

AN INVESTIGATION INTO  
CONSUMER MOTIVATIONS IN  
CLUB 18-30 HOLIDAYS:  
IMPACTING CONSUMER EXPERIENCE,  
SATISFACTION AND LOYALTY.

JACK JENKINS

BACHELOR OF ARTS (HONS) EVENTS  
MANAGEMENT

CARDIFF METROPOLITAN UNIVERSITY

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**Signed statement**

I declare that this Dissertation has not been accepted in substance for any degree and is not concurrently submitted in candidature for any degree. It is the result of my own independent research except where otherwise stated.

Signed \_\_\_\_\_

Name\_\_\_\_\_

Student Number\_\_\_\_\_

Date\_\_\_\_\_

## **Abstract**

This dissertation aims to identify consumer motivations in Club 18-30 holidays and how motivations can potentially impact the overall holiday experience. Equally important it also aims to identify if satisfied experiences can create loyal consumers towards the Club 18-30 brand. The author also aims to assist Club 18-30 by providing them with recommendations and suggestions in order to improve the organisation whilst considering consumer motivations. The case study Club 18-30 was chosen for this research as it is of great interest to the author, as he is a loyal Club 18-30 consumer himself, and due to the brands popular reputation.

In this dissertation a detailed literature review surrounding the topics was produced, with suitable research methods recognised and justified, and results discovered discussed with relevant theory to support the findings. The author conducted four semi-structured interviews with previous Club 18-30 customers for this research along with producing an online questionnaire that was distributed through the means of social media (Facebook) that were also completed by previous customers.

The key findings of this research identified many motivations for participating in Club 18-30 holidays including the price of packages and social interaction being main motives. It has also been found in the research that satisfied consumer experiences whilst abroad can motivate previous Club 18-30 customers in the future and develop loyal customers for the brand.

Due to this research, recommendations and suggestions were provided in this dissertation for Club 18-30 in order for the organisation to understand their consumers wants, needs and interests to improve and develop the experience and satisfaction levels. The research concludes that individuals are motivated by a variety of factors and can often impact the overall experience whilst abroad. Additionally, it is concluded that satisfied experiences can also develop loyal customers in the future for Club 18-30.

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## **List of Abbreviations**

- 18-30 - Club 18-30
- M1- Male participant one
- M2- Male participant two
- M3- Female participant one
- M4- Female participant two

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1

# *Introduction*

## **1.1. Setting the Scene**

*“Club 18-30 is what the summer is all about. Best mates. All in one place. No ties. No responsibilities. No work for a couple of weeks. Warm waters. Hot sun. Cool tunes. Great clubs. The ultimate holiday experience, for the people who need it most. There comes a time in life when you need to do it for yourself. A time to break free and break the mould. To explore, leave the map at home and find yourself. To find that one moment and make it last a lifetime. That time is now. Sunrise to sunset. Sunset to sunrise. This is the time of your life. Love every single second of it.”* (Club 18-30, 2017, Online).

There is an increasing demand for specialist youth-orientated leisure holidays (Morgan and Pritchard, 2000) and Club 18-30 offers exactly that (Club 18-30 will be referred to as 18-30 throughout the rest of this dissertation). However in order for 18-30 to market their unique holidays to the wildest and liveliest holiday destinations successfully, 18-30 needs to understand their consumers to offer exactly what youngsters are searching for. The intention of this research is to identify and discuss the motives behind 18-30 consumers and what motivates them to purchase an 18-30 holiday and participate in the activities and excursions that are available. This dissertation also aims to establish if consumer motivations have the potential to impact the overall experience whilst abroad, developing loyal customers in the future.

## **1.2 Research Rationale**

As previously mentioned, according to Morgan and Pritchard (2000) the tourism industry has forecasted an increasing demand for specialist, youth-orientated leisure holidays that are more than likely to be taken with social groups rather than families. This means that the younger generation is motivated to take leisure holidays with friends to lively destinations. But what motivates the younger generation to book and participate in youth-orientated (18-30) holidays? Within this dissertation consumer motivations are identified. It is important for 18-30 to understand what motivates their potential consumers in order to market their holidays successfully. As a further matter, 18-30 should have sufficient understanding of their target markets, wants,

needs and interests, not only to motivate individuals to purchase and participate in and on 18-30 holidays, but to ensure consumers are satisfied with their overall experience with the brand and to retain loyal customers. Therefore, there is a need for this research to identify the truth in what motivates the younger generation in and on youth—orientated leisure holidays in order to create satisfied experiences and develop loyal consumers.

### **1.3 Identifying the Case Study**

Club 18-30 “*Where the beats are big, the beaches are hot and the clubs are even hotter*” (Club 18-30, 2016, Online). The brand offers the younger generation unique and wild party holidays to many destinations in Europe that will guarantee the ultimate holiday experience. The target market, 18 to 30 is significant for the brand. It is crucial that 18-30 understand the consumer’s motivations including their wants and needs to ensure their holiday experience is one to remember and to create satisfied and loyal customers. The company has been the leading the younger generation holiday market for over 47 years and promote extravagant nightlife, activities and excursions that are available at the destination. Alongside the exclusive and unique holiday packages available, 18-30 offers their customers The Big Reunion Weekend, a music festival which is held over two back to back weekends every November for previous 18-30 customers. The Big Reunion can only be purchased with the 18-30 representatives whilst on holiday during the summer.

18-30 is appropriate for this research as they must understand and consider consumer motivations in order to create and develop the correct holiday packages that will impact their experience whilst on holiday and later return as customers in the future. Therefore, the results of this research may be of interest to the brand.

## **1.4 Identifying the Research**

The research aims to identify consumer motivations in 18-30 holidays and how motivations may create satisfied experiences and loyalty towards the brand, filling the gap in the academic theory. As the author has been on many 18-30 holidays prior to this research, he is interested to identify whether other individuals have similar motivations to his, and also if their experiences create loyalty towards the brand.

## **1.5 Aim and Objectives**

The aim of this research is to identify consumer motivations into 18-30 holidays and how consumer motivations may impact the overall experience and creates loyalty towards 18-30.

In order to achieve the above aim, the follow objectives listed below must be fulfilled.

1. To critically review the academic literature on tourism, 18-30, motivation, consumer experience, consumer satisfaction and consumer loyalty.
2. To identify what motivates consumers into and on 18-30 holidays.
3. To examine the extent to which motivations have the potential to impact the experience on 18-30 holidays and in the future.
4. To investigate how the consumer experience has the potential to create satisfaction and loyalty towards the brand.
5. To make recommendations to 18-30 to improve the organisation and enhance the consumer experience and develop loyal customers.

The aim and objectives of this dissertation assist both the author and the reader through the process employed to answer the dissertation question. In order to identify gaps in the theory and to guide the structure of the research, the author will need to

review the relevant academic literature. The extent to which what motivates consumers into and on 18-30 holidays and how motivations may impact their experience whilst abroad, potentially creating great satisfied experiences and loyalty towards the brand. This is discovered through a number of semi-structured interviews and online questionnaires completed by the authors Facebook contacts. The author explores the results and offers suggestion to 18-30 to improve the organisation and how to develop satisfied and loyal customers, whilst considering their motivations.

## **1.6 Outline of Chapters**

The abstract, acknowledgements, table of contents, list of abbreviations, list of tables and list of figures precede this introduction.

**Chapter 2 – Literature Review.** This literature review includes academic theory this research relates to. The academic theory enables the author to have sufficient understanding of the subject and highlights a variety of themes and trends within the current literature. Please see the above objectives for the academic literature that is explored.

**Chapter 3 – Methodology.** This chapter identifies and highlights the research processes that the author will implement for the purpose of this dissertation. The chapter explains the research approaches used during the process (qualitative research methods and quantitative research methods) and consideration is given to alternative processes. Validity, sampling and ethics are also discussed and considered. The data collection process and analysis for both qualitative research and quantitative research is evaluated and reviewed. Finally, the way the information and data gathered was interpreted and used is reviewed in this chapter, with great consideration given to the methods and approaches used in order to identify themes and relationships within the research.

**Chapter 4 – Results and Discussion.** Throughout this chapter, the author presents and discusses the results of the primary research that he conducted. The order of the results and discussion is presented in a similar order to the literature review.

Throughout the chapter, themes and trends within the data and results are identified and discussed with common patterns developing and acknowledged by the author. The information and data from the interviews is presented and related back to the academic literature with an explanation of its relevance. Visual representations of data gathered from online questionnaires are provided in this chapter where necessary in order to support the results and discussion of the interviews that were conducted. The results and data that were gathered also support the academic theory. The reader should have an understanding of the common themes and issues gathered from the research by the end of this chapter.

**Chapter 5 – Conclusion.** Within the conclusion, the literature review, the methodology chapter, along with the results and discussion connect together. The aim and objectives that were set out at the beginning of this dissertation are evaluated and a summary of key findings is provided. Limitations of the research are also considered and recommendations are offered for future research and to 18-30. The key findings bring together the themes identified in the results and discussion chapter and are formulated into a set of findings that can be considered as the author's contribution to this academic theory. The appendices and references that follow conclude this dissertation.

## **1.7 Summary**

This chapter has provided the reader with a brief introduction into this area of academic theory and the foundation behind its investigation in this research. 18-30 has been briefly discussed and the area of academic theory the author pursues to investigate has been acknowledged. The aims and objectives of this dissertation have been presented and discussed with a summary of each chapter. With the great use of efficient academic literature, methodology and a critical examination of theory, the author aims to expand the knowledge and theory surrounding this subject area in hope that it will provide 18-30 with sufficient information on their consumers.

2

*Literature Review*

## 2.1 Introduction

In this chapter specific areas of the academic literature are identified and discussed in order to achieve the first objective of this dissertation. The areas of the academic literature that will be studied are as follow, tourism, 18-30, motivation, consumer experience, satisfaction and loyalty. All literature has been critically reviewed to identify areas that need additional exploring and to acknowledge the themes that will relate towards the aim.

## 2.2 Understanding Tourism

Although it can be difficult to find an underpinning coherence of approach in defining tourism, as there are many definitions defined, Page, *et al* (2001) and Holloway and Humphreys (2012), define tourism as a global phenomenon.

WTO and UNSTAT (1994) cited in Cooper *et al*, (2008, p.11) provide a more specific definition:

*“Tourism is the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.”*

Historically, the tourism society began to spend and engage with leisure activities and holidays in the 1950s, with the use of their increased availability of disposable income and since then people have continued to value the significance of holidays and their experiences (Page *et al*, 2001). Holloway and Humphreys (2012) agrees with Page, *et al* (2001), however states that expenditure is not always necessary.

Based on the ideas of Robinson *et al* (2013), tourism is considered as a source of fun or relaxation and is regarded as an entertainment activity people do during their time off education, work or retirement. Robinson *et al* (2013) is confident that hundreds of

millions of people take a numerous of tourism trips annually and believes that the majority of holidays results in excellent experiences and pleasant memories.

### 2.2.1 Defining a Tourist

Cooper (2008, p.15) provides the following definition,

*“Tourists represent a heterogeneous, not a homogeneous, group with different personalities, demographics and experiences.”*

Over the years, there has been a fundamental debate, whether individuals are defined as ‘tourists’ or ‘travellers’. According to Swarbrooke and Horner (2008) the two words mean different things. Swarbrooke and Horner (2008) state that a tourist is an individual who buys a holiday package from a tour operator and participates in mass-produced and package tourism. A traveller is an individual that makes their own independent arrangements and activities for their journey, often on a limited budget.

Furthermore Cooper (2008) classifies tourists by their ‘purpose of visit’. There are an additional three categories: -

1. **Leisure and recreation:** - Including a vacation, sporting and cultural tourism and visiting friends and family.
2. **Further tourism determinations:** - Including education and health tourism.
3. **Business:** - Including conferences, events and incentive tourism.

*Figure 2.1: Cooper’s (2008) Tourists by Purpose of Visit.*

As well as Coopers (2008) classifications of tourists, Holloway and Humphreys (2012) proposes that features of a tourist, including their nationality, social class, sex, age and lifestyle can help identify the reasons why individuals or groups

travel, why they select their destinations and also how patterns of tourism varies amongst different groups of people.

### **2.2.2 Defining a Consumer**

Williams (2002) argues that a 'consumer' is not necessarily involved with any form of financial exchange and the term relates to the consumption of a product or service, for instance a holiday. Williams (2002) states that there is a range of definitions of consumer behavior. Furthermore, Williams (2002) suggests that the concept of consumer wants and needs have been incorporated in to definitions. Gabbott and Hogg (1998) cited in Williams (2002, p.7) defines consumer behavior as, "*the process involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and wants.*"

For the purpose of this dissertation the term consumer will be used during discussion.

### **2.2.3 Typologies**

As identified by Swarbrooke (1999) and Sharpley (1996) cited in (Robinson, 2000) state that there are a number of typologies that tend to concentrate on whether individuals can be described as tourists or travellers. According to Robinson (2000) characterising individuals may assist to forecast preferences and attitudes and as a result to understand expectations and satisfaction levels.

Based on the findings of Swarbrooke (1999) cited in (Robinson, 2000, p.14) tourist typologies can be useful for a numerous reasons, for instance:

- Can enhance knowledge of consumer behavior in tourism.
- Can assist marketers to make critical choices on product and service developments.
- Can often form the foundation of market segmentation techniques.
- Can assist to predict future trends in tourist behavior.

*Figure 2.2: How are Tourist Typologies Useful?*

However Robinson (2000) states that the existing typologies have a tendency to only pay attention to what the individual tourist is seen to be doing in behavioural terms at that moment in time and as a result, forms an assumption on that foundation only.

Cohen (1972) cited in Swarbrooke and Horner (2007) classified four types of tourists:

1. ***“The organised mass tourist”*** will purchase a package and organised holiday to a popular destination and prefers to travel with a group of other tourists. The tourist does not often go far from their hotel or the beach.
2. ***“The individual mass tourist”*** will purchase a more flexible holiday package. This allows the individual to have more freedom; however, they tend to rely on the formal tourist industry.
3. ***“The explorer”*** will make their own independent travel arrangements and sets out deliberately in hope to escape contact with other tourists. Explorers have an interest to meet local people and will expect a level of security.
4. ***“The drifter”*** attempts to become accepted in local communities, although is only temporary. Drifters have no plans and will choose their destinations and accommodation unexpectedly and suddenly.

*Figure 2.3: Cohen’s (1972, p.84) Types of Tourists.*

However Sharpley (1994) cited in (Swarbrooke and Horner, 2007) briefly criticises Cohen's (1972) and argues even 'explorers' will often use guidance when selecting their transportation routes and accommodation.

