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GRADUATION PROJECT

“ VACATION DECISION MAKING ”

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NICOSIA

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Abstract

The purpose of this study is to explore household vacation decision making. There is an extensive literature on consumer choice in general. This study clarifies some of these issues by analysing and expanding on many of the findings from the marketing literature, in particular the topic of influence between different couples in the vacation. This study presents some important issues to be considered when examining family decision making.

The focus of this study is, therefore to determine whether the extant relating to family decision making and family member influence mirror the decision making in the vacation. The research statement is formulated on the role of husbands & wives and children in the case of vacation decision. In this study data was collected from 85 couples (with children or without children) in Lefkoşa.

Keywords: Family vacation decision making, decisions roles

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SECTION I

TERMS OF REFERENCE

1.1 Introduction

This section depicts the topic area, the problem situation, the problem statement and its questions.

1.2 Statement of the topic

The family is considered as an important decision-making unit, due to the large quantity of products and services that form part of the everyday life of a household. The individual members who make up the family unit exercise an influence over each other's vacation decisions and, therefore, over the activities which form part of consumer decision making (Cox, 1975). The influence of family members in the vacation decisions has interested marketing researchers for many years. Whether particular decisions are influenced more by the husband, the wife, or children or both parties can have critical effects on vacation decisions. Marital roles can be used as a basis of market segmentation and it is important to understand the individual role each spouse has in the vacation decision making.

This studies in particular the topic of influence between different family members in the vacation decisions. This study presents some important issues to be considered when examining family decision-making. These include the roles played by different family members and their influence at different stages of the decision-making.

1.3 Problem Definition

Changes in the family structures and demographical features with past are the reasons for the vacation making thoughts to grow. Also the increase in package holiday programmes for families and more families wanting to spend more time with each other cause of the stress of work contributes towards this growth. Therefore to go on vacation is very important for loads of families.

1.4 Problem Statement

What are the issues regarding the general vacation decisions and family roles in vacation decisions in North Cyprus. The knowledge to be gained from this proposed research may assist in a better understanding and prediction of decision makers actions in the general vacation and family roles in vacation.

The focus of this study is, therefore to determine whether the extant relating to family decision making and family member influence mirror the decision making in the vacation. The research statement is formulated on the role of husbands & wives and children in the case of vacation decision in North Cyprus.

1.5 Purpose

My aim during this study is to show what kind of role do demographical features play and what the relations are when it comes to general vacation decisions, also what kind of role do they play when it comes to personal decisions within the family.

1.6 The Organisation of the Project

The organisation of this project is as follows.

Section Two summarises the main streams of literature, individual decision making and roles in family decision making , which are central to the research topic.

Section Three discusses the conceptual framework and model.

Section Four describes the research methodology in this study, which includes research design data collection procedures, questionnaire development, measures used, data preparation procedures and the proposed statistical analysis.

Section Five this section depicts the results obtained from the questionnaire carried out on the subjects of the sample population.

Section Six the objectives of this final section are to highlight the contributions that have been made by this study and to provide recommendation.

1.7 Conclusion

This first section depicted the topic area, the problem situation, the purpose and the questions set for the project. The next section will reveal the literature review carried out.

SECTION II

CONSUMER DECISION MAKING

BRIEF LITERATURE REVIEW

2.1 Introduction

This section is a brief review of the literature on individual decision making and family decision making to used in this study.

2.2 The individual decision making

Individual decision maker is making a decision about any product or service in any context, as long as he or she is making the decision about a product or service for his or her own use. Thus, it includes purchase decisions customers make in their personal capacity, but also in their capacity as an employee in a firm. (Sheth, et al.1999,p.516).

According to Bounds,et al.(1998), individual decision making the three customer roles (payer, user and buyer) could all be played by a single individual or could be played by a different individual. Often, at least two of the roles of a customer those of buyer and user come together within a single person. In addition Sheth, et al. (1999) the payer role is often played by the same individual so that all six market values performance, social/psychological, convenience, service, economic and financing come into play in

individual decision making. But even when the same individual plays all three roles the concerns may differ for each role creating internal role conflict. This covers the decision processes of all individual customers whether they are playing one, two or all three roles.

In each of the roles, customers constantly face choices- how much to spend, what alternative to acquire and where to purchase it from. These choices summon customers to make decisions. With respect to Sheth, et al. (1999) customer decisions are decisions customers make in the market place as buyers, payers, and users. Typically, these decisions include whether to purchase, what to purchase, when to purchase from whom to purchase and how to pay for it. Whether to purchase something is the first level of decision that entails weighing alternative uses of money and time resources.

Bateson, (1992) decision making, also referred to as problem solving, is the process of recognizing a problem or opportunity and finding a solution to it. Decisions are made by everyone involved in the business world, but managers typically face the most decisions on a daily basis. Many of these decisions are relatively simple and routine, such as ordering production supplies, choosing the discount rate for an order, or deciding the annual raise of an employee. These routine types of decisions are known as *programmed decisions*, because the decision maker already knows what the solution and outcome will be. However, managers are also faced with decisions that can drastically affect the future outcomes of the business. These types of decisions are known as *nonprogrammed decisions*, because neither the appropriate solution nor the potential outcome is known.

Examples of nonprogrammed decisions include merging with another company, creating a new product, or expanding production facilities.(Boone, 1999)

2.3 Evalution of Decision Making Process

Davis and Rigaux (1974) were the first authors to differentiate stages within the decision-making process. Specifically, they divided the process into just three stages: problem recognition, search for internal and external information and final decision. They supposed that it made no sense to include an evaluation of alternatives stage prior to the final decision (Dewey, 1910) because numerous have demonstrated that this would be found within the second stage. Thus, Wilkes (1975) included a fourth stage, the purchase, as the final act which brought the process to an end; Woodside and Motes (1979) considered a total of nine stages, due to the fact that they considered very concrete decisions, such as style, size, brand, etc. in each stage; Putnam and Davidson (1987) considered the final decision in two stages, namely where to buy and what brand to buy; Webster (1994) included the evaluation of alternatives stage and one final stage, that of post-purchase, aimed at reflecting the valuation of the purchasers with respect to the decision made. The general tendency has been to use three or four stages in the process.

Decision making typically follows a five-step process:

1. Identify the problem or opportunity
2. Gather relevant information
3. Evaluate alternatives to decide which is best
4. Decide on and implement the best alternative
5. Follow-up on the decision

Step 1 : Identify the problem or opportunity

The decision process begins with a customer recognizing a problem to be solved or a need to be satisfied. Clancy and Shulman, (1994) define the decision maker must be sure he or she has an accurate grasp of the situation. The need to make a decision has occurred because there is a difference between the desired outcome and what is actually occurring.

James and Roger (1982) problem recognition results when a consumer recognizes a difference of sufficient magnitude between what is perceived as the desired state of affairs and what is the actual state of affairs, enough to arouse and activate the decision process. Sheth (1977) define “actual state” refers to the way in which a need is already being met and the “desired state” is the way a person would like for the need to be satisfied. Michael et al.(1999) said same define problem recognition occurs whenever the consumer sees a significant difference between his or her current state of affairs and some desired or ideal state.

