

行政院國家科學委員會專題研究計畫成果報告

家庭成員在家庭旅遊決策影響之研究

Family Members' Influences in Family Vacation Decision-Making

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一、中文摘要

由於近年來國人休閒旅遊意識的抬頭，伴隨隔週休二日制度的實行，家庭從事旅遊的機會也隨之增多。而家庭是最基本的消費及決策單位，其中家庭購買決策會因產品類型、決策型態、決策過程及項目和家庭特性的不同而有所差異，本研究目的旨在探討核心家庭的成員在三項家庭旅遊決策過程（問題認知、資料收集及最後決定）及七項決策項目（渡假地點、出發時間、渡假天數、花費金額、交通工具、餐廳類型及住宿型態）上的影響程度之差異及其決策型態。

研究結果發現到墾丁旅遊的核心家庭，除「旅遊天數」、「花費金額」及「交通工具」三項決策項目上是由父親支配外，其餘七項家庭旅遊決策多是由父母來主導。而家庭成員影響力亦會受到父母親平均年齡、教育程度、單薪雙薪、家庭總收入、家庭生命週期及家庭旅遊人數等六項變數所影響。由於過去關於家庭旅遊的研究付諸闕如，因此期望本研究所得之結果及相關建議能供業者行銷策略之參考。

關鍵詞：家庭旅遊、家庭旅遊決策、家庭購買決策、消費者行為、小孩、影響、認知。

文摘要

The family is the basic consumption and decision unit. The nature of decision-making within a family is an important issue both for academia and marketers. As Taiwan society promotes leisure consciousness as well as the implementation of a five-day workweek

system, the family vacation is expected to increase rapidly in the travel market. Families must be understood in terms of their decision-making dynamics in vacation planning.

The purpose of this study is to extend and update current research on family vacation decision making. This study evaluates the perceived influence of family members in vacation decision-making across 3 stages of decision-making process - problem recognition, information search, and final choice; and 7 sub-decisions - where to go, when to go, how long to stay on vacation, how much to spend, transportation mode, type of accommodation, and type of restaurant. This study also investigates the relative efficacy of family characteristics in predicting the perceived influence of each family member.

This study was conducted based upon on-site personal interviews of nuclear families who vacationed in Kenting. In results from 253 respondents, it was found that family vacation decision-making tends to be syncretic in nature, with some input from the children. However, some significant differences were observed between family members. Marketing implications and recommendations for future research regarding vacation decision-making by families are discussed.

Keywords: family holiday, family vacation, family decisionmaking, family purchasing decisionmaking, children, influence, perception

二、緣由與目的

Introduction

The family is the major group in which individuals spend most of their leisure time. Many family members (both parents and children) would also like to spend more leisure time together (Holman & Epperson, 1984; Kelly, 1978). While much literature in travel and tourism has treated tourist behavior as an individual model of action, many travel decisions are made within a family context. Families are consumption units of critical importance in the study of tourist behavior in two major ways. First, the family is the fundamental social unit of group formation in society, and hence the basic unit of usage and purchase for travel products. Second, the family is a major influence on personality characteristics, attitudes, values, and behavior of individuals. Individual family members often specialize in performing certain purchasing roles and determining the outcome of family decision making.

According to the Tourism Bureau of Taiwan, more than 30% of domestic trips and over 36% of foreign trips were taken by couples with other family members. As Taiwan society promotes leisure consciousness as well as the implementation of a five-day workweek system, the family vacation is expected to increase rapidly in the travel market. For marketers selling travel products, an understanding of the dynamics of decision-making within a family vacation planning is essential. The purpose of this study is to extend and update current research on family vacation decision making. This study evaluates the perceived influence of family members in vacation decision-making across three stages of the decision-making process and seven

sub-decisions. This study also investigates the relative efficacy of family characteristics in predicting the perceived influence of each family member.