Wickens (1994) cited in (Swarbrooke and Horner, 2007, p.85) produced a five-group typology based on Cohen's (1972) theory in relation to a resort on the Chalkidiki peninsula in Greece.

1. **"Cultural heritage"** tourists have great interest in the culture of Greece. They wish to experience the 'traditional Greek lifestyle' shown in the holiday brochure. 'Cultural heritage' tourists are often to be made up of family groups and the older generation.
2. **"Ravers"** are interested and attracted by the nightlife and the availability of cheap alcohol. 'Ravers' enjoy the sun, time at the beach and 'clubbing'. The majority are young males.
3. **"Shirley Valentines"** are woman who go on vacation with friends to seek for romance and sexual intercourse with local Greek men.
4. **"Heliolatrous"** tourists worship the sun. Their main aim is to get a tan and will spend the majority of their holiday experience in the open air.
5. **"Lord Byrons"** will return to the same destination and accommodation year after year. They are in love with the

Figure 2.4: Wickens' (1994) Typologies.

Furthermore, according to Swarbrooke and Horner (2007) the majority of typologies try to group tourists together on the foundation of their preference for specific vacation experiences, for instance:

- Destinations
- Activities whilst on vacation
- Package holidays versus independent travel

## 2.3 Club 18-30

Swarbrooke and Horner (2007) states that 18-30 has been available for over thirty years, and were the first holiday company in the UK to specify in vacations exclusively for the younger generation.

As identified by Swarbrooke and Horner (2007) the brand is owned by Thomas Cook Holdings Limited London. The brand is a unique holiday formula and has remained consistent for many years. 18-30 segments their potential market, purely in terms of age (Swarbrooke and Horner, 2007) and offers the '*wildest party holidays*' (Club 18-30, 2016, Online) to the liveliest resorts in the center of major holiday destinations. Furthermore the company offers a variation of accommodation from budget to all-inclusive packages. Swarbrooke and Horner (2007) goes on to say that the brand also offers its customers a variety of unique excursions and the 18-30 representatives will attempt to make a fun and non-forgettable experience for their consumers.

### 2.3.1 The Club 18-30 Client

<p><b>Average age:</b> 21/22</p> <p><b>Male: Female ratio:</b> 50:50</p> <p><b>Socioeconomic group:</b> C1/C2/D/E</p> <p><b>Marital status:</b> Single</p> <p><b>Lifestyle:</b> In full time employment. Resident in parental home. Influenced by fashion, music, dance and entertainment (their spending patterns reflect this).</p> <p>An 18-30 holiday is usually their first holiday abroad with friends, and without parents.</p>
--

Figure 2.5: The 18-30 Client Specification (Club 18-30) cited in (Swarbrooke and Horner, 2007, p.256).

### 2.3.2 Destinations

Based on the findings of Swarbrooke and Horner (2007) 18-30 offers a variety of vacations to ten destinations throughout the Canaries and Mediterranean and can fly from a numerous of airports in the United Kingdom.

#### **Destinations include:**

1. Bourgas - Bulgaria
2. Corfu - Greece
3. Crete - Greece
4. Ibiza - Balearic Islands - Spain
5. Kos - Greece
6. Larnaca -Cyprus
7. Gran Canaria - Spain
8. Palma De Mallorca - Balearic Islands - Spain
9. Zante – Greece

*Figure 2.6: 18-30 Destinations.*

## 2.4 Motivation

As explained by Evans, *et al* (2012) motivation is a basic concept in human behaviour and therefore also in consumer behaviour. The term motivation can be defined as '*the driving force within individuals that moves them to take a particular action*' (Evans, *et al*, 2012, p.6).

Evans, *et al* (2012) states that motivated behaviour is an activity that is directed towards the accomplishment of an aim, goal or objective. Similarly, Blythe (2013) confirmed that a motive is simply a reason for carrying out a particular type of behaviour. However Brassington and Pettitt (2000) argue that motives can be difficult to research, since individuals themselves often cannot define their behaviour.

Blythe (2013) suggests that motives should be distinguished from an individual's instincts that are natural reactions and responses to external stimuli. Blythe (2013) identified that instincts are natural reactions that are inborn in the individual and are done without will or conscious control. According to Blythe (2013) an individual's behaviour may result from a natural source, however argues that all consumer behaviour is non-instinctive, or volitional.

Evans, *et al* (2012) argues that not all motives originate from the individual's physical drives. After satisfying an individual's hunger and other physical needs, individuals may be discovered purchasing luxury items, such as holidays. According to Evans, *et al* (2012) psychogenic drives originate from the individual's social environment, culture and their interactions with social groups.

Blythe (2013) identifies the complications with understanding consumer motivation and argues that individuals are often unable to be precise about what has motivated, driven and inspired them to take a certain action. Blythe (2013) suggests the reasoning for this, perhaps the motivation operates below the individual's subconscious level or the individual will not confess to a particular motivation.

Additionally. Blythe (2013) argues that identifying consumer motivation is problematic and suggests that finding out the exact motivation for the individual's behaviour is similar to discovering a hidden attitude.

#### **2.4.1 Consumer Needs and Wants**

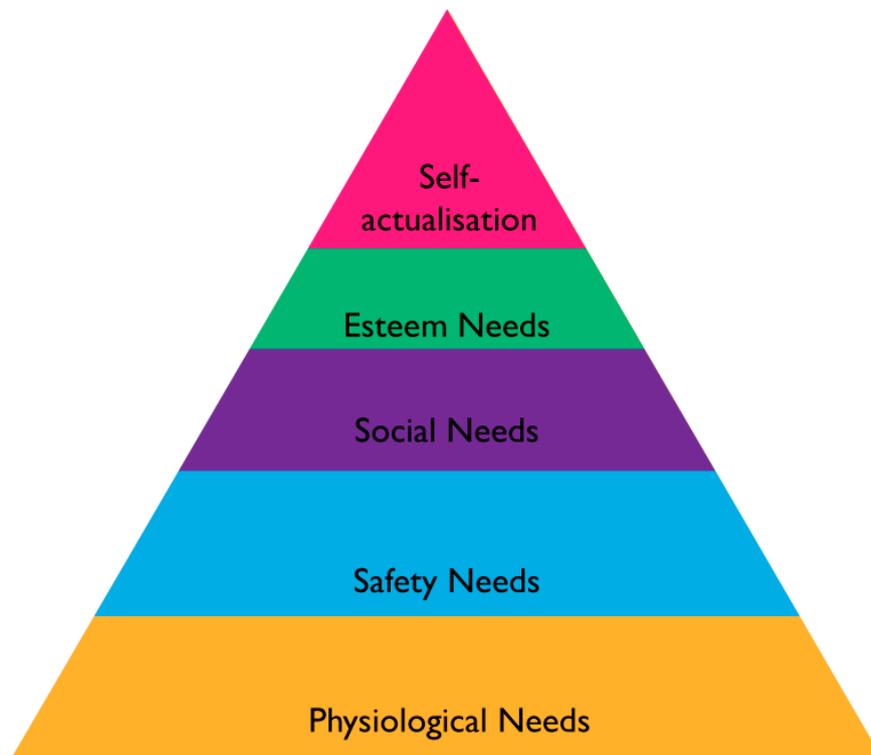
Schiffman, *et al* (2011) states that everybody has needs. Some needs are innate and others are acquired. Innate needs are physiological and acquired needs are needs that the individual discovers in response to their environment.

Blyth (2013) defines needs as the foundation of all motivation and is the perceived shortage or absence of something, while wants are a particular satisfier needs.

According to Blythe (2013) for an individual to distinguish a need, not only they must be deprived of something, but should also identify this as something that would improve their life. Blythe (2013) goes on to say that it is important the individual understands how the product or service will make a positive impact to the their life style, otherwise the product will not be perceived as filling their needs and as a result they will not want it.

## 2.4.2 Maslow's Hierarchy of Needs Theory

In 1954 Abraham Maslow suggested a classification of basic needs into five categories: Physiological, safety, social, esteem and self-actualization (Lester, 2013).



*Figure 2.7: Maslow's Hierarchy of Needs (1954) cited in (Evans, et al, 2012, p.46)*

According to Maslow (1970) cited in (Evans, et al, 2012) it is vital that the needs at one level need to be somewhat satisfied, before the needs at the next level become essential in influencing the individual's actions. Robinson (2000) believes that that an individual attempts to satisfy their most significant need first, it then ceases to be a motivator and then next most vital need will come into action.

Although Maslow's Hierarchy of needs is a popular theory of motivation and can be applied to tourism, some authors disagree with model and according to Evans, et al (2012) the hierarchy can be criticised. According to Maslow, as societies develop and improve they move higher up the hierarchy with their most significant

needs to tackle. However Evans, *et al* (2012) argue that not everyone will move up the hierarchy in the same way. For instance, some individuals may miss some levels of needs or perhaps move back down the ladder to physiological needs. Mill and Morrison (1985) cited in (Pizam and Mansfield, 2012) have related to Maslow's theory, and believe holidays are a need or want satisfier and they show how Maslow's theory links in with travel and tourism motivation.

Furthermore in contrast to Maslow's hierarchy, Robinson (2000) identifies Freud's theory of motivation. Freud assumes that an individual is not aware about the actual psychological forces affecting their behavior and as a result Freud proposes that the individual does not completely understand their motivation.

### **2.4.3 Maslow's Hierarchy of Needs Theory in Tourism**

According to Holden (2005), there is limited evidence and no agreed theoretical approach to understanding tourism motivation. However Holden (2005) relates Maslow's Hierarchy of Needs to tourism;

1. **Physiological Needs** - The need for the individual to relax is a valid and important reason for going on a vacation.
2. **Safety Needs** - The need to feel safe and secure in the destination that the individual visits.
3. **Social Needs** - Tourism and destinations can offer great opportunities to develop relationships and friendships.
4. **Esteem Needs** - Tourism can often develop the individuals self esteem. A range of different experiences and incidents and build upon the individual's confidence.
5. **Self-Actualisation Needs** – Tourism can often play a significant part in the self-fulfillment of the individual.

*Figure 2.8: Maslow's Hierarchy of Needs to Tourism (Holden, 2005, p.66).*

#### **2.4.4 Motivation in Tourism**

As identified by Swarbrooke and Horner (2007) motivating factors can be divided into two categories:

1. Those that motivate the individual to take a holiday.
2. Those that motivate the individual to take a particular holiday to a specific destination at a particular time.

#### **2.4.5 Motivators and the Individual Tourist**

Swarbrooke and Horner (2007) pointed out that every tourist is different as well as the factors that motivate them.

Swarbrook and Horner (2007) identify the key factors that determine individual tourists motivations.

1. The individual's personality, for instance are they:
  - (a) Sociable or prefer being alone?
  - (b) Adventurous or cautious?
  - (c) Confident or nervous?
2. The individual's lifestyle that influences their purchase decision.
3. The individual's past experience as a tourist and specific types of holiday.
4. The individual's past life.
5. The individual's perceptions of their strengths and weaknesses.
6. How the individual desires to be viewed by others.

*Figure 2.9: Factors that Determine Individual Tourists Motivations (Swarbrooke and Horner, 2007, p.55).*

Furthermore, Swarbrooke and Horner (2007) found that people rarely take vacations alone and argues that others on the holiday party often influence the factors that impacts the individual's decisions. Swarbrook and Horner (2007) go on to state that it is uncommon for every member of the holiday party to share exactly the same motivators.

Similar to Blythe (2013) and Brassington and Pettitt (2000), Swarbrooke and Horner (2007) state that individuals will not always express their true motivations because they do not feel their motivations will be seen by others as being suitable and appropriate. Swarbrooke and Horner (2007) suggests that a young individual may find it difficult to confess that they are only going on a holiday to party and to enjoy casual sex. For the individual it is easier to discuss about a more general wish, to relax and to 'have a good time' with their friends. Another essential point Swarbrooke and Horner (2007) propose is that individuals may acknowledge that their motivations are conflicting, for instance a individual may want to relax by drinking alcohol and clubbing all night long.

Moreover, according to the Tourism industry cited in (Swarbrooke and Horner, 2007) they are convinced that segments are based on demographic criteria. Swarbrooke and Horner (2007) state that the tourism industry assume that young individuals want to party, relax, go clubbing, drink excessive amounts of alcohol, have sexual intercourse and meet new people. Whereas parents are concerned with ensuring their children are happy and also the thought to want to get away from their parental duties.

Mannel and Iso-Ahola (1987) cited in (Pizam and Mansfled, 2012, p.33) also recognises two types of factors, personal and interpersonal. Mannel and Iso-Ahola (1987) believe that individuals can be motivated and influenced to travel to escape their personal or interpersonal issues and problems of their environment, and to achieve compensating personal or interpersonal rewards.

McIntosh and Goeldner (1986) develop four classifications of tourist motivation.

1. Physical motivators including refreshment of the body, mind and health.
2. Cultural motivators including desire to see and know more about cultures.
3. Interpersonal motivators including desire to meet new people, visit friends and relatives and seek new and different experiences.
4. Status and Prestige motivators including a desire for personal development with the desire for recognition and attention from others.

*Figure 2.10: McIntosh and Goeldner's (1986) Classification of Tourist Motivation.*

Moreover similar to tourist typologies, Plog (1974) cited in (Pizam and Mensfled, 2012) developed a theory, where travelers may be classified along two dimensions, allocentric and psychocentric. According to Pizam and Mensfled, (2012) and Robinson (2000) individuals who are allocentric are believed to be motivated to select adventuresome and exotic destinations, unstructured holidays rather than packaged vacations and interested with local cultures. In contrast to this, psychocentric are considered to be motivated and prefer organised packaged vacations to popular destinations.

While this is the case, Pizam and Mensfled (2012) state that Plog (1974) later included energy in to classifications. Plog (1974) cited in (Pizam and Mensfled, 2012) defines energy as the level of activity desired by the individual or tourist; high-level energy tourists often wish high levels of activity, whereas low-energy tourists prefer less activities.

Furthermore, Robinson (2000) states that it is important to understand consumer needs, tourist motivation and typologies for successful marketing. Robinson (2000) further states that those who travel can satisfy many of their physical, social and psychological needs.

#### **2.4.6 Motivation Whilst Abroad**

Robinson *et al* (2013) suggests that social determinants also provide a way of assessing consumer decisions whilst abroad. Social determinants are where individuals are influenced by social, cultural and personal factors.