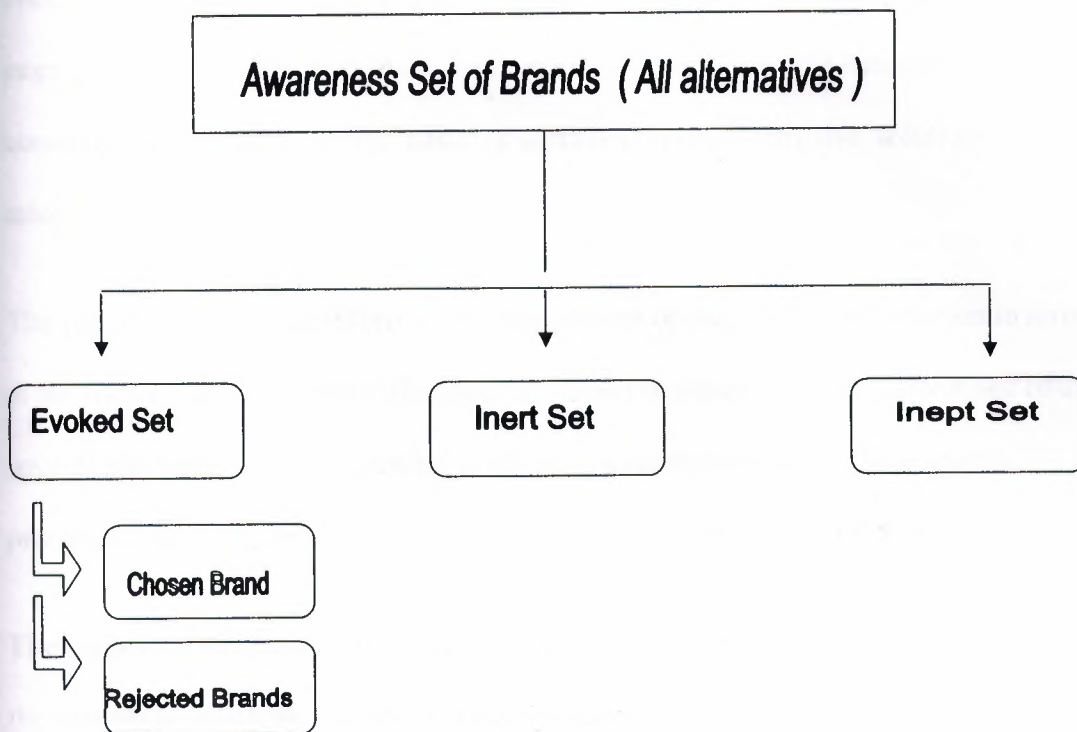
Step 2 : Gather relevant information

The decision maker gathers as much information as possible because having all the facts gives the decision maker a much better chance of making the appropriate decision. When an uninformed decision is made, the outcome is usually not very positive, so it is important to have all the facts before proceeding.

Customers search for information about various alternative ways of solving the problem. That search rarely includes every brand in existence. Customers consider only a select subset of brands, organized as follows:

- The awareness set consists of brands a customer is aware of.
- An evoked set consists of the brands in a product or service category that the customer remembers at the time of decision making.
- Of the brands in the evoked set, not all are deemed to fit your needs. Those considered unfit are eliminated right away. The remaining brands are termed the consideration set the brands a customer will consider buying.

According to Narayana and Markin the “evoked set” or consideration set consists of the few select brands evaluated positively by the consumer for purchase and consumption. These are the brands the consumer would be willing to consider further. The evoked set is composed of those products already in memory, plus those prominent in the retail environment. (Michael et al. 1999). The alternatives that the consumer is aware of but would not consider buying are his or her inept set. Crowley and Williams (1991) research about the “inept set” is made up of brands that have been rejected from purchase consideration by the consumer because of an unpleasant experience or negative feedback from others. Thus, the brands in this set are evaluated negatively by the consumer and will not be considered at all in their present form. There is consistent proportional tendency between positive and negative brand evaluation within a product category and it is related to the size of the awareness set and the depth of information processing. Other research by Loudon and Bitta (1998) the “inert set” consist of those brands that the consumer has failed to perceive any advantage in buying ;that is, they are evaluated neither positively nor negatively. Perhaps the consumer has insufficient information on which to evaluate them, or she simply may not perceive them as better than the brands in her evoked set.



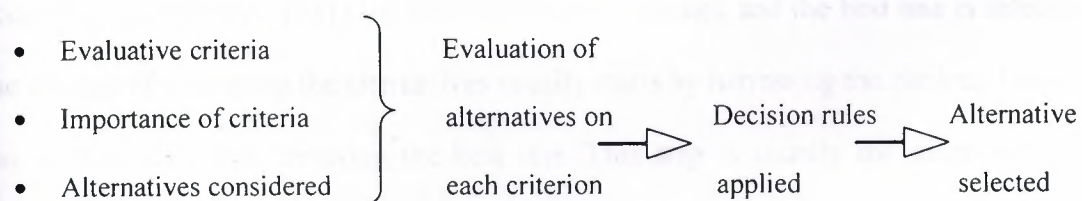
This figure shows that the general relationships among these classes of alternatives. In addition to this figure the elimination process leading to brand acceptance or rejection for a consumer considering purchase. Notice that in all cases the evoked set is substantially smaller than the awareness set. Since the evoked set generally is the one from which consumers make final evaluation and decisions, marketing strategy that focuses only on creating awareness may be inadequate.

Step 3: Evaluate alternatives to decide which is best

John (1977) define the consumer is engaged in search activity, he or she is also actively engaged in information evaluation. Evaluation involves those activities undertaken by the consumer to carefully, on the basis of certain criteria, alternative solutions to market related problems.

The consumer has all the information, how does he or she use that information to arrive at the choice? In this research, the specific manner in which customers select one of the several alternatives (brands, dealers, and so on) available to them. These specific processes and steps are referred to by researchers as “choice models” Sheth et al. (1999).

The successful analysis of consumers desired product benefits (evaluative criteria) and the manner in which they choose between products with differing combinations of benefits. The process by which consumers evaluate and choose among alternatives;



Evaluative criteria are the various features a consumer looks for in response to a particular type of problem. Before purchasing a calculator, you might be concerned with cost, size, power source, capabilities, display, and warranty. Evaluative criteria are typically product features or attributes associated either with benefits desired by customers or the costs they must incur. (Dell.Hawkins & Roger J. Best &Coney K.A 1992)

A consumer evaluates a brand on the basis of a number of choice criteria. These criteria are the standards and specifications the consumer uses in evaluating products and brands. They define the preferred product/brand features that a consumer seeks in a purchase and may be either objective or subjective in nature (John A.Howard, 1977). Thus, a new car buyer may have in mind certain objective characteristics when purchasing, such as mileage and engine characteristics. There may be other criteria which are subjective, however, such as the social-class image projected with the car.(Loudon et al, 1998). Another important point is that criteria on which products differ from one another carry more weight in the decision process than do those where the alternatives are similar. If all brands being considered rate equally well on one attribute, consumers will have to find other reasons to choose one over another. The attributes actually used to differentiate among choices.(Michael et al.1999)

Step 4: Decide on and implement the best alternative

According to Zeithaml (1981) the alternatives are evaluated and the best one is selected. The process of evaluating the alternatives usually starts by narrowing the choices down to two or three and then choosing the best one. This step is usually the most difficult, because there are often many variables to consider. The decision maker must attempt to select the alternative that will be the most effective given the available amount of information, the legal obstacles, the public relations issues, the financial implications, and the time constraints on making the decision. Often the decision maker is faced with a problem for which there is no apparent good solution at the moment. When this happens,

the decision maker must make the best choice available at the time but continue to look for a better option in the future.

