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# A PSYCHOGRAPHIC SEGMENTATION STUDY

# OF KOREAN TOURISTS TO AUSTRALIA

BY
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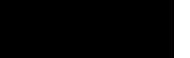# <u>DECLARATION</u>

I hearby declare that the present work has not been previously submitted by me, either in whole or in part, for any other academic award.

Pusan, South Korea, June 1993

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# SUMMARY

In this study, Korean tourists to Australia were investigated. In analysing the Korean tourist market, a psychographic segmentation was undertaken. Psychographic variables were developed based on information about the tourists' travel life-styles, activities, interests and opinions.

The key sociodemographic features of the sample in this study were as follows: females were overrepresented compared with the total outbound Korean market, and almost all respondents had a college or higher education. The 50-plus age group was most prominent. More than 90% of the respondents were visiting Australia for the first time, and more than 70% of them had stayed in Australia for two weeks or less.

Five psychographic segments were identified from the sample. They were 'Knowledge seekers', 'Adventurers', 'Experience chasers', 'Pleasure seekers', and 'Opinion leaders'.

- 'Knowledge seekers' were those who attached higher than average importance to historical attractions, familiarity with their travel destinations, and learning experiences during holidays. The preferences for knowledge seeking by this group can be adapted in tours, using historical and cultural items which can provide them with abundant stories of the places they travel.

- 'Adventurers' of this study sought both novelty and comfort. Adventurous experience in unique natural

environment of Australia can appeal to this group.

- 'Experience chasers' viewed holidays as time to experience new cultures and local customs, and desired to get along with local people. They also sought a variety of activities and sights. Exotic cultural appeals in local setting could successfully attract this group.

- 'Pleasure seekers' preferred guided tours and high quality accommodation for their holidays. They also sought evening entertainment. 'Pleasure seekers' tended to be older-aged males travelling in organised groups. This group can be attracted by emphasising comfortable aspects of travel and high standard of travel facilities in promotion activities.

- 'Opinion leaders' preferred to arrange their own trips, and were interested in experiencing local culture. This group was the least supportive in relation to the positive destination attributes of Australia. the demographics of this group, however, indicate that this group is likely to be the key segment in the Korean outbound travel market.

The segments responded similarly to most of the destination attributes offered by Australia. They were generally satisfied with Australia as a travel destination.


It was concluded that the results of this study should be taken into account in the development of a marketing strategy for Australia in the Korean outbound market.

# AKNOWLEDGEMENTS

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# CHAPTER 1

# INTRODUCTION

## 1.1 THE BACKGROUND OF THE STUDY

Tourism, a major growing economic force in the world, became Australia's biggest foreign exchange earner for the first time in 1990-91. It generated foreign exchange earnings of $7.2 billion or 10% Australia's total export earnings for that period(Bureau of Tourism Research, 1992).

Since 1986, when the number of tourist arrivals exceeded the number of Australian residents departing overseas, Australia has witnessed an accelerating rate of growth in international visitor arrivals. The accelerating growth pattern during the years is illustrated by the fact that, while the number of short-term visitor arrivals grew by an average of 7 percent per annum between 1975 and 1984, this increased to 13-26 per cent per annum during the years of 1985 to 1988(Horwath & Horwath services, 1990). Whilst the level of inbound tourism declined by 8% in 1989 due principally to the pilots' dispute, inbound tourism to Australia increased again in 1990 and in 1991.

Even though the growth was driven mainly by a rise in the number of arrivals coming from Japan, growth in the number of visitors from other Asian countries in the Asia-Pacific region has also increased substantially.

Asia(excluding Japan) now accounts for the third largest share of total arrivals, following Japan and New Zealand(Table 1.1), and the countries in the region are expected to be the key inbound markets for Australia by the year 2000. Factors affecting the potential of each market are strong growth of the economies of the region, relaxation of institutional constraints on travel, and the proximity of those countries to Australia in the Asia-Pacific region(Horwath and Horwath services 1990).

## THE KOREAN OUTBOUND MARKET

In the Asia-Pacific outbound travel market, three countries, Japan, Taiwan and Korea(for the purpose of this study "Korea" and "Korean" refers only to South Korea) have experienced double digit percentage increases annually since 1987 (Nozawa, 1991). The International Air Transport Association(IATA) has designated Korea as the region's fastest growing aviation market in recognition of its market potential (McGahey, 1991).

The territory of South Korea is only 38,310 sq.miles, and the population of approximately 43.5 million in this limited space causes extreme crowding. After achieving relative prosperity in their economy(Table 1.2), along with the government's loosening of the tight control on overseas travel, Koreans are eager to escape from their crowded daily lives and to broaden their activities through their overseas holidays (Lew,1990), as can be seen in Table 1.3.

**TABLE 1.1 NUMBER OF VISITORS BY COUNTRY OF RESIDENCE**
       **(Years ended 31 December)**

| MAJOR COUNTRY/REGION | 1990 | 1991 |
|---|---|---|
| Japan | 479,900 | 528,500 |
| New Zealand | 418,400 | 480,600 |
| Other Asia* | 348,100 | 373,900 |
| USA and Canada | 304,200 | 325,200 |
| UK and Ireland | 288,200 | 273,400 |
| Europe | 260,100 | 257,400 |
| Other countries | 116,000 | 131,400 |
| Total | 2,214,900 | 2,370,400 |

*Other Asia includes Hong Kong, Malaysia, Singapore,
Southeast Asia, Far East Asia and the Indian Sub-continent.
Source: Australian Bureau of Statistics(1991 and 1992)
        Catalogue No.3404.0

**TABLE 1.2 ECONOMIC GROWTH OF KOREA**

| | GNP (U$100 million) | GROWTH (%) | GNP/capita (U$) |
|---|---|---|---|
| 1985 | 897 | 7.0 | 2,194 |
| 1986 | 1,028 | 12.9 | 2,505 |
| 1987 | 1.289 | 13.0 | 3,110 |
| 1988 | 1.728 | 12.4 | 4,127 |
| 1989 | 2,101 | 6.7 | 4,969 |

Source:Bank of Korea(Yoon 1991, March:89)

Asian destinations currently dominate the Koreans' outbound travel patterns, but North America and Europe should become increasingly important. Increased airline frequency should encourage long haul travel(McGahey, 1991). As a long haul destination, Australia has great appeal because of its unpolluted open spaces and its converse seasonal pattern. Rapid growth has occurred since the direct flights between Korea and Australia were inaugurated. The evidence is that, while travel abroad by Koreans increased 28.7% in 1990 and 18.9% in 1991, the number of Korean tourists to Australia increased 44.6% in 1990 and 129% in 1991. Still greater potential is evident with further flights introduced in 1992.

This rapidly growing tourist market for Australia is now attracting attention from many sectors of the Australian tourism industry. The Australian Tourist Commission(ATC) recognised the market to be Australia's fifth largest source of international visitors (Burrell, 1991). ATC has opened a representative office in Seoul, and became the first national tourism organisation to obtain approval to advertise on Korean television in April, 1991 (ATC, 1991). ATC also brought its Friendship Van to Korea in a further effort to reach the public on a personal basis (McGahey, 1992). Korean tourists, currently representing about 1% of total international visitors to Australia, are to forecast increase ten fold by the year 2000, according to the long-term planning of ATC(Table 1.4).

