AN INVESTIGATION OF THE FACTORS THAT INFLUENCE THE
DECISION-MAKING OF CHINESE TOURIST TRAVELLING
TO SOUTH AFRICA

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DECLARATION

I declare that:

An investigation of the factors that influence the decision-making of Chinese tourist travelling to South Africa

is my own work. That all sources used or quoted have been indicated or acknowledged by means of complete references, and that this thesis contains no material which has been accepted for the award of any other degree or diploma at any university or other institution, and to the best of my knowledge, contains no material previously published or written by another person, except where due reference is made in the text of this thesis.

Signature:

Date:
ABSTRACT

The growth of the Chinese economy represents a significant opportunity for global travel and tourism and it has raised the expectation that the South African tourism industry will explore and benefit from the Chinese outbound market growth. Since international travel and tourism is becoming a significant component of the South African economy, it is important to understand the factors that influence consumer decision-making in tourism.

The main objective of this study was to determine the factors that influence the decision-making of Chinese tourists that travel to South Africa. The research gives a systemic review of the Chinese outbound market, starting with the Chinese outbound travel history, and the impact of the social-economic issues on Chinese travel and tourism. An overview is provided of the size, growth and the regulation of the Chinese outbound market, as well as the main characteristics of Chinese outbound tourists.

The factors that influence decision-making are compartmentalised into two categories: internal and external factors. Internal and external factors relate to the concept that people travel due to the fact that they are pushed by their own internal forces and pulled by the external forces such as the social environment, reference groups, social class,
the restrictions from government regulations and the attraction of travel destination countries.

The empirical findings reflect that the factors that have the most significant impact on the decision-making process of Chinese outbound tourists travelling to South Africa are perception about safety, lack of knowledge about South Africa and a growth in the use of the Internet as a source of tourist information. The study also reflects a tendency towards individualism and a shift away from traditional group decision-making. Based on the findings of the empirical study, South Africa tourism needs to offer a safe travel environment, provide greater access to information featuring South Africa as a tourist destination, and offer discounted travel packages.
CONTENTS

CHAPTER ONE

RESEARCH DESIGN AND BACKGROUND

1.1 INTRODUCTION ..............................................................................1

1.2 MAIN PROBLEM ...........................................................................2

1.3 SUB-PROBLEMS ..........................................................................2

1.4 DEMARCATION OF RESEARCH ..................................................3
   1.4.1 Research population .................................................................3
   1.4.2 Geographic demarcation .............................................................3

1.5 LITERATURE REVIEW ...................................................................4

1.6 SIGNIFICANCE OF THE RESEARCH ...........................................7

1.7 DEFINITION OF KEY CONCEPTS ...............................................7
   1.7.1 Tourist .................................................................................8
   1.7.2 Consumer behaviour ...............................................................8
   1.7.3 Decision-making process ........................................................9
   1.7.4 Internal Factors ....................................................................9
   1.7.5 External Factors ................................................................10

1.8 RESEARCH METHODOLOGY ....................................................10
CHAPTER TWO

THE CHINESE OUTBOUND MARKET

2.1 INTRODUCTION .................................................................11

2.2 THE INFLUENCE OF HISTORY ON CHINESE TOURISM.......12

2.3 THE CHINESE OUTBOUND MARKET .................................16

2.3.1 The market distribution of the Chinese outbound market ...17

2.3.2 The impact of the Chinese economy .........................18

2.3.3 Restrictions on outbound travel from China ...............19

2.3.4 The growth of the Chinese outbound market ..............21

2.3.5 Characteristics of the Chinese outbound market ..........24

2.4 SOUTH AFRICAN INBOUND MARKET FROM CHINA........28

2.5 CONCLUSION .................................................................29
CHAPTER THREE

THE FACTORS THAT INFLUENCE THE DECISION-MAKING PROCESS IN TOURISM

3.1 INTRODUCTION ..............................................................30

3.2 THE FACTORS THAT INFLUENCE DECISION-MAKING....31

3.3 EXTERNAL FACTORS .........................................................32
   3.3.1 Culture and sub-culture ..............................................32
   3.3.2 Reference group ......................................................34
   3.3.3 Opinion leaders and word of mouth ............................34
   3.3.4 Age, gender and household influences ......................35
   3.3.5 Social class ..............................................................36

3.4 INTERNAL FACTORS ..........................................................38
   3.4.1 Motivation ...............................................................38
   3.4.2 Perception and perceived risk ....................................40
   3.4.3 Attitude .................................................................41
   3.4.4 Memory .................................................................41
   3.4.5 Personality and personality traits ..............................42
   3.4.6 Lifestyle ...............................................................43

3.5 THE IMPACT OF INTERNAL AND EXTERNAL FACTORS ON THE
   VARIOUS STAGES OF THE DECISION-MAKING PROCESSES....44
CHAPTER FOUR

RESEARCH DESIGN AND EMPIRICAL FINDINGS

4.1 INTRODUCTION ......................................................55

4.2 RESEARCH METHODOLOGY .................................56

4.2.1 Data Collection method ...............................56

4.2.2 Data gathering technique .........................58

4.2.3 Questionnaire design ...............................59

4.2.4 Pre-testing ...............................................60

4.2.5 The target population and sample size ..............61

4.2.6 Response rate ..........................................62

4.2.7 Reliability ..............................................63

4.2.8 Validity ...............................................63

4.3 THE FINDINGS OF THE EMPIRICAL STUDY .............64
Section A: The findings of the demographic variables of the questionnaire ........................................64

Section B: The findings of needs recognition and information search ..............................................73

Section C: Evaluation of alternatives and final decision-making ....................................................80

4.4 THE INTERPRETATION OF THE RESEARCH FINDINGS...........85

4.5 CONCLUSION .................................................................................................................96

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION ...........................................................................................................98

5.2 PURPOSE OF THE STUDY .........................................................................................98

5.3 OVERVIEW OF THE STUDY .....................................................................................100

5.4 OVERVIEW OF THE LITERATURE STUDY ..........................................................101

5.5 OVERVIEW OF THE RESULT OF THE EMPIRICAL STUDY...107

Biographic information .................................................................107

The factors influencing needs recognition and
information search stages .........................................................109

Factors influencing the evaluation of alternatives and
the buying decisions stages ..............................................110

5.6 RECOMMENDATIONS ....................................................112

5.7 LIMITATION OF THE RESEARCH .................................114

5.8 CONCLUSION ...............................................................115

REFERENCE LIST ............................................................117

LIST OF FIGURES

Figure 2.1: Growth rate of Chinese outbound market from 1993 to 2003....22

Figure 3.1: A typology of motivators in tourism ..........................39

Figure 4.1: Gender .............................................................64

Figure 4.2: Age .................................................................65

Figure 4.3: Level of education ..............................................66

Figure 4.4: Occupation .......................................................66

Figure 4.5: Monthly income .................................................67

Figure 4.6: Area of residence ..............................................67

Figure 4.7: Lifestyle ...........................................................69

Figure 4.8: Motivation to travel to South Africa ..........................73

Figure 4.9: Travel categories ...............................................74

Figure 4.10: Fear factors of Chinese tourists ...............................75
Figure 4.11: Number of destinations considered .....................76
Figure 4.12: Number of travel agents considered .......................76
Figure 4.13: Perceptions about South Africa A .........................77
Figure 4.14: Perceptions about South Africa B .........................78
Figure 4.15: The reason for changing destination ......................83
Figure 4.16: Factors that influence the final selection of a travel destination............................................................. 84

LIST OF TABLES

Table 4.1: Occupation distribution compared with resident region..... 71
Table 4.2: Cross comparison between genders and shopping lifestyle..72
Table 4.3: An age distribution of Internet users .......................72
Table 4.4: Source of information ...........................................78
Table 4.5: The usefulness of information source ......................79
Table 4.6: Household influence on decision-making .....................80
Table 4.7: Factors that influence the choice of travel agent .....81
Table 4.8: Decision-making time.............................................82
Table 4.9: Change of travel destination prior to final decision-making....82
LIST OF ANNEXURES

ANNEXURE A: QUESTIONNAIRE (ENGLISH)............................130

ANNEXURE B: QUESTIONNAIRE (CHINESE)... ..........................139
CHAPTER 1

RESEARCH DESIGN AND BACKGROUND

1.1 INTRODUCTION

The Scandinavian Tourism Board (STB) (2004: 16) notes that the Chinese economy is booming and that both personal income and living standards have increased, and will continue to for the next number of years. They suggest that increasingly more Chinese will choose to go abroad to see and experience the outside world.

Since there is no indication that China’s economy is slowing down, and a great number of Chinese have not yet had the chance to travel abroad, the prospect for growth in the Chinese outbound tourist market appears positive. Many Chinese have still only visited their neighbouring countries, so the increasing openness of China has encouraged the Chinese to visit remote travel destinations (World Travel and Tourism Council (WTTC), 2004b). The Chinese outbound tourist market is vast and, relative to other developed markets is still experiencing rapid expansion (WTTC, 2004b).

According to WTTC, South Africa has the potential to become one of the world’s great new tourism destinations (WTTC, 2004c). Therefore, an
understanding of Chinese outbound tourist decision-making process is important to operators in the South Africa tourism industry, since it could assist them to formulate effective marketing strategies to target the Chinese outbound tourist market. Additionally, knowledge of the Chinese outbound tourist market could assist to enhance the service quality of South Africa travel & tourism role players and promote greater cooperation between South Africa and China.

1.2 MAIN PROBLEM

The World Tourism Organization (WTO) (2003) suggests that the Chinese outbound travel market has become one of the biggest and the most important outbound travel markets in the world. It is therefore important for operators in the South Africa tourism industry to understand the consumer behaviour characteristics of Chinese outbound tourists, and the factors that influence their choice of tourist destination.

The main problem to be addressed by this research is:

What factors influence the decision-making of Chinese tourists that travel to South Africa?

1.3 SUB-PROBLEMS
To address the main problem, the following sub-problems need to be addressed:

A. What are the internal factors that influence decision-making?

B. What are the external factors that influence decision-making?

C. How do the above factors impact on the decision-making process of Chinese tourists that travel to South Africa?

1.4 DEMARCATION OF RESEARCH

The parameters of the study have been limited to make the research topic manageable from a research prospective. The omission of a topic does not imply the absence of the need for it to be researched further.

1.4.1 Research population

According to McBurney (2001: 412), a population is the entire collection of individuals being considered for a study. For the purpose of this study, the target population is Chinese outbound tourists who have travelled to South Africa.

1.4.2 Geographic demarcation
The empirical component of the study will be limited to Chinese tourists that have travelled to Cape Town, to ease the cost of the data collection process.

1.5 LITERATURE REVIEW

March (2003) summarizes basic characteristics of Chinese tourists that have travelled to Australia from 1981 to 1996. He used statistical data analysis and survey methods to determine the characteristics of Chinese tourists and the Chinese outbound travel market. March notes that Chinese tourists spend less on lodging, food and transport. He continues that the Chinese have a desire to experience Western culture and desire Chinese food and Mandarin-speaking guides.

Following the rapid growth of the Chinese economy, the Chinese consumer characteristics and consumer behaviour have been changing (WTO, 2003). The report continues that the travel destinations, which have an Approved Destination Status (ADS) in China, account for 70% of the outbound tourist market. There is high degree of competition in the Chinese outbound market, and since the Chinese travel industry and consumers have little knowledge of Western countries, the destination regions need to make a concerted effort to promote themselves. This emphasizes the need for destination regions to understand the needs and decision-making of the Chinese outbound tourist market.
In 2004 STB issued their research report concerning the Chinese outbound travel market. The report notes that during the past decade, the growth of the Chinese outbound market has become more and more evident. The STB provides an analysis of Chinese income disparity and spending power, and the characteristics and preference of Chinese outbound tourist who travelled to Scandinavia.

China Youth travel Company (CYTS) (2004) states that Chinese people will spend more money on housing, communication and travelling in the next decade. The market is more open and competitive. They continue that the price will be the important factor in the search for travel destinations. Social environmental factors such as safety and sanitary facilities of destinations also play an important role in the decision-making of Chinese outbound tourists, particularly after the outbreak of SARS and Bird Flu in 2003. Following the change in the Chinese lifestyle and income, there is a greater need for individual travel packages, which is a move away from the group travel packages.

Du Jiang (2003) analyzed the consumer behaviour of the Chinese outbound tourist. In particular, Du Jiang analyzed the consumer motivation of the Chinese outbound traveller, the group structure, the main expense items, and the emerging trends in the Chinese outbound market.

Roth (1998) points out that the Chinese market has received much attention in recent decades, and companies from all over the world have
tried to expand into this high growth market. China is among the fastest
developing markets with a significant potential in terms of population. This
report points to the limitations facing the Chinese outbound travel market,
which is mainly determined by the restrictions of the Chinese government.
Roth continues that the Chinese tourism authorities are trying to control
the operations of Chinese and foreign travel agencies, but that they are
not able to keep pace with the rapid developments of the travel trade.
Outbound travel is particularly prone to illicit practices and corruption.
Roth introduced several features about Chinese travel tourists such as the
hotel categories and tour operators which Chinese tourists choose and
how gender and age influence travel types. Roth notes that in China,
leisure travel has a more prestigious value than anywhere else in the
world.

Bexken and Cavanagh (2003) portray some characteristics of Chinese
outbound tourists that travel to New Zealand. They point out that Chinese
overseas travellers are mainly from high- to middle-income groups, private
enterprise owners, professionals and representatives from media, sports
and entertainment.

The Asia Pacific Foundation of Canada (2002) found that the disposable
income is generally low in China, thus for many potential tourists, cost is
an important factor in product choice, especially for first-time outbound
travellers. Safety and cleanliness are also very important factors for
Chinese outbound tourists in the decision-making process (STB, 2002).
On the other hand, Chinese place great emphasis on status, which leads them to visit the most popular attractions within a destination and to document these visits by the extensive taking of photographs (Asia Pacific Foundation of Canada, 2002; Wong & Lau, 2001: 57-67).

Pan and Laws (2001: 39-48) and March (2003) note that the Chinese are interested in the ‘outside world’ and want to learn about other cultures, especially Western culture. Chinese visitors to Australia reportedly wish to experience beaches, natural attractions and new cultures. Despite this interest in foreign cultures, Chinese rarely speak English, and they also prefer to eat Chinese food, although Western food is occasionally experienced as part (sometimes challenging) of a specific cultural experience (Pan & Laws, 2001).

1.6 SIGNIFICANCE OF THE RESEARCH

This research can assist South African inbound operators to formulate competitive and innovative marketing strategies for the inbound Chinese tourism market. It can assist inbound operators to identify opportunities in the Chinese outbound travel market, select appropriate marketing strategies and make a more informed allocation of resources. Additionally, it can enable tourism practitioners of South Africa to better understand the behaviour of Chinese travellers, which can lead to improved service delivery and enhance the competitive position of the South African travel and tourism industry.
1.7 DEFINITION OF KEY CONCEPTS

Set out below is a number of definitions of concepts that will be applied in this research.

1.7.1 Tourist

Metelka (1981: 77) defines a tourist as any individual travelling outside of their normal commuting radius and who spends more than one night and less than one year away from home for business or pleasure, except for diplomats, military personnel, and enrolled students. The WTO (2003) defines a tourist as a temporary visitor staying at least twenty-four hours in a foreign country visited for the purpose of leisure or business.

For the purpose of this research a tourist will be defined as a visitor staying at least twenty-four hours in a foreign country visited, irrespective of the purpose of the visit, excluding people who work in and migrate to the destination country.

1.7.2 Consumer behaviour

In terms of Nickels and Wood (1997: 164), consumer behaviour comprises all the consumer decisions and activities connected with choosing, buying, using, and disposing of goods and services. It also includes the way
people search for prices and information before the purchase as well as their concerns about dealer service.

1.7.3 Decision-making process

Bell, Raiffa and Tversky (1988: 9) define decision-making as the choices an individual decision-maker faces when there is uncertainty about outcomes. In this research, the decision-making process is defined as the process by which people arrive at their decision to buy a certain product or service from the wide selection available. The decision-making process involves the following steps:

- Desire or need (problem) recognition
- Information search
- Evaluation of alternatives
- Purchase

1.7.4 Internal Factors

Lamb, Hair and McDaniel (2004: 142) state that the needs or problems of consumers can be triggered through the consumer’s exposure to either internal (psychological) or external (social) influences.
For the purpose of this research, internal factors are defined as the inner and intrinsic personality traits, attitudes and feelings, which establish the motivations, needs, desires and expectations of the individual’s behaviour (Klenosky, 2002). The internal factors include aspects such as motivation, perception, attitudes, memories or previous experiences, needs, personality and lifestyle.

1.7.5 External Factors

External or social influences that influence the decision-making process include culture and subculture, reference groups, opinion leaders, word of mouth, age, gender and household factors, social class (Schiffman & Kanuk. 2000: 78) and the attraction of the travel destination (Foster, 1985).