Literature Review

Past research into decision-making in the family vacation has concentrated upon the respective roles of husband and wife. The role of the children was often overlooked. However, there has recently been an increasing recognition of the children's importance in family vacation decision making, and a number of studies have also included children as part of their investigations. Most studies classified family consumption decisions as autonomic, husband-dominant, wife-dominant, and syncretic decision making. Autonomic decision making means approximately an equal number of decisions are made by each spouse, with each decision being individually made by each marriage partner without being influenced by the other partner. Syncretic decision making generally means most decisions are made by both husband and wife. Some researchers grouped decision patterns into child-dominant, parent-dominant, syncretic (joint decision), and autonomic (separate) in those studies with children being considered (for example, Foxman and Tansuhaj, 1988). The following section provides a brief overview of prior research regarding family decision making within the context of family vacation.

The first work on decision making in the family vacation was conducted by Sharp and Mott (1956). They tried to determine who made the decision on where to go on vacation as part of their study of family decision making. It was suggested that the vacation decision was primarily the joint responsibility of husband and wife. The

same tendency was also found in the results of Blood and Wolfe (1960) and Cunningham and Green (1974). However, Davis (1970) argued that when a family purchase decision was divided into subdecisions, influence in decision making would vary. That is, conclusions about which the spouse makes the family vacation decision would depend upon which particular subdecision was being considered. The specific roles of husband and wife may vary by the stage in the decision process as well as the particular subdecision. The landmark study was conducted by Davis and Rigaux (1974). They examined the respective roles of husband and wife across three stages of the decision process by presenting a triangular configuration showing the relative influence of husbands and wives on decision making and the extent of role specialization. Their findings also supported the conclusion of earlier studies that both spouses jointly decided on the family vacation. Szybillo and Sosanie (1977) examined family role relationships in vacation decision making as part of their study over three stages in the decision process and four subdecisions, with children being considered. The result indicated that only the subdecision of "how much to spend" was characterized as being joint decision making between husband and wife, while the other six decisions were undertaken jointly by all family members (including children). The authors characterized the role structures as being "complete family". In their study, children were recognized to play a notable role in vacation decision-making. They had more influence in problem recognition and information search, less in choice, and least on how much to spend. Jenkin (1978) worked on investigating which family member was the most influential for specific

vacation decisions. In contrast to earlier work, husbands dominated decisions on information collection, length of trip, vacation dates, and expenditures of vacation, whereas decisions on whether to take the children, transportation mode, holiday activities, type of accommodation, and destination were joint decisions. Neither wives nor children were found to be the primary influence on any decision in family vacation making. Filiatrault and Ritchie (1980) also examined decision making influence across 17 subdecisions in vacation travel. The findings revealed that husbands dominated decision making in families with children, while joint decision making was more prevalent where there were no children. Although children were perceived to have little influence in the overall process, they were perceived to have the greatest influence with regard to whether or not to take a trip, the type of accommodations chosen, and the type of vacation to be taken. Belch et. al. (1985) investigated parental and teenage child influences in vacation as part of their study of family decision making. Their findings were consistent with Sharp and Mott's (1956) and Davis and Rigaux's (1974) that spouses tended to contribute equally in all three stages of the decision process and five subdecisions. Husbands were perceived to have more influence in the final decision, how much money to spend, and how much time to spend. Overall, children's influence was the greatest for deciding on where to go and the least on how much money to spend. Nichols and Snepenger (1988) examined decision making by families who vacation to Alaska. They evaluated husband-dominant, wife-dominant and joint-decision making couples on sociodemographic characteristics, prior travel behavior, and travel experience. Results indicated that families utilizing joint

decision making tended to plan their vacation earlier, used slightly more information sources, consulted friends and relatives more often, and participated in a greater number of activities while on vacation than wife- or husband-dominant families. Dale (1992) explored the impact of family life cycle on family travel decision making. The author supported the traditional conclusion that the family vacation decision is most often the result of a joint decision-making process, however, he found wives to be more likely to make individual decisions in families with children, not less likely. In contrast to earlier studies, wives in this study were found to be more involved in information seeking. Madrigal (1993) examined spouses' perceptions of the relative influence exerted by family members across eight vacation subdecisions. The finding indicated that the husband played a dominant role in deciding when to go, whereas the other seven decisions still remained syncretic in nature. Husbands were perceived to have a major influence in deciding when to go and in determining how much was spent on the trip. Wives, on the other hand, were perceived to have more influence in deciding where to stay, information collection, and finding out costs associated with the trip. Children's influence, as perceived by their parents, was negligible overall.

