CHARACTERISTICS OF THE MODERN TOURIST IN THE NELSON MANDELA METROPOLITAN AREA

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Submitted in fulfilment of the requirements for the degree
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in the Faculty of Business and Economic Sciences
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Supervisor: Prof. L. Radder
January 2012
DECLARATION

I, Laura Tania Shrosbree, hereby declare that this study is my own work and that all the sources referred to or quoted have been indicated and acknowledged by means of complete references.

I have not previously submitted this research study, in full or in part for an equivalent or higher qualification at any other recognised education institution.

............................................................

Tania Shrosbree

Port Elizabeth

January 2012
ACKNOWLEDGEMENTS

I wish to express my sincere thanks and gratitude to the following persons for contributing to the successful completion of my research study:

- my children, Ryan and Hannah for their patience and understanding when mom had to work again;

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ABSTRACT

Until the nineteenth century, travel was undertaken only by the elite. With the introduction of rail, mass travel was available for the first time, and new faraway destinations became accessible to all. During the 20th century travel became more destination-orientated. And now, in the 21st century, travel is a new economy, resulting in the tourism industry.

The focus of the tourism industry has shifted from air travel, weekend getaways and day trips, to a total experience of the destination. A new era in tourism has arrived with a new kind of tourism experience, one that is sustainable, socially responsible and flexible.

At the forefront of this industry is a tourist who is more educated, experienced, knowledgeable, independent and demanding. This tourist demands new or different products/services, is harder to please than the traditional tourist, is well-informed and knows what he/she wants and where he/she wants to go. This is the modern tourist.

The objectives of the study were to identify the typical characteristics of the so-called modern consumer, determine which of these characteristics were prevalent among consumers living in the Nelson Mandela Metropolitan Area and whether these characteristics could be used to cluster respondents into segments.
The results of the study will assist organisations, within the tourism industry, in dealing with the changing demands of the modern tourist.

The literature study contextualised the modern tourist within the tourism industry and provides an overview of the demographic and behavioural factors, which form the basis of the modern tourist’s development. The demographic factors discussed were age, education, income, gender and household size. The non demographic factors identified and explained were variety seeking, quest for self-identity, quest for authenticity, knowledgeable, experience sharing and time poor.

The empirical information was obtained via self-administered questionnaires. Two hundred useable questionnaires were completed by respondents in the Nelson Mandela Metropolitan Area.

Statistica version 10 was used to analyse the data received. The principal component factor analysis yielded six behavioural factors, namely meaningful experiences, time poor, knowledge, authenticity and experience sharing.

The data analysis revealed three distinct clusters, namely Postmodernists, Traditionalists and Modernists. Each cluster had unique demographic and behavioural characteristics with the result that modern tourists could be grouped into distinct clusters according to their demographic and behavioural characteristics. This will enable the tourism industry to tailor-make their marketing strategies according to these clusters.
KEYWORDS

- Demographic characteristics
- Modern tourist
- Behavioural characteristics
- Tourism
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1.1 INTRODUCTION, BACKGROUND AND RESEARCH PROBLEM

The future has never been more uncertain and challenging than it is at present. This is driven by “the digital and information revolution, climate abnormalities, demographic and social changes, economic and political instabilities, distribution of wealth between rich and poor nations, and developments in medical science” (Shaw 2002:4). Not only are these factors expected to have a profound impact on all environments over the second decade of the 21st century, but they have already had a profound influence on modern business, resulting in a change from a production-led economy to a consumption-led economy. As can be seen in Figure 1.1, the nature of the exchange in the consumption-led economy is vastly different from that of its former state.

**FIGURE 1.1**
CHARACTERISTICS OF THE EVOLVING ECONOMY

- Companies drive markets of surplus demand
- Mass markets of standardised products and advertising
- Consumers dictate in markets of surplus supply
- Customised and interactive buyer experiences

Source: Adapted from Fisk (2006:48)
The absolutes that were present in the production-led economy have been replaced with the uncertainties of the consumption-led economy. The latter environment is now challenged by the knowledge that traditional marketing methods might no longer be applicable. Already in 2003, Baker (2003:1) maintained that “marketing [does not] seem to be working anymore”. Baker’s assertion is echoed by a number of other experts, highlighting further marketing challenges, as listed below.

- Swift and wide-ranging changes of the shifting economy in present-day society have resulted in an increase in personalisation in consumer behaviour patterns (González & Bello 2002:51).
- The changes in society are more complicated than merely education, affluence, household status and work patterns. New forms of spending, culture, trends, fads, fashions, consumer needs, wants, demands, expectations and buying patterns have emerged in this new environment (O’Sullivan & Spangler 1999:9).
- In an atmosphere of rapid evolution, lifestyle differences grow and flourish beyond an organisation’s control (O’Sullivan & Spangler 1999:9).
- To succeed amidst complexity, marketers need a deeper understanding of consumers and more creativity in their marketing strategies (Fisk 2006:25).

As stated previously, the future is uncertain and challenging. The uncertainty and transformation in global trade creates market opportunities for countries and industries around the world (Kucukemiroglu 1999:470), and significantly
influences, the world’s largest industry (Buhalis & Costa 2006:1), the tourism industry (González & Bello 2000:51). This could be due to improvements in the living standards and availability of disposable income, particularly in developing nations (Buhalis & Costa 2006:2). Cooper, Scott and Kester (2006:19) state that on the demand side, the growth in tourism can be attributed to various factors, such as:

- the economic growth in major source markets;
- the change in living conditions, particularly the change from agricultural to industrial and post-industrial society, as urbanites are more inclined to partake in tourism;
- a longer life expectancy with sufficient health to travel; and
- an increase in leisure time.

The slow increase in expenditure on leisure activities overtaking monies spent on housing, food and transport, demonstrates how leisure and tourism are becoming vital components of life (Buhalis & Costa 2006:2). To benefit from this rapid increase in the tourism industry it is essential that governments, investors and stakeholders develop detailed planning and management responses to the trends and issues that will dictate the future of this industry (Buhalis & Costa 2006:2).

Binns and Nel (2002:235) believe that the promotion of tourism is a key strategy that can result in economic upliftment, community development and poverty relief in a developing world. Tapping into economic shifts and changes in the market can have considerable potential for areas wanting to
re-orientate their economies (Binns & Nel 2002:235). Tourism promotion is an inexpensive strategy which attracts foreign exchange by showcasing local culture and environments (Binns & Nel 2002:236). The fact that South Africa, with its rich natural and cultural heritage, has become a fast growing world destination, makes tourism an area which government, entrepreneurs and communities must focus on (Binns & Nel 2002:236).

Since the end of apartheid South Africa’s tourism position has improved from 52\textsuperscript{nd} most visited destination in the world to 17\textsuperscript{th} most visited in 2005 (Gil-Alana 2011:4686). In 2007 international arrivals were 9.07 million compared with 6.7 million in 2004 (Gil-Alana 2011:4686). During the last 10 years South Africa has expanded its tourism industry by a growth in the number of hotels, guest houses, game farms and lodges and the number of airlines servicing the country (Gil-Alana 2011:4686). South Africa has been positioned as Africa’s leading tourist destination (Gil-Alana 2011:4686). The South African government has earmarked the tourism industry to create new jobs and add value to the country’s many natural and cultural resources (Gil-Alana 2011:4686).

However, for tourism organisations to remain competitive and successful in times of unforeseen and swift change, it is imperative to maintain a disciplined business and marketing approach (Cooper et al 2006:29). Forming an integral part of this change, is understanding markets, their consumers and their evolution (Cooper et al 2006:29). Therefore, it can be
assumed that new and emerging tourism markets are represented and, in part, informed by the evolution of the consumer, or so-called “modern tourist”.

Figure 1.2 shows the shift from the traditional to the modern tourist. The modern tourist refers to consumers who are more knowledgeable and seek exceptional value for money and time (Matzler, Pechlaner & Hattenberger 2004:94).

FIGURE 1.2
THE SHIFT FROM TRADITIONAL TO MODERN TOURIST

Source: Adapted from Gilligan & Wilson (2003:244)

1.2 AIM AND OBJECTIVES OF THE RESEARCH

Because individuals adopt certain behavioural patterns due to their characteristics and, as a consequence, purchase varied and different types of products or services or engage in certain activities, there exists a need for research into these characteristics. The knowledge of a tourist’s characteristics will allow marketers to design an offering which best matches
the consumer’s preferences and expectations. This could lead to heightened customer satisfaction and the chances of a repeat purchase of the same experience (Dolnicar 2005:2) and ultimately, an increase in sales.

However, no organisation is likely to have the resources to satisfy the needs and expectations of all consumers. It is, therefore important to profile and segment the market (González & Bello 2002:5). Market segmentation is the process of dividing the market into distinct groups of buyers, based on similar characteristics, who require separate products and marketing mixes (Kotler, Bowen & Makens 2008:264). The organisation develops and identifies various methods of segmenting the market, and develops profiles of each resulting segment (Kotler & Armstrong 2008:185).

The aim of this research was to determine whether tourists living in the Nelson Mandela Metropolitan (NMM) area in South Africa, exhibit the typical characteristics of the modern consumer and whether these tourists can be clustered into segments based on these characteristics.

The objectives of this study were therefore to:

- identify the typical characteristics of the so-called modern consumer;
- determine which of the characteristics of the modern consumer were prevalent among consumers living in the Nelson Mandela Metropolitan area; and
- determine whether these characteristics could be used to cluster respondents into segments.
1.3 LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

Gilligan and Wilson (2003:224) point out that the advent of the modern consumer represents one of the biggest challenges for marketers, since their expectations of organisations and the relationships that they demand are very different from anything previously experienced. The effect of these changed expectations and demands is especially prevalent in the tourism industry (González & Bello 2002:51). The characteristics of the modern consumer would therefore also pose particular challenges for marketing tourism activities.

Figure 1.3 provides a summary of the expected changes and trends in the tourism industry. The trends which have emerged from modern consumers, new products and new industries are the input factors into the emerging realities and shifts in the market place. The resulting outcomes are the new realities, new management and new tools.

Although the focus of the current study was on only certain aspects of “New Consumers: Demand trends,” tourism marketers also need to take note of other elements shown in Figure 1.3. Some of the traits of the “new” or modern consumer referred to in Figure 1.3 are shown in Table 1.1.
**FIGURE 1.3**

EXPECTED TRENDS IN TOURISM INDUSTRY

**New Consumers : Demand Trends**
- The transformation of consumer behaviour
- New and emerging markets
- Domestic, visiting friends and relatives tourism, conference and alternative tourism
- Third age, youth/adventure tourism

**New Products : Emerging Industry Solutions**
- Re-engineering established products
- Nature-based products, ecotourism, adventure and sport tourism
- Shopping, gastronomy tourism
- Space tourism

**New Industry : Supply Trends**
- Hospitality and attraction megatrends
- Entertainment and new leisure
- Destination management organisations and actors

**Emerging realities and shift in the market place**

**New Outcomes**
- Demographic profile change
- Safety, security and world peace
- Climate change
- Ethics, social responsibility
- Media and communications
- New approaches and knowledge creation

**New Management**
- Innovation, creativity, competiveness
- Managing globalisation
- Resource management: social, cultural, physical environment and optimization of impacts
- Destination based networks and partnerships

**New Tools**
- Consumer centric marketing
- Cross cultural hospitality and tourism marketing
- Tourism marketing information system support for tourism manager

Source: Adapted from Buhalis & Costa (2006:2)
### TABLE 1.1

**TRAITS OF THE MODERN CONSUMER**

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<td>More knowledgeable</td>
<td>Possesses relatively advanced levels of education</td>
</tr>
<tr>
<td>Higher degree of affluence</td>
<td>With higher levels of education comes an increase in discretionary spending power</td>
</tr>
<tr>
<td>Prefers choice</td>
<td>Demands variety of goods and suppliers</td>
</tr>
<tr>
<td>Sceptical of brands</td>
<td>Questions the claims of better value attached to national brands</td>
</tr>
<tr>
<td>More demanding</td>
<td>Expects quality, value and friendly service</td>
</tr>
<tr>
<td>Demands tailored information and communications</td>
<td>Seeks better and pertinent information</td>
</tr>
<tr>
<td>More complex life</td>
<td>Leads a highly complex life</td>
</tr>
<tr>
<td>Acts differently</td>
<td>Exhibits higher expectations</td>
</tr>
<tr>
<td>Time poor</td>
<td>Due to a complex life, reduced availability of time</td>
</tr>
<tr>
<td>Authenticity</td>
<td>Seeks the authentic</td>
</tr>
</tbody>
</table>

Source: Adapted from Kress, Ozawa & Schmid (2000:4-6); Wright (2006:19); Lewis & Bridger (2003:10)

Following from the discussion so far, it can be argued that the modern tourist might exhibit some of the behavioural characteristics and demands shown in
Figure 1.4. However, all behaviour is also influenced by individuals’ demographic characteristics.

An analysis of the demographic and behavioural characteristics and demands is expected to describe the modern tourist. As pointed out previously, the possibility of grouping tourists into clusters or segments could tend to be a more effective use of an organisation’s resources.

Figure 1.4 provides a conceptual framework for the study in an attempt to understand an abstract construct by means of concrete variables (Welman, Kruger & Mitchell 2005:28), which are defined in terms of observable behaviour and the products of human behaviour. It details a set of certain procedures that describe the activities to be performed to establish empirically the existence or degree of existence of what is described by a concept (Welman et al 2005:28).
According to Sekaran (2000:2), research is a process of finding possible solutions to a problem after a thorough study and analysis of the situational factors at hand. Marketing research assists organisations in understanding past, present and future trends in the market place and in taking advantage of opportunities presented by the outcome of the research process (McDaniel & Gates 2005:9). Researching the consumer would therefore assist...
marketers in developing tailor-made marketing strategies, to better satisfy their needs and wants.

An appropriate research design and methodology considers and explains the logic behind the chosen research methods and techniques (Welman et al 2005:2).

1.4.1 The choice of research design

Zikmund and Babin (2007:51) believe that research can be classified on the basis of either technique, or the purpose of the study and can be exploratory, descriptive or causal in nature.

- Exploratory research is undertaken when little is known about the situation at hand, or when no information is available on how similar problems or research issues have been solved in the past (Sekaran 2000:123).
- Descriptive research is undertaken to ascertain and be able to describe the characteristics of the variables of interest in a situation (Sekaran 2000:125).
- Causal research seeks to understand the nature, relationship and interaction between one or more variables and tries to identify causes and effects of social phenomena (Wright 2006:98).

In the current research, the aim was to identify, understand and describe the characteristics of the modern consumer and determine whether these characteristics can be used to cluster South African tourists into segments,
hence exploratory and descriptive research methods were deemed most appropriate in achieving this objective.

1.4.2 The sample and the sampling method

The population is the entire group of people about whom the researcher needs to gain information (McDaniel & Gates 2005:356), whereas the sample is a “subset of all the members of the population” (McDaniel & Gates 2005:357). It comprises some, but not all, elements of the population. By studying the sample, the researcher is able to draw conclusions that would be generalisable to the population of interest (Sekaran 2000:267). The population for the current study comprised consumers who take part in a tourism experience (travel or stay in places outside their usual environment for more than twenty-four hours). A sample of 200 consumers residing in the NMM area was drawn to serve as a unit of analysis.

McDaniel, Lamb and Hair (2006:277-278) differentiate between non-probability and probability sampling. In probability sampling every element in the population has a known statistical likelihood of being selected. In non-probability sampling, little or no attempt is made to obtain a representative cross-section of the population. The probability of selection of each sampling unit is therefore not known (McDaniel et al 2006:278).

Convenience sampling is one of six types of non-probability sampling methods (Welman et al 2005:56) and makes use of respondents who are conveniently and readily available to the researcher (McDaniel et al
Since no database of South African tourists could be located, convenience sampling was used in identifying respondents in the current research.

1.4.3 Data collection and the data collection procedure

Survey research is the most widely used method for primary data collection and the approach best suited for gathering descriptive information (Kotler & Armstrong 2008:105). McDaniel and Gates (2005:146) note that surveys have a high rate of usage in marketing research compared with other means of collecting primary data due to:

- the need to know who – the researcher needs to identify who the consumer is;
- the need to know how – the researcher needs to understand the process that the consumer goes through before making a decision and taking action; and
- the need to know why – the researcher must have an understanding of the consumer’s different behavioural patterns.

In this study the focus was the need to know who and why. Identifying the modern tourist’s demographic characteristics determined the need to know who. Identifying behavioural characteristics determined the need to know why.
1.4.4 The research instrument

The success of most surveys is based on a carefully constructed questionnaire (Pride & Ferrell 2010:144). A questionnaire is a set of written, pre-formulated questions, to which respondents record answers, usually within rather closely defined alternatives (Sekaran 2000:232). A questionnaire ensures that all respondents will be asked the exact same series of questions (Lamb, Hair, McDaniel, Boshoff & Terblanche 2004:147). A questionnaire was thus deemed the most appropriate research instrument for the current study.

The researcher has to decide on the type of question format and, whether the question will be open-ended or closed-ended. Open-ended questions allow respondents to answer in any way they choose, whereas closed-ended questions require respondents to make a choice from among a set of alternatives provided by the researcher (Sekaran 2000:237).

The questionnaire for the current research consisted of two sections.

- Section A used closed-ended questions to gather information on the respondents’ demographic particulars such as gender, age, education level, occupation and income.
- Section B used closed-ended Likert-scale type questions to gather information on behavioural factors.
1.4.5 Data analysis

Raw data is the information recorded just as the respondent indicated (Zikmund & Babin 2007:479). The raw data collected for the research project at hand was edited, coded and captured in an Excel spreadsheet. Once this process was completed, the data was analysed enlisting the assistance of a statistician at the Nelson Mandela Metropolitan University (NMMU). The statistician made use of the statistical package Statistica Version 10 for the data analysis.