1.8 RESEARCH METHODOLOGY

Finn, Elliott-White and Walton (2000) note that research is about enquiry, discovery, and revealing something that was previously unknown, or testing the validity of existing knowledge. It is a creative process, and requires the use of suitable methods of data collection and analysis.

In an attempt to address the objectives of the research, the research will refer to a wide range of literature. A literature study consisting of books, journals, the Internet and electronic databases will be conducted to provide a conceptual framework for the study.
Based on the objectives of this study and its exploratory nature, a survey was deemed the most suitable data collection method. An empirical study of a quantitative nature, employing the use of a self-administered questionnaire was chosen as the most suitable data collection technique.

CHAPTER 2

THE CHINESE OUTBOUND MARKET

2.1 INTRODUCTION

A review of the Chinese history and culture may help in understanding the future changes in the Chinese outbound market. It may assist the reader to understand the history, culture, social environment, as well as other external factors that influence Chinese consumer behaviour in the decision-making process. Additionally, it nurtures an understanding of the main personality traits, attitudes and expectations of Chinese tourists.

This chapter focuses firstly on the historical and cultural development and its influence on Chinese tourism, followed by an overview of the Chinese outbound tourist market trends, economic situation, growth potential,
forecast and regulation. Finally, a brief overview of the South African inbound tourism market from China is provided.

2.2 THE INFLUENCE OF HISTORY ON CHINESE TOURISM

According to Wenbin (2003: 37), history and culture have a strong influence on the Chinese outbound market and consumer behaviour. The initial interest in travel was prompted by intellectual interests, international and domestic trade and curiosity about unknown lands and holy places. Those in positions of power travelled for the purposes of leisure, intellectual enjoyment, pilgrimage and trade, as well as to make war or peace.

Chinese scholars and philosophers travelled in search of a consciousness to “seek ultimate truth from the landscape” (Wenbin, 2003). In small groups or as individuals, they often travelled thousands of miles away from home to seek inspiration and sentimentality from a magnificent landscape and for creative pursuits such as poems and paintings (Petersen, 1995: 141-154). The Chinese have the centuries-old tradition of outbound travelling and studying, to explore unknown worlds and acquire new knowledge (Levathes, 1996).
Trade is an important factor that influenced travel in China. During the prosperous Tang Dynasty, China became a major trading nation in the Indian Ocean and South East Asia area. The economic prosperity of the Dynasty had made many Chinese overseas traders seek trade opportunities with neighbouring nations and around the Indian Ocean (Nourse, 1944).

During the Tang Dynasty, the Silk Road became a major route for international traders. The Chinese naval fleet began to experiment with travelling along the coasts of South East China. Due to technological improvement in sea vessel safety, the sea routes gained in popularity (Haw, 1995). During this period, many Chinese travelled overseas and many foreign travellers came to China by sea and by the Silk Road. In terms of Wenbin (2003) economic prosperity and travel are closely related in Chinese history. Economic prosperity creates opportunities for exchange with other nations for the purposes of trade and diplomatic contacts, which in turn creates a curiosity concerning the outer world and the need for travel. Economic prosperity, trade, travel and tourism became a natural unit in the Chinese outbound market.

According to the STB (2002), the modern history of China is characterized by eras of humiliation, suffering, revolutions, reforms, recoveries, modernizations and the return of former colonies. These efforts to reform reflect a weak nation’s struggle for survival in an increasingly changing
world. The following incidents in modern Chinese history may have had an influence on the Chinese citizens and their behaviour.

Nourse (1944) and March (2003) point out that China was closed to the West prior to the Opium War (1839-1842). After China's defeat in the Opium War, it was forced to open to Western merchants including opium merchants, causing the inflow of opium and cheap Western machine-made products and the collapse of the Chinese economy. The Opium War caused Chinese officials and intellectuals to rethink China's social and political system. They realized that in order for China to regain its past glories, it had to learn from the West. Many Chinese intellectuals began to go abroad to study Western technologies and industries, even their democratic political systems (March, 2003). Currently the Chinese government encourages young people and scholars to study abroad and learn from other countries.

STB (2002) suggests that the Cold War had a strong impact on the Chinese outbound market. At that time the Chinese were completely isolated and closed from the outside world. As a result, the modern era Chinese have developed a need to learn about other countries' culture, lifestyles and wish to communicate with foreign people.

Social stability and safety is one of the most important conditions for the development of travel and tourism worldwide and China is no exception to this (Wenbin, 2003). Wenbin (2003) continues that whenever China became strong and united, and experienced a long period of peace and
order, the tourism and trade increased enormously. Travel and trade suffers whenever a country becomes divided and weak.

The historical lessons from the above have affected the Chinese in many ways. In terms of the STB (2002) and Wenbin (2003), some aspects are important to mention in this context:

- The Chinese’s strong focus on stability after the chaos they experienced during Opium War and the Cold War. Hence, Chinese outbound tourists always choose safe, friendly, and peaceful travel destinations (STB, 2002).

- The Chinese’s eagerness to come out of their isolation. They want to see the world, to see the different cultures and lifestyles of other countries’ people.

- The Chinese focus on the material aspects of life. They want to be rich and this factor causes many Chinese entrepreneurs to travel abroad to seek business opportunities.

- The Chinese have a long tradition of acquiring knowledge through outbound travel, which encourages the Chinese to study abroad.

- Chinese are generally passionate and adventurous and seek to explore the different world destinations and their respective cultures.
• Economic and social stability are prerequisites for travel development.

China has recently embraced free trade. The country was admitted to the World Trade Organization in 2001, which means the world’s most populous nation is now officially open for global business.

2.3 THE CHINESE OUTBOUND MARKET

China is the world’s third largest country covering 9.6 million square km and it is the most populous nation on earth. According to the National Bureau of Statistics of China (NBSC) (2004) the Chinese numbered as many as 1,295,330,000 in 2002. China is a united multi-ethnic nation consisting of 56 ethnic groups. The “Han” nationality is the largest group with approximately 91% of the population. The 56 ethnic groups have their own languages in writing as well as in speech. The standard dialect is Mandarin Chinese, which is spoken and understood in all of China. In terms of STB (2002) the population has shown a significant potential outbound market. CYTS (2004) points out that the marketer must consider the Chinese language and other Chinese cultural tradition which have taken deep root in Chinese thoughts. This is because the Chinese outbound tourists prefer Chinese food, Chinese tourist guides and enjoy the Chinese way of life.
2.3.1 The market distribution of the Chinese outbound market

STB (2002) points out that the Chinese population is not evenly distributed. The East Coast, Middle Areas and the South-Eastern Area (Guangdong) are densely populated areas compared to the sparsely populated plateaus in the west. The western parts of China are also the most rural and poor. During the last 20 years the urbanization rate in China has seen significant changes. STB continues that in the early 1980’s, the rate of urbanization was estimated to be around 20%. At the turn of the millennium the rate had gone up to more than 30%. But the major economically developed belts in China are three in number: Beijing and Tianjing Belt, the Yangtze River Delta, which covers Shanghai, Jiangsu province and Zhejiang province, as well as the Pearl River Delta, which covers Guangdong province, and province capital Guangzhou. These areas are where most of the potential Chinese tourists live due to economic strength and higher average income levels than other areas. According to NBSC (2004), the average monthly income of Chinese citizens was RMB 725 in 2003. The main Chinese outbound market is centred in the capitals of each province and above the three economically developed belts (Bailey, 2001).
STB (2002) continues that due to the density of population and the fast-paced life, most urban Chinese live in small apartments in big cities and are looking to experience something very different from home when they go on holiday. Hence, Chinese tourists prefer to visit scenic places, natural parks and feel the vastness and open space of the land through outdoor explorations. The fact that the urban Chinese normally live in densely populated areas creates a desire to visit cleaner and safer places.

2.3.2 The impact of the Chinese economy

As discussed in Paragraph 2.2, economic prosperity, trade, business travel and tourism is a natural unit of the Chinese outbound market. Economic development and rising incomes always stimulate the development of an outbound travel market. In terms of the WTO and China National Tourism Administration (CNTA, 2004), China’s role in the global economy has increased sharply. Its GDP has grown at an average annual rate of over 9%, while its share of world trade has risen from less than 1% to almost 6%. As a result, China is now the sixth-largest economy (at market exchange rates) and the fourth-largest trader in the world. Not only has its exports gained significant market share abroad, but its rapidly rising imports have supported the strong performance of neighbouring economies and contributed to the recent strength in world commodity prices. The rapid growth of the Chinese economy, rising incomes and the rapid internationalization of China, has resulted in an
increasing level of interest in the outside world (Verhelst, 2003). As a result, more and more Chinese are planning to travel abroad. The door to the Chinese outbound market has been prised open and a prodigious growth of the Chinese outbound travel market has been achieved in recent years (Wenbin Guo.2003).

More and more young people are going abroad to pursue higher education following the economic growth. A report ‘Study on the Economic Impact of Tourism on National Economies and International Trade’ (1996: 15) shows that there is a growing trend globally for people with a higher education to travel. The report continues that, traditionally, travel surveys have noted a relationship between education and the desire to travel.

2.3.3 Restrictions on outbound travel from China

Tourism development in China can be divided broadly into two phases. Phase one is known within China as ‘cultivation’ (1978 to 1991), when tourism emerged from the traditional planned economy, and phase two is termed the ‘growth’ phase (1992 to the present) – a period in which tourism has taken a life of its own and progressively adapted to the market economy (Wenbin, 2003).

Mainland Chinese were able to take tours of Hong Kong and Macau from as long ago as 1983, but outbound tourism generally only started in 1990, when self-paid tours to Singapore, Malaysia and Thailand were first authorized. The Chinese Government’s policy toward outbound tourism
has been to develop this market in an ‘appropriate way’ – that is, in a ‘planned, organized and controlled way’. Nevertheless, over the last decade the Chinese government has gradually liberalized outbound travel regulations, with the result that demand has soared (Verhelst, 2003).

Travel to and from China is regulated by the CNTA (2000), the ministry controlling tourism in China. Three different passports are available for travellers from China: public passports, private passports and passports for seamen (WTO, 2003). Travellers who travel on a public passport (technical travellers) include government officials, employees of state-owned enterprises, and other people sent abroad by the government. Until recently the majority of travellers fell into this category, although many tourists travelled under the disguise of business trips. However, in China the income issue is a complicated matter, since many privileges are difficult to quantify. In the Chinese public sector and in the State Owned Enterprises (SOE), officials enjoy privileges like highly subsidised apartments, cars and drivers and dining budgets, but earn a low salary (Asia Pacific Foundation of Canada, 2002).

Private passports are issued for the purpose of visiting friends and relatives, studying overseas and for travel. Three principles have to be considered with regard to holiday travel from China. Firstly, tourists have to be part of a tour group. Secondly, the tour group has to be organized by a qualified and authorized travel agency (Pan & Laws, 2001), and thirdly, the tour must go to an approved destination (Yali, 2003). Chinese people are obliged to travel in groups of at least three people when they want to
go on a leisure trip. The only kind of private travel that can be done without joining a group is business travel and visiting relatives (Roth, 1998: 9).

The Approved Destination Status (ADS) is a bilateral agreement that allows Chinese to visit a specific country (WTO, 2003). At the end of 2003, sixty-five countries had an operational ADS agreement with China. South Africa achieved ADS status in 2001 and 24,247 mainland Chinese travelled to South Africa in 2002, and 30,753 in 2003 (South Africa Tourism Strategic Research Unit, 2004).

### 2.3.4 The growth of the Chinese outbound market

Measured in terms of cumulative arrivals in destinations around the world, the Chinese outbound travel market has averaged more than 20% growth per annum since 1998 to 2003. The WTO expects China to be the fourth largest tourism generating country in the world by 2020 (excluding travel to Hong Kong and Macau) (WTO, 2003; WTTC, 2004b). Its prosperous economy has not only attracted foreign travellers, but also propelled Chinese tourists to go overseas (WTTC, 2004b).

In 2003 China was ranked by the WTO as the fifth most important tourism destination in the world, both in terms of international tourist arrivals and tourism receipts (excluding payments for transport). This ranking did not take account of the Special Administrative Regions (SARs) of Hong Kong
and Macau, which are treated by WTO as separate destinations and source markets for tourism statistical purposes. Hong Kong was ranked 14th among all destinations worldwide in terms of arrivals and 13th in terms of receipts in 2001. As well as being key tourism destinations, both China and Hong Kong are also ranked by WTO among the world’s top ten spenders on international travel abroad (WTO, 2003).

Figure 2.1 reflects the growth of the Chinese outbound market. In 1999, 9.24 million (CNTA, 2000) Mainland Chinese travelled overseas, an increase of 9.6% from 8.43 million in the previous year 1999 (CNTA, 1999). Compared with 5.06 million (CNTA, 1997) in 1996, a growth of 84.65% was achieved in just over three years and 147.06% growth compared with 1993.

**Figure 2.1:**

**Growth rate of Chinese outbound market from 1993 to 2003**

Source: CNTA, 2004
From 2000 to 2003, the Chinese outbound market grew rapidly due to the increased economic and social stability and safety. This growth makes China the fourth fastest growing Travel and Tourism economy in the world (excluding Hong Kong) according to WTTC (2004b).

There are two significant issues that impacted on the Chinese outbound market in 2002 and 2003. In 2002, the Chinese public security department cancelled the need to submit a letter of invitation for overseas visits. Instead an application for private passports was needed, stating the purpose of their visit abroad. The simple and convenient procedure of passport application strongly stimulated the Chinese outbound market. Hence, the surge in the growth rate in 2002 and 2003, with a new record in Chinese outbound travel market in 2003 in terms of WTTC (CNTA, 2003; WTTC, 2004b).

The WTO (2003) predicts that the disposable income will increase in China, and so will the demand for travel. The market of the main generating areas – Beijing, Guandong Province and Shanghai – will mature, while other areas will increasingly become sources for outbound tourism. The maturing will result from increased travel experience and better language abilities, mainly by the younger generation. The government plans to introduce a ‘holiday with pay system’ in China, which will allow Chinese to take leave for two weeks a year in addition to the public holidays (WTO, 2003). As a result, Chinese will be able to spend more time overseas and increasingly divert from the rushed travel during
the golden weeks (Spring Festive holiday, 1st May holiday, 1st October National Day) (Guangrui, 2002).

2.3.5 Characteristics of the Chinese outbound market

Asia Pacific Foundation of Canada (2002) points out that Chinese overseas travellers are mainly from high- to middle-income groups, private enterprise owners, professionals (lawyers, scientists etc.), and representatives from media, sports and entertainment. Go (1997: 10) considers that travelling abroad for pleasure is a privilege of the rich and the older people. An older population has more discretionary income, better health and more leisure time than any other age group. With free time and money on their hands, they set the tone in the leisure travel market. Hansruedi (2001: 63) believe that the changing in the population’s demographic composition will have a positive influence on the Chinese outbound market, since the proportion of Chinese youth will fall significantly in the coming years and the percentage of senior citizens will increase. He continues that younger people are constrained although they have free time. They lack the disposable money to spend on travel (Colin, 2001: 73). But other researchers found that the children of the elderly usually paid or helped pay for the trip to express their love and gratitude to their parents in China (Senior Chinese Enjoy Tours Abroad, 1996: 25).
In 2003 Du Jiang (2003) pointed out that families in the lower income group are increasingly travelling abroad. Verhelst (2003) points out that Chinese outbound tourists prefer group travel due to their traditional culture of togetherness and close personal relationships. Travel statistics show that Chinese tourists that travel for private reasons have grown rapidly. Disposable income is generally low in China and for many potential tourists cost is an important factor in product and destination choice, especially for first-time travellers. For example, March (2003) noted that Chinese holiday-visitors in Australia preferred to stay in budget three-star accommodation. In contrast, business tourists typically prefer high-class accommodation (Pan & Laws, 2001). Jang, Larry and Pearson (2003: 88-93, 97, 101-105) deem the Chinese tourists that travel to the US as top and middle managers, and intellectuals such as teachers, doctors, engineers and government officials.

Currently, most outbound holiday tours from China are in the form of an all inclusive coach tour (Pan & Laws, 2001), while free and independent travel (FIT) is currently very limited. According to the STB (2002) and Asia Pacific Foundation of Canada (2002), Chinese holiday travellers want to visit places with outstanding scenery, freshness and open spaces. Other important attributes are safety and cleanliness. Chinese visitors to Australia reportedly wish to visit the beautiful beaches, natural attractions and cultural heritage sites (Pan & Laws, 2001). Roth (1998) notes that Chinese tourists still like shopping abroad when they travel in Europe, America and Australian. Despite this interest in foreign cultures, Chinese
rarely speak English, and they also prefer to eat Chinese food, although Western food is occasionally experienced as part (sometimes challenging) of a specific cultural experience (Pan & Laws, 2001). Chinese are very interested in the ‘outside world’ and want to learn about other cultures, especially the Western culture. The Chinese place great emphasis on status, which leads them to visit the most popular attractions within a destination (Asia Pacific Foundation of Canada, 2002), and to document these visits by the extensive taking of photographs (Wong & Lau, 2001). Qiuhanqin and Lam (1999:588) point out that China’s outbound travel market is still very young and the motivations of mainland Chinese may be dissimilar to tourists from more mature markets.

