

EXAMINATION OF INTERNAL FACTORS IN TRAVEL AND TRAVEL DECISIONS (LITERATURE REVIEW)

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Abstract

Decisions made by people's travelling are influenced by several internal and external factors. Consumer behaviour research has discovered many types of factors, the scope of which has been constantly widening in recent years and decades. Our decisions are influenced by the social group, the culture, the family. We obtain information from the social group, which has an impact on our consumer decisions. At the same time, consumer behaviour can be affected by the sex, age, marital status, and the life cycle as well. Internal factors include motivation, attitude and also personality. The object of this publication is intended literary summary, organization of piece of secondary sources of information. This study aims to present the internal factors that influence travel decisions. We used relevant Hungarian and international secondary sources in our work, which we are in thematically system and supplemented with our critical opinions.

Keywords: Internal factors, travel decision, emotion, personality, life-style

Organization of paper

Just like the most academic papers, our literature review contains three basic elements: introduction, the body of review, containing the discussion of sources and the end is conclusion and summary.

Introduction gives an idea of literature review, the purpose is to discover and organise the literature of consumer behaviour. The body contains our discussion of sources and is organized thematically. In the conclusion we discuss what we have drawn from reviewing literature so far.

The reader can learn about the background of consumer behavior, the most important factors of travel decisions such as emotion, personality and

lifestyle of the definition. The most important issue given the internal factors, but they are necessary to understand the background for understanding consumer behavior as well.

Introduction

Nowadays we are everywhere surrounded by marketing. A lot of people believe, they are experts, because they are everyday consumers. Although, even these so called experts or „conscious” customers are bushwhacked by other specialists traps. But how could it happen? Awareness plays the most important role in postmodern life philosophy, respectively ordinary people are much more qualified, than at any other time in recorded history, thus we make our own decisions and we are indivertible from our own notions. Simultaneously, marketing communication is improving as well as the consumer behaviour research, and the production of newer theories. One thing has not changed: we have to get into the person’s mind and scan his/ her thoughts, to proceed with the greatest success. The question is, where and in what extent should it be done. To this we need to retrieve a full map about decision processes, and their context, by who are decision-makers influenced, in what way could their decisions being modified. Are we going to buy that fridge or not? Are we going on holiday this year or not? What can we do beside general psychological effects? How do we have to effect on consumers in a way he/ she believes that he/ she has made the right decision (according to own previous researches)and will spend 3 times more money on a similar fridge and will think it is much more reliable than a cheaper one. All in all according to the basic investigation most important factors are the following: about things we have known before, we react to them easier. It is always time-consuming to make a choice, but in most cases we trust our own instincts (Hámori, 2006). With a well assembled construction and with proper influence combined with instinctual needs we can reduce this period of time.

To build a more efficient strategy by selling a product, we have to go back to the basics. It could be that some theories have been disproved, habits are changing, but the biology of humanity is not altering in such an extent, so we have to build our strategy on this, and we also have to figure out newer tactics and theories. We have to keep in mind the past and be always updated about recent happenings, (know what is falling or what is increasing), to leave a mark on our success or at least be noticeable. Because of speaking about travelling, we have to mention our present’s most important factor; the internet. The web has got a lot of advantages, but disadvantages as well. We cannot reach everybody, and those who we can, it is not 100% we succeed. If we do not come out with a website, we will be put down as a dead man. In particular a special attention is given to social

network sites. In the last few years the number of people who are making decision on their friends' photos to choose a holiday destination is increasing. May we will not be successful if we advertise only on these sites, because we can lose customers without an outstanding, protruding and conspicuous advertisement. Our present therefore carries great things while growing challenges to us, which we have to get over to be successful. So came into existence and plays an increasingly role the gap marketing. However it needs a lot of work to map and erect the segment specificity, it is really worth to do it because of its result. The purpose of the present manuscript is to discover and organise the literature of consumer behaviour.