## TABLE 1.3 DEPARTURE OF KOREANS BY DESTINATIONS

| DESTINATION | 1989(%) | 1990(%) | 1991(%) |
|---|---|---|---|
| ASIA | 907,906(75) | 1,177,191(75) | 1,367,637(73.7) |
| [JAPAN] | [605,673(50)] | [789,581(51)] | [914,155(49)] |
| U.S.A. | 183,741(15) | 240,359(15) | 295,642(15.9) |
| EUROPE | 76,974(6.4) | 94,661(6.2) | 113,180(6.1) |
| OCEANIA | 15,053(1.2) | 22,820(1.5) | 32,983(1.8) |
| [AUSTRALIA] | [6,893(0.6)] | [9,970(0.6)] | [22,851(1.2)] |
| OTHER | 29,438(2.4) | 25,892(1.7) | 46,576(2.5) |
| TOTAL | 1,213,112 | 1,560,923 | 1,856,018 |
| GROWTH | 67.3 | 28.7 | 18.9 |

SOURCE: Ministry of Justice in Korea,
Korea National Tourism Corporation(1992,March:12)
"KTN Tourism Statistics"(1991, July:140)
"KTN(1992, March:129) and "KTN(1992, April:129)

## 1.2 THE PROBLEM

Concerned sectors in the Australian tourism industry with the vision to capitalise on the fast growing market, attempt to convey the message of Australian attractions to the market, using various media means such as TV, newspapers, or travel magazines. A key goal is to position Australia as a desirable travel destination in the Korean outbound market. Advertising through popular media stimulates public curiosity, allowing marketers to exploit opportunities and to position a destination in the market. ATC's television campaign in the Korean market has created a great impact as judged by the strong performance of the Korean market for Australia(ATC, 1991).

In the Korean travel market, Australia's major strengths are its proximity to Korea, novel natural scenery, and reverse seasons. The popularity of travelling to a destination is mainly attributable to high awareness, the cost of travel, and relative proximity.

In a survey of 2,000 Korean people in 1989 on preferred destinations, Europe was favoured the most, followed by USA and Canada (Table 1.5). For Koreans, travelling to the USA represents a gain of significant 'prestige value' due to long-

**TABLE 1.4 ATC'S TARGETS FOR ASIA**

| Country | 1990/91 | 2000 |
|---------|---------|------|
| Singapore | 80,800 | 200,000 |
| Hong Kong | 56,000 | 210,000 |
| Malaysia | 46,400 | 150,000 |
| Indonesia | 35,400 | 125,000 |
| Taiwan | 22,600 | 250,000 |
| South Korea | 18,400 | 250,000 |
| Thailand | 21,500 | 75,000 |
| **Asia(Total)** | **281,100** | **1,260,000** |

Source:ATC(1991:50) and Pacific Asia Travel
       Association(1990,August:43)

standing ties in the political, economic and educational areas(Yoon, 1991). Europe was rated highest particularly among young people in the 18-29 age group who were interested in European culture(Yoon, 1991). These countries offering western culture and outside the Asia-Pacific region, offer strong competition for Australia. Statistics highlight that the United States attracted more than 15% of the total departure of Koreans, with Europe receiving more than 6% in 1990 and 1991 respectively, while Australia attracted only 0.6 % and 1.23% in the same periods. Even though the growth rate to Australia is high, the number in the total departure is very low. How, then, can Australia build its competitiveness in a market where people are preoccupied by destinations which have long-standing ties, or offer historic and cultural abundance?

Awareness of a market environment and its potential should be followed by the development of competitive strategies and products that will satisfy market demands. By catering for individual markets in a more concentrated way, and adapting products to meet the precise needs of those markets, a destination can reduce the competition it faces(Majaro,1978).

Therefore, a thorough understanding of consumers is necessary for the preparation of marketing strategies and for the preparation of the products for the market(Holloway and Plant,1988).

**TABLE 1.5 THE MOST PREFERRED DESTINATIONS OF KOREANS**

| DESTINATIONS | % |
|---|---|
| 1. Europe | 22.5 |
| 2. USA/Canada | 19.1 |
| 3. Japan | 16.3 |
| 4. HongKong/Taiwan | 12.2 |
| 5. Southeast Asian countries | 9.9 |
| 6. Middle/South American countries | 1.6 |
| 7. Middle East | 1.4 |

SOURCE: Korea National Tourism Corporation,
Yoon(1991,March:91)

Shin(1992), from his research into the travel brochures of the top 15 travel wholesalers in Korea, indicated several problems with Australian products for the Korean market, including the extremely limited range of products, and the limited space devoted to Australia in general brochures with most product confined to the late pages. He also indicated repetitiveness of central images such as Sydney Opera House, koalas, or kangaroos, and some inconsistency in the use of Australian imagery with the target market. In the author's investigation into the last problem, many parts of the brochures for Australian products were displaying the image of young sun-lovers. ATC research, however, actually indicated that best matched prospects were relatively high income couples over 35(Burrell, 1991). Another survey also revealed the 50-60 age group's domination of the Korean tourist market to Australia(Shin, 1992). These reports seem to indicate that Australia should establish its marketing strategies and products based on a more detailed understanding of consumers in the source country.

When markets are investigated, one important premise is that they are heterogeneous in terms of customer preferences(Mitchell and Marchant, 1977). Van Raaij(1986) suggested that consumer preferences are partly dependent on what is available in the market, and partly on what consumers consider to be "ideal" products or services. He concluded that an "ideal" vacation may be a combination of the "best" characteristics(attributes) of one's earlier

vacations or others'. That is, tourism marketers can be best advantaged by knowing what attributes of their products can be perceived to have vacation - satisfying capabilities for their target consumers.

The following questions can be posed in relation to the Korean tourist market for Australia: How can a detailed description of the Korean tourist market to Australia be obtained, particularly concerning activities, interests, and opinions regarding the vacation experience and preferred destinations? ;and do the Korean tourists described variously show differences in the way they respond to some selected destination attributes of Australia? The recent development of the marketing concept has emphasised behavioural research of consumers as a prerequisite for developing effective marketing strategies(Son,1988). Marketers are no longer content to analyse and segment markets in terms of conventional demographics such as age and socio-economical groupings, but are taking advantage of behavioural concepts such as attitudes, motives, and life-styles (Williams,1981). Marketers can benefit if they can find out how the tourists respond to the products or services and why they respond the way they do. The Korean tourists to Australia, though they are ethnically homogeneous, may differ in their vacation satisfaction level in Australia, depending on their psychographics. Therefore, to have a detailed understanding of the market for effective marketing strategies, it would be useful to obtain psychographic

dimensions of the market along with their satisfaction levels with the destination.

## 1.3 THE OBJECTIVES OF THE STUDY

In this study, the concept of psychographic segmentation was applied to Korean tourists in Australia. A key premise of the study was that psychographic research could provide detailed profiles that would allow marketers to visualise the tourists they are trying to reach(Schul and Crompton, 1983).

The objectives of the study were:

- to provide a detailed description of the Korean tourists to Australia, using psychographic variables which are based on the information of the tourists' travel activities, interests and opinions;

- to compare the Korean tourists with one another showing different travel psychographics in their responses to some of the Australian holiday aspects.

It was intended to classify Korean tourists into several groups according to their travel psychographics. The perceptions of each group concerning selected destination attributes of Australia were measured.

