

## **FAMILY VACATION DECISION MAKING: THE ROLE OF WOMAN**

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### **ABSTRACT**

Most people spend their vacations with their family and decide where, how and when with their spouses. The woman's role within the couple has become more and more influential in certain purchase decisions. This influence is strongly related to their lifestyles and values. For the tourism sector and its marketing strategy, it would be very useful to know the role that women play in vacation decisions. So, this paper aims to analyze the influence of women's lifestyles and values on family vacation decisions. The information is based on 300 questionnaires addressed to married or cohabiting women. The results show differences in vacation decisions depending on the profile of the women (professional vs. traditional) and their preferences in activities.

### **Key words:**

Vacation decision making; the role of woman in decision making; tourism sector, consumer behaviour.

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<sup>1</sup> The authors gratefully acknowledge the financial support of the Regional Government of Aragón (Excellence Research Group S-09) and from the Department of Science and Technology by means of the I+D+i project (ECO2009-08283)

## **1. Introduction**

The importance of the tourism sector nowadays is beyond question because it acts both as a classical compensatory factor of the trade balance and as an essential contribution to the GDP of a large number of countries (Carvao, 2010). The family is a field of research of great relevance for the sector. Major changes have recently occurred in all decision-making areas related to family holidays. Vacations are increasingly shorter and more frequent, and the roles of family members in this type of decision have changed (Kang and Hsu, 2005; Decrop, 2005).

Women have substantially modified their family status as a result of their greater participation in the labor market and their economic independence. These changes in the role of women over the years have not gone unnoticed by tourism managers. Despite the extant literature on solo female tourists (Pennington-Gray and Kerstetter, 2001; Chiang and Jogaratnam, 2006), very few works have studied women's role as vacation deciders in family contexts.

Also relevant is the fact that tourism is globally considered to be an experience service (Ostrom and Iacobucci, 1995) and, as such, purchasers' perceptions are influenced by their mental framework and, thus, their psychographic variables (Varela-Neira, Vázquez and Iglesias, 2008). Considering psychographic variables (personality, values, motivation, lifestyles, etc.) in the study of vacation purchase behavior is necessary for a better understanding of this behavior.

Some lifestyles and existing values give rise to different types of tourism (cultural, religious, sports, among others) and these values have an influence on lifestyles (González, 1998). Consequently, the study of these variables is of special interest for the sector. The influence on purchase behavior has been tested by some authors (Scott and Parfitt, 2005), although little literature deals with family vacation decisions and no literature exists on the

influence of female lifestyles and values on family vacation decisions. The aim of this research is, therefore, to shed further light on the determinants of family tourism behavior. Our results may be of great interest for designing the strategies of firms in the tourist sector.

## **2. Literature review**

Different models of tourist purchasing behavior have been proposed in previous literature (Gilbert, 1991; Crompton 1992; Valdez and Chebat, 1997; Eugenio-Martín 2003; Nanda, Hu and Bai, 2006; Hyde and Laesser, 2008). Drawing on these models, we investigate the complexity of the tourist's decision-making process, which is influenced by psychological and non-psychological variables. Extant models are based on a rational decision-making process and most of them conclude with the election of a specific destination. Likewise, the great majority of the models have focused on individual decision-making, although this process is generally carried out by a group. This paradox has been highlighted by some authors (Sirakaya and Woodside, 2005; Decrop, 2005). In addition, although women's role in society has changed, previous models have not investigated the effect of the gender variable or women's role in family vacation decisions. Finally, although the choice of vacation is a choice of lifestyle and values and these, in turn, produce new types of tourism (González, 2005), with the exception of Hawes (1988), researchers have not explored the relationship between their psychographic characteristics and women's role in vacation decisions. Therefore, this exploratory study seeks to contribute to the existing literature on tourist purchasing behavior by providing new insights into the relationships among these variables.

## **2.1 Women's role in vacation decisions**

The purchase behavior of men and women differs when it comes to making vacation decisions. Nevertheless, research from a gender perspective is very limited today (Meng and Uysal, 2008). In fact, the first works that consider the gender variable in tourism, highlighting the role of women, date back to the 90s (Norris and Wall, 1994; Hall and Kinnaird, 1994; Swain, 1995; Sinclair, 1997).

The fact that vacation experiences may have a different nature depending on gender is revealed in some research that analyzes female travelers in a more distant past (Middleton, 1982; Birkett, 1991; Morris, 1993) as well as in some contemporary experiences of female travelers (Hall and Kinnaird, 1994; Swain 1995; Davidson, 1996; Small, 2003, 2005a, 2005b; Bowen, 2005, Smith and Carmichael, 2007)

Most literature on gender-tourism relationships focuses on models based on the type of female employment, on sex tourism (Pruitt and Lafont, 1995; Sinclair, 1997; Pritchard and Morgan, 2000; Herold, García and Demoya, 2001) and, to a lesser extent, on the behavior of women as tourists or as a part of the household decision-making process. Regarding women as tourism consumers, some works consider the influence of variables like age, study levels, income, marital status and working out of home on women's vacation purchase behavior (Hawes 1988; Leeming and Tripp, 1994). Other authors refer to women's different perception of tourist services (Carr, 1999; Westwood, Pritchard and Morgan, 2000), or the peculiarities of women when searching for tourist information (Kim, Lehto and Morrison, 2007).

