 is provided in relation to model 1, model 2 and model 3.

The multiple classification analysis revealed differences between unadjusted, adjusted deviation for factors and adjusted deviation scores for covariates in relation to the perceived influence of the husband on the accommodations selected. See Table 26. When the single parents traveling with children (SKIDS) are considered, the effect of the factor increased as the other factors are adjusted for. This increase continued when the covariate was adjusted for. When the factors and covariates were unadjusted, single adults traveling with children perceived the husband as having exerted 8.33 percent influence on the vacation decision, 39.89 percent lower than the grand mean

Table 26. Multiple Classification Analysis of Hypothesis 1-5: Perceived Influence of the Husband on Accommodations Selected by the Cost of Accommodations, Mode of Transportation and Travel Party Composition When Controlling for Family Income

	N	Unadjusted Deviation	Adjusted Deviation for Factors	Adjusted Deviation for Factors and Covariates
Grand mean 48.22%				
Multiple R-square .09				
Mode of Transportation				
Automobile	127	-1.37	-.90	-.82
Camping Vehicle	94	1.60	1.11	1.05
Train or Bus	5	-3.22	-4.23	-1.54
Airplane or Boat	11	3.59	2.76	1.24
Eta		.07	.05	.04
Travel Party Composition				
COUPLES	109	1.50	1.28	1.24
CKIDS	120	1.23	1.38	1.27
SKIDS	6	-39.89	-38.77	-36.53
SAMESEX	2	-35.72	-35.76	-40.15
Eta		.29	.28	.28
Cost of Accommodations				
Free-$25	125	.60	-.08	.26
$26-$53	67	1.22	1.86	1.88
$54-$99	37	-4.90	-3.46	-4.26
$100 or More	8	3.03	1.65	-.01
Eta		.09	.07	.08

Table Key:
COUPLES--Couples, traveling together.
CKIDS--Couples, traveling with children.
SKIDS--Single adult, traveling with children.
SAMESEX--Same sex adults traveling together.

(48.22 percent). When adjusting for the factors, the husband was perceived as having exerted 9.45 percent influence on the vacation decision. When controlling for the covariate, single adults traveling with children (SKIDS) perceived the husband as having exerted 11.69 percent influence on the decision, a 36.53 decrease from the grand mean (48.22%).

When the factors and covariates were unadjusted, and the respondents consisted of same sex adults traveling together, the husband was perceived as having exerted 12.50 percent influence on the vacation decision, 35.72 percent lower than the grand mean (48.22 percent). When controlling for the covariates, in the category same sex adults traveling together, the husband was perceived as exerting 8.07 percent influence on the decision, 40.15 percent less than the grand mean.

When the factors and covariates were unadjusted, in the category single adults traveling with children, the wife was perceived as having 15.62 percent influence on the vacation decision, 29.69 percent lower than the grand mean (45.31 percent). See Table 27. When controlling for the factor, the perceived influence of the wife increased slightly to 16.96 percent. Adjusting for the covariates in the category single adults traveling with children, the wife was perceived as having exerted 18.11 percent influence on the accommodations selected, 27.20 percent lower than the grand mean.

The multiple classification analysis also revealed that when the factors and covariates were unadjusted in the category of tourists using a train or bus, the wife was perceived as having 15.00 percent influence on the accommodations selected. When adjusting for the

Table 27. Multiple Classification Analysis of Hypothesis 1-5: Perceived Influence of the Wife on Accommodations Selected by Cost of Accommodations, Mode of Transportation and Travel Party Composition When Controlling for Family Income

	N	Unadjusted Deviation	Adjusted Deviation for Factors	Adjusted Deviation for Factors and Covariates
Grand mean 45.31% Multiple R-square .099				
Mode of Transportation				
Automobile	127	1.68	1.90	1.86
Camping Vehicle	94	.06	-.47	-.44
Train or Bus	5	-30.31	-32.61	-33.90
Airplane or Boat	11	-6.22	-3.07	-2.34
Eta		.19	.20	.21
Travel Party Composition				
COUPLES	109	2.21	2.94	2.96
CKIDS	120	-3.78	-4.35	-4.35
SKIDS	6	29.69	28.35	27.27
SAMESEX	2	17.19	15.53	17.74
Eta		.24	.24	.24
Cost of Accommodations				
Free-$25	125	.80	.85	.69
$26-$53	67	.41	-.57	-.58
$54-$99	37	-1.74	-.76	-.38
$100 or More	8	-7.81	-5.02	-4.23
Eta		.07	.05	.04

Table Key:
COUPLES--Couples, traveling together.
CKIDS--Couples, traveling with children.
SKIDS--Single adult, traveling with children.
SAMESEX--Same sex adults traveling together.

factors in the same category of mode of transportation, the wife was perceived as having 12.70 percent influence on the vacation decision, 32.61 percent lower than the grand mean (45.31). When controlling for the covariates, the wife was perceived as having exerted 11.41 percent influence on the vacation decision. This represented a 33.90 percent decrease in perceived influence from the grand mean (45.31 percent).

Multiple classification analysis revealed a grand mean influence children exerted on the accommodations selected was 3.50 percent. See Table 28. When the factors and covariate were not adjusted, in the travel party composition single adults traveling with children, the children were perceived as having exerted 16.67 percent influence on the accommodations selected. When controlling for the factors, in the same travel party composition, the perceived influence children exerted on this decision decreased slightly to 16.27 percent, 12.77 percent above the grand mean (3.50 percent). When adjusting for the covariate, this perceived influence continued to decrease slightly to 16.13 percent.

When the factors and covariate were not adjusted in the category of same sex adults traveling together, children were perceived as having exerted 25.00 percent influence on the accommodations selected, 21.50 percent greater than the grand mean (3.50 percent). When controlling for the factors, in the same travel party composition, the perceived influence exerted by the children rose to 26.17 percent. When the covariate was adjusted, the perceived influence exerted by the children increased to 26.42 percent, 22.92 percent higher than the grand mean (3.50 percent). See Table 28.

Table 28. Multiple Classification Analysis of Hypothesis 1-5: Perceived Influence of the Children on Accommodations Selected by Cost of Accommodations, Mode of Transportation and Travel Party Composition When Controlling for Family Income

	N	Unadjusted Deviation	Adjusted Deviation for Factors	Adjusted Deviation for Factors and Covariates
Grand mean 3.50% Multiple R-square .156				
Mode of Transportation				
Automobile	127	.27	-.85	-.86
Camping Vehicle	94	.24	1.95	1.95
Train or Bus	5	-3.50	-1.88	2.04
Airplane or Boat	11	-3.50	-5.94	-5.85
Eta		.08	.16	.16
Travel Party Composition				
COUPLES	109	-3.50	-3.21	-3.21
CKIDS	120	2.16	1.90	1.90
SKIDS	6	13.17	12.77	12.63
SAMESEX	2	21.50	22.67	22.92
Eta		.33	.32	.32
Cost of Accommodations				
Free-$25	125	-.83	-1.71	-1.73
$26-$53	67	-1.66	-.20	-.20
$54-$99	37	4.15	4.28	4.32
$100 or More	8	7.75	8.62	8.71
Eta		.20	.22	.22

Table Key:
COUPLES--Couples, traveling together.
CKIDS--Couples, traveling with children.
SKIDS--Single adult, traveling with children.
SAMESEX--Same sex adults traveling together.

Significant differences were identified in relation to the cost of accommodations and the perceived influence of the children on the accommodations selected. When the factors and covariates were not adjusted for in the category of respondents who paid $100 or more per day on accommodations, children were perceived as having exerted 11.25 percent influence on the vacation decision, 7.75 percent greater than the grand mean (3.50 percent). When controlling for the factors, in this same category, children's influence was perceived as having increased to 12.12 percent. When adjusting for the covariate in the category of respondents who paid $100 or more per day on accommodations, the perceived influence of children on the accommodations selected rose to 12.21 percent, 8.71 percent higher than the grand mean.

Hypothesis 1-6

Travel party composition, information used in vacation decision-making, and the purpose of visiting the resort area significantly impact the perceived mean level of influence family members have on the decision concerning the type of activities to participate in while on vacation, when controlling for family income and the length of days spent in the area.

. Travel party composition, information used in vacation decision-making, and the purpose of visiting the resort area significantly impact the perceived mean level of influence the husband has on the decision concerning the type of activities to participate in while on vacation, when controlling for family income and the length of days spent in the area.

- Travel party composition, information used in vacation decision-making, and the purpose of visiting the resort area significantly impact the perceived mean level of influence the wife has on the decision concerning the type of activities to participate in while on vacation, when controlling for family income and the length of days spent in the area.
- Travel party composition, information used in vacation decision-making, and the purpose of visiting the resort area significantly impact the perceived mean level of influence the children have on the decision concerning the type of activities to participate in while on vacation, when controlling for family income and the length of days spent in the area.

Analysis of Covariance (ANACOVA) was conducted three times in order to test Hypothesis 1-6. The criterion variable consisted of the perceived mean influence of the husband (model 1), wife (model 2), and children (model 3), on the vacation activity decision. The factors consisted of the travel party composition, source of information and the purpose for visiting this resort area. The covariates consisted of total family income and the length of days spent in the area.

Using the perceived mean level of influence of the husband as the criterion variable, the main effects proved to be significant at the $p<.001$ level. See Table 29. The factors, travel party composition and the most important reason for visiting this tourist area, were also significant ($p<.001$). With an F value of 6.16, the explained source of

Table 29. Analysis of Covariance: Family Members' Perceived Mean Influence on the Decision Concerning the Vacation Activities Participated in by Reason for Visiting this Resort Travel Party Composition, and Use of Friends and the Michigan Travel Bureau as an Information Source, While Controlling for Family Income and Length of Visit

Source	Sums of Square	DF	Mean Square	F Ratio
Husband				
Main Effects	197295.87	8	2466.23	7.63***
Reason for Visiting	7355.62	3	2451.87	7.59***
Travel Party Composition	10999.84	3	3666.61	11.35***
Information from Friends	5.99	1	5.99	.01
Information from State	464.22	1	464.22	1.43
Covariates	173.98	2	86.99	.26
Family Income	165.58	1	165.58	.51
Length of Visit	5.76	1	5.76	.01
Explained	19903.85	10	1990.38	6.16***
Residual	72971.82	226	322.88	
Total	92875.67	236	393.54	
Wife				
Main Effects	7222.90	8	902.86	3.26**
Reason for Visiting	3064.91	3	1021.63	3.684**
Travel Party Composition	3876.80	3	1292.26	4.66**
Information from Friends	108.41	1	108.41	.39
Information from State	163.87	1	163.87	.59
Covariates	131.70	2	65.85	.23
Family Income	19.70	1	19.70	.07
Length of Visit	115.47	1	115.47	.41
Explained	7354.60	10	735.46	2.65**
Residual	62584.59	226	276.92	
Total	69939.19	236	296.35	
Children				
Main Effects	19042.11	8	2380.26	7.52***
Reason for Visiting	857.72	3	285.90	.90
Travel Party Composition	16965.03	3	5655.01	17.86***
Information from Friends	1.50	1	1.50	.00
Information from State	647.16	1	647.16	2.04
Covariates	665.84	2	332.92	1.05
Family Income	643.72	1	643.72	2.03
Length of Visit	13.87	1	13.87	.04
Explained	19707.96	10	1970.79	6.22***
Residual	71524.31	226	316.47	
Total	91232.27	236	386.57	

***p<.001; **p<.01; *p<.05.

variation was significant at $p<.001$ level. The factors as well as the use of friends and the travel bureau as sources of information was not significant.

Multiple classification analysis revealed significant differences within categories when controlling for the factors and covariates. See Table 30. When the factor consisted of the reason for this trip, the unadjusted score for the category respondents traveling on business as having perceived the husband as having exerted 70.28 percent influence on the vacation activities selected, 25.14 percent greater than the grand mean (45.14 percent). When the factors were adjusted for, the respondents perceived the husband as having exerted 69.17 percent of the influence on the vacation activities selected. When the covariates were adjusted for, the perceived influence of the husband on the vacation activities decreased to 68.54 percent, 23.40 percent above the grand mean (45.14 percent).

When the factors and covariates were unadjusted, for the travel party composition category of single adult traveling with children, the husband was perceived as having 12.5 percent influence on the vacation decision, 32.64 percent below the grand mean. When adjusting for the factors, the perceived influence increased slightly, to 13.23 percent. The perceived influence continued to increase to 14.28 percent when the covariates were adjusted for, however this level of influence was still significantly below the grand mean (45.14 percent).

When the factors and covariates were unadjusted, and the travel party composition consisted of same sex adults traveling together, the husband was perceived as having exerted 25 percent influence on the vacation decision, 20.14 percent lower than the grand mean (45.14

Table 30. Multiple Classification Analysis of Hypothesis 1-6: Perceived Influence of the Husband on the Vacation Activities selected

	N	Unadjusted Deviation	Adjusted Deviation for Factors	Adjusted Deviation for Factors and Covariates
Grand mean 45.14% Multiple R-square .214				
Reason for Trip				
Visit Friends	33	3.20	2.74	2.92
Business	11	25.14	24.03	23.40
Personal Pleasure	178	-1.80	-1.57	1.58
Destination Route	15	-4.14	-4.98	-4.84
Eta		.30	.28	.28
Travel Party Composition				
COUPLES	106	6.47	6.28	6.36
CKIDS	125	-4.12	-3.99	-4.06
SKIDS	4	-32.64	-31.91	-30.86
SAMESEX	2	-20.14	-19.84	-21.69
Eta		.35	.34	.35
Information From Friends				
Did Not Use This Source	142	-.63	-.13	-.14
Used This Source	95	.94	.20	.01
Eta		.04	.01	.01
Information from the State of Michigan Travel Bureau				
Did Not Use This Source	190	.93	.71	.70
Used This Source	47	-3.75	-2.86	-2.84

Table Key:
COUPLES--Couples traveling together.
CKIDS--Couples traveling with children.
SKIDS--Single adult traveling with children.
SAMESEX--Same sex adults traveling together.

percent). When the factors were adjusted for in category of same sex adults traveling together, the husband was perceived as having exerted 25.30 percent influence on the vacation activities selected. When controlling for the covariates in the same travel party composition category, the husband was perceived as exerted the least amount of influence, 23.45 percent, 21.69 percent below the grand mean (45.14 percent).

Analysis of Covariance was conducted, using the perceived mean level of influence of the wife on vacation activities as the criterion variable. The factors consisted of reason for visiting this area, travel party composition, information from friends, and information for the state. The covariates included total family income and length of visit. The main effects in the model proved to be significant at $p<.01$. The factors reason for visiting this area and the travel party composition were significant $p<.01$. The covariates did not prove to be significant.

Multiple classification analysis revealed significant differences in respondents perceived influence of the wife on the vacation activities selected. See Table 31. When the factors and covariates were unadjusted for the category of the reason for the trip consisted of business, the wife was perceived as having exerted 29.63 percent influence on the vacation activities selected, 15.88 percent below the grand mean (45.51 percent). The perceived influence increased slightly as the factors and covariates were adjusted for. When the factors were adjusted for and the category of reason for the trip consisted of business, the wife was perceived as having exerted 29.97 percent influence. Controlling for the covariates in the same

Table 31. Multiple Classification Analysis of Hypothesis 1-6: Perceived Influence of the Wife on the Vacation Activities Participated in by Reason for Visiting this Resort, Travel Party Composition, and Use of Friends and the Michigan Travel Bureau as an Information Source, While Controlling for Family Income and Length of Visit

	N	Unadjusted Deviation	Adjusted Deviation for Factors	Adjusted Deviation for Factors and Covariates
Grand mean 45.51% Multiple R-square .105				
Reason for Trip				
Visit Friends	33	-.39	-1.18	-1.45
Business	11	-15.88	-15.54	-15.74
Personal Pleasure	178	.79	.83	.87
Destination Route	15	3.15	4.14	4.42
Eta		.21	.21	.21
Travel Party Composition				
COUPLES	106	3.05	3.10	3.05
CKIDS	125	-3.15	-3.16	-3.13
SKIDS	4	19.99	19.76	20.33
SAMESEX	2	-5.01	-6.32	-6.60
Eta		.24	.24	.24
Information From Friends				
Did Not Use This Source	142	-.44	-.56	-.60
Used This Source	95	.65	.84	.90
Eta		.03	.04	.04
Information from the State of Michigan Travel Bureau				
Did Not Use This Source	190	-.51	-.43	-.43
Used This Source	47	2.06	1.70	1.73
Eta		.06	.05	.05

Table Key:
COUPLES--Couples traveling together.
CKIDS--Couples traveling with children.
SKIDS--Single adult traveling with children.
SAMESEX--Same sex adults traveling together.

category, the wife was perceived as having exerted 29.77 percent influence on the vacation activities selected, 15.79 percent lower than the grand mean (45.51 percent).

When the factors and covariates were unadjusted in the category of a single adult traveling with children, the wife was perceived as having exerted 65.50 percent influence on the vacation activities selected, 19.99 percent higher than the grand mean (45.51 percent). When controlling for the factors in this same category, the wife was perceived as having exerted 65.27 percent influence on the vacation decision. Adjusting for the covariates in the category of a single adult traveling with children, the wife was perceived as having exerted 65.84 percent influence on the vacation activities selected, 20.33 percent higher than the grand mean (45.51).

The third Analysis of Covariance statistical analysis included the use of the perceived mean level of influence children have on vacation activities as the criterion variable. Results of the analysis revealed that the main effects were significant ($p<.001$) as was the factor travel party composition ($p<.001$). With an F value of 6.22, the explained source of variation was significant at $p<.001$. Unlike the results described above, significant results were not identified concerning the respondent's most important reason for visiting this tourist area. Similar to the previous analyses, none of the covariates proved to be significant.

Multiple classification analysis revealed that the effect of the factor same sex adults traveling together diminished as the other factors and covariates were adjusted for. See Table 32. The unadjusted score for the category same sex adults traveling together

Table 32. Multiple Classification Analysis of Hypothesis 1-6: Perceived Influence of the Children on Vacation Activities Participated in by Reason for Visiting this Resort, Travel Party Composition, and Use of Friends and the Michigan Travel Bureau as an Information Source, While Controlling for Family Income and Length of Visit

	N	Unadjusted Deviation	Adjusted Deviation for Factors	Adjusted Deviation for Factors and Covariates
Grand mean 10.20% Multiple R-square .21				
Reason for Trip				
Visit Friends	33	-3.69	-2.47	-2.80
Business	11	-7.11	-6.21	-4.97
Personal Pleasure	178	.86	.54	.56
Destination Route	15	3.13	3.53	3.22
Eta		.12	.10	.09
Travel Party Composition				
COUPLES	106	-9.26	-9.14	-9.28
CKIDS	125	6.94	6.84	6.97
SKIDS	4	14.80	14.76	12.68
SAMESEX	2	27.30	27.09	30.71
Eta		.44	.43	.44
Information From Friends				
Did Not Use This Source	142	.36	.07	.09
Used This Source	95	-.54	-.10	-.14
Eta		.02	.00	.01
Information from the State of Michigan Travel Bureau				
Did Not Use This Source	190	-.93	-.84	-.82
Used This Source	47	3.75	3.38	3.33
Eta		.10	.09	.08

Table Key:
COUPLES--Couples traveling together.
CKIDS--Couples traveling with children.
SKIDS--Single adult traveling with children.
SAMESEX--Same sex adults traveling together.

revealed that children were perceived as having exerted 37.20 percent influence on the vacation decision, 27.30 percent higher than the grand mean (10.20 percent). When the factors were adjusted for, the perceived mean influence of the children on the vacation activities selected decreased slightly to 37.29 percent influence. Controlling for the covariates in the category of same sex adults traveling together, the perceived mean influence of the children increased to 40.91 percent, 30.71 percent influence higher than the grand mean.

When the factors and covariates were unadjusted in the category of single adults traveling with children, the children were perceived as having exerted 25.00 percent influence on the vacation activities selected, 14.80 percent higher than the grand mean (10.20 percent). When the factors were controlled for in this same travel party composition category, the children were perceived as having exerted 24.80 percent influence on the vacation decision. Adjusting for the covariates in the category of single adults traveling with children, the children were perceived as having exerted 22.88 percent influence on the vacation activities selected, 12.68 percent higher than the grand mean (10.20).

Significant results were identified when the criterion variable consisted of the perceived mean influence of the husband, wife and children on the vacation activities
participated in. As such, support for the alternate Hypothesis 1-6 is provided for all three models.

Hypotheses Set 2

Pearson Correlation Coefficients

Throughout the testing of the hypotheses, the variables age, education and income are used directly in the analyses as a benchmark for respondent's stage of the family life cycle. As such, it is important to test for multicollinearity among the variables. To date, Pearson Correlation Coefficients are the only operational test for multicollinearity (Dillon & Goldstein, 1984). Even so, the correlation coefficients can only be used as a benchmark for multicollinearity.

Results of Pearson Correlation Coefficients on the variables respondent's age, education and income are provided in Table 33. With a correlation coefficient score of .389, education and income were significantly correlated ($p<.001$). Despite the low coefficient score of .080, income and age were also significantly correlated ($p<.05$). Education and age resulted in a correlation coefficient score of .031, which did not prove to be significant.