A descriptive analysis was undertaken to ascertain and describe the variables of interest, namely, the respondents’ demographic and behavioural characteristics. In addition, exploratory factor analysis was used to identify latent variables in the data and to classify respondents into a smaller number of mutually exclusive and exhaustive groups of similarity (Zikmund & Babin 2007:612).

1.5 THE DELIMITATION AND SCOPE OF THE RESEARCH

To remain aligned with the aim of the study, and to make the study manageable, the research was delimited:

- geographically – respondents were selected from adults residing within the NMM and surrounding areas as it was argued that these residents would exhibit characteristics and behaviour similar to individuals living elsewhere in South Africa; and
• conceptually – the research focused only on the demographics and behavioural characteristics of tourists and excluded lifestyle.

1.6 DEFINITION OF IMPORTANT CONCEPTS

The major concepts used in this research study, namely tourism, modern tourist, demographic and behavioural characteristics are defined below.

• Tourism is a short-term movement of people over some distance to places not of their normal residence to partake in pleasurable activities (Swarbrooke & Horner 2007:4).

• The modern tourist, compared with the more traditional tourist, attributes more importance to the benefits they can gain from their holidays or breakaways, in particular the uniqueness of the experience (Swarbrooke, Beard, Leckie & Pomfret 2003:58).

• Demographic characteristics are characteristics such as age, gender, income, family life cycle stage, ethnicity or a combination of these factors (Cant & van Heerden 2010:78).

• Behavioural characteristics are more abstract, consisting of psychological and lifestyle characteristics such as scepticism, scarcity of time, meaningful experiences, quest for authenticity, availability of choice and storytelling.
1.7 SIGNIFICANCE OF THE RESEARCH

Swarbrooke et al (2003:55) state that the patterns of consumer behaviour in tourism are in a constant state of flux. Poon (in Swarbrooke et al 2003:55) confirms that the modern tourist is emerging as a more experienced traveller demanding a more unique and enticing travelling experience, hence influencing the choice of activities and destinations.

The relationship between the characteristics of the modern consumer and the modern tourist has not yet been fully researched. As far as could be determined through database searches, it has also not been addressed within a South African context. The current study assisted in filling this gap by investigating whether the characteristics of the modern consumer were prevalent among a group of South African tourists and whether these characteristics could be used to cluster tourists into segments.

From a tourism provider point of view, the results of this study would assist in better decision making relating to segmentation of products and services, and better matching of offerings to the target market.

1.8 CHAPTER OUTLINE

This dissertation consists of six chapters.

Chapter 1 provides the rationale and background of the study. The chapter presents information regarding the research question and the aim and
objectives of the study. Included in the chapter is a brief discussion of the development of the modern consumer and the challenges of the ever-changing economy, a description of the research design and methodology and an explanation of the significance of the research. The chapter also provides a brief discussion of the process followed in the study.

Chapter 2 presents a detailed discussion of the marketing research process. A detailed description of the research methodology, the sampling process, data collection and data collection procedures is presented in this chapter. The research instrument and data analysis are also discussed.

Chapters 3 and 4 provide a literature review on the characteristics of the modern consumer. Chapter 3 and Chapter 4 focus on the demographic and behavioural characteristics, respectively, identified by authors and is used as a theoretical base in identifying characteristics the modern tourist.

A literature assessment is used as a framework for the empirical study, reported in Chapter 5. This chapter provides a brief discussion of the respondents’ demographic and behavioural characteristics. The results of the questionnaire are included in this chapter.

Chapter 6 reports the findings, conclusions and recommendations of the study.
The dissertation structure is graphically shown in Figure 1.5. The core research elements and activities preceding the compilation of the chapters are also shown. Figure 1.5 indicates the outline as per chapter heading of the dissertation.

FIGURE 1.5
AN OVERVIEW OF THE CHAPTER OUTLINE OF THE STUDY

Source: Own construction
2.1 INTRODUCTION

Chapter 1 gave an overview of the dynamic nature of modern business and how the economy has changed from production to consumption-led. To reiterate, one of the consequences of the changing business environment and society is the emergence of a new type of consumer, referred to as the modern consumer.

Research needs to be conducted to identify which of this new type of consumer’s characteristics, are also evident among South African tourists. This chapter will discuss the details of the research methodology followed in obtaining the necessary information on the respondents to verify whether they possessed the modern consumer’s characteristics, and identify groups with common characteristics.

Figure 2.1 indicates the placement of Chapter 2 in the dissertation and the chapter’s points of discussion.
2.2 THE RESEARCH PROCESS

This section provides a description of the importance of research in the organisation, and creates the context within which the research process followed in the current study is explained.
To remain competitive and successful, organisations require information on competitors, customers, the marketing environment and specific situations (Kotler & Armstrong 2008:100). Marketing research provides the required information in a specific, realistic and objective format to assist managers in developing and implementing effective marketing strategies (Pride & Ferrell 2010:130).

Marketing research has two main roles. First, it forms part of the marketing intelligence feedback process, provides decision makers with processed information on the current marketing mix’s effectiveness and offers insights into necessary changes (McDaniel & Gates 2007:6). Secondly, it is a key tool for the identifying and exploring of new marketplace opportunities (McDaniel & Gates 2007:6). In the context of the current research, tourism marketers need to ensure that their marketing mixes are designed to satisfy the modern tourist's needs and wants. Marketers also have to use research to identify new opportunities and challenges associated with the modern consumer’s characteristics, which can lead to the modern consumer acting as the potential or current tourist.

Marketing research can be defined as “the specification, gathering, analysing and interpretation of information that links the organisation with its environment” (Aaker, Kumar & Day 2004:758). McDaniel and Gates (2007:6) view the process of marketing research as performing three functional roles important for management, namely, a:

- descriptive function, comprising the process of gathering and presenting of facts to decision-makers;
diagnostic function, whereby actions and data is explained; and
predictive function, where descriptive and diagnostic research is used to
forecast or predict the results of a planned marketing decision.

Gathering information about the new type of consumer (descriptive function),
and explaining his/her actions (diagnostic function) will help marketers predict
how consumers might react, and thus assist in decision-making. The
performance of these functions enables marketing research to play a critical
part in the marketing decision-making process (Malhotra 2009:37). Figure 2.2
shows the research process.
Source: Adapted from Malhotra (2009:37)

Due to the amount and variety of information gathered through marketing research, organisations establish marketing information systems (Jobber & Fahy 2009:98). A marketing information system (MIS) is a system in which
information is formally gathered, stored, analysed and distributed to marketing decision-makers on a continuous basis (Malhotra 2009:46). A MIS system differs from marketing research in that it provides a vast amount of information on a daily basis compared with information supplied on an ad hoc basis (Malhotra 2009:46).

Figure 2.3 indicates the components of data gathered for an effective MIS. As depicted in the figure, the components feeding into the MIS are internal continuous data, internal ad hoc data, environmental scanning and marketing research (Blythe 2009:214). The figure shows that MIS begins and ends with information users. It obtains the required information from the four components. The MIS then assists users in analysing the information for making decisions and managing customer relationships (Kotler & Armstrong 2008:97). The marketing research component forms the final element of the system and fills in the gaps (Blythe 2009:215). This component is the focus of this chapter and will now be discussed in detail.
2.3 STEPS IN THE MARKETING RESEARCH PROCESS

For a research project to be successful it needs to follow certain steps which constitute the research process (Tustin, Lighthelm, Martins & van Wyk 2005:75). These steps are depicted in Figure 2.4 and are elaborated on.
2.3.1 Define the research problem and research objectives

In any marketing research project the first step is to define the problem (Malhotra 2009:35), which involves determining what information is required and how this information can be acquired effectively and efficiently (Tustin et al 2005:78). Once the problem has been defined the research objectives must be set (Kotler & Armstrong 2008:101).
In the current research the research problem was to identify the characteristics of the modern tourist in the NMM area. The research objectives were to identify the typical characteristics of the so-called modern consumer, and to determine which of the characteristics of the modern consumer are prevalent among consumers living in the NMM area and whether these characteristics can be used to cluster tourists.

2.3.2 Choice of research design

McDaniel and Gates (2007:71) state that the research design is a plan for addressing the research objectives or hypotheses. A framework is developed to address a specific problem or opportunity (McDaniel & Gates 2007:71). For the research to be effective the researcher will aim to obtain relevant information, considering the constraints that might be faced.

For this purpose, a research project can be categorised as exploratory, descriptive or causal (Kotler & Armstrong 2008:101). Exploratory research is undertaken to obtain a greater understanding and insight into the feasibility of conducting further research (McGiven 2006:88). Descriptive research is undertaken to gain a detailed understanding of characteristics within a situation (Pride & Ferrell 2010:133) and casual research is undertaken to determine the existence of a relationship where the value of one variable influences the value of another variable (McDaniel & Gates 2007:72).

The chosen research design or plan is also associated with the kind of research, that is, applied and basic research to be undertaken. The
objectives of applied research are solving specific problems, developing a better understanding of the market, determining why a tactic or strategy was not successful and decreasing any uncertainty that may prevail (McDaniel & Gates 2007:9). The objective of basic or pure research is increasing knowledge rather than solving a problem (Hair, Money, Samouel & Page 2007:6). Pure, exploratory and descriptive research were deemed appropriate in the current study.

2.3.3 Choice of sampling method and sample

The third step of the marketing research process shown in Figure 2.4 is the choice of the sampling method and sample. Data, whether quantitative or qualitative, is imperative for any research project and can be obtained in a number of ways (Hair et al 2007:170). To achieve the objectives of the research project, researchers should preferably collect information from all members of the population chosen for the study (Hair et al 2007:170) - known as a census (Hair et al 2007:179).

It is often not viable to undertake a census and therefore a sample - that is a segment of the market – has to be used. This segment represents of a cross section of the population involved in the study (McDaniel & Gates 2007:375). Zikmund (2003:369) provides the reasons why a sample is chosen above a census, namely:

- to obtain accurate and reliable results; and
- for pragmatic reasons such as time and budget constraints.
Based on the above, a sample was chosen for the current study following the process discussed in the next section.

2.3.3.1 The sampling process

Hair et al (2007:170-181) explain a four step process to obtain a representative sample. Based on their discussion, Figure 2.5 presents the sampling process undertaken in the current study.
(a) Step 1: Define the target population

The target population is a complete group of subjects who are relevant to the research investigation as they have information which is required for the research project (Hair et al 2007:173). A sampling unit is the member
element of the target population who is to be sampled (Webb 2002:50). When the sampling plan is executed, these sampling units are drawn from the target population, to make estimates of population characteristics (Hair et al 2007:173).

The target population for the current study consisted of South African consumers who could also be classified as tourists. Since it was argued that the characteristics of tourists living in the NMM area would not differ significantly from those living elsewhere in the country, the sampling unit was selected from consumers living in the NMM area at the time of data collection.

(b) Step 2: Choose the sampling frame

Zikmund (2003:372) describes the sampling frame as the list of elements from which the sample may be drawn. It provides direction since it constitutes a set of directions for identifying the target population of the sampling frame (Malhotra 2006:337). In the current study a qualifying question was asked at the beginning of the questionnaire namely “Do you participate in any tourism experiences?”. A yes response identified the target population for the sampling frame.
(c) Step 3: Select the sampling method

Selecting a sampling method depends on factors such as the nature and objectives of the study, and the time and financial resources available (Hair et al 2007:175). The following are popular sampling methods:

- probability sampling, a sampling method in which every element in the population has a known chance of being selected to take part in the study (Pride & Ferrell 2010:138); and

- nonprobability sampling, a sampling method where the selection of any member of the population is unknown (Zikmund 2003:380).

Figure 2.6 shows the distinctions between the two sampling methods.
Probability and nonprobability sampling methods can be further divided into various types of sampling (Kotler & Armstrong 2008:109), as shown in Table 2.1.

Source: Adapted from Bradley (2007:172)
### TABLE 2.1

**VARIOUS TYPES OF PROBABILITY AND NONPROBABILITY SAMPLING METHODS**

<table>
<thead>
<tr>
<th>PROBABILITY SAMPLING</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Simple random sampling. A number is assigned to every member of the population and a table of random numbers is used to select specific members for inclusion in the sample (McDaniel &amp; Gates 2007:384).</td>
</tr>
<tr>
<td>2. Stratified random sampling. Members of the population are divided into groups and random samples are selected from each group (Kotler et al 2008:109).</td>
</tr>
<tr>
<td>3. Cluster sampling. First the target population is divided into mutually exclusive subpopulations (clusters). A random sample of clusters is then selected based on a simple random sample (Bradley 2007:175).</td>
</tr>
<tr>
<td>4. Systematic sampling. A random point is selected as the starting point on a list and thereafter every nth element is selected to form part of the sampling frame (Hair et al 2007:177).</td>
</tr>
<tr>
<td>5. Proportionate to size sampling. Malhotra (2006:387) states that this sampling method “is when the number of sampling units drawn from each stratum is in proportion to the population size of that stratum.”</td>
</tr>
<tr>
<td>6. Area sampling. A form of cluster sampling whereby geographic areas, regions or any other area descriptions constitute a cluster (Malhotra 2006:351).</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NONPROBABILITY SAMPLING</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Convenience sampling. The researcher interviews any available member of the population as there is no sample design (Blythe 2009:223).</td>
</tr>
<tr>
<td>2. Judgement sampling. A researcher chooses the most appropriate members in the population to make up the sample (Bradley 2007:178).</td>
</tr>
<tr>
<td>3. Quota sampling. Members of the population are divided into groups and are then arbitrarily chosen from these groups (Pride &amp; Ferrell 2010:140).</td>
</tr>
<tr>
<td>4. Snowballing sampling. Additional respondents are obtained from information supplied by initial respondents (Zikmund 2003:385).</td>
</tr>
</tbody>
</table>

Source: Own construction
For purposes of the current study nonprobability sampling in the form of convenience sampling was used, as no database of tourists exists in South Africa or in the NMM area. Malhotra (2006:380) is of the opinion that convenience sampling:

- reaches a large number of respondents who are conveniently available; and
- obtains a large number of completed questionnaires quickly and economically.

(d) Step 4: Determine the sample size

Infinite (large) or finite (small) populations can be used to determine a sample size (Hair et al 2007:182). According to Bradley (2007:184) the sample size for a study depends on the:

- purpose of the study;
- population;
- time, budget and resources available; and
- importance of the results.

Statistical techniques or ad hoc methods can be used when determining the size of the sample (Aakar et al 2004:402). Ad hoc methods are used when the researcher has some experience with which sample size to adopt or due to constraints such as a limited budget (Aaker et al 2004:402). Regardless of the method used to calculate the sample size, it is imperative that it is a
sufficient size and quality to produce accurate, reliable and valid results (Hair et al 2007:183).

For the purpose of this study an ad hoc method, namely, rule of thumb was used. A sample size of 200 was deemed large enough to be divided into subgroups (clusters) for comparison.

(e) Step 5: Implement the sampling plan

Once the target population has been defined, the sampling frame and methods selected, and the appropriate sample size determined, the researcher implements the sampling plan (Hair et al 2007:186). According to Malhotra (2006:339), “detailed information must be provided for all sampling design decisions.” Control measures are set up to ascertain whether the specified procedures are undertaken (McDaniel et al 2006:384).

Once the research problem and objectives have been set, researchers must establish the exact information required, develop a plan for obtaining it resourcefully and then present it to management (Kotler & Armstrong 2008:101). According to Kotler and Armstrong (2008:101), the sampling plan “outlines sources of information of existing data and spells out the specific research approaches, contact methods, sampling plans, and instruments that researchers will use to gather new data”. The sampling plan should be presented in a written proposal to management and must include research costs (Kotler & Armstrong 2008:101).
2.3.4 Choice of the data collection method

Researchers must possess data to explain phenomena that exist in the business environment (Hair et al 2007:192). Thus to interpret the research objectives of a research project such as the current one, appropriate data must be gathered (Webb 2002:22).

The data gathered should meet the criteria of being valid and reliable, easy to obtain according to time constraints, affordable and relevant to the research problem and objectives (Webb 2002:22).

According to Wiid and Diggines (2009:87), in selecting the data-collection method the following three factors are important:

- the volume and variety of data required;
- the objectivity and reliability of the required data; and
- the cost and duration of the study.

The variety of sources of information and methods to gain access require that the sources be categorised into two types, namely, primary and secondary data (Webb 2002:22).

Secondary data is historical data that has been collected for a research problem or opportunity other than the current situation (Hair, Bush & Ortinau 2000:39). Primary data is collected specifically to meet the research
objectives (Aaker et al 2004:80) and can be collected from internal and external sources (Wiid & Diggines 2009:34).

Figure 2.7 shows the methods of primary data collection. A focus is placed on the techniques associated with surveys, the option used in the current research.

FIGURE 2.7
METHODS OF PRIMARY DATA COLLECTION
Surveys are the most widely used method for primary data collection and are best suited to obtaining descriptive information (Kotler & Armstrong 2010:121) as was the case in the current study. Surveys involve obtaining information from selected individuals through verbal and written communication (Wiid & Diggines 2009:106). Ideally this form of data-collection is used to gather information on people’s knowledge, attitudes, preferences or buying behaviour (Kotler & Armstrong 2010:121).

2.3.5 Choice of research instrument

Most forms of survey make use of a questionnaire (McDaniel et al 2006:330). According to Malhotra (2006:330), “a questionnaire is a formalised set of questions designed for obtaining information from respondents.” Malhotra (2006:298) is of the opinion that the objectives of a questionnaire are to:

- translate the information required into an understandable and specific format that the respondents can and will respond to;
- obtain a completed interview with respondents; and
- minimise response error.