#### **2.4.7 Alcohol Consumption Motivation**

Kuntsche *et al* (2006) suggests that drinking motives are the factors for undertaking in consumption as they are the conclusive decisions whether to drink or not. In conjunction with this Hauck-Filho *et al* (2012) pointed out that drinking is a personal need that individuals attempt to satisfy through the consumption of alcohol.

However, according to Borsari and Carey (2006) the motivation to consume alcohol can also depend on personal and environmental influences. Similarly Borsari and Carey (2006) further state that there are other powerful influences including social interaction.

In the same way Orford *et al* (2004) debate that the increase in consuming alcohol was in relation to being surrounded by friends and other individuals as well as minimum parental monitoring.

#### **2.4.8 Sex Motivation**

Based on the findings of Frankin (2013) sex has been a part of travel and tourism for a long time and has grown rapidly in a variety of destinations. People will travel to specific destinations to participate and enjoy uninhibited casual sex encounters.

In short, sex tourism defines the specific motivation of tourists to go on vacation for the purpose of engaging in short term sexual relations.

### **2.5 The Consumer Experience**

Based on the findings of Walls, *et al* (2011) it can be argued that many organisations in the industry are investing greatly in the designing of consumer experiences to succeed and achieve consumer satisfaction and loyalty.

Pine and Gilmore (1999) cited in (Michael *et al*, 2010) state that established countries are now ‘experienced economies’, and sustainable competitive advantage can only be achieved successfully through offering the consumer an exclusive, unique and unforgettable experience.

O’Dell (2007) cited in (Cutler and Carmichael, 2010, p.3) defines experiences as ‘*subjective, intangible, continuous and highly personal phenomena*’.

Similarly, Pine and Gilmore (1999) cited in (Cutler and Carmichael, 2010) state that experiences are within the individual who engages with an event on an emotional, physical, spiritual or intellectual level and according to Gram (2005) are often left with memorable experiences and impressions. However, O’Dell (2007) cited in (Cutler and Carmichael, 2010) argues that the tourist experience should involve more than the individual tourists themselves.

Larsen (2007) suggests that tourist experiences should be considered as a past travel related occasion, that was significant enough to be kept in their long-term memory.

According to Cutler and Carmichael (2010) the tourist arrives at their destination with potential ideas about what experiences they would like to take place on their vacation, and ideas are influenced by social construction, visual images, previous and current knowledge, perceptions taken from the media, expectations and previous experience.

Cutler and Carmichael (2010) further suggest that poor experiences can lead to an overall poor experience of the destination resulting in dissatisfaction towards the travel organisation.

## **2.6 Satisfaction**

Dahl and Peltier (2015) state that service organisations have an increased focus and attention on consumer satisfaction.

Pearce (2005) defines satisfaction as a post experience attitude. According to Cutler and Carmichael (2010) the term satisfaction in tourism has been seen as the congruence between expectation and experience, in another words when experience meets expectations. On the other hand, dissatisfaction is considered to be the space between expectation and the experience (Pearce 2005).

Based on the findings of Holbrook and Hirschman (1982) it can be argued that satisfaction is only one component of experiences. Other components including, sensations, emotions and imagery are all associated to how consumers assess experiential aspects of consumption.

Ryan (2002) goes on to argue that the personality of the individual can contribute to and affect holiday satisfaction. Furthermore, Anderson *et al*, (1997) and Palmatier *et al*, (2006) cited in (Dahl and Peltier, 2015) conclude that satisfaction has a major impact upon customer retention and loyalty.

## **2.7 Consumer Loyalty**

It is important to understand what is meant by the term loyalty. One definition Shaw and Ivens (2002, p.54) proposed is that *“loyalty is an emotion; a strong feeling of support or allegiance; a person showing firm and constant support.”*

Showmaker and Lewis (1999, p.439) cited in (Haemoon and Pizam, 2008, p.121) suggested a second definition of loyalty:

*“The customer feels so strongly that you can best meet his or her relevant needs that your competition is virtually excluded from the consideration set and the customer buys almost exclusively from you. The customer focuses on your brand, offers and messages to the exclusion of others. The price of the product or service is not a*

*dominant consideration in the purchase decisions, but only one component in the larger proposition.”*

With regards to consumer loyalty, Griffin (2002) argued that satisfaction alone is not enough to build a loyal customer. Although customer satisfaction is essential to any successful company and business, a great level of satisfaction does not always result in repeat purchases and increased sales (Griffin, 2002).

Szwarc (2005) identified one clear distinction between ‘loyal’ and ‘satisfied’ consumers. Szwarc (2005) pointed out that satisfied consumers will often promote the business because satisfaction is something people are likely to discuss with others. On the other hand, loyal consumers are often more profitable; this is because people are likely to purchase additional products or services and will not research or shop around to find the best price. In other words loyal consumers will purchase a product or service based upon their previous experiences (Szwarc, 2005).

### 2.7.1 Loyalty and The Purchase Cycle

Griffin (2002) stated that each time a consumer buys a product or service from a company they progress through the purchase cycle. The process involves five steps:

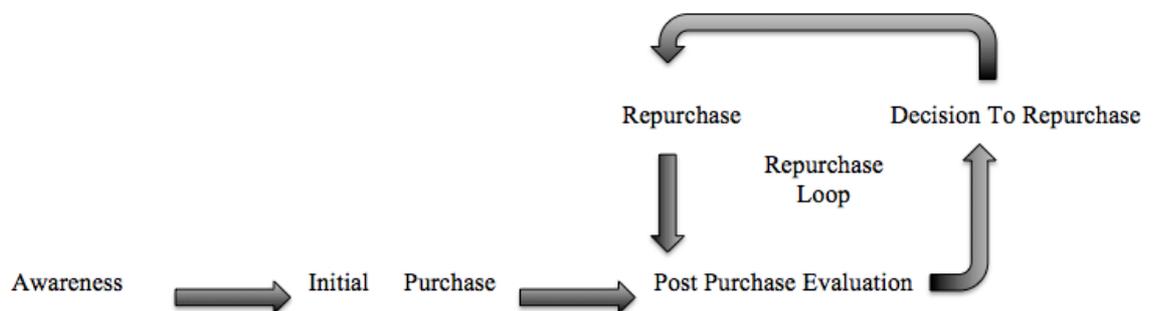


Figure 2.11: The Purchase Cycle (Griffin, 2002, p.18).

To be considered as a loyal consumer, they must repeat purchase again and again from the same company. The true loyal customer will reject any competitors (Griffin, 2002, p.19).

Furthermore, based on the findings of Szwarc (2005), there is evidence that presents a connection between having loyal consumers, repeat purchases and increased profits.

## **2.8 Summary**

Within this chapter the author has critically reviewed the academic literature surrounding the topics of tourism, 18-30, motivations, consumer experience, satisfaction and loyalty. The academic literature that has been identified in this literature review will assist the author to conduct research and will be examined against the results of the findings to support the relevant theory. This will also fulfill the aim stated at the beginning of contributing to theory and suggest recommendations to 18-30.

# 3

## *Methodology*

### **3.1 Introduction**

This chapter of the dissertation briefly outlines the research methods chosen for this research and will provide an explanation of its use. The mixed method approach that includes qualitative data and quantitative data will be explored and a justification will be provided, with consideration given for alternative research methods. A variety of sampling methods are identified in this chapter in order for the author to achieve his aim and objectives. The data collection process and analysis is also observed and discussed as well as issues with regards to ethics.

### **3.2 Qualitative Research**

Punch (2014, p.3) provides a simple definition, “*qualitative data is empirical research where the data is not in the form of numbers*”.

### **3.3 Qualitative Methods**

The researcher has identified a range of qualitative research methods. This section will discuss the following:

- Interviews.
- Semi-structured interviews.
- Structured interviews.
- Unstructured interviews.

#### **3.3.1 Interview Methods**

Kahn and Cannel (1957, cited in Rossman and Marshall, 2006, p.101) define interviewing as “*a conversation with a purpose*’. According to Denscombe (2010), interviews are the most suitable research method if the researcher needs to gain an insight into the participants.

A face-to-face interview allows the researcher to understand the way the participant processes information. However, the quality of the data received often depends on the quality of interaction between those involved (Merriam, 2009).

### **3.3.2 Semi-Structured Interviews**

As identified by Coles *et al* (2013), there are a variety of interview methods, including unstructured, semi-structured and structured interviews.

With regards to semi-structured interviews, the researcher prepares pre-determined but open questions and issues to be answered. The researcher is often flexible in terms of the order in which the issues are considered and discussed first, this is to let the participant develop their thoughts and discuss more widely on the topics raised by the researcher (Denscombe, 2010). Semi-structured interviews have been decided upon as the most appropriate data collection method for this research project due to its flexibility but keeping to a set number of questions.

Please see appendix 1 (6.1, p.86) for semi structured interviewed questions.

### **3.3.3 Alternative Interviews**

- **Structured** – Involves tight control over the format of the interview and there is also minimum room for variation in response (Denscombe, 2010 and Punch, 2014).
- **Unstructured** – Aims to go further in the extent to which emphasis is placed on the participant's thoughts and opinions (Denscombe, 2010).

## **3.4 Validity of Qualitative Research**

According to Creswell (2014) validity is a main strength of qualitative research and it is based on determining whether the data is precise and accurate.

Whittemore (2001) provides principles for the development of validity including: explicitness, vividness, creativity, thoroughness, congruence and sensitivity.

It is essential that validity is considered during the research process, as the author would like the participants to provide accurate, precise and honest information and data in order to identify the true motivations behind 18-30 holidays. Thus the author has considered all principles provided by Whittemore (2001) when collecting and analysing the data to ensure validity in the qualitative research.

### **3.5 Quantitative Research**

Quantitative data takes the form of numbers (Denscombe, 2010). Quantitative research is concerned with research strategies, for example surveys and questionnaires. It is still important to understand that quantitative data can be produced by a variety of research methods.

### **3.6 Quantitative Methods**

The researcher has identified a range of quantitative research methods:

- Questionnaires
- E-Questionnaires
- Paper questionnaires

#### **3.6.1 Questionnaires**

There are many types of questionnaires and they all vary in terms of their purpose, their size and also appearance. Davies (2007) suggests that questionnaires are always driven by the researchers own agenda and they intend to facilitate brief communication.

Moreover, Denscombe (2014) states that questionnaires rely on information and data supplied directly by respondents.

### **3.6.2 E-Questionnaires**

Furthermore, a questionnaire designed using the Internet enables data to be consumed straight into a data file, thus automating the process of data entry. Therefore, the author has created an E-questionnaire with the use of Qualtrics.

E-questionnaires have been decided upon as one of the most suitable data collection methods for this research project as they are considered as economical, relatively easy to design and arrange because of their data accuracy (Gray, 2014). E-questionnaires also achieve the author's aim and objectives.

Please see appendix 2 (6.2, p.89) for E-questionnaire.

### **3.6.3 Alternative Questionnaires**

Gray (2014) states that it is vital to have a high response rate in order to ensure that the results represent the target population. Paper based questionnaires can be considered as an alternative, however Gray (2014) argues that paper based questionnaires can often provide a low response rate.

Therefore E-questionnaires can be considered more suitable for this investigation because a large number of the target population are active Facebook contacts with the author, thus fulfilling the author's aim and objectives as well as targeting the questionnaires towards those active online.

## **3.7 Validity of Quantitative Research**

According to Gray (2014) validity of a questionnaire can often be affected by the wording of the questions presented. Gray (2014) also states that even if individual questions are valid, a poor sequence, an unprofessional structure and irrelevant questions may threaten its validity and may reduce the number of respondents. Hence it was vital for the researcher to ensure a set of clear and concise research questions in order for respondents to complete a valid questionnaire.

## **2.8 Mixed Methods**

It can be argued that a combination of both approaches can be suitable for a research project (Bryman, 2012). Triangulation is a research method that establishes validity in the research by analysing a research question from a variety of perspectives and methods (Wilson, 2014).

A combination of semi-structured interviews and questionnaires are appropriate for the research of this dissertation because it fulfills the author's aim.

## **3.9 Qualitative and Quantitative Research, A Comparison**

Davies (2007) states that both research methods can often deliver useful and informative results when both approaches are conducted successfully, however each delivers a rather different purpose.

However, Bryan (2012) suggests that there is little distinction between the methods other than quantitative research employs measurement and qualitative research does not. Yet, according to Davies (2007) there is a significant difference between both approaches. They differ in their style, language and stated objectives. Both of these approaches have been identified within this chapter.

### **3.10 Sampling**

According to Miles and Huberman (1994, p.27) “*you cannot study everyone, everywhere, doing everything*’. Thus it is important to gather a sample.

Furthermore, Patton (1990) believes that the size of the sample is irrelevant in a qualitative research project. For that reason a small sample size is justified in this research. The researcher will conduct four interviews and will focus on the quality of data and information received than the number of participants.

#### **3.10.1 Qualitative Sampling – Purposive Sampling**

Gray (2014) states that qualitative research uses small samples, selected purposefully. Similarly, Burns (2000) suggests that the samples are selected because they serve a purpose and the objectives of the researcher identifying, gaining an insight and understanding into the subject area. However, Gray (2014) states that a disadvantage of this approach is that the researcher may be subconsciously biased when selecting the sample.

Purposive sampling was the most suitable approach for this study, as the researcher identified potential participants who may provide the best data. Thus the author invited participants to take part in the investigation.

#### **3.10.2 Quantitative Sampling – Convenience Sampling**

Bryman (2012) states that a convenience sample is a sample that is simply accessible and available.

Convenience sampling was necessary for this research project as it is suitable for the researchers questionnaire, identifying respondents through social media. The researcher uploaded the questionnaire to Facebook where at least forty of the researchers Facebook contacts were previous 18-30 customers. Accordingly this

sample is accessible and available to the researcher and fulfills his aims and objectives. Nevertheless, according to Gray (2014) convenience sampling is neither purposeful nor strategic, hence the mixed method sampling approaches for this investigation.

### **3.10.3 Snowball Sampling**

Biernacki and Waldorf (1981) cited in Gray (2014) suggests that the snowball sampling approach is appropriate to situations where the focus of an investigation is sensitive and therefore requires the knowledge of insiders to locate respondents for the study. Furthermore, Gray (2014) states that the technique is also valuable for research into 'hidden populations'. Some people may have excellent knowledge of specific fields and should be recruited as locators of participants however it is important that locators explain the purpose of the investigation in an appropriate and serious manner. The snowball sampling approach was also convenient for this study as the researcher has contacts with many 18-30 employees who are still in connection with previous customers; therefore the employees were able to locate respondents to complete the research questionnaire.