This study was an exploratory investigation. However, it was assumed that a detailed analysis of the Korean tourists'

market can help in building a strategic plan for a campaign to market Australia in Korea. It also sought to help shape competitive strategies and products for the market, allowing them to be fitted to the preferences of the segments of the market they target.

Therefore, it is hoped that the results of this study may be useful in strengthening the competitiveness of Australia as a desirable destination in the Korean market, and contribute to the tourism literature by improving our knowledge about psychographic features as they apply to a specific tourist population.

# CHAPTER 2

# LITERATURE REVIEW

## 2.1 SOURCES

The objectives of this study were to describe the Korean tourist market using psychographic variables and to investigate the responses of the market to the Australian holiday. This involved a two fold research process. The first part consisted of tourist-specific research concerning Korean tourists' psychographics, and the other consisted of destination-specific research.

A literature review was conducted to find;

- useable concepts of psychographic segmentation and variables that could be applicable, including definition of psychographics(tourist-specific research);

- general criteria and dimensions of destination attributes, which are considered important in choosing vacation destination(destination-specific research);

- other tourism variables and trends in relation to the Korean tourist market for Australia such as Korean culture or the image of Australia.

Textbooks on general marketing and tourism marketing provided various concepts and definitions of psychographic

segmentation in the sections of consumer behaviour or market segmentation. Tourism related research journals such as <u>Annals of Tourism Research</u> and <u>Journal of Travel Research</u> provided in - depth studies available on tourist market segmentation, tourism behaviour, and on destination attributes. A literature search in the publications of related organisations such as Pacific Asia Travel Association(PATA), Australian Tourist Commission(ATC), and Korean National Tourism Corporation(KNTC) provided statistical trends and references to the studies of the Korean market for Australia. An additional literature search included dissertations and seminar papers on travel and tourism, journals like <u>Travel and Tourism Analyst</u>, <u>Tourism Management</u>, <u>PATA Travel News</u>, <u>Journal of Marketing Research</u>, and tourism related articles in the newspapers or magazines issued in Australia and in Korea.

The literature search was undertaken on sources dating from 1970 to 1992. The earlier literature helped many useful concepts of tourist psychographics and of market segmentation as a valid tourism marketing tool, and later literature provides different methodologies on the subject.

## 2.2 DEFINITION OF PSYCHOGRAPHICS

In marketing dictionaries, there are varied definitions of the term 'psychographic(s)'. They include:
-    "psychographics refers to describing prospects

according to personality and lifestyle traits (Centre for Professional Development, 1991:3)";

- "A technique devoted to the segmentation of markets using psychological criteria to distinguish between the different segments(Hart and Stapleton,1981 :157)";

- "psychographic: adjectives (in research), noting or pertaining to the study of the personalities, attitudes, life-styles of individuals and groups, especially, in quantitative terms:based on the belief that such readily measurable, descriptive characteristics serve as better predictor of behaviour than demographic characteristics; psychographics:plural noun, the application of psychographics research(Powers, 1977)."

All these definitions of psychographics can be clarified by grasping the meanings of the words 'psychology, personality (traits), life-style, and attitudes'.

Johnson et al.(1986), explored the nature of buyer behaviour in service industries, and defined attitudes as learned ways of reacting to stimuli that are generally consistent over time. They continued to argue that attitudes may become grouped together to form an image, or set of beliefs, concerning a particular service.

Van Minden (1987), in the Dictionary of Marketing Research,

defined 'life-style' as "The characteristic pattern of living of a person or group of persons. These characteristics are evident from the manner in which language is used, dress, activities, possessions, purchasing behaviour, etc(p.65)", 'psychology' as "The science dealing with the systematic study of human behaviour, individual as well as group, provided that it is (potentially) measurable(p.62)", 'personality' as "All basic behavioural characteristics of a specific individual(p.62)", and 'attitudes' as "A relatively stable and long-term inclination to behave or react in a certain way to person, objects, institutions, topics, etc(p.160)."

Evans and Berman(1988) argued the value of consumer life-styles, stating "Social and psychological factors comprise a consumer's life-style, which is the pattern in which a person lives and spends time and money. A life-style combines the influence of personality and social values that have been internalised by an individual (p.138)." They included personality, attitudes, class-consciousness, motivation, perceived risk innovativeness, and importance of purchase in their explanation of psychological aspects of life-style.

Michman(1991), in his book, Lifestyle Market Segmentation argued that personality and life-style are two multidimensional ways of viewing consumers. He defined personality as "the disposition of an individual that accounts for relative consistency in social behaviour(P.135)", and

divided life-style variables into three classification of activities, interests, and opinions. Studies used 'life-style' as a synonym for psychographics and always included 'life-style' in definitions of psychographics (Bonn,1982).

The lexicon and phraseology in relation to psychographics are so broad and varied that a definition which can confine its meaning and be applicable for the purpose of this study is needed. Therefore, the term 'travel psychographics' is used in this study, with the meaning of "travellers' activities, interests, and opinions(AIO) regarding various aspects of the vacation experience and type of preferred destinations (Schul and Crompton,1983:27)." This definition confines the wide and diversified phraseology to the specific words which can encompass limited numbers of psychographic statements to be tested in this study.

## 2.3 USES OF PSYCHOGRAPHIC SEGMENTATION

### VALIDITY AND RELIABILITY OF PSYCHOGRAPHICS

Many studies to justify and utilise psychographic research exist in the literature of general and tourism marketing. Early literature of psychographic research included the exploration of the validity and reliability of psychographics as a predictor of consumer behaviour. Wells(1975) critically discussed psychographic research under four major headings:reliability, validity, application to real-world marketing problems, and contribution

to the study of consumer behaviour. While he argued some of positive answers to the questions about psychographics, he implied that much work on reliability and validity remains to be done.

In tourism literature, Mitchell and Marchant(1977) argued that "while markets could be segmented by a range of psychographic dimensions, and it might be interesting to know why differences exist, for the practical marketing man it would be necessary to know how the difference can be used to develop or improve a marketing strategy(p.114)." They questioned if personality variables added significantly to the ability to segment the market, after demographic and socio-economic factors had been taken into account. Their answer was that the elements of demographic characteristics(objective), personality and life-style habits(inference) and consumption patterns should be covered in a tourism segmentation study. Their reason was that the alternative hypotheses tested using the elements could provide a hierarchical evaluation of the factor influencing choice. Their conclusion concerning personality/lifestyle segmentation mentioned that the attitudes of past holiday takers toward specific destinations and types of vacation must be a major factor in determining the future success of the destination operators.

Woodside and Pitts(1975) tested the accuracy of correctly classifying foreign and domestic travellers and nontravellers using consumer life-style, demographic, and travel activity

information. They concluded that life-style information may be more important in predicting foreign and domestic travel behaviour than demographic variables, and that life-style data should be made use of as a market segmenting tool. Abbey(1979) studied the relevance of life-style and demographic information in the design of package travel tours, and provided some evidence that life-style variables are superior to demographics in communicating tourist preferences. Schmidhauser(1977) concluded from his study "Travel segmentation as a predictor of holiday behaviour" that a travel experience segmentation is a useful tool to predict future travel behaviour. Bonn(1982) studied the relative utility of sociodemographics, psychographic scales and benefit scales for segmenting pleasure vacation travel. The results of his study suggested that psychographic scales were more useful in identifying differences with the general pleasure vacation travel market than benefit scales.