Consumer decisions and their backgrounds

All of us are consumers. Where, when, for how much money, what quantity are depending on where we came from, how old we are and how much do we earn. In each case the circumstances of a purchase are made in the head, that is why its psychological background is so important. From the idea's birth to buying a product. What kinds of things play the most important role in making a decision? These are the following: the initiator, the leader, the customer and the user. Let us have an example: according to mom a new fridge is needed. Children believe there is necessity for a more beautiful and newer „box”. Finally father will buy it, so he became the real customer, however the whole family will use the fridge. It is a multi-protagonist chain, where we have to convince more than one person, that our product is the best choice. Therefore are responsibility, concentration, and constant servicing required for product selling. Relation and extension of marketing strategy and consumer behaviour (Kahn, 2006):

1. Marketing analysis

- a, consumer
- b, company
- c, contest
- d, condition

2. Marketing segmentation

- e, recognition circumstances connected to the product
- f, set up groups with the same needs
- g, outline every group
- h, aim a market

3. Marketing strategy

- i, product
- j, price

k, division
l, communication
m, services

4. Consumer decision process

n, recognition of the problem
o, seeking information- internal, external
p, alternative calculations
q, purchase
r, usage
s, calculation

5. Result

t, consumer satisfaction
u, sales
v, product/brand image

From Kahn's grouping it is easy to get revealed the importance of consumer choice. It is not a simple part of shopping process non marketing strategy, but its decision point, which depends on the shopping process and its consequences, shows us our strategy how successful was. Through consumer satisfaction we are able to mould an image. If we do not receive any positive feedbacks, it means our strategy was wrong. Travel motives are factors that create desire for travel. These motives cannot be separated strictly from each other.

Tourism's motive groups

- Physical motives (holidaymaker, medicinal, thermal and sport tourism)
- Relaxation
- Recovery
- Sport
- Psychical motives (experience, event, vacationer, cultural, club and rural tourism)
- Out braking from every day's isolation
- Entertainment
- Desire for experience
- Sociological motives (visiting friends or relatives, experience and camping tourism)
- Seeking out friends or relatives
- Social life and social relations
- Back to the nature from civilized world

- Cultural motives (coaching-, learning-, cultural-, religious- and pilgrim tourism)
- Cognizance of other countries' habits, traditions and language
- Interesting in art
- Religious reason
- State- and prestige motives (business, congress, programme tourism, experience and adventure tourism)
- Self-development
- Desire for recognition and appreciation (Tasnádi, 2002.)

After the birth of travel motivation people make travel decisions. The coach decides the trip due to a number of external and internal factors. The internal factors of travel decisions are: emotions, attitudes, personality and lifestyle. They are different, and the external influences can also change them.

Emotions

It is very important to examine the emotions, because they are affecting on the personality and on the attitude. First and foremost we have to clear that mood and emotions are not the same, they are affecting differently on people. Emotions can be basic or higher level cognitive feelings. Basic emotions are: happiness, sadness, anger, fear, surprise and disgust. Happiness and sadness- according to some scientists are basic emotions- count to mood. "Likewise to basic emotions higher level cognitive emotions are all-purpose as well, but in these we find greater cultural diversity. They are forming slower, but they also remain longer, then basic feelings. To higher level cognitive feelings count: love, guilt, shame, embarrassment, pride, envy and jealousy." (Evans, 2004.)

"People have been dealing for a very long time with how the feelings effect on cognitive abilities. (Evans 2004.)According to fulfilled examinations, we can conclude the followings: people are able to concentrate all at once on a task, at this time their attention is not engaged by other thoughts. "If we suddenly hear a loud noise, fear will guide our mental spotlight's light in that direction. ... If we are relaxed, and there are no emotions which have a hold on us, then the mental spotlight's circle of light is quite wide, so in this way we can be aware of more things. If an emotion is appearing, then the spotlight's aperture is going to narrow, its light is heading only to one thought and everything else stays in obscurity. ... If we are scared, the spotlight's light is focusing on that thing, which has caused it. If we are angry, then it is focusing to someone or to something that irritates us. If we are in love, then we cannot think about anything else, except the

only one who we love. ...Emotions abstract our attention about some things to guide it to some other ones.” (Evans, 2004.)

“ Emotions and moods –except attention and memory- are affecting very strongly on a decision-making e.g. when we first time meet a strange person we get taped by our mood. (Evans, 2004.)