Comparing what men and women look for in their vacations, several works detect differences. On the whole, men seek more action, novelty, adventure or sports (Mieczkowski; 1990; McGehhe, Loker-Murphy and Uysal, 1996; Lepp and Gibson, 2008; Meng and Uysal, 2008). Women, however, are more likely to look for cultural and educational experiences and they are more concerned about safety (Mieczkowski, 1990; McArthur, 1999). McGehhe,

Loker-Murphy and Uysal (1996) found that women more frequently take the opportunity to visit relatives and friends or to impress their acquaintances. They are also more interested in rest and relaxation than men (Ryan, 1997).

Some authors found that female business travelers are quite different to their male counterparts. Women business travelers are more likely to extend their trip and engage in more touristic activities while traveling for business purposes (Smith and Carmichael, 2007). Female business travelers want to stay in quality lodging operations that are managed with the guests' comfort, safety and satisfaction as a priority (Sammons et al., 1999).

Women face greater barriers to take part in leisure activities due to their family, social and physical limitations (Freysinger and Ray 1994; Firestone and Shelton, 1994; Jackson and Henderson, 1995).

When women take family vacations, other motivations come into play as a result of their role as spouses and mothers (Henderson and Bialeschki, 1991; Shaw 1992; Anderson, 2001). Generally speaking, it can be concluded that family vacation decisions are shared by both spouses (Martínez and Polo, 1999; Kozak, 2010). Although men and women often agree on the importance of spending leisure time together, women tend to see this time as just another task (Shaw, 1992). Men, on the other hand, usually perceive this time as a source of satisfaction (Freysinger, 1995).

Despite the cited works that tackle gender and tourism, some authors have recommended further study in this field. This may be due to the bias of considering that female behavior is influenced by the dominant role of the male, a fact that, in the light of the literature reviewed, does not correspond to reality (Breathnach et al., 1994; Kozak, 2010).

The incorporation of women into the labor market and their subsequent income rise, added to a general increase in pleasure trips, where the female tourist sub-segment is considerable, has led to a greater participation of women in these activities (Chiang and

Jogaratnam, 2006). It is possible to observe a shift in women's lifestyles, maybe related to a change in their values. Purchase and consumption are regarded as the self-expression of individuals and their relationship with the environment. This relationship is not perfectly causal but only indicative of certain behavior guidelines (Pérez and Solanas, 2006). Therefore, the use of these psychographic variables (lifestyles and values) for the study of women's behavior in the family vacation decision-making process may be of great value to tourist firms and managers.

## **2.2 Influence of women's lifestyles and values on vacation decisions**

Nowadays, the influence of lifestyles and values on consumption is well known. Both variables have been used by researchers to segment the market (Vyncke, 2002; Dong, 2009), advertising (Oswald, 2010; Javaid, Khan and Baig, 2010) or to form consumer typologies (Cosmas, 1982; Lawson and Todd, 2002; Ganglmair-Wooliscroft and Lawson, 2011, among others). Similarly, some research institutes (Dympanel, Kantar World Panel, CCA, etc.) work on consumer typologies based on consumer lifestyles. This information is very useful to managers in order to adapt the products and services to the different typologies.

Despite the countless studies on the influence of lifestyles and values on consumption, not many separate analyses for women are found in literature, even less so in the tourist sector. Works can be found that analyze the influence of lifestyles on female consumption of certain products such as alcohol, food (Lesch, Luk and Leonard, 1991) or clothes and fashion for their own use (Roy and Saha, 2007), but very few works report the influence of these variables on women as tourists.

Gender has always been the great absentee in tourism literature, which is surprising, given the role of women in the sector's workforce (Musa et al. 2011) and their growing participation as tourists (Gibson, 2001). Some authors note that, not until well into the 20th

century, were women able to travel alone without damaging their reputation and without their husbands' permission (Richter, 1994).

Only one work relates lifestyles, women and tourism. Hawes (1988) analyzes the over-50s segment of female travelers, checking for differences between age groups both in their demographic profile and lifestyles. The author relates these variables with the media they prefer when receiving tourist information. Lifestyles are analyzed through an AIO scale (Activities, Interests and Opinions). The result is three AIO dimensions that reflect three differentiated lifestyles: women who are clearly "travelers", those who accept placid "domestic" vacations, and the "dreamers", who look for pleasant emotions to escape from reality.

Very few works analyze the role of values in relation to the gender variable in tourism. In their value-based segmentation, Madrigal and Khale (1994) observe relations between these values and the favorite activities of holidaymakers. For example, they find that the segment with egocentric dominance includes more women than expected, and the hedonic segment, with an emphasis on fun and excitement, includes more men than expected. Choi (2002) investigates potential differences in the clothes-purchasing behavior of female Korean tourists in the USA, trying to establish several profiles according to the trip's motivations, on-site activities, style of planning the trip and cultural values. Tourists' cultural values, their behavior in clothes shopping and their traveling behavior revealed an interaction, but the groups did not differ in terms of age, education, income, occupation, marital status and residence.