Plog(1987) demonstrated the principles and utilities of psychographic research, emphasising that psychographics answers many important questions about the how, what, and why, of travel, allowing travel marketers and developers to become more focused and effective in their efforts. He also mentioned that psychographic research requires segmenting the market into groups of people with different sets of motives and behaviours so that unique appeals can be developed for each of the separate groups. Smith(1989) stated that although most segmentation research is conducted for

business-related purposes, it is a legitimate research tool for academic enquiry into consumer behaviour.

Schul and Crompton(1983) attempted to determine the relative ability of a limited number of travel-specific psychographic statements and sociodemographic variables to predict and explain international vacationers. They found that travel-related psychographic measures correlated with the length of time during which external search behaviour occurred. They identified six psychographic variables which could group the respondents of relatively similar travel psychographics, using factor analysis of a series of psychographic statements. The six factors identified in their analysis were described as cultural interest, comfort, familiarity/convenience, activity, opinion leadership, and knowledge seeker. Their study demonstrated that travel-related psychographic measures could be usefully adapted in academic research, and confirmed the relations among vacation-related behaviours or "vacation sequence".

Van Raaij(1986) proposed five stages of "vacation sequence" for describing a consumer's tourist behaviour and experience: generic decision, information acquisition, decision-making, vacation activities and satisfaction and complaints. He argued that the most successful segmentation may be based on tourist behaviour including decision-making behaviour, vacation activities or complaining behaviour.

# APPLICATION OF PSYCHOGRAPHICS TO MARKET SEGMENTATION

The application of psychographics to travel destination marketing has yielded various results. Plog(1987) used behavioural groupings of people into psychocentric and allocentric. He found that the U.S. population was normally distributed along a continuum between these two extreme types(McIntosh and Goeldner,1986). Psychocentric, for example, "refers to a person whose centre of attention is focused on self-doubts and anxieties, rather than using this energy to venture out into the world to explore it(Plog, 1987:205)." These concepts were substantially modified to describe travel consumers. He suggested that the typical approach to psychographic research is to "employ factor analysis to determine the primary factors(psychographic types);clarify the cutting points between these factors, by means of cluster analysis and/or discriminant function analysis;utilise regression statistics to determine which consumer behaviours can be predicted by each psychographic personality characteristics, and to what degree(Plog, 1987:206)."

More closely to the present study in its methodology, Bryant and Morrison(1980) segmented the target market group in Michigan by vacation activity preferences, using factor analysis and factor scoring of activities and recreational interests scales. They developed six vacation activity preference types and cross-tabulated each group's factor scores by demographics, likelihood of vacationing in Michigan,

and geography of residence to describe who the vacation activity preference types were, where they lived, and where and how they vacationed. Their results were followed by such marketing actions as increasing marketing expenditure, in-house promotional activities, new product development, and changes in management priorities.

Yuan and McDonald(1990) identified push factors(motivation) and specific factors(attractions) which induce tourists to visit overseas destinations, across four countries: France, Japan, West Germany, and the United Kingdom. They suggested that reasons for choosing particular destinations and the level of importance attached to the factors differ for each individual. Schewe and Calantone(1978) used life-style data to profile the tourists to Massachusetts. They concluded that life-style analysis has been shown to be useful in profiling mass markets for tourism.

## SOCIAL AND CULTURAL ASPECTS OF PSYCHOGRAPHICS

Pearce and Stringer(1991), on the other hand, argued that tourism is essentially a social psychological phenomenon. They continued that in tourism studies, it is the interaction between individual process and the social situation which is of prime importance. Williams(1981) also argued that the unique characteristics of an individual make up his 'personality', and that this is influenced by the socialisation process. Literature regarding sociological and cultural understanding of tourists can help interpret the

psychographics to be explored in this study.

Cohen(1972) analysed the phenomenon of modern tourism using a continuum of possible combination of novelty and familiarity. He described tourists as 'The Organised Mass Tourist', 'The Individual Mass Tourist', 'The Explorer' and 'The Drifter' on the continuum. His classification, which was more based on tourists' interaction with host societies than on purely personality differences, indicated that a tourist's psychographics are strongly influenced by his or her societal and cultural background. Furthermore, Neulinger(1974) argued that the strongest factor in the development of leisure attitudes is societal rather than psychological, insisting that cultural factors are bound to be major determinants of leisure attitudes. Clark(1990), on the other hand, examined the concept of national character in terms of its value and validity for use in international marketing. He discussed that national character ought at least to be given serious consideration.

## A STUDY ON THE KOREAN TOURIST MARKET

In studies of the market in question, the most relevant to the present study may be the segmentation study of Pacific Asia Travel Association (PATA) on potential holiday travellers from Korea to the Pacific-Asia region in 1989. The study identified four attitudinal segments of the potential travellers, and they were "Relaxation seekers", "Family oriented", "Adventure seekers", and non-involved(New Zealand

Tourist and Publicity Department, 1990). The study took its population from the potential travellers in Korea, while the present study applied the segmentation to actual Korean visitors to Australia. The two studies may also differ in the segmenting variables. The two, however, had the same intention of gaining insights into the potential market in Korea. Therefore, it would be interesting to compare the segments of the PATA study with the findings of the present study to obtain some common description of the market.

To sum up, the present study is similar to the studies presented in the reviewed literature. Firstly, the validity of the present study is based on the findings of early studies which have confirmed that travel psychographics can predict or explain other travel behaviours. In other words, this study extends the concept of psychographics to the Korean tourist market for Australia by segmenting Korean tourists by various travel psychographics.

The psychographic variables for the psychographic segmentation were adapted from the previous work of Schul and Crompton(1983). The previously mentioned Schul and Crompton's(1983) sixteen psychographic statements were examined through the Korean tourists to Australia, and the extracted factors from the statements were used to describe the Korean tourists' psychographics. Schul and Crompton's(1983) study examined the relative ability of those travel-specific psychographic statements to provide marketers

with some insights into their target market, which is compatible with the primary objective of this study. While they connected the differences of the individuals with other travel behaviours, the present study attempted to look at corresponding perceptions of the different psychographic segments on a destination. That is, the interrelationship between the tourists' psychographics and destination factors was attempted to be found in a particular market for a particular destination.

For the destination dimensions of Australia, the items from the studies of Kaynak and Yavas(1981) and Yau and Chan(1990) were adapted to obtain general destination attributes expected by tourists in general.

Kaynak and Yavas(1981) divided travellers to a particular destination into three categories depending on the purposes of the trip, and compared those segments according to their vacation choice factors, information sources, attitudes toward the destination and satisfaction/dissatisfaction with the destination. The results of their study pointed out that purpose-oriented segmentation can be used in tandem with other traditional segmentation. The present study, while different in segmenting factors and limited in comparing factors, had the same intention of the segmentation study in that the segments are compared according to their responses toward a destination.

Yau and Chan(1990) investigated selected destination choice criteria which determine travel satisfaction for Hong Kong and other countries as travel destinations. They found that tourists who have visited a particular vacation destination are looking for unique destination choice dimensions from which their satisfaction is derived. Some of the attributes they had identified were used in the present study for the destination attribute section, as the items were determined from various major dimensions emphasised by tourists in general. The general items may not include many of unique Australian attributes. They, however, can determine the Korean tourists' perceptions of Australian holidays in more comprehensive terms.

