

A STUDY OF GENERATION Y TRAVEL BEHAVIOUR IN MALAYSIA

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Dedicate this dissertation, first and foremost, to all my family members and friends
who have given me their support in the course of my study!

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ABSTRACT

Generation Y is a special and creative group. They grew up in the wealthier environment and they tend to enjoy the life. This group includes several age cohorts which includes the teens and also young adults. They are the first generation who grew up with the environment full of new technology. There are the pull and push factors that are related to their motives for travelling and also may affect their travel behaviour. However, there is not much research mentioned about Generation Y travel motivation and travel behaviour during the trip. This study will study on the travel behaviour pattern of Malaysian Generation Y. To achieve the aim of this study, push and pull factors of travel motivation were used to identify the travel motivation of Generation Y. Then the travel behaviour of Generation Y during the trip was also to be determined through quantitative methods. Then only the travel behaviour pattern of Generation Y was been identified based on the motivation and behaviour. The results show that most of the Generation Y tends to travel because of knowledge seeking and for relaxation purposes. The results showed that the cost, core attraction and landscape are the main pull factors of travel motivation for Generation Y. The push and pull factor are the first stage in the travel behaviour pattern which Generation Y made their decision to travel. The analysis of travel behaviour of Generation Y also showed that most of Generation Y had a tendency for travelling during semester breaks, staying in hotels, eating local food and travelling with their family and friends for the purpose of relax and exploring new destination. Sightseeing was identified as the most preferred activities by Generation Y and primary source of information in planning their vacation include Internet (Trip Advisor, Groupon and Air Asia) and friends' recommendations. Therefore, this study showed how the travel behaviour pattern of Generation Y in Malaysia by determine the push and pull factors of travel motivation in making their decision to travel and also the travel behaviour during the trips.

ABSTRAK

Generasi Y merupakan kumpulan populasi yang istimewa dan kreatif. Mereka membesar dalam persekitaran yang kaya dan cenderung untuk menikmati kehidupan. Kumpulan Generasi Y ini termasuklah beberapa kumpulan umur iaitu remaja dan orang dewasa muda. Mereka adalah generasi pertama yang membesar dalam persekitaran yang penuh dengan teknologi yang baru dan canggih. Terdapat faktor-faktor tarikan dan tolakan yang berkaitan dengan motif mereka untuk melancong dan juga boleh menjejaskan tingkah laku mereka semasa melancong. Walaubagaimanapun, penyelidikan tentang motif pelancongan Generasi Y dan tingkah laku semasa melancong adalah amat kurang. Kajian ini akan mengkaji tentang corak tingkah laku semasa melancong bagi Generasi Y di Malaysia. Untuk mencapai matlamat kajian ini, faktor tolakan dan tarikan tentang motif pelancongan telah digunakan untuk mengenalpasti motif melancong bagi Generasi Y. Tingkah laku ataupun corak pelancongan semasa melancong bagi Generasi Y juga ditentukan melalui kaedah kuantitatif. Seterusnya, corak pelancongan Generasi Y dapat dikenalpasti dengan motif pelancongan dan corak tingkah laku Generasi Y semasa melancong. Hasil kajian menunjukkan bahawa sebahagian besar daripada Generasi Y bercenderung untuk melancong bagi tujuan untuk menambahkan pengetahuan dan berehat. Hasil kajian menunjukkan bahawa kos, tarikan teras dan landskap merupakan faktor tarikan utama motif pelancongan untuk Generasi Y. Faktor tolakan dan tarikan adalah punca dominan dalam menentukan pola atau corak pelancongan bagi Generasi Y sebelum melancong. Analisis perilaku perjalanan Generasi Y juga menunjukkan bahawa sebahagian besar daripada Generasi Y gemar melancong semasa cuti semester, tinggal di hotel dan menikmati makanan tempatan di samping ingin melancong dengan keluarga dan rakan-rakan mereka untuk tujuan berehat dan menerokai destinasi baru. Aktiviti menikmati pemandangan juga telah dikenalpasti sebagai aktiviti yang paling digemari oleh Generasi Y. Sumber maklumat utama dalam merancang percutian mereka adalah melalui laman sesawang Internet seperti Trip Advisor, Groupon dan Air Asia. Sehubungan dengan itu, kajian ini telah menunjukkan bagaimana corak atau pola pelancongan bagi Generasi Y di Malaysia dengan cara mengenalpasti faktor-faktor tolakan dan tarikan dalam motif pelancongan dan juga tingkah laku semasa melancong.