According to STB (2002), the Chinese travellers obtain information about Europe mostly from travel agents (35%), or from books, newspapers or television (33%). Word of mouth was also considered as an important source of information (18%). This is similar to the findings of CNTA, which lists the following as the most important sources of information: travel agents (38%), advertising media (33%) such as books, newspapers and TV, and word of mouth (18%). Only 2% of the information was obtained from the Internet.

According to the China Travel Monitor, (Asia Pacific Foundation of Canada, 2002) China is now expected to overtake Japan in terms of outbound volume. The Chinese are also among the highest spenders per capita on travel abroad, generating an average US$2,090 per trip for an
average 12-night trip. Potentially, the WTO (2003) considers the Chinese tourists could be high spenders for the following reasons:

- When Chinese go on their first overseas trip they have often been waiting to do so for a long time and are willing to spend a lot.

- A Chinese proverb says “economize at home, but take enough money en route”.

- Youthful travellers are growing in number, and such tourists have a higher ability to spend.

- Chinese are becoming more sophisticated, and are demanding 4- or 5-star accommodation.

- Shopping is a popular activity with Chinese, especially for souvenirs to bring home to friends and relatives.


Chinese have a preference for city sightseeing, which account for an estimated 40 percent of all outbound trips, followed by holidays at a beach resort (27%) and travel tours (20%). Chinese outbound travellers are younger than tourists from most of the world’s key source markets – the
mean age is 37 years. Roth (1998: 22) points out that the majority (76%) of Chinese travelling to Europe is aged between 30 to 49 years old and 20% are 50 to 60 years old. The CYTS (2004) considers more rural areas will be urbanized and Chinese people will spend more money on housing, communication and travelling in the next ten years as the economy grows.

Wong and Lau (2001) point out that most of the Hong Kong Chinese tourists like group travel (43.5%) and travel with friends (37.5%). Their research data shows a low interest in participating in adventurous activities, and the respondents seldom collected information about their destination. They also point out that the safety is regarded as the major consideration in travelling activities.

2.4 SOUTH AFRICAN INBOUND MARKET FROM CHINA

The WTTC (2004c) also recognize that South Africa has the potential to become one of the world’s great new tourism destinations following its transition to democracy and entry into mainstream economic and political circles. The report points out that tourism is one of the five key drivers of economic growth in South Africa, providing opportunities for both job creation and the equitable redistribution of economic resources in the country. In 2002, tourism’s contribution to the South African economy was estimated at R72.5 billion (7.1% of total GDP), and employed 492,654 people (3% of total employment) (WTTC, 2004c). The ranking of the top
destinations globally sees South Africa moving to the 30th position in terms of international tourist arrivals.

Since China has joined the World Trade Organization it has raised the expectation that South Africa will benefit from the Chinese outbound market growth. In terms of the SA Tourism chief executive, Carolus (2004), growth in the Asian market was positive. In 2003, 30,753 Chinese tourists travelled to South Africa (South Africa Tourism Strategic Research Unit, 2004). In 2002, 24,247 Mainland Chinese travelled to South Africa, an increase of 35% and 18% on the previous year from China and Hong Kong respectively.

2.5 CONCLUSION

The Chinese have traditionally explored the unknown world and acquired new knowledge through travelling. The Chinese history shows that tourism and travel growth is dependent on social stability and safety (Hong Kong China Hawaii Chamber of Commerce, 2003), economic prosperity and policy. Following the economic development of China in the last twenty years, the Chinese outbound market is growing rapidly, due to the increased disposable income in China. It is expected that the market of the main generating areas, Beijing, Guandong Province and Shanghai, will mature, while other areas east, south and middle regions will increasingly become sources for outbound tourism. The growth will result
from increased travel experience, better language abilities and the increase in the numbers of ADS countries. The income growth is also changing the characteristics of consumer behaviour.

CHAPTER 3

THE FACTORS THAT INFLUENCE THE DECISION-MAKING PROCESS IN TOURISM

3.1 INTRODUCTION

When buying a manufactured product the consumer expects to obtain value for money and at the same time reap some benefits from using the purchased product. However, in tourism there is no tangible return on the investment, only some vague intangible “satisfaction” or pleasure resulting from the holiday (Foster, 1985: 252). A clear understanding of consumer behaviour is crucial to make marketing activity more successful (Swarbrooke & Horner, 1999: 3). If practitioners are to optimize the effectiveness and efficiency of their marketing activities, they need to
know how consumers make their decisions to purchase and understand the factors that influence the decision-making process.

This chapter firstly discusses the internal and external factors that impact on consumer behaviour, followed by the impact of these factors on the decision-making process.

3.2 THE FACTORS THAT INFLUENCE DECISION-MAKING

The consumer passes through several steps in the decision-making process: problem or needs recognition, information search, evaluation of alternatives, and purchase. Factors that influence the decision-making process can be categorized as cultural and psychological core factors (Boyd & Walker, 1990: 115; Hoyer & MacInnis, 2004: 12).

Hoyer and MacInnis (2004) illustrate the relationship between the consumer’s external culture and the internal psychological core factors which influence the decision-making process. They point out that the consumer needs to be motivated, able, be exposed to, perceive, and attend to information. Consumers also need to seek and learn the relevant information, and form attitudes and form memories from it. The external factors affect the internal factors, which are the inner needs and intrinsic personality traits, attitudes, feelings and values towards the exterior environment. Fridgen (1991) agrees with Hoyer and MacInnis (2004) and suggested that internal and external factors influence travellers’ decisions.
However, the authors do not indicate the impact of these factors on each step of the decision-making process. People travel because they are pushed by their own internal forces and pulled by the external forces. These dimensions can be different for tourists from different countries (Qiu-Hanqin & Lam, 1999: 588). The decision-making process is the result of both the internal and the external factors interacting together. The internal cause is the element that changes the development basis, while the external factor is the one changing the development condition (Zedong, 1957). The following sections provide a literature review of the internal and external factors.

3.3 EXTERNAL FACTORS

Consumer decisions and actions do not occur in a vacuum (Nickels & Wood, 1997: 173). External forces play an important role in the decision-making process. These factors can affect how, what, when, and where consumers buy. They include physical surroundings, social surroundings, and the attraction of the destination. Other external or social influences include culture and subculture, reference groups, opinion leaders and word of mouth, age, gender, household factors and social class (Nickels & Wood, 1997: 173; Schiffman & Kanuk 2000: 78).

3.3.1 Culture and sub-culture
Cultural factors exert the broadest and deepest influence on consumer behaviour. Nickels and Wood (1997: 77) defined culture as the set of values, beliefs, and attitudes that are shared by a group and passed down from one generation to the next. Culture plays an important role when consumers make buying decisions, especially in the Chinese culture. The regional, ethnic and religious influences impact on tourism in many ways. Without knowledge of the cultural aspects of China it is difficult to understand the logic and the development of the Chinese outbound market (Wenbin, 2002). March (2003) and Pan and Laws (2001) note that the Chinese have a desire to experience different cultures and desire Chinese food when they travel abroad, although Western food is occasionally experienced as part of a specific cultural experience. Additionally, Mandarin-speaking, local Chinese guides are wanted because little English is spoken by Chinese tourists.

Kotler, Bowen and Makens (1999: 181) point out that culture is the most basic determinant of a person’s wants and behaviour. It comprises the basic values, perceptions, wants, and behaviours that a person learns continuously in a society. Each culture contains smaller sub-cultures, groups of people with shared value systems based on common experiences and situation. A sub-culture is a group of people that preserves its unique values and lifestyle within a dominant culture. Schiffman and Kanuk (1994: 438) point out that the main aspects of a social culture are its language, knowledge, laws, and customs that give a society its distinctive character and personality. They also note that regional, ethnic and religious influences are learned as part of a social
experience. People learn their culture through formal, informal and technical learning. Advertising is a tool to enhance formal learning by reinforcing an individual’s desired modes of behaviour and expectations. Regional, ethnic and religious influences are dynamic, and gradually and continually evolve to meet the needs of society. Its impact on society is natural, ingrained and rarely noted. Yet regional, ethnic and religious influences offer order, direction, and guidance to members of society in all phases of human problem solving. The elements of regional, ethnic and religious influences transmit through three pervasive social institutions: the family, the church, and the school. Another social institution is the mass media that plays a major role in the transmission of culture (Schiffman & Kanuk, 1994: 438).

3.3.2 Reference group

According to Childers and Rao (1992: 198-211), reference groups are groups that influence the behaviour of individual who want to be members. The reference groups can influence consumers in three ways namely, in their search for information before a purchase, in their attitudes toward a product or purchase, and in the way they buy or use a product.

3.3.3 Opinion leaders and word of mouth
The product experts are opinion leaders who can influence the attitudes or behaviours of others. Consumers usually seek advice or guidance from practitioners, experts, scholars and sophisticates.

Word of mouth is believable because it comes from opinion leaders, family members, friends, and other sources not officially connected with marketers (Nickels & Wood, 1997: 175). Tourists usually do not have a clear understanding of their destination, and need to ask professionals, travel agencies, and friends to gain information to make a decision.

3.3.4 Age, gender and household influences

The types of goods and services people buy change during their lifetimes. Age is a key factor since people of the same age have similar life experiences, needs, symbols, and memories that may lead to similar consumption patterns (Hoyer & MacInnis, 2004: 385). For instance, the youth may like adventure travel, mature individuals may prefer family travel, sightseeing and cultural travel.

Family members have a strong influence on buyer behaviour (Kotler et al, 1999: 185). According to Nickels and Wood (1997: 173) the family and household can influence consumer behaviour in the following manner:
• Family life cycle influences consumer behaviour in a sequence of stages. For example, after each thirty year life cycle the new generation will become adults and may be about to get married.

• Family members play different roles in the decision-making process (gatekeeper, influence, decider, buyer, and user). Individual family members, even young children, may play a role in any or all of the stages of the decision-making process.

• Children can influence the decision-making process by making requests of parents and learning the skills, knowledge, and attitudes about investigating, evaluating, selecting, and using products.

3.3.5 Social class

Different behaviours are evident from different social classes in every society. A social class is a grouping of people who share similar lifestyles, values, interests, behaviours, and status. Social class is determined partly by factors such as education, occupation, income, possessions, and attitudes (Nickels & Wood, 1997: 176). Today, the social class is not indicated by a single factor such as income, but is measured by a combination of factors (Kotler et al, 1999: 183).
A frequently used classification system consists of six classes: upper-upper, lower-upper, upper-middle, lower-middle, upper-lower, and lower-lower. Profiles of these classes indicate that the socio-economic differences between classes are reflected in differences in attitudes, in leisure activities, and in consumption habits (Schiffman & Kaunk, 1994: 405).

The different social classes reflect different consumer characteristics and travel behaviour. Kotler, et al, (1999: 185) point out that each person carries a status reflecting the general esteem given to him/her by society. People often choose products that show their status in society. Travelling abroad can also show people’s different roles and status in groups and society. Bexken and Cavanagh (2003) noted that Chinese overseas travellers are mainly from high- to middle-income groups, private enterprise owners, professionals and representatives from media, sports and entertainment.

An individual’s economic situation greatly affects product choice and the decision to purchase a particular product (Kotler et al, 1999: 187). Foster (1985: 37) points out that the socio-economic status of the person forms his / her personality traits, attitudes and values, which in turn establish the motivations, needs, desires and expectations of the would-be traveller. Increased disposable income may motivate frequency of travel and leisure, and greater expenditure in tourism. But the price will be the important factor in the search for travel destinations in the Chinese outbound market (CYTS, 2004).
According to Sheth and Mittal (2004: 406), consumers do not always seek low-price merchandise; consumers develop a standard price that they regard as fair. In addition, Sheth and Mittal (2004: 406) point out that consumers want to feel confident that the price is comparably low, and that if there is a lower price elsewhere, it is negligibly lower. The buyers in decision-making cases usually perceive price as a dimension of the product; thus price affects attitude (Howard, 1994: 305).

### 3.4 INTERNAL FACTORS

The internal factors are the factors that influence the way in which people think, perceive things, their personality traits and attitudes (Klenosky, 2002). The internal factors include aspects such as motivation, perception and perceived risk, attitudes, memories, personality and personal traits, and lifestyle.

#### 3.4.1 Motivation

Motivation is defined by Hoyer and MacInnis (2004: 55) as an inner state of arousal that denotes energy to achieve a goal. Swarbrooke and Horner, (2003: 51-55) point out that the motivators are the factors which motivate the tourist to purchase a particular product or service. Some of the major motivating factors in tourism are outlined in Figure 3.1.
Figure 3.1

A typology of motivators in tourism

- **Culture**
  - Sightseeing
  - Experience new culture

- **Status**
  - Exclusivity
  - Fashionability
  - Obtaining a good deal
  - Ostentatious spending opportunities

- **Personal development**
  - Increased knowledge
  - Learning a new skill

- **Physical**
  - Relaxation
  - Sun tan
  - Exercise and health
  - Sex

- **Emotional**
  - Nostalgia
  - Romance
  - Adventure
  - Escapism
  - Fantasy
  - Spiritual fulfillment

- **Personal**
  - Visiting friends and relatives
  - Making new friends
  - Needs to be satisfied
  - Search for economy if on very limited income

Tourist
No tourist is likely to be influenced by just one motivator. Foster (1985: 3) points out that tourism is an activity involving a complex mixture of material and psychological elements.

3.4.2 Perception and perceived risk

Nickels and Wood (1997: 180) define perception as the process of determining meaning by selecting, organizing, and interpreting stimuli in the environment. According to Sheth and Mittal (2004: 131), perceptions are influenced by customer characteristics such as personal knowledge and experiences. Hoyer and MacInnis (2004: 91) note that perception is the process by which incoming stimuli activate our sensory receptors namely, vision, hearing, taste, smell and touch. Promotion activities can affect perception. In tourism, television advertising, posters, brochures and articles can stimulate people’s feelings and change the consumer’s perception.

Perceived risk is the degree of loss when a wrong choice is made (Sheth & Mittal, 2004: 287). Perceived risk reflects the extent to which the consumer is uncertain about the consequence of buying, using, or disposing of an offering. It has a strong impact on the consumer buying
decision stage. When people feel the perceived risk is high they may postpone the decision and first collect information and evaluate it carefully (Hoyer & Maclnnis, 2004: 68-70). Perceived risk is the main factor that influences a consumer to make a purchase or not (Kotler, 2000: 182; Sheth & Mittal, 2004: 295).

3.4.3 Attitude

Nickels and Wood (1997) point out that attitude are enduring positive or negative responses to people, products, or information. Kassarjian and Robertson (1991: 3) consider that attitudes clearly have become the central focus of consumer behaviour research. It is important to understand how consumer’s attitudes are formed and changed and that attitudes are affected by media advertisement (Kassarjian & Robertson, 1991: 340). Attitude is defined by Arnould, Price and Zinkhan (2002: 459) as “a consumer’s overall, enduring evaluation of a concept or object, such as a person, a brand, a service”. Attitudes are learned and tend to persist over time. It reflects an overall evaluation of something based on the set of associations linked to it (Hoyer & MacInnis 2004: 131). The attitude is usually influenced and changed by learning and previous experience, and it may strongly affect the assessment of alternatives and buying decision stages.
3.4.4 Memory

Hoyer and MacInnis (2004: 173) note that consumer memories are vast personal storehouses of knowledge about products, services, shopping excursions, and previous experiences. Memory can be shaped by many sources such as history, culture, marketing processes, promotion activities, the media, word of mouth and personal experience. Acquisition of knowledge through understanding, perception of information, categorisation, comprehension, and past experience, as well as the attitude formation processes have a powerful impact on the memory.

If tourists find many attractively packaged travel destinations, and travel brands, they will seek their inner information gained from past personal experience, knowledge and memories of the related problem to help them make choices.

3.4.5 Personality and personality traits

Personality refers to distinguishing psychological characteristics that disclose a person’s relatively individualized, consistent, and enduring responses to the environment (Engel, Blackwell & Miniard, 1995; Kotler et al, 1999: 188). Personality traits concern the individual and his / her relation to the environment (Moutinho, 1987). People choose different travel styles, travel destinations, travel products and reflect different
consumer behaviour characteristics because they have different personalities.

Personality traits are regarded as the most complex of all the attributes among the behavioural, temperamental, emotional and mental inner characteristics and intrinsic traits of a unique individual. The culture, family, tradition and growth environments may impact on an individual’s personality. The personality trait is the complex of all the attributes - behavioural, temperamental, emotional and mental inner traits of a unique individual.