In other destination perception studies, Hunt(1975), Crompton(1979), Phelps(1986) and Gyte(1987) studied tourists' or potential tourists' perceptions on particular destinations, by dividing tourists or potential tourists into several categories according to their geographical distribution, or first-time or returning visits. Hunt(1975) argued that all places have images that must be identified either to be changed or to be exploited. He added that the potential tourist envisions being served by people with values and habits like himself, suggesting the importance of individual perceptions on a tourist region. Gyte(1987) noted that expenditure on destination promotion has to be justified by linking it to tourist behaviour, and that if little is known about the nature of tourist images or their constituent

elements, advertising may merely convey images that are not effective in attracting tourists. His and other researchers' studies on destination images encouraged the survey of the Korean tourists' response to the Australian holiday in this study, with the idea of perceived destination attributes to be exploited.


## 2.4 HYPOTHESES

Travel market segmentation studies are based on the following basic assumptions:

- tourists are not the same in their demographics and psychographics;

- due to their differences, their demand patterns are also different, and this will affect the different buying behaviours;

- tourists coming from a heterogeneous population can be aggregated into groups or segments where the members of the group or segment are relatively alike, yet different from other groups(Jeong,1990 and Weber,1989).

Based on the above assumptions, it is hypothesised:

- that the Korean tourists to Australia can be classified into subgroups according to their travel psychographics, even though they are homogeneous in their cultural background, and

- that there can be statistically significant differences among the subgroups of the Korean tourists with respect to the perceptions of the Australian destination attributes. The differences can also be shown in their satisfaction levels with their Australian holidays.

The differences in their travel psychographics can be measured by psychographic variables formed from factor analysis. In other words, Korean tourists to Australia can be identified and aggregated into some subgroups where the members of the subgroups give a certain range of statistically similar responses to the psychographic factors. Once the groups are identified and given the statistical identification, they can be compared in their perceptions and satisfaction with respect to Australia as a travel destination.

# CHAPTER 3

# RESEARCH METHODOLOGY

## 3.1 THE SAMPLE

### THE SAMPLE SIZE

The data for the present study was gathered from May, 1992 to September, 1992 from a sample of 84 identified Korean tourists immediately following their visit to Australia. During the same period, the number of Korean visitors to Australia was about 9000(KTN, 1992).

Tourists are often defined as 'all short term visitors into an area for any purpose - other than to commute to work(Hall 1991:6)'. For the purpose of this study, Korean tourists to Australia were defined as 'Korean visitors over the age of eighteen, who reported pleasure and/or visiting relatives or friends as the sole or partial purpose of their trips to Australia.' The fast growth in the Korean outbound market is mainly from pleasure travellers. The pleasure travellers can be controlled by various marketing activities. Therefore, this study focused on those Korean travellers who had taken any pleasure trip in Australia. Hence, those visitors whose travel-purposes did not include any pleasure trip within Australia were excluded. Those visitors who reported that their main purpose was visiting relatives and friends within Australia were included in the sample, because visiting relatives and friends is one of the main motives for Koreans

to choose a destination for their holiday travel(Lew, 1990).

## THE PROFILE OF THE SAMPLE

Table 3.1 shows a general profile of the surveyed sample. Female tourists consisted of 44% of the sample, which is a higher rate than that of the overall Korean outbound market. Males have dominated the Korean outbound market, with double the figures accounted for by females in recent years (McGahey,1991). As mentioned earlier, this study focused on those Korean travellers who had taken any pleasure trips within Australia. Therefore, the higher proportion of females in the sample can be explained by the fact that business travellers who were mainly males and not accompanied by their wives, were excluded from the sample(A lot of the business travellers from Korea had not taken any pleasure trips in Australia). Also, many respondents of this study were chosen from organised groups of almost homogeneously middle-aged couples. Organised groups were the most popular travel pattern for the Korean tourists to Australia. This explains the age distribution and marital status of the sample as well. The higher percentage of the aged group in the sample is consistent with other surveys and projections on the Korean tourist market to Australia including that of ATC(Burrell, 1991), while the total outbound market has been led by the 31-40 year old group since 1988, followed by the 21-30 age group and 41-50 age group(Yoon, 1991 and KTN, 1992).

In comparing the sex by age, the youngest(under 30) and the

oldest(50 and over) age groups were obviously different in their sex distribution. In the oldest group, males outnumbered females by well over three to one. In the youngest group, however, the opposite occurred. In education level, 85.7% of the sample had college level or higher education. Almost half of the sample were self-employed or professionals who could afford longer holidays than other workers in Korea. Students and housewives have been occupying the large portion of the Korean outbound market since the liberalization of overseas travel(Yoon, 1991). Over 90% of the sample indicated that this was their first visit to Australia, and three main information sources of Australia were friends, magazines/newspapers, and travel agents. 70.2% of the respondents had visited Australia for two weeks or less, and more than 80% of them had been to Sydney and one more city. Concerning levels of expenditure, more than 45% of the sample had spent A$4,000 or over. This may be related to the package prices of Australian products selling in Korea which range from A$3,000 to A$4,000 for 10 or 13 day trips. In comparison, the average expenditure of the outbound Korean tourists was U$2,017 and U$2,039 in 1990 and 1991 respectively(KTN,1992).

In summary, the key sociodemographic features of the sample in this study were as follows:females were overrepresented compared with the total outbound Korean market, and almost all respondents had a college or higher education. Concerning age, the 50-plus age group was most prominent.

TABLE 3.1 PROFILE OF RESPONDENTS(N=84)

| Characteristics | N | % |
|---|---|---|
| **Sex** | | |
| Male | 47 | 56.0 |
| Female | 37 | 44.0 |
| **Age*** | | |
| 19-29 | 13 | 15.5(M:8.5/F:24.3) |
| 30-39 | 17 | 20.2( 12.8/ 29.7) |
| 40-49 | 18 | 21.4( 17.0/ 27.0) |
| 50 or over | 36 | 42.9( 61.7/ 18.9) |
| **Education** | | |
| High School graduate | 12 | 14.3 |
| College graduate and more | 72 | 85.7 |
| **Occupation** | | |
| Teacher or office worker | 8 | 9.6 |
| Self-employed | 18 | 21.4 |
| Professionals | 21 | 25.0 |
| Students or Housewives | 37 | 44.0 |
| **Marital Status** | | |
| Single | 19 | 22.6 |
| Married | 65 | 77.3 |
| **Annual Income** | | |
| BelowA$15,000 | 20 | 23.8 |
| A$15,000-A$30,000 | 30 | 35.7 |
| OverA$30,000 | 33 | 39.3 |
| **Friends or Relatives** | | |
| Have | 34 | 40.5 |
| Have Not | 49 | 58.3 |
| **First or Return Visit** | | |
| Return Visit | 7 | 8.3 |
| First Visit | 76 | 90.5 |
| **Information Sources** | | |
| Friends | 21 | 25.0 |
| Magazines/newspapers | 29 | 34.5 |
| Travel agent | 26 | 31.0 |
| **Travel Pattern** | | |
| Alone | 8 | 9.5 |
| With Family | 13 | 15.5 |
| With Friends/Relatives | 11 | 13.1 |
| Organised Group | 50 | 59.5 |
| **Length** | | |
| 2 weeks or less | 59 | 70.2 |
| Over 2 weeks to 1 month | 10 | 11.9 |
| over 1 month | 15 | 17.9 |
| **Places visited** | | |
| Sydney | 29 | 34.5 |
| Sydney and one more city | 39 | 46.4 |
| Sydney and two more cities | 14 | 16.7 |
| **Expenditure** | | |
| Less than A$2000 | 17 | 20.2 |
| A$2000-A$4000 | 28 | 33.3 |
| More than A$4000 | 37 | 44.0 |

*Includes crosstabulation of age by sex of the sample

More than 90% of the respondents were visiting Australia for the first time, and more than 70% of them had stayed in Australia for two weeks or less.