From a brief historical overview of past research in family decision making within the vacation context, one may observe that even though there are some discrepancies between studies, as a whole, family vacation decision-making tends to be highly syncretic, with some input from the children. Vacations are perhaps the most democratic of a family's purchase decisions as compared to other goods and services. The tourist product in the family vacation does not only

contain the instrumental or the expressive aspect alone.

Three major contributions can be gained from this study. First, although several studies have examined family decision making with respect to vacation travel, most of them are quite dated. Only three empirical studies have appeared in research journals over the last decade. Consequently, decision making patterns need to be monitored periodically and changes identified. Second, the majority of research on the topic of family decision-making was conducted in Taiwan, while families in eastern society were ignored. In fact, several changes in family structure and composition have been witnessed in the past two decades in eastern society. Among more important changes are the increasing number of employed women, smaller average family size, later marriages, and the questioning of traditional spousal roles in a family. These changes herald an inevitable increase in joint decision making between husband and wife within the family. Comparative data between different cultures is especially valuable if marketers are to maintain their position in the marketplace internationally. Last of all, most past research on family vacation decision making used a constant-sum scale to measure the relative influence. Nevertheless, this measure may not reflect reality because a family member may believe that he or she exerts a great deal of influence in some decisions and little in others, independent of the influence of other family members. In this study, a different measure of influence for each family member was established to reflect one of five levels - from "not influential at all" to "very influential". Thus, this measure is able to simplify the cognitive tasks of respondents as compared to a constant-sum scale, and explore multiple

family members with independent evaluation of influence.

Methodology

This study was conducted based upon on-site personal interviews of families who vacationed in Kenting. Travel parties were first screened on two basic conditions: (1) the traveling party was composed of a nuclear family where two spouses and child(ren) were traveling together, and (2) the main purpose of the trip was to vacation, and to stay at least one night in Kenting. Families traveling with other relatives, such as grandparents, uncles and aunts, cousins and in-laws were excluded from this study. The nuclear family is the major family pattern in Taiwan as it composes more than 53% of all family population. Kenting was chosen because it is ranked second among the ten most popular destination of domestic travel. Samples were readily available for a variety of recreational and lodging facilities provided nearby for travelers wishing to stay an extended time in Kenting area. After the screening process, qualified traveling parties were asked to respond to a questionnaire which contained three primary parts of measurement concern. The first part of the questionnaire involved travel behavior of the current trip. The second part pertained to the perceived level of influence exerted by each family member (husband, wife, and children) across stages in the decision-making process and travel-related subdecisions for that trip. The perceived level of influence of each family member was measured with a 5 point Likert-type scale ranging from 1 for not influential at all to 5 for very influential. This measure is able to consider multiple family members with independent evaluation of influence. The third part obtained data on family structural and sociodemographic

characteristics. A three-stage decision-making process as suggested by Davis and Rigaux (1974) was employed. They are problem recognition, information search, and final decision. Seven vacation-related subdecisions included where to go, when to go, how long to stay, how much to spend, transportation mode, type of restaurant chosen, and type of accommodation chosen. To ensure a random sample of families, data was collected on different days/nights. Only one spouse from each family completed the survey form, providing the information for the entire family. Each family was interviewed for about 2 minutes. It might be debatable whether information from only one spouse is sufficient in family decision-making studies. However, past research has showed that data from either spouse is adequate if one's purpose is to describe behavior on an aggregate basis, even though there might be some disagreement within family members on an individual family basis (Davis, 1970; Granbois & Willet, 1970; Davis, 1971). The resulting sample consisted of 253 completed questionnaires.