Zikmund (2006:330) notes that for the questionnaire to meet two basic criteria, namely, relevance and accuracy, certain questions need to be answered. These are as follows:

- What should be asked?
- How should questions be phrased?
- What sequence should the questions be placed in?
• What questionnaire layout will enable the research objectives to be met?
• Does the questionnaire need to be pretested, and if so, how?

The questionnaire for the current study was a two page questionnaire with an introductory paragraph and a qualifying question (See Annexure A). It had two sections. Section A was used to obtain the respondents’ biographical information, namely, gender, age, marital status, household size, occupation, education and the household’s gross monthly income.

Section B was constructed by means of a five point Likert scale (1 = disagree; 5 = strongly agree) and used to assess the respondent’s level of agreement or disagreement with the statements. This category comprised 29 statements.

2.3.6 Interpret and report findings

The researcher must decide how the data gathered will be processed and prepared for analysis (Wiid & Diggines 2009:60). In the current study the data gathered was edited and then coded according to the sections and numbering of the questionnaire, and entered into an Excel spreadsheet. Once the data had been processed and prepared, an analysis technique was identified to convert the data into relevant information (Wiid & Diggines 2009:60). This technique was determined by the sample, the data-collection method and the measuring instrument (Wiid & Diggines 2009:60).
Factor analysis and cluster analysis, used in the current study, are briefly explained below. More detail is provided in Chapter 5.

2.3.6.1 Factor analysis

According to Costello and Osborne (2005:1), exploratory factor analysis is “a widely utilised and broadly applied statistical technique in the social sciences.” Hair, Black, Babin, Anderson and Tatham (2006:104) state that “factor analysis is an interdependence technique whose primary purpose is to define the underlying structure among the variables in the analysis”. This measure can assist in ensuring that the marketing research is reliable and valid.

For the purpose of the current research, exploratory factor analysis (EFA) was performed, which aimed at identifying the underlying dimensions of the behavioural characteristics of the respondents and thus identified the characteristics of the modern tourist.

Although the norm in EFA is to accept item loadings of 0.5, item loadings from above 0.3 can also be accepted (Costello & Osborne 2005:1). Because of the exploratory nature of this study an item loading of 0.3 was retained in the results. The results of the EFA are provided in Chapter 5, Section 5.4.
2.3.6.2 Cluster analysis

Wiid and Diggines (2009:250) note that cluster analysis is used to group similar objects or individuals, by making use of specific criteria. The rationale behind cluster analysis is to divide individuals or objects into a smaller number of mutually exclusive and complete groups (Wiid & Diggines 2009:250). The resulting clusters should then exhibit high internal homogeneity, within the cluster, and high external heterogeneity, between clusters (Hair, Anderson, Tatham & Black 1998:473). Thus, if the analysis was performed successfully, the individuals or objects within each cluster will be close together when plotted geometrically, and different clusters will be far apart (Hair et al 1998:473).

In cluster analysis the concept of the variate is essential (Hair et al 1998:473). The cluster variate is a set of variables signifying the characteristics used to compare individuals or objects in the cluster analysis (Hair et al 1998:473). Although cluster analysis has been referred to under different names in many disciplines, the methods all have a common dimension, namely classification according to natural relationships (Hair et al 1998:473). In the current study classification according to natural relationships resulted in three clusters.

In the final step of the marketing research process, the researcher draws up a report which interprets the findings, draws conclusions and reports them to
management (Kotler & Armstrong 2010:128). Chapter 5 presents the findings and recommendations of the results of the current study.

2.4 PROBLEMS EXPERIENCED IN THE RESEARCH

Prior to final questionnaire construction, a pilot test has to be conducted to assess elements of the questionnaire (Bradley 2007:228). In the current study the pilot study highlighted problems with Section B. The wording of some of the questions proved confusing to the respondents. A second pilot study was conducted after adjustments were made to the relevant statements. The second study provided feedback that certain questions were still proving to be problematic. These questions were then simplified further. Discussions were held with a statistician and the statements were finalised based on his input.

2.5 SUMMARY

Chapter 2 described the role of marketing research, marketing research design (sampling, data collection method, data collection technique, the questionnaire and data analysis) and methodology relevant to the primary research. Problems experienced were also discussed in this chapter.

In Chapter 3, the literature review of the demographic characteristics of the modern consumer, are discussed. The aim of the chapter is to explain how
common demographic characteristics which could be used as a basis for the empirical study were identified.
CHAPTER 3

DEMOGRAPHIC CHARACTERISTICS OF THE MODERN CONSUMER

3.1 INTRODUCTION

Chapter 1 explained the rationale for the study and the research objectives, while Chapter 2 described the research design and methodology. This chapter reports on the literature study and proposes an expanded conceptual framework for the research. In this chapter the complexity of the modern consumer’s demographic characteristics will be discussed. The aim was to extract factors identified by a variety of authors and use them as a theoretical base.

The extraction of certain factors will assist in achieving the objectives of the study, that is, to identify the typical characteristics of the so-called modern consumer, determine which of these characteristics are prevalent among tourists living in the NMM area and determine whether they can be used to cluster respondents into segments.

Schiffman and Kanuk (2010:566) describe demographics as characteristics such as age, gender, ethnicity and the income of households, which are objective and empirical. These characteristics are frequently used to categorise consumers into distinct segments (Schiffman & Kanuk 2010:566). For the purpose of this study, the following demographic characteristics will be discussed in detail: age, education, income, gender and household size.
3.2 AGE

According to Moscardo (in Buhalis & Costa 2006:31), “one of the most common demographic trends across the globe is the ageing population of most nations”. The ageing population is a result of declining birth rates and the increase in life expectancy (Shaw 2002:7). This trend has become an extensive global phenomenon (Moscardo in Buhalis & Costa 2006:31).
Table 3.1 provides a summary of key statistics and predictions on aging. From Table 3.1 it can be concluded that with the projected situation, the population is growing older as a large portion of the population consists of persons 55 years and older.

### TABLE 3.1

**SUMMARY OF STATISTICS AND PREDICTIONS ON AGING**

<table>
<thead>
<tr>
<th>REFERENCE</th>
<th>CURRENT SITUATION</th>
<th>PROJECTED SITUATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hossain (2003)</td>
<td>In Australia in 2001: 1.8 million people aged between 55 and 64 years and 2.4 million people aged 65+</td>
<td>By 2011: 2.6 million people aged between 55 and 64 years and 3 million people aged 65+</td>
</tr>
<tr>
<td>Fleischer &amp; Pizam (2002)</td>
<td>In 1996 in Israel: 16 % of people aged 55+ and 9.6 % aged 65+</td>
<td>By 2020: 22% of people will be 55+ and 13.2% will be 65+</td>
</tr>
<tr>
<td>Ritchie et al (2003)</td>
<td>Globally in 1999: An estimated 600 million people aged 60+</td>
<td>By 2050: People aged 60+ estimated at 2 billion Population of older persons will be larger than population of children (aged 0 to 14 years) for the first time in history</td>
</tr>
<tr>
<td>Sakai et al (2000)</td>
<td></td>
<td>By 2050: Number of people younger than 30 years is expected to decline by 11 million in Japan People aged 50+ are expected to increase by 15 million</td>
</tr>
<tr>
<td>Statistics South Africa (2010)</td>
<td>In 2010 in South Africa : 31% of people aged younger than 15 years, 61.3% of people aged between 15 and 64 years, 7.7% of people aged 60+</td>
<td></td>
</tr>
</tbody>
</table>

Source: Adapted from Moscardo (in Buhalis & Costa 2006:31); Statistics South Africa (2011)
It is clear from Table 3.1 that the population world-wide is aging. The aging population might hold certain implications for tourism marketing, and hence it is important to investigate this age group in more detail. However, the other age groups are equally significant and will be discussed.

3.2.1 Characteristics of the older population group

Mascardo (in Buhalis & Costa 2006:31) argues that the older population segments have the following characteristics:

- will live longer;
- be healthier;
- be more active;
- have more income and time; and
- expect a higher quality of life than in previous decades.

Szmigin and Carrigan (2001:1094) believe that the older generation is more aware of its mortality and are consequently concerned with the different ways its time can and could be spent.

In a tourism context, one consequence of the ageing population is an increase in demand for travel from people aged 50 and older (Mascardo in Buhalis & Costa 2006:39), although Shaw (2002:7) points out that, this could also be as a result of the increasing trend to take early retirement, which leads to “time rich, cash rich” consumers. These consumers have the time and financial means to travel and engage in more frequent holidays (Shaw 2002:7). However, it must be stated that this financial flexibility could change
over time due to the downturns in the economy resulting in increases in costs of travel and accommodation (Mascardo in Buhalis & Costa 2006:39).

There is a scarcity of literature focusing on the characteristics of senior travellers versus other age groups. Jong and Wu (2006:308) provide one of the few reviews on these distinguishing characteristics and suggest that senior travellers:

- stay for longer periods of time at their destination;
- spend more time on actually planning a trip;
- visit friends and relatives more often; and
- are attracted to certain types of travel.

3.2.2 Characteristics of the pre-teen group

There are also changes that affect the under 14 age market (Gilligan & Wilson 2003:279). Due to the easy availability of technology and access to the media, children are exposed to the adult world much earlier; they are familiar with promotion and its function by the age of 3 (Gilligan & Wilson 2003:279). As a result, this age group is more demanding of brands, spoilt by time poor parents, expects to be entertained and is easily bored (Gilligan & Wilson 2003:279).
3.2.3 Characteristics of teenagers

Teenagers comprise one of the fastest changing segments in the children’s market as a result of being exposed to a larger number of stimuli than teenagers before (Gilligan & Wilson 2003:279). The current teen world is characterised by:

- a continual effort to escape from adults, and pursue excitement, increased insecurity and the need to belong;
- living for today; and
- a strong appreciation of brands and their heritage (Gilligan & Wilson 2003:279).

3.2.4 Characteristics of young adults

Richards and Wilson (2006:41) point out that “a continual seeking of escapism from adults and over exposure to the adult world from an early age, has led to young adults taking a pause from adulthood”. As a result, people in their thirties and forties can be classified as part of the young adult world, since they are young in spirit, and the activities they participate in reflect this youthful spirit (Richards & Wilson 2006:41).

Young adults are rarely reflected separately in tourism as the general age range for this group is 26 to 29 years of age (Richards & Wilson 2006:41). Their need to escape from their daily lives and routines is a bid to achieve a sense of fulfilment (Swarbrooke et al 2003:59). The chosen escapism will
depend on the type of experience and “makeup” of the tourist (Swarbrooke et al 2003:59). To achieve a greater sense of escapism and fulfilment, the more different the break from daily routines and life needs to be (Swarbrooke et al 2003:59).

Swarbrooke et al (2003:59) believe that the need to take a break from one’s daily routine and life, leads to three options:

- partake in leisure activities within their area;
- take a holiday away or travel to see friends or relatives; and
- travel for business reasons.

From the above it is concluded that specific motives related to socio-psychological factors will shape the leisure experience (Swarbrooke et al 2003:59). The travel career ladder, devised by Pearce in 1988, is a theoretical framework that explains motivations for the need to escape (Swarbrooke et al 2003:59) and is based on Maslow’s hierarchy of needs. The model illustrates that tourists possess a career goal in tourism. As the tourist becomes more experienced, so the desire to satisfy higher order needs grows stronger (Swarbrooke et al 2003:67) As tourists attain their goals so their motivation changes (Swarbrooke et al 2003:67) and impels them to the next level of experience and satisfaction. See Figure 3.2 for a diagrammatic representation of the tourists’ achievement of a tourism career goal.
**FIGURE 3.2**

**THE TRAVEL CAREER LADDER**

<table>
<thead>
<tr>
<th>Fulfilment</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fulfil a dream, understand myself more, experience inner peace and harmony</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Self-esteem and development</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-directed: development of skills, special interests, competence and mastery</td>
<td></td>
</tr>
<tr>
<td>Other-directed: external; rewards, prestige, glamour of travelling, connoisseur, self-esteem</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Relationship</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-directed: giving love, affection, maintaining a relationship</td>
<td></td>
</tr>
<tr>
<td>Other-directed: receiving affection, to be with a group, membership, initiating a relationship</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stimulation</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-directed: a concern for own safety</td>
<td></td>
</tr>
<tr>
<td>Other-directed: a concern for others’ safety</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Relaxation</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-directed: need for bodily reconstruction, relaxation</td>
<td></td>
</tr>
<tr>
<td>Other-directed: aware of others looks, relaxation of others</td>
<td></td>
</tr>
</tbody>
</table>

Source: Swarbrooke & Horner (2007:68)
3.3 EDUCATION

Proctor and Kitchen (2002:144) note that “today’s firms operating in the advanced post industrial nations are supposedly dealing with well-educated, streetwise, savvy, sophisticated audiences and stakeholders”. The consumer’s level of sophistication increases with the level of education, resulting in an increase in ability to gather and analyse information (Kress, Ozawa & Schmid 2000:5). Gathering and analysing information skills are developed because of the nature of tertiary education with its lifelong principles and results in a consumer who questions and analyses more before, during and after a purchasing decision (Kress et al 2000:5).

The concept of lifelong learning can be described as identifying the importance of the boundlessness of learning (Edwards & Usher 2001:273). This form of learning is considered boundless, as it is not restricted by predetermined outcomes, formal institutions and educational control (Edwards & Usher 2001:279). Thus, lifelong learning becomes the agent to flexibility in responding to technological and socioeconomic changes (Edwards & Usher 2001:279).

As the individual achieves higher levels of education and income, so the probability of obtaining and using information in making purchasing decisions increases (Shaw 2002:5). Information and communication technologies also enhance the lifelong learning experience (Edwards & Usher 2001:280). They enable learning to occur in diverse settings (Edwards & Usher 2001:280),
resulting in a modern consumer who is driven by information (Lewis & Bridger 2003:18). The appeal of information is partly due to the control it provides these consumers over their spending. It provides them with the ability to make rational decisions about potential purchases (Lewis & Bridger 2003:18).

With the availability of information the modern consumer is more marketing literate than ever before, thus more rational decisions can be made (Baker 2003:2). Modern consumers scrutinise labels, study contents, compare prices, evaluate promises, weigh up alternatives and are aware of and will institute their legal rights (Lewis & Bridger 2003:18). Therefore, modern consumers are more active consumers (Lewis & Bridger 2003:18), possessing better education and sophistication which has developed due to experience, knowledge and information gained through formal education and lifelong learning experiences (Costa & Buhalis 2006:3).

3.4 INCOME

Lewis and Bridger (2003:6) state that “the modern consumer surpasses all ages, ethnic groups and to a certain degree income levels of the traditional consumer.” Modern consumers are widely represented, being found in the affluent over fifties and ambitious thirties (Lewis & Bridger 2003:6).

For the modern consumer lifestyle, attitudes and personal philosophy are emphasised more than income (Lewis & Bridger 2003:76). Easily available credit enables the modern consumer who has limited means to have the
same short-term spending habits as wealthier individuals (Lewis & Bridger 2003:76). Their aspirations and desires are continually increasing regardless of their financial means (Lewis & Bridger 2003:76).

Due to the ease of use of credit facilities to achieve aspirations and desires, adolescents have grown up with debt (Du Plessis & Rousseau 2003:384). The money involved in credit transactions becomes abstract and unreal, due to a lack of physical exchange of notes and coins (Du Plessis & Rousseau 2003:384). The adolescent sees this convenient and relatively painless method of spending as socially acceptable, more so when purchases are made using their parents’ accounts (Du Plessis & Rousseau 2003:384).

3.5 GENDER

Schiffman and Kanuk (2010:79) define gender as a biological state. Cant, Brink and Brijball (2006:94) believes that gender roles can be described as “the behaviours considered appropriate for males and females in a given society”. The different genders are ascribed roles based on characteristics over which the individual has no control (Cant et al 2006:94). In other words, in people’s cultures there are expectations about how a specific gender should act, dress and speak (Solomon 2002:139). In contrast, achievement roles are based on the performance criteria determined by the individual who has some degree of control over these criteria (Cant et al 2006:95). Therefore, individuals can select their achievement roles but cannot
determine their gender roles (Cant et al 2006:95). The remainder of this section discusses the roles of women and men in more detail.

3.5.1 The changing role of women

Warner (2006:3) states that there is a dynamic transformation taking place in women and society due to the growth in economic power and increase in money acquisition through work. These evolving factors can be attributed to the increase in women’s education levels surpassing men’s, resulting in many women of the modern consumer era, being the main bread winners (Warner 2006:3). Women today are creating their own professional careers (Cant et al 2006:96). See Table 3.2 for percentages of women in business in South Africa.

<table>
<thead>
<tr>
<th></th>
<th>1998</th>
<th>2000</th>
<th>2001</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small businesses</td>
<td>32%</td>
<td>34%</td>
<td>35%</td>
</tr>
<tr>
<td>Medium-sized businesses</td>
<td>23%</td>
<td>28%</td>
<td>40%</td>
</tr>
<tr>
<td>Large businesses</td>
<td>-</td>
<td>24%</td>
<td>32%</td>
</tr>
<tr>
<td>Corporations</td>
<td>15%</td>
<td>18%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Source: Cant et al (2006:97)
Working women achieve a sense of financial freedom; however, this sense of freedom is accompanied by feelings of guilt surrounding the question of how to be a good mother and simultaneously a productive, successful working woman (Gilligan & Wilson 2003:279). Divorce has also contributed to the sense of financial freedom working women now possess as they earn their own money and make their own financial decisions (Gilligan & Wilson 2003:279). Table 3.3 shows the four significant segments of the female working market.