A correlation coefficient score of .60 or above is indicative of highly correlated variables. Based on this information, the coefficients between age and education and between education and income, the coefficient scores are not viewed to be large enough to indicate multicollinearity.

Hypothesis Set 2

In order to test the second set of hypotheses, two different statistical, yet related, analyses were conducted on each hypothesis. The first statistical analysis consisted of a Oneway Analysis of Variance, using the transformed categories of travel party composition, as factors. This analysis was conducted three times, whereby the

Table 33. Pearson Correlation Coefficients: Total Family Income, Respondent's Age and Education

Variables	Age	Education	Income
Age	---	.065	.080*
Education	.065	---	.38***
Income	.08*	.38***	---

dependent variable would consist of the perceived influence of the husband (model 1), wife (model 2), and children (model 3), on the vacation decision.

Due to the fact that, to date, family income and educational status are not directly related to the stages of the life cycle, the socioeconomic variables are examined in a separate analysis. The second set of analyses consisted of Analysis of Variance (ANOVA) using family income, the respondent's age and educational status as the factors. As was the case with the Oneway Analysis of Variance, the dependent variable consisted of the perceived influence of the husband, wife and children on the vacation decision.

Hypothesis 2-1

The transposed travel party composition, family income, respondent's age and educational status significantly influence family members' perceived mean level of influence on the decision to take a vacation this year.

. Transposed travel party composition, family life cycle, family income, respondent's age and educational status significantly influence the perceived mean

level of influence the husband exerted on the decision to take a vacation this year.

. Transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the wife exerted on the decision to take a vacation this year.

. Transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the children exerted on the decision to take a vacation this year.

Oneway Analysis of Variance, using the transformed travel party composition as the factor was conducted. The dependent variable consisted of the perceived mean level of influence of the husband (model 1), the wife (model 2), and the children (model 3), made on the decision to take a vacation this year.

Results of the multiple Oneway Analysis of Variance statistical analyses indicated that the model was significant when the dependent variable was the perceived mean level of the husband's influence ($p<.01$) and the perceived mean level of the children's influence ($p<.001$). See Table 34. Significant differences between mean values were not identified, however, when the dependent variable consisted of the perceived mean influence of the wife on the decision to take a vacation this year.

Tukey's Post Hoc analysis was conducted on the two significant models. This analysis revealed that, when the dependent variable was

Table 34. Oneway Analysis of Variance: Family Members' Perceived Mean Influence on the Decision to Vacation This Year by Travel Party Composition

Source	DF	Sums of Square	Mean Square	F Ratio
Husband				
Between Groups	3	7298.89	2432.96	4.79***
Within Groups	216	109527.48	507.07	
Total	219	116826.38		
Wife				
Between Groups	3	550.49	183.49	.37
Within Groups	216	106459.43	492.86	
Total	219	107009.92		
Children				
Between Groups	3	7559.95	2519.31	7.14***
Within Group	216	76157.88	352.58	
Total	219	83715.83		

***p<.001; **p<.01; *p<.05.

the perceived influence of the husband on the decision to take a vacation this year, two group means were significantly different ($p<.05$). See Table 35. See Table 36 for a summary chart of the perceived mean value of family members on vacation decision-making, by the transformed travel party composition. The mean value of young male and female couples traveling without children (YOCNOC) (55.64 percent) was significantly different from the mean value of middle-aged couples traveling with children (MACWIC) (39.56 percent). It is important to note that the young male and female couples traveling without children may or may not have children at home. Results of Tukey's Post Hoc analysis also revealed significant differences between the perceived mean values of children's influence on the decision to vacation this year. See Table 37. Significant differences between middle-aged couples traveling with children (MACWIC) (15.50 percent) and young couples traveling without children (YOCNOC) mean value (.000) were identified ($p<.05$). Middle-aged couples traveling with children (MACWIC) mean value was also significantly different from that of elderly couples, traveling with or without children (ELDERS) (4.61 percent) ($p<.05$).

Using the socioeconomic variables age, income and educational status as the independent variables, Analysis of Variance was conducted on the perceived mean influence of the husband on the decision to vacation this year. Analysis of Variance was also conducted whereby the dependent variable consisted of the perceived mean influence of the wife and the children on the decision to vacation this year. See Table 38. Results of the analysis revealed that when the dependent variable consisted of the perceived mean level of influence of the husband

Table 35. Tukey's Post Hoc Test: Perceived Mean Level of Influence of the Husband on the Decision to Vacation This Year by the Transposed Travel Party Composition.

Group	Mean	
Macwic	39.56	¦
Elders	45.19	¦
Yocwic	45.94	¦
Yocnoc	55.64	!

¦ Denotes pairs of groups significantly different at the .05 level.

Table Key:

YOCNOC--Young couples, aged 34 and under, traveling without children.

YOCWIC--Young couples, aged 34 and under, traveling with children.

MACWIC--Middle-aged couples, aged 35-64, traveling without children, single parents, aged 35-64, traveling with children or middle-aged couples traveling with children.

ELDERS--Elderly persons, aged 65 and older.

Table 36. Summary of Travel Party Composition Group Mean Values of Perceived Mean Influence of Family Members on Vacation Decisions

Vacation Decisions	Husband	Wife	Children
		Accommodations	
YOCNOC	52.69	44.74	0.00
YOCWIC	47.84	42.38	4.49
MACWIC	46.65	42.38	7.40
ELDERS	45.76	42.69	0.00
		Length of Vacation	
YOCNOC	57.94	42.05	0.00
YOCWIC	55.17	34.05	9.05
MACWIC	53.09	37.09	8.73
ELDERS	52.00	40.00	0.00
		Take a Vacation This Year	
YOCNOC	55.64	44.35	0.00
YOCWIC	45.94	44.08	9.93
MACWIC	37.90	42.64	16.32
ELDERS	45.15	46.34	4.61
		Vacation Budget	
YOCNOC	56.02	43.97	0.00
YOCWIC	57.67	39.22	1.37
MACWIC	51.26	42.31	3.37
ELDERS	55.76	36.53	0.00

Table Key:
YOCNOC--Young couples, aged 34 and under, traveling without children.
YOCWIC--Young couples, aged 34 and under, traveling with children.
MACWIC--Middle-aged couples, aged 35-64, traveling without children, single parents, aged 35-64, traveling with children or middle-aged couples traveling with children.
ELDERS--Elderly persons, aged 65 and older.

Table 36 (Cont'd).

Vacation Decisions	Husband	Wife	Children
		Vacation Activities	
YOCNOC	52.05	47.94	0.00
YOCWIC	40.17	42.50	15.49
MACWIC	39.80	38.85	18.20
ELDERS	52.05	47.95	0.00
		Visit This Resort Area	
YOCNOC	56.38	43.61	0.00
YOCWIC	43.92	44.00	8.56
MACWIC	40.09	42.21	16.56
ELDERS	50.00	38.46	0.00
		Vacation This Summer	
YOCNOC	55.89	44.10	0.00
YOCWIC	44.84	41.91	13.21
MACWIC	38.24	39.31	19.26
ELDERS	42.40	43.20	6.40
		When to Vacation	
YOCNOC	56.66	43.33	0.00
YOCWIC	50.46	41.31	8.20
MACWIC	45.89	35.91	17.10
ELDERS	49.23	41.53	6.15

Table Key:

YOCNOC--Young couples, aged 34 and under, traveling without children.
YOCWIC--Young couples, aged 34 and under, traveling with children.
MACWIC--Middle-aged couples, aged 35-64, traveling without children, single parents, aged 35-64, traveling with children or middle-aged couples traveling with children.
ELDERS--Elderly persons, aged 65 and older.

Table 37. Tukey's Post Hoc Test: Perceived Mean Level of Influence of Children on the Decision to Vacation This Year by the Transposed Travel Party Composition.

Group	Mean	
Yocnoc	0.00	¦
Elders	4.61	¦ ¦
Yocwic	9.93	¦ ¦
Macwic	15.50	¦

¦ Denotes pairs of groups significantly different at the .05 level.

Table Key:

YOCNOC--Young couples, aged 34 and under, traveling without children.

YOCWIC--Young couples, aged 34 and under, traveling with children.

MACWIC--Middle-aged couples, aged 35-64, traveling without children, single parents, aged 35-64, traveling with children or middle-aged couples traveling with children.

ELDERS--Elderly persons, aged 65 and older.

Table 38. Analysis of Variance: Family Members' Perceived Mean Influence on the Decision to Vacation This Year by Age, Education, Income

Source	Sums of Square	DF	Mean Square	F Ratio
Husband				
Main Effects	6713.28	9	745.92	1.41
Age	2746.32	2	1372.16	2.59
Education	2205.73	3	735.24	1.39
Income	1629.43	4	407.35	.77
Explained	6713.28	9	745.92	1.41
Residual	150634.05	285	528.54	
Total	157347.36	294	535.19	
Wife				
Main Effects	6540.33	9	726.70	1.51
Age	574.51	2	287.25	.60
Education	3387.24	3	1129.08	2.35
Income	2717.26	4	679.31	1.41
Explained	6540.33	9	726.70	1.51
Residual	116428.56	285	478.69	
Total	142968.90	294	486.28	
Children				
Main Effects	6468.83	9	718.75	1.93*
Age	2098.54	2	1049.27	2.82
Education	1485.42	3	495.14	1.33
Income	2969.89	4	742.47	1.99
Explained	6468.83	9	718.75	1.93*
Residual	105915.62	285	371.63	
Total	112384.46	294	382.26	

***p<.001; **p<.01; *p<.05.

(model 1), and wife (model 2), on the decision to vacation this year, the models were not significant.

Using the mean perceived influence of the children as the dependent variable, and age, education and income as the independent variables, model proved to be significant. The main effects, as well as the explained source of variation were significant at the $p<.05$ level.

When the dependent variable consisted of the mean perceived influence of the husband on the decision to vacation this year and the independent variable consisted of the transposed travel party composition, based upon the stages of the family life cycle, support for the alternate Hypothesis 2-1 is provided. The socioeconomic variables did not prove to be significant on the perceived mean influence on the husband on this decision. As such, when the socioeconomic aspects of the family are considered, support for the alternate Hypothesis 2-1 is not provided.

When the dependent variable consisted of the perceived mean influence of the wife on this vacation decision, significant results were not identified. Based upon these results, no support for the alternate Hypothesis 2-1 is provided. Support for the alternate Hypothesis 2-1 is provided when the dependent variable consisted of the perceived mean influence of the children on the decision to vacation this year.

Hypothesis 2-2

The transposed travel party composition, family income, respondent's age and educational status significantly influence family

members' perceived mean level of influence on the decision to take a vacation this summer.

- Transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the husband exerted on the decision to take a vacation this summer.
- Transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the wife exerted on the decision to take a vacation this summer.
- Transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the children exerted on the decision to take a vacation this summer.

Oneway Analysis of Variance statistical analysis resulted in two significant models. See Table 39. Using the perceived level of influence of the husband on the decision to vacation this summer as the dependent variable, and the transformed travel party composition as the factor, the model proved to be a significant ($p<.01$). Tukey's Post Hoc analysis was conducted to test for significant differences between group mean values. See Table 40. Results of this analysis revealed that the mean value of the husband's influence of young couples traveling without children (YOCNOC) (55.89 percent) was significantly

Table 39. Oneway Analysis of Variance: Family Members' Perceived Mean Influence on the Decision to Vacation This Summer by Travel Party Composition

Source	DF	Sums of Square	Mean Square	F Ratio
Husband				
Between Groups	3	7104.82	2368.27	4.20**
Within Groups	212	119343.83	562.94	
Total	215	126448.66		
Wife				
Between Groups	3	1057.73	352.57	.67
Within Groups	212	110009.03	518.91	
Total	215	111066.77		
Children				
Between Groups	3	10004.97	3334.99	6.29***
Within Group	212	112333.62	529.87	
Total	215	122338.59		

***p<.001; **p<.01; *p<.05.

Table 40. Tukey's Post Hoc Test: Perceived Mean Level of Influence of the Husband on the Decision to Vacation This Summer by the Transposed Travel Party Composition.

Group	Mean	
Macwic	40.00	:
Elders	42.40	|
Yocwic	44.82	|
Yocnoc	55.89	:

\| Denotes pairs of groups significantly different at the .05 level.

Table Key:

YOCNOC--Young couples, aged 34 and under, traveling without children.

YOCWIC--Young couples, aged 34 and under, traveling with children.

MACWIC--Middle-aged couples, aged 35-64, traveling without children, single parents, aged 35-64, traveling with children or middle-aged couples traveling with children.

ELDERS--Elderly persons, aged 65 and older.

different than the mean value of middle-aged couples traveling with children (MACWIC) (40.00 percent) ($p<.05$).

Using the perceived influence of children on the decision to vacation this summer, Oneway Analysis of Variance revealed a significant model ($p<.000$). Further analysis, using Tukey's Post Hoc analysis, revealed significant differences between young couples traveling without children (YOCNOC) (.000 percent) and middle-aged couples traveling with or without children (MACWIC) (18.09 percent) mean values of children's influence on the decision to vacation this summer ($p<.05$). See Table 41. Significant differences ($p<.05$) were also identified between young couples traveling without children (YOCNOC) (0.00) and young couples traveling with children (YOCWIC) (13.21).

Oneway Analysis of Variance, using the perceived level of influence of the wife on the decision to vacation this summer, did not prove to be significant. The mean values of the four groups ranged from 41.91 percent to 44.10 percent.

Analysis of Variance was conducted on the perceived mean influence of family members, husband, wife and children, using socioeconomic variables as the independent variables. Using the perceived mean influence of the husband on the decision to vacation this summer as the dependent variable, the main effects did not prove to be significant. Of the three socioeconomic variables analyzed, educational status was significant at $p<.05$ level. A positive relationship was identified between the respondent's educational status and the perceived mean level of influence the husband exerted on the decision to vacation this summer. The other two variables, income and age, were not significant.

Table 41. Tukey's Post Hoc Test: Perceived Mean Level of Influence of the Children on the Decision to Vacation This Summer.

Group	Mean	
Yocnoc	0.00	: :
Elders	6.40	| |
Yocwic	13.21	| :
Macwic	18.09	:

\| Denotes pairs of groups significantly different at the .05 level.

Table Key:

YOCNOC--Young couples, aged 34 and under, traveling without children.

YOCWIC--Young couples, aged 34 and under, traveling with children.

MACWIC--Middle-aged couples, aged 35-64, traveling without children, single parents, aged 35-64, traveling with children or middle-aged couples traveling with children.

ELDERS--Elderly persons, aged 65 and older.

The explained source of variation also did not prove to be significant. See Table 42.

Analysis of Variance was conducted, using the perceived mean influence of the wife on the decision to vacation this summer as the dependent variable. When the independent variables consisted of the respondent's age, educational status and family income, the model did not prove to be significant.

Contrary to the results discussed above, when the perceived mean level of influence of the children on the decision to vacation this summer was used as the dependent variable, results of the analysis of variance showed the main effects to be significant ($p<.05$). Total family income proved to be a significant (p.05) variable in this model. A negative relationship was identified between family income and the perceived influence of children on the decision to vacation this summer. Age and educational status were not significant.

Support for the alternate Hypothesis 2-2 is provided when the dependent variable consisted of the perceived mean influence of the husband (model 1) and the perceived mean influence of the children (model 3) on the decision to vacation this summer and the independent variable consisted of the transposed travel party composition. When the independent variable consisted of the transposed travel party composition and the dependent variable consisted of the perceived mean influence of the wife (model 2) on the decision to vacation this summer, no support for the alternate Hypothesis 2-2 is provided.

When the dependent variable consisted of the perceived level of influence of the husband (model 1) on the decision to vacation this

Table 42. Analysis of Variance: Family Members' Perceived Mean Influence on the Decision to Vacation This Summer by Age, Education, Income

Source	Sums of Square	DF	Mean Square	F Ratio
Husband				
Main Effects	8642.49	9	960.27	1.63
Age	1963.28	2	981.64	1.67
Education	5779.27	3	1726.42	2.94*
Income	1079.83	4	269.96	.46
Explained	8642.49	9	960.27	1.63
Residual	165245.59	282	585.98	
Total	173889.08	291	597.55	
Wife				
Main Effects	5493.75	9	610.41	1.13
Age	180.94	2	90.47	.16
Education	2632.20	3	877.40	1.63
Income	2640.72	4	660.18	1.22
Explained	5493.75	9	610.41	1.13
Residual	151678.36	282	637.86	
Total	157172.12	291	540.11	
Children				
Main Effects	8955.24	9	995.02	2.00*
Age	1825.49	2	912.74	1.83
Education	2576.47	3	858.82	1.72
Income	4855.25	4	1213.81	2.44*
Explained	8955.24	9	995.02	2.00
Residual	140242.72	282	497.31	
Total	149197.97	291	512.70	

***p<.001; **p<.01; *p<.05.

summer and the independent variable consisted of education, support for the alternate Hypothesis 2-2 is provided. No support for the alternate Hypothesis 2-2 is provided when the dependent variable consisted of the perceived level of influence of the wife (model 2) on the decision to vacation this summer and the independent variables consisted of age, education and income. When the dependent variable consisted of the perceived level of influence of the children (model 3) on the decision to vacation this summer and the independent variable consisted of travel party composition, and income support for the alternate hypothesis 2-2 is provided.

Hypothesis 2-3

The transposed travel party composition, family income, respondent's age and educational status significantly influence family members' perceived mean level of influence on the decision concerning exactly when to take this vacation.

- Transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the husband exerted on the decision concerning exactly when to take this vacation.
- Transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the wife exerted on the decision concerning exactly when to take this vacation.
- Transposed travel party composition, family income, respondent's age and educational status significantly

influence the perceived mean level of influence the children exerted on the decision concerning exactly when to take this vacation.

Oneway Analysis of Variance was conducted three times, using the perceived mean level of influence of the husband, wife and children (dependent variable) on the decision concerning exactly when to take this vacation using the transformed travel party composition as the independent variable. Only one model proved to be significant.

When the dependent variable consisted of the perceived mean level of influence children had on the decision concerning when to take this vacation, the transposed travel party composition, as the independent variable, was significant ($p<.001$). See Table 43. Tukey's Post Hoc analysis was then conducted in order to determine significant differences in mean levels between the four groups. Results of the analysis revealed significant differences between the mean value of young couples traveling without children (YOCNOC) (1.28 percent) and middle-aged couples traveling with children (MACWIC) (16.88 percent) ($p<.05$). See Table 44.

No significant results were identified when the dependent variable was the perceived mean level of influence of the husband and the perceived mean level of influence of the wife on the decision concerning exactly when to take this vacation. The mean values for the perceived influence of the husband ranged from 47.81 percent for middle-aged couples traveling with children (MACWIC) to 56.66 percent for young couples traveling without children (YOCNOC). The mean values for the perceived influence of the wife ranged from 34.20 percent for

Table 43. Oneway Analysis of Variance: Family Members' Perceived Mean Influence of the Decision When to Vacation by Travel Party Composition

Source	DF	Sums of Square	Mean Square	F Ratio
Husband				
Between Groups	3	2200.72	733.57	.79
Within Groups	214	196808.30	919.66	
Total	217	199009.03		
Wife				
Between Groups	3	3363.53	1121.17	1.45
Within Groups	214	16517.74	771.83	
Total	217	168536.27		
Children				
Between Groups	3	7981.96	2660.65	5.35***
Within Group	214	106400.52	497.19	
Total	217	114382.49		

***p<.001; **p<.01; *p<.05.

Table 44. Tukey's Post Hoc Test: Perceived Mean Level of Influence of Children on the Decision When to Vacation by Transposed Travel Party Composition.

Group	Mean	
Yocwic	1.28	¦
Elders	6.15	¦
Yocnoc	8.21	¦
Macwic	16.88	¦

¦ Denotes pairs of groups significantly different at the .05 level.

Table Key:

YOCNOC--Young couples, aged 34 and under, traveling without children.

YOCWIC--Young couples, aged 34 and under, traveling with children.

MACWIC--Middle-aged couples, aged 35-64, traveling without children, single parents, aged 35-64, traveling with children or middle-aged couples traveling with children.

ELDERS--Elderly persons, aged 65 and older.

middle-aged couples traveling with children (MACWIC) to 43.33 percent for young couples traveling without children (YOCNOC).

Analysis of Variance was conducted on the perceived mean level of influence of the family members, on the decision concerning when to take this vacation, socioeconomic variables were as the independent variables. Results of the analysis revealed that the model did not prove to be significant when the dependent variable consisted of the perceived mean influence of the husband on the decision concerning when to take this vacation. See Table 45.

Unlike the results discussed above, the independent variable education proved to be significant ($p<.05$) when the dependent variable consisted of the perceived mean influence of the wife on the decision concerning when to take this vacation. Respondent's educational level was negatively related to the perceived level of influence the wife exerted on when to vacation. Similar to the results of the perceived influence of the husband, the remainder of the model did not prove to be significant.