## 3.2 INSTRUMENT

The questionnaire covered three main areas. The first section contained sociodemographic profile questions, covering age, sex, education, marital status, occupation, and other information on the respondents' travel in Australia.

In the second section, items included sixteen psychographic statements. The items were to collect the data necessary to meet the study's objectives. To describe Korean tourists' psychographics, the sixteen psychographic statements, addressing a variety of topics concerning the respondents' activities, interests, and opinions regarding various aspects of the vacation experience and types of preferred destinations, were borrowed from Schul and Crompton's(1983) study. As mentioned earlier, Schul and Crompton examined the psychographic statements to provide markers with some insights into their target market. Therefore, the items were used in this study to have some insights into Korean tourists in Australia. The Likert scale was used with 5 categories ranging from "1=strongly disagree" to "5=strongly agree".

The third section was concerned with another 19 Likert-type items which were adapted from the studies of Kaynak and

Yavas(1981) and Yau and Chan(1990), to measure perceptions on attributes of Australia as a travel destination, including shopping, transportation, attractions, entertainment, accommodation, food, price, weather and overall satisfaction with Australia. The items were determined from various major dimensions emphasised by tourists in general in other tourism studies including the two studies mentioned. If the image attributes were deemed positive by respondents, most of the evaluative scales received high scores. The questionnaire was designed in English, and translated into Korean with a double translation check to prevent mistranslation. A detailed copy of the questionnaire is enclosed in Appendix A.

## 3.3 PROCEDURE

The sampling plan utilised in this study attempted to obtain a representative sample through the location of questionnaire collection and the author's judgment. Subjects were selected by the author who is a Korean and is fluent in Korean, from adult Korean visitors at the departure lobbies of Sydney International Airport. The departure lobbies of Sydney International Airport were chosen as the survey sites since the airport is recognised as the gateway of almost all Korean tourists to Australia. It is the Australian terminal of direct and indirect flights from Korea. Korean visitors seated in the lobbies were asked whether they were Korean nationals and whether they had performed any kind of pleasure trip in Australia. If they responded in the affirmative, they

were, then, asked to complete the questionnaire.

Consumers can be reluctant to respond to market research inquiries, in part, because of a general unwillingness to talk to strangers. Korean tourists were particularly reluctant to reveal their demographics and other opinions on their travel. This might be partly explained by the 'frugality campaign' in Korea to reduce the deficit on its tourism account caused by big spending by Korean tourists while overseas. Quite often, the visitors asked to fill in the questionnaire had some physical troubles, poor eye sight being one example, and gave up concentrating on the questionnaire. As the questionnaire included those questions to which they can react intuitively, not many cases of technical illiteracy should have occurred. Obviously, many could not be bothered to fill in the questionnaire after their overseas travel.

As a result, even though substantial numbers of Korean tourists visited Australia during July and August of 1992(the high season for the Korean tourism industry with the Koreans' summer vacation), many of the tourists were reluctant to answer the questionnaire on the spot. Therefore, about 200 questionnaires with return envelopes were handed to those tourists who wished to complete the questionnaires on the plane and to post them at their arrival in Korea. The return rate was less than 10% out of the 200 distributed questionnaires. Altogether, 84 questionnaires were collected, and were used for the analysis.

The research was small-scale and was concerned with a minority of the population of Korean visitors to Australia. Therefore, the sample may not be fully typical of the population. The author would like this study to provide some ideas and insights for an early stage of studying Korean tourists' perceptions of Australia as a desirable holiday destination. The author would also like to see more extended works regarding the market.

# CHAPTER 4

# DATA ANALYSIS AND RESULTS

## 4.1 DESCRIPTION OF DATA:FREQUENCIES

The data collected from the survey were analysed with the help of the computer program, SPSS(The Statistical Package for the Social Sciences). The first step was undertaken in order to gain an overall impression and response patterns to the psychographic statements and destination attributes. This involved the creation of simple FREQUENCIES. The frequencies applying to each item was then collected to form a summary of all frequencies. Mean responses were reported as well as variances and standard deviations. In Tables 4.1 and 4.2, the means and standard deviations of the values for the items are shown.

As can be seen in Table 4.1, the means of the psychographic statements are generally high, which represents the Korean tourists' positive responses to the addressed travel psychographics. The Korean tourists, in this study, tended to give a relatively high importance to visiting destinations that have old monuments and other historical buildings. They were also interested in mixing with the local people and experiencing local customs and new ways of living, and in visiting new cultures and a new way of living. Interestingly, the statement which included the preference for relaxation

## TABLE 4.1 MEANS AND STANDARD DEVIATIONS OF PSYCHOGRAPHIC STATEMENTS(16 ITEMS), N=84

| PSYCHOGRAPHIC STATEMENTS | MEAN | S.D. |
|---|---|---|
| When I travel abroad, I prefer to be on a guided tour. | 3.91 | 1.12 |
| The nicest vacation is one where I can just relax and do nothing | 2.06 | 1.09 |
| When I go on vacation, I look for adventure and an opportunity to escape from the ordinary. | 3.44 | 1.23 |
| The best vacations are those that have a lot of night life. | 3.56 | 1.17 |
| It is important that I stay at the best places when on vacation. | 3.46 | 1.11 |
| I prefer to visit countries that have old monuments and other historical buildings. | 4.21 | .94 |
| I always like to mix with the local people and experience the local customs. | 4.29 | .87 |
| I most like to visit places that my friends have visited before me. | 3.44 | .87 |
| One of the best parts of travelling is to visit new cultures and new ways of living. | 4.36 | .78 |
| When I go on a trip, I prefer to arrange my own sightseeing schedule and accommodation. | 3.76 | 1.10 |
| Most of my friends come to me for advice on what foreign countries to visit. | 3.85 | .81 |
| I like to visit places where I've been able to learn things that help me in education and/or business. | 4.27 | .78 |
| I try to do too many things when I'm on vacation. | 3.14 | 1.13 |
| I prefer to visit places where I can understand the language. | 3.88 | 1.03 |
| It is important that there is plenty to entertain the children at the places I go on vacation. | 3.82 | .95 |
| I prefer to visit places with a large variety of activities and sights. | 4.35 | .85 |

during holidays did not receive much support, having the lowest mean among the statements, while a large variety of activities and sights were much preferred. Overall, those statements which addressed the psychographic preferences for opinion leading, historic and cultural interests, learning experience, and activities, received relatively high agreement from the Korean tourists in this study.

The Korean tourists' preferences for a variety of activities and sights described above, seemed to be reflected in the relatively high means of attraction attributes in Table 4.2 in which the mean responses of the Korean tourists to the selected destination attributes of Australia are shown. Some of the relatively high means are seen with the items describing the natural environment of Australia, such as plentiful adventure attractions, beautiful scenery and wildlife, and attractive weather. Shopping attributes tended to have relatively negative responses, because the Korean tourists in this study did not consider that there is a diversity of goods and convenience of shopping in Australia. Restaurants, hotels, and services they experienced there were perceived positively. They were also perceived as being over-priced. The relatively moderate to high means of overall satisfaction items indicate that the Korean tourists in this study were generally satisfied with the Australian vacation experience, and 79.3% of the sample "agreed" or "strongly agreed" with the intention of revisiting Australia(Appendix B:1.1).