**TABLE 3.3**

**FOUR SEGMENTS OF THE FEMALE WORKING MARKET**

<table>
<thead>
<tr>
<th>MARITAL STATUS</th>
<th>GOAL</th>
<th>FINANCIAL SITUATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional housewife</td>
<td>Married, prefers to stay at home</td>
<td>Seeks to please her husband / children</td>
</tr>
<tr>
<td>Trapped housewife</td>
<td>Married, prefers to work</td>
<td>Stays at home to care for children</td>
</tr>
<tr>
<td>Trapped working woman</td>
<td>Married/single and works, would prefer to stay at home</td>
<td>Frustrated by lack of time, conflict within her role, guilt feelings</td>
</tr>
<tr>
<td>Career working woman</td>
<td>Married/single, prefers to work</td>
<td>Gains satisfaction from employment, some conflict if young children are involved, generally content</td>
</tr>
</tbody>
</table>

Source: Own construction based on Cant et al (2006:98)
To assist women in their changing roles and make their lives easier, marketers have included and emphasised convenience in their strategies (Carrigan & Szmigin 2006:1122). Working women spend less time shopping than those who do not work and achieve time economy by being brand loyal (Cant et al 2006:98).

3.5.2 The changing role of men

At the end of the 1980s literature introduced the concept of the “new” man (Cant et al 2006:99). As a result of the increase in working women and the drive towards equality of the sexes the traditional role of men changed (Cant et al 2006:98). Traditionally men were less involved in shopping and childrearing (Cant et al 2006:98). The changed role of the man is reflected in advertisements where the “caring, sharing man” is featured more often (Cant et al 2006:98). Men are more knowledgeable concerning household goods and shopping than in the past (Cant et al 2006:98). As women’s roles continue to change so too will men’s (Cant et al 2006:99).

3.6 FAMILY STRUCTURE AND HOUSEHOLD SIZE

Shaw (2002:8) believes that with time, the number of households will increase due to longer life expectancy, there will be an increase in people choosing to live alone and in the number of divorces and break-ups of people co-habiting. Du Plessis and Rousseau (2003:375) define a household “as individuals living alone or people living together and functioning as a social and economic unit”. Following the emancipation of women into the workforce
and their obtaining higher levels of education, a larger number of women choose to live alone (Shaw 2002:8). Women are now able to finance their own home loans, live independent lifestyles and to enjoy and be involved in leisure activities (Shaw 2002:8).

With the increase in the number of working women and the decline in the number of births, family decision making structures have altered (Gilligan & Wilson 2003:279). Traditional roles in the decision-making process have been replaced with democracy and individualism (Gilligan & Wilson 2003:279). Children now have a far greater role in decision-making within the family; therefore they cannot be protected from the adult world as they were before (Gilligan & Wilson 2003:279).

Children see products they want to purchase and set out to obtain a means of buying them (Du Plessis & Rousseau 2003:382). They negotiate for products and request and receive money for gifts (Du Plessis & Rousseau 2003:382). In cases where both spouses work full-time, children make purchasing decisions to compensate for the absence of the parent’s from the home (Du Plessis & Rousseau 2003:382). Furthermore, children act as purchasing agents for the family, making independent decisions, without consulting the adult (Du Plessis & Rousseau 2003:382).

Children are experienced tourists and active participants in destination choices (Blichfeldt, Pedersen, Johansen & Hansen 2010:1). Fulfilling children’s needs and wants, is a vital component of any holiday as the
majority of tourists include dependant children in a “vocational unit” as individuals (Blichfeldt et al 2010:1).

3.7 SUMMARY

According to Matzler et al (2004:94) changes in present day society, such as an increasing number of single-households, a decrease in the average number of members constituting a family/household and an increase in the purchasing power of households, are transforming tourist behaviour. These demographic changes describe typical characteristics of the modern consumer which contribute and influence the changes in the tourist consumer.

This chapter reports on the literature regarding the demographic characteristics of the modern consumer. These characteristics (age, education, income, gender and household size) influence tourism activities and contribute to the development of the modern tourist.

In Chapter 4 the modern consumer’s behavioural characteristics will be discussed. This will assist in determining the influence of the changes in demographic characteristics discussed in Chapter 3.
CHAPTER 4

BEHAVIOURAL CHARACTERISTICS OF THE MODERN CONSUMER

4.1 INTRODUCTION

Table 1.1 in Chapter 1 shows that consumers lead highly complex lives, resulting in reduced availability of time, they also prefer choice and expect quality and value and seek better and pertinent information. Another trait listed in Table 1.1 is the Quest for Authenticity, which could be associated with self-identity and the fact that particularly because of technology, consumers are more informed. This chapter explains these behavioural characteristics listed in Table 1.1. Cant, Brink and Brijball (2006:87) state that behavioural characteristics examine:

- how a person thinks, feels and behaves;
- the main benefits that consumers seek in a product;
- the kind of people who look for the benefit; and
- the benefits delivered by each brand.

The behavioural characteristics that will be discussed are scarcity of time, quest for self-identity and meaningful experience, quest for authenticity, quest for choice, use of information, knowledge and technology and, finally, communication and sharing experiences. This will add to the effects of the demographic changes (as discussed in Chapter 3) in forming the modern tourist. The key is to analyse the above behavioural factors in describing the modern tourist.
Figure 4.1 shows the position of Chapter 4 in the dissertation and the behavioural characteristics that are to be discussed.

**FIGURE 4.1**

**AN OVERVIEW OF THE CHAPTER OUTLINE OF THE STUDY**

- Study objectives
- Literature review
- Chapter 1
- Data collection
- Data analysis
- Findings
- Recommendations
- Managerial action
- Chapter 2
- Chapter 5
- Chapter 6

**Chapter 4**

- Behavioural characteristics of the modern consumer
- the “scarcity” consumer
- quest for self-identity and meaningful experience
- quest for authenticity
- quest for choice
- information, knowledge and technology
- communication and sharing experiences

Source: Own construction
4.2 THE “SCARCITY” CONSUMER

Time, attention and trust have become the scarcest resources in the consumption-led economy within which the modern consumer functions (Baker 2003:70). These scarcities have been caused by the many demands being placed on modern consumers’ time, which leads to time starvation (Baker 2003:70). Time starvation has led to a scarcity of attention as there is less time to spend on concentrating on commercial messages (Baker 2003:70). For the modern consumer to act on information received, trust needs to be present, yet because of a scarcity of time and attention, trust is very limited (Baker 2003:70).

4.2.1 Scarcity of time

Modern consumers work on average 47.7 hours per week, are money-rich but time-poor, leading harassed and busier lives than ever before (Raymond 2003:80). Consumers are confronted with responsibilities and tasks that are so innumerable they cannot be achieved during waking hours (Windham & Orton 2000:9). Technology is an additional factor contributing to their time poor lives as it ultimately makes more demands on their time (Raymond 2003:80). Consumers’ over commitment tendency is inspired by both the economic and cultural changes which started in the last three decades of the twentieth century (Windham & Orton 2000:9).
From an economic perspective, because of the increase in the cost of living, many households changed from single-income to dual-income households (Windham & Orton 2000:9). This was discussed in section 3.6 of the previous chapter. Although the increase in income is advantageous to the household, it also results in time-deprivation which did not exist before (Windham & Orton 2000:9).

From a cultural perspective the emancipation of women into the workforce for personal development is an added factor resulting in time deprivation (Windham & Orton 2000:9). This is due, in part, to households no longer having full-time home-makers maintaining and managing daily activities as they are now part of the workforce (Windham & Orton 2000:9). Therefore, household responsibilities and tasks are distributed among household members resulting in more time deprivation for everyone (Windham & Orton 2000:9).

With the increase in movement of consumers between urban and suburban areas comes an increase in traffic, resulting in longer commuting times to and from work (Windham & Orton 2000:9). Furthermore, widespread time deprivation has been a main contributing factor to the consumer’s easy acceptance of the Web (Windham & Orton 2000:9). Lamb, Hair, McDaniel, Boshoff and Terblanche (2008:43) state that “in the age of the virtual office, it has become increasingly difficult for many professionals to separate or measure the time they spend on work and leisure”. Modern consumers have unique needs which assist them to cope with “time poverty”, satisfying these
needs focuses on convenience and time saving (Lamb et al 2008:43). Modern consumers are developing such an important need for speed that time itself is “experienced” as passing faster (Lewis & Bridger 2003:48).

Time deprivation is a major contributing factor to why the modern consumer, will not do business with organisations that “waste” their time, or who do not make the whole shopping experience as simple and pleasant as possible (Shaw 2002:6). According to Kress et al (2000:7), modern consumers want a one-stop answer to all their purchasing needs. Shaw (2002:6) believes that organisations that want to build relationships with modern tourists need to experiment with methods to reach and meet their needs. Shaw (2002:6) states that “the type of workers who will interact with the new generation tourist is of utmost importance, since this consumer group is service-driven and has high standards for the type of customized service it wants”.

Since modern consumers insist on making their own decisions, companies that are proactive and go out and find these consumers will be successful (Lewis & Bridger 2003:18). As previously stated, these consumers are time poor, this means that products must be more easily available, at any time and almost instantly (Lewis & Bridger 2003:18). The concept could be interpreted as one of snobbery; instead it is seen as a sign of valuing one’s life in this time poor environment (Gilligan & Wilson 2003:280). Within this environment there is a rise in the cash-rich, time-poor segment and an increase in the time-rich, cash-poor segment, which influences the money for value thoughts of consumers (Gilligan & Wilson 2003:280).
The interaction between time and money and how this has led to the concepts of time and cash richness and poorness are depicted in The Three Nation Society (Gilligan & Wilson 2003:280) and indicated in Table 4.1. Each nation refers to a profile of the market (Gilligan & Wilson 2003:280).

### TABLE 4.1

<table>
<thead>
<tr>
<th>THE FIRST NATION</th>
<th>THE SECOND NATION</th>
<th>THE THIRD NATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>- consists of 20% of the population</td>
<td>- consists of 50% of the population</td>
<td>- consists of 30% of the population</td>
</tr>
<tr>
<td>- 40% of total of consumer spending</td>
<td>- 50% of total of consumer spending</td>
<td>- 10% of total of consumer spending</td>
</tr>
<tr>
<td>- consumers are cash-rich</td>
<td>- consumers are cash-strained</td>
<td>- consumer are cash-poor</td>
</tr>
<tr>
<td>- consumers are time-poor</td>
<td>- consumers are time-constrained</td>
<td>- consumers are time-rich</td>
</tr>
</tbody>
</table>

Source: Gilligan & Wilson (2003:280)

Within a tourism context, the trend being experienced is for tourists to obtain a complete “package” of leisure experiences that are tailor-made for customers that are “cash rich and time poor” (Metcalfe 2006:282). Cash rich and time poor “nations” have resulted in the tourism industry’s growth as private recreational activities have grown to such an extent that they are now part of the tourism industry (Buckley 2002:408). One of the contributing factors to this growth is individuals who have changed their lifestyles by possessing more money and less time (Buckley 2002:408).
4.2.2 Scarcities of attention

Like with a scarcity of time, modern consumers suffer from a scarcity of attention, which is a direct result of their scarcity of time (Lewis & Bridger 2003:9). These consumers will often ignore something if they cannot comprehend it quickly, particularly if the information is not personally relevant to them (Lewis & Bridger 2003:9).

The modern consumer has developed a greater sense of visual literacy than consumers before (Lewis & Bridger 2003:9). They are able to interpret, understand and enjoy the fast-moving images of commercials and films more than the generations before them (Lewis & Bridger 2003:9). With this new sense of visual literacy comes the added benefit of being able to identify strategies behind advertising campaigns, making traditional methods of advertising ineffective (Lewis & Bridger 2003:9). To capture and maintain this new consumer’s attention, organisations will have to employ more visual images in their advertising campaigns (Lewis & Bridger 2003:9).

4.2.3 Scarcities of trust

In their personal relationships modern consumers are no more or less trusting, however, they mistrust suppliers’ ability to satisfy them, as they have limited time available to investigate suppliers’ claims (Lewis & Bridger 2003:66). For these consumers to act on information received they have to
trust both the message and the origin of the message (Lewis & Bridger 2003:70).

According to Lewis and Bridger (2003:70), trust is the entity that is shortest in supply among new consumers. Promises and assurances from large, unknown organisations are viewed with distrust by well-informed and cynical new consumers (Lewis & Bridger 2003:70). Notwithstanding the “given” of high quality and value for money, modern consumers are continually searching for products and services with the highest value-added extras (Lewis & Bridger 2003:70). Due to the time required to build trust with the modern consumer, the company that is first in the market often harvests the greatest rewards, provided that high levels of quality and service are maintained (Lewis & Bridger 2003:70).

As a result of scarcities of trust and attention, organisations are attempting to persuade consumers to become involved with their commercial messages (Lewis & Bridger 2003:116). To persuade modern consumers to become more involved organisations can make free offers of service, pay consumers to become involved with the product and/or ask for consumers’ responses (Lewis & Bridger 2003:116).

4.3 QUEST FOR SELF-IDENTITY AND MEANINGFUL EXPERIENCE

For some time now marketing theorists have stated that consumers purchase product benefits and not product features (Baker 2003:28). The modern
consumer is thus characterised by the desire to purchase an experience and not just a product (Baker 2003:28). Thus a false tourist consciousness is produced in a commodity driven economy (Kim & Jamal 2007:181).

Figure 4.2 provides an overview of the modern consumer’s quest for self identity.

**FIGURE 4.2**

**THE QUEST FOR SELF-IDENTITY BY THE MODERN CONSUMER**

Source: Adapted from Lewis & Bridger (2003:7)

Figure 4.2 illustrates the reinvention of the consumer. “The new consumer is [passionate] about being an individual, they [are in a continuous process] of reinventing themselves through their consumption” (Simmons 2008:303).
Due to this continuous reinvention, these consumers develop individualised identities, but not in isolation of communities who have widespread interest sets (Simmons 2008:303).

The continuous search for purpose and value in their lives is significantly important to the modern tourist (Buhalis & Costa 2006:14). These tourists have many unique experiences due to their individualised and hybrid motivations (Buhalis & Costa 2006:14). With the involvement of their fellow travellers they experience more meaningful encounters while exploring cultures, resources and their inner souls (Buhalis & Costa 2006:244).

According to Gretzel, Fesenheimer and O’Leary (in Buhalis & Costa 2006:14), because people are on a continuous journey of discovering a purpose for their lives, packages that provide personal meaning, emotional involvement and attachment to a place, or even reconnection with family are important to modern tourists.

To achieve a more meaningful encounter an extended picture of consumption is required, one that encompasses sensory experiences and emotions (Gretzel et al in Buhalis & Costa 2006:14). For the modern tourist to achieve a more meaningful encounter, Rosa and Malter (in Buhalis & Costa 2006:14) believe that “embodied cognition” is necessary. This is a higher level of cognition, which is based on a bodily experience, or perception of the situation around a one. To anticipate, plan, experience and
remember an experience, information must be gained from a person’s senses.

4.3.1 Identity confusion and creation

For decades social rules and conventions have provided people with a sense of identity, but as the social and economic environments have evolved, so these rules and conventions have slowly broken down (Lewis & Bridger 2003:18). With the focus being on materialism, mass production and uniformity, favourable conditions for individual self-fulfilment are not encouraged (Goulding 2000:837). Due to the highly complex lives that modern consumers lead, their market place has become fragmented (Baker 2003:30). As a result, a gap has appeared between two important aspects of self-image (Lewis & Bridger 2003:18). These two aspects are the real self, the person one perceives oneself to be and the ideal self, the person that one is striving to become (Lewis & Bridger 2003:18). Because life has become fragmented consumers adopt multiple personalities, depending on the situation they can adopt the relevant personality type (Baker 2003:30).

Modern consumers create and find identity through the products and services they consume (Berner & van Tonder 2003:1). They have exhausted the things that they need to purchase and are now refocusing their efforts on the things they want to purchase in an effort to buy identity (Gilligan & Wilson 2003:244). Products purchased are evaluated on the symbolic or cultural
value they project to others, rather than their functional value (Berner & van Tonder 2003:1).

Travel experience is a vital element in the people’s self-development and identity creation. Not having travelled equates to a lack of worldly experience and “having missed out” (Richards & Wilson 2006:41).

According to Buhali and Costa (2006:3), “a new, experienced, sophisticated and demanding tourist is emerging, looking for authentic and environmentally friendly experiences and exceptional value for both time and money”. Consequently, the impact that the internet will have on the way consumers search for, purchase, consume and remember tourism experiences will continue (Gretzel et al in Buhali & Costa 2006:17). Figure 4.3 reflects the communication and information needs in the three stages of tourism.

FIGURE 4.3
COMMUNICATION AND INFORMATION NEEDS IN THE THREE STAGES OF TOURISM

Source: Gretzel et al (2006:16)
From the above figure one can see that in addition to the actual travel trip, the consumption of travel experiences involves time consuming, extensive pre- and post-consumption stages which are technology and information driven (Gretzel et al in Buhalis & Costa 2006:16). In the pre-consumption stage internet technology is used to plan, formulate expectations, aid in decision-making and communicate with tourist providers to prepare and execute transactions (Gretzel et al in Buhalis & Costa 2006:16). During the consumption stage the focus of technology is on being connected and obtaining detailed information on a specific tourist place or event (Gretzel et al in Buhalis & Costa 2006:16). Lastly, in the post-consumptive stage technology is used for sharing, documenting and reliving the tourism experience (Gretzel et al in Buhalis & Costa 2006:16).

4.4 QUEST FOR AUTHENTICITY

Lewis and Bridger (2003:10) believe that “at the heart of the soul of the modern consumer lies a desire for authenticity”. Consumers seek out authenticity in an attempt to assist in dealing with the gap between their real and ideal selves (Lewis & Bridger 2003:44). To achieve a sense of authenticity consumers will inconvenience themselves, travelling vast distances to obtain the product or service that will satisfy them (Lewis & Bridger 2003:10).