Analysis of Variance statistical analysis proved to be significant in several ways for the model using the perceived influence of children on the decision concerning when to take this vacation. Results of the analysis revealed that the main effects and the explained source of variation were significant at $p<.01$ level. The independent variables age and income were also proven to be significant ($p<.05$). Respondent's age was positively related with the perceived mean level of influence children exerted on when to vacation. Respondent's educational level was negatively related with the perceived mean level of influence children exerted on this vacation decision.

Table 45. Analysis of Variance: Family Members' Perceived Mean Influence on the Decision Concerning Exactly When to Vacation by Age, Education, Income

Source	Sums of Square	DF	Mean Square	F Ratio
Husband				
Main Effects	11038.85	9	1226.54	1.43
Age	1274.99	2	637.49	.747
Education	5930.08	3	976.69	2.30
Income	3946.72	4	986.68	1.15
Explained	11038.85	9	1226.54	1.43
Residual	243140.55	284	856.12	
Total	254179.41	293	857.50	
Wife				
Main Effects	9220.43	9	1023.49	1.31
Age	366.64	2	183.32	.23
Education	6367.28	3	2122.42	2.72*
Income	2497.31	4	624.33	.80
Explained	9220.43	9	1024.49	1.31
Residual	221569.60	284	780.17	
Total	230790.04	293	787.67	
Children				
Main Effects	9570.04	9	1063.33	2.63*
Age	2661.71	2	1330.85	3.29*
Education	2347.35	3	782.45	1.93
Income	4763.58	4	1190.89	2.94*
Explained	9570.04	9	1063.33	2.63**
Residual	114838.58	284	404.36	
Total	124408.62	293	424.60	

***p<.001; **p<.01; *p<.05.

No support for the alternate Hypothesis 2-3 is provided when the dependent variable consisted of the perceived mean influence of the husband (model 1) on the decision concerning when to take this vacation. When the dependent variable consisted of the perceived mean influence of the wife (model 2) on this vacation decision, and the independent variable consisted of the respondent's educational level, support for the alternate Hypothesis 2-3 is provided. With the exception of the independent variable respondent's education, support for the alternate Hypothesis 2-3 is provided when the dependent variable consists of the perceived mean influence of the children on this vacation decision.

Hypothesis 2-4

The transposed travel party composition, family income, respondent's age and educational status significantly influence family members' perceived mean level of influence on the decision concerning the length of this vacation.

- Transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the husband exerted on the decision concerning the length of this vacation.
- Transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the wife exerted on the decision concerning the length of this vacation.
- Transposed travel party composition, family income, respondent's age and educational status significantly

influence the perceived mean level of influence the children exerted on the decision concerning the length of this vacation.

Results of the Oneway Analysis of Variance revealed that one of the three models were significant. Using the perceived mean level of influence of the children on the decision concerning the length of the vacation as the dependent variable, and the transposed travel party composition as the independent variable, significant results were identified ($p<.01$). See Table 46. Tukey's Post Hoc analysis further revealed that no two groups within this model were significantly different. Additional Oneway Analysis of Variance statistical analyses, using the perceived mean level of influence of the husband and the perceived mean level of influence of the wife as dependent variables, did not prove to be significant.

Analysis of Variance was conducted three times, in order to evaluate the significance of the socioeconomic variables on the perceived mean influence of family members on the decision concerning the length of the vacation. Results of the analysis revealed that when the dependent variable consisted of the perceived level of influence of the husband and the perceived mean level of influence of the children on the length of the vacation, the models were not significant. See Table 47.

When the dependent variable consisted of the perceived mean level of influence exerted by the wife, only the independent variable education proved to be significant ($p<.05$). Similar to the previous results, the main effects and explained source of variation did not prove to be significant.

Table 46. Oneway Analysis of Variance: Family Members' Perceived Mean Influence on the Length of the Vacation by Travel Party Composition

Source	DF	Sums of Square	Mean Square	F Ratio
Husband				
Between Groups	3	1014.64	338.21	.388
Within Groups	215	187311.30	871.21	
Total	218	188325.95		
Wife				
Between Groups	3	2165.49	721.82	.18
Within Groups	215	131862.66	613.31	
Total	218	13402.15		
Children				
Between Groups	3	3748.56	1249.52	3.52**
Within Group	215	76291.36	354.84	
Total	218	80039.92		

***p<.001; **p<.01; *p<.05.

Table 47. Analysis of Variance: Family Members' Perceived Mean Influence on the Length of the Vacation by Age, Education, Income

Source	Sums of Square	DF	Mean Square	F Ratio
Husband				
Main Effects	8981.80	9	997.97	1.33
Age	629.20	2	314.60	.41
Education	4300.90	3	1433.63	1.91
Income	4078.54	4	1019.63	1.36
Explained	8981.80	9	997.97	1.33
Residual	213743.22	285	749.97	
Total	222725.03	294	757.56	
Wife				
Main Effects	7615.28	9	846.14	1.23
Age	407.01	2	203.50	.29
Education	5147.01	3	1715.67	2.50*
Income	2205.12	4	551.28	.80
Explained	7615.28	9	846.14	1.23
Residual	195256.44	285	685.11	
Total	202871.72	294	690.04	
Children				
Main Effects	2957.62	9	328.62	1.04
Age	1052.53	2	526.26	1.67
Education	334.26	3	11.42	.35
Income	1928.32	4	482.08	1.53
Explained	2957.62	9	328.62	1.04
Residual	89810.03	285	315.12	
Total	92767.66	294	315.53	

***p<.001; **p<.01; *p<.05.

No support for the alternate Hypothesis 2-4 is provided when the dependent variable consisted of the perceived mean influence of the husband (model 1) on the length of this vacation. When the independent variable consists of the respondent's education, and the dependent variable consists of the perceived mean influence of the wife (model 2) on this vacation decision, support for the alternate Hypothesis 2-4 is provided. Support for the alternate Hypothesis 2-4 is provided when the dependent variable consists of the perceived mean influence of the children (model 3) on this vacation decision and the independent variable consisted of travel party composition.

Hypothesis 2-5

The transposed travel party composition, family income, respondent's age and educational status significantly influence family members' perceived mean level of influence on the vacation budget.

- Transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the husband exerted on the vacation budget decision.
- Transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the wife exerted on the vacation budget decision.
- Transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the children exerted on the vacation budget decision.

Oneway Analysis of Variance was conducted multiple times, using the transformed travel party composition as the independent variable and the perceived mean level of influence of the husband, wife and children as the dependent variable. Results of the statistical analyses did not prove to be significant for any of the three models. See Table 48.

Using socioeconomic variables as the independent variables and the perceived mean level of influence of family members on the vacation budget as the dependent variable, Analysis of Variance statistical analysis was conducted. Conducted three times, results of the analysis varied by the dependent variable used. See Table 49.

Analysis of the model revealed similar results when the dependent variable for the three analyses consisted perceived mean influence of the husband, wife and children on the vacation budget. None of the three models revealed significant results of the main effects, socioeconomic variables or explained source of variation. As such, no support for the alternate Hypothesis 2-5 is provided for all three models.

Hypothesis 2-6

The transposed travel party composition, family income, respondent's age and educational status significantly influence family members' perceived mean level of influence on the vacation activities decided upon.

. Transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the husband exerted on the vacation activities decided upon.

Table 48. Oneway Analysis of Variance: Family Members' Perceived Mean Influence on the Vacation Budget by Travel Party Composition

Source	DF	Sums of Square	Mean Square	F Ratio
Husband				
Between Groups	3	522.46	174.16	.216
Within Groups	214	173624.69	803.81	
Total	219	174147.18		
Wife				
Between Groups	3	1172.15	390.71	.544
Within Groups	216	155135.59	718.22	
Total	219	156307.74		
Children				
Between Groups	3	481.33	160.44	1.85
Within Group	216	18731.59	86.72	
Total	219	19212.92		

***p<.001; **p<.01; *p<.05.

Table 49. Analysis of Variance: Family Members' Perceived Mean Influence on the Vacation Budget by Age, Education, Income

Source	Sums of Square	DF	Mean Square	F Ratio
Husband				
Main Effects	6374.53	9	708.28	.87
Age	724.67	2	362.33	.44
Education	3785.20	3	1261.73	1.55
Income	1906.85	4	476.71	.58
Explained	6374.53	9	708.28	.87
Residual	231869.92	285	813.57	
Total	238244.46	294	810.35	
Wife				
Main Effects	4718.53	9	524.28	.69
Age	809.77	2	404.88	.53
Education	1352.25	3	450.75	.59
Income	2159.15	4	539.78	.71
Explained	4718.53	9	524.28	.69
Residual	216537.23	285	759.78	
Total	221255.77	294	752.57	
Children				
Main Effects	1035.37	9	115.04	1.24
Age	81.74	2	40.87	.44
Education	204.44	3	68.15	.73
Income	842.86	4	210.71	2.28
Explained	1035.37	9	115.04	1.24
Residual	26278.13	285	92.20	
Total	27313.50	294	92.90	

***p<.001; **p<.01; *p<.05.

- Transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the wife exerted on the vacation activities decided upon.
- Transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the children exerted on the vacation activities decided upon.

Oneway Analysis of Variance statistical analysis, using the transformed travel party composition, proved to be significant all models. Using the perceived level of influence of the husband on the vacation activity decision as the dependent variable, Oneway Analysis of Variance proved to be significant ($p<.001$). See Table 50. Tukey's Post Hoc analysis further revealed significant differences between groups. See Table 51. Significant different mean values were identified between the perceptions of young couples traveling without children (YOCNOC) (57.17 percent) and that of middle-aged couples traveling with children (MACWIC) (4.17 percent) ($p<.05$). Significant differences between the perceptions of young couples traveling without children (YOCNOC) (57.17 percent) and that of young couples traveling with children (YOCWIC) (40.17 percent) were also identified.

Oneway Analysis of Variance, using the perceived mean level of influence of the wife on the vacation activities as the dependent variable. The factor transposed travel party composition model was significant at the $p<.05$ level. Further analysis, using tukey's post hoc test, revealed significant differences between middle-aged couples

Table 50. Oneway Analysis of Variance: Family Members' Perceived Mean Influence on Vacation Activities Chosen by Travel Party Composition

Source	DF	Sums of Square	Mean Square	F Ratio
Husband				
Between Groups	3	9173.37	3057.79	5.66***
Within Groups	214	115554.64	539.77	
Total	217	124728.02		
Wife				
Between Groups	3	3186.07	1062.02	3.12*
Within Groups	214	72718.09	339.80	
Total	217	75904.16		
Children				
Between Groups	3	3748.55	1249.51	3.52**
Within Group	215	76291.36	354.84	
Total	218	80039.91		

***p<.001; **p<.01; *p<.05.

Table 51. Tukey's Post Hoc Test: Perceived Mean Influence of the Husband on the Vacation Activities Selected by Transposed Travel Party Composition.

Group	Mean		
Yocwic	40.17	:	
Macwic	41.15	|	:
Elders	50.00	|	|
Yocnoc	57.17	:	:

\| Denotes pairs of groups significantly different at the .05 level.

Table Key:

YOCNOC--Young couples, aged 34 and under, traveling without children.

YOCWIC--Young couples, aged 34 and under, traveling with children.

MACWIC--Middle-aged couples, aged 35-64, traveling without children, single parents, aged 35-64, traveling with children or middle-aged couples traveling with children.

ELDERS--Elderly persons, aged 65 and older.

traveling with children (MACWIC) (37.76 percent) and young couples traveling without children (YOCNOC) (47.94 percent). See Table 52.

Oneway Analysis of Variance, using the perceived mean level of influence of children on the vacation activities as the dependent variable. The factor transposed travel party composition model was significant at the $p<.01$ level. Further analysis, using Tukey's Post Hoc analysis, revealed that no significant differences between groups existed.

Analysis of Variance was conducted, using socioeconomic variables as independent variables. When the dependent variable consisted of the mean perceived influence of the husband on the vacation activities selected, the model was not significant. See Table 53.

Unlike the results discussed above, when the dependent variable consisted of the mean perceived influence of the wife on the vacation activities selected, the main effects of the model were significant ($p<.05$). The independent variable, education, was also significant ($p<.05$). With an F value of 1.89, the explained source of variation did not prove to be significant.

Analysis of Variance was conducted using the mean perceived level of influence of the children on the vacation activities selected as the dependent variable. Of the three socioeconomic variables used as independent variables, age of the respondent proved to be significant ($p<.05$). A negative relationship was identified between the respondent's age and the perceived mean level of influence children exerted on the vacation activities decision. The main effects and the explained source of variation, along with education and family income, did not prove to be significant.

Table 52. Tukey's Post Hoc Test: Perceived Mean Influence of the Wife on the Vacation Activities Selected by Transposed Travel Party Composition.

Group	Mean	
Macwic	37.76	¦
Elders	38.46	¦
Yocwic	42.50	¦
Yocnoc	47.94	¦

¦ Denotes pairs of groups significantly different at the .05 level.

Table Key:

YOCNOC--Young couples, aged 34 and under, traveling without children.

YOCWIC--Young couples, aged 34 and under, traveling with children.

MACWIC--Middle-aged couples, aged 35-64, traveling without children, single parents, aged 35-64, traveling with children or middle-aged couples traveling with children.

ELDERS--Elderly persons, aged 65 and older.

Table 53. Analysis of Variance: Family Members' Perceived Mean Influence on the Vacation Activities by Age, Education, Income

Source	Sums of Square	DF	Mean Square	F Ratio
Husband				
Main Effects	4597.86	9	510.87	1.23
Age	1383.84	2	691.92	1.66
Education	2853.94	3	951.31	2.29
Income	941.97	4	235.49	.56
Explained	4597.86	9	510.87	1.23
Residual	118575.97	286	414.60	
Total	123173.83	295	417.53	
Wife				
Main Effects	5382.53	9	598.05	1.89*
Age	568.30	2	284.15	.90
Education	3033.48	3	1011.16	3.21*
Income	1927.59	4	481.89	1.53
Explained	5382.53	9	598.05	1.89
Residual	90048.32	286	314.85	
Total	95430.86	295	323.49	
Children				
Main Effects	4593.97	9	510.44	1.47
Age	2407.34	2	1203.67	3.47*
Education	904.77	3	301.59	.87
Income	1011.14	4	252.78	.73
Explained	4593.97	9	510.44	1.47
Residual	99044.02	286	345.30	
Total	103637.99	295	351.31	

***p<.001; **p<.01; *p<.05.

Support for the alternate Hypothesis 2-6 is provided when the dependent variable consists of the perceived mean influence of the husband (model 1) on vacation activities and the independent variable consists of the transposed travel party composition. Using the same dependent variable, and socioeconomic aspects of the family as the independent variable, no support for the alternate Hypothesis 2-6 is provided.

When the dependent variable consists of the perceived mean influence of the wife (model 2) on this vacation decision, and the independent variable consists of the respondent's education, support for the alternate Hypothesis 2-6 is provided. No support for the alternate Hypothesis 2-6 is provided when the independent variable consists of the transposed travel party composition.

Using the perceived mean influence of the children (model 3) on the vacation activities selected as the dependent variable, and the transposed travel party composition as the independent variable, support for the alternate Hypothesis 2-6 is provided. Using the same dependent variable, and respondent's age as the independent variable, support for the alternate Hypothesis 2-6 is provided.

Hypothesis 2-7

The transposed travel party composition, family income, respondent's age and educational status significantly influence family members' perceived mean level of influence on the decision to visit this resort area.

. Transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the

husband exerted on the decision to visit this resort area.

- Transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the wife exerted on the decision to visit this resort area.
- Transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the children exerted on the decision to visit this resort area.

Using the transposed travel party composition as the independent variable and the perceived mean level of influence of the husband, wife and children on the decision to visit this resort area as the dependent variable, three Oneway Analysis of Variance statistical analyses were conducted. Two of the three models proved to be significant.

Using the perceived mean level of influence of the husband on the decision to visit this resort area as the dependent variable, and the transposed travel party composition as the independent variable, the model was significant at the $p<.01$ level. See Table 54. Tukey's Post Hoc analysis further revealed significant differences between the mean values of young couples traveling without children (YOCNOC) (56.38 percent) and middle-aged couples traveling with children (MACWIC) (41.51 percent) ($p<.05$). See Table 55.

When the dependent variable consisted of the perceived level of influence of the children on the decision to visit this resort area,

Table 54. Oneway Analysis of Variance: Family Members' Perceived Mean Influence on the Decision to Visit this Resort Area by Travel Party Composition

Source	DF	Sums of Square	Mean Square	F Ratio
Husband				
Between Groups	3	6361.58	2120.52	3.23***
Within Groups	207	135624.38	655.19	
Total	210	141985.97		
Wife				
Between Groups	3	745.94	248.64	.41
Within Groups	207	125124.84	604.46	
Total	210	125870.78		
Children				
Between Groups	3	8740.50	2913.50	8.35***
Within Group	207	72179.11	349.69	
Total	210	80919.62		

***p<.001; **p<.01; *p<.05.

Table 55. Tukey's Post Hoc Test: Perceived Mean Level of Influence of the Husband on the Decision Concerning the Resort Area Chosen.

Group	Mean	
Macwic	41.51	¦
Yocwic	44.05	¦
Elders	50.00	¦
Yocnoc	56.38	¦

¦ Denotes pairs of groups significantly different at the .05 level.

Table Key:

YOCNOC--Young couples, aged 34 and under, traveling without children.

YOCWIC--Young couples, aged 34 and under, traveling with children.

MACWIC--Middle-aged couples, aged 35-64, traveling without children, single parents, aged 35-64, traveling with children or middle-aged couples traveling with children.

ELDERS--Elderly persons, aged 65 and older.

Oneway Analysis of Variance proved to be significant ($p<.001$). Tukey's post hoc test revealed significant differences between the mean values for middle-aged couples traveling with children (MACWIC) (15.29 percent) and young couples traveling without children (YOCNOC) (0.00 percent), and between middle-aged couples traveling with children (MACWIC) (15.29 percent) and elderly travelers (ELDERS) (0.00 percent). See Table 56.

The model did not prove to be significant when the dependent variable consisted of the perceived level of influence of the wife on the decision to visit this resort area. The perceived mean influence of the wife on this vacation decision ranged from 38.46 percent for elderly travelers (ELDERS) to 44.00 percent for young couples traveling with children (YOCWIC).

Analysis of Variance was conducted multiple times, using the mean perceived influence of family members, the husband, wife and children, on the resort area chosen, as the dependent variable. The independent variables consisted of the family income, respondent's age and educational status. See Table 57.

The factor respondent's educational status proved to be significant for two of the three models. When the dependent variable consisted of the mean perceived level of influence of the husband and the mean perceived level of influence of the wife on the resort area chosen, education was significant ($p<.05$). A positive relationship was identified between the respondent's educational level and the perceived mean level of influence the husband and wife exerted on this vacation decision. Other similarities between these two models included the

Table 56. Tukey's Post Hoc Test: Perceived Level of Influence of Children on the Decision Concerning the Resort Area Chosen.

Group	Mean		
Yocnoc	0.00		
Elders	0.0	|	|
Yocwic	7.7	|	
Macwic	15.29		

\| Denotes pairs of groups significantly different at the .05 level.

Table Key:

YOCNOC--Young couples, aged 34 and under, traveling without children.

YOCWIC--Young couples, aged 34 and under, traveling with children.

MACWIC--Middle-aged couples, aged 35-64, traveling without children, single parents, aged 35-64, traveling with children or middle-aged couples traveling with children.

ELDERS--Elderly persons, aged 65 and older.

Table 57. Analysis of Variance: Family Members' Perceived Mean Influence on the Decision to Visit This Resort Area by Age, Education, Income

Source	Sums of Square	DF	Mean Square	F Ratio
Husband				
Main Effects	9038.10	9	1004.23	1.48
Age	1362.78	2	681.39	1.01
Education	5271.08	3	1757.02	2.60*
Income	3004.24	4	751.06	1.11
Explained	9038.10	9	1004.23	1.48
Residual	188104.94	279	674.21	
Total	197143.04	288	684.52	
Wife				
Main Effects	6915.12	9	768.34	1.28
Age	217.77	2	108.88	.18
Education	5660.16	3	1886.72	3.14*
Income	745.22	4	186.30	.31
Explained	6915.12	9	768.34	1.28
Residual	167511.94	279	600.40	
Total	174427.06	288	605.65	
Children				
Main Effects	4193.82	9	465.98	1.36
Age	1836.74	2	918.37	2.68
Education	786.06	3	262.02	.76
Income	1439.84	4	359.96	1.05
Explained	4193.82	9	465.98	1.36
Residual	94979.16	278	341.65	
Total	99172.98	287	345.55	

***p<.001; **p<.01; *p<.05.

lack of significant results for the main effects, age, family income and the explained source of variation.

Unlike the results described above, when the dependent variable consisted of the mean perceived influence of children on the resort area chosen, none of the independent variables were significant. Furthermore, the main effects and the explained source of variation were not significant.