### 3.4.6 Lifestyle

Lifestyles profile a person’s whole pattern of acting and interacting in the world. People from the same sub-culture, social class, and even occupation may have quite different lifestyles (Kotler et al, 1999: 188). The lifestyles are represented by a consumer’s activities, interests, and opinions (AIOs) (Hoyer & Maclnnis, 2004: 439). Hoyer and Maclnnis (2004: 439) point out that those lifestyles relate closely to personality which reflect peoples’ patterns of behaviour and are represented by a consumer’s activities, interests and opinions. What people usually do in their spare time reflects their lifestyle. Lifestyle research can help marketers understand how their product fits into consumers’ general patterns of behaviour. Consumers in different countries, regions, ethnic and religious groups and historical cultures may have different lifestyles.
The lifestyles may be changed through economic development, new technology, and the changes of the social environment. Chinese consumers usually like to watch TV, go to movies, play cards, read books, listen to music, pay attention to politics and preserve Chinese traditions (Friedman, 1985: 96-117; Hoyer & Maclnnis, 2004: 440; Robinson, Shaver & Wrightsman, 1991; The Canadian Tourism Commission, 2001).

3.5 THE IMPACT OF INTERNAL AND EXTERNAL FACTORS ON THE VARIOUS STAGES OF THE DECISION-MAKING PROCESSES

The decision-making process is the process by which consumers arrive at their decision to buy a certain holiday from the wide selection available (Mathieson & Wall, 1982). The process is influenced by different internal and external factors. David (2002: 385-395) points out that internal and external factors occur at a different point in time. Firstly, the traveller will decide whether to go, and then at a later stage he will decide where to go and how to go. The following paragraphs will detail the impact of internal and external factors on the various stages of the decision-making process.

3.5.1 Needs identification stage

In the needs identification stage the consumer develops a desire or a need. They identify consumption problems that they want to resolve. Such
a problem can be triggered through the consumer's exposure to either internal (psychological) or external (social) influences (Lamb et al, 2004: 142). From previous experience, the person has learned how to cope with this need and is motivated toward objects that he or she knows will satisfy it (Kotler et al, 1999: 201).

Kotler et al (1999: 194) note that a need becomes a motive when it is aroused to a sufficient level of intensity. Creating a tension state causes a person to act to release the tension. Needs influence a consumer’s motivation (Hoyer & MacInnis, 2004: 65). Foster (1985: 5) found that in tourism there is the need for stimulation through change, excitement and novelty by doing something different. Travelling away from familiar locations provides diversity and can be pleasantly exciting. Tourism helps people to escape from their normal, humdrum lives.

Maslow states that there is a hierarchy of needs that drive human behaviours (Arnould et al, 2002: 386). Firstly, physiological needs, which include oxygen, food, water, air, shelter, clothing and sex. Physiological needs must be satisfied first because they are basic or crucial to survival (Sheth & Mittal, 2004: 164; Solomon, 2002: 108). In tourism, the physiological needs may influence one tourist's purpose of travel such as sex travel.

The next level are safety and security needs which include order, stability, routine, familiarity and control over one's life and environment. Marketers may exploit consumers' fears and anxieties about safety such as public
security, terrorism, health safety to sell a destination. The safety problem can change people’s perception of risk and may affect decision-making. In terms of the WTO safety is a basic need in all spheres of human activity. Safety and security in tourism refers to the protection of life, health and the physical, psychological and economic integrity of travellers. Hence, people’s safety needs are basic and are very important to the tourism industry.

The third level refers to love, affection, belonging and acceptance (Schiffman & Kanuk 2000: 80). According to Dalrymple, Cron and Decarlo (2001: 435), Chinese consumers may value social needs and belonging more than physiological and safety needs. Consumers are influenced by their group, friends, peer and adoring people. Sheth and Mittal (2004: 164) maintain that the social motives of belonging and love are evident when consumers buy products that are well regarded by others so that the use of those products bring the consumer’s peer approval, affection and a sense of belonging. This need usually impacts on the evaluation of alternative and buying decision stages.

The fourth level is egotism or esteem needs, which is the need for achievement, confidence, independence, freedom and the desire for reputation, respect, recognition, attention, importance and appreciation. According to Schiffman and Kanuk (2000: 80), egoistic needs can be directed both inward and outward. Inwardly directed needs mean that the ego needs reflect an individual’s needs for self-acceptance, self-esteem, success, and independence. Outwardly directed ego needs include the
need for prestige, social status and recognition from others. Egoistic needs can affect consumers' decision-making processes, as they attempt to make a decision to satisfy the need for self-recognition or social recognition. For instance, consumers may choose particular brands of products not only because these brands provide the functional or performance benefits expected, but also because this particular brand can be used to express consumer social status (Kim, Forsythe, Gu & Moon, 2002: 481), such as driving a Porsche. In tourism the egoistic or esteem needs may influence peoples' choices of different travel destinations, hotels, and restaurants. These could help them gain a reputation, respect, recognition, attention, importance and appreciation.

The last need is self-fulfillment (self-actualization), which refers to the need to develop goals and skills that one believes one is capable of achieving (Sheth & Mittal, 2004: 164). Self-actualization is finding self-fulfillment and self-expression; reaching the point in life at which “people are what they feel they should be.” According to Arnould et al (2002: 258), different cultures have varying conceptions of the self that are likely to influence how they value self-fulfillment. The self-fulfillment could stimulate people to explore different travel styles and travel destinations.

3.5.2 Information search stage

Schiffman and Kanuk (2000: 445) point out that information search starts when a consumer perceives a need that might be satisfied by the
purchase and consumption of a specific product or service. When people recognize that they have a need, then consumers will search for information about various alternative ways of solving the problem (Boyd & Walker, 1990:117; Sheth & Mittal, 2004: 282). An information search is the process by which the consumer surveys his or her environment for appropriate data to make a reasonable decision (Solomon, 2002: 260; Wright, 1989).

An information search can include internal sources, external sources or both (Du Plessis, Rousseau & Blem, 1994: 51; Lamb et al, 2004: 144; Levy & Weitz, 1992: 125). After the desire has been stimulated a consumer starts searching his/her internally stored information. Internal sources are information stored in the memory, resulting from the individual’s experience and knowledge of the product or service (Du Plessis et al, 1994: 51; Lamb et al, 2004: 144; Levy & Weitz, 1992: 125; Schiffman & Kanuk 2000: 445; Solomon, 2002: 261). When consumers feel that their internal information is inadequate or out of date, they will begin to search external information (Du Plessis et al, 1994: 51). According to Lamb et al (2004: 144-145) and Sheth and Mittal (2004: 284), external information is the information obtained in the outside environment.

In tourism the information refers to characteristics of the destination such as the cost and value of the amenities and attractions offered; type and range of travel opportunities offered; the quality and quantity of the information available on the resort, which influence the image of the resort. The sources of information search include travel agencies, professionals,
trusted friends or relatives, published sources (magazines, pamphlets, or books), advertisements, the Internet or the product package.

According to Lamb et al (2004: 144 -145) and Sheth and Mittal (2004: 284), the extent of information search depends on the consumer’s perceived risk, self-confidence, previous experience and level of interest in the products. Information sources can be either be marketing controlled or non-marketing controlled. A non-marketing controlled information source is not associated with the promoting of a product or service. Information would usually come from social influences such as culture, family, opinion leaders, sub-culture, social class and reference groups. In contrast, a marketing controlled information source is associated with marketers promoting the specific product or travel destination. That includes mass media advertising (radio, newspaper, television, magazine and Internet), sales promotions (contests, and displays), sales people, product labels and packaging (Du Plessis et al, 1994: 51; Gilbert, 1991).

The choice of information sources depends partly on the consumer’s search strategy (Sheth & Mittal, 2004: 285). The authors define a search strategy as the patterns of information acquisition which consumers utilize to solve their decision problems. Through surveys of consumers’ search strategy the marketer may formulate suitable and successful promotion and advertising strategies.

Information search is also influenced by perceived risk. Consumers tend to collect more information when they engage in making a significant
decision and when there is some risk of making a poor decision (Levy &
like to spend more time and effort considering more alternative brands in
high-risk purchases in order to reduce the risk. Some consumers tend to
want to gain more information than others (Levy & Weitz, 1992: 125). By
gathering information, consumers increase their awareness and
knowledge of available choices and product features (Kotler et al, 1999:
202)

3.5.3 Evaluation of alternatives

Consumers consider the perceived risks and benefits of each option
through evaluative of alternations against evaluation criteria. The criteria
might include brand reputation, product guarantee, and price (Nickels &
Wood, 1997: 169). Due to different cultural backgrounds, lifestyles,
income, social status and race, there are different evaluation criteria. The
criteria could change as a result of the changing income status, living
standards and life habits of people. For example, as a result of the growth
in the Chinese economy, many Chinese are changing from an emphasis
on quantity and price to a focus on quality and content. Eckhandt and
Houston (1998: 6) consider that Chinese consumers use high profile
brand names to provide security because of their limited experience with a
modern free market system, rather than for symbolic or status reasons, as
is prevalent in more developed economies.
Kotler et al (1999: 203) note that there is no simple and single evaluation process used by all consumers or even by one consumer in all buying situations. This view is supported by Nickels and Wood (1997), who point out that some consumers consider price more important, while others are more concerned with style or quality. Brand names seem to be an important index of quality used to evaluate a product.

Lamb et al (2004: 146) suggest that consumers may firstly select a product attribute and exclude all products that do not have this specific attribute in order to narrow down the number of brands of products or services in the evoked set. Elements of times and place can affect consumer behaviour in their purchase-decision process (Nickels & Wood, 1997: 178). Different buyers may use different sets of attributes to select brands within the same product category (Boyd & Walker, 1990: 120). However, two people may not prefer the same brand, although they use the same attributes when evaluating product offerings (Boyd & Walker, 1990: 120).

Promotional stimuli and the characteristics of the destination influence people’s feeling, assessment of alternatives, and buying decisions. Advertising, sales promotions, literature on the tours offered, recommendations of friends and professionals and the travel trade, all provide promotional stimuli and thus have a promotional impact (Foster, 1985: 37). CYTS (2004) and STB (2002) suggest that when Chinese tourists choose travel destinations they focus on outstanding scenery, freshness, and different cultures. Safety and cleanliness of travel
destinations are highly valued destination characteristics to the Chinese tourists.

3.5.4 Buying decision stage

After evaluating alternatives, consumers would select the most significant information, whether it is internal, external or both, weigh the benefits of each item and make a decision to either purchase the particular product, postpone the purchase or even not purchase at all (Kotler, 2000: 182; Du Plessis et al, 1994: 53). Perceived risk (such as uncertainty and self-confidence) is the main factor that influences consumers making a purchase (Kotler, 2000:182; Sheth & Mittal, 2004: 295).

Different individuals will perceive certain determinants to be more important than others, based on their attitudes, personalities, principles, fears and past experiences. Swarbrooke and Horner (2003: 51-64) note that the determinants are the factors which determine to what extent the tourist is able to purchase the product he / she desires. Noted below are external determinants that influence the buying decision of tourists (Foster, 1985):

- Views of friends and relatives.
• The marketing activities of the tourism industry: foreign destinations’ advertising campaigns; tour operators’ brochures; travel agents’ special promotions.

• The influence of the media: Travel media, for example, holiday features on television, in newspapers and guidebooks.

• National, society-wide, political, economic, social and technological factors: government legislation and policy; immigration restrictions and visa requirements; civil disorder and terrorism; the nature of the political system; taxation policy, for example, airport taxes and tourist taxes.

• Global, political, economic, social and technological factors: price and economic growth that have a strong influence on the decision-making process of business travel.

• Other influencing variables: These include the confidence of the would-be tourist in the travel trade, their own past travel experience. How tourists see the risks (health, public security, travel, political) that are involved and the time and the cost constraints the decision-maker has to accept.
3.6 CONCLUSION

Consumer decisions and actions do not occur in a vacuum (Nickels & Wood, 1997: 173). People travel because they are pushed by their own internal forces and pulled by the external forces of destination countries. These dimensions can be different for tourists from different countries.

External forces play an important role in decision-making, since these factors can affect how, what, when, and where consumers buy. It also includes physical surroundings, social surroundings, time, cost and purpose of purchase and pre-purchase circumstances.

The consumer decision-making process begins with needs recognition, followed by information research, evaluation of alternatives, purchase decision. Consumer purchasing behaviour is directly and indirectly influenced by internal or psychological factors as well as external or social factors. Social influences include factors such as culture, sub-culture, social class and reference groups. Internal influences include factors such as perception and memory, needs, motivation and attitudes, demographics and lifestyle, personality and learning. The determining element is an interaction of both the internal and external factors. The internal factors are basic motivations to prompt the customer/tourist to make travel decisions, while the external factors are the conditions that influence the internal factors of the customer to make the final decision.
In Chapter 2 the Chinese outbound market and the characteristic of Chinese outbound tourists were reviewed. In this chapter the influencing factors of consumer behaviour and impact on decision-making processes were discussed. Chapter 4 will focus on a detailed description of the data collection technique used, the questionnaire design, and the empirical findings will be provided. Chapter 5 will provide a conclusion of the research.

CHAPTER 4

RESEARCH DESIGN AND EMPIRICAL FINDINGS

4.1 INTRODUCTION

The previous chapters of this dissertation explored the fact that tourism is an increasingly diverse and complex phenomenon that requires the study of consumer behaviour to develop suitable tourism management and marketing strategies.
Chapter 2 reviewed the Chinese outbound market and the history of the Chinese outbound travel. The size, potential, and growth of the Chinese outbound market was discussed. The first objective was partially achieved.

Chapter 3 discussed the consumer decision-making process and the internal and external factors that influence the decision-making process. Thus the second objective was addressed.

This chapter reviews the data collection methods and techniques applied in the sampling method, the questionnaire design, the data analysis and interpretation. The data from the survey questionnaire and the findings of the empirical study will be discussed in the final section of this chapter.

4.2 RESEARCH METHODOLOGY

According to Weaver and Oppermann (2000: 411), research methodology is a set of procedures and methods that are used to carry out a search for knowledge within a particular type of research. The research methodology will be discussed in terms of the data collection method, data gathering technique, the questionnaire design, pre-testing, the target population and sample size, the response rate, the reliability and the validity, and the data analysis of the research study.

4.2.1 Data Collection method
The quantitative study is applied in this research, since it is based mainly on the collection and analysis of statistical data. These results are then extrapolated to the wider population of the subject matter (Neuman, 1997; Weaver & Lawton, 2002).

Struwing and Stead (2001: 41) list four basic data collection methods for quantitative research: the historical method, survey, analytical survey and experimental methods.

- **Historical**: The historical method of research involves the collection of published or secondary data from research reports and dissertations.

- **Survey**: In this method the data is obtained from questionnaires completed by the respondents. The reliability of survey data is dependent on the care taken in selecting a sample. More specifically, the character of the data should not be adversely influenced by imbalance or bias (such as selecting only males as respondents).

- **Analytical survey**: In the analytical method of data gathering the emphasis falls more on a statistical analysis rather than a descriptive analysis of the data collected, so that the detection of hidden or latent trends and meanings can be revealed.
• Experimental: The experimental method of research focuses on cause-and-effect relationships between variables.

Based on the objectives of this study, a survey was deemed to be the most appropriate data collection method. Smith (1995: 42) notes that surveys are, arguably, the most important source of information for tourism analysis, planning and decision-making. Weaver and Lawton (2002: 390) and Alreck and Settle (1995) agree with Smith’s viewpoint. They point out that the survey is the most common method for conducting primary research in tourism studies and in the social sciences.

A key objective of survey research is to obtain data which is representative of a population. The survey method offers the following advantages (Hair, Bush & Ortinau 2000: 254):

• The method can accommodate a large sample.

• It allows for making generalised inferences about the target population.

• Standardised common data can be collected which allows for direct comparisons between responses.

• Patterns and trends within the data can be determined by means of statistical analysis.
4.2.2 Data gathering technique

The questionnaire is one of the most widely used survey data collection techniques. It can be used in several ways, namely face to face interviews, postal surveys, telephone surveys or internet surveys. The face-to-face contact between participant and researcher usually generates high response rates (Finn et al, 2000: 91; Moser & Kalton, 1994). A questionnaire was chosen as the most appropriate data collection technique for the research. According to Hair et al (2000: 261), a questionnaire is a data collection technique in which the respondent reads the questions and records his or her own response. The questionnaire was hand-delivered to the respondents.

4.2.3 Questionnaire design

The design and execution of any survey must be processed in a systematic and logical manner (Finn et al, 2000: 88). The questionnaire was designed intentionally for maximum self-administration. This research employed closed questions. Since closed questions have pre-coded answers, they are easy to analyse and quick to answer. However, the respondent may be restricted to a series of pre-determined answers and be forced into an answer which only approximates what he/she wants to answer.
Depending on the type of information that is required, the content of the questions may vary. The following types of closed questions can form part of a research questionnaire:

- **Multiple-choice questions**, which offer specific alternatives from which the respondent must choose one. The respondent is requested to select the one solution that best suits his/her particular situation.