To the modern consumer authentic products and services are those that offer the best quality and reliability (Lewis & Bridger 2003:10). The attraction and
appeal to the authentic is therefore more a seeking to discover themselves (Lewis & Bridger 2003:10). Previously, work, family and society could assist them in their sense of self achievement, now they seek authenticity in many other ways (Lewis & Bridger 2003:10).

When seeking the authentic, consumers operate “alone”, or in small groups to determine the subtle differences between the authentic product and mass produced product (Lewis & Bridger 2003:15). These consumers continuously seek to discover minute differences in products, brands, signs and meanings (Lewis & Bridger 2003:15). To the uninformed these subtle differences might pass unnoticed, but to the new consumer these identified differences are a matter of reassurance (Lewis & Bridger 2003:15).

The identified differences indicate membership of an exclusive group with the added benefit of authenticity (Lewis & Bridger 2003:15). The desire for individuality confirms both authenticity and personal uniqueness (Lewis & Bridger 2003:15). “Recognising a modern consumer’s individuality can be sufficient to transform a mundane [advertisement] encounter into an authentic experience” (Lewis & Bridger 2003:44).

4.5 QUEST FOR CHOICE

Today’s consumers are faced with a vast amount of choice (Shaw 2002:52). As a result modern consumers are uncertain what exactly they want (Proctor & Kitchen 2002:147). They have easy access to a variety of products and
services, greatly extended communities and limitless sources of information (Windham & Orton 2000:2). The significance is that information is applied throughout their extensive shopping experiences (Shaw 2002:6). The modern consumer seeks out and explores an extensive variety of choices when making a purchasing decision (Shaw 2002:6).

Modern consumers have a greater number of choices when deciding how to spend their discretionary household income (Kress et al 2000:5). As their needs are satisfied, their discretionary income is directed at satisfying their wants and desires (Shaw 2006:52). Gathering and processing information from a variety of sources before deciding on a purchase is important, as income rises so does the size and scale of these cross-category decisions (Kress et al 2000:5). At the same time, members of the household will fiercely search the Web for the “best deal” on accommodation and flights, thereby increasing their options (Buhalis & Costa 2006:9).

The modern consumer is more demanding and discriminate and willing to complain than consumers before (Gilligan & Wilson 2003:224), one who will research products and services thoroughly before making a purchase, as a result of being more sceptical of promises and brands than before (Shaw 2002:6). In fact, the more affluent the modern consumer the more likely s/he will be to purchase private rather than national brands (Shaw 2002:6).

The modern consumer is more willing to experiment with the purchase of products and services than consumers before (Shaw 2002:6). Shaw (2002:6)
notes that “in particular these consumers are interested in test-driving services that offer convenience, choice and control.” High expectations and a need for immediate gratification lead modern consumers to dissatisfaction (Lewis & Bridger 2003:10). The need for instant gratification is in part due to a desire for tailored information, convenience and choice (Shaw 2002:6).

4.6 INFORMATION, KNOWLEDGE AND TECHNOLOGY

Modern consumers are skilled information seekers who desire alternative information sources that are unbiased, and who acquire answers to all their questions (Shaw 2002:6). The advent of the internet has made information cheaper and more easily available than before (Lewis & Bridger 2003:18). Due to the vast quantity of information available on the internet, consumers refine their searches to achieve quality over quantity, seeking better, more relevant information (Kress et al 2000:6).

Modern consumers can now access Websites that appeal and are of interest to them, specifying the information they want to receive (Simmons 2008:299). As a result of this process of information gathering, these consumers are more confident about risk-taking and therefore accept greater personal risk if there is more control at the end (Shaw 2002:5).

Tourism relies heavily on technology, as it is an industry which is information-intensive (Gretzel et al in Buhalis & Costa 2006:16). “The modern tourist expects speed and uses technologies to overcome physical constraints and
borders" (Gretzel et al in Buhalis & Costa 2006:9). Technology enables the modern tourist to access information to assist in the purchase of remote tourism products (Gretzel et al in Buhalis & Costa 2006:10). These tourists increase their options of choice by searching the Web for the “best deal” on accommodation and flights (Buhalis & Costa 2006:11). Therefore, the modern tourist is in a position of control and can perform with less logistical constraints than previously (Windham & Orton 2000:2).

Gretzel, Fesenmaier and O'Leary (in Buhalis & Costa 2006:10) believe that modern tourists have become key participants in the process of creating and shaping brands and experiences. With technology comes a greater degree of transparency, thus handing the modern tourist more bargaining power and more connectedness before, during and after the travel experience (Gretzel et al in Buhalis & Costa 2006:10).

Modern tourists, who are good communicators and technologically advanced, have become frequent travellers and are able to operate in multicultural, demanding overseas environments (Buhalis & Costa 2006:3). Tourists who are technologically advanced can now develop their own experiences with individualised itineraries to add meaning to their experiences (Buhalis & Costa 2006:14).

According to Buhalis and Costa (2006:3), “a new, experienced, sophisticated and demanding tourist is emerging, looking for authentic and environmentally friendly experiences and exceptional value for both time and money".
4.7 COMMUNICATION AND SHARING EXPERIENCES

Lewis and Bridger (2003:37) state, “we are living in an age in which more stories are being told, by more storytellers, to a greater number of people and over vaster distances than at any other time”. According Gretzel, Fesenmaier and O’Leary (in Buhalis & Costa 2006:16), “stories help us make sense of the world”.

Telling stories to ourselves and others, pieces together sensory and cognitive information and helps make the experience complete (Gretzel et al in Buhalis & Costa 2006:16). The storytelling process assists the modern tourist in remembering many different connections between ideas and elements of the experience (Gretzel et al in Buhalis & Costa 2006:16).

Through the process of recollection the tourist will reconstruct the experience, omitting or adding information or events according to the audience, therefore the story and the meaning attached to it may change each time it is told (Gretzel et al in Buhalis & Costa 2006:16). Storytelling assists the listener in imagining what the experience would be like, in developing of our social relationships and achieving the following (Gretzel et al in Buhalis & Costa 2006:16):

- impressing the audience;
- entertain; and
- relating to others.
To support story telling tourists take photos and videos, purchase souvenirs, keep journals and write blogs to capture and relive memories of their trip (Gretzel et al in Buhalis & Costa 2006:16).

Storytelling of a travel experience is not a new phenomenon; however, the difference is the greater acknowledgment and significance of the value of this form of communication (Gretzel et al in Buhalis & Costa 2006:16). The value of the process of storytelling originates in the greater focus on social networks and community building in today’s society (Gretzel et al in Buhalis & Costa 2006:16).

With the easy availability and cheap forms of new technology, storytelling has become even more widespread than before. Gretzel et al (in Buhalis & Costa 2006:16) discuss various forms of technology which are used in this form of communication:

- email and cellular phones are a spontaneous and immediate form of storytelling before, during and after the travel experience;
- personal Web pages and Web space within virtual communities provide an opportunity to share digital and video images;
- chat rooms and bulletin boards provide a synchronised means of sharing experiences with others; and
- many tourism Websites now provide a space for testimonials from tourists that have had a travel experience.
The above developments in technology mean that storytelling has been reinvented in social life and therefore plays a significant function in travel culture (Gretzel et al in Buhalis & Costa 2006:16). “Stories make it easier to imagine what a trip will be like” (Gretzel et al in Buhalis & Costa 2006:16). Figure 4.4 shows the process of recollecting a travel experience through narration. Meaning is attached to the narration which results in reinterpretation of the travel experience.

FIGURE 4.4

THE ROLE OF STORYTELLING IN RELATING TRAVEL EXPERIENCES

Source: Gretzel et al (2006:16)

4.8 SUMMARY

This chapter examined the literature on the behavioural characteristics associated with the modern consumer. These characteristics may influence tourism activities.
It is essential for marketers to develop an understanding of the behavioural characteristics of the modern consumer to enable the development of strategies to exploit the business potential of the current and future consumer culture (Baker 2003:28).

Chapter 5 presents the findings of the empirical study dealing with the demographic and behavioural characteristics of the respondents. The chapter provides statistical information on the respondents, thereby determining whether they possess the characteristics of the modern tourist.
5.1 INTRODUCTION

The literature review on the demographic and behavioural characteristics of the modern consumer provided in Chapter 3 and Chapter 4 served as a conceptual framework for the empirical study.

This chapter reports the results of the questionnaire and provides a discussion of the demographic and behavioural characteristics of respondents.

From the results six factors were identified and they are discussed in this chapter. Furthermore, three clusters were identified and these clusters have been discussed and named in this chapter. Figure 5.1 indicates the location of Chapter 5 in the dissertation.
5.2 RESPONDENTS' DEMOGRAPHIC PROFILE

The demographic data gathered via the multiple-choice questions of the questionnaire are presented in Table 5.1, which shows the results in terms of frequencies and percentages. These relate to respondents' gender, age,
marital status, household size, occupation, education and monthly gross household income.

**TABLE 5.1**

THE RESPONDENTS' DEMOGRAPHIC PROFILE

<table>
<thead>
<tr>
<th>VARIABLE</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>88</td>
<td>44</td>
</tr>
<tr>
<td>Female</td>
<td>112</td>
<td>56</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>≤ 17 years</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>18-29 years</td>
<td>64</td>
<td>32</td>
</tr>
<tr>
<td>30-54 years</td>
<td>91</td>
<td>46</td>
</tr>
<tr>
<td>55 years and older</td>
<td>29</td>
<td>14</td>
</tr>
<tr>
<td><strong>Marital status</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single</td>
<td>82</td>
<td>41</td>
</tr>
<tr>
<td>Married, no children</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>Married, with children</td>
<td>88</td>
<td>44</td>
</tr>
<tr>
<td>Widowed/widowers</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td><strong>Household size</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 person</td>
<td>29</td>
<td>14</td>
</tr>
<tr>
<td>2 persons</td>
<td>43</td>
<td>22</td>
</tr>
<tr>
<td>3 or more persons</td>
<td>128</td>
<td>64</td>
</tr>
<tr>
<td><strong>Occupation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-employed</td>
<td>24</td>
<td>12</td>
</tr>
<tr>
<td>Managerial/ Professional</td>
<td>70</td>
<td>35</td>
</tr>
<tr>
<td>Tradesmen</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>Retired</td>
<td>28</td>
<td>14</td>
</tr>
<tr>
<td>Other</td>
<td>64</td>
<td>32</td>
</tr>
</tbody>
</table>
TABLE 5.1 (CONT.)

THE RESPONDENTS’ DEMOGRAPHIC PROFILE

<table>
<thead>
<tr>
<th>VARIABLE</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt;Grade 12</td>
<td>32</td>
<td>16</td>
</tr>
<tr>
<td>Grade 12</td>
<td>59</td>
<td>29</td>
</tr>
<tr>
<td>Certificate / Diploma</td>
<td>66</td>
<td>33</td>
</tr>
<tr>
<td>Degree</td>
<td>22</td>
<td>11</td>
</tr>
<tr>
<td>Postgraduate</td>
<td>21</td>
<td>11</td>
</tr>
<tr>
<td><strong>Monthly gross income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt;R8 000</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
<td>R8 000-R14 999</td>
<td>47</td>
<td>24</td>
</tr>
<tr>
<td>R15 000-R24 999</td>
<td>71</td>
<td>36</td>
</tr>
<tr>
<td>R25 000-R34 999</td>
<td>27</td>
<td>13</td>
</tr>
<tr>
<td>≥R35 000</td>
<td>36</td>
<td>18</td>
</tr>
</tbody>
</table>

A total of 202 respondents completed the questionnaire, but only 200 questionnaires were eligible for data capture and analysis. The largest proportion (56%) of the respondents was female and 44% were male. The largest proportion (46%) of respondents was aged 30-54. Eight percent of the remaining respondents were younger than 18, while 14% were 55 years and older.

The largest proportion (44%) of respondents’ was married with children followed by those who were single (41%). At the time of survey, 64% of the respondents had 3 or more persons in the household. Seven percent were widows or widowers.
Thirty five percent of respondents held managerial or professional positions. The second largest proportion (32%) indicated “other”. These included office administrators, a housewife and some unemployed respondents. The remaining respondents were retired (14%), self-employed (12%) and tradesmen (7%). The respondents’ education level was generally high, 55% had some form of post-school education. Almost half (45%) of the respondents had Grade 12 or lower.

Finally, the larger proportion (36%) of the respondents had a monthly gross household income of between R15 000 and R24 999, and 9% earned less than R8 000.

5.3 RESPONDENTS’ BEHAVIOURAL PROFILE

This section reports on the respondents’ behavioural characteristics. The data resulted from Section B of the questionnaire. The purpose was to determine which of the behavioural characteristics identified in Chapter 4 are prevalent among tourists living in the NMM Area.

Respondents were requested to indicate their level of agreement with statements pertaining to their behaviour as tourists. A list of statements was provided and respondents could indicate their responses on a five-point Likert scale (1 = strongly disagree; 5 = strongly agree). Note that the results for Items B26-B30 have been reversed.
Table 5.2 indicates the frequency of responses expressed as a percentage of the total responses. These percentages provide a quantitative amount to statements, thereby illustrating which statements received preference from the respondents. It should be noted that the total number of respondents for item B23, was 199 as one respondent did not answer the question.

**TABLE 5.2**
THE FREQUENCY OF RESPONSES EXPRESSED AS PERCENTAGES

<table>
<thead>
<tr>
<th>ITEM NO</th>
<th>BEHAVIOURAL CHARACTERISTICS</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1</td>
<td>I develop my own travelling itinerary according to my specific needs/wants</td>
<td>4.5</td>
<td>4.0</td>
<td>8.5</td>
<td>47.5</td>
<td>35.5</td>
<td>200</td>
</tr>
<tr>
<td>B2</td>
<td>I develop my own travelling itinerary for my own personal advantage</td>
<td>3.0</td>
<td>3.0</td>
<td>10.5</td>
<td>56.0</td>
<td>27.5</td>
<td>200</td>
</tr>
<tr>
<td>B3</td>
<td>I develop my own travelling itinerary according to my emotional needs (e.g. an attachment to a specific place)</td>
<td>4.0</td>
<td>13.5</td>
<td>23.0</td>
<td>39.5</td>
<td>20.0</td>
<td>200</td>
</tr>
<tr>
<td>B4</td>
<td>I develop my own travelling itinerary according to my social needs (e.g. to reconnect with family / friends)</td>
<td>3.0</td>
<td>5.0</td>
<td>12.5</td>
<td>43.0</td>
<td>36.5</td>
<td>200</td>
</tr>
<tr>
<td>B5</td>
<td>I develop my own travelling itinerary which has personal meaning to me</td>
<td>3.0</td>
<td>4.5</td>
<td>24.0</td>
<td>50.0</td>
<td>18.5</td>
<td>200</td>
</tr>
<tr>
<td>B6</td>
<td>I like to tell others about my tourism experiences to impress them</td>
<td>23.7</td>
<td>18.7</td>
<td>17.2</td>
<td>25.8</td>
<td>14.6</td>
<td>200</td>
</tr>
<tr>
<td>B7</td>
<td>I like to tell others about my tourism experiences to entertain them</td>
<td>15.5</td>
<td>23.5</td>
<td>17.0</td>
<td>32.0</td>
<td>12.0</td>
<td>200</td>
</tr>
<tr>
<td>ITEM NO</td>
<td>BEHAVIOURAL CHARACTERISTICS</td>
<td>Strongly disagree</td>
<td>Disagree</td>
<td>Neutral</td>
<td>Agree</td>
<td>Strongly agree</td>
<td>N TOTAL</td>
</tr>
<tr>
<td>--------</td>
<td>----------------------------------------------------------------------------------------------</td>
<td>-------------------</td>
<td>----------</td>
<td>---------</td>
<td>-------</td>
<td>----------------</td>
<td>---------</td>
</tr>
<tr>
<td>B8</td>
<td>I like to tell others about my tourism experiences to relate to them</td>
<td>7.0</td>
<td>14.5</td>
<td>27.0</td>
<td>42.5</td>
<td>9.0</td>
<td>200</td>
</tr>
<tr>
<td>B9</td>
<td>I like to tell others about my tourism experiences to help me remember the experience’</td>
<td>11.0</td>
<td>21.0</td>
<td>27.0</td>
<td>24.0</td>
<td>17.0</td>
<td>200</td>
</tr>
<tr>
<td>B10</td>
<td>I am knowledgeable about tourism attractions that are available</td>
<td>3.0</td>
<td>11.0</td>
<td>24.5</td>
<td>48.5</td>
<td>13.0</td>
<td>200</td>
</tr>
<tr>
<td>B11</td>
<td>I am knowledgeable about specialized tourism experiences (e.g. monuments)</td>
<td>2.0</td>
<td>13.0</td>
<td>22.0</td>
<td>50.5</td>
<td>12.5</td>
<td>200</td>
</tr>
<tr>
<td>B13</td>
<td>I am knowledgeable about world events that give rise to tourism attractions (e.g. new historical sites)</td>
<td>3.5</td>
<td>11.0</td>
<td>26.5</td>
<td>47.0</td>
<td>12.0</td>
<td>200</td>
</tr>
<tr>
<td>B14</td>
<td>I am knowledgeable about new tourism destinations</td>
<td>1.0</td>
<td>11.5</td>
<td>28.0</td>
<td>50.0</td>
<td>9.5</td>
<td>200</td>
</tr>
<tr>
<td>B15</td>
<td>I like to visit tourist destinations that offers a large variety of activities</td>
<td>1.0</td>
<td>4.0</td>
<td>9.5</td>
<td>46.0</td>
<td>39.5</td>
<td>200</td>
</tr>
<tr>
<td>B16</td>
<td>I like to visit tourist destinations that offers a large variety of sights</td>
<td>1.0</td>
<td>4.0</td>
<td>8.5</td>
<td>40.5</td>
<td>46.0</td>
<td>200</td>
</tr>
<tr>
<td>B17</td>
<td>I like to visit tourist destinations that offers a large variety of shops</td>
<td>4.0</td>
<td>8.5</td>
<td>21.5</td>
<td>33.0</td>
<td>33.0</td>
<td>200</td>
</tr>
<tr>
<td>B18</td>
<td>I like to visit tourist destinations that offers a large variety of new products and services</td>
<td>0.5</td>
<td>7.0</td>
<td>23.0</td>
<td>51.0</td>
<td>18.5</td>
<td>200</td>
</tr>
<tr>
<td>B19</td>
<td>I like to visit tourist destinations that offers a large variety of tourism experiences</td>
<td>1.0</td>
<td>1.0</td>
<td>10.0</td>
<td>46.0</td>
<td>42.0</td>
<td>200</td>
</tr>
<tr>
<td>B20</td>
<td>When travelling I like to taste the local food</td>
<td>1.0</td>
<td>6.0</td>
<td>15.5</td>
<td>46.0</td>
<td>31.5</td>
<td>200</td>
</tr>
<tr>
<td>B21</td>
<td>When travelling I like to observe the local customs</td>
<td>0.5</td>
<td>6.0</td>
<td>23.5</td>
<td>43.5</td>
<td>26.5</td>
<td>200</td>
</tr>
<tr>
<td>B22</td>
<td>When travelling I like to observe local famous landmarks (e.g. monuments)</td>
<td>0.5</td>
<td>4.0</td>
<td>12.0</td>
<td>58.0</td>
<td>25.5</td>
<td>200</td>
</tr>
<tr>
<td>B23</td>
<td>When travelling I like to observe the local way of living (e.g. housing, transport systems)</td>
<td>0.5</td>
<td>4.0</td>
<td>21.1</td>
<td>52.3</td>
<td>22.1</td>
<td>199</td>
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</table>
### TABLE 5.2 (CONT.)