Support for the alternate Hypothesis 2-7 is provided when the dependent variable consists of the perceived mean influence of the husband (model 1) on the resort area chosen, and the independent variables consists of the transposed travel party composition and respondent's educational level. When the dependent variable consisted of the perceived mean influence of the wife (model 2) on the vacation decision and the dependent variable consists of the respondent's educational status, support for the alternate Hypothesis 2-7 is provided. Support for the alternate Hypothesis 2-7 is provided when the dependent variable consists of the perceived mean influence of the children (model 3) on this vacation decision and the independent variable consists of the transposed travel party composition. No support for the alternate Hypothesis 2-7 is provided when the dependent variable consists of the perceived influence of children on this vacation decision and socioeconomic aspects of the family are used as independent variables.

Hypothesis 2-8

The transposed travel party composition, family income, respondent's age and educational status significantly influence family

members perceived mean level of influence on the type of accommodations selected.

- Transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the husband exerted on the type of accommodations selected.
- Transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the wife exerted on the type of accommodations selected.
- Transposed travel party composition, family income, respondent's age and educational status significantly influence the perceived mean level of influence the children exerted on the type of accommodations selected.

Oneway Analysis of Variance was conducted using the transformed travel party composition as the factor and the perceived mean level of influence the husband, wife and children have on the decision concerning hotel accommodations chosen as the dependent variable. See Table 58. Using the perceived mean level of the husband's influence and the perceived mean level of the wife's influence on the accommodation decision as the dependent variable, results of the analysis did not prove to be significant.

Using the perceived mean level of influence of the children on the hotel accommodations chosen, as the dependent variable, results of the analysis proved to be significant ($p<.01$). Tukey's Post Hoc analysis further revealed that significant differences existed between

Table 58. Oneway Analysis of Variance: Family Members' Perceived Mean Influence on the Vacation Accommodations Chosen by Travel Party Composition

Source	DF	Sums of Square	Mean Square	F Ratio
Husband				
Between Groups	3	969.82	323.27	.45
Within Groups	210	147736.75	703.50	
Total	213	148706.57		
Wife				
Between Groups	3	285.12	95.04	.14
Within Groups	210	140384.78	668.49	
Total	213	140669.91		
Children				
Between Groups	3	1627.52	542.50	3.49**
Within Group	211	32735.47	155.14	
Total	214	34362.99		

***p<.001; **p<.01; *p<.05.

groups. See Table 59. With a mean value of 6.48 percent, middle-aged couples traveling with children (MACWIC) was significantly different than the mean value of young couples traveling without children (YOCNOC) (0.00 percent). The mean value of middle-aged couples traveling with children (MACWIC) was also significantly different than that of elderly travelers (ELDERS) (0.00 percent).

Analysis of Variance was conducted multiple times, whereby the independent variables consisted of family income, respondent's age and educational status. The dependent variables, one for each analysis, consisted of the perceived mean level of influence the husband, wife and children exerted on the hotel accommodation decision. See Table 60.

When the dependent variable consisted of the perceived mean level of influence of the husband, the educational status of the respondent was significant ($p<.05$). A positive relationship was identified between the respondent's educational status and the perceived mean level of influence the husband exerted on this vacation decision. The main effects, age, family income and the explained source of variation, however, were not shown to be significant.

When the dependent variable consisted of the perceived mean level of influence of the wife on the hotel accommodations selected, the results were similar to those described above. More specifically, education was proven to be significant at the $p<.05$ level. A positive relationship was identified between the respondent's educational status and the perceived mean level of influence the wife exerted on this vacation decision. The main effects, age, income and explained source of variation did not prove to be significant.

Table 59. Tukey's Post Hoc Analysis: Perceived Mean Level of Influence Children Exert on Vacation Accommodations Selected.

Group	Mean	
Yocnoc	0.0	¦
Elders	0.0	¦ ¦
Yocwic	4.49	¦
Macwic	6.48	¦

¦ Denotes pairs of groups significantly different at the .05 level.

Table Key:

YOCNOC--Young couples, aged 34 and under, traveling without children.

YOCWIC--Young couples, aged 34 and under, traveling with children.

MACWIC--Middle-aged couples, aged 35-64, traveling without children, single parents, aged 35-64, traveling with children or middle-aged couples traveling with children.

ELDERS--Elderly persons, aged 65 and older.

Table 60. Analysis of Variance: Family Members' Perceived Mean Influence on the Vacation Hotel Accommodations by Age, Education, Income

Source	Sums of Square	DF	Mean Square	F Ratio
Husband				
Main Effects	7506.06	9	734.00	1.25
Age	530.29	2	265.14	.39
Education	5234.89	3	1744.96	2.62*
Income	1667.95	4	416.99	.62
Explained	7506.06	9	834.00	1.25
Residual	186209.96	280	665.03	
Total	193716.03	289	670.29	
Wife				
Main Effects	8436.11	9	937.34	1.44
Age	1027.68	2	513.84	.79
Education	6350.76	3	2116.92	3.26*
Income	1245.50	4	311.37	.48
Explained	8436.11	9	937.34	1.44
Residual	181497.66	280	648.20	
Total	189933.77	289	657.21	
Children				
Main Effects	1721.71	9	191.30	1.13
Age	637.14	2	318.57	1.88
Education	696.48	3	232.16	1.37
Income	374.05	4	93.51	.55
Explained	1721.71	9	191.30	1.13
Residual	47232.73	280	168.68	
Total	48954.44	289	169.39	

***p<.001; **p<.01; *p<.05.

Analysis of Variance was conducted once again, using the perceived mean level of influence of the children on the hotel accommodation selected as the dependent variable. Unlike results of the two previous models, this model did not prove to be significant for the main effects, independent variables or explained source of variation.

Support for the alternate Hypothesis 2-8 is provided when the dependent variable consisted of the perceived mean influence of the husband (model 1) on the hotel accommodation selected and the independent variable consisted of the respondent's educational status. Regardless of the independent variables used in the model, no support for the alternate Hypothesis 2-8 is provided when the dependent variable consisted of the perceived mean influence of the wife (model 2) on this vacation decision. When the dependent variable consisted of the perceived mean influence of the children (model 3) on this decision, and the independent variable consisted of the transposed travel party composition, support for the alternate Hypothesis 2-8 is provided.

Hypothesis Set 3

H3-1:

Significant differences exist between the spouse who is the overall dominant decision-maker and the dominant decision-maker for the policy and tactical decisions.

Chi-square statistical analysis was conducted to test hypothesis 3-1. The two variables used in the contingency table consisted of the overall dominance of vacation decisions by sex, and the dominance of each type of decision, tactical or program, used in the study. Results of the analysis revealed no significant differences between the spouse

who is the overall dominant decision-maker and the dominant decision-maker for the policy and tactical decisions. The contingency table did reveal that with each decision type, husband dominant and wife dominant, a larger percentage dominated the tactical decision than the program decision. One hundred and seventy eight (74.50%) husbands were perceived as having dominated the tactical vacation decision while 49 (66.20%) women were perceived as having dominated the tactical decision. See Table 61. A smaller percentage of husband's and wife's were perceived as being the dominate program decision-maker. Sixty-one respondents (25.50%) perceived the the husband as being the dominate program decision-maker while 25 (33.80%) wives were perceived as the dominate program decision-maker. Based on the lack of significant results, no support for the alternate Hypothesis 3-1 is provided.

Table 61. Chi-Square Analysis: Contingency Table of Overall Dominant Spousal Decision-Maker By Dominant Spousal Decision-Maker for Each Type of Vacation Decision

Decision Type	Tactical	Program	Row Total
Husband Dominant	178 74.50	61 25.50	239 76.40
Wife Dominant	49 66.20	25 33.80	74 23.60
Column Total	227 72.50	86 27.50	313 100.00

Chi-Square Statistic	DF	Significance
1.54	1	.214
1.93	1	.164

CHAPTER V

Discussion

This chapter is a discussion of the descriptive and quantitative statistical analysis of the study. The chapter is divided into 5 parts: discussion of the perceived mean levels of influence family members have on vacation decision-making, discussion of hypotheses sets 1, 2 and 3, and the refinement and discussion of the theoretical framework.

Perceived Mean Levels of Influence Family Members Have on Vacation Decision-Making

Prior to the testing of the hypotheses, the perceived mean levels of influence family members had on vacation decision-making was analyzed. Through this analysis, several interesting points were identified. Husbands exerted a majority of influence on the vacation budget decision, as well as on the length of the vacation. This majority influence was viewed by both male and female respondents. These results are similar to those identified by Filiatrault and Ritchie (1980), Jenkins (1978). See Table 62.

Results by Filiatrault and Ritchie (1980) and Jenkins (1978) indicated that husbands were perceived to exert a dominant, but not a

Table 62. Summary of Perceived Influence Family Members Have on Vacation Decision-Making

Vacation Decision	Male Respondents	Female Respondents
Accommodations	Wife dominated	Husband Dominated
Length of Vacation	Husband Majority	Husband Majority
Resort Area Chosen	Husband Dominated	Joint Spousal
Vacation Activities	Husband Dominated	Joint Spousal
Vacation Budget	Husband Majority	Husband Majority
Vacation This Summer	Joint Spousal	Husband Dominated
Vacation This Year	Wife Dominated	Husband Dominated
When To Take This Vacation	Husband Dominated	Husband Dominated

majority (50% influence or more) on vacation decision-making. Results from this study, however, indicated that men were perceived as exerting a majority level of influence on the length of the vacation and the vacation budget.

Previous research has demonstrated joint vacation decision-making in relation to the accommodations selected (Jenkins, 1978; Myers, 1974; Myers & Moncrief, 1978) activities participated in (Jenkins, 1978), destination points (Jenkins, 1978; Myers, 1974; Myers & Moncrief, 1978), mode of transportation and whether to take this vacation as a couple or a family (Jenkins, 1978). Contrary to above studies, results of this analysis demonstrated that joint vacation decision-making was perceived to have taken place only by female respondents in relation to the vacation activities selected.

Researchers (Davis, 1970; Munsinger, Weber & Hansen, 1975; Shuptrine & Samuelson, 1976) have concluded that when one or a few products in family decision-making are analyzed, an overall majority or dominant influence by one family member will not typically be identified. Results of this study revealed dominance by one spouse on the majority of vacation decisions. Male respondents perceived the husband as having exerted a dominant level of influence on five vacation decisions. They perceived the wife as being the dominant decision-maker concerning the accommodations selected and whether to take a vacation this year. Joint spousal decision-making was made concerning the decision to vacation this summer. That is, both spouses are perceived to have exerted an approximately equal amount of influence on the vacation decision.

When the respondent was female, the husband was perceived as exerting a dominant level of influence on six vacation decisions. Women did not perceive themselves as having exerted a dominant level of influence on any vacation decision. They did, however, perceive the decisions concerning the resort area chosen and the vacation activities selected to have been made jointly between spouses.

Contrary to results identified by Filiatrault & Ritchie (1980), Jenkins (1978), and Myers and Moncrief (1978), men perceived themselves as exerting a dominant amount of influence on five of the eight vacation decisions. Male respondents perceived their wife as exerting a dominant amount of influence on the accommodations selected, the decision to vacation this summer and to vacation this year.

Female respondent's perceptions of the mean level of influence each family member exerted on the vacation decisions was different than

that of male respondents. They did not perceive themselves as having exerted a majority or dominant mean level of influence on any of the vacation decision. On the other hand, these same respondents perceived the husband as having the dominant level of decision-making influence on six of the eight vacation decisions. Joint spousal decision-making was identified for the remaining two vacation decisions. These results are similar to those discussed by Filiatrault and Ritchie (1980) and Jenkins (1978). In all three studies, female respondents viewed themselves as having exerting less than a dominant level of influence on vacation decision-making.

Both male and female respondents perceived children to have only a minimal mean level of influence on vacation decision-making. These results are consistent with other studies involving the analysis of children's influence in decision-making (Goldberg & Gorn, 1974; Moschis, Moore & Stephens, 1977).

Although children were perceived as having only a minimal level of influence on vacation decision-making, discrepancies between respondent's perceptions were identified. Female respondents typically perceived the children's mean influence higher than did male respondents. One possible explanation for this phenomenon may be due to the level of interaction the parents have with the children. If one spouse has more interaction with the children than the other spouse, the perceptions may differ.

Hypothesis Testing

Hypothesis Set 1

The first objective was to examine travel characteristics which may impact family members' perceived mean level of influence on vacation decision-making. The first set of hypotheses was developed in order to achieve this objective. Throughout the first set of hypotheses, the independent variables used in the analyses consisted of travel characteristics such as distance traveled, cost of accommodations and number of persons the respondent is paying for. The dependent variables used in the analyses consisted of the perceived mean level of influence family members, the husband, wife, and children, had on family vacation decision-making. Regression analysis, analysis of variance and analysis of covariance statistical analyses were conducted in order to achieve this objective. The discussion for the hypotheses in set one will be discussed individually. See Table 63 for a summary of the rejection/non-rejection of hypotheses set 1.

Hypothesis 1-1:

Occupation and travel party composition significantly impact the perceived mean level of influence family members have concerning exactly when to take this vacation, when controlling for the number of persons the respondent is paying for on this trip.

Hypothesis 1-1 was developed under the premise that the occupation(s) by the spouse(s) as well as the travel party composition would significantly influence the perceived level of influence of family members on the decision concerning when to take this vacation. Work obligations, restricted vacation time away from work, and scheduling conflicts with school aged children were viewed as

constraints on the outcome of the decision. The researcher believed that these obligations would significantly impact the perceived mean level of influence of the spouses, but not necessarily that of the children.

Results of the analysis revealed that the model did not prove to be significant when the dependent variable consisted of the perceived influence of the husband and wife. Results of the analysis did reveal, however, that several portions of the model were significant when the dependent variable consisted of the perceived mean level of influence of the children on the decision concerning when to vacation, the main effects, travel party composition, covariate and the explained source of variance of the model proved to be significant. Despite the significance of the model, however, the multiple R-square was low.

Despite the lack of significant factors, interesting results were identified through the analysis of cell means. Differences were identified between the perceived mean level of influence of the wife and husband on the decision concerning when to vacation this summer. Despite the occupational status, women were perceived as having exerted less than a majority influence on this vacation decision. Men hold positions as a professional/technical, managerial/ administrator, student, retired or unemployed were perceived as exerting a majority level of influence on the decision concerning when to take this vacation. Husbands who held positions as sales or manual labor, although not a majority, were perceived as having a large amount of influence on the decision (42.78% and 43.96%, respectively). These results suggest that the husband, despite the occupation held, is

Table 63. Summary of the Level of Support for the Alternate Hypothesis Set 1

Family Member	Level of Support	Significant Variables
Occupation and travel party composition significantly influence the perceived mean level of influence family members have concerning exactly when to take this vacation, when controlling for the number of persons the respondent is paying for on this trip.		
Husband	No Support	
Wife	No Support	
Children	Support	Persons paid for
The length of distance traveled, previous experience with a resort area and the cost of accommodations significantly impact family members' perceived mean level of influence on the decision to visit this resort area, when controlling for family income.		
Husband	No Support	
Wife	No Support	
Children	Support	Distance traveled
Total distance traveled to the resort area and cost of accommodations significantly impact the level of family members' influence in the decision regarding the length of the family vacation.		
Husband	No Support	
Wife	No Support	
Children	No Support	

Table 63 (cont'd).

Family Member	Level of Support	Significant Variables
Total cost of accommodations and mode of transportation significantly impact family members' perceived mean level influence on the vacation budget, when controlling for family income and the number of persons the respondent is paying for on this trip.		
Husband	No Support	
Wife	Support	Mode of Transportation
Children	No Support	
Mode of transportation, travel party composition, and cost of accommodations significantly impact family members' perceived mean influence in the decision concerning the type of accommodations selected for this vacation, when controlling for family income.		
Husband	Support	Travel Party Composition
Wife	Support	Travel Party Composition
Children	Support	Travel Party Composition
Travel party composition, information used in vacation decision-making, and the purpose of visiting the resort area significantly impacts the perceived mean level of influence family members have on the decision concerning the type of activities to participate in while on vacation, when controlling for family income and the length of days spent in the area.		
Husband	Support	Purpose of visit, travel party composition
Wife	Support	Purpose of visit, travel party composition
Children	Support	Purpose of visit, travel party composition

perceived as an influential decision-maker concerning the timing of a family vacation is being considered.

Hypothesis 1-2:

The length of distance traveled, previous experience with a resort area and the cost of accommodations significantly impact family members' influence on the decision to visit this resort area, when controlling for family income.

Hypothesis 1-2 was developed in order to examine variables which impact family members' perceived mean level of influence on the resort area chosen for the vacation. One of the three models under investigation proved to be significant.

When the dependent variable consisted of the perceived mean influence of the children on the decision to visit this resort area, analysis revealed the model to be significant. The main effects and distance traveled were significant ($p<.01$ and $p<.05$, respectively).

Analysis revealed that when the dependent variable consisted of the perceived mean level of influence of the husband (model 1), and wife (model 2), on the resort area chosen, the models did not prove to be significant. Although not statistically significant, interesting facts were demonstrated. Fluctuations in the perceived mean level of influence of the husband on this decision and the cost of accommodations and the distance traveled were identified. That is, a relationship, positive or negative, was not identified between the perceived influence and the cost of the accommodations or the number of miles the family covered while on this vacation.

A positive relationship was identified between the perceived mean influence of the wife on the resort area chosen and the distance

traveled. As the distance traveled increased, the perceived mean influence of the wife on the decision gradually reached 44.79 percent. A negative relationship was identified between prior experience and the dependent variable. When the wife had prior experience with the resort, her perceived mean level of influence was higher than those without prior experience.

A positive relationship was identified between the cost of the vacation accommodations and the perceived mean influence exerted by the children on this decision. One possible explanation for this phenomenon could be the interest on the part of the parents to obtain accommodations which are amicable to the children. For example, a hotel with a pool, or play area for activities, such as miniature golf may be used with greater frequency by those vacationers traveling with children, than by those traveling without children. Despite the relevance of this positive relationship, it should be noted that the perceived mean influence of the children on this decision ranged from 6.91 percent to only 17.57 percent.

A negative relationship was identified between the mean perceived influence of the children and the distance traveled. As the distance traveled increased, the perceived mean influence of the children on this decision decreased. Variables contributing to the loss of influence may have been that as the distance increases, typically the cost of the vacation increases, as can the length of the vacation. Children tend to become more involved in decision-making when the decision impacts them directly (Moschis, Moore & Stephens, 1977). They may not be considering the full scope of the decision, and concentrate on self-gratification rather than practicality. As such, aspects other

than what the resort offers them may not be considered. That is, indirect consequences of traveling 1,400 miles to a resort rather than selecting a resort area 400 miles from home may not be comprehended by children, especially among younger children.

Hypothesis 1-3:

Total distance traveled to the resort area and cost of accommodations significantly impact the level of family members' influence in the decision regarding the length of the family vacation.

An assumption was made by the researcher that as the distance traveled increased and the cost of accommodations increased, the perceived mean influence of the family members concerning the length of the vacation would be impacted. More specifically, it was assumed that the perceived mean influence of family members on the length of the vacation could be related to the distance traveled and the cost of accommodations. Regression analysis revealed that these variables were not significant in explaining of the influence of any family member on the length of the vacation. Based upon the low R-square values, ranging from .00 to .01, as well as the nonsignificant results of the model led the research to conclude that the original assumption proposed by this hypothesis was not substantiated.

Hypothesis 1-4:

Cost of accommodations and mode of transportation significantly impact family members' perceived mean influence on the vacation budget, when controlling for family income, and the number of persons the respondent is paying for on this trip.

Hypothesis 1-4 examined the relationship between the perceived mean levels of family members' influence on the vacation budget and the cost of accommodations and mode of transportation. Analysis revealed that one of the three models was significant. When the dependent variable consisted of the perceived mean influence of the wife on the vacation budget, the model proved to be significant.

When the mode of transportation for the vacation was a more expensive form, such as a boat or airplane, the wife was perceived as having exerted a significantly lower mean level of influence than by those traveling by car, bus or train. One possible explanation for this is the expense required for a boat or airplane. This form of transportation is typically more expensive. As the expense increases, other family members may exert more influence over the vacation budget.

Interesting, although not statistically significant, results of the independent variables may shed light on the phenomenon described above. A positive relationship was identified between the cost of the accommodations and the amount of influence the husband was perceived to exert on the vacation budget. Based upon these results, the researcher assumed that when a family is vacationing without camping equipment, they will be staying at a hotel or with friends. If they are staying at a hotel, the cost of accommodations may vary from inexpensive to extravagant. Likewise, it can be assumed that families who are traveling by boat or airplane will be required to pay a significantly higher price for their transportation than other forms, such as trains, buses or cars. As the price of the transportation, or the indirect consequences of that mode of transportation increases, so will the perceived mean influence of the husband.

When the dependent variable consisted of the perceived mean level of influence of the children on the vacation budget, the model did not prove to be significant. The lack of significant results was expected, due in part to results of past studies. Studies (Goldberg & Gorn, 1977; Moschis, Moore & Stephens, 1977) have demonstrated that although children are becoming more influential in family decision-making, they typically do not exert a dominant or majority level of influence.

Hypothesis 1-5:

Mode of transportation, travel party composition, and cost of accommodations significantly impact family members' influence in the decision concerning the type of accommodations selected for this vacation, when controlling for family income.

