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Impact of Motivation on Intention of Travelling among the Aging Population

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Abstract

Motivation and travelling intention among aging population is not widely studied and the relevance of these construct will have an impact in tourism industry as societies across the world are ageing. The aim of the present study is to examine travel motivation and travelling intention of two main aging population groups: young seniors (55 to 59 years old) and older senior (aged 60 and above). A survey questionnaire was distributed to 402 Malaysians and the data was analysed using factor analysis and General Linear Model (GLM). The result indicated that both novelty and leisure & lifestyle were positively significant in explaining travelling intention, however sub-factor ego enhancement was found to be insignificant. Another goal of the current study was to determine whether age, gender, monthly income and qualification affect travelling intention using GLM. The results showed that age and monthly income, when tested individually, were found to be significant for travelling intention. In addition, an interaction effect of age and qualification was found to play a major role on travelling intention.

Keywords: Motivation, Travelling Intention, General Linear Model

Introduction

The world population is projected to be about 9.7 billion in 2050, expecting one in every six people to be above 65 years old which will increase drastically as compared to 2019, where only one out of eleven people fall in that age group (United Nations, 2019). The United Nation report also indicated that for the first time in history, the number of people aged 65 years and above in 2018, worldwide, exceeded the number of children aged five and this number is expected to double in 2050. These global rapid demographic changes stipulate economic, political and regulatory challenges that would significantly impact societies, hence becoming a major significant social transformation in the twenty first century. Such demographic changes are substantially contributed by falling fertility rates, longer life expectancy, urbanization as well as migration.

Malaysia is at risk of becoming an ageing population as the composition of the population aged 65 years and above in Malaysia have increased from 6.5% in 2018 to 6.7% percent in 2019, whereas those who are 60 years old and above have risen from 10% to 10.3% during the same period (Department of Statistics Malaysia, 2019). The resulting changes in composition of Malaysia's population have important consequences on the tourism sector and these global implications have yet to be fully appreciated.

Past studies have highlighted the need for the tourism industry to carefully consider demographic changes, various tourism market analysis segmented the market based on age, income levels, education and family composition (Nikitina and Vorontsova, 2015; Batra, 2009; Li, Z. et al., 2019) as there is an increasing number of senior tourist seen as an emerging market in the tourism sector (Patterson and Pegg, 2009). According to the annual FUR Reiseanalyse market survey in 2016, 65 to 74 years old Germans went on 8.65 million trips, which have exceeded vacation trips taken by working adults that aged between 55 to 64 by 1.55 million. The report further revealed its forecasts stating that 60-69-year-olds will account for 17% (versus 14% at present) and people aged over 70 for 19% (versus 16% now) of all holiday trips. Interestingly, older adults today perceive their age as younger than their chronological age by 7 to 15 years (Sie, Patterson and Pegg, 2016). However, senior tourist is not prominent in the tourism sector as it is comparatively a new segment that is not well researched. Studies have found that Asian aging population are underrepresented in travel product advertisements (Fon and Kitchen, 2008; Prieler, Ivanov and Hagiwara, 2017; Patterson, 2007). Hence, as a result of changes in the lifestyle of the population currently, there is a need for the tourism marketers to adapt their strategies according to the specific needs and demands from this heterogeneous group.

The current study aims to identify the different types of travel motivation and to examine the impact of travel motivation on travelling intention of senior tourist in Malaysia.

Literature Review

According to Ajzen (1991), behavioural intention is the main fragment from the theory of planned behavior (TPM), which signifies the degree of a person's intention to complete or not to complete a given behavior. Several studies from the field of travel and tourism linked behavioural intention as the intention to visit a destination within a certain period (Woodside and Lysonski, 1989; Sparks and Pan, 2009; Nunkoo and Ramkissoon, 2010; Ahn et al., 2013).

Studies have underlined the need for marketing programs catered for senior tourists to be updated, considering an expected increment in the senior travel market's average age (Chen and Shoemaker, 2014; Horneman et al., 2002). It was found that seniors aging between 55 to 60 years possessed both mental and physical outlooks that are similar to people in their 40s ten years ago and were seen to be more active than the older cohort (Chen and Shoemaker, 2014). In addition, senior travellers aging from 60 years and above are less likely to choose "Pioneers" type of holidays that provide activities promoting active self-learning, independence, and new

experience in places where tourists rarely visit (Horneman et al., 2002). Another study by Eischeikul (2012) found significant difference between younger seniors and older seniors in terms of their vacation time availability. The findings indicated that seniors aged between 55 to 65 years who are still working took up to 2 weeks of vacation whereas retired seniors aged 65 and above took one- or two-months' vacation.