The customer has evaluated the alternatives; he or she makes the purchase. This at first appears a straightforward step, but even here customer behavior at times becomes intriguing. This steps into three sub steps; the first sub step occurs when the customer identifies the most preferred alternative, based on the alternative evaluation process just described. In effect, the customer says, "ok, this is the one I like and I prefer". The next sub steps are to form purchase intent a determination that one would buy that product or service. It is the act of giving self-instruction, like, "the next time I am in the market, I am going to buy it". The final sub step is implementing the purchase .This entails arranging the terms of the transaction, seeking and obtaining the transfer of the title or ownership from the seller, paying for the product or service and receiving possession of the product or of service commitment from the seller. (Sheth1999) The first sub step (choice identification) is the conclusion of a process where the customer's user role and his or her needs and wants as user become most salient. In the second sub steps the payer's concerns become most salient. "If the payer is different from the user, a formal budget approval may be needed".(Dell.Hawkins & Roger J. Best & Coney K.A 1992). "The payer may have to assess whether the product or service is overpriced, whether the required cash or credit is available at this time, whether it sits well with established guidelines for allocating the budget over different categories of products or services or whether it offers equity to other users".(Jagdish N.Sheth & Banwari Mittal & Bruce I.Newman 1999).

Step 5: Follow-up on the decision

Zeithaml (1981) says that once the decision has been made, *step 5* is performed. Implementation often requires some additional planning time as well as the understanding and cooperation of the people involved. Communication is very important in the implementation step, because most people are resistant to change simply because they do not understand why it is necessary. In order to ensure smooth implementation of the decision, the decision maker should communicate the reasons behind the decision to the people involved. After the decision has been implemented, the decision maker must follow-up on the decision to see if it is working successfully. If the decision that was implemented has corrected the difference between the actual and desired outcome, the decision is considered successful. However, if the implemented decision has not produced the desired result, once again a decision must be made. The decision maker can decide to give the decision more time to work, choose another of the generated alternatives, or start the whole process over from the beginning.

2.4 The Family Decision – Making Process

Lawson (1996) define the family is a group of two or more persons related by blood, marriage or adoption who reside together. The nuclear family is the immediate group of father, mother and child(ren) living together. According to Sheth (1974) the most comprehensive existing theoretical marketing model on family purchasing and decision making assumes that children are growing up in a two parent family structure.

However, in actuality, the family structure today includes not only married couples with children, but also myriad alternative family structures, including female-headed single parent families.

Distinguish between the terms family and household; a household includes the related family members and all the unrelated persons who occupy a housing unit (whether house, apartment, group of rooms or other). Thus, households may be of two main types: families and nonfamilies. Those who don't live in group quarters such as military barracks, prisons, nursing homes, and college dormitories. (Loudon 1998). Household is becoming a more important unit for marketers because of the rapid growth in nontraditional families and nonfamily households. According to Sheth (1999) among the family households, four types are most common: (1) married couples alone, (2) married couples with children, (3) a single parent with children and (4) extended family, which may include parents, children's spouses and/or grandchildren and occasionally cousins. A nonfamily household is a household that does not contain a family. Among the nonfamily households are single people living alone in a dwelling unit, roommates.

The family is considered as an important decision-making unit, due to the large quantity of products and services that form part of the everyday life of a household. The individual members who make up the family unit exercise an influence over each other's behavior and, therefore, over the activities which form part of consumer decision making. (Cox, 1975).

The influence of family members in the decision-making process has interested marketing researchers for many years. Whether particular decisions are influenced more by the husband, the wife, or both parties can have critical effects on marketers as they develop promotional campaigns designed to stimulate the appropriate target market. Marital roles can be used as a basis of market segmentation, and it is important to understand the individual role each spouse has in the decision making process (Davis and Rigaux, 1974). Family purchase decision making, it has been stated that the relative role and influence of the husband and the wife should be examined (Strodtbeck, 1951).

Families use products even though individuals usually buy them. Determining what and where products should be bought, how and when products are used, and who should buy them is a complicated process involving a variety of roles and actors (Paul W. Miniard & James F. Engel & Roger D. Blackwell 1995). Families and other groups exhibit what sociologist Granbois (1971) called instrumental and expressive role behaviors. Instrumental roles, also known as functional or economic roles, involve financial, performance and other functional attributes such as conditions of purchase. Expressive roles involve supporting other family members in the decision-making process and expressing the family's aesthetic or emotional needs, including upholding family norms. Choosing the color, product features and retailer that fit most closely to the family's needs is the outcome of role performance. (Paul W Miniard et al.1995,P:742).

Marketing communications are usually directed to individuals but Childers and Rao (1992) warn that marketers should consider the consumption circumstances and the family structure before deciding on specific communication or advertising methods, such

as use of spokespersons, to attract their segment. Individuals are often influenced by other family members. For example, as Davis (1976) explains, "A husband may buy a station wagon, given the reality of having to transport four children, despite his strong preference for sports cars." A father may choose to ask his daughter and son about color and style of the car before he and his wife venture out to make the purchase.

2.4.1 Individual Roles in Family Purchases

Family consumption decisions involve at least five definable roles. These roles may be assumed by a husband, wife, children or other members of a household. Based on research and observations, several consumer behavior and marketing scholars have identified and described the family buying process as consisting of the following steps. (Assael,1987).

1. Initiator; who recognizes the problem or need for an item. Initiator of family thinking about buying products.
2. Influencer; who exerts personal influence on other family members with regard to a particular purchase situation. Individual whose opinions are sought concerning criteria the family should use in purchases and which products or brands most likely fit those evaluative criteria.
3. Information gatherer ; The individual or individuals who assemble/s the information related to a possible purchase.
4. Gatekeeper ; Who controls the flow of information to other family members.

5. Decider ; who has the authority to make the buying decision. The person with the financial authority and /or power to choose how the family's money will be spent and on which products or brands.
6. Buyer ; The person who acts as the purchasing agent by visiting the store, calling suppliers, writing checks, bringing products into the home, and so on.

Past studies (e.g. Davis, 1971; Davis and Rigaux, 1974; Woodside and Motes, 1979; Assael, 1987) have noted that role specialization occurs in many family purchase decisions. Husbands tend to specialize in instrumental roles, which means that he has most influence in decisions which are related to the functional or economic aspects of the decision, e.g. maintenance, finance, location, structure. Wives, on the other hand, tend to take on expressive roles, which relate to the aesthetic and emotional needs of the family. Thus wives would have most influence over decisions relating to colour and design, or flow of the house, or the needs of the children.

Marketers need to communicate with occupants of each role. Children, for example, are users of cereals, toys, clothing, and many other products but may not be the buyers. One or both of the parents may be the decider and the buyer, although the children may be important as influencers and as users. (Miniard & Engel & Blackwel 1995). Influencer roles may be taken by those with the most expertise. For example, a parent may be the decider about which car to purchase, but teenagers often play a major role as gatekeepers of information and as influencers because of greater knowledge about performance, product features, or social norms. Family marketing focuses on the relationships between the purchaser and the family consumer rather than just the purchase decision maker. It

creates a relationship between individuals and products, as does individual marketing. The family purchase decision-making process can be complex, but answering the following questions helps identify different purchase/consumer relationships ;

- Who's buying for whom?
- Who are the principal characters?
- What's the plot for the purchase?
- Who wants what when?
- What can we assume?