The impact of the cost of accommodations, mode of transportation and travel party composition have on family members' perceived mean influence on the accommodations selected, was tested through hypothesis 1-5. When the dependent variable consisted of the perceived mean level of influence of each family member, the husband, wife and children, portions of the three models proved to be significant.

The main effects, travel party composition and the explained source of variation for all three models were significant. The composition of the travel party will typically influence the type of accommodations selected, as well as the amount of influence exerted by family members. For example, if the family was traveling with children, the children's influence may be concentrated on a hotel with a pool, or a campground site on a lake. The husband and wife may on the other hand exert influence on the accommodations selected to suit the entire family. For example, if infants or small children are on

this vacation, the spouses may desire to stay at a hotel which offers babysitting services. The spouses may also desire to stay at a hotel which has a game room for children and a restaurant.

Husbands, traveling with their spouse, with or without children, were perceived as having a larger amount of perceived mean influence on the accommodation decision than those vacationers traveling alone, as a single adult with children or traveling with the same sex adult. The same sex adults traveling together may have been represented by members of nuclear or extended family. The single adult traveling with children may have been widowed, divorced or never married.

Despite the cost of the accommodations, husbands across all groups were perceived as exerting similar means levels of influence of the accommodation decision. The range of the perceived mean influence was between 43.32 percent and 51.25 percent. Similar results were identified for the independent variable, mode of transportation. The perceived mean influence of the husband on the accommodation decision, despite the mode of transportation, was perceived to be between 46 percent and 51 percent.

When the dependent variable consisted of the mean perceived influence of the wife on the accommodation decision, the main effects, travel party composition and the explained source of variation were significant. When the travel party consisted of male and female adults, traveling with or without children, the accommodations selected was viewed to be a joint spousal decision. The wife was perceived as having exerted a majority influence on the decision when the travel party composition consisted of a single adult traveling with children or the same sex adults traveling together.

Although not statistically significant, an interesting relationship between the wife's mean perceived influence on the accommodations selected and the cost of the accommodations was identified. A negative relationship was identified between the mean perceived influence of the wife on the accommodations selected and the cost of the accommodations. That is, as the cost of the accommodations increased, the mean perceived influence of the wife on the decision decreased. One possible explanation for this negative relationship is based on the perception of money matters being the primary concern of the husband.

When the dependent variable consisted of the perceived mean influence of the children on the accommodations selected, the independent variable, travel party composition, was significant. Children were perceived as having exerted the largest amount of influence on the decision when the travel party composition consisted of the same sex adults traveling together, followed by single adults traveling with children.

Hypothesis 1-6:

Travel party composition, information used in vacation decision-making, and the purpose of visiting this resort area significantly impact the perceived mean level of influence family members have on the decision concerning the type of activities to participate in while on vacation, when controlling for family income and the length of days spent in the area.

The final hypothesis concerning the impact of travel characteristics on the perceived mean influence of family members on

vacation decision-making is concerned with vacation activities. Portions of all three models analyzed proved to be significant.

The main effects, and travel party composition were significant for all three models. Research (Brown, 1961) has demonstrated that when a decision is of particular interest to an individual, as would vacation activities, their participation and/or influence in that decision typically increases. A vacation is typically taken in order for the travelers to have fund and recreation. The success of the vacation is often dependent on the enjoyment of the activities participated in. Therefore, the significant results are logical, whereby the composition of the traveling party would significantly impact a person's influence on vacation activities. Furthermore, the amount of influence children have in family vacation decision-making is often enhanced if the decision is related to their own recreation activities (Moschis, Moore & Stephens, 1977).

The reason for visiting this area was also significant when the dependent variable consisted of the perceived mean influence of the husband and the perceived mean influence of the wife on the vacation activities chosen. If this trip is taken partially for business purposes, the spouses would limit the activities selected to those the family can participate in after the business has been completed, or around business hours. Likewise, if the purpose of the visit was to visit friends and relatives, the researcher assumed that the spouses would exert influence on vacation activities which can be participated in by persons in the travel party, friends and/or relatives.

Hypothesis Set 2

The second objective was to examine the relationship between the transposed travel party characteristics, based on the stages of the family life cycle and socioeconomic variables and the perceived influence family members have on vacation decision-making. The second objective was achieved through the development of and analysis of the second set of hypotheses. See Table 64 summary of the rejection or non-rejection of the hypotheses set 2.

Travel Party Composition Based on the Stages of the Family Life Cycle

Using the stages of the family life cycle as a benchmark, travel party composition categories were transformed. The first group of the travel party composition consisted of male and female persons, between the ages of 18 and 34, and who were traveling without children. The second group consisted of male and female adults, under the age of 35, and who were traveling with children, aged 21 years and younger. The third group of the travel party composition consisted of adults between the ages of 35 and 64. These persons could be traveling with or without children, aged 21 years and younger. The fourth and final group used to assimilate the stages of the family life cycle consisted of adults over the age of 65.

Transposed travel party composition proved to be significant for seven of the eight vacation decisions under examination. See Table 65. The transposed travel party composition was significant on the perceived mean influence of the husband and the children concerning four of the seven decisions. More specifically, the model was significant when the vacation decisions under consideration included

Table 64. Summary of the Level of Support for the Alternate Hypothesis Set 2: Travel Party Composition, Based on the Stages of the Family Life Cycle, Family Income, Respondent's Age and Educational Status Significantly Influence Family Members' Perceived Mean Level of Influence on Family Vacation Decision-Making

Component	Husband	Wife	Children
Decision to Vacation This Year			
Travel Party Composition	Support	No Support	Support
Main Effects	No Support	No Support	Support
Age	No Support	No Support	No Support
Education	No Support	No Support	No Support
Family Income	No Support	No Support	No Support
Explained	No Support	No Support	Support
Decision to Vacation This Summer			
Travel Party Composition	Support	No Support	Support
Main Effects	No Support	No Support	Support
Age	No Support	No Support	No Support
Education	Support	No Support	No Support
Family Income	No Support	No Support	Support
Explained	No Support	No Support	No Support
Decision Concerning Exactly When to Take This Vacation			
Travel Party Composition	No Support	No Support	Support
Main Effects	No Support	No Support	Support
Age	No Support	No Support	Support
Education	No Support	Support	No Support
Family Income	No Support	No Support	Support
Explained	No Support	No Support	Support
Decision Concerning the Length of This Vacation			
Travel Party Composition	No Support	No Support	Support
Main Effects	No Support	No Support	No Support
Age	No Support	No Support	No Support
Education	No Support	Support	No Support
Family Income	No Support	No Support	No Support
Explained	No Support	No Support	No Support

Table 64 (Cont'd).

Component	Husband	Wife	Children
Vacation Budget Decision			
Travel Party Composition	No Support	No Support	No Support
Main Effects	No Support	No Support	No Support
Age	No Support	No Support	No Support
Education	No Support	No Support	No Support
Family Income	No Support	No Support	No Support
Explained	No Support	No Support	No Support
Vacation Activities Selected			
Travel Party Composition	Support	No Support	Support
Main Effects	No Support	Support	No Support
Age	No Support	No Support	Support
Education	No Support	Support	No Support
Family Income	No Support	No Support	No Support
Explained	No Support	No Support	No Support
Decision to Visit This Resort Area			
Travel Party Composition	Support	No Support	Support
Main Effects	No Support	No Support	No Support
Age	No Support	No Support	No Support
Education	Support	Support	No Support
Family Income	No Support	No Support	No Support
Explained	No Support	No Support	No Support
Accommodations Selected for This Vacation			
Travel Party Composition	No Support	No Support	Support
Main Effects	No Support	No Support	No Support
Age	No Support	No Support	No Support
Education	Support	Support	No Support
Family Income	No Support	No Support	No Support
Explained	No Support	No Support	No Support

Table 65. Summary of Significant Models of the Perceived Mean Level of Influence on Family Vacation Decision-Making by Travel Party Composition

Vacation Decision	Husband	Wife	Children
Accommodations			X
Length of Vacation			X
Vacation Activities	X		X
Vacation This Summer	X		X
Vacation This Year	X		X
Visit This Resort	X		X
When to Vacation			X

whether to vacation this year, vacation this summer, visit this resort area and the types of vacation activities to participate in. Three additional decisions, the type of accommodations, when to vacation and the length of the vacation were significant in the model in relation to the perceived mean level of influence of the children.

An analysis of significant differences between the mean values of the four groups will further add to the examination of the impact of the travel party composition on the perceived mean level of influence of family members on vacation decisions. See Table 66. The differences identified were typically between male and female vacationers, under the age of 35, traveling without children (YOCNOC) and male and female vacationers, between the age of 35 and 64, with or without children (YOCWIC). From this analysis, the assumption is made

Table 66. Tukey's Post Hoc Test: Significant* Differences Between Mean Values of Perceived Influence of Family Members on Vacation Decisions by Transposed Travel Party Composition

Vacation Decisions	Husband	Wife	Children
Accommodations			MACWIC-YOCNOC MACWIC-ELDERS
Length of Vacation			
Visit This Resort	YOCNOC-MACWIC		MACWIC-YOCNOC MACWIC-ELDERS
Vacation This Summer	YOCNOC-MACWIC		MACWIC-YOCNOC
Vacation This Year	YOCNOC-MACWIC		MACWIC-YOCNOC MACWIC-ELDERS
Vacation Activities	YOCNOC-MACWIC YOCWIC-YOCWIC		YOCWIC-YOCNOC YOCWIC-ELDERS MACWIC-YOCNOC MACWIC-ELDERS
Vacation Budget			
When to Vacation			MACWIC-YOCNOC

*p<.05.

Table Key:

YOCNOC--Young couples, aged 34 and under, traveling without children.

YOCWIC--Young couples, aged 34 and under, traveling with children.

MACWIC--Middle-aged couples, aged 35-64, traveling without children, single parents, aged 35-64, traveling with children or middle-aged couples traveling with children.

ELDERS--Elderly persons, aged 65 and older.

that the transformed travel party composition significantly impact the perceived mean level of decision-making.

Results of this analysis are consistent with previous findings (Cosenza & Davis, 1981; Murphy & Staples, 1979; Haberman & Elinson, 1967; Schlesinger, 1962; Wells & Gubar, 1966). Results from these studies suggest that ages of family members, marital status and the presence or absence of children, forming the stages of the family life cycle, significantly influence family vacation decision-making.

Researchers (Cox, 1975; Murphy & Staples, 1979; Schlesinger, 1962) have concluded that the type of decision-making, joint, majority or dominant, used in a family changes as they progress through the stages of the family life cycle. Upon examination of the perceived mean values of the influence family members have on vacation decisions by transposed travel party composition, the perceived level of influence exerted on decision was partially dependent upon the stage of the travel party composition as well as on the vacation decision. See Table 67.

Despite the stage of the transposed travel party composition, the husband was perceived as exerting a majority influence on the budget and length of vacation. The husband was also perceived as being the dominant decision-maker for the accommodations selected. For all vacation decisions analyzed, when the spouses were under the age of 35, regardless of the presence of children on the trip, the husband was perceived as having exerted a dominant or majority level of influence on vacation decision-making. When the spouses were under the age of 35, despite the presence of children on the vacation, the husband was

Table 67. Summary of Perceived Levels of Influence on Vacation Decision-Making by Travel Party Composition, Based on the Stages of the Family Life Cycle

Travel Party Composition	Decision-Making Classification
Accommodations	
YOCNOC	Husband-Majority
YOCWIC	Husband-Dominant
MACWIC	Husband-Dominant
ELDERS	Husband-Dominant
Length of Vacation	
YOCNOC	Husband-Majority
YOCWIC	Husband-Majority
MACWIC	Husband-Majority
ELDERS	Husband-Majority
Take a Vacation This Year	
YOCNOC	Husband-Majority
YOCWIC	Husband-Dominant
MACWIC	Wife-Dominant
ELDERS	Wife-Dominant
Vacation Budget	
YOCNOC	Husband-Majority
YOCWIC	Husband-Majority
MACWIC	Husband-Majority
ELDERS	Husband-Majority

Table 67 (Cont'd).

Travel Party Composition	Decision-Making Classification
Vacation Activities	
YOCNOC	Husband-Majority
YOCWIC	Wife-Dominant
MACWIC	Joint
ELDERS	Husband-Majority
Visit This Resort Area	
YOCNOC	Husband-Majority
YOCWIC	Joint
MACWIC	Wife-Dominant
ELDERS	Husband-Majority
Vacation This Summer	
YOCNOC	Husband-Majority
YOCWIC	Husband-Dominant
MACWIC	Joint
ELDERS	Joint
When to Vacation	
YOCNOC	Husband-Majority
YOCWIC	Husband-Majority
MACWIC	Husband-Dominant
ELDERS	Husband-Dominant

perceived as being the majority decision-maker on the decision when to vacation. Spouses over 35 years old perceived the husband as the dominant decision-maker on this vacation decision.

Regardless of marital status, adults, aged 35-64, traveling with children, perceived the spouses as having made joint decisions on the type of activities to participate in and the resort area selected. Additional joint decision-making was identified by persons over 65, regarding the decision to vacation this summer.

Socioeconomic Aspects of the Family

Socioeconomic aspects of the family such as age, education and income have been shown to significantly influence the perceived mean level of influence family members exert on decision-making (Cosenza & Davis, 1981; Clawson, 1961; Cox, 1975; Green & Cunningham, 1975; Haberman & Elinson, 1967; Myers & Moncrief, 1978; Scanzoni, 1977; Schlesinger, 1962; Shuptrine & Samuelson, 1976; Wells & Gubar, 1966). Analysis conducted in this study supports these findings. Significant results were identified when analysis of variance was conducted using age, income, and education as the independent variables and the perceived mean level of influence of the family members on seven vacation decisions as the independent variables. See Table 68. When the dependent variable consisted of the perceived mean influence of the husband on vacation decisions, only one independent variable proved to be significant. The educational status of the respondent was shown to be significant in the perceived mean level of influence of the husband on the decision to vacation this summer, to visit this resort area, and the accommodations selected.

Table 68. Summary of Significant Models of the Perceived Mean Level of Influence on Family Vacation Decision-Making by Socioeconomic Aspects of the Family

Significant Components	Husband	Wife	Children
Accommodations			
Education	X	X	
Length of Vacation			
Education		X	
Vacation Activities			
Main Effects		X	
Age			X
Education		X	
Vacation This Summer			
Main Effects			X
Education	X		
Income			X
Vacation This Year			
Main Effects			X
Explained			X
Visit This Resort			
Education	X	X	

Respondent's Educational Status

Respondent's educational status proved to be statistically significant in seven models. Controversy, however, exists concerning the directionality of respondent's educational status and their perceived level of influence on decision-making. Scott (1970) concluded that a positive relationship between education and decision-making influence exists. Ferber and Lee (1974) concluded that as educational status increases, decision-making dominance decreases, and is replaced with joint decision-making between spouses.

In order to examine the directionality of the mean values for each variable classification, cell means were examined. Results from this study, concerning the directionality between educational status and perceived mean level of influence on vacation decision-making were inconclusive. Positive relationships were identified concerning the perceived mean influence of the husband on four of the eight vacation decisions and the respondent's educational status. See Table 69. The perceived influence of the wife fluctuated across the various educational status classifications. When the decision under investigation consisted of the selection of the resort area, vacation activities, whether to vacation this summer, vacation this year and when to vacation, the perceived mean level of influence was lowest for those women with an elementary education and highest for persons with a graduate degree. When the vacation decision consisted of the type of accommodations selected or the length of the vacation, the women who held a graduate degree were perceived as exerting a lower amount of influence than did those who received an elementary education. See Appendix B for a summary of the mean values.

Table 69. Summary of the Relationship Between Family Socioeconomic Aspects and Vacation Decision-Making: Analysis of Cell Means

Vacation Decision	Husband	Wife	Children
Respondent's Educational Status			
Accommodations	+	F	F
Length of Vacation	C-	F	F
Resort Area Chosen	C-	F	-
Vacation Activities	=	+	F
Vacation Budget	+F	F	F
Vacation This Summer	+	F	-
Vacation This Year	F	F	-
When To Vacation	+H	=	-
Respondent's Age			
Accommodations	-	F	C-
Length of Vacation	C-	F	F
Resort Area Chosen	C+	C-	C-
Vacation Activities	+	-	-
Vacation Budget	C+	C-	=
Vacation This Summer	=	+	C-
Vacation This Year	C+	+	=
When To Vacation	=	=	C-
Family Income			
Accommodations	+	+H-	C+
Length of Vacation	+H-	+H-	C+
Resort Area Chosen	+H-	F	F
Vacation Activities	F	+H-	F
Vacation Budget	S	C-	C+
Vacation This Summer	=	+H-	C+
Vacation This Year	F	F	-
When To Vacation	F+	=	C+

C+--Convex like curvilinear relationship.
C- -Concave like curvilinear relationship.
F --Fluctuations upward and downward.
- --Negative relationship.
+ --Positive relationship.
= --Approximately equal across all categories.
+H- -Positive relationship, however, the mean value decreases when the highest category is reached.

Similar to that of the wife, and contrary to that of the husband, the cell mean values of the perceived mean influence of the children on vacation decisions by educational status fluctuated. A relationship between the level of education and the perceived influence exerted on vacation decision-making was not identified.

These findings are not as conclusive as those identified by Blood and Wolfe (1960) and Scott (1970). These researchers identified a positive relationship between educational status and the mean level of dominance exerted in family decision-making. As the educational status rises, typically so does the level of influence exerted on decisions.

Respondent's Age

Researchers (Ferber & Lee, 1974; Filiatrault & Ritchie, 1980; Green & Cunningham, 1975; Jenkins, 1978; Komarovsky, 1961) have identified that the age of family members significantly influence their perceived mean level of influence on decision-making. Results of this study selectively support previous findings. Respondent's age significantly impacted the perceived influence children exerted on the vacation activities selected. Respondent's age did not, however, prove to be significant in relation to the remaining vacation decisions analyzed.

Cell means were used to examine the perceived mean level of influence of respondents within the various age groups. When the respondent's age was taken into consideration, in conjunction with the perceived mean influence of the husband and wife, the directionality varied by the vacation decision under consideration. A general consensus of the directionality of the perceived mean influence of the husband on vacation decision-making was not identified. The perceived

mean influence of the husband on the vacation decision-making was viewed to have a convex-like curvilinear relationship, positive or approximately equal across all age groups on six of the eight decisions. A negative relationship was viewed on two of the eight decisions: the accommodations selected and the length of the vacation. The directionality of the perceived mean influence of the wife on vacation decision-making, in relation to the respondent's age, was also decision specific. That is, when the vacation decision under consideration consisted of the vacation activities, length of the vacation, resort area chosen, or the vacation budget, the directionality was perceived to be negative or a concave-like curvilinear relationship. Age and perceived mean influence of the wife on two vacation decisions, to take a vacation this summer, and this year, consisted of a positive relationship.

Unlike the results described above, the relationships between the respondent's age and the perceived mean influence of the children on vacation decision-making were either approximately equivalent across age groups or consisted of a curvilinear relationship. This concave-like relationship supports the assumption that parent(s) between the ages of 35-64, allow their children to be more influential in vacation decision-making than do parents who are under 35 or over 64. One possible explanation for this phenomenon is the age of the children. Children of parents under 35 may be infants or toddlers; these children do not have decision-making skills or logic yet. As the parents age, so do the children. As the children grow into adolescence, their decision-making skills are developed, and their likes and dislikes can easily be identified (Berey & Pollay, 1968).

Family Income

Statistical analysis revealed that family income was statistically significant for one model. When the dependent variable consisted of the perceived mean level of influence of the children on the decision to vacation this year, the model proved to be significant.

In an attempt to examine the perceived mean level of influence family members within the various income brackets had on vacation decisions, cell means were examined. A positive relationship and fluctuating relationship was identified between the perceived mean influence of the husband on vacation decisions and the total family income. Scott (1970) identified a positive relationship between the wife's perceived mean level of influence in family decision-making and family income. Research by Myers and Moncrief (1978) identified similar relationships, stating that when the highest income bracket was reported, the women's amount of influence decreased, and the perceived mean level of influence demonstrated by the husband increased. Although not in complete support, results of this study are similar to the findings by Scott (1970) and Myers and Moncrief (1978). More specifically, the wife's perceived mean influence on four of the eight decisions was positively related with family income, dropping only at the highest income bracket.

The relationship between family income and the perceived mean influence of the children on family decision-making was typically curvilinear. Children were viewed as exerting the greatest amount of influence on the vacation decisions when the family income was in the middle levels. Goldberg and Gorn (1977) identified that lower-class families typically result in the children having a greater level of

independence in purchasing products. As the total family income increased, so does the level of parental supervision. This increased supervision typically resulted in the relative decision-making ability of the child to decrease (Moschis, Moore & Stephens, 1977).

Hypothesis Set 3

The third objective of the study was to examine differences between the perceived influence family members exert-ed on the type of vacation decisions analyzed in the study.

Results of the Chi-square analysis revealed that the model concerning the overall dominance of vacation decision-making, by sex, and the dominance of tactical and program decisions was not significant. See Table 70. Approximately 78 percent of the men were perceived to dominate the overall vacation decisions and tactical decisions. Perceived male domination of overall vacation decision-making and program decisions was achieved by 70.9 percent. This represented a difference of 7.5 percent between the overall dominance.