Senior citizens' education level and income level play a crucial role in driving their decisions on various travel packages. Senior travellers with higher incomes are more likely to choose "Big Spenders" type of holidays, enjoy luxurious entertainment such as shopping, dining and sight-seeing (Horneman et al., 2002), have a tendency on taking longer duration vacations (Fleischer and Seiler, 2002) and would normally travel along with their spouse, family members or colleagues (Hung, Bai and Lu, 2016). In terms of education level, senior travellers that are less educated revealed a relatively strong constraint towards participating in tourism (Eusébio et al., 2017) and favor conservative types of holiday that cover all best spots (Horneman et al., 2002).

Besides the impact of demographic changes on travel intention, researchers similarly believe that travel intention can be affected by motivation to travel (Li and Cai, 2012; Eischeikul, 2012).

Motivation can be classified into intrinsic and extrinsic respectively. Intrinsic motivation, also known as push motivation factors, involves performing an activity for its own interest whereas extrinsic motivation (pull motivation factors) refers to behaviors that are associated for the sake of others (Alexandris et al., 2009).

Intrinsic motivations promoting seniors' decision to travel include improving mental and physical wellbeing, escaping daily routine, socialising, knowledge seeking, pride and patriotism, reward for hard work, and nostalgia (Hsu, Cai and Wong, 2007). In addition, seniors travel as they have the desire to 'feel young again', and the need to revitalise their bodies through physical activities that could reflect their youth (Patterson and Pegg, 2009). The findings also showed that their desire to engage in such activities was motivated by the fact that their younger family members could participate with them. Some of the motives of seniors to travel are relaxation, visit new places, learning and experiencing new things (Eischeikul, 2012), discovering new places and adventurous holidays that enable seniors to enrich their lives (Sie, Patterson and Pegg, 2016) and knowledge seeking (Sangpikul, 2008; Or-Kan & Ahmad, 2018; Elike & Agha, 2018)

It is interesting to note a significant difference between the travel motivations of international destination holidays and rural areas holidays. In the form of an international vacation, respondents revealed that "seeking personal rewards" greatly motivate them to travel as it offers them the opportunity to share their experiences and happiness with their peers. Their travel motivational factors were also followed by the tendency of escaping personal environments. On the other hand, having rural area vacations were primarily due to "seeking interpersonal rewards", such as meeting new people and friends. Their motivation dimension can be extended towards "seeking rewards" or "escaping from reality" such as getting fresh air, being calm from

unspoiled nature and getting away from technological environments (Šimková and Holzner, 2014).

Extrinsic motivation studies showed that one of the factors stimulating seniors' travel behaviour was travelling with a companion, the most common travel companions were their family members and/or friends (Alén et al., 2016) and married seniors typically like to travel with their spouses (Batra, 2009). A study by Wang et al. (2007) revealed that the husband of a family has the most influence over the final purchasing decision of group package tour (GPT). Specifically, husbands resulted to be the most influential in the final purchasing stage, the wife is relatively impactful in the final phase as well, whereas the children showed great influence in problem recognition stage. In contrary, Korean families suggests that decision making should be a joint family process and therefore even if Korean seniors have the intention to travel, family and friends' perceptions may raise barriers towards seniors travelling (Lee and Tideswell, 2005).

Senior tourists today are observed to be particularly attracted to cultural and heritage tourism compared to beach holidays. They visit countries for their natural sceneries, food attractions, garden or parks, historical houses, museums and art galleries (Sie, Patterson and Pegg, 2016). Another study by Kao et al. (2008) found that the pulled factors conducive to Taiwanese tourists were the natural environment, sun, beach, ecological sites, rural area scenery, and the good climate. Eischaukul (2012), on the other hand, found that European senior tourists' repeated visitation to Thailand was due to attractions such as Thailand's unique culture, beautiful scenic sun-sea-sand as well as vast natural attractions. Sangpikul (2008) revealed that the main reason Japanese seniors' visitation to Thailand was cultural and historical attractions, followed by Thai temples and natural scenery and landscape.