Analyses and Results

Family Characteristics

Of the 253 parents participating in this study, 52.2% were wives and 47.8% were husbands. A profile of family characteristics is provided in Table 1. As shown, over 80% of participating husbands and 76% participating wives were in the 30 ~ 49 age range. The mean age was 38.45 and 35.6 years respectively. 79.8 % of the husbands and 80.3% of the wives were between senior high school and college in educational level, whereas a higher percentage of husbands than wives (12.7% v.s. 5.5%) had completed higher education. More than

25% of the respondents reported family income between NT50,000 and NT 70,000 per month, while also 22.5% reported making more than NT110,000. Most sample families (66%) had a youngest child who was under the age of six. Three to four members in a family was prevalent in most of the sample families (86.6%). The families in the sample tended to have a slightly higher income and education level than the general nuclear family population.

Table 1
Summary of Family Characteristics

Family Characteristics	n (N=253)	%
Father's age		
< 30 years	23	9.1
30-39 years	134	53.9
40-49 years	69	27.3
50-59 years	24	9.5
60 and above	3	1.2
Average age = 38.45		
Mother's age		
<30 years	47	18.6
30-39 years	144	56.9
40-49 years	47	18.6
50-59 years	15	5.9
Average age = 35.60		
Father's education		
Primary school or less	4	1.6
Junior high school	15	5.9
Senior high school	56	22.1
Junior college	69	27.3
College	77	30.4
Graduate school	32	12.7
Mother's education		
Primary school or less	12	4.7
Junior high school	15	5.9
Senior high school	80	31.6
Junior college	66	26.1
College	66	26.1
Graduate school	14	5.5
Family stage (age of youngest child)		
< 6 years	167	66.0
7 ~ 15 years	57	22.5
16 ~ 22 years	19	7.5
> 22 years	10	4.0

Major source of family income		
Father	103	40.7
Mother	3	1.2
Children	2	0.8
Both parents	138	54.6
Parent(s) and child(ren)	7	2.8
Monthly family income		
Less than NT30,000	6	2.4
NT30,000 ~ 50,000	46	18.2
NT50,001 ~ 70,000	65	25.7
NT70,001 ~ 90,000	34	13.4
NT90,001 ~ 110,000	45	17.8
More than NT110,000	57	22.5
Family size		
3	106	41.9
4	113	44.7
5	26	10.3
6	5	2.0
7	3	1.2

Family Travel Behavior

Family travel behavior of respondents appears in Table 2. Approximately 96% of the participating families traveled to Kenting for the purpose of pleasure. About 31% of the respondents have never been to Kenting for vacation in the past, whereas at least 69% respondents said they were repeat visitors to Kenting. Over 45% of the families traveled during weekend or national holidays and about 46% of the families traveled in coordination with the father's or children's holidays. Most families took one or two nights' trip (89.8%). The majority of families (79.5%) drove to Kenting by car. Most families used commercial lodging. 41% of the respondents indicated that the total travel expenditure of the family trip was between NT5,000 and NT7,499. The average family travel expenditure was NT7,680.

Table 2
Summary of Family Travel Behavior

Family Travel Behavior	n (N=253)	%
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Purpose of the trip			Car	201	79.5
Pleasure	242	95.7	Train	25	9.9
Business	2	0.8	Airplane	20	7.9
Visit friends and families	9	3.6	Bus	4	1.6
			Others	3	1.2
Previous travel to the same destination			Accommodation type		
Never	78	30.8	Hotel/motel	215	85.0
1 ~ 2 times	96	37.9	Friends and families	23	9.1
3 ~ 4 times	51	20.2	Others (camping, etc.)	15	5.9
More than 5 times	28	11.1			
Average = 1.87			Travel expenditure		
Travel date			< NT5,000	42	16.6
Weekend or national holiday	116	45.9	NT5,000 ~ 7,499	105	41.5
Father's holidays	55	21.7	NT7,500 ~ 9,999	34	13.4
Mother's holidays	18	7.1	NT10,000 or above	72	28.5
Children's holidays	63	24.9	Average expenditure =		
Others	1	0.4	NT7,680		
Number of nights spent in Kenting			Perceived Influence of Family Members in Vacation Decision-Making		
2 days, 1 night	134	53.0	ANOVA analyses and Scheffe's		
3 days, 2 nights	93	36.8	multiple range test were used to examine		
4 days, 3 nights	18	7.1	whether differences existed across family		
5 days, 4 nights	8	3.2	members in the perceived influence of		
Average = 2.6 days			decision-making.		
Transportation mode					