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GLOSSARY OF TERMS

- WTO - World Tourism Organization
WYSE - World Youth Student and Educational
UNWTO - United Nations World Tourism Organization

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

Tourism has become one of the fastest growing sectors in the world. In fact, the advanced technology and infrastructure available at present have made tourism an affordable product. Referring to the World Tourism Organization (WTO) (1995), “Tourism is defined as the activities of personal travel and to stay in places outside their usual environment for leisure, business, and other purposes”.

Different tourists or consumers have different needs and interests in choosing their tourism products. There is no any single way to segment them for each market to suit to the current market condition. That is the reason why marketers tend to “divide the market into distinct groups of buyers or consumers who might require separate products or marketing mixes” (Tourism resource consultants et al., 2010). Besides, most researchers have commonly used socioeconomics and demographics to segment the markets, such as segment the market on gender (Kim et al., 2003), region (Yuan, & Mcdonald, 1990), income (Kozak, 2002), motives (Yuan, & Mcdonald, 1990), and purpose of trip (Bieger, & Laesser, 2002).

However, there are still some differences in the characteristics of tourists (Woodside, & Pitts, 1976) which can be differentiated through their socio demographic, motivations, tourist activities, travel experience and lifestyle, and

values characteristics. Moreover, many researchers have emphasised tourists' lifestyle patterns in comparison to demographics in influencing tourist behaviour (Kattiyapornpong, 2009). Besides, no study has looked into the similarities and the differences in attitudes, perceptions, images, and motivation, which have a significant influence on travel decision among tourists (Cooper et al., 2005).

Motivation has long been a topic of interest among researchers and theorists in the area of leisure and travel (Lam, & Hsu, 2005). A major field in the research of travel and tourism deals with research pertaining to travel motivation. Maslow (1954) explained that individuals are motivated to do something in order to satisfy their different levels of needs. Motivation has a significant influence on tourists' travel decision. It contributes to better understanding of why individuals choose to travel and why travelling is important to them. Travel motivation is also one of the important elements that predict a tourist's behaviour. Many researchers have studied the importance of travel motivation and various theories have been developed from it. Dann (1977) also argued that push and pull are the two basic factors that affect an individual's decision to travel.

Based on WTO (2008), the youth tourism market accounts for 20% of global tourism and it is the fastest growing segment of travellers. In fact, some researchers have found that Generation Y would form a bigger market in the future (WTO, 2008). According to Chapman (2013), the General Director of WYSE Travel Confederation, as stated in ITB World Travel Trend Report 2013/2014, young people are the future of travel where the youth will represents over 20% of international arrivals. UNWTO also have estimated that there will be an increase from 200 million international youth trips to date to 300 million by 2020. However, there is still limited research that looks into their travel behaviour pattern and also on how the young people make their travel decision.

Furthermore, Malaysia has the required potential to increase its tourism income through this market of segmentation. The comprehension of travel behaviour among the Generation Y is helpful for the tourism market segmentation and offers considerable benefits for marketers of tourism destinations. Hence, it is important to gain a better understanding of the travel behaviour pattern of Malaysian Generation

Y on how they make their travel decision, and also their travel behaviour during the trips. The information retrieved can help in future tourism planning and in marketing for target tourists of Generation Y.

1.2 Problem Statement

There has been lack of research related to the travel behaviour of Generation Y. Previous studies surveyed the travel behaviour patterns among travellers on other segmentations, especially for senior travellers and baby boomers. Most researchers used age as a demographic segmentation in their studies, but they had been for senior travellers or baby boomers only, for example, Jang and Wu (2006), and Collia and Giesbrecht (2003) investigated the behaviour patterns of senior travellers on vacation pattern, examining models of travel destinations, length of vacation, and accommodation. Nevertheless, there is limited research on other generations, especially Generation Y (Jefferson, 1991). The characteristics of this specific segmentation market, travel motivation, and behaviour of Generation Y tourists are not specifically addressed.