**THE FREQUENCY OF RESPONSES EXPRESSED AS PERCENTAGES**

<table>
<thead>
<tr>
<th>ITEM NO</th>
<th>BEHAVIOURAL CHARACTERISTICS</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>N TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>B24</td>
<td>When travelling I like to mingle with the local people (e.g. visit a local pub)</td>
<td>6.0</td>
<td>11.5</td>
<td>29.5</td>
<td>35.0</td>
<td>18.0</td>
<td>200</td>
</tr>
<tr>
<td>B25</td>
<td>I have enough time to read</td>
<td>14.0</td>
<td>45.0</td>
<td>19.0</td>
<td>19.0</td>
<td>3.0</td>
<td>200</td>
</tr>
<tr>
<td>B26</td>
<td>I have enough time to relax</td>
<td>13.5</td>
<td>36.0</td>
<td>19.0</td>
<td>28.0</td>
<td>13.5</td>
<td>200</td>
</tr>
<tr>
<td>B27</td>
<td>I have enough time to travel</td>
<td>13.5</td>
<td>40.5</td>
<td>12.5</td>
<td>27.5</td>
<td>6.5</td>
<td>200</td>
</tr>
<tr>
<td>B28</td>
<td>I have enough time to undertake tasks myself so I do not hire people to do tasks for me (e.g. making use of a laundry / gardening service)</td>
<td>22.0</td>
<td>30.0</td>
<td>18.5</td>
<td>25.0</td>
<td>4.5</td>
<td>200</td>
</tr>
<tr>
<td>B29</td>
<td>I have enough time in my day to do all I need to do</td>
<td>13.0</td>
<td>26.0</td>
<td>20.0</td>
<td>35.0</td>
<td>6.0</td>
<td>200</td>
</tr>
</tbody>
</table>

*Note that the results have been reversed.

#### 5.4 FACTORS DESCRIBING THE RESPONDENTS’ BEHAVIOURAL PROFILE

To make the list of 29 items more manageable Item B1 to B29 of the questionnaire (see Appendix A) was subjected to exploratory factor analysis. Five items, that is, B6 (‘I like to tell others about my tourism experiences to impress them’), B9 (‘I like to tell others about my tourism experiences to help me remember the experience’), B12 (‘I am knowledgeable about the use of technology in planning a trip e.g. online banking, information searches on desired destinations’), B17 (‘I like to visit tourist destinations that offer a large variety of shops’) and B18 (‘I like to visit tourist destinations that offer a large variety of new products and services’) failed to load onto any one factor. B12
‘I am knowledgeable about the use of technology in planning a trip for example online banking, information searches on desired destinations’) had significant cross-loadings. To avoid possible ambiguity Item B12 was omitted from any further analysis. The remaining four items were retained, as on inspection of the correlation analysis, these items had acceptable cross-loadings.

The 29 items yielded six factorial dimensions labelled as Factor 1 (Variety-Seeking), Factor 2 (Quest for Self-Identity), Factor 3 (Quest for Authenticity), Factor 4 (Knowledgeable), Factor 5 (Experience Sharing) and Factor 6 (Time Poor). Table 5.3 shows the six factorial groups, with mean scores (M) and standard deviations (SD) arranged from the highest to the lowest mean score.

**TABLE 5.3**

THE FACTOR STRUCTURE, MEAN SCORES AND STANDARD DEVIATIONS

<table>
<thead>
<tr>
<th>FACTOR</th>
<th>MEAN</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Variety Seeking</td>
<td>4.07</td>
<td>0.64</td>
</tr>
<tr>
<td>2. Quest for Self-Identity</td>
<td>3.89</td>
<td>0.76</td>
</tr>
<tr>
<td>3. Quest for Authenticity</td>
<td>3.87</td>
<td>0.70</td>
</tr>
<tr>
<td>4. Knowledgeable</td>
<td>3.56</td>
<td>0.74</td>
</tr>
<tr>
<td>5. Experience Sharing</td>
<td>3.10</td>
<td>0.98</td>
</tr>
<tr>
<td>6. Time Poor</td>
<td>2.70</td>
<td>0.92</td>
</tr>
</tbody>
</table>

Table 5.4 indicates how the statements from Section B of the questionnaire, grouped under the identified factors. Each statement is arranged from the
highest item loading to the lowest under the factor. The Cronbach alpha of each factor is also shown.

**TABLE 5.4**

ITEMS COMPRISING THE BEHAVIOURAL FACTORS

<table>
<thead>
<tr>
<th>ITEM NO.</th>
<th>BEHAVIOURAL CHARACTERISTICS</th>
<th>ITEM LOADING</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FACTOR 1: VARIETY SEEKING</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B16</td>
<td>I like to visit tourist destinations that offer a large variety of sights</td>
<td>0.59</td>
</tr>
<tr>
<td>B15</td>
<td>I like to visit tourist destinations that offer a large variety of activities</td>
<td>0.56</td>
</tr>
<tr>
<td>B19</td>
<td>I like to visit tourist destinations that offer large variety of tourism experiences</td>
<td>0.49</td>
</tr>
<tr>
<td>B18</td>
<td>I like to visit tourist destinations that offer a large variety of new products and services'</td>
<td>0.46</td>
</tr>
<tr>
<td>B17</td>
<td>I like to visit tourist destinations that offer a large variety of shops</td>
<td>0.12</td>
</tr>
<tr>
<td>B19</td>
<td>I like to visit tourist destinations that offer large variety of tourism experiences</td>
<td>0.49</td>
</tr>
<tr>
<td><strong>Cronbach alpha</strong></td>
<td>0.80</td>
<td></td>
</tr>
<tr>
<td><strong>FACTOR 2: QUEST FOR SELF-IDENTITY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B2</td>
<td>I develop my own travelling itinerary for my own personal advantage</td>
<td>0.83</td>
</tr>
<tr>
<td>B1</td>
<td>I develop my own travelling itinerary according to my specific needs/wants</td>
<td>0.79</td>
</tr>
<tr>
<td>B3</td>
<td>I develop my own travelling itinerary according to my emotional needs (e.g. an attachment to a specific place)</td>
<td>0.69</td>
</tr>
<tr>
<td>B4</td>
<td>I develop my own travelling itinerary according to my social needs (e.g. to reconnect with family / friends)</td>
<td>0.69</td>
</tr>
<tr>
<td>B5</td>
<td>I develop my own travelling itinerary which has personal meaning to me</td>
<td>0.67</td>
</tr>
<tr>
<td><strong>Cronbach alpha</strong></td>
<td>0.85</td>
<td></td>
</tr>
<tr>
<td><strong>FACTOR 3: QUEST FOR AUTHENTICITY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B21</td>
<td>When travelling I like to observe the local customs</td>
<td>0.87</td>
</tr>
<tr>
<td>B20</td>
<td>When travelling I like to taste the local food</td>
<td>0.80</td>
</tr>
<tr>
<td>B22</td>
<td>When travelling I like to observe local famous landmarks (e.g. monuments)</td>
<td>0.69</td>
</tr>
<tr>
<td>B23</td>
<td>When travelling I like to observe the local way of living (e.g. housing, transport systems)</td>
<td>0.64</td>
</tr>
<tr>
<td>B24</td>
<td>When travelling I like to mingle with the local people (e.g. visit a local pub)</td>
<td>0.54</td>
</tr>
<tr>
<td><strong>Cronbach alpha</strong></td>
<td>0.84</td>
<td></td>
</tr>
</tbody>
</table>
### TABLE 5.4 (CONT.)
### ITEMS COMPRISING THE BEHAVIOURAL FACTORS

<table>
<thead>
<tr>
<th>ITEM NO.</th>
<th>BEHAVIOURAL CHARACTERISTICS</th>
<th>ITEM LOADING</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FACTOR 4 : KNOWLEDGEABLE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B14</td>
<td>I am knowledgeable about new tourism destinations</td>
<td>0.83</td>
</tr>
<tr>
<td>B11</td>
<td>I am knowledgeable about specialised tourism experiences (e.g. monuments)</td>
<td>0.82</td>
</tr>
<tr>
<td>B13</td>
<td>I am knowledgeable about world events that give rise to tourism attractions (e.g. new historical sites)</td>
<td>0.65</td>
</tr>
<tr>
<td>B10</td>
<td>I am knowledgeable about tourism attractions that are available</td>
<td>0.61</td>
</tr>
<tr>
<td><strong>Cronbach alpha</strong></td>
<td></td>
<td>0.82</td>
</tr>
<tr>
<td><strong>FACTOR 5 : EXPERIENCE SHARING</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B7</td>
<td>I like to tell others about my tourism experiences to entertain them</td>
<td>0.78</td>
</tr>
<tr>
<td>B8</td>
<td>I like to tell others about my tourism experiences to relate to them</td>
<td>0.70</td>
</tr>
<tr>
<td>B6</td>
<td>I like to tell others about my tourism experiences to impress them</td>
<td>0.42</td>
</tr>
<tr>
<td>B9</td>
<td>I like to tell others about my tourism experiences to help me remember the experience’</td>
<td>0.37</td>
</tr>
<tr>
<td><strong>Cronbach alpha</strong></td>
<td></td>
<td>0.78</td>
</tr>
<tr>
<td><strong>FACTOR 6 : TIME POOR</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B26</td>
<td>I have enough time to relax</td>
<td>0.93</td>
</tr>
<tr>
<td>B27</td>
<td>I have enough time to travel</td>
<td>0.87</td>
</tr>
<tr>
<td>B29</td>
<td>I have enough time in my day to do all I need to do</td>
<td>0.71</td>
</tr>
<tr>
<td>B28</td>
<td>I have enough time to undertake tasks myself so I do not hire people to do tasks for me (e.g. making use of a laundry / gardening service)</td>
<td>0.66</td>
</tr>
<tr>
<td>B25</td>
<td>I have enough time to read</td>
<td>0.63</td>
</tr>
<tr>
<td><strong>Cronbach alpha</strong></td>
<td></td>
<td>0.87</td>
</tr>
</tbody>
</table>

Items loading on Factor 1, Variety Seeking, described whether the respondents enjoyed visiting tourist destinations that offered a wide variety of tourism experiences, sights, products or services and activities. Five items loaded onto this factor. The five items that loaded onto Factor 2 dealt with Quest for Self-Identity and having a meaningful tourism experience. Five items loaded onto Factor 3. These items related to the tourist's involvement
in the local lifestyle, food and experience at the destination point. A local experience aids tourists in their quest for the authentic and provides a sense of experiencing an original, genuine activity. Five items loaded onto Factor 4, Knowledgeable, which described the amount of knowledge a tourist possesses about tourism destinations, experiences, new tourist destinations and tourism activities. Four items loaded onto Factor 5, Experience Sharing, which dealt with telling the tourism experience to others. Items loading on Factor 6, Time Poor, described whether the respondents had enough time to undertake certain activities. Five items loaded onto this factor.

5.4.1 Frequency distributions per behavioural factor

Once the factors had been identified, respondents’ responses to the items could be expressed as percentages per factor. Likert scale choices 1 and 2 (strongly disagree and disagree) and 4 and 5 (agree and strongly disagree) were added together to obtain the percentages. These were subsequently analysed per factor.

5.4.1.1 Variety Seeking

Table 5.5 shows the results for Variety-Seeking. From Table 5.5 it can be seen that B19 (‘I like to visit tourist destinations that offer a large variety of tourism experiences’) showed the lowest, (2%), under strongly disagreed/disagreed. Eighty five and a half to 88% of respondents agreed/disagreed to B15 (‘I like to visit tourist destinations that offer a large variety of activities’), B16 (‘I like to visit tourist destinations that offer a large
variety of sights’) and B19 (‘I like to visit tourist destinations that offer a large variety of tourism experiences’).

**TABLE 5.5**
THE FREQUENCY OF COMBINED RESPONSES EXPRESSED AS PERCENTAGES: VARIETY-SEEKING

<table>
<thead>
<tr>
<th>ITEM NO</th>
<th>BEHAVIOURAL CHARACTERISTIC</th>
<th>Strongly disagree/disagree</th>
<th>Neutral</th>
<th>Agree/Strongly agree</th>
<th>Mean Score</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Factor 1: Variety Seeking</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B15</td>
<td>I like to visit tourist destinations that offer a large variety of activities</td>
<td>5.0</td>
<td>9.5</td>
<td>85.5</td>
<td>4.2</td>
<td>0.8</td>
</tr>
<tr>
<td>B16</td>
<td>I like to visit tourist destinations that offer a large variety of sights</td>
<td>5.0</td>
<td>8.5</td>
<td>86.0</td>
<td>4.3</td>
<td>0.9</td>
</tr>
<tr>
<td>B17</td>
<td>I like to visit tourist destinations that offer a large variety of shops</td>
<td>12.5</td>
<td>21.5</td>
<td>66.0</td>
<td>3.8</td>
<td>1.1</td>
</tr>
<tr>
<td>B18</td>
<td>I like to visit tourist destinations that offer a large variety of new products and services’</td>
<td>7.5</td>
<td>23.0</td>
<td>69.5</td>
<td>3.8</td>
<td>0.8</td>
</tr>
<tr>
<td>B19</td>
<td>I like to visit tourist destinations that offer a large variety of tourism experiences</td>
<td>2.0</td>
<td>10.0</td>
<td>88.0</td>
<td>4.3</td>
<td>0.8</td>
</tr>
</tbody>
</table>

B17 (‘I like to visit tourist destinations that offer a large variety of shops’) and B18 (‘I like to visit tourist destinations that offer a large variety of new products and services’) both had a mean score of 3.8. B16 (‘I like to visit tourist destinations that offer a large variety of sights’) and B19 (‘I like to visit tourist destinations that offer large variety of tourism experiences) had mean scores of 4.3. B15 (I like to visit tourist destinations that offer a large variety of activities’) had a mean score of 4.2. This indicates that the respondents liked to visit destinations that offered a large variety of tourist sights, activities and experiences.
5.4.1.2 Quest for Self-Identity

Table 5.6 shows the results for Quest for Self-Identity. For B1, B2 and B4 approximately 80% of respondents agreed/strongly agreed with the statements. The proportion of respondents who strongly disagreed/disagreed ranged from 6% to 17.5%. Sixty eight and a half percent of respondents indicated that a travelling itinerary has personal meaning, whereas 59.5% indicated that a travelling itinerary is developed according to their emotional needs.

**TABLE 5.6**

**THE FREQUENCY OF COMBINED RESPONSES EXPRESSED AS PERCENTAGES: QUEST FOR SELF-IDENTITY**

<table>
<thead>
<tr>
<th>ITEM NO</th>
<th>BEHAVIOURAL CHARACTERISTIC</th>
<th>Strongly disagree/disagree</th>
<th>Neutral</th>
<th>Agree/Strongly agree</th>
<th>Mean Score</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Factor 2 : Quest for Self-Identity</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B1</td>
<td>I develop my own travelling itinerary according to my specific needs/wants</td>
<td>9.5</td>
<td>8.5</td>
<td>83.0</td>
<td>4.1</td>
<td>1.0</td>
</tr>
<tr>
<td>B2</td>
<td>I develop my own travelling itinerary for my own personal advantage</td>
<td>6.0</td>
<td>10.5</td>
<td>83.5</td>
<td>4.0</td>
<td>0.9</td>
</tr>
<tr>
<td>B3</td>
<td>I develop my own travelling itinerary according to my emotional needs (e.g. an attachment to a specific place)</td>
<td>17.5</td>
<td>23.0</td>
<td>59.5</td>
<td>3.6</td>
<td>1.1</td>
</tr>
<tr>
<td>B4</td>
<td>I develop my own travelling itinerary according to my social needs (e.g. to reconnect with family / friends)</td>
<td>8.0</td>
<td>12.5</td>
<td>79.5</td>
<td>4.1</td>
<td>1.0</td>
</tr>
<tr>
<td>B5</td>
<td>I develop my own travelling itinerary which has personal meaning to me</td>
<td>7.5</td>
<td>24.0</td>
<td>68.5</td>
<td>3.8</td>
<td>0.9</td>
</tr>
</tbody>
</table>

The mean score for both B1 (‘I develop my own travelling itinerary according to my specific needs/wants’) and B4 (‘I develop my own travelling itinerary according to my social needs (e.g. to reconnect with family / friends’) was 4.1. This indicates the importance to the respondents of developing their own
itineraries according to specific needs and wants and which has personal meaning to the respondents.