Although these answers may not identify all essential relationships marketers should consider, they do identify a family marketing plan. Family marketing identifies scenarios where some purchases might have more than one decision maker, whereas some have more than one consumer. Sometimes the purchaser and consumer are the same person; sometimes they are different people. Of particular interest to marketers is the influence of spouses and children (Miniard & Engel & Blackwel 1995)

2.4.2 Husband – Wife Decision Roles

Research on the roles of husbands and wives in family decision making dates back at least to the 1960s, when Davis (1970) first conducted a study on the relative influence of husbands and wives. Since that time, several studies have examined aspects of marital roles and family decision making. While highly prevalent in the 1970s and the 1980s, see Mangleburg (1989); Foxman, Tansuhaj and Ekstrom (1989); Belch, Belch and Ceresino (1985); Foxman and Tansuhaj (1988); Corfman and Lehmann (1987); Davis (1971);

Davis and Rigaux (1974); Filiatrault and Ritchie (1980); Park (1982); Qualls (1987); Rosen and Granbois (1983); Spiro (1983) and Wilkes (1975), among others, much less attention has been given to this topic in the decade of the 1990s, see Talpade (1990), Beatty and Talpade (1994), Corfman (1990).

A series of studies (Davis, 1970; Shuptrine and Samuelson, 1976) has concentrated on analysing the influence of each spouse in the different relevant sub-decisions at the time of purchasing two products, one traditionally associated with the man, namely the motor car, and the other with the woman, namely a piece of furniture for the home.

In a landmark study, Davis and Rigaux (1974) concluded that husbands and wives had different role specialisations and varying degrees of relative influence for various products and at various stages in the purchase decision process. Wives were found to be more dominant during the problem recognition and information search stages for household furnishings and, to a lesser degree, appliances; whereas husbands were more dominant at the information search stage for autos and to a lesser degree, at the problem recognition and final decision stages. Much less role specialisation was shown for housing decisions, which tended to be more syncretic in nature.

In a similar study, but extended to include the role of adolescents, Belch et al. (1985) concluded that family members' influence varied by product, by stages of the decision-making process, and by various decision areas, with the husband and wives clearly dominating the decision process. The husband's influence was strongest for automobiles and television sets, whereas the wife was more dominant in decisions for household appliances, furniture and breakfast cereal. More recent studies reflect some changes in the decision-making process, suggesting a movement toward more joint decision making.

Putnam and Davidson (1987) replicated the Davis and Rigaux (1974) study and found significant changes occurring in the household. Household decisions to purchase automobiles, televisions, and financial planning shifted from husband-dominated product decisions to joint decisions. Final decisions to purchase stereos, financial planning, automobiles, carpet, and living room furniture were all jointly made. Further, it was shown that couples demonstrated increasing role specialisation (or more joint decision making) as the couple moved from information search to a final decision for all product categories.

Additional support for the changing roles of husbands and wives was reported by Qualls (1982). Qualls studied product contexts in which few joint decisions were traditionally made and found a profound shift toward joint decision making for children's education and housing. Other studies support the notion that husbands are exerting greater influence in decisions in which the wife was historically dominant and wives are exerting greater influence in areas that were traditionally the husband's domain. For example, husbands were found to be making greater than half of the household decisions to purchase soaps, cereals, soft drinks, and snack foods (Anonymous, 1980). In addition, in 1992, men were purchasing a quarter of household groceries, an increase of 17 per cent from 1987 (Zinn, 1992). In addition, 80 per cent of men were found to do some major food shopping every month (Zinn, 1992). Women, on the other hand, were shown to be taking a larger role in decisions to purchase insurance, automobiles, and financial services (Candler, 1981).

In summary, studies suggest that the roles of husbands and wives in the family decision-making process are changing. However, none of these more recent studies have examined the process as the earlier studies of Davis, Belch et al. Thus, there remains a need to

examine how these changes have affected the decision-making process in the year 2000. Given that there have been changing family values and roles, it would benefit marketers to have a more current understanding of the family decision-making process. This research will update well-cited previous studies (eg, Davis and Rigaux (1974) and Belch et al. (1985) to examine current practices in family decision making. These earlier studies will also serve as a basis for comparison for these changes (if they do, in fact, exist).

2.4.3 Influence of children in the family decision-making process

A number of research findings indicate that children have a significant influence in the purchase of products for which they are the primary consumers, such as food, toys, children's clothes and school supplies (Atkin, 1978; Foxman and Tansuhaj, 1988, Foxman et al., 1989; Jenkins, 1979; Lee and Beatty, 2002). They also have a significant influence on the purchase of leisure activities or where the purchase decision has a personal relevance to the child (Filiatrault and Ritchie, 1980; Szybillo and Sosanie, 1977). In contrast, children have less influence on decision making for products that are used by the entire family, especially for high cost products, such as cars, furniture and life assurance (Foxman and Tansuhaj, 1988). This may be explained by the fact that parents are likely to restrict children's involvement and also that the children may be less motivated to participate in the decision making process as the product is not personally relevant to them (Mangleburg, 1990). This may imply that children might not have a very strong direct influence in the purchase of a family home, as it is a high cost product to be used by the whole family.

An important issue in this context is the distinction between active and passive influence of the children. Active influence occurs if children successfully persuade their parents to buy something for them. Passive influence refers to the fact that parents might buy something because they know or expect their child would appreciate it without any direct influence attempts. In family decisions, passive influence is important but has not always been considered by researchers. (Rossiter 1979).

Children's and adolescents' roles in family decision-making have begun to increase for a number of reasons, including the growth in 'time poor' families, which consist of both parents working, and the large increase in single-parent families who have allowed their children to exert a greater level of influence in place of the missing parent (Ekstrom *et al.* 1987). To date most research has focused on young children not adolescents. Whereas young children (i.e. ages 3–11) influence purchases by 'simply asking' (Isler *et al.* 1987), adolescents may use different strategies to influence their parents' decision-making. Palan and Wilkes (1997) found that adolescents use strategies like bargaining, persuasion or emotional strategies (e.g. pouting, sweet talking or guilt trips) in addition to direct requests. However only a few studies have focused on the perceived level of influence that adolescents have (Belch *et al.* 1985; Foxman & Tasuhaj 1988; Foxman *et al.* 1989a, 1989b; Beatty & Talpade 1994).

Teenagers are more likely to influence family decisions when they have high involvement with a product category (Shoham and Dalakas, 2002). Teens are usually more involved when they are the primary users of a product and when the products are

relevant to them .For example, children influence family leisure decisions like vacations, travel, entertainment and eating out (Foxman et al.. 1989; Swinyard and Sim,1987).

In regard to the purchase decision stage for family purchases, children tend to have the strongest influence at the problem recognition stage of the decision process (Beatty and Talpade, 1994; Belch et al.. 1985; Swinyard and Sim, 1987). Finally, in terms of the type of sub-decision, Belch et al. (1985) reported a lower level of children's influence on decisions about how much to spend and where to purchase compared to product attributes and purchase timing. Foxman et al. (1989) documented a high level of children's influence on product attribute decisions such as color, model, and brand. Previous research has also found that a child's age is important regarding the child's influence on family consumer decision making. As children grow older, their request frequency decreases (Isler et al.,1987) but mothers yielding to children's requests increases (Ward and Wackman, 1972). Yielding increases because parents feel their older children have more experience with products (Mangleburg, 1990). Also, parents perceive their older children to demonstrate more advanced understanding of economic concepts and to have higher consumer skills than younger children do (Roedder, 1982; Wackman and Wartella, 1977).