Table 70. Summary of Percent of Male Versus Female Overall Dominant Decision-Making and Domination by Type of Decision

	Tactical	Program
Male Overall Dominant	78.14	70.9
Female Overall Dominant	21.6	29.1

A larger percentage of women who were perceived to dominate the overall vacation decisions were also perceived as being the dominant decision-maker for the program decision over that of tactical decisions. Approximately 21 percent of the women who were dominant on overall vacation decision-making were also the dominant decision-maker on tactical decisions. Approximately 29 percent of the women were perceived as having dominated the overall vacation decisions as well as the program decision.

Theoretical Framework

The fourth objective of this study was to develop a theoretical model which examines the influences of family socioeconomic aspects and travel party composition, based on the stages of the family life cycle, on family vacation decision-making. As a result of statistical analysis, interaction by the Delphi panel, and past research studies, the conceptual framework for family vacation decision-making, proposed in Chapter 3, has been redesigned. The discussion entails similarities, differences and confirmation of the various aspects of the original model. The revised framework is presented in Figure 4.

The first section of the model consists of the family decision-making structure. In order to determine whether or not all family members were perceived as exerting some influence on vacation decision-making, analysis was conducted (questions 78 - question 86). Through a frequency count, the perceived mean level of influence of the husband, wife and children on each vacation decision was evaluated. Analysis of the mean values suggest that all family members do have some degree of influence on vacation decision-making. The husband or

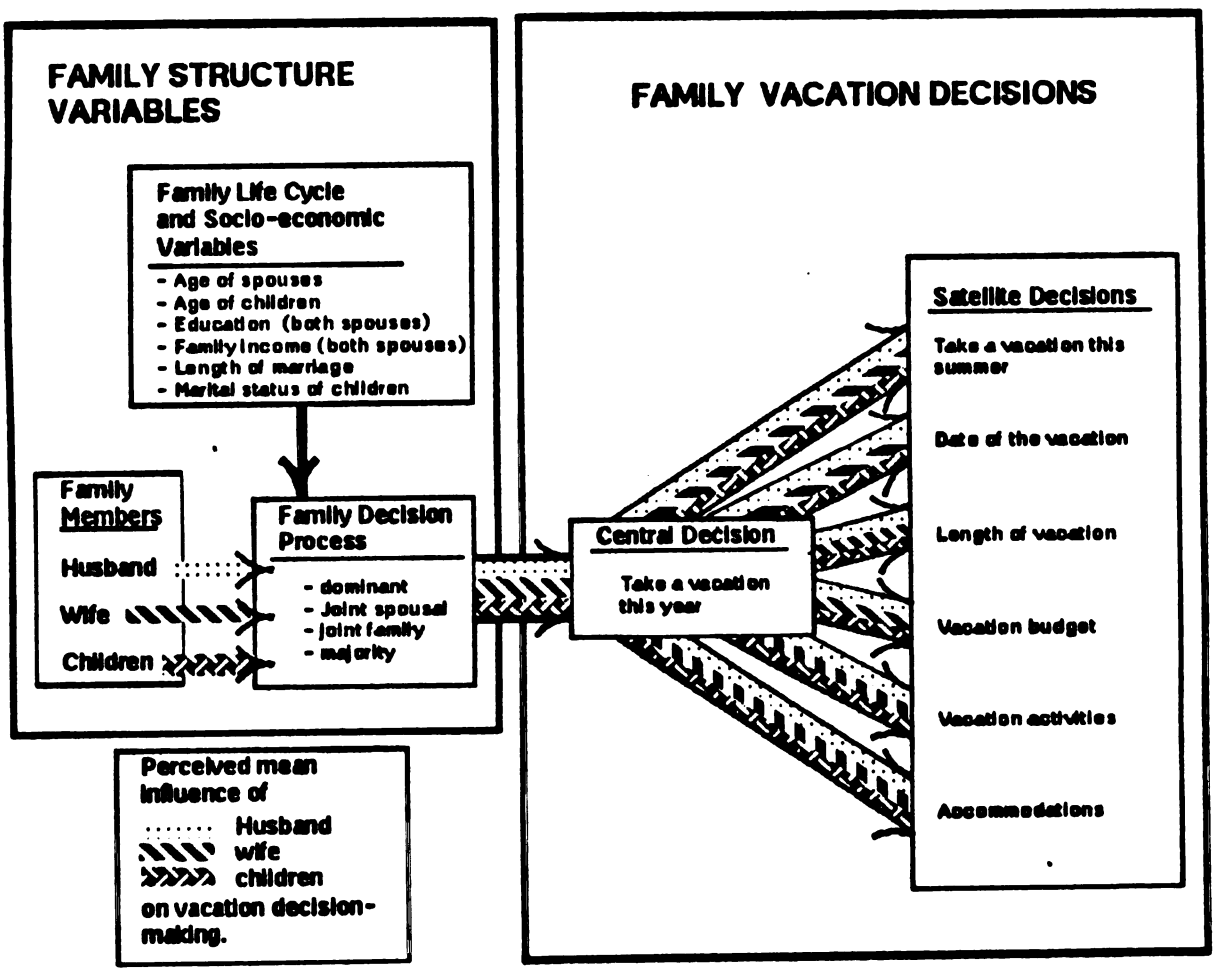

Figure 4. Flowchart of family vacation decision-making: The inclusion of transposed travel party composition, socioeconomic variables and type of decisions.

wife was typically perceived as the dominant decision-maker. Although their perceived mean level of influence did not meet or exceed the perceived mean influence of the spouses, children were viewed as exerting some influence on vacation decisions. As such, the examination of the perceived influence of all family members on vacation decision-making remained in the model.

The second portion of the model to be examined is the inclusion of the impact the stages of the family life cycle and socioeconomic variables have on family decision-making. For purposes of this study, travel party composition was used as a benchmark for the stages of the family life cycle. Aspects of the travel party composition include the ages of the children respondents are traveling with, the assumption of marital status, single or married, and the age of the respondent. Results of Oneway Analysis of Variance revealed that family members perceived mean level of influence on seven of the eight vacation decisions under investigation were significant when the independent variable consisted of travel party composition. The significance of each analysis, however, varied by family member and vacation decision. That is, the impact of the children's influence on the decision was significant for the seven decisions. Four of the models were significant when the husband's mean perceived influence on vacation decisions was examined.

When the differences in the perceived mean level of influence of family members on vacation decisions was examined in relation to family income, age and educational status of the respondent, several models were significant. For socioeconomic aspects of the family, significant results were decision specific. Due to the fact that this is an

exploratory study, and based on the results described above, all socioeconomic variables remained in the model, despite the level of significance.

Because the actual stage of the family life cycle for each household was not identified, results related to the variables are not conclusive. The length of the marital status has been shown to be a significant factor in the stages of the family life cycle (Cox, 1975). Unfortunately, the length of the marital status of respondents and their children is unknown. The researcher believes, both intuitively and through the research cited above, that these variables are crucial to the further development of this framework. Despite the fact that the variables used in this section of the model are not all significant in this research, the researcher deemed it necessary to include the length of the marital status of the parents and their children, if applicable, in the theoretical model.

The original theoretical framework developed by the researcher and described in Chapter 3 contained a family decision-making component. Through this component, the type of decision-making the family engaged in was categorized; majority, dominant, joint spousal and joint family. Unlike results of past vacation decision-making studies (Filiatrault & Ritchie, 1980; Jenkins, 1978; Ritchie & Filiatrault, 1980), results of the analysis revealed that the husband was perceived as exerting a majority influence on two of the vacation decisions. Joint spousal decision-making was also perceived. Because research (Berey & Pollay, 1968; Jenkins, 1978; Moschis & Moore, 1979; Moschis, Moore & Stephens, 1977) has demonstrated that children are becoming increasingly more influential in family decision-making, combined with finding that

children were perceived as exerting some influence on vacation decisions, the category of joint family decision-making also remained in the model. It is not the contention of this researcher that joint family vacation decision-making will be identified in the near future, say the next five years. However, it should be noted that, on one vacation decision, children were perceived as having exerted approximately 11 percent of the influence on the decision. A joint family decision-making concept requires approximately 33 percent influence by each member, husband, wife and children. As such, the possibility of joint family decision-making in the future is based on more than mere speculation. Based upon these results and assumptions, the four categories of decision-making remained in the model.

The third part of the model to be redesigned is the family vacation decision-making section. The central-satellite model of decision-making is redesigned to represent a decision tree format. Once the central decision is made, and satellite decisions are being considered, it is not necessary to refer back to the central decision. The central decision in this study was whether or not to take a vacation this year. If a negative decision was made, the family did not vacation this year, therefore they were not a part of this study. If the decision was affirmative, satellite decisions concerning the vacation were generated.

In the original theoretical framework, satellite decisions were grouped together, despite the classification of each decision. Further refinement of this component of the model resulted in the classification and reorganization of satellite decisions under consideration. The four classifications of satellite decisions include

tactical, program, policy and control. The ordering of the decisions within the framework are sequential in nature. As identified by the Delphi panel, tactical decisions were viewed to be first order in nature. Therefore, tactical decisions are listed prior to the other types of satellite decisions. Program decisions are listed next. Program decisions are those decisions which are concerned with regularly recurring events. Policy decisions arise in circumstances requiring an "if and when" decision, which typically requires repeated attention. Control decisions are placed last due to the fact that they act as a measure of performance of previous vacation decisions.

Although policy and control decisions were not used in this study, the classification for these decisions are included in the model, for its use in future research. Because control decisions act as a measure of performance, the acceptance or rejection of the performance influence future vacation decision-making by family members. A feedback loop is generated from the control decisions, back to the satellite decisions. When the performance is positive, it is assumed that the probability of repeat decision outcome by family members is high. For example, if hotel accommodations, as opposed to use of a campground, were selected, the decision to use hotel accommodations on the next vacation may be made. Likewise, if the measure of performance was negative on a particular decision, the feedback loop to that decision may result in a different decision outcome on future family vacation decision-making.

tactical, program, policy and control. The ordering of the decision within the framework are sequential in nature. As mentioned by the Delphi panel, tactical decisions were viewed to be first order of nature. Therefore, tactical decisions are likely to be the least type of sensible decisions. Program decisions are likely next. Program decisions are those decisions still far removed from regularly recurring events. Policy decisions are considered regarding an "if and when" decision as to the far time that may ensue action. Control decisions are placed last as they are considered not as a measure of performance or process but as a measure of

Although policy and control decisions may be less likely than the classification for these decisions are unclear as they may be in future research. Because control decisions are a measure of performance, the acceptance or rejection of information future vacation evaluation-making, by family members, feedback loop is generated from the control decision, as to the sensible decisions. When the performance is positive, it is assumed that the probability of repeat decision outcome by family members is high. For example, if hotel accommodations, as viewed to the of a campground, were selected, the decision to use hotel accommodations on the next vacation may be made. Likewise, if the measure of performance was negative on a particular decision, the feedback loop to that decision may result in a different decision outcome on future family vacation decision-making.

CHAPTER VI

SUMMARY OF FINDINGS, LIMITATIONS AND RECOMMENDATIONS

Chapter VI is organized into five sections. The first section contains a summary of the research methodology and data analysis used in the study. A summary of the findings is presented in the second section. The third section addresses the limitations of the study. Conclusions generated by the analyses of the data are presented in section four. The fifth and final section of this chapter consists of recommendations for future research in the area of family vacation decision-making.

Summary of Research Methodology and Data Analysis

The purpose of the study was to investigate and analyze the perceived mean influence of family members, the husband, wife and children, on family vacation decision-making. The objectives of the research were to examine the relationship between travel party composition, based on the family life cycle, and socioeconomic variables and their impact on the perceived level of influence family members have on vacation decisions. Based upon this analysis, a theoretical model which synthesizes and examines the variables impact on family vacation decision-making was developed.

A self-report survey instrument was distributed to vacationing tourists. Upon completion of the instrument, the respondents mailed the questionnaire back to the principal investigator. In order to

CHAPTER VI

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A self-report survey instrument was distributed to vacationing tourists. Upon completion of the instrument, the respondents mailed the questionnaire back to the principal investigator. In order to

qualify as a potential respondent, four requirements were established. All respondents were required to have traveled at least 200 miles, round-trip, from the vacation destination. Respondents were also required to be at least 18 years of age. Persons often travel in groups when vacationing. As such, it was determined that only one member from each vacationing group was eligible to complete the questionnaire. The last requirement was designed for the decision-making section of the questionnaire. Only those respondents traveling as a family were requested to complete the decision-making portion of the instrument.

Likert-type scales were developed in order to examine the attitudes, opinions and interests of the tourists. Closed ended statements were developed which addressed the percent of time spent on vacation activities, reasons for the vacation, frequency of visits and demographic information. Open-ended statements were developed in order to determine the distance traveled, cost of accommodations and length of time spent in this resort area. A constant-sum ratio scale was used to determine the perceived level of influence family members have on nine vacation decisions.

The sample consisted of randomly selected tourists who were vacationing in Marquette, Michigan or on Mackinac Island. Questionnaires were distributed every third day between Memorial Day weekend, 1985 and Labor Day weekend, 1985. Information on the traffic patterns of these locations during the summer of 1982, supplied by the Michigan Department of Transportation (M.D.O.T.), was used to determine the sampling intensity.

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Likert-type scales were employed to measure the respondents' attitudes, opinions and interests of the vacation. Each scale contained an extreme was developed which addressed the participation in the vacation activities, reasons for the vacation, length of stay, and demographic information. Open ended statements were developed to determine the distance traveled, cost of accommodations, and length of time spent in this resort area. A comparative price scale was used to determine the perceived level of influence family members have on the vacation decision.

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Of the 6,000 questionnaires distributed over this time period, 556 usable questionnaires were returned. Of the 556 questionnaires, 331 consisted of vacationing families. The overall return rate, adjusted for incomplete or non-usable questionnaires was 9.8 percent.

Descriptive and empirical analysis was employed to examine the data. Descriptive analysis was employed to examine the demographic background of the entire sample and those tourists traveling as a family. Descriptive analysis was also conducted in order to examine the perceived mean level of influence of family members on the vacation decisions. Statistical analysis was employed for the testing of the three sets of hypotheses. The types of analysis employed consisted of Pearson correlation coefficients, regression analysis, oneway analysis of variance, analysis of variance (ANOVA), analysis of covariance (ANACOVA), Tukey's post hoc test and Chi-square analysis.

Summary of Findings

The purpose of this study was to add information to the current body of knowledge concerning family vacation decision-making. Analyses consisted of the examination of the perceived influence the husband, wife and children exerted on vacation decision-making, the examination of the impact of travel party composition, based on the stages of the family life cycle and socioeconomic aspects of the family on vacation decision-making. Based upon the findings of the analyses, a framework which synthesizes travel party composition and socioeconomic aspects of the family in relation to vacation decision-making is discussed.

Results of the data analysis revealed that the perceived mean influence of family members was decision specific. The husband was often perceived as exerting a dominant or majority level of influence

on vacation decision-making. Women were perceived by men as exerting a dominant level of influence on 2 of the 8 decisions. Women perceived the men as exerting the dominant or majority influence on 6 decisions. They perceived the decision-making to have been made jointly on the remaining 2 decisions. From these results, the researcher has concluded that perceived mean influence of family members is decision specific. These results are supported by research conducted in family decision-making (Brown, 1961; Davis, 1970; Davis & Rigaux, 1974; 1977; Ferber & Lee, 1974; Geiken, 1964; Green & Cunningham, 1975; Hempel, 1974; Munsinger, Weber & Hansen, 1975; Safilios-Rothschild, 1969; Shuptrine & Samuelson, 1976).

Although children have not been typically perceived as the dominant decision-maker, their influence has continued to rise over recent years (Moschis, Moore & Stephens, 1977). Analysis from this study revealed that children do have some influence in family vacation-making. They were typically perceived as exerting more influence on decisions which directly affect them, such as vacation activities to participate in.

Analysis of Covariance and Regression Analysis were conducted, using the perceived mean level of influence of family members as the dependent variable. The factors and independent variables used in the analyses consisted of travel characteristics such as length of distance traveled, cost of accommodations, previous experience with a resort area and travel party composition. Results of the analysis revealed that the significance of the model was decision specific as well as family member specific. For example, the factor distance traveled was significant when the dependent variable consisted of the perceived mean

on vacation decision-making. Women were perceived by men as exerting a dominant level of influence on 2 of the 8 decisions. Women perceived the men as exerting the dominant or majority influence on 4 decisions. They perceived the decision-making to have been made jointly on the remaining 2 decisions. From these results, the researcher has concluded that perceived mean influence of family members is decision specific. These results are supported by the literature on family decision-making (Brown, 1961; Davis, 1970; [illegible] Ferber & Lee, 1974; Geiken, 1964; [illegible] 1974; Munsinger, Weber & Hansen, 1975; [illegible] [illegible] & Samuelson, 1976).

Although children have not been regarded generally as the dominant decision-maker, their influence has continued to grow over recent years (Moschis, Moore & Stephens, [illegible]). This study revealed that children do have some influence in family decision-making. They were typically perceived as exerting some influence on decisions which directly affect them, such as vacation activities to participate in.

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influence of the children on the resort area selected. This factor was not significant when the family member under investigation was either spouse.

Oneway Analysis of Variance and Tukey's Post Hoc Test were conducted, using travel party composition, based on the stages of the family life cycle as the factor. The dependent variable consisted of the perceived mean level of influence family members exert on vacation decision-making. Travel party composition, based on the stages of the family life cycle, was shown to significantly impact family members' perceived mean level of influence on vacation decision-making. The perceived mean influence of family members was influenced by the presence or absence of children, the marital status of the adults and the age range of the respondent.

Analysis of Variance was conducted, using respondent's age, education and family income as factors. The dependent variable consisted of the perceived mean influence of family members on the vacation decision-making. Socioeconomic aspects of the family, in relation to the perceived mean influence of family members on vacation decision-making were analyzed. Results from this analysis revealed that the impact of the respondent's age, education and family income are situation specific. Each of the three variables were significant in various models, depending upon the decision and family member under investigation. These results do not provide the researcher with an overall statement concerning the impact of socioeconomic aspects of the family on family vacation decision-making. These results do, however, provide evidence that socioeconomic aspects should be examined within a framework for decisions which are a subset of the overall decision.

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Based on the Central-Satellite Pattern of Decision-Making, two types of decisions used in this study were identified by a Delphi panel. The sole program decision consisted of the vacation accommodations selected. The remaining decisions were classified as tactical decisions: decision to vacation this year, vacation this summer, when to vacation, length of the vacation, vacation budget, vacation activities and the type of accommodations used while on vacation. The classification of these decisions were included in the framework, as well as the classification of policy and control decisions.

A contingency table was conducted, using the dominant overall decision-maker and the dominant decision-maker for the program and tactical decisions. Based upon the results of this table, Chi-square analysis was conducted. Results of the analysis revealed that the overall dominant decision-maker was not significantly different than the dominant vacation decision-maker for policy and tactical vacation decisions. The nonsignificant results led the researcher to conclude that decision-making dominance was displayed for the overall vacation decisions as well as for specific vacation decisions.

A theoretical framework of family vacation decision making was developed and refined based on the results of this study. Interesting points of reference concerning the framework entail the inclusion of the perceived mean influence of all family members, spouses as well as children. The synthesis of the travel party composition, based on the stages of the family life cycle, and socioeconomic variables of the family add an additional explanatory aspect to the framework. Finally, the inclusion of the Central-Satellite model of decision-making enables

the researcher to identify the dominant decision-maker of each type of satellite decision.

Limitations of the Study

Limitations are typically apparent before and after any research project. Limitations may occur due to lack of optimal resources, missing data, and sampling technique used. Five limitations have been identified with this study.

The first limitation was the absence of both spouses as the sample population. Some researchers (Blood & Wolfe, 1960; Davis, 1970; Douglas & Wind, 1978; Green & Cunningham, 1975; Granbois & Willet, 1970) have contended that using one spouse is sufficient in decision-making studies when the analysis is used in an aggregate form. However, when analysis of family decision-making, other than in the aggregate form is desired, both spouses should be used. Without the perceptions of both spouses, it is difficult to evaluate the accuracy of the respondent's perceptions of family vacation decision-making. Rather, the researcher is limited to the evaluation of male versus female's perceptions of family vacation decision-making.

The second limitation identified relates to respondent's ability to recall the events, purposes and attitudes concerning the vacation. Due to the fact that respondents were able to fill the questionnaire out at their leisure, the time between the respondent's vacation decision-making and the completion of the questionnaire is random. As such, respondent's accurate recall ability may be hampered.

The third limitation of the study consists of the use of travel party composition and age of respondent as a benchmark for the stages of the family life cycle. Due to the content of the questionnaire, the

actual family life cycle stage of the respondent cannot be determined. Rather, travel party composition and age of the respondent are used to estimate the stage of the life cycle the respondent is currently in. In order to examine the impact of the stages of the family life cycle, the actual stages should be used in the study.