Table 3
Mean Influence of Family Members across Decision Stages and Decision Areas

Vacation Decision-Making	Perceived Influence of			Test Statistics F ^{2,3}	Decision Pattern ⁴
	Husband Mean ¹ (s. d.)	Wife Mean	Children Mean		
Decision Stages					
Problem Recognition	3.90 ^a (0.87)	3.81 ^a (0.82)	2.64 ^b (1.11)	139.95 ^{**}	JD
Information Search	3.56 ^a (0.95)	3.55 ^a (0.87)	2.43 ^b (1.04)	117.86 ^{**}	JD
Final Decision	3.95 ^a (0.94)	3.88 ^a (0.85)	2.57 ^b (1.07)	166.98 ^{**}	JD
Mean	3.80 ^a (0.79)	3.75 ^a (0.70)	2.55 ^b (0.99)	183.99 ^{**}	JD
Sub-decisions					
Where to go	3.89 ^a (0.88)	3.85 ^a (0.81)	2.62 ^b (1.15)	142.91 ^{**}	JD
When to go	3.88 ^a (0.85)	3.74 ^a (0.87)	2.61 ^b (1.19)	126.03 ^{**}	JD
How long to stay	3.93 ^a (0.80)	3.70 ^b (0.87)	2.61 ^c (1.16)	138.23 ^{**}	HD
How much to spend	3.96 ^a (0.93)	3.58 ^b (0.92)	2.06 ^c (0.94)	264.08 ^{**}	HD
Transportation mode	3.99 ^a (0.98)	3.34 ^b (1.02)	2.13 ^c (0.98)	229.60 ^{**}	HD
Restaurant type	3.64 ^a (0.92)	3.63 ^a (0.89)	2.64 ^b (1.16)	84.83 ^{**}	JD
Accommodation type	3.78 ^a (0.90)	3.75 ^a (0.81)	2.35 ^b (1.04)	198.24 ^{**}	JD
Mean	3.87 (0.76)	3.66 ^a (0.67)	2.43 ^b (0.91)	253.67 ^{**}	HD

Grand Mean	3.84 ^a (0.70)	3.70 ^a (0.63)	2.49 ^b (0.89)	261.17	JD
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¹ on a scale from 1 = not influential at all to 5 = very influential.

² One-way ANOVA and Scheff's multiple range test employed to compare means.

³ * = significant at P < 0.01.

⁴ JD = Joint Decision-making where there is no significant difference between spouses

HD = Husband-Dominant decision-making where husband's influence is statistically higher than that of wife's

(a,b.) Means with different superscripts are significantly different from each other.

The data presented in Table 3 shows the mean and standard deviation of perceived influence of husband, wife and children across each of the decisions. For the sample as a whole, husband's influence was greatest both in the decision stages and sub-decisions. Children's influence was clearly the lowest overall. Children were perceived to be involved in the majority of decisions but to only a moderate degree. They had more influence in sub-decisions regarding where to go (Mean = 2.62), when to go (Mean = 2.61), how long to stay (Mean = 2.61), and what type of restaurant was chosen on the vacation (Mean = 2.64) and had the least influence on how much to spend. The results of ANOVA analyses and Scheffe's multiple range test reveal that there was a statistically significant difference among family members. Both parents exerted significantly more influence than their children in all decisions (Mean_{father} = 3.84, Mean_{mother} = 3.70, Mean_{children} = 2.49). No significant difference was observed between spouses in any stage of the decision process. This indicated that decisions of problem recognition, information search, and final

decision tended to be highly syncratic between spouses. The husband, while still highly influential, appeared to share decision authority with the wife in all stages of the decision process. As for sub-decisions, in three of the seven possible perceptions of influence, the husband was significantly higher than the wife. Husbands dominated decisions on how long to stay, travel expenditure, and transportation mode, whereas decisions on where to go, when to go, where to eat, and the type of accommodations chosen were joint ones.