### 3.11 Data Collection

#### 3.11.1 Qualitative Data Collection Process

Punch (2014) suggests that when collecting qualitative data there are four common sense procedures to undergo to maximize the quality of data:

1. Plan and prepare carefully for the data collection process.
2. Anticipate the data collection procedures.
3. Ensure the approach is ethical and professional.
4. Appreciate the role of training in preparation for the data collection process.

*Figure 3.1: Procedures to Maximize the Quality of Qualitative Data (Adapted from Punch, 2014, p.160).*

The researcher conducted four semi-structured interviews. Although the small sample of interviews, the data gathered served a purpose and successfully met the aims and objectives. Validity within qualitative research is dependent more on quality of data than a number of respondents (Patton, 1990). The interviews conducted consisted of thirty-three semi-structured questions (please see appendix 1 (6.1), p.86). The questions selected have great relation to themes identified in the literature review. The semi-structured interviews did not have a predetermined pattern and therefore allowed for fairly free flowing and open-ended discussion (Silverman, 2010). All interviews were then transcribed and later thematically analysed to identify recurring themes and subjects (Punch, 2014).

The four interviews were held at Cardiff Metropolitan University, Cardiff in a small conference room. This location was appropriate and was suitable for all the participants to relax and was a quiet environment to facilitate audio recording.

### 3.11.2 Quantitative Data Collection Process

Similar to qualitative data, Punch (2014) identified the following procedures for data collection:

1. Make sure all respondents have been approached professionally and informed about the research of the project.
2. State that the research is not possible without their cooperation.
3. The research is in control of the data collection process.

*Figure 3.2: Procedures to Maximize the Quality of Quantitative Data (Adapted from Punch, 2014, p.161).*

The researcher created and published an online questionnaire to Facebook with the use of Qualtrics. The information provided by the sample served a purpose and successfully met the aims and objectives of the research study, with over 80 responding questionnaires by the set date. The online questionnaire consisted of 20 questions (please see appendix 2 (6.2), p.89). All the questions involved with the questionnaire also have a great relation to the themes that are identified in the literature review. All questionnaires have been analysed to identify recurring themes.

The E-questionnaire was published on the researcher's Facebook page. This was appropriate and suitable as participants could access the questionnaire in their own time and at any location, targeting the author's potential participants and as a result increasing the response rate.

### **3.12 Data Collection Analysis**

According to Davies (2007) the type of data analysis will vary depending on the research conducted and the type of questions involved in the interview.

#### **3.12.1 Qualitative Data Collection Analysis – Transcribing**

Transcribing the data can often take a great deal of time, however it provides the researcher with a complete manuscript of what was said by all those involved (Davies, 2007). The significance of transcribing audio recordings of interviews is obvious in its capability to allow for analysis of repetitive themes, topics and subjects.

Furthermore, Davies (2007) suggests that the transcription of data should be detailed and not attempt to edit what the participant said; the transcript should include unfinished sentences, interruptions and swear words.

After the researcher completed the transcribing process, analysing the data commenced. All the transcriptions were word-processed and recurring and repetitive themes, subjects and topics were searched and identified.

Please see appendix 3 (6.3) p.94 – appendix 6 (6.6) p.123 for transcriptions of interviews.

### 3.12.2 Quantitative Data Collection Analysis

Punch (2014) states that the collection of quantitative data is analysed using statistics. By presenting descriptive and pictorial statistics, in particular the use of pie charts, graphs and tables, it has the potential to communicate the data in readily accessible and simple format (Punch, 2014). The types of graphics used will often depend on the information presented.

After the data was collected with the use of Qualtrics, the author created a variety of pictorial statistics and similar to the analysis to the qualitative data, common themes were identified.

Please see appendix 7 (6.7) p.132 for Qualtrics report.

### 13.3 Ethics

In order for the researcher to undertake this dissertation, the Cardiff Metropolitan University ethical guidelines had to be followed. Coles *et al* (2014) states that these guidelines are set out to:

1. Ensure the research is conducted in a suitable approach and manner.
2. Ensure that the university is aware of the researchers study.
3. Confirm that the data acquired is collected in an appropriate manner.
4. Protect the researcher, respondents and participants.

*Figure 3.3: The Importance of Ethical Guidelines (Adapted from Coles et al, 2014, p.74).*

Ethical approval was requested from the ethics committee at Cardiff Metropolitan University through the means of an ethics application form. The researcher provided the ethics committee with information regarding the research and all participants were

provided with information concerning the research project with consent forms to be signed before taking part in the study and being audio recorded.

Please see appendix 8 (6.8) p.162 for approved ethics form and related documents.

### **3.14 Summary**

The methodology chapter has defined the chosen research methods behind the mixed method approach. Both qualitative and quantitative data have been identified and explored and the uses of semi-structured interviews and questionnaires have been justified. Alternative research methods have also been provided within the chapter. Sampling methods have been discussed in this chapter with great attention and towards purposive, convenience and snowball sampling techniques. The data collection process and analysis of both research methods have been observed and ethical issues have been highlighted.

# 4

## *Results & Discussion*

## 4.1 Introduction

In this chapter the results of four semi-structured interviews will be analysed and discussed with statistics from an online questionnaire to support findings provided by the interviewed participants. It is the authors aim to identify common themes and relationships between the academic literature and results in order to contribute to current knowledge in this area of study.

## 4.2 Defining the Tourist – Typologies

Within the literature review it is identified that individuals can be considered as a variety of typologies.

Swarbrooke and Horner (2008) defined a tourist as an individual who buys an organised holiday package from a tour operator and participates in mass-produced and package tourism, also considered as ‘the organised mass tourist’. Plog (1974), cited in (Pizam and Mensfeld, 2012), further defined an individual who purchases an organised package vacation to a popular destination as a ‘psychocentric’ tourist. From this evidence all participants interviewed can be considered as the organised mass tourist whilst on a 18-30 holiday. This is because all individuals purchased a holiday package from the tour operator Thomas Cook to a popular destination and participated in mass-produced and packaged tourism.

In extension to the above typologies Cohen (1972) in conjunction with Wickens (1994), identify many more typologies. Please see section 2.2.3 p.10 for definitions.

M1 considers himself as a variety of typologies, he first stated:

*“I consider myself as a variety of those things I guess... when I go on holiday with my friends, or even on a holiday I like to do touristy things, so I like going to visit attractions, I like going on the boat trips to the beach for the day... wandering in to the town... so I like to going to see some of the things... in to the little towns to see what the culture is like” (M1).*

Although M1 can be considered as the organised mass tourist, it can be argued that he is also the individual mass tourist. The individual mass tourist often has more freedom than the organised mass tourist and has the opportunity to explore the destination, where as the organised mass tourist does not often go far from their hotel or beach, due to the holiday packaged they purchased (Cohen, 1972) cited in (Swarbrooke and Horner, 2007).

Similarly, M2 also enjoys seeing the tourist attractions in the destination he visited but does not consider himself a tourist. M2 stated "*I wouldn't throw myself in to one category... I would say I'm a collection of a few*"(M2). He argued that he does not want to be perceived as a tourist.

Wickens (1994) cited in (Swarbrooke and Horner, 2007) define those who have great interest in the culture of a Greek destination as "cultural heritage" tourists. M1 and M2 could be considered as cultural heritage tourists as they both mentioned that they enjoy visiting tourist attractions and have great interest in the culture of the destination. M1 and M2 both visited Greek destinations. From the evidence that was collected, it was identified that the young adult generation have interest in Greek culture and can therefore be defined as cultural heritage tourists.

F1 announced that the when going on a 18-30 holiday she considered herself as a 'clubber' because she is there to have fun and attend the local night clubs. Wickens (1994) provided a definition for a 'raver', similar to a 'clubber', based on Choen's (1972) theory in relation to a resort in Greece. According to Wickens (1994) ravers are interested and attracted by the nightlife and the availability of cheap alcohol. Ravers also enjoy the sun, time at the beach but ultimately clubbing. According to Wickens (1994) the majority are young males, although there are no statistics to support this evidence. It could be argued that the majority are young females, due to the response rate of the online questionnaires (84.38% of respondents were female).

F1 goes on to state that she is not bothered how she is perceived whilst on holiday however she would not mind being considered as a 'clubber' on an 18-30 holiday. In

the same way M1 also considers himself as a 'clubber' and a 'raver' because he is motivated to attend raves in nightclubs and consume a large amount of alcohol, supporting Wickens (1994) definition.

Similar to M1 and M2, F2 discussed that she would consider herself as a combination of all typologies. She states, "*I think to be one, wouldn't be accurate would it? Because people don't go on holiday to do just one thing.*" F2 agreed with Swarbrook (1999) and Sharpley (1996) cited in (Robinson, 2000) that there are a number of typologies that concentrate on how individuals can be described.

It can be argued that F2 can be considered as a 'raver' whilst on holiday as F2 further mentioned that she went on an 18-30 holiday to participate in nightclub activities. F2 can also be described as a 'heliolatrous' tourist. "Heliolatrous tourists" worship the sun and their main aim is to catch a tan (Wickens, 1994). F2 states that she likes Greece because she is able to catch a tan whilst outdoors.

Wickens (1994) defined those who are in love with a particular destination and will return as "Lord Byrons". Although none of the participants have previously returned to the same destination, M1 stated that he is not aware of all the destinations that are available to him and is not interested, as he adores Greece, especially its weather. M1 later mentioned that all four of his previous holidays had been to Greek islands. Similarly F2 also stated that all her previous 18-30 holiday experiences have been in Greek destinations and she also loves Greece for the weather it has to offer. It could be argued that M1 and F2 can both be considered as "Lord Byrons" as both participants express their love for Greece and the Greek Weather.

Moreover, it could be debated that friends on vacation with M1 could be defined as "Shirley Valentines". According to Wickens (1994) "Shirley Valentines" are women who go on holiday with their friends to seek for romance and sexual intercourse with other men. M1 announced "*I just think my friends wanted to get away to a dirty destination probably to find a shag*". M1 does not state if he travelled with females or not, however it could be argued that his friends are "Shirley Valentines" as he indicates that his friends are seeking sexual intercourse whilst abroad.

It has been identified that all participants interviewed can be considered and defined as a variety of tourist typologies. As F2 stated, *“I think to be one, wouldn't be accurate would it? Because people don't go on holiday to do just one thing”* (F2). It was found that all participants would consider themselves as a collection of a few and none of the participants are concerned with how they are perceived whilst abroad. There is no doubt that all participants can be defined as an ‘organised mass tourist’, a ‘psychocentric’ tourist and a ‘raver’. This is because each individual was motivated to purchase an organised holiday package to a popular destination and all indicated that the purpose of their vacation was to attend nightclubs and go ‘raving’ with friends.

### **4.3 Club 18-30**

As identified by Swarbrooke and Horner (2007) 18-30 segment their potential market purely in terms of age. From the research that was conducted it has been identified that all participants interviewed were within the 18-30's market segment, and the four participants were between the ages of 20 and 21 and the average age of respondents of the online questionnaires were between the ages of 20 and 23.

Swarbrooke and Horner (2007) stated that 18-30 will offer their customers the wildest party holidays to the liveliest resorts with the most extravagant nightlife available, and this attracts the target market to the brand. M2 claimed that when he first heard of 18-30 as a brand, the nightlife was his initial thought and what motivated M2 to purchasing the holiday. However, M2 later mentioned that he did not hear of 18-30 until he met the representatives at the destination. Though M2 was unaware of the brand, he still had the initial thought of the extravagant nightlife that would be available when going on holiday with his friends.

Similarly F1 and M1 stated that fun, alcohol, music, dancing, representatives, and also sex were their initial thoughts when determining to book a holiday with the brand. There is evidence that 18-30 promote a variety of unique and extravagant nightlife and alcoholic excursions and activities that target the market and will attempt to make the customers experience fun and non-forgettable (Swarbrooke and Horner, 2007).

Although sexual activity and intercourse is not promoted by 18-30 as it can be considered as unprofessional, the participants announced that sex is also an initial thought and often a motivator when booking a holiday with the brand. However, from the online questionnaires that were completed it was found that only 2.44% of respondents associated sex with the brand.

However, F1 further announced,

*“When I told my Mum I was going on a 18-30 holiday, the first thing she said was like you’re going to get drunk, you are going to have sex, and that’s the first thing she assumed.”* (F1).

It can be argued that parents also are aware of the activities with 18-30 and whilst abroad. Moreover, according to F2 people already have an idea what teenagers will act like when they are on a 18-30 holiday.

It was identified by Swarbrooke and Horner (2007) that 18-30 are a very successful and popular tour operator. F2 stated that her decision to travel with 18-30 was because it is a well-established and popular brand, however F2 argued that the brand has a bad name and according to F2 she is not the only person that has this opinion. F2 first heard of the brand when watching the television show ‘Sun, Sex and Suspicious Parents’ and since then F2 believes that 18-30 has gained a bad reputation from featuring on television shows. Although F2 has a slightly negative judgment on the brand, she also stated that,

*“Excitement comes in a way when you think of going on holiday with the brand, but you don’t know what to expect in a way, so I find that intriguing.”* (F2).

In conjunction with F2’s opinion on the brand, M1 also suggested that 18-30 has got a name for itself, although M1 does not state if it is a positive or negative name. However according to M1 the representatives often mirror the consumers, he stated,

*“If you swear, they are more than likely they are going to swear back, it’s not a very professional environment, so when I think of Club 18-30, I often think it is quite dirty, cheap and tacky are probably the words I would describe it as... it’s not really a professional working environment for them, or for us to experience.” (M1).*

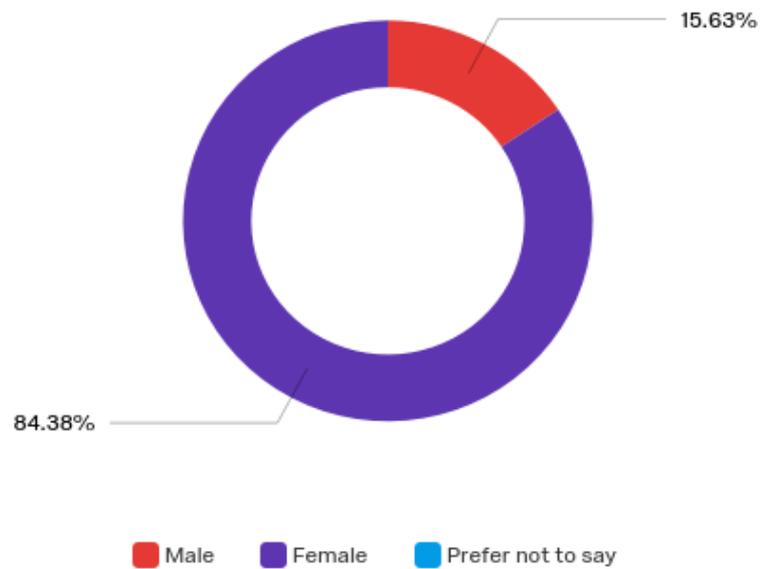
From this evidence, it can be considered that M1’s opinion on the brand is also a little negative as he suggested that the 18-30 environments are unprofessional. However it can be debated that the 18-30 environments whilst abroad are unprofessional for a particular reason. According to M1, the representatives mirror consumers, perhaps this is to motivate and influence consumers to purchase the activities and excursions and to connect and engage with them in order to impact their 18-30 experiences.