Hoffmeister-Tóth Ágnes (2006) wrote about emotion: Motivated behaviour often comes with emotion called energy stance. ...Emotion stances are divided through their qualities, which are; mood, temper, passion. Mood is not intensive, but a very long-lasting emotional stance, which marks every activity, as well as on the acquisition activity. ... Temper stormy outbursts, rapidly and it is a very intense emotion. ... Passion is strong, a long-lasting emotion, which is seizing us. In most cases passion appears in factual activities or in extended efforts.” For example: shopping addiction. “Emotional factors of shopping- emotions, desires, emotional elements, etc... - could increase or decrease the needs for a product/service. First impressions of a product/ service are connected to emotions, and can react many types of emotional impacts. “Waiting for a special event e.g.: a special holiday in an exclusive place can react such a stance, which helps us to enjoy it much more.” “Some types of consumer behaviour and consumption react such forecast able emotion stances, which can be divided and to build upon it. For example a luxury holiday, that can be afforded only by a few people. “Emotions can serve as endings or they also can become targets. Enfranchisement from everyday life’s monotony “enjoy of the adventure” very decisive fact in propagation of the travel desire.” According to the reviewed literature, we can say that in the most cases people’s decisions are influenced by their attitudes, which are built up from several elements (resources). Attitude’s essence can be defined by many various definitions. Without being exhaustive let us get to know some definitions: “Attitude has got a direct influence on the decision, these decisions can confirm the attitude or they can modify it.” ... “Attitude is experience organised mental and nerve preparedness stance, which leads or reflects a dynamic effect on someone’s reaction in the direction where the attitude is concerning to.” (G. Allport) (Hoffmeister-Tóth, 2006).

„Attitude is an internal emotion expressed by behaviour. Our attitude tells what we are waiting from life. Determines our relations to people... /John C.

Maxwell Attitude 101/ Commonalities between attitude definitions. (Hoffmeister-Tóth, 2006)

1. “Attitude is connected to a person or a thing, which is a part of the person’s milieu.”
2. Influence our expounding of targets

3. They are learnt, quite constant
4. Express emotions and assessment
It has got object. It could be anything. In our case it is travelling.
Attitude expresses direction (person's emotion could be favourable or inimical), latitude (how much this person loves an object), intensity (how strong is the conviction level) (Hoffmeister-Tóth, 2006).

Creating attitude's source (Hoffmeister-Tóth, 2006)

- Personal experience
- Needs: variable, time-varying. Something that used to be luxurious, nowadays could be reinterpreted (+ Maslow pyramid)
- Selective perception: people define the reality according to their abilities, which is why the gathered information interpretation influences the exfoliating attitude.
- Personality: could be aggressive/ passive, introverted/extroverted etc...
- Group relations: people are influenced by other group members, where they belong.
- Other influencing facts: potent people, friends, relatives and experts are able to influence, form and change the consumer's attitude through personal relations. We are able to influence positively the consumer's attitude, if we express the same opinions as he/ she has got. Relation between attitude and behaviour is interactive (mutual) Hoffmeister-Tóth, 2006).

Depends on

1. strength of the attitude
2. existence of other attitudes: it could be that a consumer's dream is to resort to Tibet, but his/ her fears about the flight are stronger than his/ her positive attitude about the journey
-reactivity on attitudes: it is for nothing if a consumer's attitude is very positive towards Tokaji aszú, but unfortunately cannot afford it.
3. situational factors in social environment

Factors influenced by attitude:

- personality: people with certain temper, they are creating such attitudes, which are fitting to their temperament. Irascible: tenacity, aggressiveness, sanguine attitude is positive, disposed to see the world in pink, melancholic; looks inward, sometimes negative, phlegmatic takes things easily. Every person is coagulated from some of these types.
/Hippocrates' temper types/
- environment: feedback, acceptance

- self-image- how do I see myself
- how do others see me
- perceiving new experiences
- relations /John C. Maxwell: Attitude/