2.5 Conclusion

This section has brief reviewed the literature on the individual decision making and the family decision making, individual roles, husband – wife roles, influence of children in family decision making. The next section builds a theoretical model on which the project is based.

SECTION III

THEORETICAL FRAMEWORK

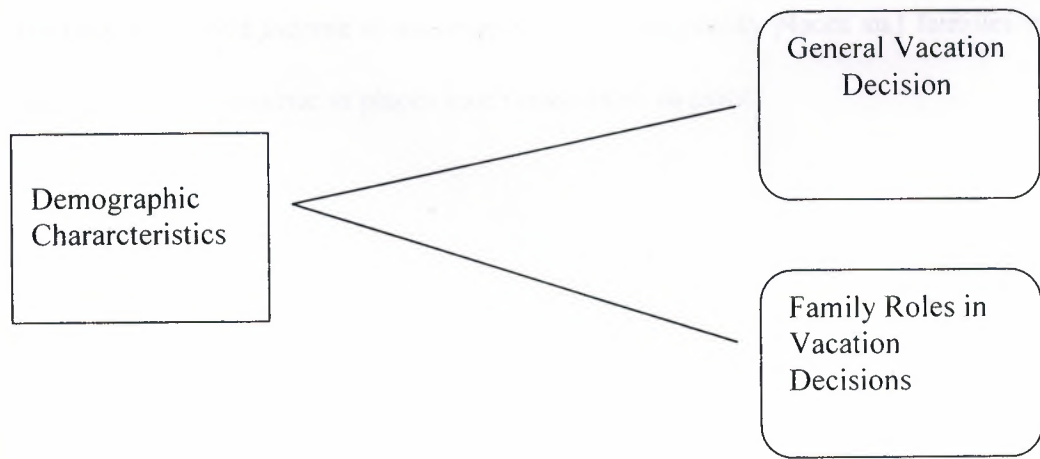
3.1 Introduction

This section introduces the theoretical framework and describes the dependent variable and independent variable of the study.

3.2 Theoretical Framework

The figure 3.1 illustrates the theoretical framework (model) that has been derived from the literature review carried out in the previous section.

Figure 3.1 A model for the demographic characteristics effect on the general vacation decisions and family roles in vacation decisions



3.2.1 Variables

The independent variable includes demographic characteristics. These demographic characteristics of include age, education, children with family and without family and income. The dependent variables include general vacation decision and family roles in vacation decisions.

3.2.2 Relationship between the variables

Demographical features effect general vacation decisions and family role in vacation decisions in a big way. The difference in age and education of the people is an important factor that effects general vacation and family roles in vacation decisions, are the decisions of families with and without kids. Children do effect the general vacation decisions and family roles in vacation decisions because when these families look for accommodation they look for places with activities for children. Income is another factor that effects general vacation and family roles in vacation decisions. This factor causes families with good income to accommodate in high quality places and families with less income to accommodate in places more reasonable in price.

3.3 Research Hypothesis

- H1: Vacation decisions very according to gender.
- H2: Vacation decisions very according to age.
- H3: Vacation decisions very according to income.
- H4: Vacation decisions very according to education.
- H5: Vacation decisions very according to the age of children.
- H6: Family roles in vacation decisions very according to gender.
- H7: Family roles in vacation decisions very according to age.
- H8: Family roles in vacation decisions very according to income.
- H9: Family roles in vacation decisions very according to education.
- H10: Family roles in vacation decisions very according to the age of children.

3.4 Conclusion

This section has the theoretical framework that being the base of the investigations during the project. The next section will describe the methodology and design of the study.

SECTION IV

METHODOLOGY

4.1 Introduction

This section describes the methodology and design to be adopted for the study.

4.2 Sources of information

4.2.1 Theoretical Sources

Theoretical data refers to information gathered by someone other than the researcher conducting the current study. Such data can be internal or external to the organization and accessed through the internet or perusal of recorded published information. Theoretical data was collected from scientific articles, books and the study only considers previous research carried out within the past years except the previous findings that are regarded as classics in the topic area.

4.2.2 Empirical Sources

Empirical data refers to information obtained firsthand by the researcher on the variables of interest for the specific of the study. Empirical data was collected through a survey questionnaire.

4.3 Research Design

4.3.1 Technical Purpose

The purpose of the study was descriptive. A descriptive study are undertaken when the characteristics or the phenomena to be tapped in a situation are known to exist and one wants to be able to describe them better by offering a profile of the factors.

4.3.2 Types of Investigation

The type of investigation was a correlational because when the researcher is interested in delineating the important variables associated with the problem.

4.3.3 The Extend of Researcher Interference

The type of investigation was correlational. Sekaran (2003) says that a correlational study is conducted in the natural environment with minimum interference by the researcher with the normal flow of work.

4.3.4 The Study Setting

This was a field study because it inspects the correlations between the variables in the natural environment. This study natural environment was the Lefkoşa.

4.3.5 Time Horizon

This study was a cross-sectional study because the data for the research was collected in a period at only one point in time. Sekeran (2003) suggest that a study can be done it which data are gathered just once, perhaps over a period of days or weeks or months, in order to answer a research question.

4.3.6 The Unit of Analysis

The propose study was describe its units of analysis as the dyads. The researcher is interested in studying two-person interactions, then several two-person groups unit of analysis. Analysis of husband-wife interaction in families.

4.3.7 Sampling and Data collection Methods

Convenience sampling was used. As Sekeran (2003) says, convenience sampling refers to the collection of information from members of the population who are conveniently available to provide it. Convenience sampling has the advantage of the being both in expensive and fast. Other advantage is easy to measure. In despite of these advantages limitation of this sampling method is non-probability of the study can not be generalized. The data collection method in a variety of ways in different settings-field or lab. From different sources. A questionnaire was developed from the operational definitions, dimensions and the elements of the concepts as illustrated theoretical the framework .The questionnaire was discussed with the couple face-to-face.

4.3.8 Sample Size

The sample was drawn from the population of couples, with and without children, it was aimed to reach as many families as possible within the limited time.

4.4 Questionnaire and Back Translation

The questionnaire research used one article and this questionnaire comprised five sections and 29 questions but from these articles used only nine questions and this questionnaire was translated from English to Turkish. I and my advisor developed the other questions in this questionnaire.

4.4.1 Data Collection Procedure

In this research was aimed to reach as many families as possible within the limited time by using the convenience sampling method as described in section 4.3.8. The questionnaire was delivered in December 2006. A total of 85 questionnaires were returned.

4.4.2 The Survey Instrument

This questionnaire was divided into 3 sections. The first Section of the survey asked about the vacation decision of what about household role. Second section was divided by two. First four questions measure only the vacation decision of children impact and the questions in this section consisted the general

preference of individual determine vacation decisions. Last section was consisted to general individual demographic questions.

4.5 Conclusion

This section depicted the sources of information, methodology and time table of the study. The next section discusses the results obtained from the questionnaire carried out on the subjects of the sample population as describe in section IV.

SECTION V

FINDINGS

5.1 Introduction

This section depicts the results obtained from the questionnaire carried out on the subjects of the sample population as described in Section IV.