Moreover, based on the findings of Swarbrooke and Horner (2007) the brand offers a variety of budget accommodation to all-inclusive packages in popular destinations. It was found that all participants interviewed selected the self-catering accommodation option, as it was the cheapest option that the brand offered to the customers. M2 even revealed, *“I don’t think we were interested in going for anything else, other than self-catering.” (M2).* From this evidence it can be argued that the participants interviewed selected this accommodation package due to the cheap price. M1 even describes the brand as *“cheap” (M1).*

The brand also offers their customers a variety of unique excursions that will ensure that the consumers will have an unforgettable experience (Swarbrooke and Horner, 2007). M2 supported this and stated that the brand offered *“the full shebang” (M2).* This included boat, foam and paint parties. F1 explained that an 18-30 representative approached her and discussed what 18-30 has to offer in terms of activities and excursions. It can be argued that the participants were motivated to purchase the activities to add to their experience. There is no doubt that the brand offers the consumer ‘unique and wild’ (Club 18-30, 2016, Online) party activities to ensure that all customers have a great time abroad and a non-forgettable experience.

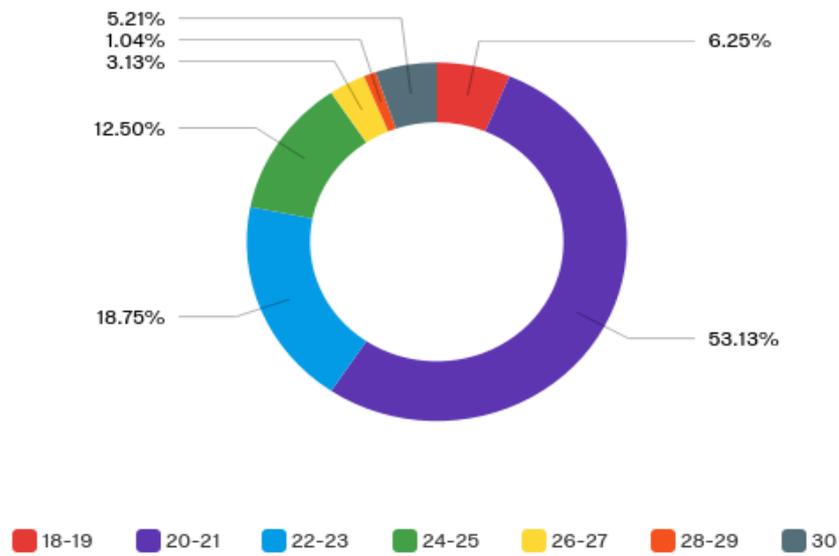
#### 4.4 The Club 18-30 Client

From the questionnaires that were distributed it has been found that 84.38% of respondents were female and only 15.63% were male. Therefore the questionnaires can be considered as gender biased. However, it could be argued that more females go on 18-30 holidays.



*Figure 4.1: Gender of Respondents*

Moreover, from the questionnaires completed by 96 respondents, it has also been found that 53.13% of respondents were between the ages of 20 and 21 and 18.75% of respondents were between the ages of 22 and 23. From the client specification provided by 18-30 the average age to go on a 18-30 holiday is between the ages of 21 and 22. These findings support the 18-30 client specification of the average age.



*Figure 4.2: Age of Respondents*

The author developed a variety of client specifications based upon the original 18-30 client specification, in relation to the four participants interviewed. The purpose of this is to identify common themes and interest and to distinguish the relationship between the participants to the original target client profile.

**Average age:** 21/22

**Male: Female ratio:** 50:50

**Socioeconomic group:** C1/C2/D/E

**Marital status:** Single

**Lifestyle:** In full time employment. Resident in parental home. Influenced by fashion, music, dance and entertainment (their spending patterns reflect this).

An 18-30 holiday is usually their first holiday abroad with friends, and without parents.

*Figure 4.3: 18-30 Client Specification (Club 18-30, 2016) cited in (Swarbrooke and Horner, 2007, p.256)*

**Age:** 20

**Gender:** Female (F1)

**Socioeconomic group:** E (Student/Unemployed)

**Marital status:** Single

**Lifestyle:** In full time education at university. Resident in student accommodation in Cardiff. Influenced by alcohol, travelling, music, entertainment and activities.

First holiday abroad with friends and without parents.

*Figure 4.4: F1*

**Age:** 20

**Gender:** Female (F2)

**Socioeconomic group:** E (Student/Unemployed)

**Marital status:** Single

**Lifestyle:** In full time education at university. Resident in student accommodation in Bristol. Influenced by escapism, adrenaline, different activities, holidays, humour, alcohol, nightlife.

Third holiday abroad with friends and without parents.

*Figure 4.5: F2*

**Age:** 20

**Gender:** Male (M1)

**Socioeconomic group:** E (Student/Unemployed)

**Marital status:** Does not state

**Lifestyle:** In full time education at University. Resident in student accommodation in Cardiff. Influenced by travelling, friends, performing arts, fitness, cooking, alcohol.

Fourth holiday abroad with friends and without parents.

*Figure 4.6: M1*

<p><b>Age:</b> 21</p> <p><b>Gender:</b> Male (M2)</p> <p><b>Socioeconomic group:</b> E (Student/Unemployed)</p> <p><b>Marital status:</b> Single</p> <p><b>Lifestyle:</b> In full time education at university. Resident in student accommodation in Manchester. Influenced by drama, anything of the arts, music, nightlife, excursions and attractions.</p> <p>First holiday abroad with friends and without parents.</p>
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*Figure 4.7: M2*

It has been identified from the above specifications that all the participants are between the ages of 20 and 21. This also supports the findings from the online questionnaires. It has also been identified that all participants can be considered in the socioeconomic group E, as they are all students and unemployed. It is evident that the participants interviewed have similar interests and the majority of those interviewed were single, which relates back to the original client profile.

#### **4.5 Destinations**

It is evident that some participants are unaware of the destinations that are available (please see section 2.3.2 p.14 for a list of destinations). Based on the research of M2, he is not aware of the all destinations that are offered, M2 stated *“I have only heard of a couple talking to the reps in Kos”* (M2). Similarly, F2 is not aware of every destination offered as she revealed that she is not interested in alternative destinations. M1 is also unaware of other destinations as he is uninterested and passionate about Greece.

However M1 does state that he should be interested in alternative destinations as he did not expect to visit Kavos, but it was one of the best experiences of his life, and does not regret his decision to visit that particular destination.

On the other hand F1 is aware of all the destinations that the brand has to offer. F1 researched all the destinations that were available and made a decision upon what destination she thought would be the most lively and suitable.

All participants interviewed selected Greek destinations as their recent 18-30 holiday. Some participants also selected Greek destinations previous to their most recent vacation. The following table displays the most recent destinations that they visited.

M1	Kavos (Corfu – Greece).
M2	Kos – (Greece).
F1	Kavos (Corfu – Greece).
F2	Kos – (Greece).

*Table 4.1: Destinations Visited by Interviewed Participants.*

Other destinations that have been previously visited by:

- |  |
|--|
| <ul style="list-style-type: none"> <li>• M1 include – Zante (Greece), Malia (Crete – Greece) and Kos (Greece).</li> <li>• F2 include – Malia (Crete – Greece), Kos (Greece) and Faliraki (Rhodes – Greece – with Thomson, Scene).</li> </ul> |
|--|

*Figure 4.8: Other Destinations Previously Visited.*

The following table displays destinations visited and not visited by respondents of the online questionnaires, based on 80 respondents.

#	Question	Visited	Not Visited	Total
1	Balearic Islands - Majorca	46.25%	53.75%	80
2	Balearic Islands - Ibiza	31.25%	68.75%	80
3	Bulgaria - Sunny Beach	15.00%	85.00%	80
4	Canary Islands - Gran Canaria	15.00%	85.00%	80
5	Canary Islands - Tenerife	18.75%	81.25%	80
6	Cyprus Larnaca (Ayia-Napa)	15.00%	85.00%	80
7	Greece - Corfu/Kavos	27.50%	72.50%	80
8	Greece - Crete/Malia	36.25%	63.75%	80
9	Greece - Kos	22.50%	77.50%	80
10	Greece - Zante	47.50%	52.50%	80

*Table 4.2: Visited and Non-Visited Destinations of Online Respondents.*

It has been found that Zante in Greece was the most visited destination amongst the 80 respondents then followed by Majorca in the Balearic Islands.

It has also been identified that, Sunny beach, Bulgaria, Canary Islands, Gran Canaria and Ayia- Napa, Cyprus were the least visited destination amongst the respondents.

From this evidence Greece, and Greek Islands can be considered as popular destinations. Factors that influenced and motivated the participants to select these specific destinations is later discussed in this chapter.

## 4.6 Motivation

As previously discussed in the literature review, Evans *et al* (2012) stated after satisfying individual needs, for instance hunger and thirst, individuals maybe motivated to purchase luxury items, such as holidays to abroad destinations. This is the case for the four participants involved with the research process of this dissertation, as all participants purchased an 18-30 holiday. Not forgetting that all respondents of the online questionnaires also purchased a holiday.

According to Evans, *et al* (2012) motivated behavior is an activity that is directed towards the accomplishment of an aim, goal or objective. F1 reflected on her motivated behavior for booking a holiday,

*“Aiming to go and have fun and have a laugh with them really, just have a bit of a break, just get away from the stresses of life, not having to think about it for a week, just have fun.” (F1).*

This evidence supports Evans *et al* (2012) and it has been identified that an individual is often motivated by an aim established by the individual themselves. For F1, her aim for booking a vacation was to go and have fun with others at a different destination to avoid her stressful lifestyle. Similarly, F2 suggested that she would do anything that would aid stress or provide escapism or adrenaline, like going on holiday.

However according to Brassington and Pettitt (2000) motives can often be difficult to research as individuals cannot often define their behaviour and motivations. M1 revealed, *“you don’t want to admit to it almost because you don’t recognise you are doing it” (M1)*. This suggests that some individuals may not identify their behaviour or motivations behind their decisions. This could be because individuals do not want to admit to their actions because they are oblivious to their driving forces, supporting Brassington and Pettitt’s (2000) argument and (M1) agreed.

It was found that most of the individuals were motivated to go on holiday because their friends and also because other surrounding individuals wanted to. The following quotations highlights the participants motivations to purchase a 18-30 holiday:

*“I went along with my friends.”* (M2)

M2 stated that he went along with friends when purchasing the holiday purely because his friends decided to book with 18-30 and because of stories M2 has heard from previous experiences.

Similarly M1 explained that he wanted to go on holiday because,

*“All my friends wanted to and if my friends wanted to I want to, so my friends kinda made me go on holiday”* (M1).

In conjunction with M1 and M2, F1 mentioned,

*“It’s just the sort of thing, everyone wants to do when they finished their A levels, you book to go on a holiday, so yeah and everyone else around us was doing the same, so we will just go”* (F1).

In the same way F2 revealed, *“My friends wanted to... The only things that can influence my holiday booking decisions are my friends”* (F2). F2 also added that her friends wanted to go to a destination where they knew people would be consuming alcohol and be interested in having sexual interaction.

The above evidence supports Evans *et al’s* (2012) statement, as Evans *et al* (2012) argued that psychogenic drives originates from the individual’s social environment and their interactions with their social groups. Throughout the interviews conducted, friends and social interaction appears to be a common motivation.

However, F1 further suggested her motivations to booking a holiday, F1 stated *“probably word of mouth, other people going on the holidays... the woman in the*

*travel agents told us it was one of the cheapest*” (F1). F2 also understands the importance of word of mouth influencing decisions and stated,

*“If someone has been somewhere and is still expressing how hypnotizing they’ve found the place, then that might make me want to go”*

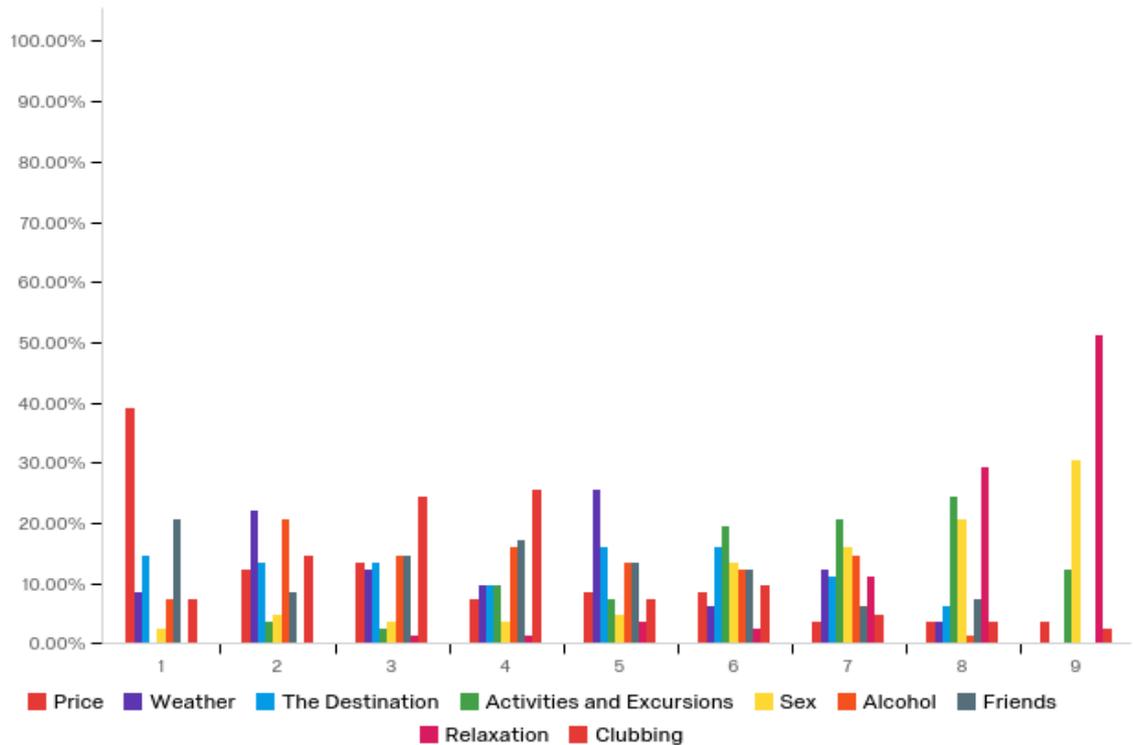
(F2). Here it has been identified that word of mouth also motivates individuals to book a holiday.

