

Effect of Travel-Related Behavior on Facebook in Gender on Family Traveling Decision

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ABSTRACT

To define people's wants, need, and thoughts over gender differences, many factors would affect. To make any decision, they are differentiated by their needs in society. In this era, every decision making affected by much information. The social network is one of the important and certain information tools. This study aims to how gender affects social networks when they face making decisions, especially travel decisions.

KEYWORDS: *travel-related behavior, customer behavior, gender differences, family traveling, social network marketing*

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INTRODUCTION

Since forever, gender differences are critical in consumer behavior theory. This time, in this society tourism, could be a channel for promoting gender equality. To make any decision, they are differentiated by their needs in society. In this era, the social network is one of the important and certain information tools. This study aims to how gender affects social networks when they face making decisions, especially traveling decisions. World tourism organization UNWTO's recent statistic shows that people tend to travel with their family instead of traveling alone.

Decision-making in the family by gender is influenced by many external and internal factors. Gender decision-making differences in traveling issues have been studied in great detail to interpret consumer behavior. This study examines to diversify and improve business activities based on gender differences in travel decisions.

Literature review

Gender differences

Women feel while men use logic (Barbara Annis & Richard Nesbitt, 2016). Men take a more fact related approach to their environment of scanning for threats and challenges, while women tend to take a more intuitive approach because they perceive people and events more deeply and with greater memory capacity. Numerous studies have examined gender differences from various facets, including biological factors, sexual identity (Thompson & Morgan, 2008), gender role attitudes (Sticky & Konrad, 2007).

Research on the existence of gender differences mainly argues that women are the crucial decision-makers concerning family traveling decisions and are becoming more involved in the traveling decision-making process (Pang & Ryan, 2007).

Travel related behaviour on social media

From the costumers' point of view, the value of using social media lies greatly in rich personal experiences and trustworthy electronic word of mouth (Xiang, 2011). According to Del Chiappa (2011), social media exert a major influence in generating the idea of traveling, on the actual planning process, and during the post-travel phase. The study by Burgess, Sellitto, Cox, and Buultjens (2009), about the benefit and concern of online consumers about user-generated content, showed that 41% of consumers consider user-generated content a reliable tool in decision making.

Traveling decision

The travel destination decision-making process is under the influence of various factors. There are two main categories which are internal and external factors.

In family, traveling decision making internal factors;

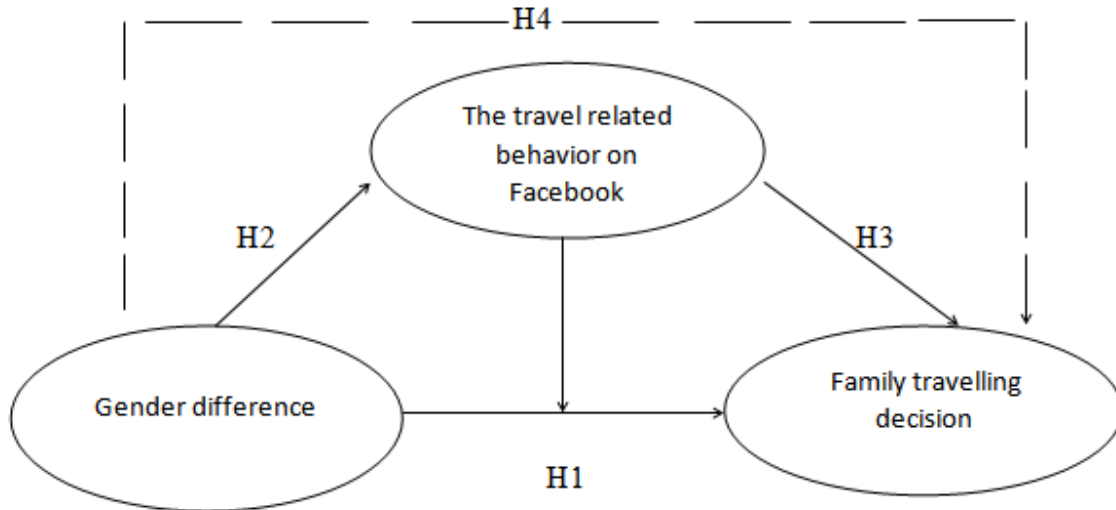
The resource theory of family power was influential because the idea suggested that men do not become heads of households by divine right or natural biological processes,

but because they have more and easier access to educational, financial, and occupational resources in society. The idea suggested that opening up women’s access to resources outside the family could result in a more evenly balanced distribution of power within the family.