5.1.1 Description of the questionnaire carried out

170 questionnaires were distributed personally to 85 couples in the Lefkoşa. The questionnaire was divided into 3 sections. The first section of the survey aimed to determine the household role on vacation decision make. This put included nine questions. Second put of the questionnaire consisted of two parts. The first put aimed to measure whether going to vacation with children would influence vacation decisions. The second part consisted of general questions about vacation decisions. Last section was consisted to general demographic questions. The questionnaire was applied to couples living in Lefkoşa.

5.2 Results

The results arrived from the questionnaires are reported below.

5.2.1 Role of the Spouses and the Children on Vacation Decision Making

T-test analysis was made to determine whether gender made any difference in responses given to spouses role on vacation decisions. The analysis showed that gender makes a significant difference only with “who decided how much to spend” and “ who decided when to go”. ($p \leq 0.02$, $p \leq 0.03$ respectively)

5.2.2 Demographic of Respondents

TABLE 1: Demographic profile of the respondents

Statement	n= 170	Percentage
Gender		
Female	85	50.0
Male	85	50.0
Nationality		
KKTC	60	35.3
TC	90	52.9
KKTC and TC	16	9.4
Others	4	2.4
Age		
25 and less than	12	7.2
26-35	85	50.0
36-45	41	24.2
46-55	25	14.8
56 and more than	7	4.2
Education		
Illiteracy	1	0.6
Primary school	5	2.9
Secondary education	8	4.7
High school	61	35.9

University	75	44.1
Other	20	11.8
Number of household		
Spouse	48	28.2
Spouse and child	52	30.6
Spouse and children	64	37.6
Others	6	3.6
Children age		
No child	38	22.5
0-5	36	21.3
6-11	14	8.3
12-17	4	2.4
18 and more	26	15.4
0-5 and 6-11	12	7.1
Others	39	23.1
Income		
1001-1500 YTL	10	5.9
1501-2000YTL	18	10.7
2001-2500 YTL	42	24.9
2501-3000 YTL	59	34.9
3001-3500 YTL	20	11.8
3501-4000 YTL	8	4.7
4001-4500 YTL	4	2.4
4501 and more YTL	8	4.7

As you can see in the table 2, 50 % of the people who joined the survey are women and the other 50% are men. In these 170 respondents 90 (52.9%) are the TC nationality, 60 respondents (35.3%) are the K.K.T.C nationality and the remaining 16 respondents have both nationalities. A very few respondents have foreign nationalities.

Majority of the surveyors (50%) are between the ages 26-35, 41 respondents are between the ages 36-45 (24.2%) and 25 respondents (14.8%) between 46-55 years of age. In this 170 respondents, 75 of them (44.1%) are university graduates, 61 are high school graduates (35.9%) and 20 have doctorate and masters degrees which is 11.8%.

52 of the families that joined the survey, which is 30.6%, said they live with their partner and one child. 64 of them said (37.6%) they live with their partner and children. 48 respondents (28.2%) said they only live with their partners and only 6 respondents they live with people like their grandchild or mothering-law etc.

22.5% of the surveyors, which is 38 respondents consists of families without children, according to table 1 21.3% (36 respondents) consists of families with children between the ages 0-5. 15.4% (26 respondents) consists of families of 18 years of age and over, 8.3% (14 respondents) consists of families with children between the ages 6-11. In families that joined the survey maximum monthly income on average is between 2501-3000YTL (34.9%) which is followed by 2001-2500 YTL per month.

5.2.3 Children Impact on Vacation Decision and Individual Preferences Regarding Vacation Decisions

TABLE 2: Children impact on vacation decision and individual preferences regarding vacation decisions

Statement	n= 170	Percentage
Children play important role in our country decision		
Always	59	41.3
Sometimes	62	43.4
Never	22	15.4
Children influence our accommodation choice		
Always	67	46.9
Sometimes	53	37.1
Never	23	16.1
Accommodation choice (Turkey) when going vacation with children		
Holiday resort	70	49.0

4-5 star hotels	54	37.8
3 and less than stars hotel	6	4.2
Motel or boarding-house	9	6.3
Other	4	2.8
Accommodation choice (Other country) when going vacation with children		
Holiday resort	28	30.8
4-5 star hotels	40	44.0
3 and less than stars hotel	16	17.6
Motel or boardinghouse	7	7.7
General accommodation choice holidays (Turkey)		
Ultra all inclusive resorts	52	30.6
Inclusive resorts	77	45.3
Full- boardinghouse	15	8.8
Half-boardinghouse	14	8.2
Bed- breakfast and only bed	12	7.1
General accommodation choice holidays (Other country)		
Ultra all inclusive resorts	22	23.2
Inclusive resorts	35	36.8
Full-boardinghouse	17	17.9
Half-boardinghouse	13	13.7
Bed-breakfast and only bed	8	8.4
Sources of information		
Friend or relatives	35	20.6
Web page	21	12.4
Travel agent	32	18.8
Friends or contact + Web page	20	11.8
Others	62	36.6
People + sources influencing where to go		
Friend or relatives		
Web page	41	24.1
Travel agent	15	8.8
Not from anything	19	11.2
Friends or contact + Web page	29	17.1
Others	13	7.6
	53	31.4
People sources influencing where to stay		
Recommendation of friends	56	32.9
Travel agent	31	18.2
Recommendation of friends + travel agent	17	10.0
Others	66	38.8

How many times they go on vacation		
Once	116	68.2
2-3 times	52	30.6
4 or + times	1	0.6
When to go on vacation		
Summer holiday	127	74.7
Summer holiday + semester holiday	13	7.6
Summer holiday + Religion holiday	12	7.1
Other	18	10.7
Organization of vacation (Turkey)		
Use of travel agent	62	36.5
All programs made by the responds	106	62.4
Organization of vacation (Other country)		
Use of travel agent	50	52.6
All programs made by the responds	45	47.4

The table on the impact of children on vacation decisions and individual preferences regarding vacation decisions shows that 143 out of the 170 survey respondents answered the question regarding the level of children's impact on country selection for their vacation. This shows that 143 of the survey respondents are from families with children. 62 respondents (43.4% of the respondents) choice sometimes as the answer to the question on children's impact on country selection while 59 respondents (41.3%) choice always, which can be seen in the same table. On the other hand, 22 out of the families with children reported that their children never play a role in country selection for their vacations.

For the question regarding the impact of children on vacation location selection (hotel, holiday resort, etc.), out of the 143 families with children 67 respondents (46.9% of the respondents) selected the answer always, showing that their children have an impact on location selection; while, 53 respondents (37.1%) selected the answer sometimes and 23

respondents (16.1%) selected the answer never. This shows that for only 23 out of the 143 respondents, children do not play a role in vacation location selection.

Out of the 143 respondents that had a vacation in Turkey with their children, 70 respondents (49.0%) selected holiday resorts while 54 respondents (37.8%) selected 4-5 star hotels. The respondents who chose other vacation locations for their stay are 19 (13.3%).

According to the survey results, majority of the families who chose Turkey for their vacations preferred holiday resorts. The reasons for this preference are the availability of activities for children at these locations where children can spend time, safety and availability of babysitters.

Out of the 91 respondents with children who chose countries other than Turkey for their vacation, 40 respondents (44.0%) preferred 4-5 star hotels while 28 respondents (30.8%) preferred holiday resorts. The number of respondents who preferred locations other than 4-5 star hotels or holiday resorts is 23 (25.3%).

According to the above results, families with children who chose countries other than Turkey for their vacation preferred 4-5 star hotels due to higher safety measures at these locations.