Methodology

The study examines the effect of motivation on travelling intentions of aging population. A structured questionnaire was used to elicit pertinent information with regards to motivation on travelling intentions. The first section of the questionnaire obtained the respondents' basic demographic information whereas the second section of the questionnaire was developed based on previous literature on the constructs of travelling intentions. Prior to data analysis, the motivation section contained 27 statements on a 5-point Likert scale but only 21 items were selected in the final stage. Information with regards to travelling intentions made up the final section of the questionnaire which contained 5 items on a 5-point Likert scale. Before conducting the main survey, a pilot test involving thirty respondents was performed and the questionnaire was further refined.

A total of 402 respondents were selected using simple random sampling. The study involved young seniors (aged 55 to 59 years) and older seniors who were 60 years and above, living in Malaysia. The Statistical Package for the Social Sciences (SPSS) was used to analyze the data collected. The results were summarized using descriptive statistics such as frequency distribution, mean scores and standard deviations. The utilization of factor analysis and General Linear Model also provided useful insights into the various dimensions or constructs of travel

motivation and travelling intentions of the respondents. The other statistical analysis tools employed included reliability test and crosstab.

Specifically, the research questions address a range of approaches to travelling intentions:

1. What are the different types of travel motivation?
2. Does motivation affect travelling intentions of aging population?
3. Is there a link between age, gender, monthly income, qualification and travelling intentions?

Analysis and Discussion

The respondents' demographics are depicted in Table 1. There were a total of 402 respondents, of which 47.3% were males and 52.7% were females. It was found that majority of the respondents were 60 years and above whereas only 48% of them were 55 to 59 years old. Most of the respondents (29.35%) were still working full time and about 28% of them depend on their savings as their source of income. About 16.67% of the sampled aging population were pensioners and 16.42% depended on their investment as their source of income.

Table 1: Sample Demographics

Measure	Item	Frequency	Percentage (%)
Gender	Male	190	47.3
	Female	212	52.7
Age	Young seniors (55 - 59 years)	169	42.0
	Older seniors (60 years and above)	233	58.0
Sources of Income	Full time employment	118	29.35
	Part time employment	36	8.96
	Investment	66	16.42
	Own savings	112	27.86
	Pension	67	16.67
	Money from children	46	11.44
	Money from relatives	2	0.50
	Others	25	6.22
Monthly income	<1000	28	7.0
	1000-2999	77	19.2
	3000-4999	76	18.9
	5000-6999	65	16.2
	7000-8999	52	12.9
	9000 and >	94	23.4
Highest Qualifications	Masters/PhD	95	23.6
	Degree	134	33.3
	Diploma	69	17.2
	Foundation	7	1.7
	secondary school	80	19.9
	Not applicable	17	4.2
Ethnic	Chinese	170	42.3
	Malay	204	50.7
	Indian	16	4.0
	Others	11	2.7
Marital	Single	29	7.2
	Married	324	80.6
	Widow	22	5.5
	Widower	9	2.2
	Divorced	14	3.5
	In a relationship	2	.5

It was found that nearly a quarter of the respondents have a monthly income of RM 9000 or more and about 19% have RM 1000 to RM 2999 a month. Majority of the respondents have tertiary education such as a degree (33.3%), followed by either a Masters or a PhD (23.6%) and diploma (17%). Almost half of the respondents were Malays followed by Chinese and Indians. More than three quarters of the respondents were married whereas about 7% were single and about 5.5% were widows. Figure 1 shows that majority of ageing population prefer to travel for a holiday with their families, followed by friends (23.18%) and spouses (21.43%). It is quite interesting to know that only about 6.47% of this ageing population travel by themselves whereas 10.85% follow a tour group.