From the literature review, there are some research studies on travel behaviour for Generation Y from other countries like Hong Kong (Ng, 2012) and Poland (Kowalczyk-Anioł, 2012). Qualitative methods have been employed to determine travel motivation and travel pattern of Generation Y through interviews on focus group in Hong Kong. However, the analysis showed that their behaviour is similar to those observed by Generation Y globally (Kowalczyk-Anioł, 2012). This is the reason to understand travel behaviour among Malaysian Generation Y in order to develop marketing strategies or tourism product for the Malaysian tourism industry.

As for the case study in Malaysia, there is also limited research on travel behaviour and travel motivation of Generation Y. In fact, a previous study surveyed the travel behaviour of students, but from other nationalities in Malaysia (Varasteh, Marzuki, & Rasoolimanesh, 2014). The study focused on determining the travel behaviour of international students studying in Malaysia. This study found that the

travel behaviour of the different students had been strongly associated with their demographic characteristics and nationalities.

Hence, this research is conducted to clarify travel motivation and travel behaviour of Generation Y in Malaysia for both domestic and international tourism destinations. The purpose of this study is to explore the travel behaviour pattern of Generation Y according to their travel motivation when making their travel decision and travel behaviour during the trip on the destination.

1.3 Research Questions

The following research questions are proposed in this study to comprehend the travel behaviour pattern of Generation Y in Malaysia.

1. What are the factors that influence the travel motivation of Generation Y in Malaysia?
2. What is the travel behaviour of Generation Y during the trip?
3. What is the pattern of travel behaviour among Malaysian Generation Y?

1.4 Research Aim and Objectives

The research is aimed to comprehend the travel behaviour pattern of Malaysian Generation Y. In order to achieve this aim, the objectives proposed are:

1. To identify the push and pull factors of travel motivation among Malaysian Generation Y.
2. To determine the travel behaviour of Malaysian Generation Y.

3. To understand the travel behaviour pattern of Malaysian Generation Y based on their travel motivation and travel behaviour.

1.5 Conceptual Framework

Based on the research aim and the research objectives, a conceptual framework is developed to understand the overall concept of the research. The figure below shows the conceptual framework for this study.