5.4.1.3 Quest for Authenticity

Table 5.7 indicates that 83.5% of respondents agreed/strongly agreed with Item B22 ("When travelling I like to observe local famous landmarks"). Between 70% and 78% of respondents agreed/strongly agreed with ‘tasting the local food’ (B20), ‘observing local customs’ (B21) and ‘observing the local way of life’ (B23). Fifty three percent of the respondents agreed/strongly agreed to liking ‘mingling with the local people’ (B24).

<table>
<thead>
<tr>
<th>ITEM NO</th>
<th>BEHAVIOURAL CHARACTERISTIC</th>
<th>Strongly disagree/disagree</th>
<th>Neutral</th>
<th>Agree/Strongly agree</th>
<th>Mean Score</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Factor 3 : Quest for Authenticity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B20</td>
<td>When travelling I like to taste the local food</td>
<td>7.0</td>
<td>15.5</td>
<td>77.5</td>
<td>4.0</td>
<td>0.9</td>
</tr>
<tr>
<td>B21</td>
<td>When travelling I like to observe the local customs</td>
<td>6.5</td>
<td>23.5</td>
<td>70.0</td>
<td>3.9</td>
<td>0.9</td>
</tr>
<tr>
<td>B22</td>
<td>When travelling I like to observe local famous landmarks (e.g. monuments)</td>
<td>4.5</td>
<td>12.0</td>
<td>83.5</td>
<td>4.0</td>
<td>0.8</td>
</tr>
<tr>
<td>B23</td>
<td>When travelling I like to observe the local way of living (e.g. housing, transport systems)</td>
<td>4.5</td>
<td>21.1</td>
<td>74.4</td>
<td>3.9</td>
<td>0.8</td>
</tr>
<tr>
<td>B24</td>
<td>When travelling I like to mingle with the local people (e.g. visit a local pub)</td>
<td>17.5</td>
<td>29.5</td>
<td>53.0</td>
<td>3.5</td>
<td>1.1</td>
</tr>
</tbody>
</table>
Four items for, Quest for Authenticity, were evenly matched with mean scores of 3.9 to 4.0. This indicates that respondents seek authenticity in their tourist experience.

5.4.1.4 Knowledgeable

The results for Knowledgeable are shown in Table 5.8. Interestingly, a relatively high percentage of respondents answered neutral to B10 to B14. B11 ('I am knowledgeable about specialized tourism experiences (e.g. monuments') scored 72.5%. The proportion of respondents who answered agreed/strongly agreed to B10 ('I am knowledgeable about tourism attractions that are available'), B13 ('I am knowledgeable about world events that give rise to tourism attractions (e.g. new historical sites)’ and B14 ('I am knowledgeable about new tourism destinations') ranged from 59% to 61.5%.
The frequency of combined responses expressed as percentages: knowledgeable

<table>
<thead>
<tr>
<th>ITEM NO</th>
<th>BEHAVIOURAL CHARACTERISTIC</th>
<th>Strongly disagree/disagree</th>
<th>Neutral</th>
<th>Agree/strongly agree</th>
<th>Mean Score</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>B10</td>
<td>I am knowledgeable about tourism attractions that are available</td>
<td>14.0</td>
<td>24.5</td>
<td>61.5</td>
<td>3.6</td>
<td>1.0</td>
</tr>
<tr>
<td>B11</td>
<td>I am knowledgeable about specialized tourism experiences (e.g. monuments)</td>
<td>15.0</td>
<td>22.0</td>
<td>72.5</td>
<td>3.6</td>
<td>0.9</td>
</tr>
<tr>
<td>B13</td>
<td>I am knowledgeable about world events that give rise to tourism attractions (e.g. new historical sites)</td>
<td>14.5</td>
<td>26.5</td>
<td>59</td>
<td>3.5</td>
<td>1.0</td>
</tr>
<tr>
<td>B14</td>
<td>I am knowledgeable about new tourism destinations</td>
<td>12.5</td>
<td>28.0</td>
<td>59.5</td>
<td>3.6</td>
<td>0.9</td>
</tr>
</tbody>
</table>

Three mean scores for knowledgeable were 3.6 and B13 (‘I am knowledgeable about world events that give rise to tourism attractions (e.g. new historical sites), which had a score of 3.5.

5.4.1.5 Experience Sharing

Table 5.9 shows the results for Experience Sharing. The highest scoring item was B8 (‘I like to tell others about my tourism experiences to relate to them’) with 51.5 % of respondents agreeing/strongly agreeing with this statement. For Item B6 (‘I like to tell others about my tourism experiences to impress them’) 42.4% of respondents answered strongly disagree/disagree compared with 40.4% of respondents who chose agree/strongly agree option. For Item B7 (‘I like to tell others about my tourism experiences to entertain them’) 39%
of respondents answered strongly disagree/disagree compared with 44% of respondents who answered agree/strongly agree.

**TABLE 5.9**

**THE FREQUENCY OF COMBINED RESPONSES EXPRESSED AS PERCENTAGES: EXPERIENCE SHARING**

<table>
<thead>
<tr>
<th>ITEM NO</th>
<th>BEHAVIOURAL CHARACTERISTIC</th>
<th>Strongly disagree/disagree</th>
<th>Neutral</th>
<th>Agree/strongly agree</th>
<th>Mean Score</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Factor 5 : Experience Sharing</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B6</td>
<td>I like to tell others about my tourism experiences to impress them</td>
<td>42.4</td>
<td>17.2</td>
<td>40.4</td>
<td>2.9</td>
<td>1.4</td>
</tr>
<tr>
<td>B7</td>
<td>I like to tell others about my tourism experiences to entertain them</td>
<td>39.0</td>
<td>17.0</td>
<td>44.0</td>
<td>3.0</td>
<td>1.3</td>
</tr>
<tr>
<td>B8</td>
<td>I like to tell others about my tourism experiences to relate to them</td>
<td>21.5</td>
<td>27.0</td>
<td>51.5</td>
<td>3.3</td>
<td>1.1</td>
</tr>
<tr>
<td>B9</td>
<td>I like to tell others about my tourism experiences to help me remember the experience'</td>
<td>32.0</td>
<td>27.0</td>
<td>41.0</td>
<td>3.2</td>
<td>1.2</td>
</tr>
</tbody>
</table>

The Factor Experience Sharing, B6 (‘I like to tell others about my tourism experiences to impress them’) had the lowest mean score of 2.9. This indicates respondents rarely tell others about their tourism experience to impress them. The other four Items had mean scores of between 3.0 and 3.3.

5.4.1.6 Time Poor

Table 5.10 indicates the results for Time Poor. The Table shows that for B25 (‘I have enough time to read’), 59% of respondents strongly disagreed/disagreed. For B27 (‘I have enough time to travel’) 54% of respondents strongly disagreed/disagreed. Thirty nine percent of
respondents strongly disagreed/disagreed for B29 (‘I have enough time in my day to do all I need to do’).

**TABLE 5.10**

THE FREQUENCY OF COMBINED RESPONSES EXPRESSED AS PERCENTAGES: TIME POOR

<table>
<thead>
<tr>
<th>ITEM NO</th>
<th>BEHAVIOURAL CHARACTERISTIC</th>
<th>Strongly disagree/disagree</th>
<th>Neutral</th>
<th>Agree/Strongly agree</th>
<th>Mean Score</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>B25 *</td>
<td>I have enough time to read</td>
<td>59.0</td>
<td>19.0</td>
<td>22.0</td>
<td>2.32</td>
<td>1.0</td>
</tr>
<tr>
<td>B26 *</td>
<td>I have enough time to relax</td>
<td>49.5</td>
<td>19.0</td>
<td>31.5</td>
<td>2.69</td>
<td>1.1</td>
</tr>
<tr>
<td>B27 *</td>
<td>I have enough time to travel</td>
<td>54.0</td>
<td>12.5</td>
<td>33.5</td>
<td>2.72</td>
<td>1.2</td>
</tr>
<tr>
<td>B28 *</td>
<td>I have enough time to undertake tasks myself so I do not hire people to do tasks for me (e.g. making use of a laundry / gardening service)</td>
<td>52.0</td>
<td>18.5</td>
<td>29.5</td>
<td>2.60</td>
<td>1.2</td>
</tr>
<tr>
<td>B29 *</td>
<td>I have enough time in my day to do all I need to do</td>
<td>39.0</td>
<td>20.0</td>
<td>41.0</td>
<td>2.95</td>
<td>1.2</td>
</tr>
</tbody>
</table>

*Note that the results have been reversed.

All mean scores for Time Poor were very similar. The lowest mean score was for B29 (‘I have enough time in my day to do all I need to do’), which indicates that respondents do not have enough time in their day to complete all that they have to do. All other Items, namely, having enough time to read, relax, travel and undertake tasks themselves also indicated a Time Poor result.
5.5 CLUSTER ANALYSIS

The third objective of the study (Section 1.2) aimed to determine whether the above characteristics could be used to cluster respondents into segments. Three mutually exclusive clusters resulted from the statistical analysis. Subsequent sections describe the behavioural profiles associated with each cluster.

5.6 BEHAVIOURAL PROFILE ASSOCIATED WITH THE CLUSTERS

Based on the mean scores reported in Table 5.11, it follows that respondents in Cluster 1 desire an authentic experience (M=4.31), have a Quest for Self-Identity (M=4.22) and a destination where choice is available (Variety Seeking), whereas possessing knowledge (Knowledgeable) and Time Poor were not as typical of the respondents in this cluster.
TABLE 5.11
MEAN SCORES AND STANDARD DEVIATIONS PER CLUSTER

<table>
<thead>
<tr>
<th>CHARACTERISTICS</th>
<th>CLUSTER 1</th>
<th>CLUSTER 2</th>
<th>CLUSTER 3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean</td>
<td>Std dev</td>
<td>Mean</td>
</tr>
<tr>
<td>Quest for Authenticity</td>
<td>4.31</td>
<td>0.55</td>
<td>3.41</td>
</tr>
<tr>
<td>Quest for Self-Identity</td>
<td>4.22</td>
<td>0.49</td>
<td>3.36</td>
</tr>
<tr>
<td>Variety Seeking</td>
<td>4.22</td>
<td>0.48</td>
<td>3.74</td>
</tr>
<tr>
<td>Experience Sharing</td>
<td>4.02</td>
<td>0.58</td>
<td>2.71</td>
</tr>
<tr>
<td>Knowledgeable</td>
<td>3.95</td>
<td>0.48</td>
<td>2.91</td>
</tr>
<tr>
<td>Time Poor</td>
<td>3.18</td>
<td>0.90</td>
<td>2.76</td>
</tr>
<tr>
<td>Overall Means</td>
<td>3.98</td>
<td>3.15</td>
<td>3.39</td>
</tr>
</tbody>
</table>

The respondents in Cluster 2 are characterised by Variety Seeking (M=3.74) and Quest for Authenticity (M=3.41) and a Quest for Self-Identity.

In Cluster 3, respondents again, chose Variety Seeking (M=4.26) and Quest for Self-Identity (M=4.10) as high priorities when experiencing tourism activities. Time Poor (M=2.02) and Experience Sharing (M=2.34) have low mean scores indicating that the respondents in this cluster do not experience time as an issue and do not share their tourism experience readily.
5.6 Naming of clusters

Figure 5.2 shows a comparison of the mean scores for the different clusters.

![Graph showing mean scores for each cluster](image)

Cluster 1 (n=75, 37.5% of the sample) had the highest mean scores for all behavioural characteristics. All the mean scores were above 3.10. Its members were therefore termed *Postmodernists*.

The mean scores of Cluster 2 were lower than those of Cluster 1 for all the behavioural characteristics. These cluster members seemed to exhibit lower levels of the characteristics typical of the new consumer than did members of Cluster 1, and also showed lower levels of these characteristics compared...
with Cluster 3. The only exception in the latter case was Experience Sharing and Time Poor. Members of Cluster 2 were termed Traditionalists.

Cluster 3 showed mean scores lower than those of Cluster 1 on all behavioural variables, except for Variety-Seeking, and higher scores than Cluster 2, except for Time Poor and Experience Sharing. Members of this cluster were termed Modernists.

5.7 DEMOGRAPHIC PROFILE ASSOCIATED WITH THE CLUSTERS

Table 5.12 gives an overview of the demographic profile of the clusters in terms of their frequency distributions.

**TABLE 5.12**

DEMOGRAPHIC PROFILE PER CLUSTER

<table>
<thead>
<tr>
<th>CHARACTERISTICS</th>
<th>POSTMODERNISTS</th>
<th>TRADITIONALISTS</th>
<th>MODERNISTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>n</td>
<td>%</td>
<td>n</td>
</tr>
<tr>
<td>Gender:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>31</td>
<td>41</td>
<td>31</td>
</tr>
<tr>
<td>Female</td>
<td>44</td>
<td>59</td>
<td>36</td>
</tr>
<tr>
<td>Total</td>
<td>75</td>
<td>100</td>
<td>67</td>
</tr>
<tr>
<td>Age:</td>
<td>≤ 17 years</td>
<td>18-29 years</td>
<td>30-54 years</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>------------</td>
<td>-------------</td>
<td>-------------</td>
</tr>
<tr>
<td>18-29 years</td>
<td>3</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>30-54 years</td>
<td>29</td>
<td>39</td>
<td>22</td>
</tr>
<tr>
<td>55 years and older</td>
<td>36</td>
<td>48</td>
<td>32</td>
</tr>
<tr>
<td>Total</td>
<td>75</td>
<td>100</td>
<td>67</td>
</tr>
</tbody>
</table>

| Marital status:             | n          | %           | n           | %                  | n     | %  |
| Single                      | 29         | 39          | 31          | 46                 | 22    | 38 |
| Married with no children    | 11         | 14          | 1           | 1                  | 4     | 7  |
| Married with children       | 27         | 36          | 31          | 46                 | 30    | 52 |
| Widowed/widower             | 8          | 11          | 4           | 6                  | 2     | 3  |
| Total                       | 75         | 100         | 67          | 99                 | 58    | 100|

| Household size:             |            |             |             |                   |       |
| 1 person                    | 17         | 23          | 5           | 7                  | 7     | 12 |
| 2 persons                   | 20         | 27          | 12          | 18                 | 11    | 19 |
| 3 and more persons          | 38         | 50          | 50          | 75                 | 40    | 69 |
| Total                       | 75         | 100         | 67          | 100                | 58    | 100|

| Occupation:                 |            |             |             |                   |       |
| Self employed               | 12         | 16          | 8           | 12                 | 4     | 7  |
| Managerial/professional     | 30         | 40          | 23          | 34                 | 17    | 29 |
| Tradesman                   | 10         | 13          | 3           | 5                  | 1     | 2  |
| Retired                     | 8          | 11          | 7           | 10                 | 13    | 22 |
| Other                       | 15         | 20          | 26          | 39                 | 23    | 40 |
| Total                       | 75         | 100         | 67          | 100                | 58    | 100|
### TABLE 5.12 (CONT.)
DEMOGRAPHIC PROFILE PER CLUSTER

<table>
<thead>
<tr>
<th>Education</th>
<th>&lt;Grade 12</th>
<th>8</th>
<th>13</th>
<th>19</th>
<th>13</th>
<th>22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade 12</td>
<td>13</td>
<td>17</td>
<td>27</td>
<td>40</td>
<td>19</td>
<td>33</td>
</tr>
<tr>
<td>Certificate/diploma</td>
<td>34</td>
<td>45</td>
<td>14</td>
<td>21</td>
<td>18</td>
<td>31</td>
</tr>
<tr>
<td>Degree</td>
<td>14</td>
<td>19</td>
<td>6</td>
<td>9</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Postgraduate</td>
<td>8</td>
<td>11</td>
<td>7</td>
<td>10</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>75</strong></td>
<td><strong>100</strong></td>
<td><strong>67</strong></td>
<td><strong>99</strong></td>
<td><strong>58</strong></td>
<td><strong>99</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Household’s gross monthly income:</th>
<th>n</th>
<th>%</th>
<th>n</th>
<th>%</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; R8000</td>
<td>7</td>
<td>9</td>
<td>6</td>
<td>9</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>R8000-R14 999</td>
<td>17</td>
<td>23</td>
<td>16</td>
<td>24</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>R15 000-R24 999</td>
<td>24</td>
<td>32</td>
<td>23</td>
<td>35</td>
<td>24</td>
<td>41</td>
</tr>
<tr>
<td>R25 000-R34 999</td>
<td>14</td>
<td>19</td>
<td>8</td>
<td>12</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>R35 000 and more</td>
<td>13</td>
<td>17</td>
<td>13</td>
<td>20</td>
<td>10</td>
<td>17</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>75</strong></td>
<td><strong>100</strong></td>
<td><strong>67</strong></td>
<td><strong>99</strong></td>
<td><strong>58</strong></td>
<td><strong>99</strong></td>
</tr>
</tbody>
</table>

5.7.1 Descriptive demographic detail of Postmodernists

Cluster 1, Postmodernists, had more female members (59%) than males (41%). The largest group (48%) were 30-54 years old, 39% were single and 36% were married with children. The household size was typically a three person household (50%). Forty percent of respondents in this cluster were either in managerial or professional positions. Their education was in line with their occupation. The highest portion of respondents possessed certificates or diplomas (45%). Only 19% had a degree. Monthly gross household income was R8 000 to R14 999 (23%) and R25 000 to R34 999.
(19%). Figure 5.3 is a bar chart depicting the details of the largest groups in Cluster 1.