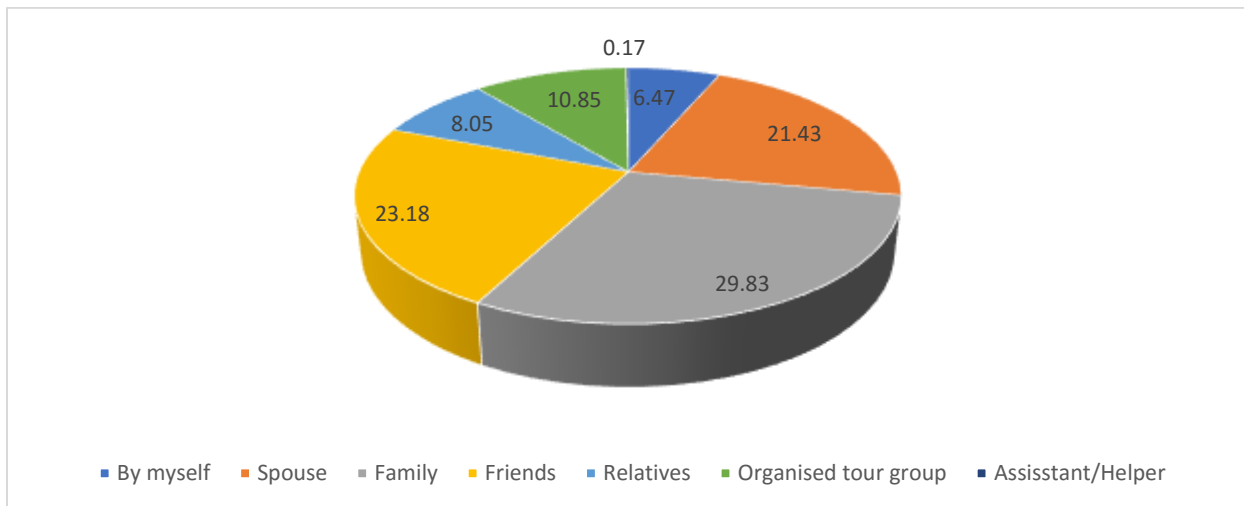


Figure 1: Travel companion

About one third of the sampled respondents prefer to visit attractions that has been created by nature whereas one quarter of them prefer to visit attractions that are old and are now historical places. About 18% of the sampled ageing population, visit purpose-built places and about 12% prefer to visit religious location or attend religious ceremony. Only about 3% of these respondents are interested in medical tourism as shown in Figure 2.