After reviewing the extant literature relating gender and tourism, it can be concluded that, first, women's purchase behavior in tourism is a scarcely explored territory and, second, the studies conducted to date reveal few differences between men's and women's roles as tourists. Research on the influence of lifestyles and values on female behavior in the vacation

decision-making process is scant and nonexistent when these decisions are made within the household. The few existing works reveal some relationship which, if confirmed, would provide extremely useful information for the tourist sector in terms of market segmentation, tourist activity planning and the creation and communication of products and services.

### **3. Methodology**

The present work is part of a wider research line focused on comparing the spouses' role in the purchase of products and services by means of surveys. The target population is made up of cohabiting or married couples. A 'snowball' convenience sample was conducted in Spain. The reason for this sample is twofold: first, convenience samples are common practice in this type of studies (Koc, 2004; Kang and Hsu, 2005) and, second, the difficulties of finding couples willing to collaborate in a study with sensitive issues such as conflict, degree of influence of each member of the couple and lifestyles and values. After two pilot surveys to control for potential errors in the questionnaire, two surveys were generated, one aimed at men and the other at women. Both surveys were divided into three similar parts. The first part gathered information on who influenced certain purchase decisions and how each spouse influenced the other in purchase situations. The second reflected the degree of influence of each spouse in a group of vacation decisions. Finally, the third part collected the couple's socio-demographic characteristics. Additionally, in the survey aimed at women, they were questioned about their lifestyles and values. 300 pairs of valid questionnaires were obtained, a sufficient number for the empirical study.

As regards the sample's socio-demographic characteristics, most respondents are middle-aged (31-45 years old), with a university education. Their monthly family income is mostly between €2,000 and €3,000. Nearly two thirds of the respondents have children and cohabitation time is under ten years in half of the sample, although there is a suprisingly high



percentage of couples who have been living together for over twenty years (23.9%). Equally revealing is the fact that, in most couples interviewed in which both spouses work out of the home, the women's income was lower than the men's.

The choice of the vacation decisions to include in the research was based on those proposed by Kang, Hsu and Wolfe (2003), Wang et al. (2004) and Litving, Xu and Kang (2004). Considering the literature review and the peculiar characteristics of family vacations in Spain, the decisions displayed in Table 1 were included.

Women were asked to indicate who is responsible for the holiday decisions: the man, the woman or both, using a 5-point scale where 1 meant "only the husband influences", 2 corresponded to "the husband influences more than the wife", 3 "both equal", 4 "the wife influences more than the husband" and 5 "only the wife influences".

The psychographic variables analyzed in this study were lifestyles and values, whose measurement was obtained through the lifestyle scale based on Activities, Interests and Opinions (AIO) by González (1998) validated for the country under study (ANNEX 1), and Khale's LOV (1986) for values, equally validated by González (1998) (ANNEX 2). The measurement of interests and opinions employed a 5-point scale from 1 "I totally disagree" to 5 "I totally agree". Activities were measured with a scale from 1 "no interest" to 5 "a lot of interest". The scale for values ranged from 1 "unimportant" to 5 "very important".

#### **4. Results**

The objective of the study was to explain the relationship between women's lifestyles and values and vacation decisions. Therefore, a Multiple Correspondence Analysis (MCA) was conducted with the aim of observing in which vacation decisions men or women have a greater influence, or whether such decisions are jointly made. Subsequently, a Principal Component Analysis (PCA) on the AIO (Activities, Interests and Opinions) and LOV (List

Of Values) scales was performed to obtain different values and lifestyles. Finally, two logit regression analyses were made to verify whether the resulting factors of the PCA that gather several lifestyles are related to the woman's role in vacation decisions obtained in the MCA.

#### **4.1. Spouses' influence on vacation decisions**

As commented above, both spouses were questioned about who had a greater influence on the vacation decisions displayed in Table 1. Table 2 shows that, for most of the vacation decisions considered, there is a high percentage of responses which indicate a joint decision although, in some of them, women seem to have a greater influence. This is the case of the decision "search for information", a similar result to other studies where women appear as family vacation information seekers (Assael, 1998; Mottiar and Quinn, 2004; Koc, 2004).

Another two decisions that seem to be completely under the woman's control are "packing" and "shopping". For the rest, joint decisions are common, with percentages over 70% of responses for both sexes in decisions about length and board and similar percentages for the other options, with the exception of "buying tickets". Here, although 40% of men and women consider it as a joint decision, when adding the percentages of the responses "the wife influences more" and "only the wife influences" the result is 35% in both samples.

Prior to the MCA for the female sample, the degree of agreement between the responses from each spouse about who has a greater influence on certain vacation decisions had to be verified. Consequently, the five response categories were grouped into three, so that value 1 means that only the man influences or has the greater influence, value 2 means that only the woman influences or has the greater influence and value 3 means that both have the same influence. After recoding, a new variable was generated as a result of subtracting the woman's responses from the man's so that, for each decision, the new variable gathers the degree of agreement within the couple. Table 2 shows the percentages of agreement in the

column “level of agreement”. It is patently obvious that the degree of agreement between the spouses is high, over 60% in all decisions.