Out of the 170 respondents who responded to the most preferred accommodation options, 77 respondents (45.3%) preferred all-inclusive plans; while 52 respondents (30.6%) preferred the ultra-all-inclusive accommodation plans (table 2).

Out of the 95 respondents who chose countries other than Turkey for their vacation, 35 respondents (36.8%) preferred all-inclusive plans, while 22 respondents (23.2%) preferred ultra-all-inclusive plans. The remaining 38 respondents (40%) preferred other accommodation options.

According to the above findings, majority of the survey respondents who answered the question on accommodation preferences in Turkey or other countries preferred all inclusive plans. The underlying cause for this preference is cost for other countries and food for Turkey. Other underlying reasons are cleanliness and comfort.

As its shown in the table 2,when it comes to the question of how to get information for holiday making, in 170 respondent 35 which is 20.6%, they got the information through friends and relatives. 32 respondents which is 18.8% they got the information through travel agencies. People who visited the web and got information through friends and relatives are only 20 of those, which is 11.8%. Remaining 57 respondents (33.8%) used other means of getting information (Friends or relatives +travel agent ect.).

According to this table again, when it comes to determining the location of the holiday to the question of who or what effected the decision 41 respondents which is 24.1% friends and relatives and 29 respondents which is 17.1% they weren't effected at all. 19 respondents (11.2%) were under effect from travel agencies and the remaining 81 respondents (47.8%) were under the effect of more than one factor (recommendation of friends + web page ect.)

As its stated above friends recommendations are the most effective when it comes to determining the accommodation of the vacation (32.9%). Secondly with 18.2% come the travel agencies. However many answers state that friends and travel agencies are very effective when it comes to the accommodation.

These 170 people who joined this survey on average go on vacation with their families once a year (68.2%). Generally this vacation is during summer.

T-test analysis was made to find out whether gender made a significant difference on children's influence on vacation decisions and general decisions about vacation (H1, H6). The analysis results showed that answers given to these questions don't have any significant difference according to gender. Thus H1 and H6 are rejcted.

ANOVA was made to find out whether age (H2, H7), education (H4, H9), income (H3, H8) made a significant difference to the responses. Table 3 shows the ANOVA results of age.

TABLE 3: ANOVA Results for Age

Statement	P
Who collected information regarding possibilities	0.0001***
Who decided how much to spend	0.0001***
Who decided which travel agent to use	0.014*
Who decided which country to go	0.0001***
Who decided which resort to go	0.0001***
Who decided which accommodation to choose	0.002**

***p≤0.0001

**p≤0.01

*p≤0.05

According to table responses given to six of the questions about the role of the spouse and children on vacation decisions differ significantly by age. Thus H2 is partially accepted.

Correlation analysis results shows that as people get older, they tend to make their vacation decisions more collectively.

ANOVA results indicate that general vacation decisions don't significantly differ by age. Thus H7 is rejected.

ANOVA results of education are presented in table 4

TABLE 4: ANOVA Results for Education

Statement	P
Who decided how much to spend	0.039*
Who booked the holiday	0.002**
Type of accommodation (Turkey)	0.024*
Vacation organization (Other country)	0.044*

** $p \leq 0.01$

* $p \leq 0.05$

Only two out of nine family decisions very significantly by education. Thus H4 is partially accepted. Correlation analysis showed that as people get more educated, they tend to decide how much budget to allocate on vacation more collectively.

About general vacation decisions, only type of accommodation (Turkey) and vacation organization (other countries) differ significantly by education ($p \leq 0.05$). Thus, H8 is partially accepted.

When we made ANOVA with age of the children, we found that this variable made a significant difference on all of the items about the family roles on vacation decision making (p values were all less than or equal to 0.05). Age of the children was found to be effective on accommodation decisions in other countries. It was found out that as children grow older, families tend to prefer motels and three and lower star hotels more than holiday resorts and 4-5 star hotels. (H5 is accepted, H10 is partially accepted)

Results of ANOVA show that income is a very important factor in vacation decisions.

TABLE 5: ANOVA Results for Income

Statement	P
Who initiated the discussion	0.050*
Who decided how much to spend	0.013*
Who decided which travel agent to use	0.026*
Who decided which country to go	0.042*
Who booked the holiday	0.027*
Children play important role in our country decisions	0.002**
Accommodation choice (other country) different expectation when going vacation with children	0.046*
General accommodation choice holidays Turkey	0.002**
People + sources influencing where to go	0.002**
When to go on vacation	0.030*
Vacation organization (Turkey)	0.0001***
Vacation organization (Other country)	0.031*

*** $p \leq 0.0001$ ** $p \leq 0.01$ * $p \leq 0.05$

Five out of nine jointly decisions were found to very significantly by income. (H3 partially accepted)

Correlation analysis shows that as income increase people tend to preferred accommodations with more service.(4-5 star hotels + holiday resorts)

Finally, t-test analysis results show that families with children differ significantly from families with no children in their accommodation decisions (Turkey) ($p \leq 0.0001$)

When cross tabulation was made between accommodation and children ownership, it was Seen that 77% of the couples with no children prefer holiday resorts and 23% of the prefer 4-5 start hotels. One the other hand 46% of the couples with children prefer holiday resorts, 40% of the prefer 4-5 star hotels, 5% prefer 3 and less star hotels, 7% prefer motels and boardinghouse.

5.3 Conclusion

This section has revealed the findings from the empirical investigations of this report.

The next section will be the concluding part that will include conclusion, and limitations and recommendations.

SECTION VI

CONCLUSIONS AND RECOMMENDATIONS

6.1 Introduction

This section depicts the main conclusions and the limitations and recommendations for the further research.

6.2 Main Conclusion

As a result when it comes general vacation decisions according to individual's general demographical features, this study shows who is more effective when it comes to the roles in the family. The research shows that the genders of the individuals or the individuals themselves are not very effective in general vacation decisions. About making the decision to go on a vacation differences have occurred according to the age, education and income. The families with higher age group individuals make decisions together. Another important point is the role of the individuals according to their education. According to the couples state of education differences can be seen when it comes to the decisions of budget and accommodation.

This research also shows that for families with children the ages of the children play a big role in the vacation decision making. Families with younger children make decisions about location and accommodation according to the age of their children. Also income is an important factor, which we have seen in this study. Specially when it comes to location decisions, income is very important.

6.3 Limitations and Recommendations

The most important limitation of this study is about the sampling. Due to convenience sampling method used, findings can not be general able. Also, general questions about family roles of different decisions could be , also included in the questionnaire.

6.4 Conclusion

This final section has depicted the main conclusions and the limitations and recommendations for further research.

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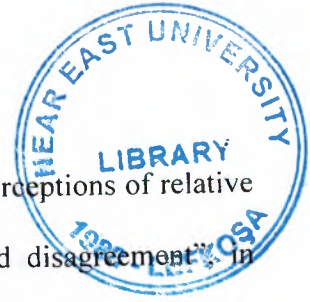
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APPENDIX

Bu çalışma, YDÜ işletme bölümünde öğrencimiz olan Gül Ağgöl mezuniyet projesinin araştırma bölümü için yapılmaktadır. Ankette yer alan sorulara vereceğiniz yanıtlar, bizim için son derece değerlidir. Yanıtlarınız, sadece istatistiksel analizlerde kullanılacaktır. Çalışmaya sağladığınız katılım için şimdiden teşekkür eder, bol tatilli bir yaşam dileriz.