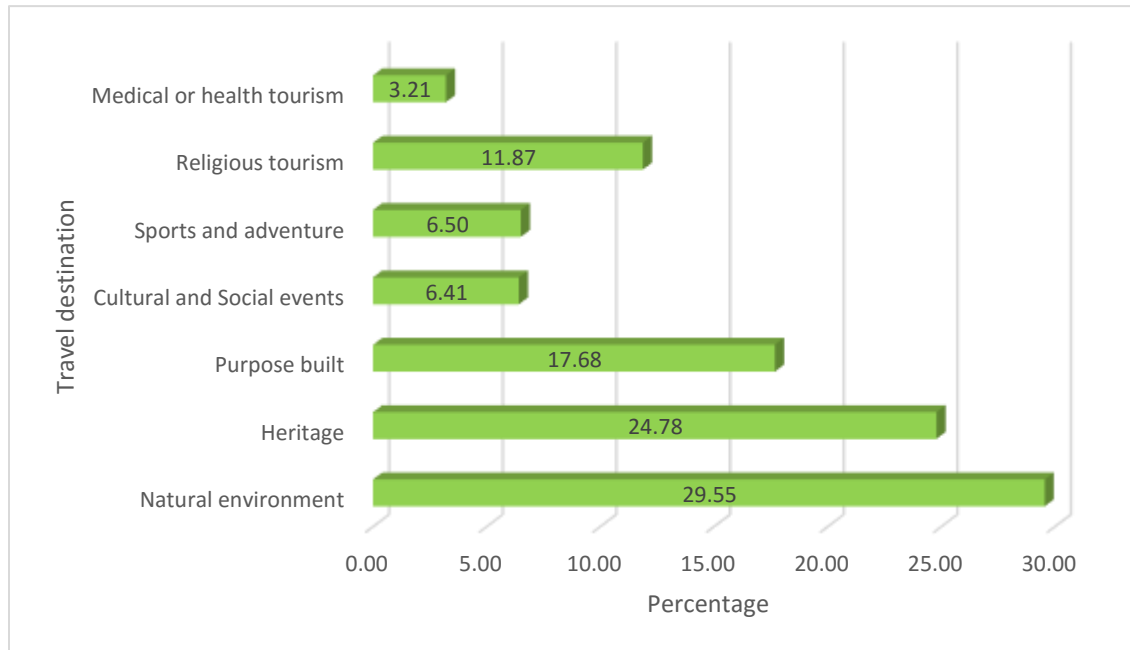


Figure 2: Preferred Travel Destination

The respondents' travelling motivation were measured by 21 items and based on Cohen's criteria (1989), two variables are said to be associated if the correlation coefficient value is at least 0.35. In this study, all the variables in a construct are adequately correlated since the highest absolute correlation falls between 0.35 and 0.85. Therefore, every item in the construct correlates adequately with at least one other item in the construct. The reliability analysis gave a Cronbach's Alpha value of 0.937 for motivation, which is well above the minimum requirement of 0.7. The KMO value from the factor analysis was 0.928, indicating a good level of data reduction adequacy. Table 2 shows the pattern matrix of travel motivation measured by these 21 items. Three factors were identified from the factor analysis, which accounted for 59.235% of the total variation in the 21 items in the construct. The minimum factor loading in the pattern matrix table is 0.541. The composite reliability score for each construct is between 0.837 and 0.919. The factor scores were then saved and were named as Novelty, Leisure and Lifestyle and Ego Enhancement, as shown in Table 2.

Travelling intention of the seniors were measured by five items and every item in the construct correlates adequately with at least one other item in the construct. The reliability analysis gave a Cronbach's Alpha value of 0.935, which is well above the minimum requirement of 0.7. The KMO value from factor analysis was 0.893 indicating a good level of data reduction adequacy. Table 2 provides the pattern matrix for each item measuring travelling intentions. Factor analysis categorized travelling intentions into one factor, which explained 74.761% of the total variation in the five items in the construct. The minimum factor loading is 0.624 and the composite reliability score is between 0.898. The factor scores were then saved as Travelling Intention.

Table 2: Pattern Matrix for items measuring Motivation and Travel Intentions

	Factor			
	Novelty	Leisure and lifestyle	Ego enhancement	Travelling intention
I like to visit foreign cultures (B1)	.541			
I enjoy travelling because I get to explore new experiences (B2)	.777			
I want to see the things that I don't normally see (B3)	.851			
I like to see how other people live (B4)	.736			
Having a chance to explore new places is one reason why I travel (B5)	.630			
Travelling helps me to keep an active lifestyle (B7)		.681		
Going on a vacation gives me excitement (B8)		.536		
I always feel adventurous when I go travelling (B9)		.618		
I get the opportunity to be physically active when I travel (B10)		.870		
I believe travelling helps to improve my health (B11)		.942		
Travelling helps to keep me mentally fit (B12)		.874		
Travelling is a form of rest and relaxation to me (B13)		.558		
It is good to escape from routines once a while with travelling (B14)		.561		
Travelling is a way to avoid boredom (B15)		.766		
I get to be away from the demands at home when I go on vacation (B16)		.608		
It helps to ease my mind when I go travelling (B17)		.727		
I find that my relationships with my family and friends improved after travelling together (B18)		.553		
I feel a sense of pride when I have the opportunity to travel (B24)			.648	
I am proud to share my travelling experiences (B25)			.877	
I like to be able to talk about the places I have visited on vacation (B26)			.863	
Vacations allow me to keep up with all the holiday travelling that I see others doing (B27)			.648	
I would recommend others to visit the various destinations (D1)				.624
It gives me pleasure to go for a vacation (D2)				.813
Going for a vacation would be worthwhile (D3)				.854
A vacation is somewhat of a pleasure to me (D4)				.911
A vacation interest me a great deal (D5)				.770
Cronbach Alpha	0.881	0.936	0.860	0.935
Composite Reliability	0.837	0.919	0.849	0.898

The regression results of motivation on travelling intention are indicated in Table 3 below. Novelty and leisure and lifestyle are positively associated with, and statistically significant in explaining travelling intentions at 10% and 1% significant levels. This indicates that there exist an

association between travel motivation and travelling intentions. However, ego enhancement is not significant in explaining travelling intentions.

Table 3: Parameter Estimates with Travelling Intentions as the dependent variable

Dependent Variable	Parameter	B	Std. Error	t	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Travelling intention	Intercept	0.007	0.051	0.135	0.893	-0.094	0.107
	Novelty	0.100	0.052	1.935	0.054	-0.002	0.202
	Leisure and lifestyle	0.538	0.044	12.285	0.000	0.452	0.625
	Ego enhancement	0.042	0.049	0.861	0.390	-0.054	0.138

The General Linear Model (GLM) multivariate test was done to examine whether age, gender, monthly income and qualification have an effect on the travelling intentions. Gender and monthly income, when tested individually (as shown in Table 4), were found to be significant for travelling intentions. An interaction effect of the combined age and qualification was found to play a major role on travelling intentions.