#### **4.2 Multiple Correspondence Analysis (MCA)**

It was necessary to find out which vacation decisions are made by men, women or both, so that the decisions that really discriminate between the two and, thus, are valid, could be introduced into the Logit analysis explained below. Consequently, the Multiple Correspondence Analysis (MCA), a technique included in the methods of factorial analysis, was applied. This analysis was utilized because it fits the type of data, which have a nominal character. As explained before, with the aim of facilitating the application of the analysis, the five response categories were re-grouped into three: only the man influences or influences more, only the woman influences or influences more and both have the same influence. Table 3 shows the optimum solution which consists of the two dimensions obtained after eliminating some vacation decisions, following the criteria specified by the MCA. We only choose the decisions that contribute to forming the dimensions. We analyze the decisions which have the greatest discriminatory power (Pérez, 2004), namely, decisions with inertia values greater than 0.2 (Hair et al., 1999). A small number of dimensions is recommended (Hair et al, 1999). The decisions that are not deleted in the MCA analysis will be considered in the logit analysis.

#### **4.3 Principal Component Analysis (PCA)**

A reliability analysis of the activities, interests, opinions and values was conducted in which only the items that improved the Cronbach’s alpha of the scale as a whole were considered in the factorial analysis. Items with factor loadings below 0.5 were removed (Hair

et al, 1999). The process was carried out sequentially in three steps: first, for the activities scale, second, for the interests and opinions scales and, finally, for the values scale.

Tables 4, 5 and 6 gather the results obtained in the final stage of each scale, the KMO statistical value, Barlett's sphericity test and Cronbach's alpha for both the global scale and each individual factor. The internal consistency of these scales is adequate since most Cronbach's alpha values are around 60-70%, enough for an exploratory analysis (Hair et al., 1999).

The PCA on the activities scales yielded four dimensions that explain 68.66% of the variance. The PCA on the interests and opinions scale produced two factors that gather 54.47% of the variance. Finally, the LOV values scale was grouped into just one factor that explains 56.80% of the variance

#### **4.4 Logit Analysis**

After defining the different lifestyles and values, we proceed to analyze whether they are related to the woman's influence on vacation decisions obtained in the MCA. In the questionnaire, women were asked to indicate who had more influence in some specific vacation decisions. Based on this information, we proposed two different situations: first, when she or he decides individually, second, when both share the decision. In the first case, we analyzed which decisions have a certain gender specialization, and with what values or lifestyles these decisions are related. To do this, we performed a first logit analysis. In the second case, we built on the information obtained in the previous analysis, examining what kind of women say they share the vacation decisions against those who say that only one of the members of the couple decided. A second logit analysis was performed with this objective, allowing us to know the relationships between these results and lifestyles and values.

In the first logit analysis, the dependent variable is whether “women have a greater influence on vacation decisions” (1) or whether “men influence more” (0), and the independent variables are the means of the factors resulting from the PCA on the lifestyles (AOI) and values (LOV) scales. As the responses “both have the same influence” were not considered, the number of cases in some vacation decisions is considerably reduced. Nevertheless, the minimum of 10 cases required by logit analysis for each independent variable introduced is met.

Table 7 displays the results of the logit analysis. All the logistic regressions have been carried out through the back-step method, as recommended by Field (2009) for studies with an exploratory approach, and they meet all the requirements of significance and goodness of fit. The decisions related to searching for information, board, where to eat and on-site activities reflect some significant results. For the rest, no significance has been found.

First, when a woman has a traditional and conservative profile, she is less likely (0.572) to influence the decision of searching for vacation information, as shown by the negative sign of the coefficient (-0,559). That is, women who are less traditional or conservative have a greater influence in the search for family holiday information.

Second, regarding the decision of type of board, the positive sign of the coefficient indicates that the likelihood that women influence this decision increases as their interest in documentary, cultural or scientific programs grows.

Third, the decision on where to eat during vacations is more likely to fall on women that enjoy watching/listening to documentary, cultural or scientific programs (2.379), but women are less likely to make this decision when they enjoy activities related to stage and music arts (0.438).

Finally, as regards the decision about on-site activities, the likelihood that women decide is higher when they have professional interests and opinions (3.093) and participate in

activities related to stage and music arts (3.316). However, this likelihood declines when they watch/listen to documentary, cultural or scientific programs (0.460).

On the whole, it is observed that women with a traditional and conservative profile are less likely than men to have a higher influence on information seeking, and those who have professional interests and opinions are more likely than their spouses to influence the activities of their vacation. This result may indicate either a specialization of the purchase role in these decisions or an increase of women's power in the case of those for whom professional success is important.

The activities scale has been significant in three cases. Women interested in watching/listening to documentary, cultural or scientific programs are more likely to influence decisions about board (2.593), although the opposite effect occurs in the case of on-site activities (-0.460). If their profile shows an inclination to activities related to theatre, ballet, concerts or museums and exhibitions, the likelihood that women decide what to do during their vacation rises (3.136). These activities require action, going out or moving and this may explain why this profile has a greater influence on the decision about things to do during a vacation period. However, these women are not likely to influence where to eat during the family vacation (-6.348).

We now proceed to analyze the cases where the response on the influence exerted on the purchase decision is "both have the same influence". In this case, respondents implicitly recognize that both men and women take part in the decision so, when observing female decision making, it is advisable to study whether lifestyles and values affect the fact that women consider that they share vacation decisions with their spouses. This analysis may be of great help when interpreting some of the results described above.