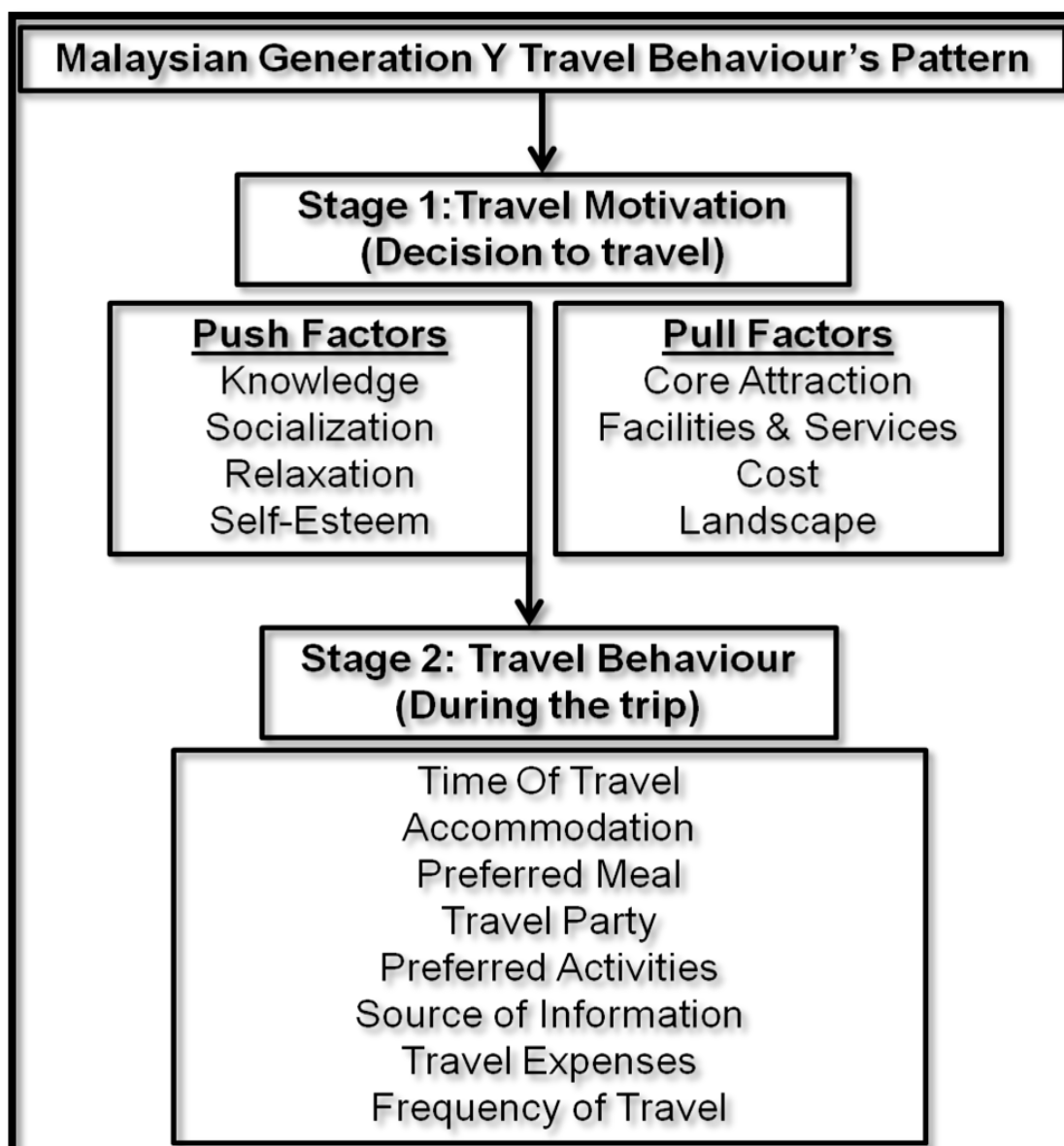


Figure 1-1 Conceptual Framework

The figure above portrays the travel behaviour pattern of Malaysian Generation Y in two stages: Stage 1 (Travel Motivation) and Stage 2 (Travel Behaviour). Travel motivation includes push and pulls factors, which influence the decision to travel among Malaysian Generation Y. According to Dann (1977), push factors (such as relaxation, self-esteem, and socialization) and pull factors (such as facilities and core attractions) are the two basic factors that affect an individual's decision to travel. Push factors develop the desire among individuals to travel, while pull factors influence where they go.

After understanding the factors that affect the travel decision of Malaysian Generation Y, their travel behaviour during the trip can be determined. In this study, several items related to travel behaviour during the trip are examined, such as time of travel, accommodation, preferred meal, travel party, preferred activities, source of information, travel expenses, and frequency of travel. When both travel motivation and travel behaviour during the trip have been identified, only then the travel behaviour pattern of Malaysian Generation Y could be determined.

1.6 Scope of Research

The scope of the research was:

- The target respondents of Malaysian Generation Y for this study are between the age of 15 and 34.
- The study focused on the travel by Malaysian Generation Y for pleasure and non-work purpose.
- The study was conducted on Malaysian Generation Y who travelled domestically or to foreign countries or both.

1.7 Limitations of Research

Every research has its limitation(s) as resources are finite. This study only focuses on items related to travel motivation and travel behaviour that have been listed in the questionnaire. Due to time constraint, those items were selected based on push factors (knowledge, socialization, relaxation, and self- esteem) and pull factors (core attraction, facilities and services, cost, and landscape).

There is also limitation on the geographical scope as the questionnaire will be disseminated to the respondents via online application. Besides, the questionnaire will be distributed at several locations where most Generation Y gathered, such as public library, shopping malls, and cafe shops. Furthermore, different backgrounds of the Generation Y, for example, age, gender, occupation, and even marital status, would contribute to different levels of experiences in travelling.