- **Dichotomous questions**, which allow for responses that indicate an unmistakable division, such as yes or no.

- **“Likert” scale questions**, which require respondents to indicate a degree of agreement or disagreement with a statement or set of statements concerning a particular object. Usually, the questions employ a five-point scale of “strongly agree; agree; undecided; disagree and strongly disagree”. The other different semantics of the scale could be “bad---good”, “strong --- weak”, “hot --- cold”, “very important; neutral; not important”.

The questionnaire is accompanied by a cover letter (see Annexure A: Questionnaire) that briefly introduces the respondent to the research project and the researcher. Section A of the questionnaire consists of items regarding the demographic details of the respondents. Included are
questions concerning gender, age, education, income, and lifestyle. Section B focuses on factors that influence desire and information searching in the decision-making process of Chinese travelling to South Africa. Section C focuses on factors that influence the evaluation of alternatives and buying decisions. The questionnaire was concluded with an appropriate courtesy statement.

4.2.4 Pre-testing

After drafting and developing the questionnaire it has to be tested. A small group of people who are representative of the group that is being targeted are used for the pre-test (Struwig & Stead, 2001: 9). According to Jackson (1995: 383), the pre-testing and piloting of a survey is just as important as designing questions. Pre-testing involves giving the questionnaire or interview schedule to a small group of people in order to test the questions. These individuals should be similar to the target population. Jackson points out that pre-testing have many functions. One objective of doing a pre-test is to identify and eliminate variations in respondents’ understanding and interpretation of the questionnaire. Pre-testing also indicates how well the respondents understand the questions and which questions may be ambiguous and unclear. This feedback can be used to eliminate ambiguity in the wording and design of the questionnaire (Jackson, 1995: 383). Pre-testing further assists the researcher in assessing the time involved in completing the questionnaire. This is an important issue that impacts on the response rate. Finally, pre-testing
assists the researcher in identifying and rectifying any errors in the sequencing of questions and the instructions to the respondent on the method of completing the questionnaire.

Twenty Chinese respondents who travelled or are currently studying in South Africa took part in the pilot study. The general feedback from these respondents was positive and after a few minor adjustments, the final questionnaire was ready for printing and distribution.

4.2.5 The target population and sample size

McBurney (2001: 412) noted that a population is the entire collection of individuals being considered for a study. For the purpose of this study, the target population will be Chinese outbound tourists who have travelled to South Africa. Due to the cost and time limitations of the research, the investigation will be limited to Chinese tourists that have travelled to Cape Town in the first week of May. There are three big holidays in China, namely, Labour Day (first of May), National Day (first of October), and Spring Day (in beginning of February). The majority of Chinese travel abroad during these times. Travel agents indicated that the majority of Chinese tourists visit Cape Town when they travel to South Africa. The Cape Town Waterfront and Table Mountain were recognized as famous scenic spots and first-time Chinese tourists are expected to visit these sites. Twenty-five travel groups were chosen randomly during the first week of May. All members of the travel groups were served with the
questionnaires. The questionnaire was administered to all the members of the travel groups regardless of gender, age, occupation, and residence.

4.2.6 Response rate

The success or failure of a survey is essentially determined by the response rate, or the percentage of the total number of people surveyed who responded. A high response rate is an important prerequisite for population validity in survey research (Finn et al, 2000: 88). Two hundred questionnaires were distributed, and answered by respondents, resulting in a response rate of 100%

4.2.7 Reliability

According to Struwig and Stead (2001: 130) reliability is the “extent to which test scores are accurate, consistent or stable”. Leedy and Ormrod (2001: 31) consider reliability as the “consistency with which a measuring instrument yields a certain result when the entity being measured has not changed”.

In a questionnaire, the questions included should obtain the same answer from a person each time it is asked. A reliable question must be a simple,
clearly worded question that will yield the same results on different occasions.

4.2.8 Validity

Finn et al (2000: 28) distinguish between internal and external validity. Internal validity refers to whether the hypothesised cause produces the given effect in the piece of research. External validity refers to the extent to which the results of the research can be generalized. The survey’s strength is the degree to which results from a small sample can be generalised to a large number of people (population validity). According to Leedy and Ormrod (2001: 31), the validity of a measuring instrument is the extent to which the instrument measures what it is supposed to measure. Struwig and Stead (2001: 136) define validity as the extent to which a research design (pre-experimental, quasi-experimental or experimental) is scientifically sound or appropriately conducted. Validity therefore looks at the end result of measurement.

4.3 THE FINDINGS OF THE EMPIRICAL STUDY

Section A: The findings of the demographic variables of the questionnaire
Section A of the survey questionnaire (see Annexure A: Questionnaire) measured demographic information obtained from the respondents dealing with gender, age, education, occupation, level of family income, residence region and lifestyle. The results are reflected in Figures 4.1 to 4.7. A brief discussion of the data is provided immediately following the individual figures.

**Figure 4.1**

**Gender**

![Gender Bar Chart]

Source: Results obtained from an analysis of the empirical research

There were 62.5% male and 37.5% female who completed this survey. It is significant to note that male travellers outnumbered female travellers almost 2:1.

**Figure 4.2**

**Age**
The age distribution of respondents is depicted in Figure 4.2, which indicates that 70% of the respondents are 26 to 45 years old, while 22.5% of respondents are older than 45. It is significant to note that only 8% of the respondents are younger than 25.

Source: Results obtained from an analysis of the empirical research
The educational background of respondents indicates that 80% of respondents have a higher education background. Only 3.5% of respondents have a junior high school qualification.

According to Figure 4.4, the majority of the respondents (39%) are corporate executives, while other categories are evenly spread.

According to Figure 4.4, the majority of the respondents (39%) are corporate executives, while other categories are evenly spread.
The response to the monthly income shows that the majority of respondents (38.5%) earn RMB 5,000 to 10,000 per month, 25% of family of the respondents earn RMB 10,000 to 30,000 per month, while 22.5% earn less than RMB 5,000 per month. The percentage of people earning over RMB 30,000 per month is 11.5%.

Source: Results obtained from an analysis of the empirical research

The areas of residence of the respondents are depicted in Figure 4.6,
which indicates that the bulk of respondents (37%) are from the South-eastern along the coastal area. Fifty-six percent of the respondents came
from cities under the jurisdiction of the state and Mid-western area of China, while 6.5% of the respondents are from the North-eastern province of China.

Figure 4.7

Lifestyle
Source: Results obtained from an analysis of the empirical research

The survey of lifestyles focused on individual interests such as: reading, travelling, shopping, fashion, watching TV, traditional customs, socializing, outdoor action, using Internet, and nightlife. The response to the question 'indicate your preference of the following lifestyle' is depicted in Figure 4.7.

- Fifty-three percent of the respondents in the example do not like nightlife. Only 11% of respondents indicated that they always like nightlife.
• Internet browsing is supported by 46% of respondents, while 32.5% never use Internet.

• Sixty percent of the respondents sometimes keep their traditional customs, while 24% always keep it. Seventeen percent of the respondents said they never keep traditional customs.

• Fifty-three percent of respondents do not like fashion.

• Forty-two point five percent of the respondents never prefer shopping.

• Respondents that answered ‘never’ represent the following: outdoor action (9.5%), socializing (20.5%), watching TV (10.5%), travelling (5.5) and reading (12%).

<table>
<thead>
<tr>
<th>Occupation</th>
<th>South-Eastern along coast</th>
<th>Cities under the jurisdiction of Mid-western area</th>
<th>North-eastern provinces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Percent%</td>
<td>State Percent%</td>
<td>Percent%</td>
</tr>
<tr>
<td>-----------------------</td>
<td>-------------</td>
<td>----------------</td>
<td>----------</td>
</tr>
<tr>
<td></td>
<td>n=74</td>
<td>n=56</td>
<td>n=56</td>
</tr>
<tr>
<td>Self-employed</td>
<td>13.51</td>
<td>16.07</td>
<td>8.93</td>
</tr>
<tr>
<td>Corporate executive</td>
<td>31.08</td>
<td>33.93</td>
<td>62.50</td>
</tr>
<tr>
<td>Student</td>
<td>6.76</td>
<td>10.71</td>
<td>5.36</td>
</tr>
<tr>
<td>Retired</td>
<td>13.51</td>
<td>1.79</td>
<td>3.57</td>
</tr>
<tr>
<td>Teacher or Official</td>
<td>18.92</td>
<td>25</td>
<td>7.14</td>
</tr>
<tr>
<td>Other</td>
<td>16.22</td>
<td>12.5</td>
<td>12.50</td>
</tr>
</tbody>
</table>

Source: Results obtained from an analysis of the empirical research

Table 4.1 shows that 31% of the South-Eastern along the coast travellers to South Africa are corporate executives and 19% are teachers or government officials. Thirty-four percent of the Cities under the jurisdiction of State traveller are corporate executives and 25% are teachers and government officials. Sixty-two point five percent of the Mid-western region travellers are corporate executives. The travellers from the North-eastern provinces are mostly self-employed (30.77%) and students (30.77%).
<table>
<thead>
<tr>
<th></th>
<th>Male n=125</th>
<th>Female n=75</th>
</tr>
</thead>
<tbody>
<tr>
<td>Often</td>
<td>12 %</td>
<td>54.67 %</td>
</tr>
<tr>
<td>Sometimes</td>
<td>28.8 %</td>
<td>30.67 %</td>
</tr>
<tr>
<td>Never</td>
<td>59.2 %</td>
<td>14.67 %</td>
</tr>
</tbody>
</table>

Source: Results obtained from an analysis of the empirical research

Table 4.2 depicts that 59.2% of males do not like shopping as opposed to 14.6% of females.

### Table 4.3

<table>
<thead>
<tr>
<th>Age Distribution</th>
<th>25 and younger (n=16)</th>
<th>26 --- 35 (n=68)</th>
<th>36 --- 45 (n=71)</th>
<th>46 and older (n=45)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always</td>
<td>75 %</td>
<td>64.71 %</td>
<td>39.44 %</td>
<td>17.78 %</td>
</tr>
<tr>
<td>Sometimes</td>
<td>25 %</td>
<td>23.53 %</td>
<td>23.94 %</td>
<td>13.33%</td>
</tr>
<tr>
<td>Never</td>
<td>0</td>
<td>11.76 %</td>
<td>36.62%</td>
<td>68.89%</td>
</tr>
</tbody>
</table>

Source: Results obtained from an analysis of the empirical research

Table 4.3 shows that the young people (25 and younger) prefer using the Internet (75%), as opposed to 46 and older (17.78%). The number of Internet users decrease in relation to an increase in age.

### Section B: The findings of needs recognition and information search
Section B of the survey questionnaire (see Annexure A: Questionnaire) was designed to measure the motivators, attitudes and the perceptions of Chinese tourists to South Africa, and the source of information search. The findings are depicted in Figure 4.8 to 4.14 and Table 4.1.

**Figure 4.8**

*Motivation to travel to South Africa*

Source: Results obtained from an analysis of motivation of travel to South Africa

According to Figure 4.8, 48.5% of respondents indicated that their travelling motivation was for relaxation purposes, followed by the motive to acquire knowledge (22%) and seeking a cultural experience (19%). It is significant to note that only 1.5% of the respondents are motivated by seeking adventure.
According to the response to travel categories of the survey questionnaire, depicted in Figure 4.9, 29.5% of the respondents’ choice of travel category was travelling with friends and family, 34.5% respondents’ choice was travel to travel with a group, 24% of respondents chose ‘self-help travel’, and only three percent of the respondents prefer to backpack.

Source: Results obtained from an analysis of travel categories
Source: Results obtained from an analysis of the fear factors of Chinese tourist travelling to South Africa

The response to the question “what are your fears with regard to visiting South Africa” of the survey questionnaire is depicted in Figure 4.10. The figure shows that the highest percentage (90.5%) of the respondents noted the security problem as very important and 68.5% of the respondents are concerned about sanitation and service quality. Twelve point five percent of the respondents regard the visa requirement as very important. Approximately 50% percent of the respondents are neutral
regarding the cost of travel, language, corruption and itinerary issues respectively.

Figure 4.11

Number of destinations considered

Source: Results obtained from an analysis of the empirical research

According to the findings depicted in Figure 4.11, 25% of the respondents chose only South Africa as a travel destination, while 75% of the respondents considered more than one destination.

Figure 4.12

Number of travel agents considered
Figure 4.12 noted that 37.5% of the respondents chose two agents while only 20.5% used a single travel agent. Eighty percent of the respondents chose more than one travel agent.

Figure 4.13

Perceptions about South Africa A

Source: Results obtained from an analysis of the empirical research

Figure 4.13 presents the perception of South Africa held by the Chinese outbound tourist. Forty-one percent of the respondents considered South Africa a risky destination, 14.5% of the respondents thought South Africa is a safe destination, while 44.5% of respondents did not answer the question.
Figure 4.14

Perceptions about South Africa B

Source: Results obtained from an analysis of the empirical research

Figure 4.14 indicates that 49% of the respondents consider that South Africa could offer a unique cultural experience, and 35.5% of the respondents perceive South Africa as a destination with various wild-life parks. Fifteen point five percent of the respondents answered that they do not know.

Table 4.4

Source of information

<table>
<thead>
<tr>
<th>Categories</th>
<th>Rate%</th>
<th>(n=200)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends</td>
<td>71.5</td>
<td></td>
</tr>
<tr>
<td>Travel agent</td>
<td>59.5</td>
<td></td>
</tr>
<tr>
<td>Brochures</td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>Newspapers</td>
<td>34</td>
<td></td>
</tr>
<tr>
<td>Television</td>
<td>41.5</td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td>48</td>
<td></td>
</tr>
</tbody>
</table>

Source: Results obtained from an analysis of the empirical research
Table 4.4 reflects the findings on the source of information when consumers search for information of a South African travel destination. Table 4.4 depicted friends (71.5%) and travel agents (59.5%) as the main sources of information. Tourists also acquired information from television and Internet. Only 27% of the respondents obtain South African travel information from brochures. Forty-eight percent of the respondents obtained their travelling information of South Africa from the Internet, while 41.5% of the respondents sourced information from television, 34% from newspapers and 27% from brochures. These may reflect that the source of information is very broad.

Table 4.5

<table>
<thead>
<tr>
<th>Categories</th>
<th>Useful Rate%</th>
<th>Not useful Rate%</th>
<th>Neutral Rate%</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends</td>
<td>72.7</td>
<td>26.6</td>
<td>0.7</td>
<td>n=143</td>
</tr>
<tr>
<td>Travel agent</td>
<td>38.7</td>
<td>53.8</td>
<td>7.5</td>
<td>n=119</td>
</tr>
<tr>
<td>Brochures</td>
<td>48</td>
<td>50</td>
<td>2</td>
<td>n=54</td>
</tr>
<tr>
<td>Newspapers</td>
<td>58.8</td>
<td>41.2</td>
<td>0</td>
<td>n=68</td>
</tr>
<tr>
<td>Television</td>
<td>65</td>
<td>35</td>
<td>0</td>
<td>n=83</td>
</tr>
<tr>
<td>Internet</td>
<td>76</td>
<td>24</td>
<td>0</td>
<td>n=96</td>
</tr>
</tbody>
</table>

Source: Results obtained from an analysis of the empirical research

Table 4.5 indicates that the most useful source of information is the Internet (76%), followed by friends (72.7%), television (65%), newspapers
(58.8%), and brochures (48%). Fifty-four percent of respondents considered that the travel agents were not a useful source of information.

Section C: Evaluation of alternatives and final decision-making

Section C of the survey questionnaire was designed to measure the factors that impact on decision-making and the evaluation of alternatives. The findings of the household influence on decision-making is depicted in Table 4.2. Table 4.3 reflects the factors that influence the choice of travel agent, Table 4.4 shows the time tourists spend on their decision-making process, and Figure 4.17 depicts the reason for changing destinations of Chinese outbound tourists. The factors that influence the final selection of travel destination are reflected in Figure 4.18. A brief discussion of the data is provided immediately following the respective tables and figures.

Table 4.6

<table>
<thead>
<tr>
<th>Household influence on decision-making</th>
<th>Rate %</th>
<th>n=200</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own decision</td>
<td>53.5</td>
<td></td>
</tr>
<tr>
<td>Parents</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Children in household</td>
<td>5.5</td>
<td></td>
</tr>
<tr>
<td>Spouse</td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>Joint family decision</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

Source: Results obtained from an analysis of the empirical research
Table 4.6 reflects the role of household influences in the final decision to travel to South Africa. Fifty-four percent of the respondents indicated that they relied on their own discretion. Another important influencing role is the spouse (27%). The parents and children have a minor influence on the final decision-making.