Once again, we turn to logit analysis, the dependent variable now being a dichotomous variable where 1 means that the decision is jointly made by both spouses and 0

that the decision is influenced by the man or the woman. The responses “only the husband influences”, “the husband influences more than the wife”, “only the wife influences” and “the wife influences more than the husband” were recoded as 0 and “both have the same influence” as 1.

Results are displayed in Table 8 where it can be observed that the only decision for which the characteristics of activities, interests/opinions and values have obtained a non-significant result is the one related to choosing the type of board.

As regards the decision on information search, the likelihood that this decision is made jointly by the spouses is 1.374 times higher than when women present professional interests and opinions. This result is in accordance with that obtained by Nichols and Spennenger (1998) who observed that couples who make joint decisions, as opposed to those dominated by one of the members, tend to use a larger number of information sources and ask for advice from friends and relatives, that is, they carry out a more intense information-seeking process, with both members of the couple participating in the activity.

As for the decision on the family vacation destination, the likelihood that both members make a joint decision is higher when women show an interest in documentary, cultural and scientific programs (1.424) and when they have conservative-traditional interests and opinions (1.375), both coefficients being positive.

The likelihood that the couple jointly decide about type of board is higher when women watch/listen to documentary and cultural-scientific programs (1.439) and listen to music or musical programs and watch films (1.439). However, the probability is lower if their interests and opinions are conservative and traditional (0.647), since the coefficient of the variable is negative.

In decisions on buying tickets/holidays, the likelihood that this decision is jointly made by both spouses is 1.635 times higher among those women who have a preference for

watching/listening to documentary, cultural and scientific programs. Nevertheless, the negative sign of the coefficient indicates that when there is a preference for watching/listening to music programs and films or listening to music, women are less likely to buy tickets/holidays.

The likelihood that women declare that both spouses influence the decision on places to eat is higher when women express an interest in programs related to theater, ballet or when they enjoy visiting exhibitions or attending stage and music shows (1.367). Women that express conservative or traditional interests and opinions present a negative coefficient for this decision (-0.363) and, in consequence, the probability that both spouses influence the decision “where to eat” declines (0.696).

In the literature review, several studies were found that conclude that, in cultures with a traditional nature, either the man or the woman show some specialization when making some vacation sub-decisions, revealing lower percentages of joint decisions when compared with other a priori less traditional countries (Davis and Rigaux, 1974; Smith, 1979; Bartos, 1989; Gram, 2007). It could, thus, be inferred that women with traditional and conservative interests and opinions decide about where the family will eat and the men assume that this is the women’s decision. Although our logistic regression does not provide evidence of this relationship, the work of Samsinar et al. (2004) indicates that, when women present a traditional SRO (Sex Role Orientation), they exert a higher influence on this decision.

The likelihood that both spouses influence the decision about places to visit is higher among women who watch/listen to current events and news programs (1.469). This activity may be a factor that influences the decision about the places the family will visit during their vacations.

The likelihood that both make a joint decision about on-site activities is higher if women tend to have self-fulfillment and social recognition values (1.514), a result that is in



accordance with Madrigal and Khale (1994) who claim that values can be related to favorite vacation activities.

## **5. Conclusions and implications**

The aim of this paper was to analyze the relationship between women's lifestyles and values and their influence on vacation decisions. From the principal component analyses, four components were obtained for the activities scale: activities related to stage and music activities; interest in documentary, cultural and scientific TV or radio programs; interest in music programs and films, and interest in current affairs and news. For the interests and opinions scale, two components were obtained: one related to success and professional development and the other that reveals a traditional and conservative profile. As for the values scale, only one component reflects the importance of self-fulfillment and the recognition and acceptance of the others. The measurements of these factors were utilized to conduct a logistic regression analysis with the aim of verifying whether these factors were related or not, and how, to the influence of women on vacation decisions. The first logistic regression considered the vacation decisions that she influences against those that he does, and the second included vacation decisions that both spouses influence against those on which either men or women have a greater influence.

Although some relationships have been observed between the factors of the activities scale, we believe that the relationships found between the factors of the interests and opinions scales are more interesting. Women with a profile centered on professional success exert some influence on the information search, a situation that never occurs in those who present a traditional and conservative profile. In decisions on family meals during vacations, both profiles are less likely to share decisions with their spouses. Whereas women with a professional-centered profile are less likely to share boarding decisions, those with a

traditional profile are less likely to share decisions on places to eat. Boarding decisions are made before leaving home, while places to eat are decided during the vacation. In addition, deciding where to eat is closely connected to the traditional role of women as household grocery buyers. The logit analysis does not allow us to reflect this relationship, although the literature considers that women with a traditional SRO are highly likely to influence, to a greater extent, the place where the family will eat during vacation (Samsinar et al., 2004).

These results reveal the influence of psychographic variables (lifestyles and values) on the woman's role in family decisions, especially those related to holidays. Likewise, the results obtained in the present work are of great importance since, to date, few studies have analyzed the influence of psychographic variables on women's vacation purchase behavior and no literature exists on the influence of female lifestyles and values on family vacation decisions. So, these results may be of great interest for designing the strategies of firms in the tourist sector.