Personality

Personality, which is one of the sources of attitude, respectively its influencing fact is also an important coefficient of making a decision on travelling. In various models of the personality the emotions play a very important role. “Emotions play a role in the approach of different models of personality as well.” (Hámori, 2006.) “Pervin gives a general definition of personality, which is: “Personality is an organisation of cognitions, feelings and behaviours, which gives a direction and pattern (coherence) to our lives. As the body, the personality is also built up from structures and processes and as well as succession (genes), and milieu (experience) are mirrored in it. Furthermore personality comprises impacts of the past- including memories of the past- constructions of the present and the future.” (Hámori, 2006.) Maslow (1968, 1970) analyses the hierarchy of self-updater people’s needs, who realises the world very efficiently and precisely, able to experience spontaneously the whole scale of emotions, but he/ she lives negative emotions over not only his/her own issues but over humanity’s problems as well. In its hierarchy each level is built on the other, it is necessary to partly satisfy lower needs, to be able to satisfy higher ones too. “If we examine the Maslow- needs pyramid, then we can realise, that all the defined need levels can motivate tourism aimed travelling: e.g. physiological needs are in the background of relax and distraction aimed travels. Based on these needs there are coming into existence in a huge number beauty farms –getting more popular- which are providing wellness, fitness services, where beside getting prettier guests can relax and recreate. Medical tourism is also rated to this group. The need to belong somewhere could encourage the visit of friends and relatives; this is called VFR (visiting friends and relatives) type of tourism. The desire of social esteem encourages professional, and business kind of travelling, but we could rate to this group the admirable causing very expensive prestigious travelling. The need for self-realisation can encourage people to take part in adventures, which are getting more and more popular nowadays, where participants can test their courage and physical abilities (Puczkó-Rátz 2000). “ (Lipp, 2004.) Others tried to define facts that tried to influence people’s decision-making by motivation- and personality- theories. “The most motivation theories concentrate on what are common in people, while personality theories rather headed to personal differences. Motivations are the energy resources of the consumer’s ambitious behaviour, and his/ her personality leads the behaviour to reach the target in various situations.”

(Hoffmeister-Tóth, 2006.) “Each product that people buy, beside their original function, they have got a personal and sociological meaning as well.” (Hoffmeister- Tóth, 2006.)

Human personality is built up from thousands of personality traits. Among certain people and groups of people – does not matter how different they are- based on their personality traits some similarities can be found and with these we can categorise them. Different personality forms are called types.”... (Hoffmeister-Tóth, 2006.) Hippocrates: he based temperament to distinguish people. Its types are the followings: sanguine (optimistic), melancholic (depressed), phlegmatic (calm), choleric (irritable). Sanguine passenger is hardly interested, impulsive, talkative and cheerful. He is acting rashly and often changes viewpoints. The choleric passenger is characterized by long-term interest. Fair-weather friend, resentful, laconic, critical, pretentious and blustering. Often dissatisfied, but can be won for cooperation. Melancholic passenger is very sensitive, quiet, withdrawal, adumbrated by vivid group members. Often struggle inferiority. They need encouragements and advises. Phlegmatic passengers are comfort loving people, calm and quiet. They avoid efforts. They are those who entrust themselves to travel agencies, and expect to everything get be arranged by others.

According to Carl Jung people can be rated into two groups, which are the following: introverts and extroverts. Introverted people tend to be much more alone, act with restraint, they like lonely activities more than to take part in social activities. When they encounter stress in their lives, they tend to withdraw in their own world. Extrovert personalities are the opposite. They are not low-key people, like to spend their time in society than alone. Against stress they like to be in a company, where they can speak about their problems. (Carver-Scheier, 1998. 69 p.)” (Hoffmeister-Tóth, 2006)

Lifestyle

“Lifestyle expresses; all-time situations, our life-experience, values, attitudes and expectations. It influences our needs and of course our shopping habits.” (Hoffmeister-Tóth, 2006) Young and Rubicam 4C’s (Hoffmeister-Tóth, 2006):

- Resignative people: older age group, living in bad financial circumstances, avoid excitement, do not risk → they do not mean any business potential.
- Strugglers: low level of education, labourers...
Negligence, dispersal. Cannot manage money, never have got money.
- Average citizens: average level of education, having a family, middle-aged, assured job. Respecting rules, quiet, imperturbable life...