During the interview F2 was questioned if others influenced her booking decisions. Here, F2 contradicts her previous statement as she replied, *“No, I would say it was my decision”* (F2). However F2 previously stated, *“The only things that can influence my holiday booking decisions are my friends”* (F2). This is a perfect example of participant unaware of their initial driving forces and motives, thus supporting Brassington and Pettitt’s (2000) previous argument earlier discussed.

Although the participants identified friends as their potential initial motivation, it has been discovered that price it also driving force. According to M2 price was definitely the number one motivational factor, M2 revealed,

*“I think the price was definitely the number one, it was very cheap for the two weeks we were going and I think that was the icing on top of the cake, like we cant really beat that price...”* (M2).

Similarly, M1 also commented *“It was just one of the cheapest, so we booked with them”* (M1). This evidence suggests that price is also a motivational factor during the booking decision process.



*Figure 4.9: Factors Motivating Purchase Decisions*

Respondents of the questionnaires support the evidence and discussion presented above. It has been identified that 39.02% of respondents ranked price as the number one motivational factor when booking a 18-30 holiday, followed by friends.

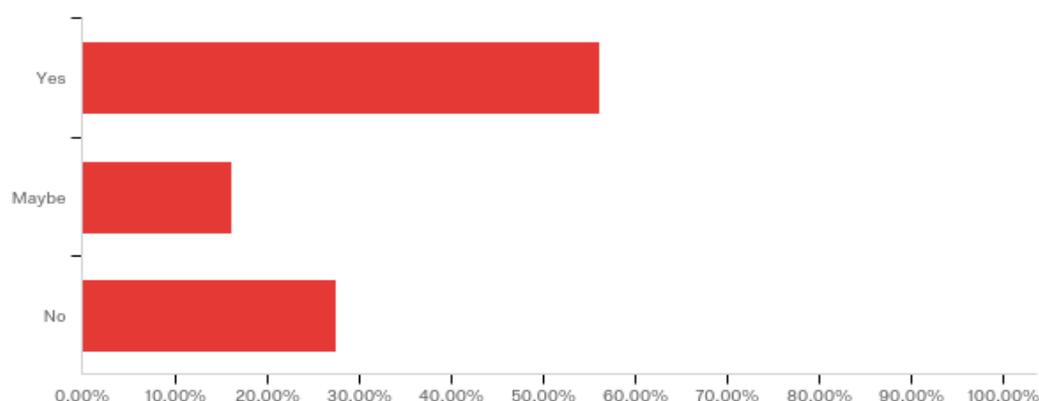
Additionally F2 suggested that there is something quite compelling visiting a destination that has not been visited before. Therefore it can be considered that a non-previously visited destination can impact an individual's decision to travel to a specific destination.

Please see appendix 6.7 p.132 question 14 for explanations and reasons why respondents booked with 18-30. It could be debated that the explanations provided by respondents are motivational factors for booking an 18-30 holiday.

#### 4.6.1 Motivation whilst Abroad

The Tourism Industry cited in (Swarbrooke and Horner, 2007) assumed that young individuals want to party, relax, go clubbing, drink excessive amounts of alcohol, have sexual intercourse and meet new people whilst abroad. From the research conducted it has been found that individuals are motivated to participate in the above activities because of the following reasons that will be discussed in this next section. Swarbrooke and Horner (2007) also argue that others on holiday will often influence the factors that impact the individual's decision and also impacts experience whilst abroad.

The figure below displays that friends on holiday influenced and motivated individual's decisions whilst abroad.



*Figure 4.10: Friends Motivated Individuals Decisions*

The statistics presented above displays that 56.25% of respondents were motivated by their friends whilst abroad. 16.25% selected maybe and 27.50% selected no.

Please see appendix 6.7 p.132 question 10 for examples in what way friends motivated decisions.

M2 argued that other individuals on holiday did not influence his participation motivations, however M2 suggested that another male he met at the destination through communicating via a gay dating app 'Grindr', definitely influenced his decision to take part in sexual interaction, as well as being drunk and 'horny' at the time. M2 later revealed that the male cannot be blamed for his actions, however it is evident that the male did contribute to M2's overall decisions. According to Frankin (2013) sexual interaction has been a part of tourism for a long time and people will travel to participate and enjoy casual sex encounters. It could be debated that M2 was motivated to go on an 18-30 holiday to seek and engage in sexual interaction with others at the destination.

As a result it has been identified that meeting other people on holiday influenced M2 to participate in activities. Similarly, M1 revealed that when meeting new people abroad, individuals motivated M1 to participate in activities including alcoholic consumption.

Moreover, F2 considered that alcohol and sex related motivation is an aspect of humanity. F2 argued that,

*"To go on a Club 18-30 holiday without the desire to either have sex or get very drunk sounds unnatural to me, especially when 20 year olds like myself have massive sex drives. But I think that you can be just as drunk and dirty at home. Since when did you have to go on holiday to get drunk and have sex? Its always going to be fun getting up to no good, and the best thing about wild holidays is that your parents aren't there."* (F2).

F2's statement can be related to Orford *et al's* (2004) findings that minimum parental monitoring can influence individuals to participate in alcoholic consumption and sexual interaction.

Moreover, F1 also expressed that others on holiday did influence her decisions on occasions. F1 asserted that:

*“I would say like if the girls wanted to do something or go to a particular bar and I didn’t want to they would be like come on lets go and I would be like okay whatever then, just because they wanted to do it” (F1).*

This evidence suggests that F1 participated in activities whilst abroad because her friends motivated her to get involved and she did not want to miss out on group activities. F1 also stated that she also motivated her friend’s behaviours whilst on holiday.

Alternatively F2 claimed that she is already a ‘party starter’ and did not give anybody a chance to influence her holiday. In comparison to M2 and F1, F2 argued that her friends did not motivate or influence her to participate in any activities that she did not want to do, and according to F2 that made her extremely happy.

However it could be debated that that others on holiday did motivate F2 in alcoholic consumption activities. According to Borsari and Carey (2006) the motivation to consume alcohol can depend on personal and environmental influences and also social interaction. Similar to M1, when F2 was questioned if other individuals motivated her to join in with consuming alcohol, F2 paused and pondered and replied *“yes, but normally we were doing already what others were asking us to do anyway, so...”* (F2). Therefore it could be argued that others did influence F2’s actions to participate in alcoholic consumption. F2 later revealed that nighttime alcohol consumption was very popular amongst the group and was considered as the norm amongst the age category 18-30. F1 also suggested that alcoholic consumption definitely makes individuals more confident when surrounded by others. This supports Orford *et al’s* (2004) findings that the increase of consuming alcohol was in relation to being surrounded by friends and other individuals on holiday as well as minimum parental monitoring. However it could be argued that consuming alcohol is physiological need in Maslow’s Hierarchy of Needs theory, as Hauck-Filho *et al* (2012) suggest that drinking is a personal physiological need that individuals attempt to satisfy through the consumption of alcohol.

In comparison to F2, M1 openly admits that both old and new friends along with representatives influenced decisions whilst away, especially when participating in alcoholic drinking games.

Moreover, 18-30 representatives offer and often motivate customers to purchase the additional and organised ultimate party package activities. It has been found that the 18-30 representatives influenced participants to participate in mass-produced and packaged tourism. For example, M1 proposed that the 18-30 representatives influenced and motivated decisions to purchase and participate in activities M2 stated,

*“Because that is there job, they influence you, they are good at their job, they are good at selling...”* (M2).

M2 also added that him and his friends purchased the activities to give them something to do and to be guided by the representatives.

Similarly F1 revealed,

*“As soon as we checked in to our hotel we had a rep come in to our room and talk to us for about half an hour about what was available to us and the wrist band and everything, they were really convincing, they said if we bought the wrist band it would save us money...”* (F1).

Likewise, similar to M2 and F1, M1 announced that the representatives are definitely the initial motivator and influencer for purchasing party package activities.

On the other hand, F2 argued that the representatives did not motivate her decisions to purchase and participate in activities, as F2 believes that her friends are her initial motivators. However, it can be debated that the representatives influenced F2 as she also purchased the additional activities, although it can still be questioned if her friends were her initial motivation, F2 stated,

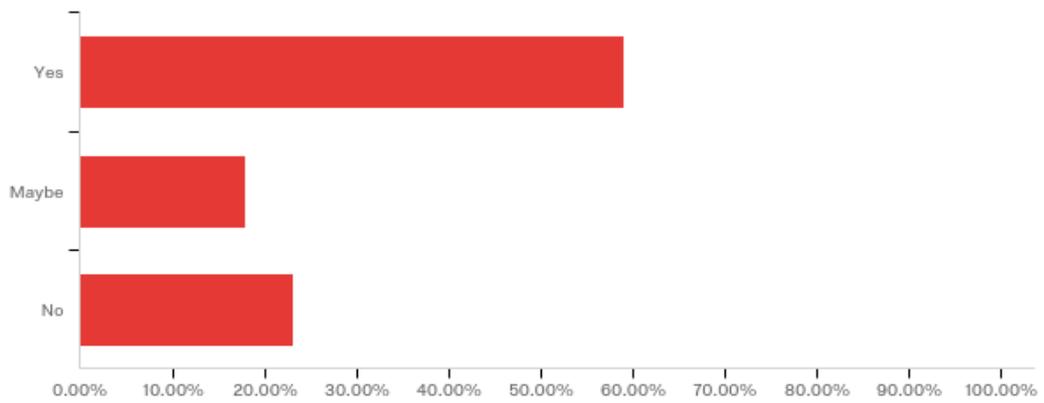
*“We thought it would be worthwhile to buy a party package because there weren't that many people on holiday so, we wanted to go where everyone else was going”.* (F2).

F2 further added that the hype of participating in activities makes her want to get involved, especially as it is once in a lifetime opportunity as individuals cannot get involved in the speculation that surrounds the holidays unless they have experienced it for themselves. F2 also mentioned that she felt pressured to say yes for something she may not want to do.

Similar to F2, according to M1 everyone in the same hotel had also purchased and booked the activities, and for this reason M1 had also booked. M1 believed that participating in organised activities by the representatives was a good way of making new friends. It can be debated that M1's interpersonal motivators impacted his decisions to purchase and participate in activities. According to McIntosh and Goeldner (1986) interpretation of Dann's (1981) categories of travel motivation, interpersonal motivators include the desire to meet new friends. Therefore it can be considered that M1 was motivated to purchase the additional activities offered by the representatives in hope to meet new friends at the destination.

From this evidence, it can be debated that all participants were motivated in some way by the representatives to purchase and participate in organised activities. It has been found that the representatives were very forceful and this impacted the participant's decisions. Furthermore, it can be considered that M1 was motivated and influenced by his interpersonal motivators as he revealed he purchased the party package in order to develop new friendships.

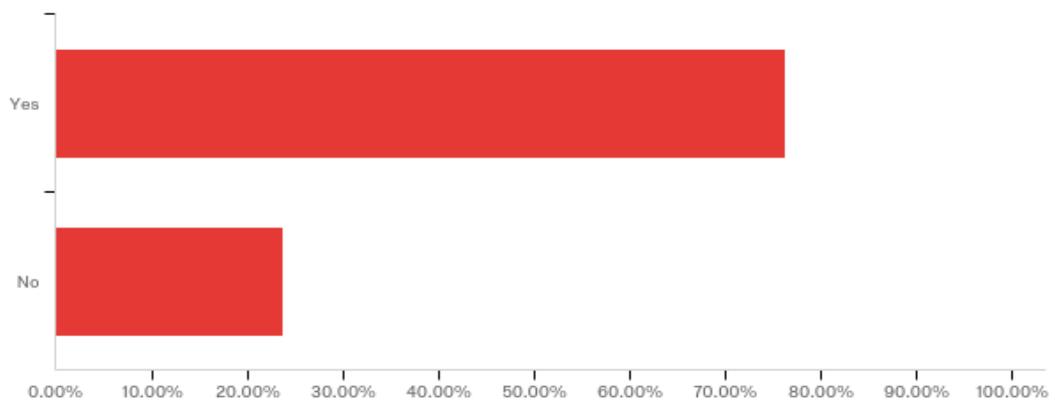
The following figure supports this discussion as 58.97% of respondents selected yes that the 18-30 representatives influenced and motivated decisions whilst abroad. 17.95% selected maybe and 23.08% selected no, 18-30 representatives did not motivate their decisions whilst abroad.



*Figure 4.11: Representatives Motivating Decisions Whilst Abroad*

Please see appendix 6.7 p.132 question 12 for more details and information on how the 18-30 representatives influenced respondents.

As a further matter, all participants can be considered as high-level energy tourists due to their motivated participation in the activities and excursions. Plog (1974) cited in Pizam and Mensfeld (2012) includes energy in to his classifications of tourists and defines energy as the level of activity desired by the individual. Therefore all participants can be considered as high-level energy tourists as they have high-level motivated energy to participate in additional activities whilst abroad and it can be considered that this impacts their overall experience whilst on holiday.



*Figure 4.12: Purchased Activities and Excursions*

Respondents of the online questionnaires support this discussion as 76.25% of respondents purchased excursions and party packages with Club 18-30.

#### **4.6.2 Consumer Needs and Wants**

Schiffman *et al* (2011) stated that everybody has needs and according to Blythe (2013) they are the foundation of all motivation, while wants are a particular satisfier for an individual's needs. M1 stated that he needed to go away and experience a 18-30 holiday. However he then suggests, *"I wanted go and actually experience what a party holiday was about"* (M1). Here it clear that M1 is confused and unaware of the differences between wants and needs. From the previous statement, it has been identified that M1 wanted to go on holiday as it had the potential to satisfy his needs and improve his lifestyle. Therefore it can be questioned whether M1 needed to go on holiday as according to Blythe (2013) needs are the perceived shortage or absence of something.