Although our paper has an exploratory approach and, for this reason, we would need further investigation to confirm our findings the result which reflects that there are two female profiles (one related to success and professional development and one related to a traditional and conservative lifestyle) reveals that a classic segmentation based on demographic variables such as age and life cycle stage might be insufficient. Therefore, using women's lifestyles as a variable influencing the family vacation decision-making process would imply an important change in the tourism sector strategies. Specifically, it could help to create new tourism packages according to their lifestyles profiles (for instance, including or not specific activities), to design communication and information campaigns (taking into account what kind of women look for tourism information and whether they share the decision or not) or to distribute the products (deciding for instance, what distribution channels are more suitable to each profile, classic travel agency or online travel agency). In addition,

nowadays, thanks to new technologies, tour operators and travel agencies are creating customer databases not only on the basis of socio-demographic information, but also with data about customers' lifestyles. The customers are asked about their tastes, activities, interests, opinions, etc., in order to form customer segments and generate loyalty strategies.

The fact that family vacations are not decided by just one family member is not unknown to the tourist sector, but perhaps they ignored to what extent women exert their influence on particular vacation decisions. So, travel agencies should orientate their communication policies towards women with a more professional profile, since these women share the information search with their spouses when preparing their family vacation. However, catering businesses would obtain better results if they addressed women with a more traditional profile. Brochures and information would be more effective if they took these results into consideration. In addition, using arguments that connect with women with a professional profile could better attract their attention and interest, which, in turn, could increase the sales of the travel agency and/or the tourist destination.

Companies devoted to on-site entertainment might consider alternative communication channels since women who are interested in stage arts and those who have interests and opinions related to professional success influence on-site activities. Given that these women go to the theater, cinema and museums, these places become a means of communication of great interest. When on vacation, these women are more likely to enjoy such activities, so companies in the field of stage arts and cinema might find business opportunities in vacation destinations. If a specific vacation destination offers these activities, it is more likely that the destination will attract women with a professional profile. Similarly, it would be a good idea to introduce scenic arts activities into the information campaigns of holiday destinations and promote the existence of cinemas and museums. However, women who enjoy watching/listening to cultural and scientific programs have no influence on the

activities carried out at the destination, but they do influence eating and boarding decisions. Placing advertisements in these types of programs would be a very adequate strategy for catering businesses in vacation resorts. Finally, if the choice of a destination is influenced by both spouses, and the wife has a conservative-traditional profile, the advertising offered on-site should consider this profile.

It is necessary to indicate the limitations of our study which, in turn, constitute the basis for further research. The survey method may be insufficient to study women's lifestyles and values. Complementing the research with qualitative techniques like face-to-face interviews might improve the results and the extent of the information obtained. The use of other scales for lifestyles and values would also be of interest. Finally, our study did not consider the role of children in vacation decision-making and this would be a research line with a potential usefulness for the tourism sector (Therkelsen, 2010).

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**Table 1.- Holiday Decisions**

Holiday dates	Holiday length
Budget (Money to spend)	Searching for information
Destination	Accommodation
Board	Packing
Where to eat	Places to visit
Shopping	Activities to do
Buying tickets/holiday	

*Note:* Couples were asked to indicate who was responsible for each holiday decision.

**Table 2.- Percentage of responses about the spouses' degree of influence on vacation decision-making and man-woman consensus in responses**

	Level of agreement	Only the husband influences		The husband influences more than the wife		Both have the same influence		The wife influences more than the husband		Only the wife influences		No answer	
		Men	Women	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women
Holiday dates	64.7	3.7	6.7	11	11.3	67.7	67	13.3	11.3	3.7	3.7	0.7	0
Holiday length	70.7	3.7	4.7	11	8.7	72	71	10.3	13.7	2	2	1	0
Budget (money to spend)	67.0	1.7	1.7	13.3	10.3	65	66.3	16	17	1.7	3	2.3	1.7
Searching for information	67.7	4.7	4.7	16	15.3	31.3	33.3	33	28.3	13.7	17.3	1.3	1
Destination	68.3	1.7	0	4.7	4.3	67.7	67.3	20.3	21.3	5.3	6	0.3	1
Accommodation	66.3	1	0.3	6.7	4	68	72.3	19	19	4.7	3.7	0.7	0.7
Board	72.3	1	0.3	5.3	3.3	71.7	76.3	16.3	16.3	4.3	2.7	1.5	1
Buying tickets/holiday	63.3	7.7	7.3	16.3	16.3	35	39	25.7	21	12	14	3.3	2.3
Packing	68.7	1.3	0.3	2.3	2.7	34.7	26.3	37	38	23	32	1.7	0.7
Where to eat	67.0	2.3	1	13.3	9.3	66.7	76.7	16	11.3	1.3	1.3	0.3	0.3
Places to visit	60.0	0.3	0.3	14	10.3	59.7	61	19.3	23	5.1	4.7	1	0.7
Shopping	60.3	1	0	3	2.3	38.3	40.3	42.7	45.3	12.7	12	2.3	0
Activities to do	68.0	1	1	11	7.7	67.7	70	14.3	16.7	4.3	4.7	1.7	0