The fourth limitation of the study is the lack of information concerning the marital status of the respondent. Only persons traveling as a family, with or without children, were requested to complete the decision-making section of the questionnaire. As such, the researcher assumed that the respondent was traveling in a family unit. However, it is not known if the respondent were currently married, widowed, divorced or separated. Furthermore, an important aspect of the stages of the family life cycle, the length of the marital status, is not known.

The fifth limitation was related to the assumption of conscious decision-making. The researcher made the assumption that the satellite decisions were consciously made by the tourist. Tourists may, however, have made the vacation decisions subconsciously. If the latter was the case, the allocation of the perceived mean level of influence each family member made on the vacation decisions would be speculative at best.

The sixth limitation was concerned with the examination of only the nuclear family and their influence. The survey instrument addresses the influence of only the traditional family of a husband, wife and children. Grand-parents and the extended family was not taken into consideration. With the increase in single parent families,

extended families are becoming more active in family decision-making and should be examined.

The seventh and final limitation of the study was related to the possibility of nonresponse error. Although mail questionnaires enable the researcher to limit the bias often experienced during interviews, the return rate of mail questionnaires is totally dependent upon the respondent's willingness to return the completed survey. Despite the fact that the potential respondent accepted the questionnaire, past studies have shown that many will not return the completed questionnaire (Weiers, 1984). In addition to reducing the sample size of the data base, research has demonstrated that the demographic and socioeconomic aspects of nonrespondents differ from respondents (Tull & Hawkins, 1984).

Recommendations

This was an exploratory study and the recommendations based on the analysis of this research are applicable to the future development and support of theory. One general recommendation, in conjunction with several specific recommendations have been listed whereby it is hoped will assist in the continued examination of family vacation decision-making.

A general recommendation is made to continue research in the area of family vacation decision-making. Several trends have been noted which make the continued analysis of family vacation decision-making crucial. The first trend is that of an increased proportion of the population spending their leisure time on vacation (Crampon, 1966). Secondly, the monetary benefits received by businesses and employment, as a result of tourism are significant (Fridgen, 1987; Leiper, 1979).

Finally, the amount of influence family members exert on decisions has changed over recent years. Children are having a greater impact than in the past, although this impact is not a majority or dominant position within the family. Despite the potential impact of these changing trends, few research studies have been conducted on family vacation decision-making. Furthermore, these changing trends indirectly impact the tourism industry, tourist dependent businesses and vacation decision-making within the family.

In order to successfully continue this research, using the central-satellite model of decision-making as a conceptual framework, vacation decisions other than at the first order level should be examined. A recommendation made by the members of the Delphi panel was to have in-depth interviews, or open-ended questions whereby the purpose would be to determine the variety of general and specific decisions families make concerning vacations. That is, respondents would be asked to list all decisions which were made in elation to the central decision to vacation this year. Furthermore, the ordering of importance of the vacation decision, as viewed by the respondent, would enable the researcher to determine what type of decisions are viewed as crucial to the success of a vacation.

Using the ecological approach to family decision-making, time, space and energy boundaries exist. In accordance with this philosophy, a third recommendation would be to construct a time dimension in which these decisions are made. For example, the decision concerning the type of accommodations selected may be similar if not identical for every vacation. Therefore, the decision would be made prior to other decisions for this vacation. Another time dimension aspect would be

related to the type of activities or resort area chosen for this vacation. If the majority decision-maker for these decisions always chooses a resort area with an excellent golf course, and the primary activity participated in is golf, the time dimension of this decision is long term. If however a decision is made, for the first time, to vacation at a resort near the ocean and the activities will range from sailing to swimming to shopping, the time dimension may not be long-term in nature.

The third recommendation is to redesign portions of the questionnaire. Instead of using travel party composition and the respondent's age as a benchmark for the stages of the family life cycle, questions regarding the stages of the family life cycle should be included in the revised questionnaire. One method of ascertaining the stages of the family life cycle would be to include a series of questions concerning the marital status of the respondents, the length of their marriage, the number of ages of their children, and whether or not their children are married and have children. The age of each spouse should also be ascertained. Due to the number of dual career families, it would also be interesting to identify the gross income of each spouse, as opposed to the total family income. This information would enable the researcher to examine the similarities and differences between the income generated by each spouse.

Studies have demonstrated the increased influence children have on family decision-making. Such research has shown that the age of the child often impacts their negotiating skills and level of effective influence on decision-making. As such, the fourth recommendation is to analyze the perceived level of influence of children in relation to the

age of the children. Examples of possible age groupings include adolescents, teenagers and young adults.

The final recommendation would be to continue to examine the perceived mean level of influence of the family, husband, wife, and children, using data from both spouses. Although this typically requires additional time and money, the benefits are viewed by the researcher as outweighing the limitations. Based on the results of the data analysis from the revised questionnaire, the theoretical model should be refined. This analysis would enable the researcher to confirm or negate the theoretical model on family vacation decision-making. Once this model is refined, an empirical model should be developed, which would enable the synthesis of the stages of the family life cycle and socioeconomic variables on family vacation decision-making.

APPENDICES

APPENDIX A

APPENDIX A

( ) ( ) ( ) ( ) ( )
1 2 3 4 5

Do not fill this in
it is for coding purposes
only.

Visitor Survey
Only complete this survey if you
live 100 miles or more away.

This is a study conducted by researchers at Michigan State University. We would appreciate your assistance in completing this questionnaire.

In this section of the questionnaire, we would like to obtain your judgment concerning this tourist area's features. Please circle the number which indicates your opinion.

		Exceptionally Poor			Average			Exceptionally Good	
1.	Facilities for water sports (e.g., beaches, sailing, swimming, water skiing, etc.)	1	2	3	4	5	6	7	(6)
2.	Facilities for golfing, tennis, etc.	1	2	3	4	5	6	7	(7)
3.	Nature activities such as hiking, backpacking, birdwatching, photography, etc.	1	2	3	4	5	6	7	(8)
4.	Historical and cultural interest (e.g., museums, monuments, historical buildings, the people, their traditions, music, festivals, etc.)	1	2	3	4	5	6	7	(9)
5.	Beautiful scenery (sight-seeing)	1	2	3	4	5	6	7	(10)
6.	Pleasant attitudes of the people	1	2	3	4	5	6	7	(11)
7.	Opportunity for rest and relaxation	1	2	3	4	5	6	7	(12)
8.	Shopping facilities	1	2	3	4	5	6	7	(13)
9.	Eating establishments (e.g., restaurants)	1	2	3	4	5	6	7	(14)
10.	Entertainment (e.g., night life)	1	2	3	4	5	6	7	(15)
11.	Suitable accommodations (e.g., motels/hotels, cottages, campgrounds, etc.)	1	2	3	4	5	6	7	(16)

How important are the following features in your decision to visit a tourist area?

		Very Unimportant			Neutral			Very Important	
12.	Facilities for water sports (e.g., beaches, sailing, swimming, water skiing, etc.)	1	2	3	4	5	6	7	(17)
13.	Facilities for golfing, tennis, etc.	1	2	3	4	5	6	7	(18)
14.	Nature activities such as hiking, backpacking, birdwatching, photography, etc.	1	2	3	4	5	6	7	(19)
15.	Historical and cultural interest (e.g., museums, monuments, historical buildings, the people, their traditions, music, festivals, etc.)	1	2	3	4	5	6	7	(20)
16.	Beautiful scenery (sight-seeing)	1	2	3	4	5	6	7	(21)
17.	Pleasant attitudes of the people	1	2	3	4	5	6	7	(22)
18.	Opportunity for rest and relaxation	1	2	3	4	5	6	7	(23)
19.	Shopping facilities	1	2	3	4	5	6	7	(24)
20.	Eating establishments (e.g., restaurants)	1	2	3	4	5	6	7	(25)
21.	Entertainment (e.g., night life)	1	2	3	4	5	6	7	(26)
22.	Suitable accommodations (e.g., motels/hotels, cottages, campgrounds, etc.)	1	2	3	4	5	6	7	(27)
		Exceptionally Poor			Average			Exceptionally Good	
23.	In comparison to your perception of the ideal resort, how would you rate this tourist area?	1	2	3	4	5	6	7	(28)

APPENDIX A

This is a study conducted by researchers at [illegible] University. Your assistance in completing this questionnaire

In this section of the questionnaire, we would like to [illegible] area's features. Please circle the number which [illegible]

	Very Important				Not Important	
1.	Facilities for water sports (e.g., beaches, sailing, swimming, water skiing, etc.)	1	2	3	4	5	(1)
2.	Facilities for golfing, tennis, etc.	1	2	3	4	5	(2)
3.	Nature activities such as hiking, backpacking, birdwatching, photography, etc.	1	2	3	4	5	(3)
4.	Historical and cultural interests (e.g., museums, museum pieces, buildings, old people, their customs, events, festivals, etc.)	1	2	3	4	5	(4)
5.	Beautiful scenery (sight-seeing)	1	2	3	4	5	(5)
6.	Pleasant attitudes of the people	1	2	3	4	5	(6)
7.	Opportunity for rest and relaxation	1	2	3	4	5	(7)
8.	Shopping facilities	1	2	3	4	5	(8)
9.	Dining establishments (e.g., restaurants)	1	2	3	4	5	(9)
10.	Entertainment (e.g., night life)	1	2	3	4	5	(10)
11.	Health accommodations (e.g., motels, cottages, campgrounds, etc.)	1	2	3	4	5	(11)

How important are the following to you [illegible]

	Very Important				Not Important	
12.	Facilities for water sports (e.g., beaches, sailing, swimming, water skiing, etc.)	1	2	3	4	5	(12)
13.	Facilities for golfing, tennis, etc.	1	2	3	4	5	(13)
14.	Nature activities such as hiking, backpacking, birdwatching, photography, etc.	1	2	3	4	5	(14)
15.	Historical and cultural interests (e.g., museums, museum pieces, buildings, old people, their customs, events, festivals, etc.)	1	2	3	4	5	(15)
16.	Beautiful scenery (sight-seeing)	1	2	3	4	5	(16)
17.	Pleasant attitudes of the people	1	2	3	4	5	(17)
18.	Opportunity for rest and relaxation	1	2	3	4	5	(18)
19.	Shopping facilities	1	2	3	4	5	(19)
20.	Dining establishments (e.g., restaurants)	1	2	3	4	5	(20)
21.	Entertainment (e.g., night life)	1	2	3	4	5	(21)
22.	Health accommodations (e.g., motels, cottages, campgrounds, etc.)	1	2	3	4	5	(22)

	Extremely Poor				Extremely Good	
23.	In comparison to your perception of the whole region, how would you rate this tourist area?	1	2	3	4	5	(23)

For each statement, please circle the number that best describes your feelings about that statement. You may think many statements are similar. Actually no two are exactly alike, so be sure to circle one number for each statement.

		Strongly Disagree			Neutral			Strongly Agree	
24.	Having my friends over to see my vacation photographs is the best part of my vacation.	1	2	3	4	5	6	7	(29)
25.	Camping sites are beginning to overcrowd some of the popular vacation areas.	1	2	3	4	5	6	7	(30)
26.	Vacations should be for the children.	1	2	3	4	5	6	7	(31)
27.	If I had a choice, I would prefer to camp on vacation.	1	2	3	4	5	6	7	(32)
28.	On vacation, I often take food with me to avoid paying the high prices of restaurants.	1	2	3	4	5	6	7	(33)
29.	When vacationing, I am willing to pay whatever is required for first-class service.	1	2	3	4	5	6	7	(34)
30.	I often ask the advice of my friends regarding vacation spots to visit.	1	2	3	4	5	6	7	(35)
31.	Hotels and motels are generally not as relaxing and enjoyable as a camping vehicle in a camping site.	1	2	3	4	5	6	7	(36)
32.	I often have difficulty in deciding where to visit on vacation.	1	2	3	4	5	6	7	(37)
33.	Because I enjoy getting away for the weekend, I plan several short vacations each year.	1	2	3	4	5	6	7	(38)
34.	I normally plan my vacations around watching my favorite sporting events.	1	2	3	4	5	6	7	(39)
35.	Families that vacation together are happier.	1	2	3	4	5	6	7	(40)
36.	Given a windfall of money, I prefer to spend it on vacation travel than something else.	1	2	3	4	5	6	7	(41)
37.	I vacation in a tent because it is more economical.	1	2	3	4	5	6	7	(42)
38.	Camping in a tent is the best way for me to get close to nature.	1	2	3	4	5	6	7	(43)
39.	Selecting a vacation site that will impress my friends is always a consideration in planning my vacation.	1	2	3	4	5	6	7	(44)
40.	Vacation travel is becoming too expensive.	1	2	3	4	5	6	7	(45)
41.	I feel that I am generally regarded by my friends as a good source of advice about vacation travel.	1	2	3	4	5	6	7	(46)
42.	On vacation, I rarely pass up an opportunity to make a side trip to a historical location.	1	2	3	4	5	6	7	(47)
43.	Educational vacations are the most fun and the most rewarding.	1	2	3	4	5	6	7	(48)
44.	When I find a great vacation area, I return there year after year.	1	2	3	4	5	6	7	(49)
45.	I enjoy my vacation knowing that there is a competent guide to accompany our group.	1	2	3	4	5	6	7	(50)
46.	If I can't completely relax, I don't feel that I've had a vacation.	1	2	3	4	5	6	7	(51)
47.	I would never leave on a vacation without reservations at my destination.	1	2	3	4	5	6	7	(52)
48.	My vacation is normally planned so that I can participate in my favorite sport.	1	2	3	4	5	6	7	(53)
49.	I will often vacation in a popular resort area because I enjoy mixing with other people.	1	2	3	4	5	6	7	(54)
50.	When given a choice, I normally prefer to vacation close to nature rather than in a city.	1	2	3	4	5	6	7	(55)
51.	Whenever I travel I spend a lot of time looking for bargain purchases.	1	2	3	4	5	6	7	(56)
52.	When I have a choice, I vacation for excitement rather than relaxation.	1	2	3	4	5	6	7	(57)
53.	I would not hesitate to borrow money for vacation travel.	1	2	3	4	5	6	7	(58)

54. Please estimate the percent of your time spent on the following activities while visiting this tourist area:

_____ Water sports	(59-60)
_____ Golfing, tennis, etc.	(61-62)
_____ Nature activities such as hiking, backpacking, birdwatching, photography, etc.	(63-64)
_____ Cultural or historic activities (including festivals)	(65-66)
_____ Sight-seeing	(67-68)
_____ Rest and Relaxation	(69-70)
_____ Shopping for gifts and souvenirs	(71-72)
_____ Shopping for merchandise unique to the area	(73-74)
_____ Shopping for clothes and other personal items	(75-76)
_____ Shopping for food and other necessities	(77-78)
_____ Eating at restaurants or other eating establishments	(79-80)
_____ Entertainment activities such as night clubs, lounges, dancing, etc.	(2/6-7)
_____ Talking with local residents	(2/8-9)
_____ Other _____ (Please specify)	(2/10-11)

_____
100%

55. Although people go to this tourist area for more than one reason what is the most important reason for you? (2/12-13)
(Select one)

_____ Visit relatives or friends (1)
_____ Business (2)
_____ Conference/Convention (3)
_____ Outdoor recreation (4)
_____ Entertainment (5)
_____ Sight-seeing (6)
_____ Seasonal resident (7)
_____ Personal or family affairs (8)
_____ Shopping (9)
_____ En route to other destination (10)
_____ Stop on a tour package (11)
_____ Tours of the area are available (12)
_____ Other _____ (13)
(Please specify)

56. Means of transportation to this area? (2/14)
(Either rented, owned or public transportation)

_____ Auto/truck without camping equipment (1)
_____ Auto/truck with camping equipment (2)
_____ Recreation vehicle (3)
_____ Bus (4)
_____ Train (5)
_____ Airplane (6)
_____ Boat (7)
_____ Motorcycle (8)
_____ Other _____ (9)
(Please specify)

57. Round trip distance to this tourist area from your home? (2/15-18)
_____ miles

58. Length of visit in this area? _____ days (2/19-21)

59. While in this tourist area, where did you usually stay? (2/22)
(Check one)

_____ Motel/Hotel (1)
_____ Campground (2)
_____ Rented cottage (3)
_____ Private cottage/Second home/Condominium (4)
_____ Rented condominium/Rented house (5)
_____ Staying with friends or relatives (6)
_____ Bed and breakfast establishment (7)
_____ Boarding House (8)
_____ Other _____ (9)
(Please specify)

60. What is the total daily cost for your lodging? (2/23-25)
_____ dollars

61. How often do you visit this tourist area? (2/26)

_____ First visit (1)
_____ Visit every other year or less (2)
_____ Once a year (3)
_____ Visit more frequently than once a year (4)

62. How often do you visit other tourist areas in Michigan?

_____ I have never visited any other tourist area in Michigan (1) (2/27)
_____ Visit every other year or less (2)
_____ Once a year (3)
_____ Visit more than once a year (4)

---

63. Below is a list of popular tourist areas in upper Michigan. If you have visited any of these tourist areas within the *past five years*, please indicate your satisfaction with that resort area.

	Exceptionally dissatisfied			Neutral			Exceptionally satisfied	
Munising/Grand Marais (Picture Rocks)	1	2	3	4	5	6	7	(2/28)
Copper Harbor	1	2	3	4	5	6	7	(2/29)
Harbor Springs/Petoskey	1	2	3	4	5	6	7	(2/30)
Houghton	1	2	3	4	5	6	7	(2/31)
Mackinac Island	1	2	3	4	5	6	7	(2/32)
Manistique/Fayette	1	2	3	4	5	6	7	(2/33)
Marquette/Presque Isle	1	2	3	4	5	6	7	(2/34)
Tahquamenon Falls	1	2	3	4	5	6	7	(2/35)
Ontonagon/Porcupine Mountains	1	2	3	4	5	6	7	(2/36)
Traverse City	1	2	3	4	5	6	7	(2/37)
Sault Ste. Marie	1	2	3	4	5	6	7	(2/38)
St. Ignace	1	2	3	4	5	6	7	(2/39)
Other _____ (Please specify)	1	2	3	4	5	6	7	(2/40)

64. If this tourist area is not your final destination, please list that location. (Other than your home) (2/41)
_____

65. How many people are you paying for on this trip? (2/42-43)
_____

66. **Composition of travel party? (Including yourself)** (2/44-45)

_____ Male and female adult (1)
_____ Male and female adult with children under 18 years (2)
_____ Male and female adult with children 13 to 18 years (3)
_____ Male and female adult with children 19 to 21 years (4) →3
_____ Male and female adult with children under 12 and with children 13 to 18 years (5)
_____ Male and female adult with children under 18 years and with children 19 to 21 years (6)
_____ Male and female adult travelling with one or more adult couples (7)
_____ Travelling by self (8)
_____ Single adult with children under 12 years (9)
_____ Single adult with children 13 to 18 years (10)
_____ Single adult with children 19 to 21 years (11)
_____ Single adult travelling with children under 12 and with children 13 to 18 years (12)
_____ Single adult travelling with children under 18 and with children 19 to 21 years (13)
_____ Same sex adults travelling together (14)

67. **How many senior citizens (persons over 65) do you have in your travel party? (Including yourself)** (2/46-47)

_____ 0 (1)
_____ 1 (2)
_____ 2 (3)
_____ 3 (4)
_____ 4 (5)
_____ 5 (6)
_____ 6 (7)
_____ 7 (8)
_____ 8 (9)
_____ 9 or more (10)

68. **Are you a resident of:** (2/48-49)

_____ Michigan (1)
_____ Indiana (2)
_____ Ohio (3)
_____ Wisconsin (4)
_____ Illinois (5)
_____ Minnesota (6)
_____ New York (7)
_____ Other states _____ (8)
(Please specify)
_____ Canada (9)
_____ Mexico (10)
_____ Central or South America (11)
_____ Europe (12)
_____ Japan (13)
_____ Asia (14)
_____ Other countries _____ (15)
(Please specify)

69. **Did you obtain information about this tourist area from:**
(Please check all which apply)

_____ Travel Bureau, State of Michigan (2/50)
_____ Chamber of Commerce (2/51)
_____ AAA (2/52)
_____ Travel agent (2/53)
_____ Friends/Relatives (2/54)
_____ Travel information centers (2/55)
_____ Hotel/Motel information (2/56)
_____ Travel section of newspaper or magazine (2/57)
_____ Radio and/or Television (2/58)
_____ Did not seek information; already familiar with area (2/59)
_____ Not familiar with area but did not seek information (2/60)
_____ Other _____ (2/61)
(Please specify)

70. **Your occupation?** (2/62-63)

_____ Professional or Technical (1)
_____ Manager or Administrator, except farm (2)
_____ Sales (3)
_____ Clerical (4)
_____ Craftsperson (5)
_____ Machine operator (6)
_____ Non-farm laborer (7)
_____ Service worker (8)
_____ Farm owner (9)
_____ Farm worker (10)
_____ Student (11)
_____ Retired (12)
_____ Unemployed (13)
_____ Other _____ (14)
(Please specify)

71. **Spouse's occupation? (If married or cohabitating)** (2/64-65)

_____ Professional or Technical (1)
_____ Manager or Administrator, except farm (2)
_____ Sales (3)
_____ Clerical (4)
_____ Craftsperson (5)
_____ Machine operator (6)
_____ Non-farm laborer (7)
_____ Service worker (8)
_____ Farm owner (9)
_____ Farm worker (10)
_____ Student (11)
_____ Retired (12)
_____ Unemployed (13)
_____ Other _____ (14)
(Please specify)

72. **Family income from all sources?** (2/66-67)

_____ Under $10,000 (1)
_____ $10,001 to $20,000 (2)
_____ $20,001 to $30,000 (3)
_____ $30,001 to $40,000 (4)
_____ $40,001 to $50,000 (5)
_____ $50,001 to 60,000 (6)
_____ $60,001 to $70,000 (7)
_____ $70,001 to $80,000 (8)
_____ $80,001 to $90,000 (9)
_____ $90,001 to $100,000 (10)
_____ $100,001 to $110,000 (11)
_____ $110,001 and over (12)

73. **Highest level of education you achieved?** (2/68)

_____ Some elementary school (1)
_____ Completed elementary school (2)
_____ 2 years of high school (3)
_____ Completed high school (4)
_____ 2 years of college (5)
_____ Completed college (4 year degree) (6)
_____ Some graduate work (Master's or Professional degree) (7)
_____ Completed graduate program (8)

74. If you or someone in your family reads any of the magazines listed below, please indicate how often it is read. (If you do not read the magazine, please leave the item blank.)