In family, traveling decision making external factors; Social media are playing an increasingly important role as information sources for travelers. Microblogging (Twitter), video sharing (Youtube), photosharing (Facebook, Instagram), travel-specific websites (Tripadvisor) are now major tools in the travelers’ decision process.

Methodology

Research framework



- Hypotheses 1 : Gender difference has significantly effect on family travelling decision.
- Hypotheses 2 : Gender differences significantly has effect on the travel related behaviour on Facebook
- Hypotheses 3 : Travel related behaviour on FB has significantly effect on family travelling decision
- Hypotheses 4 : Travel related behaviour on Facebook has significantly moderating effect on gender difference and travelling decision.

This study is measured by 3 variables that affect the Family traveling decision. The dependent variable in this study is the family traveling decision, the independent variable is gender differences, and the mediation variable is travel related behavior on Facebook. The questionnaire has three parts. The first part involves items related to the sociodemographic profile of the respondents (gender, age, education, employment, monthly income, place of residence, and marital status) as well as their travel behavior.

The second part of the questionnaire includes questions about gender-related aspects and habits related to their usage of Facebook, how Facebook gives travel motivation. The questionnaire measured by using a 7-point Likert scale (1- the least important, 7- the most important reason).

The third part of the questionnaire includes the questions referring to respondents’ family decision making factors.

Data collection and procedures

The survey collected using an online survey (Google Docs). Respondents filled out an online questionnaire through Facebook messenger. The respondents are voluntary and anonymous, which means random sampling. Data were sent to over 2000 participants. There were 364 invalid responses out of 1128 completed responses.

Measurement

The statistics of respondents show that most respondents were age between 18-28 (38.2%) and age between 28-38 (22.6%). Gender was female 462 (60.5%), male 302 (39.5%), marital status was married 588 (77.0%), and single or divorced 176 (23.0%). The below chart shows the respondents' brief results.

Measure	Item	Respondent number	Percentage
Age	Below 18	27	3.5%
	18-28	292	38.2%
	28-38	173	22.6%
	38-48	151	19.8%
	Above 48	121	15.8%
Gender	Female	462	60.5%
	Male	302	39.5%
Status	Married	588	77.0%
	Divorced/single	176	23.0%

How many hour do you use a social network a day	Less than half hour	55	7.2%
	0,5- 1 hour	274	35.9%
	1-2 hours	355	46.5%
	More than 2 hours	77	10.1%
How often do you travel /domestic, international/	Once a year	269	35.2%
	Twice a year	376	49.2%
	More than 3 times a year	129	16.9%

The hypotheses of the research model were tested using ANOVA and multiple regression equations provided by the SPSS computer program.

Conclusion

To make any decision, they are differentiated by their needs in society. In this era, every decision making affected by much information. A social network is one of the important and certain information tools. This study aims to how gender affects the social network when they face making decisions, especially traveling decisions. Data collected from respondents show below result:

Hypothesis	Result
H1	Not supported
H2	Supported
H3	Supported
H4	Supported

Since the 2000s, the tourism industry has been growing and has brought its benefit to the country. Mongolia’s travel and tourism sector directly contributed to almost 4% of the GDP. As economic growth being more stable, people’s life getting better. This is one of the factors that lead to the tourism industry’s development. However, tourism is still a new concept in Mongolia, even though many companies exist in the market. Mostly, Mongolian tourist companies are running their business to attract foreign tourists into the country. Because the companies believe that the only source of revenue is from outside of the border. But they still cannot

see opportunities to expand their business based on local consumers.

Fewer Mongolians travel abroad. There are many reasons for this one. One of the reasons is traveling abroad costs higher. On the other side, a traveling agency and companies have a lack of experience. This study attempt to contribute to Mongolian tourists companies’ development by studying gender decision on a social network to make traveling decision.

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