**TABLE 4.2 MEANS AND STANDARD DEVIATIONS OF DESTINATION
ATTRIBUTES(16 ITEMS),N=84**

| DESTINATION ATTRIBUTE ITEMS | MEAN | S.D. |
|---|---|---|
| SHOPPING | | |
| Wide variety of goods | 2.63 | .94 |
| Convenient shopping | 2.78 | .89 |
| TRANSPORTATION | | |
| Good transportation sys. | 3.48 | .92 |
| ATTRACTIONS AND ENTERTAINMENT | | |
| Plentiful adventure att. | 3.69 | 1.03 |
| Beautiful scenery and wildlife fascinating | 3.96 | .96 |
| Plentiful cultural events | 3.53 | 1.14 |
| Good night life poss. | 3.25 | 1.17 |
| Learning experience | 3.62 | 1.01 |
| Dull place | 3.12 | 1.29 |
| ACCOMMODATION AND FOOD | | |
| Good restaurants | 3.33 | .92 |
| good hotels with good services | 3.43 | .99 |
| variety of foods | 3.24 | .09 |
| PRICE | | |
| Expensive hotels and res. | 3.55 | .88 |
| Expensive commodities | 3.38 | .93 |
| WEATHER | | |
| Attractive weather | 3.73 | 1.06 |
| VISITING FRIENDS/RELATIVES | | |
| Australia for VFR | 2.89 | 1.50 |
| OVERALL SATISFACTION | | |
| Good holiday destination | 3.92 | .95 |
| Recommend to friends | 3.92 | .96 |
| Want to revisit | 4.11 | 1.03 |

## 4.2 PSYCHOGRAPHIC SEGMENTATION:FACTOR ANALYSIS

In further analysis of the psychographic items, a FACTOR analysis was carried out to identify the underlying dimensions (factors) of the Korean tourists' psychographics. As mentioned earlier, Plog(1987) discussed the use of factor analysis to determine the primary psychographic types as the typical approach of psychographic segmentation. Factor analysis is a statistical technique that enables the measurement of underlying characteristics from a set of interrelated variables. A person, for example, with strong cultural interests would rate highly on the items of reflecting to cultural interests. Therefore, the program can unify concepts or labels that characterise responses to related groups of variables(Rummel, 1970). The factors identified from the factor analysis were used as describing variables of the Korean tourists, together with the factor scores to group the Korean tourists into subgroups. The data were applied to five factors based on the criterion that their eigenvalues should exceed 1. The factor matrix which presents the loadings by which the existence of a factor for the variables can be ascertained, is shown in Table 4.3. The five factors extracted from the factor analysis accounted for 64.1% of the variance in the total data.

To interpret the meaning of the factors which reflect travel-specific psychographics, statements with loadings of .40 or above were considered. Factor loadings in the 0.60 to 0.70

range were considered strong evidence for placement of a variable(Bonn,1982). However, somewhat lower factor loadings were permissible in many studies if the placement of a given variable in a factor helped to explain the meaning of the construct being described(Bonn,1982). Therefore, the present study followed early studies(Schul and Crompton,1983 and Yau and Chan,1990) by allowing the variables with factor loadings of .40 or above.

The factors are described as 'Knowledge seekers', 'Adventurers', 'Experience Chasers', 'Pleasure seekers', and 'Opinion leaders', depending on the highly loaded psychographic statements. These labels have been commonly used in other attitudinal segmentation studies including those of Schul and Crompton(1983), ATC(1990) and PATA(NZTP,1990).

In Table 4.4, a brief description of each segment and factor loadings of the variables are shown. 'Knowledge seekers', were identified with salient loadings on the statements of historical interests, pre-knowledge, learning experiences, language understanding, and the preference for those destinations for children. The statements which include knowledge seeking interests and opinion leading activities were loaded similarly in both the present study and Schul and Crompton's(1983). The early work of Schul and Crompton(1983) described six factors which had been identified from the same psychographic statements, as cultural interest, comfort,

## TABLE 4.3 FACTOR LOADINGS ON PSYCHOGRAPHIC STATEMENTS

| VARIABLES | FACTOR1 Knowledge seekers | Factor2 Adventurer | Factor3 Experience chasers | Factor4 Pleasure seekers | Factor5 Opinion leaders |
|---|---|---|---|---|---|
| prefer guided tour | .34 | .44 | .26 | .51 | .20 |
| do nothing | -.11 | -.75 | -.10 | -.03 | .03 |
| look for adventure | .04 | .73 | .14 | -.05 | .38 |
| have a lot of night life | -.15 | .31 | .49 | .58 | .06 |
| stay at the best places | .09 | -.25 | .01 | .75 | .15 |
| prefer historic things | .56 | .54 | .08 | .01 | -.07 |
| experience the local custom | .28 | .06 | .45 | .02 | .63 |
| visit places friends visited | .62 | .15 | -.06 | .13 | .45 |
| visit new culture | .35 | .05 | .74 | -.02 | .15 |
| arrange own schedule | .11 | .03 | -.04 | .13 | .84 |
| friends ask for advice | .35 | .34 | .23 | .21 | .26 |
| learn things | .73 | .00 | .18 | -.12 | .16 |
| do too many things | -.03 | .37 | -.35 | .59 | .00 |
| prefer to understand lan. | .70 | .15 | .19 | .15 | .05 |
| entertain children | .46 | -.01 | .24 | .44 | .18 |
| abundant actis. and sights | .16 | .43 | .66 | .13 | -.06 |

*The underlined factor loadings are the most prominent loadings for each factor. The cut-off of .40 was used for each item selection

familiarity/convenience, activity, opinion leadership, and knowledge seeker.

'Adventurers' were those who sought adventure, escape from the ordinary on vacation, a variety of activities and sights including historical things, and convenience as well.

'Experience chasers' viewed holidays as time to experience new cultures, contacting the local people and customs, and a variety of activities and sights. They were also interested in evening entertainment.

'Pleasure seekers' showed preferences for vacation in places with activities, evening entertainment and convenience, required a comparatively high degree of comfort in their accommodation, and preferred those destinations for children. 'Opinion leaders' were self-confident in their ability to arrange their own trips, and showed a strong interest in cultural experiences.

Multiple inclusions happened with some statements of convenience, evening entertainments, historical interests, familiarity, family holiday destination, and activities'. The statement "Most of my friends come to me for advice on what foreign countries to visit" did not get salient loadings for any of the identified factors, which means its complexity is greater than one, and that it measures more than one theoretical dimension(Kim, 1975:475).