As for the behavioural patterns of tourists, three stages are involved: a) the decision to travel, b) during the trip, gauging tourists satisfaction with the infrastructures, facilities, attractions, and community, and c) after the travel, which involved tourists' travel refectation, their faithfulness on the travel destination and repeat visit. Nonetheless, due to time constraint, this study only focussed on the first two stages in determining the travel behaviour pattern of Malaysian Generation Y. The study identified the travel motivation of Malaysian Generation Y in making their decision to travel and the travel behaviour during the trip, including time of travel, accommodation, preferred meal, travel party, preferred activities, source of information, frequency of travel, and travel expenses.

1.8 Expected Outcome

From the study, some expected outcomes have been anticipated to shed some light on the travel behaviour pattern of Malaysian Generation Y, namely:-

- Understanding the push and pull factors of travel motivation for Malaysian Generation Y. They can help to determine how Generation Y in Malaysia makes decision to travel.
- Determining the travel behaviour of Malaysian Generation Y during the trip stage in several aspects.

1.9 Significance of Research

Through the examination of travel motivation and travel behaviour among Malaysian Generation Y, this study contributes to the field of travel research in the following ways:

- The study contributes to the literature of tourism on travel motivation and travel behaviour for Malaysian Generation Y. The target population for this study is Generation Y in Malaysia; a population that has been underrepresented in research studies. The results offer a better understanding of the travel behaviour pattern among Malaysian Generation Y. Besides, there is a strong need for researchers in tourism studies to gain more understanding on travel motivation and travel behaviour among Generation Y as the new trend for market segmentation in the tourism industry in the future.
- On the application level, tourism operators can decide and develop new marketing strategies to target the Generation Y and develop new specific products to meet the demands of this special market segment. Comprehension of the travel motivation and the travel behaviour of Generation Y can help marketers to predict customer needs and market trends to provide better services.

1.10 Research Design

The research consisted of five stages: Preliminary Stage, Literature Review, Data Collection, Analysis and Findings, and for the last stage, Conclusion and Recommendations. Besides, **Figure 1-2** illustrates the flow of the research for better comprehension.

1.10.1 Preliminary Stage

In the preliminary stage, the problem statement, the research objectives, as well as the scope of the research are identified. The background of the problem should be clearly identified and justified, as it is important to have a clear direction in order to define the research aims and objectives. The aims and objectives will aid in identifying the scope of the study, and in effectively conducting the research. It is the most crucial stage for any research, as it is the starting point of the research.

1.10.2 Literature Review

Literature review involves the gathering of information through literature reading on references and journals related to the topics. The literature review of this study began with the understanding of the background and the characteristics of Generation Y. Then, travel motivation, which involved push and pull factors, will be explored. After that, the concept of travel behaviour will be looked into in order to determine the items of travel behaviour in conducting the questionnaire survey.

1.10.3 Data Collection

First of all, the survey will be conducted via online survey system by using Google Questionnaire Application. The URL link will be provided to the participants via email or other social network like Facebook. Besides, in order to effectively and accurately obtain the results of the study, about 300 respondents will be examined.

The questionnaire will be distributed by hand in several locations like public library, shopping malls, or cafe shops, where Generation Y normally gathers. This approach is used in order to achieve a higher response rate, instead of waiting for responses from the online survey.

1.10.4 Analysis and Findings

The collected data will be compiled and analysed quantitatively. For instance, frequency distribution and mean score are calculated using Microsoft Excel. The mean determined the ranking for each item, as it represented the important factors or items. Besides, statistical analyses were also conducted by using formula via Microsoft Excel. The statistical methods included frequency distribution, mean, and ranking.

1.10.5 Conclusion and Recommendations

At the end of the research, the travel behaviour pattern of Malaysian Generation Y during the trip stage will be concluded. Then, the findings of this research also revealed the main push and pull factors for travel motivation, which affected the decision of travel among Malaysian Generation Y. In addition, based on the literature review, better understanding on travel motivation, travel behaviour, and characteristics of Generation Y would be obtained. In addition, some recommendations will be suggested for the current tourism industry in Malaysia. The following flow chart depicts the process of the conduct for this study.