Table 4.7
Factors that influence the choice of travel agent

<table>
<thead>
<tr>
<th>Important</th>
<th>Neutral</th>
<th>Not important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate %</td>
<td>Rate %</td>
<td>Rate %</td>
</tr>
<tr>
<td>Name and good reputation</td>
<td>72</td>
<td>26</td>
</tr>
<tr>
<td>Recommendation from friends</td>
<td>40.5</td>
<td>53</td>
</tr>
<tr>
<td>Reasonable price</td>
<td>52.5</td>
<td>41</td>
</tr>
<tr>
<td>Personal experience</td>
<td>26</td>
<td>58.5</td>
</tr>
<tr>
<td>Travel itinerary offered by the agent</td>
<td>41</td>
<td>51</td>
</tr>
</tbody>
</table>

Source: Results obtained from an analysis of the empirical research

The response to the question ‘Indicate the relative importance of the following factors on your choice of a travel agent’ is depicted in Table 4.7. The majority of the respondents considered that the name and good reputation (72%), and the reasonable prices (52.5%) are very important factors influencing tourists’ choices of travel agent.
Table 4.8

Decision-making time

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Rate % (n=200)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than one month</td>
<td>70.5</td>
</tr>
<tr>
<td>Three months</td>
<td>23</td>
</tr>
<tr>
<td>Six months</td>
<td>3</td>
</tr>
<tr>
<td>One year or more</td>
<td>3.5</td>
</tr>
</tbody>
</table>

Source: Results obtained from an analysis of the empirical research

The response to ‘How long did it take you to make the decision to travel to South Africa?’ is depicted in Table 4.8, which shows that 70.5% of the respondents spent less than one month to make the decision to travel to South Africa, while 23% took up to three months to make the decision.

Table 4.9

Change of travel destination prior to final decision-making

<table>
<thead>
<tr>
<th>Change of Destination</th>
<th>Rate % (n=200)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>60</td>
</tr>
<tr>
<td>No</td>
<td>40</td>
</tr>
</tbody>
</table>

Source: Results obtained from an analysis of the empirical research

Table 4.9 indicated that 60% of the respondents changed their choice of destination, whereas 40% of the respondents only chose one travel
destination in the period from the start of their decision to travel to the final choice of their travel destination.

**Figure 4.15**

The reason for changing destination

Source: Results obtained from an analysis of the empirical research

Table 4.9 shows that 60% of the respondents changed their travel destinations during the period of decision-making. Figure 4.15 reflects a wide range of reasons. Thirty-nine percent of the respondents changed their destination as a result of safety issues, 29.17% changed their decision as a result of personal taste, and 20.83% changed due to price issues. These may indicate that Chinese outbound tourists mostly care about safety issues.
Figure 4.16

Factors that influence the final selection of a travel destination

<table>
<thead>
<tr>
<th>Factor</th>
<th>Very important</th>
<th>Important</th>
<th>No influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time &amp; cost constraints</td>
<td>10</td>
<td>44</td>
<td>46</td>
</tr>
<tr>
<td>Risk evaluation</td>
<td>10</td>
<td>41.5</td>
<td>48.5</td>
</tr>
<tr>
<td>Past travel experience</td>
<td>14.5</td>
<td>31</td>
<td>54.5</td>
</tr>
<tr>
<td>Safety &amp; health</td>
<td>3.5</td>
<td>25</td>
<td>71.5</td>
</tr>
<tr>
<td>Available information</td>
<td>20.5</td>
<td>29</td>
<td>50.5</td>
</tr>
<tr>
<td>Type &amp; range of travel</td>
<td>26.5</td>
<td>46</td>
<td>46</td>
</tr>
<tr>
<td>Attractions &amp; amenities of destination</td>
<td>13.5</td>
<td>34.5</td>
<td>52</td>
</tr>
<tr>
<td>Travel agent</td>
<td>15.5</td>
<td>29.5</td>
<td>55</td>
</tr>
<tr>
<td>Recommendations by friends</td>
<td>11</td>
<td>43</td>
<td>46</td>
</tr>
<tr>
<td>Advertising</td>
<td>12.5</td>
<td>31.5</td>
<td>56</td>
</tr>
<tr>
<td>Personal taste</td>
<td>7.5</td>
<td>29</td>
<td>63.5</td>
</tr>
</tbody>
</table>
Source: Results obtained from an analysis of the empirical research

Figure 4.17 depicts the factors that influence the final decision to travel to South Africa. According to the figure the most important factor is safety and health (71.5%), second is personal taste (63.5%). The attractions and amenities of destination (52%) was deemed also to be a very strong influencing factor for the tourist’s final decision-making. Fifty-six percent of respondents depicted that it did not influence their decision to travel to South Africa. Almost 30% of respondents pointed out that the travel agent did not influence their final decision-making. Eighty-nine percent of the respondents stated that recommendations from friends are important or very important. A similar result was found in the time and cost constraints factor.

4.4 THE INTERPRETATION OF THE RESEARCH FINDINGS

There are a number of different opinions concerning consumer behaviour characteristics of Chinese outbound tourists discussed in Paragraph 2.3.5. Roth (1982) found that the majority (76%) of Chinese travelling to Europe is aged between 30 to 49 years and 20% are 50 to 60 years old. This means that 96% are older than 30 years. But in this research (see Figure 4.2), the age 25 and younger is 8%, and the ages between 26 to 35 are 34%. It may show that the youthful travellers are growing in number, which is in line with the findings of CYTS (2004); Roth (1998) and the WTO (2003) (see Paragraph 2.3.5).
In Paragraph 2.3.5, Go (1997: 10) points out that travelling abroad for pleasure is a privilege of the rich and the older people, because the older people have more leisure time and money than younger people. Hansruedi (2001) agrees with Go (1997). But China is different from western countries, due to the social circumstances, distribution of income and social welfare. Chinese were previously regarded as low-income earners, who were not able to save disposable capital and could not afford the luxury of travelling. After the past decade of economic development, the adult and young people receive benefits from higher income with greater disposable capital than that of older people. In most cases, it is that the children of the elderly that pay or help pay for the travel of the elderly as a tradition towards filial duty, and to reflect their gratitude for raising them in China (see Paragraph 2.3.5). Thus, in China the adult and young groups are regarded as the wealthy and more powerful consumer group at present. This finding may prove that the personal income level has a strong impact on consumer behaviour.

The research found (see Figures 4.1 to 4.4) that the Chinese outbound tourists in South Africa have the following characteristics: the majority of the respondents have a higher education background (80%). Seventy of the respondents are corporate executives, teachers or officials, and self-employed and 75% of the respondents have a monthly income greater than RMB 5,000. The majority of the respondents’ income level is higher than the general Chinese resident (NBSC, 2004) and they are classified
as the higher or high-middle social class in China. Thus, it shows that the income, education and career have a strong influence on the Chinese outbound tourist market travelling to South Africa. Jang et al (2003), Pan and Laws (2001) and Bexken and Cavanagh (2003) support this view (see Paragraphs 2.3.5 and 1.5).

The lower-income group of tourists constitute a significant proportion (24%) of the Chinese outbound market (see Figure 4.5). Du Jiang (2003) considered travelling abroad a popular trend in the Chinese outbound market (see Paragraph 2.3.5). Table 4.1 indicates that the majority of the respondents who come from the North-Eastern region are self-employed (30.77%) and students (30.77%), while the respondents who come from the Mid-western area are mostly corporate executives (62.5%). The majority of travellers from cities under the jurisdiction of the State and the South-Eastern along the coast region constitute corporate executives, teachers and government officials.

Figure 4.6 shows that 93.5% of the respondents are from the South-Eastern along the coast, Cities under the jurisdiction of State and Mid-western region, and that only 6.5% are from the North-eastern provinces. Other research (Asia Pacific Foundation of Canada, 2002) confirmed this finding (see Paragraph 2.3.5). Paragraph 2.3.1 noted that Chinese outbound tourists come mainly from the South-Eastern along the coast, such as Guangdong province, Fujian province, or the large cities such as Shanghai and Beijing. One reason may be that these major metropolitan
areas have a higher per capita income. Another reason may be that most overseas Chinese originate from these provinces, and these provinces have extensive business contacts with overseas countries (STB, 2002; Bailey, 2001) (see Paragraph 2.3.1). This research found that the tourists who come from the Mid-western area are becoming a very important component (28.5%). This may be due to economic growth, education and income distribution which affect consumer behaviour and the need to travel abroad (see Figure 4.6 and Table 4.1). The majority of travellers from the South-Eastern along the coast, the Cities under the jurisdiction of the State and Mid-western region are corporate executive and teachers or government officials. The North-eastern provinces’ travellers are mostly self-employed (30.77%) and students (30.77%) (see Table 4.1).

Twenty-two percent of the respondents’ motivation to travel to South Africa is to increase knowledge (see Figure 4.8). As discussed in Paragraph 2.2, the Chinese have the centuries-old tradition of learning from travelling to explore unknown worlds and acquire new knowledge. The majority of the respondents have a higher education background and enjoy travelling, which conforms to the trend globally that people with a higher education prefer to travel (see Paragraph 2.3.2). They believe that the individual “Who goes far knows much”. Pan and Laws (2001), STB (2002), Wenbin (2003) and Petersen (1995) come to the same conclusion (see Paragraph 2.2 and 1.5).
In this research it was found that Chinese outbound consumers prefer travelling, reading, outdoor action and internet browsing (see Figure 4.7). Roth (1998) found that Chinese tourists still like shopping abroad when they travel in Europe, America or Australian (see Paragraph 2.3.5). The reason may be due to the previously poor economic background in China, which was deprived of material wealth. But in this research it was found that 42.5% of respondents do not like shopping. The reason may be that China as an emerging economy is able to meet the basic demands of the local market in terms of products now. Thus, the shopping lifestyle of Chinese tourists may have changed as a result of the economic development.

The research found that gender strongly influences tourists’ shopping behaviour. Table 4.2 shows that the shopping behaviour was affected by different genders. Fifty-nine percent of males do not like shopping but 85.34% of females enjoy shopping, and 54.67% of females often shopped. Table 4.2 and Figure 4.7 indicate that the Chinese outbound tourists do not always like shopping, and it may be influenced by the fact that the majority of respondents are male. The same result was found in fashion. This research also found 61.6% of males do not like fashion and 61.3% of females like fashion.

It is interesting to note that Internet browsing is becoming an important lifestyle, as 67.5% of respondents often or sometimes use Internet (see Figure 4.7). Table 4.3 shows that the number of Internet users decreased
in relate to the increase in age. This may imply that the lifestyles are changing because of social development and new technology. The different age groups also have different lifestyles. As discussed in Paragraph 3.4.6, the lifestyles are represented by a consumer's activities, interests, and opinions. What people usually do in their spare time reflects their lifestyle (Hoyer & Maclnnis, 2004). The lifestyle research can help marketers understand how their product fits into consumers’ general patterns of behaviour. The lifestyles can be changed through economic development, new technology occurrence, and the changes of social environment and policy.

Tourists can be placed in a certain category according to their motivation for travelling abroad. People travel for different reasons such as: pleasure, recreation, holiday, sport, business, friendly/family visits, missions, meetings, conferences, health, studies, religion, etcetera. These motives have already been discussed in Paragraphs 3.4.1 and 3.5.1. Relaxation, acquisition of knowledge and cultural experiences were found to be the main motivators for Chinese outbound tourists to South Africa (see Figure 4.8). In paragraph 3.5.1, Foster (1985: 5) notes that the purpose of recreation or pleasure is influenced by physical and emotional factors such as escape from daily routine, relaxation, for an enjoyable time, or to obtain an adventurous or romantic experience. The culture, personal development, and personal motivators influence people to see other countries (the people and culture). As a result of the long isolation period by the western countries, many Chinese are now extremely eager to see
the outside world and to learn more about different countries and cultures. These findings are also confirmed by STB and CNTA (see Paragraphs 2.2 and 2.3). This research found that only 1.5% of the respondents were motivated by adventure (see Figure 4.8). Wong and Lau (2001) have the same findings (see Paragraph 2.3.5). This may be that adventure travel needs more professional skills, training, equipments and it is a new travel category for the Chinese. It may be due to the fact that Chinese tourists lack the relevant knowledge about adventure travel and adventure travel resources offered by South Africa.

The first choice of travel category is ‘travel with group’ (34.5%), followed by ‘travel with friends and family’ and ‘self-help travel’ (see Figure 4.9). Before discussing the travel category, there are a few characteristics of Chinese outbound tourists that must be reviewed. As Chapter 2 (see Paragraph 2.3.5) explains, a first observation is that the Chinese government compels Chinese outbound travellers to travel in groups (Pan & Laws, 2001; Yali, 2003; Roth, 1998) (see Paragraph 2.3.5). Secondly, according to Verhelst (2003) most of the Chinese people appear to feel very comfortable in groups especially with older people (see Paragraph 2.3.5). In addition, travelling in a group has several advantages. Since Chinese tourists rarely speak foreign languages, they feel more secure in a group when travelling abroad as they are then in a better position to handle language communication problems together since a Chinese tourist guide always accompanies the group while travelling in South Africa. This research agrees with Verhelst’s viewpoint. It has been
observed that travel groups are less likely to encounter problems than individuals travelling on their own. Another reason may be that Chinese are usually likely to avoid conflicts situations. It may indicate that the culture influences the choice of travel category due to the language and customs issues (see Paragraph 3.3.1).

However, the result of the question whether they prefer to ‘Travel with group’ was lower (34.5%) when compared with the findings of Wong and Lau (2001) (43.5%). The choice of travel with friends or family (29.5%) and self-help travel (24%) is increasing. The reason may reflect that a number of people are unsatisfied with the restrictive form of group travel. Groups travel often consists of people with different interests, which may cause problems when time has to be allocated between activities such as sightseeing and shopping. Roth (1998: 18) and STB (2002) confirmed that young tourists prefer independent and free activity. Maslow also states that people have a need for self-fulfillment which is the need for achievement, confidence, independence, and freedom. The self-fulfillment need could stimulate people to explore different travel styles and travel destinations (Arnould et al, 2002) (see Paragraph 3.5.1). This view is contradicted by the finding of Figure 4.9 that shows only 3% of the respondents preferring backpack (independent) travel.

Figure 4.10 to Figure 4.14 reflect that the perception and perceived risk have a strong influence on the decision-making process. Figures 4.13 and 4.14 indicate that 44.5% of the respondents stating that they lack
knowledge of South Africa. The findings of Figures 4.13 and 4.14 define the perceptions and attitudes towards South Africa. The majority of the respondents feel South Africa is a risky destination, but it can offer unique cultural experiences. Safety is a vital issue for South African travel and tourism. The same results were confirmed by other researchers such as STB (2002) (see Paragraph 2.3.5) and WTTO (2004c) (see Paragraph 3.5.1).

Kotler (2000: 182), and Sheth and Mittal (2004: 295) note that perceived risk is the main factors that influence a consumer to make a purchase or not. Perception is influenced by personal knowledge and experience to help consumers form an attitude of products and information. The higher the perceived risk, the more alternatives are considered (see Paragraphs 3.4.2 and 3.4.3). This may explain why over 75% of the respondents considered more than one destination and travel agent, since tourists want to reduce the risk through evaluation of alternatives (see Figure 4.11). This may imply that the consumers are very cautious during the evaluation of alternatives stage when comparing travel destinations and service. On the other hand, it may indicate that the competition in the Chinese outbound market tends to be strong.

STB (2002) found that the Chinese travellers obtain information about Europe firstly from travel agents (35%), secondly from books, newspapers or television (33%), thirdly from word of mouth (18%). CNTA’s (1995) statistics display the source of travel information firstly as travel agents (38%), secondly books / newspapers/TV advertising media (33%), thirdly
word of mouth (18%). Only 2% of information was obtained from the Internet (see Paragraph 2.3.5). Table 4.4 shows that the source of information about South Africa was mostly obtained from friends and a travel agent. This shows that the Chinese outbound tourists who travel to South Africa were mostly influenced by word of mouth and opinion leader factors. The reason may be because friends and family people are trustworthy. Other influencing factors are the Internet, television and newspapers. It is significant that the Internet has been raised to the third most important source of information. Forty-eight percent of the respondents obtained information from the Internet (see Table 4.4). The Internet information is convenient for comparison purposes. Following the economic development of China, the number of computer users is growing rapidly. Hence, the Internet can be a very useful promotion tool. In the future, the Internet may play a more and more important role in the Chinese outbound market. It may become a stronger source for the first-time outbound travellers. (see Table 4.5). The reliability of television and newspapers are lower because there is a lot of inveracious information in advertising.

How do households influence Chinese outbound tourists? There were 55% respondents who said that their own choice played the most important role in the final decision to travel to South Africa (see Table 4.6). This underlines the fact that the Chinese outbound tourist has a strong and independent personality. The opinions of the spouse affect the decision-making of the respondents by 28.5%, which reflects the changing
of tradition and culture. In Chinese culture, the father used to have the highest status and greatest authority in a family, which always influenced the children and wife’s behaviours. But at present, it appears as if the framework of modern family is not the same. Following the social development that took place, the framework of modern family became smaller. The young couples today have greater freedom to make their own decisions.

There are 5.5% of tourists who said that the children strongly influenced their decision-making. The reason may be that many older tourists have their trips financed by their children. The act of the children paying for parents is a traditional show of filial duty, and a way to express their gratitude towards the parents for raising them (see Paragraph 2.3.3).