Family Characteristics on Decision-Making

The extent to which family characteristics explained the perceived influence of each family member on decision-making was examined utilizing stepwise regression analyses. The dependent variable was the perceived influence of each family member in decision-making. An overall measure of each member's perceived influence was calculated for all decisions (three decisions of stage of decision process plus seven sub-decisions).

Table 4
Correlation Matrix of Independent and Dependent Variables

Variable	1	2	3	4	5	6	7	8	9
1. Husband's influence									
2. Wife's influence									
3. Children's influence									
4. Parents' mean age	-.177	-.105	.504	1.000					
5. Mean educational level	.260	.212	-.148	-.259	1.000				
6. Family income source	.109	.258	-.033	.090	.328	1.000			

7. Family monthly income	.159	.274	-.021	-.116	.322	.344	1.000		
8. Family stage	0.205	-.055	.453	.728	0.334	-.096	-.118	1.000	
9. Family size	-.167	-.127	.362	.478	-.204	-.135	-.169	.299	1.000

The independent variables included spouses' average age, spouses' average educational level, family monthly income, family size, major source of family income, and family stage (based on age of the youngest child). Before employing regression analyses, Pearson correlations were examined to check for multicollinearity within the independent variables. Results of correlation analyses are reported in Table 4. Obtained correlations between independent variables ranged from 0.09 to 0.47 except for the relationship between parents' mean age and family stage ($r = 0.73$). Parents' mean age was then dropped from the following regression analyses in order to minimize the possibility of multicollinearity problems.

Stepwise multiple regression analyses on the perceived influence of each family member are presented in Table 5 to Table 7.

Table 5:
Regression Analysis for Predicting the Perceived Influence of the Husband in Family Vacation Decision Making

Independent Variables	Beta	T	P-value
Ave. education level of the parents	0.234	3.355	0.001
Family Stage	-0.111	-2.070	0.039

$R^2 = 0.083$
 $F = 11.354, P = 0.000$
 $D-W = 1.919$

As indicated in table 5, parents' educational level and family stage were the most important contributors in predicting the perceived influence of the father in decision making, but these two variables explained only 8% of the total variance. The result suggests that the higher the parents'

educational level and the younger the youngest child in the family, the greater the perceived influence of the husband in decision making.

Table 6:
Regression Analysis for Predicting the Perceived Influence of the Wife in Family Vacation Decision Making

Independent Variables	Beta	T	P-value
Family monthly income	0.173	3.293	0.001
Major source of family income	0.226	2.911	0.004

$R^2 = 0.105$
 $F = 14.690, P = 0.000$
 $D-W = 1.721$

For the wife, on the other hand, the significant predictors were different. Family income and the major source of family income were found to be significantly related to the perceived influence of the wife. That is, the higher the family income, the higher the perceived level of influence of the wife in vacation decision making. In addition, the wife tended to have more influence in a dual-income family than that in a single-income one. These two variables explained 10 percent of the variance in the wife's influence.

As for the children, two variables contributed significantly to explaining the variance in children's influence - family stage and family size. Thus, older children were perceived to have greater influence than younger ones and children in bigger families were also perceived to have more influence than those in smaller families. These two variables explained 26% of the total variance in children's influence.