**Table 3.- Vacation decisions resulting from MCA (women)**

<b>HOLIDAY DECISIONS</b>	<b>Dimension 1 (DM)</b>	<b>Dimension 2 (DM)</b>
Searching for information	<b>0.513</b>	0.359
Destination	<b>0.576</b>	0.239
Accommodation	0.508	<b>0.641</b>
Board	0.500	<b>0.532</b>
Buying tickets/holiday	<b>0.443</b>	0.203
Where to eat	<b>0.213</b>	0.163
Places to visit	<b>0.372</b>	0.056
Activities to do	<b>0.375</b>	0.057
Cronbach's Alpha:	0.816	0.635
Eigenvalues	3.502	2.252
Inertia	0.438	0.281
Variance explained	43.8%	28.1%
Cronbach's Alpha mean	0.746 (a)	
Total eigenvalues	5.753	
Mean eigenvalues	2.877	
Total inertia	0.719	
Mean inertia	0.360	

*Note:* DM= Discriminant Measurement; in bold, holiday decision values that belong to each dimension. (a) Cronbach's Alpha mean is based in mean\_eigenvalues.

**Table 4.- Factorial Analysis of the AIO scale (ACTIVITIES)**

Activities scale dimensions ( $\alpha=0.763$ )		Factor loading	Dimension variance explained (%)
<b>ACT 1: Activities related to stage and music arts (<math>\alpha=0.741</math>)</b>	Theatre	0.857	20.044
	Visiting exhibitions/monuments	0.883	
	Attending concerts, ballet and theatre	0.614	
<b>ACT 2: Activities related to watching/listening to documentaries and cultural and scientific programs (<math>\alpha=0.812</math>)</b>	Documentaries	0.898	17.559
	Cultural-scientific	0.853	
<b>ACT 3: Activities related to enjoying music and films (<math>\alpha=0.555</math>)</b>	Listening to music	0.792	15.889
	Music programs	0.747	
	Films	0.560	
<b>ACT 4: Activities related to watching/listening to current events programs and news (<math>\alpha=0.551</math>)</b>	Current events	0.801	15,116
	News	0.772	
Statistical parameters: KMO = 0.694; Bartlett $\chi^2 = 744,073$ ; Sig. = 0.000; Eigenvalue > 1		Total variance:	68.08%

Note:  $\alpha$  = Cronbach's alpha; KMO = Kaiser-Meyer-Olkin; Bartlett;  $\chi^2$  = Bartlett's test of sphericity.



**Table 5.- Factorial Analysis of the AIO scale (INTERESTS AND OPINIONS)**

Opinion and Interest scale dimensions ( $\alpha=0.597$ )		Item contribution	Dimension variance explained (%)
<b>PIO: Professional interest and opinion (<math>\alpha=0.793</math>)</b>	Having an exciting occupation	0.775	31.232
	Having professional success	0.873	
	Creating something that endures	0.732	
	Getting promotion as a result of professional recognition	0.771	
<b>TIO: Traditional and conservative interest and opinions (<math>\alpha=0.593</math>)</b>	It is best to work only at home or only out of the home	0.516	23.238
	On Sunday one must to go to church	0.633	
	Working only at home to take care of my family	0.762	
	I like to be at home doing the housework	0.746	
Statistical parameters: KMO = 0.700; Bartlett $\chi^2 = 541,313$ Sig. = 0,000; Eigenvalue > 1		Total variance:	54.470%

Note: See note to Table 4.

**Table 6.- Factorial Analysis of the LOV scale**

LOV Scale dimension		Factor loading	Dimension variance explained (%)
<b>LOV: Self-fulfillment and social recognition</b> ( $\alpha=0,888$ )	Enjoying life enthusiastically	0.709	56.785
	Having emotional relationships with others	0.696	
	Being happy with myself	0.811	
	Feeling respected by others	0.669	
	Fun and enjoyment in life	0.786	
	Security	0.815	
	Self-respect	0.814	
Sense of accomplishment	0.711		
Statistical parameters: KMO= 0,895; Bartlett $\chi^2 = 1169,89$ Sig.=0,000 ; Eigenvalue >1		Total variance:	56.785%

Note: See note to Table 4.

**Table 7.- Significant results of the Logit analysis of vacation decisions on which she influences, according to lifestyles (AIO) and values**

Factors and statistical parameters	Searching information	Board	Where to eat	Activities to do
<b>Sample data</b>	96 (1)=60 (0) = 36	81 (1)=68 (0)=14	219 (1)=210 (0)=9	179 (1)=172 (0)=7
<b>ACT1 Activities related to stage and music arts</b>			-0.825* (0.438)	1.143* (3.136)
<b>ACT2 Activities related to watching/listening to documentaries and cultural and scientific programs</b>		0.953* (2,593)	0.866* (2.379)	-0.769* (0.460)
<b>PIO: Professional interest and opinion</b>				1.129* (3.093)
<b>TIO: Traditional and conservative interest and opinions</b>	-0,559* (0.572)			
<b>C</b>	1.690	-0.905	3.086	-0.616
<b>%</b>	66.7	84	95.9	96.1
<b>-2LL</b>	123.374	63.117	68.137	47.475*
<b>G</b>	16.500*	9.002*	61.42*	8.584*
<b><math>\chi^2</math></b>	3.646*	8.242**	6.41*	11.678*

*Note 1:* (1)= women have a greater influence on vacation decisions; (0)= men have a greater influence on vacation decisions; C= constant; %= overall percentage of well-classified cases; -2LL= -2 Log Likelihood function (-2 Log of likelihood function); G = Chi-square of the significance of Hosmer-Lemeshow goodness-of-fit contrast to verify whether the model fits the data observed;  $\chi^2$  = Chi-square of the model to contrast the global significance of all the coefficients\* = significant at 5%; \*\*=significant at 1%.