Table 4.7 shows that the name and good reputation (72%) of a travel agent and cost of travel (reasonable price: 52.5%) play an important role in the decision-making process. As discussed in Chapter 3 (see Paragraph 3.2.3) price consciousnesses is a price orientated “value for money” consumer characteristic. Such consumers are looking for sale prices and appear conscious of lower prices and getting the best value for their money.

The majority of the respondents take one month to make a decision to travel to South Africa (70.5%) (see Table 4.8). From this finding one may
deduce that people rush into making decisions, which shows an impulsive, careless consumer orientation.

Figure 4.16 indicates that personal taste strongly influences the evaluation of alternatives and decision-making stages. Interestingly, the recommendations by friends impact stronger on the information search stage than on the final decision-making stage. It may be that Chinese people are becoming more self-fulfilled and sophisticated, and enjoy getting information and recommendations from friends, but prefer to make their own decision independently.

4.5 CONCLUSION

Research is about enquiry, about discovery, and revealing something that was previously unknown or testing the validity of existing knowledge. High quality research requires more than just being comfortable with the use of methods of data collection and analysis; it requires good research design.

The findings reflect that the age, gender and residential region strongly influence the lifestyles, especially with regard to traditional culture and life habit. The new technologies such as the Internet are becoming more and more important elements in the decision-making process. The most important and useful sources of information are friends and Internet. When Chinese outbound tourists make a decision to travel to South Africa they have fears concerning the safety issue.
The next chapter will discuss the conclusion of the research, based on the empirical study, literature review and the findings of the research.
CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

In terms of WTTC (2004c), international travel and tourism is an important component of South Africa’s economy. An understanding of the influence of internal and external factors in the decision-making process is important for marketers, particularly when dealing with the rapidly growing Chinese outbound market. Knowing the characteristics of Chinese outbound tourists and the factors that influence their purchase behaviour provide appropriate indicators to reflect the trend of the Chinese social, economic and outbound market.

In this chapter conclusions will be drawn based on the empirical study and the literature review. The recommendations will be based on the findings of the research.

5.2 PURPOSE OF THE STUDY

The main objective of this study was to determine the main factors that influence the decision-making of Chinese tourists that travel to South
Africa. According to the research findings and literature review, Chinese tourists’ decision-making is an activity involving many complex external and internal factors. To address the main research problem, the following sub-problems had to be addressed:

- What are the internal factors that influence decision-making?
- What are the external factors that influence decision-making?
- How do the above factors impact on the decision-making process of Chinese tourists that travel to South Africa?

The purpose of the study was to:

- Explore Chinese outbound consumer behaviour;
- Research the factors which affect Chinese outbound tourists travelling to South Africa;
- Assist the South African travel and tourism marketers to apply appropriate marketing strategies with regard to the Chinese outbound market; and
- Enhance the service quality of South African travel and tourism industries.
5.3 OVERVIEW OF THE STUDY

Chapter 1 starts with the reasons for the study and the significance of the research. The objectives and research design are explained, a review is given of related literature, and the study is demarcated.

Chapter 2 gives a systemic review of the Chinese outbound market, starting with the Chinese outbound history, which explores the social stability and safety and economic issues affecting Chinese travel and tourism. A summary is provided indicating the size, growth and the regulation of the Chinese outbound market, as well as the main characteristics of the Chinese outbound tourists.

Chapter 3 covers the consumer decision-making process. This process begins with the internal and external factors that influence consumer behaviours, followed by a discussion of these factors on the decision-making process.

Chapter 4 explains the research methodology and the process and justification for the chosen research methods. The explanation of the results of the empirical study begins with a discussion of the demographic details of the respondents, focusing on each factor influencing decision-making. At the end of the chapter, the interpretation of the research findings is given.
This chapter provides an overview of the literature study and the results of the empirical study. Recommendations to marketers and future researchers are indicated, followed by a discussion of limitations of the study and concluding remarks.

5.4 OVERVIEW OF THE LITERATURE STUDY

The tourist decision-making process is influenced by various factors. In chapter three, the influencing factors on decision-making were compartmentalised into two sections: internal and external factors. Hoyer and MacInnis (2004: 12) note that the factors that influence the decision-making processes are the consumer's culture and the psychological core factors. Hoyer and MacInnis emphasize that the cultural factors affect the psychological core factors in decision-making. Swarbrooke and Horner (1999) also focus on internal factors and external attractions of the destination, which influence consumer behaviour. However, they do not mention the influence of the social economic, culture and travel policy factors on decision-making. Foster (1985) considered that there are four groups of factors affecting consumer decision-making in tourism namely social-economic, characteristics of destination, promotional stimuli and other influencing variables.

After integrating the literature study, it can be deduced that the main influencing factors on decision-making in tourism can be presented as two aspects: personal internal motivation factors and external stimulating
factors, which include social influences and the characteristics of the destination.

People travel due to the fact that they are pushed by their own internal forces and pulled by the external forces such as the social environment, reference groups, income levels and the attraction of destination countries.

According to David (2002: 385-386) (see Paragraph 3.5), internal and external factors occur at a different point in time. Firstly, the travellers will decide whether to go, and then at a later stage they will decide where to go. On the other hand, the internal and external factors influencing the decision-making process occur at different stages. For example, the internal motivator factor may strongly influence the desire or needs stage and buying decision stages while external factors may strongly influence the information search and evaluation of alternatives stages.

In conclusion, based on the literature study (Hoyer & MacInnis, 2004; Lamb et al, 2004; Schiffman & Kanuk, 2000; Sheth & Mittal, 2004) the decision-making process is explained as follows:

- The consumer starts the decision-making process once they are aware of an imbalance between the actual and desired state. From this point, the consumer recognises that his/her personal needs should be satisfied. The recognition of a need is hence likely to occur when the consumer is faced with a problem or
desire. Such a problem can be triggered through the consumer’s exposure to either internal (psychological) or external (social) influences or stimuli.

- In the decision-making process, the consumer is expected to go through the various steps namely: recognition of their needs, information search, evaluation of alternatives and purchase behaviour. This process is influenced by internal push factors and external social elements and the attraction of the travel destination.

The following paragraphs deal with the details indicating the factors influencing each stage of the decision-making process.

**Desire or needs:**

The tourist is strongly stimulated by a travel desire. Chinese tourists are mostly motivated to relax, to increase knowledge, and to seek a cultural experience. These needs may be influenced by the changing of lifestyles, the monotonous and mundane routines of the day-to-day life, inspired by psychological needs or motivated by the external environment. In this stage, the consumer realises his/her desire and need to travel (Foster, 1985) (see Paragraph 3.5.1).
Paragraph 3.5.1 notes that there is a hierarchy of needs that drive human behaviours (Arnould et al, 2002; Schiffman & Kanuk 2000: 80; Sheth & Mittal 2004: 164; Solomon, 2002: 108). Maslow’s theory claims five basic levels of human needs which rank in order of importance from lower-level (biogenic) needs to higher-level (psychogenic) needs. A hierarchical approach implies that the order of development is fixed; that is, a certain level must be attained before the next, higher one is activated. For instance, once a consumer feels satisfied in terms of biological and safety needs, then that person pursues social needs and self-fulfilment needs. The people may pursue excitement, enjoyment and achievement through different travel categories such as adventure travel, sex travel, relation or golf sport travel.

As Hoyer and Maclnnis (2004) (see Paragraphs 3.4.1 and 3.5.1) point out, the motivation is an inner state of arousal that denotes energy to achieve a goal, to satisfy needs or desires. Needs influence a consumer’s motivation. Kotler et al (1999) note that the desire or needs could be stimulated and influenced by previous experiences, memory, expectation, changing social environments, personal circumstances. Foster (1985) points out that the tourists have the need for stimulation through change, excitement and novelty by doing something different.
Information search:

Hoyer and Maclnnis (2004), Kotler et al (1999), Foster (1985) and Lamb et al (2004) (see Paragraphs 3.4 and 3.5) indicate that to satisfy the desire and needs, the tourists will firstly search their internal information from their memories, experience or knowledge from various past vacations (Plessis et al, 1994; Lamb et al, 2004; Levy & Weitz, 1992; Schiffman & Kanuk, 2000; Solomon, 2002). When they think the information is not enough or they are uncertain of their travel decision, then people will be motivated to learn as much as they can about the various travel options. They search for more information through various approaches such as looking at travel advertising, asking and discussing with friends, visiting travel agents, reading travel-related books, brochures, newspapers or magazine articles, watch television or browse on the Internet. During an information search, the consumer subsequently searches for information giving more insight into the chosen destination, and how much it might cost and when they might travel. Hoyer and Maclnnis (2004) note that the consumer develops certain attitudes, perceptions and memories based on their exposure to information in terms of comprehension, analysis, interpretation and categorisation. The attitudes might undergo considerable changes as the consumer encounters new information. Information search is influenced by perceived risk. Levy and Weitz (1992) point out when consumers feel some risk at making a poor decision they tend to collect more information to reduce the risk (see paragraph 3.5.2).
Evaluation of alternatives

Once consumers feel that they have had enough information they usually identify several decision criteria that they regard as very important in making their choice (Nickels & Wood, 1997). Paragraph 3.5.3 discussed the criteria which refer mainly to the following features: safety, quality of service, cost, time, perceived risk, brand, type and range of travel, personal taste, and VISA problems. These features determine the consumer’s choice in the form of a combined analysis reflecting the amount he/she is prepared to pay, the security guaranteed by the destination, the proposed itinerary, travelling time-period and temperate climate. Using the criteria, the consumers compare the different travel destinations thoroughly and form attitudes or memories about them.

Buying decision:

After evaluating alternatives, consumers make the final decision as a result of their evaluation. Swarbrooke and Horner (2003) considered that the buying decision is influenced by consumers’ desire, attitudes, personalities, fears, lifestyles, and past experience. Foster (1985) points out that these internal factors are influenced by external factors which together influence the buying decision. The external factors include: views of friends and relatives, the marketing activities of the tourism industry,
time and cost, risk evaluation, past experience, available information and attractions and amenities of destination (see Paragraph 3.5.4).

5.5 OVERVIEW OF THE RESULT OF THE EMPIRICAL STUDY

In order to determine the factors that influence the decision-making of Chinese tourists that travel to South Africa, a survey was conducted amongst Chinese tourists in Cape Town. The questionnaire was designed to test the different factors that influence the decision-making process. The data obtained was subjected to a quantitative and qualitative analysis to meet the objectives of the study.

The following represents a concise summary of the findings of the empirical study:

Biographic information

- The male travellers outnumbered female travellers by approximately 2:1 (see Figure 4.1).

- The majority (69.5%) of the outbound travellers’ are 26 to 45 years old (see Figure 4.2 and Paragraph 4.4).
• Most (80%) of Chinese outbound travellers have a higher education background (see Figure 4.3 and Paragraph 4.4).

• The biggest group of travellers are corporate executives (39%) (see Figure 4.4).

• The monthly (77.5%) income of Chinese outbound travellers is over RMB5000, which is higher than the monthly income of the average Chinese citizen of RMB 725 (see Figure 4.5 and Paragraph 4.4).

• The main sources of Chinese outbound travellers are from the South-east along the coast and economically developed areas (see Figure 4.6 and Paragraph 4.4).

• The lifestyles are changing. Chinese outbound travellers do not like shopping and fashion. The majority of travellers also enjoy reading, travelling, watching TV, socializing and outdoor action. Using the Internet has become a preferred lifestyle. There are 59.5% respondents that are neutral with regard to traditional customs, while only 24% always observe them. All this information may imply a process of changing lifestyles (see Figure 4.7 and Paragraph 4.4).
The factors influencing needs recognition and information search stages

- The main factor that motivate Chinese outbound tourists to choose a particular holiday to South Africa is to relax (48.5%) (see Figure 4.8).

- The main choice of travel category is to travel with a group (see Figure 4.9). Travelling with friends and family and self-help travel are becoming increasingly popular (see Paragraph 4.4).

- Fear about the security and sanitation and service is a concern of the majority (90.5%) of the travellers visiting South Africa (see Figure 4.10).

- The travel regulations of government strongly influence the choice of destination (see Figure 4.11) and travel category (see Paragraph 4.5). The majority of the travellers choose more than one travel destination (75%) and travel agent (79.5%) (see Figure 4.12).

- Chinese outbound travellers lack knowledge about South Africa. The majority of them also thought that South Africa is a risky destination but can offer a unique cultural experience (see Figures 4.13 and 4.14). The perceptions about South Africa reflected a complex and inconsistent sense: good and bad, attractive but risky.
• Friends are a main source of information and were regarded as a very useful source. The travel agent is a very important source of information but over half of the users do not trust them and considered the information from travel agents as not useful (see Table 4.4).

• The number of people using the Internet as a source of information increased significantly from previous studies, and the Internet was regarded as the most useful source of information (76%) (see Table 4.4 and 4.5 and Paragraph 4.4).

Factors influencing the evaluation of alternatives and the buying decisions stages

• The majority (53.5%) of Chinese travellers make the buying decision on their own, and the spouse is the main influencing factor in the household (see Table 4.6).

• The name and good reputation is the most important factor that influences the choice of travel agent. It may imply that brand consciousness also influences the Chinese outbound tourist’s choice of travel agent (see Table 4.7).
• The majority (70.5%) of travellers make decisions in less than one month (see Table 4.8) and change their travel destination before making the final travel decision (see Table 4.9). The reason may be because China’s outbound travel market is still very young. The motivations of Mainland Chinese may be dissimilar to tourists from more mature markets (Qiu-Hanqin & Lam, 1999: 588) (see Paragraph 3.5) Chinese travellers lack knowledge about travel destinations, since they seldom collect information about their destination (Wong & Lau 2001) (see Paragraph 2.3.6).

• Tourists change their destination mostly as a result of safety concerns (see Figure 4.15). Another main reason is personal taste.

• Fifty-six percent of the respondents considered that they were not influenced by the promotional efforts of South African tourism (see Figure 4.16).

The strongest motive to travel to South Africa is to relax and to experience a new culture. It is significant to note that unlike the motives of Chinese travelling to Australia, the majority of the respondents did not list the wildlife and outdoors as their preferred motives in the needs recognition stage.

The findings reflect a lifestyle change amongst the respondents. Unlike previous studies, 42.5% of the respondents do not like shopping, hence
promotional information emphasizing the availability of shopping opportunities may not be that effective as previously believed. Internet usage is highly prevalent, particularly amongst the respondents younger than 25 and has a direct bearing on the information search stage of the decision-making process. The study also shows that external factors, word of mouth and opinion leaders, strongly influence the information search and the evaluation of alternatives stages of the decision-making process.

When viewing the findings in terms of internal and external factors, perception plays a significant role in the Chinese outbound market. Although a number of the respondents lack knowledge about South Africa, South Africa is perceived as a high-risk country, which has a bearing on the evaluation of alternatives in the decision-making process.

The study reflects a cultural shift in the decision-making process. The majority of the respondents relied on their own assessment to make the final selection of destination, which indicates a move away from the traditional Chinese practice of harmony and group decision-making.

5.6 RECOMMENDATION

Based on the empirical study the following recommendations are made:
Since Chinese outbound tourists are mostly influenced by word of mouth (friends, travel agent), South African tourism must develop higher quality service, travel and tourism environments for Chinese tourists. Tourism practitioners should recruit Chinese travel guides and staff fluent in Mandarin Chinese. Celebrating a Chinese traditional festival in South Africa may attract many Chinese tourists and give them impressive memories.

The Internet is one of the most important sources of information. Hence, it is recommended that South African tourism set up a Chinese mandarin language Website and e-tourism destination marketing system to offer better service and more useful travel information to Chinese outbound tourists. The marketers can convey information about their products, and make it easier for consumers to do their own comparisons and choose a suitable destination.

The empirical study found that Chinese outbound tourists usually make buying decisions in the month prior to their departure. Thus, the marketers should adjust their marketing timetables and intensify the advertising and promotional activities one month prior to each of the three biggest Chinese holidays. Based on the findings of Figures 4.1 to 4.4, the target population in the Chinese outbound market consists mainly of adult people aged between 26 to 45 years with a higher education background. They are employed as corporate executives, teachers, and officials. The tourists originate firstly from the South East coast, cities under the
jurisdiction of the State, and the bigger cities or capital of the Mid-western province. Hence, marketing activities should target those groups.

This research has shown that the Chinese outbound market is relatively price sensitive. Therefore, marketers must seek to offer discounted airfares and provide budget accommodation alternatives to prospective Chinese tourists.

Unlike Australia, most Chinese visit South Africa for the culture experience, despite the beaches, open spaces and parks offered in South Africa. The research has shown that a large percentage of the tourists lack general knowledge and information about South Africa. This indicates that South African tourism practitioners need to educate Chinese of the availability of these offerings in South Africa.