FIGURE 5.3
CLUSTER 1: DEMOGRAPHIC PROFILE OF POSTMODERNISTS

5.7.2 Descriptive demographic detail of Traditionalists

Cluster 2 consisted of 34% (n=67) of respondents. The majority of respondents were females (54%) compared with males (46%). Forty eight percent of respondents in this cluster were between the ages of 30 and 54. The marital status of the members of this cluster was evenly split between single and married with children (46% for both). The household size consisted of three persons or more (75%), 34% of held managerial or professional positions in organisations. However, the larger share (39%) of respondents indicated “other”, which are secretaries, administrators or home executives. Grade 12 (40%) was their highest level of education. Thirty five
percent of members within this cluster had a household income of between R15 000 to R34 999.

The members in Cluster 2 scored low with mean scores to Experience Sharing (2.71), being Knowledgeable (2.91) and Time Poor (2.76). The top three scoring means of the behavioural factors for this Cluster were Variety-Seeking, Quest for Authenticity and Quest for Self-Identity. The demographic profile of Cluster 2 is indicated in Figure 5.4.

**FIGURE 5.4**

CLUSTER 2: DEMOGRAPHIC PROFILE OF TRADITIONALISTS

5.7.3 Descriptive demographic detail of Modernists

Cluster 3 is the smallest cluster consisting of 29% (n=58) of respondents, females (56%) and males (44%). Forty percent of the members of this cluster are between the ages of 30 and 54. Fifty two percent are married with...
children and sixty nine percent of households consist of three persons or more. Forty percent gave their occupation is “other”, which consisted of secretaries, personal assistants, administrators and home executives. The second largest (29%) of this cluster indicated occupation as managerial / professional females. The highest education level was grade 12 (33%) and the gross monthly household income between R15 000 and R24 999 (41%). Refer to Figure 5.5.

FIGURE 5.5
CLUSTER 3: DEMOGRAPHIC PROFILE OF MODERNISTS

5.8 SUMMARY

This chapter reported on the empirical findings of the primary research for the current study. The demographic details of the respondents were described and it was found that the majority were females, aged between 30 and 54, married with children in households comprising more than three persons. The occupation of these females was managerial/professional, their highest level
of education a certificate or diploma, and they earned a gross household monthly income of R15 000 to R34 999.

Cluster analysis was performed on the information gathered and three clusters were identified. Each cluster showed varying behavioural factors, but the one consistent demographic factor, was that the dominant gender in each cluster was female.

The findings of this chapter will form the basis of the conclusions and recommendations presented in the following chapter.
6.1 INTRODUCTION

Chapter 5 reported on the statistical findings required for the investigation’s empirical study. Chapter 6 discusses the implications of the findings contained in Chapter 5, from which relevant conclusions and recommendations will be deduced. Figure 6.1 shows the placement of Chapter 6 in the study.
6.2 SYNOPSIS OF THE STUDY

This research attempted to contribute to the body of knowledge on the modern tourist in three ways:
• firstly, by determining the demographic profile of the modern tourist;
• secondly, by identifying the behavioural factors that influence the
tourism activities undertaken by the modern tourist; and
• thirdly, by determining whether clusters exist within the modern tourist
market in the Nelson Mandela Metropolitan Area.

Given the competitiveness of the tourism industry, the results of the study
may assist tourism organisations and enhance their target marketing
strategies whether this is mass marketing or more on an individualistic scale.

Chapter 1 provided an overview of the study in terms of the rationale,
problem statement and objectives. In light of the research question and
problem statement, three objectives were determined for the study. The
chapter provided a conceptual model to construct a framework for
understanding the demographic and behavioural characteristics of the
modern consumer. A figure of the tourism framework was included to form a
basis of understanding of the markets, their consumers and their evolution.
Chapter 1 also provided a brief overview of the methodologies applicable to
the literature and empirical studies, and lastly, it highlighted the significance
of the research.

Chapter 2 presented a detailed explanation of the design and methodologies
that were relevant to the research. The chapter commenced with a
discussion of the research process and the role of marketing research. This
was followed by an explanation of the research design and questionnaire.
Problems experienced with the questionnaire during the pilot test were also highlighted.

Chapter 3 gave a discussion of the demographic factors associated with the modern consumer. The aim was to extract the main factors suggested by a variety of authors and use them as a theoretical basis. The crux of the discussion was to examine the fundamental importance of these demographic factors in determining the modern tourist. The demographic factors identified and discussed in Chapter 3 were age, education, income, gender and household size.

Chapter 4 provided an explanation of the behavioural factors that characterise the modern consumer. Behavioural factors examine how people think, feel and behave towards products, services and experiences. The influences of these behavioural factors were discussed in detail in this chapter.

Chapter 5 reported the findings derived from the empirical study. A depiction of the respondents was provided, based on demographic information. Following this was a report on the factor analysis which resulted in six factors namely, Factor 1 (Variety Seeking), Factor 2 (Quest for Self-Identity), Factor 3 (Quest for Authenticity), Factor 4 (Knowledgeable), Factor 5 (Experience Sharing) and Factor 6 (Time Poor). It was found that based on these factors, respondents could be grouped into three clusters, termed Postmodernists, Traditionalists and Modernists.
The remainder of Chapter 6 provides the conclusions and recommendations of the study based on a comparison of the literature discussed (Chapters 3 and 4) and the empirical study (Chapter 5).

6.3 CONCLUSIONS CONCERNING THE DEMOGRAPHICS OF THE MODERN TOURIST

The theoretical study (Chapter 3) identified five demographic factors present in both modern consumers and tourists, namely, age, education, income, gender and household size. The fundamental change and importance of these characteristics determined the demographic profile of the modern tourist.

6.3.1 Age

The literature provided, described the changes and influences of the demographic factors resulting in the modern tourist. One of the most common demographic trends is the aging population. This population is due to declining birth rates and the increase in life expectancy. The literature revealed that there are various age subgroups, namely, the older population, the pre-teen group, teenagers and young adults.

The current study found that the largest proportion of respondents was in the 30-54 year group and the second largest was in the 18-29 year group, although this might have been due to the sample composition.
6.3.2 Gender

The literature study included an explanation of the changing roles of men and women. Women today are creating their own careers, increasing their education levels and in some instances, surpassing men to become the bread winners of the household. However, with this financial freedom come guilt feelings and women question their ability to be good mothers and simultaneously successful working woman. The traditional role of the man has changed; men are becoming more caring and homely and more knowledgeable about household management and shopping. The current study found that the majority of respondents in the sample group were female, but again this might have been due to the sample selected and should not be regarded as typical of the new tourist.

6.3.3 Education

From the literature it appears that individuals are achieving higher levels of education resulting in a consumer that is well-educated, streetwise, savvy and sophisticated. This consumer’s level of sophistication increases with level of education and ability to gather and analyse information. In the current study it was found that level of education was closely contested, the highest level was a certificate/diploma or a grade 12. This finding contradicts the literature but can perhaps be explained by examining the sample group’s composition.
6.3.4 Income

The literature showed that the modern consumers surpass traditional degrees of income, since credit is easily available to them. Available credit allows modern consumers with limited means, to adopt the short term spending habits of wealthier individuals. The empirical results indicated gross monthly income as R15 000 to R24 999 followed by R8 000 to R14 999.

The empirical results contradict the information found in the literature. This can perhaps be explained by the recently implemented South African Consumer Act and the composition and location of the sample group. The Consumer Act restricts the availability of credit to individuals who can financially maintain payments. The location of the sample group that is, the NMM area is situated in one of the poorest provinces in South Africa.

6.3.5 Household size

A household consists of individuals living alone or together who function as a social and economic unit. The literature predicts that the number of households will increase due to longer life expectancy, an increase in people choosing to live alone and a greater number of divorces and break-ups. According to the literature, the number of educated, higher income earning women living alone will increase, as women desire to lead independent lives. The empirical results of the current study seem to contradict the literature’s prediction, since they indicated that the largest proportion of households in
the NMM area consisted of three or more persons. This could be due to the racial composition of the sample group.

6.3.6 Marital status

Household size was related to the marital status of the respondents, that is, married with children, although, single, as a chosen marital status, was closely in line with married with children. It can be assumed that marriage was not a priority in the sample group.

6.3.7 Occupation

Occupation was not discussed in the literature study, although, it was included in the information gathered for the research with the objective of gaining a more detailed demographic profile of the respondents. The majority of respondents were in managerial/professional positions while “other”, which consisted of secretaries, personal assistants, administrators and students, came a close second.

6.4 CONCLUSIONS AND RECOMMENDATIONS OF THE BEHAVIOURAL PROFILE OF THE MODERN TOURIST

The theoretical study (Chapter 4) indicated numerous behavioural factors which assist in profiling the modern tourist. These factors are:

- Variety Seeking;
• Quest for Self-Identity;
• Quest for Authenticity;
• Knowledgeable;
• Experience Sharing; and
• Time Poor.

The results (Chapter 5) confirmed that the above factors describe the modern tourist.

6.4.1 Variety Seeking

According to the literature, the modern consumer has a variety of activities, products and services available to them. The availability of choice assists with the decision-making involved when purchasing products and services.

It was clear from the empirical study (Table 5.5) that the sample group appreciated the availability of choice when undertaking tourism activities. A tourist destination that offers a large variety of tourism experiences, sights and activities was important to the sample group. Contradicting the literature, however was, their indication concerning the lack of importance of having a large variety of new products/services or shops available at the destination.

To close the gap mentioned above, the following recommendations are made.

• The tourist destination could create informal “shops” in the form of markets which create a more “social experience” for the tourist.
• Information on shops available and the items sold by these shops might be included under a link on the web page of the tourist destination under “things to do in the Area”.

6.4.2 Quest for Self-Identity

From the literature it is clear that modern tourists are passionate about being individuals who reinvent themselves through their consumption. In the search for more meaningful experiences, modern tourists will explore new cultures and resources, and focus their efforts on purchasing symbolic or culturally valued products or services, rather than those of functional value.

The empirical results (Table 5.6) revealed that it was important to the sample group to develop their own travelling itinerary, which satisfies specific needs/wants, and was personally advantageous for/to their social needs and which has personal meaning to them.

The following recommendations are made to further enhance the individual experience of the modern tourist.

• Providers and marketers of tourism products need to encourage involvement and facilitate highly personalised consumption experiences.

• Tourist destinations are to devise a way to include unique value in a tourism package that provides personal meaning, emotional involvement and attachment to a place.
6.4.3  Quest for Authenticity

The literature review indicated that the modern consumer has a strong desire for authenticity, that is, a need to fill the gap between the actual self and the ideal self by searching for the authentic.

The empirical study (Table 5.7) revealed that a gap existed because the sample group did not like to mingle with the local people, yet they liked to taste the local food and observe the local customs, famous local landmarks and the local way of life. The result is a slight contradiction, since in order to do the latter a certain amount of mingling with the local people must occur.

To close this gap the following recommendations are made.

- Tourism providers can include various types of tours at the destination point aimed at involving the tourist with communicating and socialising with the local people.
- Tourism providers can include overnight stays with families in and around the destination point to experience an authentic way of life.

6.4.4  Knowledgeable

The literature revealed that modern tourists are able to use technology to access information to assist them to purchase tourism products in remote areas. These tourists increase their choice of options by searching the Web
and therefore place themselves in a position of control, as they are more knowledgeable and can acquire answers to all their questions.

The empirical study (Table 5.8) indicated that a gap existed in the sample group’s knowledge firstly, about what tourism attractions and specialised tourism experiences were available and secondly, about what world events give rise to new tourist attractions and destinations.

To close this gap, the following recommendations are made.

- Tourism providers and marketers can include world events with direct links in their promotional material available on the internet. For example, the discovery of the underground transportation tunnels in Libya, uncovered once Col. Ghaddafi fled his compound.
- Tourism providers and marketers can increase the promotion of new tourist destinations on new advertising channels, for example on cellular phones, electronic mail and social media such as Facebook and Twitter and interactive television.

6.4.5 Experience Sharing

The literature explained that Experience Sharing is the reconstruction of the experience, by omitting or adding information to the “story” to share with others. This process assists the tourist in impressing and entertaining the audience, and enables them to relate to others.
The empirical results (Table 5.9) showed that the mean score for Experience Sharing was relatively low for, sharing with others to assist in remembering the experience, impress, entertain and relate to them.

The following recommendations are made.

- Tourism providers and marketers can encourage positive word-of-mouth by requesting that tourists share their experiences through using the social media to post photos and descriptions.
- Discounts on future visits could be given to tourists for every referral who books and visits the tourism destination.

6.4.6 Time Poor

The literature review indicated that modern consumers' suffer from a scarcity of time, attention and trust. These scarcities have placed many demands on the modern consumer and have led to time starvation. Although these consumers are money-rich, they are time-poor.

The empirical study (Table 5.10) revealed that the sample group suffered from time deprivation. They did not have enough time to read, relax, travel, and complete tasks.

To address this gap the following are recommended.

- Tourism providers and marketers can include, “pamper treatments” like massages, and facials in group packages, to assist the tourists to relax.
Providing convenience and time-saving facilities will attract the above mentioned Time Poor tourists.

6.5 DETERMINATION OF CLUSTERS

The empirical study indentified three clusters from the sample group in the NMM area. These clusters can be seen as segments. By identifying and profiling these clusters tourist organisations can tailor make their marketing strategies to better meet the expectations of each target market.

6.5.1 Cluster 1: The Postmodernists

Cluster 1, The Postmodernists typically consists of females between the ages of 30 and 54, who are single and form part of a three person household. These women are in managerial/professional positions. Their highest level of education is a certificate/diploma and their gross monthly income is between R15 000 and R24 999.

The Quest for Authenticity, the Quest for Self-Identity and Variety Seeking were important behavioural characteristics of this cluster. The members of this cluster possessed a limited amount of tourism knowledge and Experience Sharing was important to them. Time Poor was not an issue for these Postmodernists.
Tourism providers and marketers can emphasise group holiday packages when targeting this segment. These packages can offer experiences with local cultures and customs to satisfy the Quest for Authenticity. A large variety of choice and flexibility must be built into the packages and placed onto the internet for members to browse through and adjust to their own needs. Information on the various tourism destinations and experiences must be promoted to this segment. Incentives like discounts on future visits must be included in the packages to encourage this segment to share their tourism experiences.

6.5.2 Cluster 2: Traditionalists

Cluster's 2 demographic profile consisted of females between the ages of 30 and 54. Their marital status was evenly split between single and married with children. They were home executives, administrators and secretaries with a gross monthly household income of R15 000 to R24 999.

These females are Variety Seeking and had a high Quest for Authenticity. The Quest for Self-Identity and Knowledgeable were important to this segment, yet they lacked tourism knowledge. Experience Sharing was not part of their behavioural make up.

These Traditionalists prefer to visit tourist destinations that offer a large variety of tourism experiences, activities, sights, shops and new products/services. Tourism providers and marketers would need to develop
tourism packages that entail a total local experience including tasting local food, observing local customs, famous local landmarks, and the local way of life and mingling with the local people, to satisfy the Quest for Authenticity of these Traditionalists.

The members of this segment enjoy developing their own travel itinerary according to their specific needs/wants to, their own personal advantage and to satisfy, their emotional needs, one that has personal meaning to them. The tourism provider must ensure flexibility and choice in tourism experiences for this segment. The ability to develop a personal travelling itinerary, either on the internet or together with the provider is important for this segment, making communication essential.

These Traditionalists suffer from being Time Poor, not having enough time to read, relax, travel or complete tasks themselves. Relaxation elements and personal “me time” must be emphasised in tourism experiences and packages for this segment.

6.5.3 Cluster 3: Modernists

Cluster 3 consisted of females between the ages of 30 and 54 married with children. The household size was three or more persons. The majority of these members were secretaries, administrators and home executives with an education level of Grade 12. The gross monthly income of this Cluster was R15 000 to R24 999 per month.
Variety Seeking and Quest for Self-Identity were important to these members. The Quest for Authenticity and having knowledge about tourism were evident among these members, while a lower tendency for Experience Sharing and Time Poverty were typical of them.

To satisfy the Modernists, tourism providers and marketers must ensure a large variety of activities, sights, shops, new products/services and tourism experiences at the tourism destination. To attract these Modernists, the above can be included in the tourism provider’s promotional information. The need to develop their own travelling itinerary according to their needs/wants, own personal advantage, emotional needs and one that has personal meaning to them, is important for this segment. This requires the tourism provider to ensure that tourism experiences and packages are flexible and can be booked via the internet, or in collaboration with tourism suppliers.

6.6 FINAL CONCLUSION

The aim of this research study was to determine whether tourists living in the NMM area in South Africa exhibit the typical characteristics of the modern consumer and whether, based on these characteristics, they could be clustered into segments.

Based on the characteristics identified in literature, and those identified in the empirical study, there is evidence that tourists living in the NMM area possess the typical characteristics of the modern consumer. These tourists
can be clustered into three segments namely, Postmodernists, Traditionalists and Modernists.

6.7 FURTHER RESEARCH

The current study confirmed that there is gap between knowledge and the literature regarding the modern tourist. In light of this, further research could investigate the psychographic influences, namely activities, interests and opinions (lifestyle) of the modern tourist. Furthermore, the marketing implications of this lifestyle variable could be refined.
REFERENCE LIST


ANNEXURE A