*Note 2:* Estimated regression coefficients ( $\beta$ ) and Exp ( $\beta$ ) are shown below each decision, that is, the occurrence likelihood of the variable under study. This value is expressed in parentheses.

**Table 8.- Results of the regression analysis of vacation decisions where both spouses have the same influence, according to lifestyles (AIO) and values**

Factors and statistical parameters	Searching Information	Destination	Board	Buying tickets/holiday	Where to eat	Places to visit	Activities to do
Sample data	295 1=199 0=96	297 1=100 0=197	297 1=202 0=95	297 1=229 0=68	277 1=230 0=47	299 1=230 0=69	300 1=121 0=179
ACT 1					0.313* (1.367)		
ACT2		0.353 * (1.424)	0.498* (1.646)	0.482* (1.635)			
ACT3			0.364* (1.439)				
ACT4				-0.416* (0.659)		0.385* (1.469)	
PIO	0.318* (1.374)		-0.435 * (0.647)				
TIO		0.318* (1.375)			-0.363* (0.696)		
LOV							0.415 (1.514)
C	-0.441	-0.3296	-3.013	1.132	-1.029	-0.357	-2.936
%	66.3	68	75.3	77.3	72.7	76.7	58
-2LL	378.582	364.371	326.04	310.086	333.258	321.459	396.667
G	4.988*	9.451*	9.089*	14.745*	9.313*	1.998*	10.397*
$\chi^2$	4.697*	17.538**	27.783**	18.238**	12.651*	4.504*	7.937*

Note 1: (1) = both have the same influence; (0) = man/woman have a greater influence on vacation decisions; ACT1: Stage arts, ACT2: Documentary, cultural; ACT3: Music, films; ACT4: Current issues and information; PIO: Professional success; TIO: Conservative, traditional. LOV1: Self-fulfillment and recognition.

Note 2: See notes to Table 7.

## ANNEX 1

### Interests and opinions scale (AIO scale)

Working out of the home helps me fulfill myself	Having good friends
A firm works if its workers collaborate as if it were their own	When I have a problem I turn to relatives or friends
Work is an obligation that allows me to live	If my children are ill, I leave everything to take care of them
Refusing to help a friend in need is not a bad action since, in life, everybody has to learn how to solve their own problems	Society has evolved very quickly, losing the best of traditions
I work as a service to the community	Being able to take life as it is
I'd rather spend a quiet evening at home than go out with friends	When I buy a product, I consider the effect of my purchase on the environment
It's best to work only at home or only out of home	Having an exciting occupation
When I get a present, I prefer something useful	Having professional success
Nudism should be allowed on all beaches	Creating something that endures
Politics is for men, not for women	Getting promotion as a result of professional recognition
I like saving regularly	Working only at home to take care of my family
On Sunday one must go to church	Having a happy and united family
The police must keep order at any price	I like being cautious about the future, which is always uncertain
Having a peaceful and happy private life	When buying a product, quality is more important than price for me
Having ideals and fighting for a better world	I like trying new and different things
Being free and independent	My friends often ask me for my opinion
Being the boss and taking on responsibilities	To have as much fun as possible
Having children and bringing them up properly	I like being at home doing the housework
Earning lots of money	I like time alone, doing nothing
Fighting injustice	I try to wear trendy things
Becoming famous	Being able to afford anything I like

*Source: González (1998).*

## ANNEX 1

### Activities scale (AIO scale, continuation)

Handicrafts, DIY	Sports TV and/or radio programs
Workout	TV and/or radio soap operas
Attending sports events	Variety TV and/or radio programs
Going to the cinema	TV and/or radio cartoons
Visiting exhibitions, monuments	Regional news, TV and/or radio programs
Attending concerts, ballet, theater	Music TV and/or radio programs
Reading magazines and newspapers	Debate TV and/or radio programs
Going out at night	News TV and/or radio programs
Visiting places of great beauty	TV and/or radio films
Reading books	Gossip TV and/or radio programs
Participating in social or religious associations	TV and/or radio games and quizzes
Playing board games	TV and/or radio plays
Listening to music	TV and/or radio documentaries
Shopping	Cultural-scientific TV and/or radio programs
Current affairs TV and/or radio programs	TV and/or radio interviews

Source: González (1998).

## ANNEX 2

### LOV scale

Having property, social power and wealth	Pleasure and enjoyment of life
Taking life enthusiastically	Feeling secure
Maintaining emotional relationships with others	Having a good concept of oneself
Self-fulfillment	Being satisfied for having done your duty
Feeling respected by others	

*Source:* González (1998).