5.7 LIMITATION OF THE RESEARCH

A number of problems and limitations were experienced in the study. The first problem was the lack of relevant literature on the consumer behaviour in travel and tourism. Most of the literature placed particular emphasis on general consumer behaviour. Others emphasised the marketing of travel destinations but ignored the culture, regulation of government and psychological core factors influencing decision-making. Additionally, the wording of a number of questions in the questionnaire may have been too
technical for some of the respondents. The choice of a closed-ended questionnaire may have forced the respondents into an answer which only approximates what the respondents want to say. Therefore, it is suggested that further research should investigate the different target markets in different regions in China. Thus, it can compare the different characteristics of consumer behaviour and the influencing factors on decision-making.

5.8 CONCLUSION

Despite the limitations discussed in this research, the objectives of this study were met. The research explored the factors influencing the decision-making process of Chinese outbound tourists in a South African context. The findings may help marketers in the South African tourism industry to refine their marketing strategies in the Chinese outbound market.

China is a market with considerable future potential, following the country’s economic expansion. All indications are that the Chinese government will continue to liberate outbound travel.

Tourists are also attracted by the unique culture of South Africa. The biggest barriers are the safety concerns and lack of knowledge about South Africa, as well as the cost of travel. Recommendations from friends
are the first and the most important factors influencing the information searching stage, which also affects the final decision-making of the consumer. The use of technology has become one of the most important factors in the information search and evaluation of alternatives. Since the Chinese outbound market is expected to show significant growth in the future, South Africa tourism operators should adjust their marketing and product offerings to the needs and aspirations of the Chinese market.
REFERENCE LIST


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Universiteit Leuven.


ANNEXURE A: QUESTIONNAIRE (ENGLISH)

Thank you for taking part in the survey that investigates Chinese outbound consumer behaviour. This questionnaire is to be used for a Master dissertation at Nelson Mandela Metropolitan University in South Africa. The purpose of the research is to:

1) Explore Chinese outbound consumer behaviour;
2) Research the factors which affect Chinese outbound tourists travelling to South Africa; and
3) Enhance the service quality of South African travel and tourism industries.

The results of the questionnaire will be processed electronically and individual responses will not be made known. You cannot be identified from the information you provide.

The questionnaire should take approximately ten minutes to complete. Kindly answer the questions in the space provided. Should some of the items covered not apply directly to yourself, do not ignore them. If you have any queries or would like further information about this project, kindly contact the researcher at

(27) 072 733 0395 or e-mail 20454560@163.com.
Section A: Biographic information

(Tick the appropriate block)

1. Please indicate your gender:

   Male [ ]   Female [ ]

2. Please indicate your age:

   25 and younger [ ]   26 - 35 [ ]
   36 - 45 [ ]   46 and older [ ]

3. Your highest education qualification is:

   Junior high school [ ]   High school or technical secondary school [ ]
   Diploma or Bachelor degree [ ]   Master's degree and higher [ ]

4. Your occupation:

   Self-employed [ ]   Corporate executive [ ]
   Student [ ]   Retired [ ]
   Teacher or government official [ ]   Other [ ]

5. Average monthly income (RMB: Yuan):

   Less than 5,000 [ ]   5,000 ----10,000 [ ]
   10,000 ---- 30,000 [ ]   More than 30, 000 [ ]

6. Where do you reside in China?
South-east along the coast | Mid-western area
Cities which are directly under the jurisdiction of the State | North-eastern province

7. Indicate your preference for the following lifestyles.

<table>
<thead>
<tr>
<th>Lifestyle</th>
<th>Often</th>
<th>Sometimes</th>
<th>Seldom or never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travelling</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shopping</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fashion</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watching TV</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traditional customs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Socializing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outdoor action</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Using internet</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nightlife</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Section B: Needs recognition and information search

(Tick the appropriate block)

1. Which one of the following motivated you most to travel to South Africa?

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Often</th>
<th>Sometimes</th>
<th>Seldom or never</th>
</tr>
</thead>
<tbody>
<tr>
<td>To seek adventure</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To seek a cultural experience</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To visit friends</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To seek business opportunities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To increase knowledge</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To relax and see open spaces</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2. Which one of the following options do you prefer when travelling abroad?

<table>
<thead>
<tr>
<th>Package tour (Backpacking)</th>
<th>Travel alone (self-help travel)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel with friends and family</td>
<td>Travel with group</td>
</tr>
</tbody>
</table>

3. What are your fears with regard to visiting South Africa?

<table>
<thead>
<tr>
<th></th>
<th>Very important</th>
<th>Neutral</th>
<th>Not important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sanitation and service quality</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visa requirements</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel itinerary</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corruption of government service</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Language problems</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of accommodation and transport</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. How many travel destinations did you consider before choosing South Africa?

<table>
<thead>
<tr>
<th></th>
<th>One</th>
<th>Three</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Two</td>
<td>More than Three</td>
</tr>
</tbody>
</table>

5. How many travel agents did you consult before you made your decision?

<table>
<thead>
<tr>
<th></th>
<th>One</th>
<th>Two</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Three</td>
<td>More than three</td>
</tr>
</tbody>
</table>

134
6. Choose one statement that best describes your perspective about South Africa.

6.1
- South Africa is a safe destination
- South Africa is a riskly destination

6.2
- South Africa offers a unique cultural experience
- South Africa has various wild-life parks
7. Indicate which information source you consulted to gain information about South Africa as a travel destination?

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends</td>
<td></td>
<td></td>
</tr>
<tr>
<td>If yes, what was the usefulness of the source</td>
<td>Useful</td>
<td>Not useful</td>
</tr>
<tr>
<td>Travel agent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>If yes, what was the usefulness of the source</td>
<td>Useful</td>
<td>Not useful</td>
</tr>
<tr>
<td>Brochures</td>
<td></td>
<td></td>
</tr>
<tr>
<td>If yes, what was the usefulness of the source</td>
<td>Useful</td>
<td>Not useful</td>
</tr>
<tr>
<td>Newspapers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>If yes, what was the usefulness of the source</td>
<td>Useful</td>
<td>Not useful</td>
</tr>
<tr>
<td>Television</td>
<td></td>
<td></td>
</tr>
<tr>
<td>If yes, what was the usefulness of the source</td>
<td>Useful</td>
<td>Not useful</td>
</tr>
<tr>
<td>Internet</td>
<td></td>
<td></td>
</tr>
<tr>
<td>If yes, what was the usefulness of the source</td>
<td>Useful</td>
<td>Not useful</td>
</tr>
</tbody>
</table>

Other (Specify):

If yes, what was the usefulness of the source | Useful | Not useful | Neutral |
8. Indicate which one of the following was the most useful source of information to you?

<table>
<thead>
<tr>
<th>Friends</th>
<th>Newspapers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel agents</td>
<td>Television</td>
</tr>
<tr>
<td>Brochures</td>
<td>Internet</td>
</tr>
</tbody>
</table>

Other: (Please specify)

Section C: Decision-making and evaluation of alternatives

(Tick the appropriate block)

1. Indicate which one of the following parties in your household played the most dominant role in the final decision to travel to South Africa?

<table>
<thead>
<tr>
<th>Own decision</th>
<th>Parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spouse</td>
<td>Children in household</td>
</tr>
<tr>
<td>Joint family decision</td>
<td></td>
</tr>
</tbody>
</table>

2. Indicate the relative importance of the following factors that influenced your choice of a travel agent.

<table>
<thead>
<tr>
<th>Name and good reputation</th>
<th>Very important</th>
<th>Neutral</th>
<th>Not important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommendation from friends</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reasonable price</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal experience</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel itinerary offered by the agent</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3. How long did it take you to make the decision to travel to South Africa?

<table>
<thead>
<tr>
<th>Less than one month</th>
<th>Three months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Six months</td>
<td>One year or more</td>
</tr>
</tbody>
</table>

4. Indicate whether you changed your travel destination before making your final travel decision?

| Yes | No |

If yes, indicate the reason for changing your destination?

<table>
<thead>
<tr>
<th>Price</th>
<th>Time of travel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety issues</td>
<td>Visa problems</td>
</tr>
<tr>
<td>Personal taste</td>
<td>Family problems</td>
</tr>
<tr>
<td>Type and range of travel</td>
<td>Other (specify):</td>
</tr>
</tbody>
</table>
5. Indicate the impact of the following factors on your final decision to travel to South Africa?

<table>
<thead>
<tr>
<th>Factor</th>
<th>Very strong</th>
<th>Neutral</th>
<th>No influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal taste</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertising and promotions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recommendations by friends</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel agents</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attractions and amenities of destination</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Type and range of travel</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality and quantity of information available</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety and health during the travel</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Past travel experience</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Risk evaluation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time and the cost constraints</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Thank your for your help, best wishes and enjoy your visit!
调查问卷

亲爱的先生或女士：

感谢您参与本次有关中国出境游消费者行为调查研究。此份问卷用于南非曼德拉大学（Nelson Mandela Metropolitan University）的一项硕士论文。本次研究的主要目的在于：1）探求中国出境旅游者消费者行为特征；2）探求影响中国出境旅游者到南非旅游的主要原因；以及3）提高相关旅游服务商对中国出境旅游者的服务质量。

本次研究采用了随机问卷的方式，整份问卷需花时约十分钟，受访者必须是中国公民或永久居民。您所提供的资料将得到严格的保密，调查报告的内容只以集体的形式出现，并不会涉及到任何个人的信息，请尽量完成它。如果您对本次调查有任何疑问，可以拨打（0027）72 733 0395 或用 e-mail: 20454560@163.com 联系我们。(请在带阴影的空格内勾出您的选项)

第一部分 中国出境游游客 人口统计特征

1. 请问您的性别是：

男 [ ] 女 [ ]

2. 您的年龄是：

小于 25 [ ] 26 ---- 35 [ ]

36 ---- 45 [ ] 大于 46 [ ]
3. 您的教育程度是:

<table>
<thead>
<tr>
<th>初中或以下</th>
<th>高中或中专</th>
</tr>
</thead>
<tbody>
<tr>
<td>大学专科，本科</td>
<td>硕士或博士学位</td>
</tr>
</tbody>
</table>

4. 您的职业是:

<table>
<thead>
<tr>
<th>私企老板</th>
<th>企业高级管理或专业技术人员</th>
</tr>
</thead>
<tbody>
<tr>
<td>学生</td>
<td>退休人员</td>
</tr>
<tr>
<td>教师或公务员</td>
<td>其他</td>
</tr>
</tbody>
</table>

5. 您的家庭月收入情况是（元）:

<table>
<thead>
<tr>
<th>少于 5,000</th>
<th>5,000 ---- 9,999</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000 ---- 30,000</td>
<td>多于 30,000</td>
</tr>
</tbody>
</table>

6. 您来自中国哪个地区？

<table>
<thead>
<tr>
<th>东南沿海</th>
<th>中西部</th>
</tr>
</thead>
<tbody>
<tr>
<td>直辖市或港澳台</td>
<td>东北</td>
</tr>
</tbody>
</table>
7. 空闲时间您通常喜欢做什么？

<table>
<thead>
<tr>
<th></th>
<th>经常</th>
<th>有时</th>
<th>很少或从不</th>
</tr>
</thead>
<tbody>
<tr>
<td>读书</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>旅游观光</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>喜欢购物</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>追求时尚</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>看电视</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>传统习俗（生活方式）</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>喜欢社交活动</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>户外活动</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>使用互联网</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>夜生活</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

第二部分：需求的认定和信息搜寻

1. 您到南非旅游的动机是：

<table>
<thead>
<tr>
<th></th>
<th>冒险的经历</th>
<th>体验不同的文化</th>
<th>探亲访友</th>
<th>商务考察</th>
<th>增加知识和开阔眼界</th>
<th>休闲观光</th>
</tr>
</thead>
</table>

2. 您喜欢什么旅游方式到南非旅游？

<table>
<thead>
<tr>
<th></th>
<th>背包客旅游（自发组织的特定项目旅游：运动或某种活动）</th>
<th>自助旅游</th>
<th>朋友或家庭旅游</th>
<th>加入旅游团</th>
</tr>
</thead>
</table>
3. 到南非旅游您最担心的是什么?

<table>
<thead>
<tr>
<th></th>
<th>非常重要</th>
<th>一般</th>
<th>不重要</th>
</tr>
</thead>
<tbody>
<tr>
<td>社会治安</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>卫生和服务质量</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>签证问题</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>旅游线路和时间的安排</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>腐败（警察，海关和政府服务）</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>语言问题</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>旅游费用问题（食宿，交通等）</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. 决定到南非旅游之前您考虑了多少个其他旅游目的地国家？

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>一个</td>
<td></td>
</tr>
<tr>
<td>两个</td>
<td></td>
</tr>
<tr>
<td>三个</td>
<td></td>
</tr>
<tr>
<td>更多</td>
<td></td>
</tr>
</tbody>
</table>

5. 在您考虑出国旅游时您考虑了多少个旅游中介公司？

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>一个</td>
<td></td>
</tr>
<tr>
<td>两个</td>
<td></td>
</tr>
<tr>
<td>三个</td>
<td></td>
</tr>
<tr>
<td>更多</td>
<td></td>
</tr>
</tbody>
</table>

6. 来南非之前您对来南非旅游的感觉是：（二选一）

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>南非是一个安全的目的地</td>
<td></td>
<td></td>
</tr>
<tr>
<td>南非拥有独特的文化</td>
<td></td>
<td></td>
</tr>
<tr>
<td>或者</td>
<td></td>
<td></td>
</tr>
<tr>
<td>是一个充满危险的目的地</td>
<td></td>
<td></td>
</tr>
<tr>
<td>或者</td>
<td></td>
<td></td>
</tr>
<tr>
<td>有丰富的野生动植物资源</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
7. 您的旅游信息是否来自以下列表？

<table>
<thead>
<tr>
<th></th>
<th>朋友</th>
<th>是</th>
<th>不是</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>7.1</td>
<td>旅游中介</td>
<td>是</td>
<td>不是</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.2</td>
<td>宣传册子</td>
<td>是</td>
<td>不是</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.3</td>
<td>报刊杂志</td>
<td>是</td>
<td>不是</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.4</td>
<td>电视，广播</td>
<td>是</td>
<td>不是</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.5</td>
<td>互联网</td>
<td>是</td>
<td>不是</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

8. 下列哪一个信息来源对您最有用？

<table>
<thead>
<tr>
<th></th>
<th>朋友</th>
<th>报纸</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>7.1</td>
<td>旅游中介</td>
<td>是</td>
<td>不是</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.2</td>
<td>宣传册子</td>
<td>是</td>
<td>不是</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.3</td>
<td>报刊杂志</td>
<td>是</td>
<td>不是</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.4</td>
<td>电视，广播</td>
<td>是</td>
<td>不是</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.5</td>
<td>互联网</td>
<td>是</td>
<td>不是</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

其它（请列出）
第三部分：购买决定过程

1. 在您的家庭里对您作出旅游决定影响最大的是：

<table>
<thead>
<tr>
<th></th>
<th>我自己</th>
<th>父亲</th>
<th>母亲</th>
<th>孩子</th>
<th>配偶</th>
<th>相关的家庭成员</th>
</tr>
</thead>
</table>

2. 以下哪些因素对您选择旅游公司是非常重要：

<table>
<thead>
<tr>
<th>因素</th>
<th>非常重要</th>
<th>一般</th>
<th>不重要</th>
</tr>
</thead>
<tbody>
<tr>
<td>好的声誉和品牌</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>朋友的推荐</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>合理的价格</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>个人经历</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>旅游中介公司的合理的行程安排</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. 从开始考虑到您作出决定到南非旅游总共花费了多长时间？

<table>
<thead>
<tr>
<th>时间</th>
<th>一个月</th>
<th>三个月</th>
<th>半年</th>
<th>一年或更长</th>
</tr>
</thead>
</table>

4. 当您考虑外出旅游时，是否曾经改变您的旅游目的地国家？

<table>
<thead>
<tr>
<th>是</th>
<th>不是</th>
</tr>
</thead>
</table>
如果是，为什么？

<table>
<thead>
<tr>
<th>问题</th>
<th>是</th>
<th>否</th>
<th>其他</th>
</tr>
</thead>
<tbody>
<tr>
<td>价格考虑</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>时间问题</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>安全考虑</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>签证问题</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>个人爱好</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>家庭问题</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>旅游方式和路线</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>其他：</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. 对您作出到南非旅游决定的主要的影响是：

<table>
<thead>
<tr>
<th>问题</th>
<th>非常重要</th>
<th>不确定</th>
<th>无影响</th>
</tr>
</thead>
<tbody>
<tr>
<td>个人的喜好</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>广告和宣传</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>朋友的推荐</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>旅游中介推荐</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>目的地的吸引力和其它的旅游资源</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>旅游形式</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>关于旅游目的地可得到信息的质量和数量</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>旅程中的安全和健康问题</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>过去的旅游经历</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>风险的评估</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>时间和价钱的约束</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

非常感谢您的合作，祝您旅途愉快！