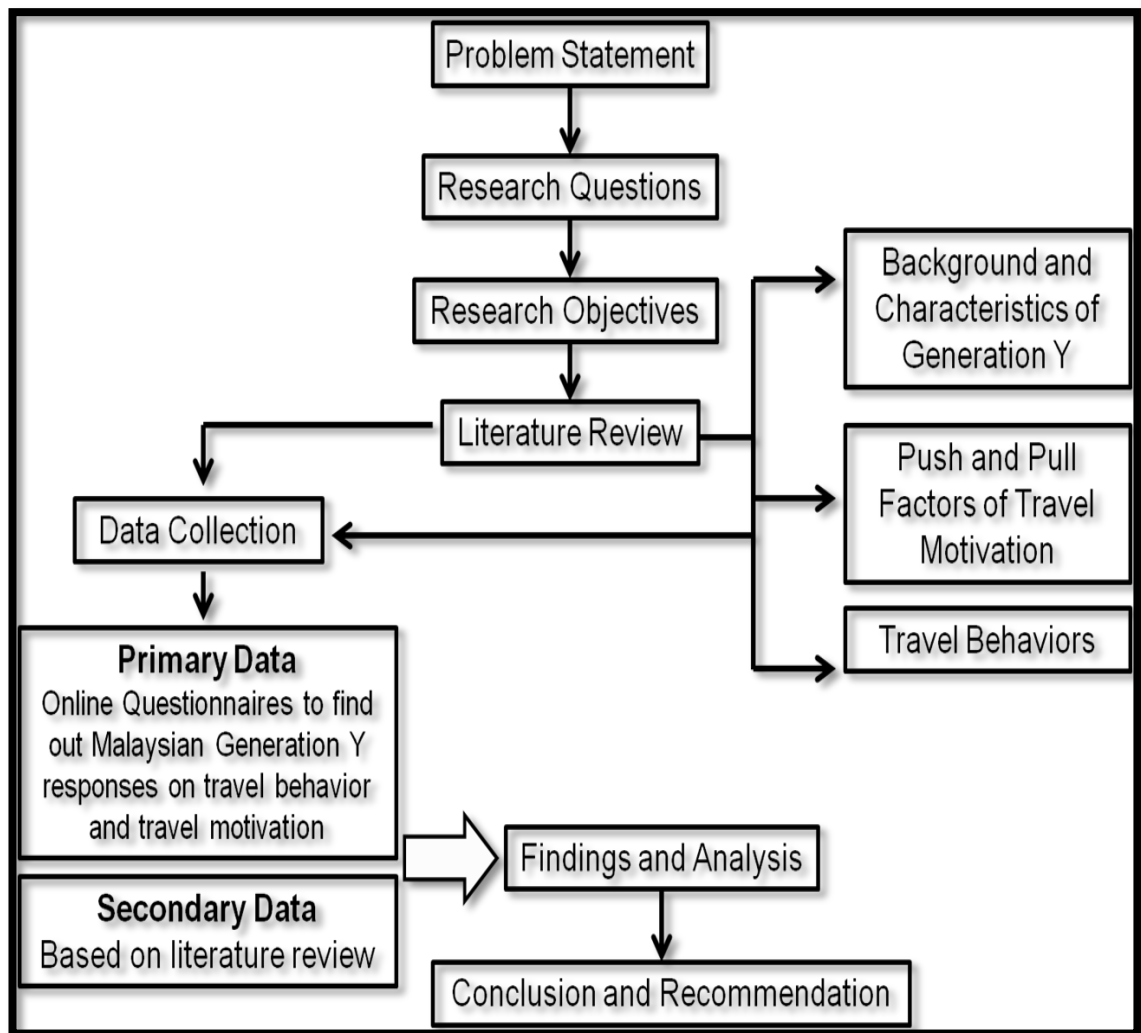


Figure 1-2 Flow Chart of the Research

1.11 Outlines of the Dissertation

This dissertation consists of five chapters. Chapter one is the introduction, which includes the research objectives and aims, the research questions, the significance of the study, the expected outcomes, the scope, and the limitations of the study. Chapter two contains the literature that offers the theoretical background pertaining to the characteristics of Generation Y, travel motivation, and push and pull factors of travel motivation and travel behaviour. Meanwhile, chapter three presents the research design, the instruments, the research sampling, the data collection, and the method of analysis. Chapter four presents the analysis and the findings from the data collection. Finally, chapter five discusses the results, the limitations, the conclusion, and the recommendations.

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