	Three Times a Year (1)	Every Other Month (2)	Once a Month (3)	Every Other Week (4)	Weekly (5)	
Ad Week	1	2	3	4	5	(2/69)
Atlantic Monthly	1	2	3	4	5	(2/70)
American Home	1	2	3	4	5	(2/71)
Bazaar	1	2	3	4	5	(2/72)
Better Camping	1	2	3	4	5	(2/73)
Better Homes and Garden	1	2	3	4	5	(2/74)
Black Enterprise	1	2	3	4	5	(2/75)
Boating	1	2	3	4	5	(2/76)
Budget Travel	1	2	3	4	5	(2/77)
Business Week	1	2	3	4	5	(2/78)
Camping Guide	1	2	3	4	5	(2/79)
Changing Times	1	2	3	4	5	(2/80)
Consumers Report	1	2	3	4	5	(3/6)
Cosmopolitan	1	2	3	4	5	(3/7)
Ebony	1	2	3	4	5	(3/8)
Essence	1	2	3	4	5	(3/9)
Esquire	1	2	3	4	5	(3/10)
Family Circle	1	2	3	4	5	(3/11)
Field and Stream	1	2	3	4	5	(3/12)
Forbes	1	2	3	4	5	(3/13)
Fortune	1	2	3	4	5	(3/14)
G.Q.	1	2	3	4	5	(3/15)
GEO	1	2	3	4	5	(3/16)
Glamour	1	2	3	4	5	(3/17)
Golf Magazine	1	2	3	4	5	(3/18)
Golf Digest	1	2	3	4	5	(3/19)
Good Housekeeping	1	2	3	4	5	(3/20)
Gourmet/Cuisine/Bon Appetit	1	2	3	4	5	(3/21)
Harpers Magazine	1	2	3	4	5	(3/22)
Harvard Business Review	1	2	3	4	5	(3/23)
House and Garden	1	2	3	4	5	(3/24)
INC.	1	2	3	4	5	(3/25)
Ladies Home Journal	1	2	3	4	5	(3/26)
Leisure Time	1	2	3	4	5	(3/27)
Life	1	2	3	4	5	(3/28)
Mademoiselle	1	2	3	4	5	(3/29)
McCalls	1	2	3	4	5	(3/30)
Michigan Living (AAA Magazine)	1	2	3	4	5	(3/31)
Michigan Magazine	1	2	3	4	5	(3/32)
Michigan Natural Resources	1	2	3	4	5	(3/33)
Michigan Outdoors	1	2	3	4	5	(3/34)
Money Magazine	1	2	3	4	5	(3/35)

	Three Times a Year (1)	Every Other Month (2)	Once a Month (3)	Every Other Week (4)	Weekly (5)	
MS Magazine	1	2	3	4	5	(3/36)
National Geographic	1	2	3	4	5	(3/37)
National Review	1	2	3	4	5	(3/38)
National Wildlife	1	2	3	4	5	(3/39)
New Woman	1	2	3	4	5	(3/40)
Newsweek	1	2	3	4	5	(3/41)
The New Yorker	1	2	3	4	5	(3/42)
Omni	1	2	3	4	5	(3/43)
Outdoor Life	1	2	3	4	5	(3/44)
Parents	1	2	3	4	5	(3/45)
Penthouse	1	2	3	4	5	(3/46)
People	1	2	3	4	5	(3/47)
Playboy	1	2	3	4	5	(3/48)
Playgirl	1	2	3	4	5	(3/49)
Popular Mechanics	1	2	3	4	5	(3/50)
Reader's Digest	1	2	3	4	5	(3/51)
Rolling Stone	1	2	3	4	5	(3/52)
Redbook	1	2	3	4	5	(3/53)
Rudder	1	2	3	4	5	(3/54)
Saturday Evening Post	1	2	3	4	5	(3/55)
Saturday Review	1	2	3	4	5	(3/56)
Savvy	1	2	3	4	5	(3/57)
Self	1	2	3	4	5	(3/58)
Smithsonian	1	2	3	4	5	(3/59)
Southern Living	1	2	3	4	5	(3/60)
Sports Afield	1	2	3	4	5	(3/61)
Sports Illustrated	1	2	3	4	5	(3/62)
Time	1	2	3	4	5	(3/63)
Travel	1	2	3	4	5	(3/64)
Travel Horizons	1	2	3	4	5	(3/65)
True	1	2	3	4	5	(3/66)
T.V. Guide	1	2	3	4	5	(3/67)
US Magazine	1	2	3	4	5	(3/68)
U.S. News & World Report	1	2	3	4	5	(3/69)
Vanity Fair	1	2	3	4	5	(3/70)
Venture	1	2	3	4	5	(3/71)
Vogue	1	2	3	4	5	(3/72)
Woman's Day	1	2	3	4	5	(3/73)
World Press Review	1	2	3	4	5	(3/74)
Working Mother	1	2	3	4	5	(3/75)
Working Woman	1	2	3	4	5	(3/76)
Yachting	1	2	3	4	5	(3/77)
Other _____ (Please specify)	1	2	3	4	5	(3/78)

---

75. Age (At your last birthday) _____ (3/79-80)

76. Your Sex? (4/6)

_____ Male (1)
_____ Female (2)

77 Your Race? (4/7)

_____ Black (1)
_____ White (2)
_____ Hispanic (3)
_____ American Indian (4)
_____ Asian or Pacific Islander (5)
_____ Middle Eastern (6)
_____ Other (7) _____ (Please specify)

If you are travelling in a family unit, how much did each family member influence your decision:
(If you are not travelling in a family unit, please disregard and go to question 87.)

78. to take a vacation this year?	Husband	____%	(4/8-10)
	Wife	____%	(4/11-13)
	Children	____%	(4/14-16)
		100%	
79. to take a vacation this summer?	Husband	____%	(4/17-19)
	Wife	____%	(4/20-22)
	Children	____%	(4/23-25)
		100%	
80. concerning exactly when you take this vacation?	Husband	____%	(4/26-28)
	Wife	____%	(4/29-31)
	Children	____%	(4/32-34)
		100%	

81.	concerning the length of this vacation?	Husband	____%	(4/35-37)
		Wife	____%	(4/38-40)
		Children	____%	(4/41-43)
			100%	
82.	concerning the amount of money to be allocated to your vacation budget?	Husband	____%	(4/44-46)
		Wife	____%	(4/47-49)
		Children	____%	(4/50-52)
			100%	
83.	to take this vacation as a family/couple?	Husband	____%	(4/53-55)
		Wife	____%	(4/56-58)
		Children	____%	(4/59-61)
			100%	
84.	concerning the type of vacation activity (swimming, playing golf, sight-seeing, relaxing, etc.) you will be engaged in?	Husband	____%	(4/62-64)
		Wife	____%	(4/65-67)
		Children	____%	(4/68-70)
			100%	
85.	to visit this resort area?	Husband	____%	(4/71-73)
		Wife	____%	(4/74-76)
		Children	____%	(4/77-79)
			100%	
86.	regarding the type of accommodations you selected?	Husband	____%	(5/6-8)
		Wife	____%	(5/9-11)
		Children	____%	(5/12-14)
			100%	

87. Every vacation destination has both positive and negative aspects. What was your most positive experience at this tourist area?

_____

_____

_____

_____

_____

What was your most negative experience at this tourist area?

_____

_____

_____

_____

_____

( ) ( ) ( ) ( ) ( ) ( )
1 2 3 4 5 6

THANK YOU FOR YOUR ASSISTANCE IN COMPLETING THIS QUESTIONNAIRE.

APPENDIX B

APPENDIX B

Table 1. Summary Table: Perceived Mean Influence of Family Members' Influence on Vacation Decision-Making by Respondent's Age Group

Family Member	18-34	35-64	65 and Older
	Accommodations		
Husband	48.54	46.00	45.60
Wife	44.24	48.22	42.40
Children	3.12	4.57	0.00
	Vacation This Summer		
Husband	49.35	43.00	44.17
Wife	42.64	43.95	45.00
Children	7.99	11.25	6.67
	Activities		
Husband	43.88	45.31	50.00
Wife	44.63	43.99	38.00
Children	10.43	9.92	0.00
	Vacation This Year		
Husband	49.11	42.90	47.00
Wife	44.01	45.56	48.20
Children	6.86	9.89	4.80
	When to Vacation		
Husband	51.79	48.52	51.20
Wife	42.84	41.48	43.20
Children	5.36	9.39	4.80
	Length of Vacation		
Husband	55.10	52.69	52.08
Wife	38.64	41.69	39.58
Children	5.25	5.61	0.00
	Visit Resort Area		
Husband	48.20	46.29	50.06
Wife	42.72	43.15	38.00
Children	6.99	8.50	0.00

Appendix B

Table 1. Summary Tables Received from Informers at Check-in Stations, Indicating on Vacation Destinations, by Respondent's Age Group

Family Member	12–24	25–34	35–44
Husband			
Husband	15.51	14.20	13.87
Wife	44.34	41.76	40.12
Children	3.12	2.98	2.75
Wife			
Husband	42.76	41.03	39.58
Wife	43.44	42.10	41.27
Children	7.90	7.65	7.41
Children			
Husband	43.86	42.31	40.94
Wife	14.83	13.97	13.22
Children	10.41	9.84	9.36
Vacation Plans			
Husband	46.11	44.58	43.02
Wife	44.01	42.36	41.15
Children	8.45	8.09	7.83
Mean to Vacation			
Husband	81.79	83.52	82.38
Wife	82.84	81.46	83.10
Children	8.36	8.29	8.20
Length of Vacation			
Husband	56.52	52.68	52.06
Wife	36.64	41.49	39.58
Children	5.25	5.81	6.00
Visit Resort Area			
Husband	68.20	65.35	80.06
Wife	62.72	63.15	34.00
Children	6.89	8.30	0.09

APPENDIX C

APPENDIX C

Table 1. Summary Table: Perceived Mean Influence of Family Members' Influence on Vacation Decision Making by Respondent's Educational Status

Education	N	Husband	Wife	Children
		Accommodations		
Elementary	1	0.00	0.00	0.00
High School	68	41.29	50.85	3.43
College	129	50.05	42.27	5.33
Graduate School	92	46.98	49.32	1.61
		Length of Vacation		
Elementary	0	0.00	0.00	0.00
High School	68	49.84	44.97	3.72
College	132	56.05	36.98	6.19
Graduate School	94	52.98	42.61	4.41
		Resort Area Chosen		
Elementary	1	0.00	0.00	0.00
High School	66	41.92	44.80	10.24
College	130	50.41	38.62	7.53
Graduate School	92	47.10	46.99	4.82
		Vacation Budget		
Elementary	1	0.00	0.00	0.00
High School	68	52.26	42.46	2.32
College	132	57.65	41.31	1.77
Graduate School	94	60.95	42.02	0.64
		Vacation Activities		
Elementary	1	0.00	0.00	0.00
High School	68	46.35	40.72	8.50
College	133	44.26	42.80	11.37
Graduate School	94	46.26	45.77	6.90

APPENDIX C

Table 1. Summary Table: Perceived Mean Influence of Family Members' Influence on Vacation Decision Making by Respondent's Educational Status

Education	N	Husband	Wife	Children
		Accommodations		
Elementary	1	0.00	0.00	0.00
High School	68	41.29	50.85	3.43
College	129	50.05	42.27	5.33
Graduate School	92	46.98	49.32	1.61
		Length of Vacation		
Elementary	0	0.00	0.00	0.00
High School	68	49.84	44.97	3.72
College	132	56.05	36.98	6.19
Graduate School	94	52.98	42.61	4.41
		Resort Area Chosen		
Elementary	1	0.00	0.00	0.00
High School	66	41.92	44.80	10.24
College	130	50.41	38.62	7.53
Graduate School	92	47.10	46.99	4.82
		Vacation Budget		
Elementary	1	0.00	0.00	0.00
High School	68	52.26	42.46	2.32
College	132	57.65	41.31	1.77
Graduate School	94	60.95	42.02	0.64
		Vacation Activities		
Elementary	1	0.00	0.00	0.00
High School	68	46.35	40.72	8.50
College	133	44.26	42.80	11.37
Graduate School	94	46.26	45.77	6.90

APPENDIX C

Table 1. Summary Table: Personal Mean Influence of Family Members' Influence on Vocation Decision Making by Respondent's Educational Setting

Education	N	Median	Mode	Standard Deviation
Accommodations				
Elementary	1	0.00	0.00	0.00
High School	68	41.25	20.00	7.50
College	129	56.10	60.00	4.50
Graduate School	92	46.96	45.00	6.90
Transportation				
Elementary	0	0.00	0.00	0.00
High School	68	43.04	40.00	9.72
College	122	58.05	60.00	7.39
Graduate School	94	47.98	45.00	6.90
Health Care Delivery				
Elementary	1	0.00	0.00	0.00
High School	65	41.92	40.00	10.24
College	130	59.11	60.00	7.52
Graduate School	92	47.10	40.00	6.82
Vocational Training				
Elementary	1	0.00	0.00	0.00
High School	68	52.26	42.46	12.32
College	122	57.65	61.31	3.77
Graduate School	94	60.95	62.02	0.64
Vocation Activities				
Elementary	1	0.00	0.00	0.00
High School	68	46.35	40.72	8.80
College	123	44.26	42.80	11.37
Graduate School	94	46.26	45.77	6.90

Table 1 (Cont'd).

Education	N	Husband	Wife	Children
		Vacation This Summer		
Elementary	1	10.00	30.00	60.00
High School	66	38.95	46.20	10.30
College	131	48.77	40.40	10.04
Graduate School	94	45.06	46.38	8.52
		Vacation This Year		
Elementary	1	50.00	30.00	20.00
High School	67	39.76	47.36	10.27
College	133	47.25	41.75	10.22
Graduate School	94	46.61	48.89	4.48
		When to Vacation		
Elementary	1	20.00	20.00	60.00
High School	67	41.70	49.45	7.36
College	132	53.21	37.73	9.02
Graduate School	94	51.15	43.06	5.78

Table 1. (Cont'd).

Education	N	Husband	Wife	Children
Vocation This Summer				
Elementary	1	32.00	10.00	60.00
High School	66	32.80	40.00	17.00
College	121	48.77	17.00	6.00
Graduate School	94	63.00	17.00	6.00
Where You Live Now				
Elementary	1	50.00	0.00	50.00
High School	67	70.00	17.00	13.00
College	123	47.00	8.00	45.00
Graduate School	94	40.00	60.00	0.00
When We Talk Now				
Elementary	1	20.00	30.00	50.00
High School	67	41.00	40.00	19.00
College	122	21.00	60.00	9.00
Graduate School	94	21.00	60.00	19.00

APPENDIX D

APPENDIX D

Table 1. Summary Table: Perceived Mean Influence of Family Members' Influence on Vacation Decision Making by Family Income

Income	N	Husband	Wife	Children
		Accommodations		
$20,000 and Under	33	44.39	45.91	3.64
$20,001 40,000	145	45.37	46.79	4.37
$40,001 60,000	75	48.56	46.59	2.19
$60,001 80,000	16	49.69	48.56	1.75
$80,001 and Over	21	52.29	41.81	5.89
		Length of Vacation		
$20,000 and Under	32	47.50	41.09	8.28
$20,001 40,000	149	52.62	40.70	6.00
$40,001 60,000	76	58.99	37.38	2.32
$60,001 80,000	17	52.06	47.94	0.00
$80,001 and Over	21	49.52	43.33	7.14
		Resort Area Chosen		
$20,000 and Under	33	40.39	38.73	7.44
$20,001 40,000	145	46.83	43.19	8.57
$40,001 60,000	74	49.49	42.39	5.42
$60,001 80,000	17	52.94	46.47	0.59
$80,001 and Over	25	48.40	41.65	9.90
		Vacation Budget		
$20,000 and Under	33	54.55	38.79	3.64
$20,001 40,000	148	55.05	42.64	0.95
$40,001 60,000	76	51.18	43.29	0.79
$60,001 80,000	17	57.65	42.35	0.00
$80,001 and Over	23	60.95	32.86	6.19

APPENDIX D

Table 1. Summary Table: Perceived Need Influence of Family Members' Influence on Vehicle Decision Making by Family Income

Income	N	Husband	Wife	Children
$20,000 and Under	33	64.39	26.94	
$20,001 40,000	145	49.17	18.	
$40,001 60,000	75	45.04	14.	
$60,001 80,000	15	45.00	15.	
$80,001 and Over	21	62.29	21.	

Income

$20,000 and Under	32	47.50	6.
$20,001 40,000	146	52.62	6.
$40,001 60,000	76	58.39	7.
$60,001 80,000	17	52.06	1.
$80,001 and Over	21	48.57	4.

Income

$20,000 and Under	33	40.39	18.72	7.64
$20,001 40,000	145	48.83	43.19	8.17
$40,001 60,000	74	45.95	42.32	6.42
$60,001 80,000	17	52.94	46.41	0.59
$80,001 and Over	25	48.40	41.65	9.95

Vehicle Styles

$20,000 and Under	33	54.55	38.79	3.64
$20,001 40,000	148	58.05	42.64	0.55
$40,001 60,000	76	51.19	43.29	0.79
$60,001 80,000	17	57.65	43.35	0.00
$80,001 and Over	23	60.55	32.86	6.59

Table 1 (Cont'd).

Income	N	Husband	Wife	Children
		Vacation Activities		
$20,000 and Under	34	44.65	42.00	7.44
$20,001 40,000	148	43.81	43.68	11.11
$40,001 60,000	76	47.61	43.00	6.75
$60,001 80,000	17	44.59	48.71	6.71
$80,001 and Over	21	48.05	36.86	10.24
		Vacation This Summer		
$20,000 and Under	31	45.42	36.71	17.87
$20,001 40,000	148	45.63	45.16	7.84
$40,001 60,000	76	46.21	44.42	9.33
$60,001 80,000	17	44.71	45.88	3.53
$80,001 and Over	20	38.65	37.65	18.65
		Vacation This Year		
$20,000 and Under	33	46.76	37.85	16.15
$20,001 40,000	150	43.71	47.03	8.57
$40,001 60,000	75	48.08	46.08	5.81
$60,001 80,000	17	48.82	41.76	3.53
$80,001 and Over	20	42.15	44.15	8.65
		When to Vacation		
$20,000 and Under	32	40.78	40.63	19.22
$20,001 40,000	149	50.34	43.01	6.64
$40,001 60,000	76	51.95	41.78	6.25
$60,001 80,000	17	47.65	48.82	3.53
$80,001 and Over	20	54.65	34.90	7.40

Table I (Cont'd).

Income	N	Mean	Std. Dev.	Min.	Max.
Vermilion County					
$20,000 and Under	34	44.67	6.54	32	54
$20,001 - 40,000	148	43.85	7.08	31	61
$40,001 - 60,000	78	47.41	6.92	33	59
$60,001 - 80,000	17	46.94	7.26	34	58
$80,001 and Over	23	48.17	6.81	35	57
Vermilion Hills					
$20,000 and Under	31	45.42	7.15	30	55
$20,001 - 40,000	148	45.91	6.88	32	58
$40,001 - 60,000	76	46.73	6.74	34	56
$60,001 - 80,000	17	46.71	6.96	33	57
$80,001 and Over	20	34.65	6.40	24	45
Vermilion Hills Area					
$20,000 and Under	33	46.78	7.09	31	57
$20,001 - 40,000	139	43.71	6.93	32	59
$40,001 - 60,000	75	44.05	6.98	33	58
$60,001 - 80,000	17	44.42	6.77	34	56
$80,001 and Over	20	42.13	6.13	33	54
Urban to Vermilion					
$20,000 and Under	32	40.78	6.03	29	52
$20,001 - 40,000	145	39.34	6.01	31	54
$40,001 - 60,000	76	41.35	6.28	32	55
$60,001 - 80,000	17	43.65	6.82	33	53
$80,001 and Over	20	36.65	5.90	27	49

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