In comparison to M1, F2 did not need to go on a vacation with 18-30, she stated *"Kos I think would have been my thirtieth time abroad, so I definitely didn't need to go on holiday"* (F2). According to F2 there is a stigma about going on holiday with friends, and this contributed to her decision whether she needed to go or not. F2 later suggested that she wanted to go on holiday to have some summer excitement and suntan. This evidence supports Blythe (2013) as he stated that it is important that the individual understands how the product or service will potentially satisfy and make a positive impact to the individual and their lifestyle.

M2 understands the differences between consumer wants and needs, he stated *"a need for something is you need it, there and then"* (M2). Similar to F2, M2 announced that he didn't need to go on vacation because he has been on many holidays before. However M2 wanted to go for his own personal self-actualisation. Self-actualisation is defined as the process in which an individual like M2 has the opportunity to invest their talents and abilities in undertaking activities that the

individual finds important, significant and can help develop their character and behaviour (Brassington and Pettitt, 2000).

#### **4.7 Consumer Experience**

As identified, Walls *et al* (2011) suggested that many organisations within the travel industry are investing greatly in the designing of consumer experiences in order to achieve consumer satisfaction and loyalty. In order for 18-30 to create great experiences for their consumer, they need sufficient understanding of the consumer's wants, needs, interests and motivations.

It can be considered that the party activities designed by 18-30 are available to the consumer to impact their experience whilst abroad. M1 supported this and stated that,

*“I had many memorable experiences whilst abroad, I would probably say some of my satisfied experiences are with the reps, they are there to add to your experience, so going to these events, going to these parties and drinking games, well we had so many funny moments with the reps.”* (M1).

Similarly, M2 expressed that the representatives and activities available added to his experience. M2 stated that he was thoroughly satisfied with the activities and does not regret purchasing them, as they were exactly what he was looking for and impacted his experience, motivating him to purchase these again in the future.

Pine and Gilmore (1999) cited in (Michael *et al*, 2010) suggested that sustainable competitive advantage can only be achieved by successfully understanding consumer motivations and offering them an exclusive, unique and unforgettable experience. From the statements provided by M1 and M2, it can be considered that the unique activities and excursions offered by 18-30 have impacted M1 and M2's overall experience, resulting in both consumers being extremely satisfied with their experience, resulting in a possible competitive advantage for 18-30.

According to Pine and Gilmore (1999) cited in (Cutler and Carmichael, 2010) experiences are within the individual who engages with an event on an emotional, physical, spiritual or intellectual level. However O'Dell (2007) cited in (Cutler and Carmichael, 2010) stated that the tourist experience should involve more than the individual tourists themselves.

It has been identified that all participants engaged with events and activities as individuals on a physical level whilst abroad. Although all participants engaged with events as individuals, it has been found that their experiences involved more than just themselves. For instance, the 18-30 representatives, friends and new friends impacted the overall experience for individuals supporting O'Dell's (2007) argument that tourist experience should involve more than the individual tourist.

M2 claimed that the representatives added to his overall experience, he comments,

*"They always encourage you to come down and mingle and chat and it just makes the experience a lot, the more people you know, the more things you do, the more memories you have..."* (M2).

Here it could be argued that a representative motivates consumers to participate in activities in order to ensure a great experience.

F2 also mentioned that the 18-30 representatives try their best to make all consumers have a valuable worthwhile experience. It has been identified that friends and meeting new friends whilst abroad contributed to the participants overall experience, F2 suggests, *"It makes the holiday as well when you meet new people..."* (F2) similarly M1 announced, *"I think your friends who you go with do add to your experience."* (M1). Here it is evident that others had a significant impact.

When the tourists arrive at the destination, they often have potential ideas about what experiences they would like to encounter (Cutler and Carmichael, 2010) and ideas are often influenced and motivated by a variety of factors, as discussed in the literature review. From the research conducted it has been identified that all participants were

motivated to participate in the activities and excursions that the destination had to offer before going on holiday. M2 and F1 confirmed that excursions and tourist activities was of great interest to them before going on holiday from hearing about previous experiences. As a result, after participating in activities and excursions, for example the water sports, it was found that the activities added to their overall experience. M2 stated “*doing more touristy things that I wanted to do definitely, that was one of the best things.*” (M2). In the same way F1 suggested that the water sports also added to her experience.

According to Larsen (2007) tourist experience should be considered as a past travel related occasion, that was significant enough to be kept in their long-term memory. In conjunction with Larsen’s (2007) opinion, M1 describes that his experience at Kavos was “*unforgettable*” (M1). In the same way, F2 revealed that every day whilst on holiday was full on new and unforgettable experiences and the entire holiday was full of humour. F1 and M2 confirmed that the water sports available at the destination was their most memorable experience, however the water sports are not associated with 18-30 and are run by the locals within the community.

Overall many of the participants interviewed similarly described their experience with 18-30 as “*Fun*” (F1), “*bizarre, non-stop*” (M2) and “*unforgettable*” (M1).

Moreover, M2 stated that he would be motivated to go on holiday with 18-30 again in the future due to his previous experience, however he announced that he would book a different destination just to experience 18-30 in a new location.

Although F2 had many humorous and unforgettable experiences, she did reveal that she would not be motivated to book or travel with 18-30 again. F2 argued that the excursions, activities and party packages are more money than what they are worth and was not entirely satisfied. F2 believes that individuals cannot get involved with the speculation that surrounds the holiday unless the individual experiences it for himself or herself. She further stated that she has done many mad holidays abroad with her friends and she does not need to go again. This supports Cutler and Carmichael’s (2010) argument that dissatisfaction and poor experiences can often

lead to an overall poor experience of the destination resulting in dissatisfaction towards the travel organisation, and in this scenario 18-30.

#### **4.8 Consumer Satisfaction**

As identified by Pearce (2005) satisfaction is a post experience attitude. Thus, all participants interviewed discussed their satisfied or dissatisfied experience with 18-30 post holiday.

From the reviewed literature, it was found that consumer satisfaction and loyalty are related. Anderson *et al* (2006) and Palmatier *et al* (2006) suggested that satisfaction has a major impact upon customer retention and loyalty. For instance, F1 discussed her experience and revealed she was highly satisfied with 18-30. F1 announced that she is already planning another holiday with her friends, perhaps to Aiya Napa. F1 stated that she would be motivated to book a holiday with 18-30 again due to her previous experience and will not research 18-30's competitors.

In the same way, M2 admitted that he was also satisfied and enjoyed his first experience with 18-30 and would purchase a holiday with the brand again. M1 also stated that he would book 18-30 again due to his experience in Kavos. M1 revealed,

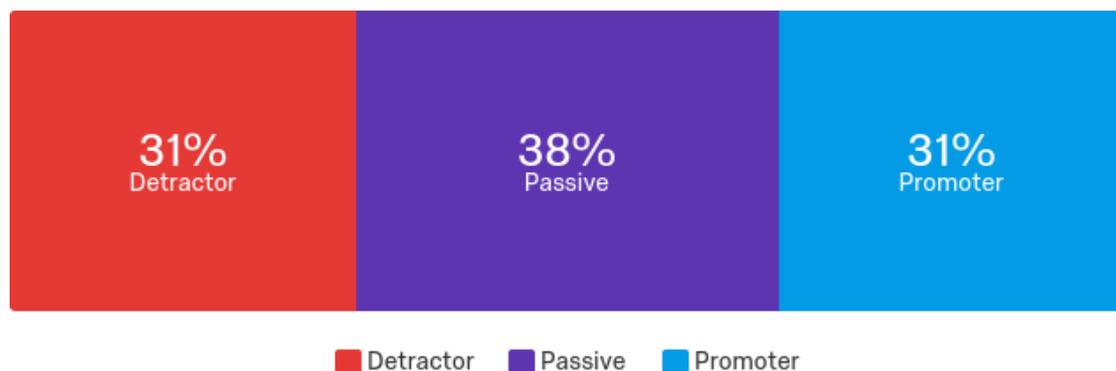
*“I was definitely satisfied with Club 18-30, they pulled everything out of the bag to make my holiday perfect...”* (M1).

However, M1 did reveal that he has been dissatisfied with his experience in a different location, Kos. M1 does not expand why he was dissatisfied however this has not prevented him from booking with 18-30 in the future.

Cutler and Carmichael (2010) suggested that satisfaction is when experience meets expectations and on the other hand dissatisfaction is considered to be the space between expectation and the experience. Although F2 expressed that she was satisfied with Thomas Cook and the flight, she stressed that she would not go on another 18-30 holiday again as she describes them as *“untamed and uncultivated”* (F2). Similar to

F1, F2 revealed that she also regrets purchasing the 18-30 activities because they are more expensive than they are worth. F2 further stated that the representatives attempt to make consumers have a satisfied experience in order to motivate them to purchase a holiday with 18-30 in the future, but still the brand as a whole does not “*strike*” (F2) F2. In contrast to F1 and M2, F2 announced that she would not purchase another 18-30 holiday again. Here it could be argued that there is a gap between F2’s expectations and experience, and her expectations have not been met, resulting in a dissatisfied experience.

To support the above results, respondents of the online questionnaire rated their satisfaction experience with 18-30 on a scale from 1-10 (0 being not satisfied at all, 10 being extremely satisfied). Please see the findings displayed below.



*Figure 4.13: Respondents Rate of Satisfaction*

- 31% of respondents scored between 0-6.
- 38% of respondents scored between 7-8.
- 31% of respondents scored between 9-10.

This scale also determines if a consumer is a Detractor, a Passive or a Promoter. Promoters are crucial to business growth as they will discuss their satisfied experience while detractors can often pull an organisation down and either discuss or not discuss their dissatisfied experience.

It has been found that the majority of respondents (38%) are passive consumers. As a result the passive consumers are overall satisfied with their 18-30 experience, however can be considered less enthusiastic towards the brand and can be easily persuaded by competitors in the same market, for instance Thomson Scene.

Moreover, Holbrooke and Hirschman (1982) argued that satisfaction is only one component of experiences, other factors include sensations and emotions are associated to how consumers will assess their experience. Here it can be argued that F2 may have not considered other factors and as a result assessed her experience with 18-30 negatively. On the other hand F1 and M2 may have considered their positive emotions and sensations, as well as their satisfied experience and therefore were overall satisfied with 18-30.

Satisfied experiences can also be considered to motivate previous consumers to purchasing another 18-30 holiday again in the future, as well as it may motivate new customers to purchase a holiday with the brand, that hear about others satisfied experiences, for instance M2 announced that hearing about peoples past experiences with the brand motivated him to book Kos last year (2016). Therefore, it is evident that satisfaction and motivation are closely linked and can often lead towards loyalty towards the brand.

#### **4.9 Consumer Loyalty**

Within the literature review the author provided an academic definition of consumer loyalty by Shaw and Ivens (2002). Shaw and Ivens (2002) stated that consumer loyalty is an emotion, a strong feeling of support or allegiance and a person who will show firm and constant support to an organisation. The participants interviewed supports this definition of consumer loyalty as they expressed and discussed their emotions and feelings towards the brand during their interview.

Szwarc (2005) points out that loyal consumers are often more profitable. Szwarc (2005) argued that loyal consumers will not research or shop around for the best price and will make a purchase decision upon their previous experience. It has been found

that that three out of the four participants (F1,M1 and M2) will be motivated to book and purchase a 18-30 holiday again in the future purely based upon their most recent experience. F1 further announced that she feels quite loyal towards the brand and will definitely book again. Therefore it could be argued that they are loyal towards the brand and will exclude competitors because their expectations were met whilst abroad and were extremely satisfied with the overall experience.

The following figure below display the loyalty purchase cycle in relation to F1.

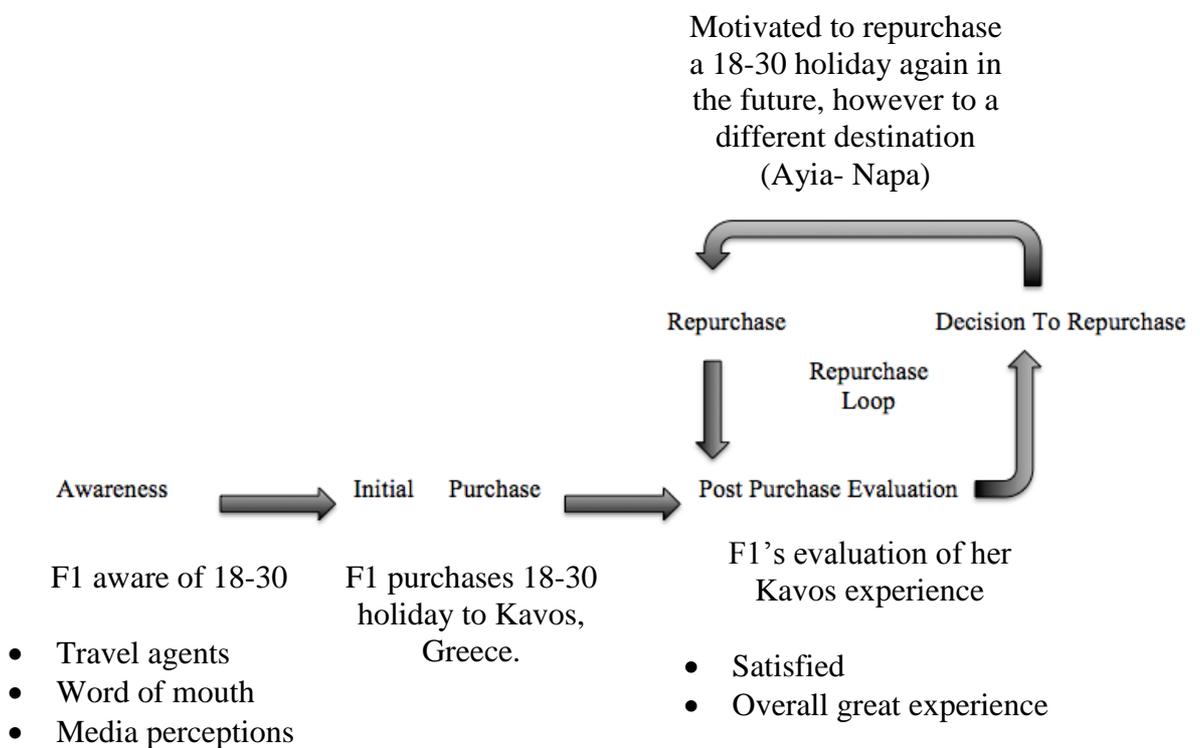
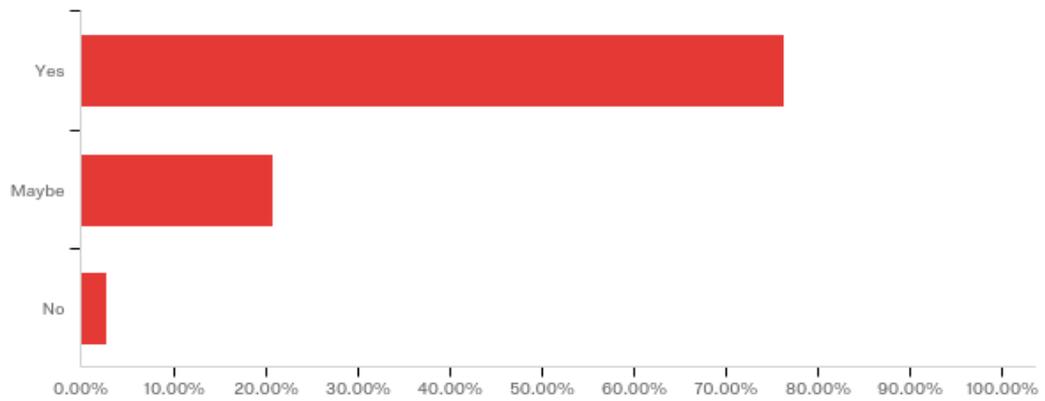


Figure 4.14: F1 Applied to the Loyalty Purchase Cycle

The statistics below display if respondents from the online questionnaire would book a Thomas Cook holiday again based upon their previous experience.