Yrd.Doç.Figen Yeşilada
Proje Danışmanı

1.Bölüm : Bu bölümdeki ifadeler, tatile çıkma kararınızı verirken aile bireylerinin (eşler ve çocuklar) rolünü belirlemeyi amaçlamaktadır. Lütfen aşağıdaki ölçeği kullanarak sunulan ifadeleri değerlendiriniz.

1 = Eşim 2 = Ben 3 = Eşim ve ben
4 = Eşim ve çocuklar 5 = Ben ve çocuklar 6 = Hepimiz, birlikte

1- Tatile gitme düşüncesi kimden çıkar ?	1	2	3	4	5	6
2- Tatil alternatifleri hakkında kim bilgi toplar ?	1	2	3	4	5	6
3- Tatil için bütçenizden ne kadar pay harcayacağınıza kim karar verir ?	1	2	3	4	5	6
4- Hangi seyahat acentesini kullanılacağına kim karar verir ?	1	2	3	4	5	6
5- Hangi ülkeye gidileceğine kim karar verir ?	1	2	3	4	5	6
6- Gitmeye karar verdiğiniz ülkenin hangi tatil bölgesine gidileceğine kim karar verir ?	1	2	3	4	5	6
7- Nerede (Hangi otel, tatil köyü vb.) kalınacağına kim karar verir ?	1	2	3	4	5	6
8- Ne zaman gidileceğine kim karar verir ?	1	2	3	4	5	6
9- Ne kadar (kaç gece) kalınacağına kim karar verir ?	1	2	3	4	5	6

II. Bölüm : Bu bölümün ilk 4 sorusu tatilinize yönelik kararlar verirken çocuklarınızın etkisini ölçmeye yöneliktir. Diğer sorular ise tatil kararlarınızla ilgili genel sorulardır.

1- Tatile çocuklarımızla gittiğimizde, tatile gideceğimiz ülke seçimimizde çocuklar önemli rol oynar.

☐ Evet, her zaman ☐ Bazen ☐ Hayır, hiç bir zaman

2- Tatile çocuklarımızla gittiğimizde, kalacağımız otel, tatil köyü vb. seçimimizde çocuklar önemli rol oynar.

☐ Evet, her zaman ☐ Bazen ☐ Hayır, hiç bir zaman

3- Tatile çocuklarımızla gittiğinizde, hangi tür konaklama yerini tercih edersiniz ?

Türkiye'ye gittiğinizde;

☐ Tatil köyü ☐ 3 ve daha az yıldızlı otel

☐ 4-5 yıldızlı otel ☐ Motel / Pansiyon

☐ Diğer (belirtiniz)

(_____)

Türkiye'den başka bir ülkeye gittiğinizde;

☐ Tatil köyü ☐ 3 ve daha az yıldızlı otel

☐ 4-5 yıldızlı otel ☐ Motel / Pansiyon

☐ Diğer (belirtiniz)

(_____)

4- Tatile çocuklarla gitmeniz konaklayacağınız tesisten beklentilerinizde farklılık yaratır mı ?

Türkiye'de ;

☐ Evet

☐ Hayır

Evet ise, bu farklılıklar nelerdir ?

Türkiye'den başka ülkelerde ;

☐ Evet

☐ Hayır

Evet ise, bu farklılıklar nelerdir ?

5- Tatilinizi geçireceğiniz tesisin sizin için en önemli 3 özelliği ne olmalıdır ?(Lütfen önem sırasına göre belirtiniz ;

1-En önemli özelliği 3- En az önemli özelliği)

Türkiye'de ;

1- _____

2- _____

3- _____

Türkiye'den başka ülkelerde ;

1- _____

2- _____

3- _____

6- Tatillerinizde genellikle hangi tür konaklama seçeneğini tercih edersiniz ?

Türkiye'de ;

☐ Ultra herşey dahil ☐ Yarım pansiyon

☐ Herşey dahil ☐ Yatak - kahvaltı

☐ Tam pansiyon ☐ Yatak

Türkiye'den başka ülkelerde;

☐ Ultra herşey dahil ☐ Yarım pansiyon

☐ Herşey dahil ☐ Yatak- kahvaltı

☐ Tam pansiyon ☐ Yatak

7- Tatile gitme kararı verirken hangi kaynaklardan bilgi toplarsınız ?

- ☐ Arkadaş, tanıdık, akraba ☐ Web sayfaları ☐ Diğer (belirtiniz)
☐ Gazete ilanı ☐ Seyehat acenteleri (_____)

8- Gideceğiniz ülke/ bölgeyi belirlerken kimler / neler kararınızı etkiler ?

- ☐ Arkadaş, tanıdık, akraba ☐ Web sayfası ☐ Kimseden etkilenmiyoruz
☐ Gezi dergileri, gazete yazıları ☐ Seyehat acentesi
(Atlas, National geographic)

9- Aşağıdakilerden hangisi / hangileri kalacak yer seçiminizde en fazla etkili olur ?

- ☐ Arkadaş tavsiyeler ☐ Web siteleri ☐ Diğer (belirtiniz)
☐ Gezi dergileri ☐ Seyehat acentesi (_____)

10- Bir yılda ortalama ailenizle birlikte kaç defa tatile çıkarsınız ?

- ☐ 1 ☐ 2-3 kez ☐ 4 ve +

11- Genellikle yılın hangi dönem(ler)inde tatile çıkıyorsunuz ?

- ☐ Bayram tatili ☐ Yeni yılda ☐ Diğer (belirtiniz)
☐ Yaz aylarında ☐ Şubat tatilinde (_____)

Son 3 yılda tatil için hangi ülke / ülkelere gittiniz ?

12- Tatil organizasyonlarımızda,
Türkiye tatillerimizde ;

- ☐ Seyehat acentesi kullanırız
☐ Tüm programı (rezervasyon, ulaşım vb.) kendimiz yaparız
☐ Diğer (belirtiniz)
(_____)

Diğer ülkelere gittiğimizde ;

- ☐ Seyehat acentesi kullanırız
☐ Tüm programı (rezervasyon, ulaşım vb.) kendimiz yaparız
☐ Diğer (belirtiniz)
(_____)

III. Bölüm : Demografik sorular

Cinsiyet ; ☐ Kadın ☐ Erkek

Uyruk ; ☐ KKTC ☐ TC ☐ Diğer

Yaş ; _____

Eğitim ; ☐ Okuma yazma bilmiyorum ☐ Orta okul ☐ Üniversite ☐ Diğer
☐ İlkokul ☐ Lise ☐ Yüksek Lisanas/ Doktora

Meslek ; _____

Hanenizde sizinle birlikte kimler yaşıyor ? (çocuklar, eşim annem vb.)

Eğer çocuğunuz var ise yaşlarını belirtiniz ; _____

Ortalama aylık geliriniz ?

<input type="checkbox"/> 1.000YTL ve daha az	<input type="checkbox"/> 1.001YTL- 1.500YTL	<input type="checkbox"/> 1.501YTL- 2.000YTL
<input type="checkbox"/> 2.001YTL- 2.500YTL	<input type="checkbox"/> 2.501YTL-3.000YTL	<input type="checkbox"/> 3.001YTL-3.500YTL
<input type="checkbox"/> 3.501YTL-4.000YTL	<input type="checkbox"/> 4.001YTL- 4.500YTL	<input type="checkbox"/> 4.501YTL ve üstü

Çalışmamıza yaptığınız katılım için teşekkür ederiz.