Table 4: GLM Analysis

Tests of Between-Subjects Effects					
Dependent Variable: Travelling intention					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Gender	3.009	1	3.009	3.293	0.070*
Age	0.030	1	0.030	0.033	0.855
Monthly Income	16.988	5	3.398	3.718	0.003***
Qualification	4.120	5	0.824	0.902	0.480
Gender * Monthly Income	1.592	5	0.318	0.348	0.883
Gender * Age	1.202	1	1.202	1.315	0.252
Gender * Qualification	3.999	5	0.800	0.875	0.498
Age * Monthly Income	3.996	5	0.799	0.875	0.498
Age * Qualification	9.797	5	1.959	2.144	0.060*

*** Statistically significant at 1%

*Statistically significant at 10%

Tukey's test was used to further investigate the effect of monthly income, when tested individually, on travelling intentions, as shown in Table 5.

Table 5: Tukey's test on travelling intentions

Monthly income	N	Subset	
		1	2
RM 1000 to RM 2999	77	-0.277	
RM 3000 to RM 4999	76	-0.099	- 0.099
RM 5000 to RM 6999	65	-0.089	- 0.089
Below RM 1000	28	0.007	0.007
RM 7000 to RM 8999	52	0.142	0.142
RM 9000 and above	94		0.310
Sig.		0.189	0.210

It was found that aging population whose monthly income was RM 1000 to RM 2999 have a different impact on the travelling intentions as compared to those who earn RM 9000 and above. The respondents will not have travel intention if their monthly income is between RM 1000 to RM 2999. In contrast, the aging population earning above RM 9000 have travelling intentions.

From Table 4, it was shown that the interaction effect of the combined age and qualification play an important role in determining travelling intentions. Hence, the estimated marginal means were used to find which exact level of the qualification and age affect travelling intentions. As shown in Figure 3, it can be seen that the effect of age on travelling intentions is dependent on qualification of the respondents. Travelling intention of young seniors with other qualifications is higher than those with Masters, PhD, degree, professional qualification, diploma, foundation, matriculation or secondary school qualification. Young seniors with secondary school qualification have the least intentions of travelling. This is contrary with the findings for the older seniors whereby those with diploma have higher travelling intention, followed by those with secondary school qualification. Travel intention of senior aging group is lowest for those with other qualifications.

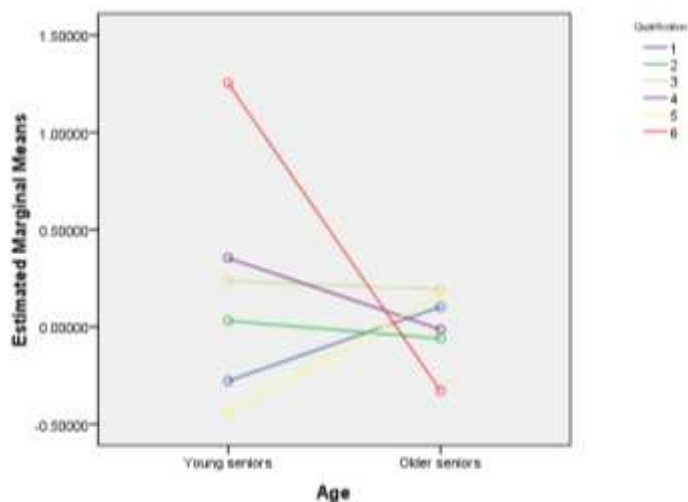


Figure 3: Estimated marginal mean for travelling intentions

Conclusion

In spite that aging population, being a new demographic challenge that significantly impact societies, empirical literature on tourism is quite scant and therefore, there is a need for the policy makers to understand the issue of the needs, motives and tourist behaviour of the ageing people. This paper investigated the determinants of travelling intention and the effect of motivation on travelling intention among 402 senior respondents. Three motive segments were identified in this current study; Novelty, Leisure and Lifestyle and Ego Enhancement. It was found that novelty and leisure and lifestyle are statistically significant, but ego enhancement is not significant in explaining travelling intention of seniors. The results of GLM multivariate test showed that gender and monthly income, when tested individually were significant for travelling intentions whereas the interaction effect of age and qualification was found to play a major role on travelling intentions.

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