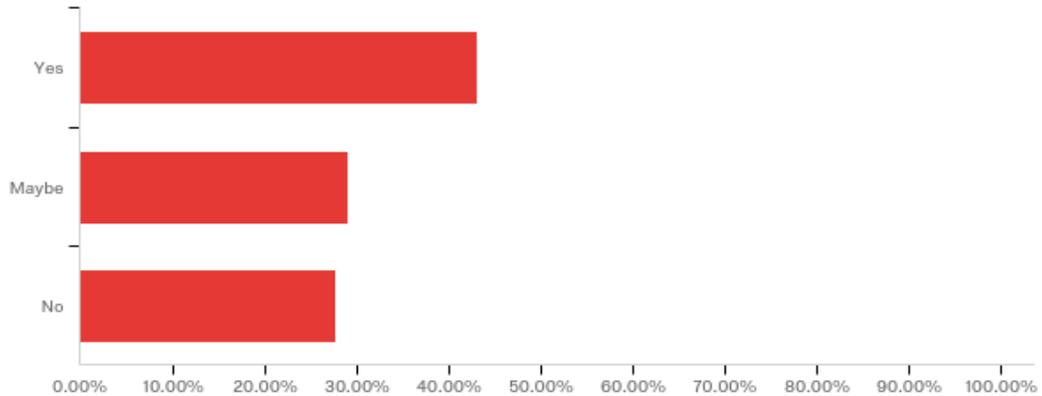


*Figure 4.15: Respondents to book with Thomas Cook Again*

#	Answer	%	Count
1	Yes	76.39%	55
2	Maybe	20.83%	15
3	No	2.78%	2
	Total	100%	72

*Table 4.3: Percentage Breakdown of Respondents to Book with Thomas Cook Again.*

However when asked if respondents would book a 18-30 holiday again only 43.06% respondents selected yes.



*Figure 4.16: Respondents to Book a 18-30 Holiday Again.*

#	Answer	%	Count
1	Yes	43.06%	31
2	Maybe	29.17%	21
3	No	27.78%	20
	Total	100%	72

*Table 4.4: Percentage Breakdown of Respondents to Book an 18-30 Holiday Again.*

The above statistics are based on 72 respondents.

This evidence above suggests that 76.39% of respondents would book a holiday with Thomas Cook again but not necessarily with their brand 18-30, as only 43.06% selected yes when asked if they would book a 18-30 holiday again.

Please see appendix 6.7 p.132 question 10 for explanations why or why not respondents would book a 18-30 holiday again.

As a further matter according to Showmaker and Lewis, (1999, p.439) cited in (Haemmoon and Pizam, 2008, p.121) the price of the product or service is not a dominant consideration to a purchase decision. However, it could be debated that the price of a product or a service is a consideration that the loyal customer will take in to account. From the research that has been conducted it was found that both M1 and M2 did not book the 18-30 Big Reunion Weekend festival that takes place in November each year due to financial issues whilst abroad, yet still had a great experience with 18-30 whilst abroad and therefore can be considered as a loyal consumer, if to book a holiday with the brand again in the future. M2 stated “*money was the reason*” (M2). M1 also revealed,

*“We didn’t book it purely because of money, because you have to pay 100 euros out there as a deposit and you can’t book it back in the UK”* (M1).

Similarly, F1 did not end up going to the Big Reunion in the end due to financial issues towards the event, however she did purchase the weekend whilst in Kavos.

Furthermore, F2 stated that she did not book the Big Reunion and would never book it due to her recent 18-30 experiences. Some may argue that the participants are not loyal towards 18-30 because they did not attend the Big Reunion event.

The following figure below displays if respondents from the online questionnaire purchased the Big Reunion.

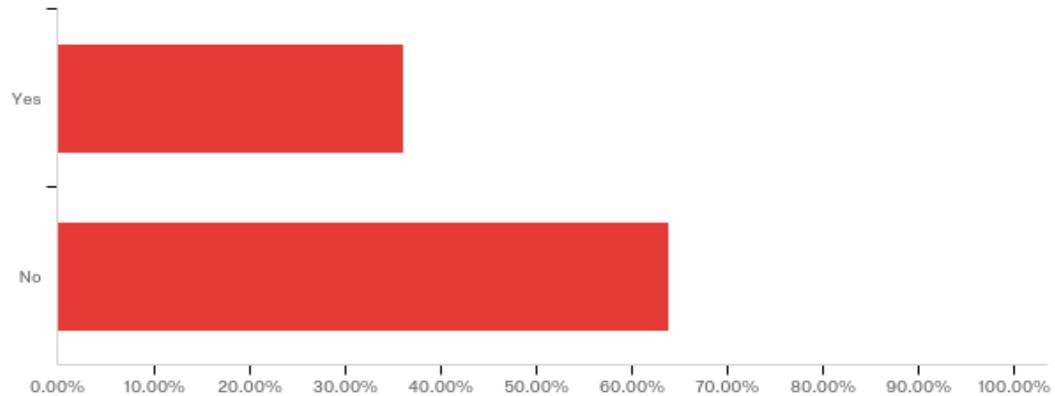


Figure 4.17: Respondents Purchased the Big Reunion Weekend

#	Answer	%	Count
1	Yes	36.11%	26
2	No	63.89%	46
	Total	100%	72

Table 4.5: Percentage Breakdown of Respondents That Did or Did Not Purchase the Big Reunion

Please see appendix 6.7 p.132 question 17 for additional explanations why respondents purchased or did not purchase the 18-30 Big Reunion weekend.

From this research it can be argued whether the participants (F1,M1 and M2) and respondents to the online questionnaire are loyal or not towards the brand. It has been identified that the price of the Big Reunion and also the holiday are dominant considerations during the purchase decision process even though Showmaker and Lewis (1999) argued that the price of a product or service should not be a dominant consideration if the individual is a loyal customer.

Moreover Griffin (2002) argued a level of satisfaction does not always result in repeat purchases and loyalty. F2 stated that she was highly satisfied with Thomas Cook,

however was not so satisfied with the 18-30 brand and mentioned that she would not book an 18-30 holiday again. Although F2 had a level of satisfaction towards Thomas Cook, her experience with 18-30 did not meet her expectations and therefore she stated that she would not purchase an 18-30 holiday again. Here it has been identified that F2 has little consumer loyalty towards the brand and this supports Griffin's (2002) argument.

#### **4.10 Conclusion**

The four semi-structured interviews have been analysed and discussed within this chapter, with some statistics from the online questionnaires in order to support the findings provided by the participants. Emphasis has been given on how the results support the academic literature that was identified in the literature review. The key findings of the research will be discussed in the conclusion of this dissertation.

5

# *Conclusion*

## **5.1 Introduction**

Within this chapter the research conducted is evaluated and the aims and objectives are revisited. Limitations of the research are also discussed with a summary of key findings provided along with recommendations for 18-30 and for those who plan to research further in this area of academic theory.

## **5.2 Aim and Objectives Revisited**

The aim of this research was to:

Identify consumer motivations into 18-30 holidays and how motivations may impact the overall experience and create loyalty towards the Club 18-30 brand.

Therefore the following objectives were fulfilled:

1. To critically review the academic literature on tourism, 18-30, motivation, consumer experience, satisfaction and loyalty.

This objective was fulfilled through a detailed review of academic literature and theory discussing areas that related to the question. This objective was easy to fulfill due to the extensive amount of academic theory and knowledge that was available.

2. To identify what motivates consumers into and on 18-30 holidays.

The next objective that is present above was fulfilled through a detailed analysis of four semi-structured interviews and online questionnaires that were distributed through the means of social media. Investigating consumer motivations into 18-30 fulfilled the above objective.

3. To examine the extent to which motivations have the potential to impact the experience on 18-30 holidays and in the future.

This objective was also fulfilled through the detailed analysis of four semi-structured interviews. The participants discussed how their motivations influenced them to participate in 18-30 activities whilst abroad and as a result their participation created great experiences for them with brand.

However the online questionnaire did not provide how respondent's motivations impacted their overall experience, as the author did not provide the question. Therefore it could be considered that this objective was partially fulfilled due to the limited questions provided by the author in the questionnaire.

4. To investigate how the consumer experience has the potential to create satisfaction loyalty towards the brand.

This objective has also been fulfilled through semi-structured interviews and online questionnaires. It has been identified that great customer experiences creates satisfied customers that will return in the future and as a result can be considered as loyal consumers.

5. To make recommendations to 18-30 to enhance the consumer experience and develop loyal customers.

This objective was fulfilled through data collection methods and analysis that supported established theory. Developments in theory and recommendations for 18-30 are included within this conclusion, with great emphasis on the findings the author has discovered.

### **5.3 Limitations of Research**

It is important to understand that limitations of the research may add to the overall findings.

- One limitation included that the author did not include an over age 30 category within the online questionnaire. Therefore some respondents over the age of 30 did not continue with the online survey, and no results were provided.
- As a further matter some respondents could not provide detailed answers for some of the questions asked in the survey as they were simple yes or no questions. Though the detailed interviews conducted by the author with participants allowed for detailed responses and answers.
- It was also found that the majority of responses of the online questionnaire were from females. Thus it could be debated that the data is gender biased.
- Many respondents did not complete some questions and also the questionnaire. Therefore this meant that the overall findings, for example percentages, were fluctuating.

Although there were some limitations of the research as identified above, the author was still able to successfully gather information with detailed in-depth semi-structured interviews with the individuals.

If the author were to do conduct the research process again, he would ensure that the overall presentation of the online questionnaire was suitable and appropriate. The author would also ensure that there is a 30 plus age category in order to gather more information, provide additional space for those who are keen to share more detailed responses and target more male respondents in order to provide gender balanced findings.

## 5.4 Summary of Key Findings

The research that was gathered provided valuable information into motivations in and on 18-30 holidays and if motivations have the potential to impact the overall experience with the brand. The research also supported if satisfied consumers can be considered as loyal consumers. The developed theory is summarised in the key findings displayed below, the summary of findings are not in order of any importance:

- Motivated behaviour is an activity directed towards the accomplishment of a goal. Individuals are motivated by an aim to go on holiday.
- Some individuals are unaware of their motivated decisions because they do not recognise and are oblivious to their driving forces.
- Individuals do not need to go on holiday, however some individuals go for their self-actualisation.
- Friends, social interaction and price are all key motivators to influence individuals to purchase a holiday with 18-30.
- Friends and social interaction motivates individuals to participate in activities including alcoholic consumption and sexual intercourse.
- Some participants consider themselves as motivators.
- Friends, new friends and 18-30 representatives ultimately add to the overall experience whilst abroad.
- Previous experience with 18-30 will motivate and influence purchase decisions in the future.
- 18-30 representatives will motivate purchase decisions whilst abroad.

- 18-30 consumers can be considered as a variety of typologies.
- Participating in activities added to the overall experience.
- Satisfied experiences impacts retention and loyalty and those with great experiences will be motivated to book a 18-30 holiday again in the future.
- Price can be a consideration for loyal customers.
- A level of satisfaction does not result in repeat purchase.

### **5.5 Recommendations for Further Research**

The author provides the following recommendations for further research:

- Conducting more in-depth semi-structured interviews will provide further research in to this subject.
- Target more males to complete online questionnaires in order to eliminate a gender bias on 18-30 holidays.
- Motivation was successfully explored within the interviews however the topics customer experience, satisfaction and loyalty were briefly touched on. It would be great to explore these topics in more depth in. Further research could include a study on do satisfied experiences create loyal customers for 18-30.
- Perhaps conduct interviews with 18-30 employees for an alternative approach what they think may motivate their target market.

## 5.6 Recommendations for Club 18-30

It is the author's aim and objective of this research to provide the following recommendations for 18-30 in order to improve the consumer experience, satisfaction levels and develop loyal consumers. The author presents the following recommendations:

- Club 18-30 should continue to research in to consumer motivations, behaviour, wants, needs, interests and current trends in order to develop holiday packages, activities and excursions suitable for the target market (18-30).
- It has been identified that some individuals are unaware of some of the destinations that 18-30 have to offer. Therefore 18-30 should re-consider their marketing techniques and decisions in order to successfully market destinations and entice customers.
- Representatives to continue interaction with consumers whilst abroad as 18-30 representatives add to the overall experience.
- Re-consider the price of the activities and excursions that are available as some participants stated that they are more money than what they are worth. This has the opportunity to develop satisfied and loyal consumers.
- It was also found that customers did not purchase the Big Reunion weekend whilst abroad due to financial issues. Therefore 18-30 should keep in contact with consumers post holiday and continue to promote and sell the weekend to previous 18-30 customers after the holiday season.

## **5.7 Summary**

The author has revised the original aim and objectives and has established what motivates individuals in 18-30 holidays and how motivations impact the overall consumer experience. The research has also established if satisfied experiences with the brand will result in customer retention and develop loyal consumers for 18-30. This dissertation has produced interesting contributions to this subject with various limitations of the research process recognised. The author has also provided areas in order for further research and recommendations by identifying gaps within the theory and through the areas for exploration discovered in the research process.

In short, the author believes that understanding consumer motivations is significant for organisations within the tourism industry in order to construct suitable holiday packages for the target audience and to create exceptional and satisfied holiday experiences in hope to develop loyal consumers in the future.