Table 7:
Regression Analysis for Predicting the Perceived
Influence of the Children in Family Vacation
Decision Making

Independent Variables	Beta	T	P-value
Family stage	0.422	6.639	0.000
Family Size	0.322	4.365	0.000

$R^2 = 0.261$
 $F = 44.215, P = 0.000$
 $D-W = 1.753$

Conclusions and Discussion

The fundamental purpose of the research was to examine the perceived level of influence for each family member across 3 stages of decision-making process and 7 sub-decisions, and to investigate the relative efficacy of family characteristics in predicting the influence of each family member. Two major findings emerged in this study. First, the result mostly supported earlier research. However, the conclusion of prior studies that the overwhelming majority of family vacation decision utilizes joint decision making apparently can not be drawn from this study. It was found that at least 43% of the subdecisions (three in seven) about vacations were dominated by the husband. Husband-dominant decision making tended to be present in decisions about length of vacation, total amount spent, and mode of transportation used, whereas joint decisions were most common in decision stages of initial need recognition, information collection, and final decision, as well as in subdecisions of destination choice, vacation dates, type of restaurant, and type of accommodation. This study support the idea that the role of husbands and wives in different cultures may influence consumer decision making. It appears that married couples in Taiwan still

believe in traditional sex-role stereotype as compared to their western's counterparts. However, a decrease in gender differentiation and the changing role of women in society in general and in the family in particular herald a shift toward joint decision making between spouses within the family. Second, several interesting relationships result from the regression models investigated individually. Among selected family characteristics, variables that contributed significantly to explaining the variance in influence for each family member are different. Spouse educational level and family stage were significantly associated with husband's influence, while family income and whether the wife works explained wife's influence most. Children's influence was best explained by family stage and family size. Specifically, the more educated the spouses and the earlier stages of the life cycle, the more influence the husband's influence. On the other hand, the greater the family income, the more the influence allocated to wives in decision making; and working wives exert greater influence than wives without employment. As for children, as the age of the oldest child increases, children's influence increases; and family size has a positive effect on children's influence. Some of the above findings might be explained by the resource-contribution theory that an individual will have greater influence in decision making if he or she has more resources. Family members' resources may include education (as in the case for father), income contribution (as in the case for working wife), etc.

As for marketing implication, one should recognize that marketing strategies are influenced at almost every turn by the nature of family role and decision-making patterns. Whether the marketer is concerned with

product, promotion, channel, or pricing decisions, family purchase patterns must be well understood in order to know whom to target and whether or not they need to reach both parents, either parents, or the children as well to influence a decision. The result of this study suggests that it is unwise for marketers to generalize the influence of family members from one vacation decision to the another, but to determine it separately for each decision. Once the key decision maker within a family has been identified, a substantial portion of their promotional efforts should target that member. For those decisions in which one spouse dominates, the advertising messages may be developed with that segment in mind. Marketing plans also require specialized use of media having a strong appeal to that segment. However, where joint decision making prevails, the marketer may need to develop separate messages attuned to each party's buying criteria. While children are not the target audience for the tourism industry as a whole, they may wield great power over their parents' spending habits. Some marketing strategies therefore should be tailored to fit their needs so that their needs can be met by their parents.

Recommendation for Future Research

Several directions are proposed for improving current research. In this study, only family characteristics were under investigation in predicting influence of each family member. However, regression analyses accounted for only 8% ~ 26% of the variance. A large portion remains unexplained. Other variables such as family cohesion, adaptability, communication (Engel, Blackwell, and Miniard, 1995), gender role ideology (Madrigal, 1993), role theory (Parsons and Bales, 1955), and product

importance perceptions (Foxman and Tansuhaj, 1988) may prove fruitful in this respect. Moreover, to capture dynamic phenomena of decision making within a family, the investigation of the tradeoff between power and interest of multiple decision makers and perceptions of each other's sex roles are needed. This can be done in the context of longitudinal studies where possible. Furthermore, in order to investigate family decision-making between parents and children more realistically, it is necessary to adopt a reciprocal view of how the purchase behavior of parents and children may be influenced by one another. Lastly, this study focused on family members' influence within the nuclear family. In fact, extended families are also prevalent in Taiwan. Failing to consider different family structures (such as unmarried couples, late marriage, single parents, divorced parents, childless couples), and particularly the intergenerational influence in decision making, would confine our analyses to only one subset of the family population.

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