- Ambitious people: younger, well educated, rising “manager stratum”, detached partner relations... important to be noticed, excel from crowd- importance of material value → Exciting, active lifestyle, opened for newness.
- Successful people: 35-50 years old, high level of education, middle or senior managers... self-confidence and welfare stand for changes and for shifts. Modern, flexible perspective. → Likes services and products, which make his/her life easier.
- Unique: youth, students, self-realization, open-minded for newness, which are unusual to others, like extreme situations → extreme sports, adventures, journeys ...
- Reformers: intellectual citizens, 30-50 years old ... Material values are not in front. Personal freedom and flexibility → Products made from environment-friendly, natural and recycled materials.
TGI lifestyle-typology (Hoffmeister-Tóth, 2006; Töröcsik, 2007.)
- Consumer elite: Oriented to high-quality and brands, open-minded for new things, follows fashion, prefers international brands, exigent with himself/ herself and with his/her environment, rejects traditional gender roles, enjoys challenges and risky situations. Especially men are attracted by distant places, foreign food and exercises regularly. Disposed to pay for the most expensive products and services. Try to go on holiday to a foreign destination.
- Successful: Oriented for quality not for brands, open-minded for newness, family and relation –oriented, health and environmentally –conscious. Prefers Hungarian products. Enjoys challenges, but does not like risky situations.
- Experience collector: his/her consumption is determined by fashion. Brand-oriented, open-minded. Likes challenges and risky situations. Attracted by exotic places and foreign food. Disposed for rapid decision-making, likes to excel from crowd. Sporty, exigent for appearance.
- Integrated hedonist: maximalist, health- conscious
- Integrated: family-oriented, open-minded, but not fashion-oriented, importance of traditional civic values (diligence, honesty) does not like challenges, risks → does not like foreign food...
- Clumber: possesses only average or low stock. Acts out his willing for adventures in consumption. Likes foreign food, liable for spending a lot of money.
- Stragglers: (oriented by needs): not open-minded, looks for lowest prices.

Mária Törőcsik mentioned the same in her book, titled “Vásárlói magatartás” (2007.) She is also writing about lifestyle inspiration-models, which source is that people’s lifestyle is determined by value orientation and life stroke. She fixes the following groups:

- Career-oriented: young, well educated, they are living the fastest life, have very good salaries, they spend a lot of money in an extreme way (abroad...)
- Fast-modern: family version of career-oriented people
- Enjoy consumers: students, entrants, twirling week-ends, slower weekdays. Interested in enjoy-seeking.
- Well situated: middle-aged. Prestige- and brand oriented.
- People who have to accelerate their lives: older middle-aged, where the grown up child lives with parents. They have to adapt to the circumstances.
- Middle-class
- Clumbers: instable financial status
- Straggler: old people, living in the countryside, low incomes, bad health condition.
- Get outer

József Tasnádi mentions the importance of lifestyle’s facts in his book, titled “A turizmus rendszere” (2002): Education broadens an individual’s horizon and stimulates the need for travelling. He believes that our age and the need of exploring the world is connected together.

- Teen-age: Beginning the need of having a holiday without parents. “This group has got a really high disposition for travelling. Mainly they seek public transportation and self-service accommodations.
- Marriage: Before childbearing, high disposition for travelling, this couples with very good salaries. Parenting decreases travelling disposition.
- Pensioner age: their travelling ability and habits are influenced by their financial status. Early superannuation increases homeland holidays.

A person’s thinking and decision is greatly influenced by tradition, culture and the totality of values that came from family and national culture. This kind of attitude is for example, classical Greek values: justice, benignity and fineness (Lindblom-2001). Basically even nowadays we can find the importance of these values, because we know it is a pleasure to glance at an eye-catching object, feel the beauty and the good. In contrast to it there is our presence’s self-centred world. This duality defines our presence, which couples with great differences. Some people insist to classic things, traditional

shopping, need help for certain organisation, etc. On the other side there are our presence's so called "pushers" who do not believe in plurals, the main point is on self-confidence and autocephaly (e.g. young managers). This newly appeared social lawyer cannot be easily satisfied; it takes much more time and energy to successfully sell them products or services. In tourism's case it means that we have to pay more attention, because we are talking about an exigent sector. In many cases the average rules of general marketing are not valid, much more specific needs occur, satisfying luxurious needs play the most important role and even the "lowest category", sales category demands attention.

Conclusion

The most important thing about by us desired consumer's behaviour changing is that it does not happen suddenly, slowly but surely. This process and the out coming work needs constant care taking. Exactly because of this, consumers do not realise the magic trick committed on them and of course they also believe it is uncharacteristic to become a mad driven consumer. In their opinions they know when someone would like to take them on a ride, buy them, coax and accordingly to these things they can counter. Practically they also go out from a shop with a fully loaded bracket as the ignorant, who are living the happy and calm life of a driven consumer.

In the article we intend to review the most important internal factors of tourism decisions. These internal factors are: emotion, personality and lifestyle. All this, however, first become the background of consumer behavior for marketing purposes.

We conclude that the role of test internal factors of great importance for the travel decisions. The purpose of our next primary research will be how the system of internal factors in practice appears.

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