**TABLE 4.4 A BRIEF DESCRIPTION OF THE PSYCHOGRAPHIC SEGMENTS**

| | |
|---|---|
| FACTOR 1. Knowledge seekers | |
| Historical interests | .56 |
| Pre-knowledge and convenience | .62 |
| Learning experiences | .73 |
| Familiarity(Language understanding) | .70 |
| Family holiday destination | .46 |
| | |
| FACTOR 2. Adventurers | |
| Convenience | .44 |
| Relaxation | -.75 |
| Adventure and escape from the ordinary | .73 |
| Historical interests | .54 |
| A variety of activities and sights | .43 |
| | |
| FACTOR 3. Experience chasers | |
| Evening entertainments | .49 |
| Local people and customs | .45 |
| New cultural experiences | .74 |
| A variety of activities and sights | .66 |
| | |
| FACTOR 4. Pleasure seekers | |
| Convenience | .51 |
| Evening Entertainments | .58 |
| High standard accommodations | .75 |
| Activities | .59 |
| Family holiday destination | .44 |
| | |
| FACTOR 5. Opinion leaders | |
| Cultural experiences | .63 |
| Pre-knowledge and convenience | .45 |
| Opinion leading | .84 |

To classify the individuals into the resultant psychographic types of the factor analysis, a factor score matrix was calculated. Factor scoring gives the scores of a case on the extracted factors from the factor analysis, locating each case in the space of the factors(Rummel,1970). That is, according to Rummel(1970), "The factor scores are derived in the way that each variable is weighted proportionally to its involvement in a factor;the more involved a variable, the higher the weight. Variables not at all related to a factor would be weighted near zero. The factor scores are interpreted as data on any variable. Scores on a possible psychographic factor are a composite. These composite variables made up of factor scores can be used in other analyses or as a means of comparing cases on the factors(p.152)."

Once the respondents were factor scored, they were grouped into the subgroups identified by the factor analysis. In grouping, cases which had factor scores higher than 1 on each factor were considered. The subgroups were non-inclusive, and an individual could belong to more than one of the groups, depending on his or her factor scores. That is, if an individual had two or more factor scores which were greater than 1 on different factors, the individual was classified into all those subgroups which the factors described. As a result, 15 cases obtained higher scores than one on factor 4 described as 'Pleasure seekers', 14 for 'Opinion leaders', 13 for 'Adventurers' and 12 for 'Experience chasers'. 'Knowledge

seekers' have 10 cases with factor scores higher than 1. Therefore, 64 cases were included in the segments, and used for comparison with one another(Appendix B:1.3).


## 4.3 DESCRIPTION OF THE SEGMENTS


A descriptive analysis of CROSSTABULATION was applied to the segments according to their sociodemographic variables with a view to finding out the demographic characteristics of each segment and other information about their trips in Australia. For the comparison of the segments' perceptions on destination attributes and satisfaction, MEANS were calculated for the destination attributes for each segment, and a ONEWAY statistical procedure was done to determine whether there was a reason to believe the population means are unequal. The resultant statistics are shown in the Tables 4.5 and 4.6.


SOCIODEMOGRAPHIC FEATURES, As can be seen in Table 4.5, 'Adventurers' and 'Knowledge seekers' had higher proportions of females, 76.9% and 60.0% respectively, while 'Opinion leaders' had 35.7% females in the group. The largest age group for 'Knowledge seekers' and 'Opinion leaders' was 30-39, and 40-49 for 'Adventurers'. 50% of 'Experience chasers' and 60% of 'Pleasure seekers' were in the age group of 50 and over. 70% of 'Knowledge seekers' had friends and relatives in Australia, and their main information sources about Australia were friends and relatives. For more than 50% of 'Adventurers', 'Pleasure seekers' and 'Opinion leaders', the

## TABLE 4.5 PROFILE OF THE SEGMENTS

| Characteristics | KNOW. (%) | ADV. (%) | EXP. (%) | PLE. (%) | OPI. (%) |
|---|---|---|---|---|---|
| **Sex** | | | | | |
| Male | 40.0 | 23.1 | 58.3 | 53.3 | 64.3 |
| Female | 60.0 | 76.9 | 41.7 | 46.7 | 35.7 |
| **Age** | | | | | |
| 19-29 | 20.0 | 15.4 | 16.7 | - | 21.4 |
| 30-39 | 40.0 | 15.4 | 16.7 | 6.7 | 50.0 |
| 40-49 | 20.0 | 38.5 | 16.7 | 33.3 | 7.1 |
| 50 or over | 20.0 | 30.8 | 50.0 | 60.0 | 21.4 |
| **Education** | | | | | |
| High School graduate | 10.0 | 7.7 | 16.7 | 13.3 | - |
| College graduate and more | 90.0 | 92.3 | 83.3 | 86.6 | 100.0 |
| **Occupation** | | | | | |
| Teacher or office worker | - | 15.4 | - | - | - |
| Self-employed | 10.0 | 15.4 | 25.0 | 33.3 | 35.7 |
| Professionals | 30.0 | 15.4 | 25.0 | 26.7 | 21.4 |
| Students or Housewives | 60.0 | 53.8 | 50.0 | 40.0 | 35.7 |
| **Marital Status** | | | | | |
| Single | 20.0 | 30.8 | 16.7 | - | 42.9 |
| Married | 80.0 | 69.2 | 83.3 | 100.0 | 57.1 |
| **Annual Income** | | | | | |
| BelowA$15,000 | 20.0 | 38.5 | 25.0 | 13.3 | 28.6 |
| A$15,000-A$30,000 | 60.0 | 38.5 | 41.7 | 40.0 | 28.6 |
| OverA$30,000 | 20.0 | 23.1 | 33.3 | 46.7 | 42.9 |
| **Friends or Relatives** | | | | | |
| Have | 70.0 | 30.8 | 41.7 | 40.0 | 57.1 |
| No | 30.0 | 69.2 | 58.3 | 60.0 | 42.9 |
| **First or Return Visit** | | | | | |
| Return Visit | - | - | - | 6.7 | 14.3 |
| First Visit | 100.0 | 100.0 | 100.0 | 93.3 | 85.7 |
| **Information Sources** | | | | | |
| Friends | 50.0 | 7.7 | 25.0 | 20.0 | 21.4 |
| Magazines/newspapers | 30.0 | 53.8 | 25.0 | 53.3 | 50.0 |
| Travel agent | 10.0 | 38.5 | 41.7 | 20.0 | 28.6 |
| **Travel Pattern** | | | | | |
| Alone | 20.0 | 7.7 | - | - | 21.4 |
| With Family | 10.0 | - | 16.7 | 13.3 | 28.6 |
| With Friends/Relatives | 40.0 | 15.4 | 16.7 | - | 7.1 |
| Organised Group | 30.0 | 69.2 | 66.7 | 86.7 | 35,7 |
| **Length** | | | | | |
| 2 weeks or less | 50.0 | 76.9 | 66.7 | 80.0 | 50.0 |
| Over 2 weeks to 1 month | 20.0 | 7.7 | - | 6.7 | 14.3 |
| over 1 month | 30.0 | 15.4 | 33.3 | 13.4 | 35.7 |
| **Places visited** | | | | | |
| Sydney | 40.0 | 7.7 | 25.0 | 20.0 | 35.7 |
| Sydney and one more city | 40.0 | 76.9 | 66.7 | 80.0 | 42.9 |
| Sydney and two more cities | 10.0 | 15.4 | 8.3 | - | 21.4 |
| **Expenditure** | | | | | |
| Less than A$2000 | 20.0 | 7.7 | 16.7 | 13.3 | 7.7 |
| A$2000-A$4000 | 30.0 | 46.2 | 41.7 | 40.0 | 30.8 |
| More than A$4000 | 50.0 | 46.2 | 41.7 | 46.7 | 61.5 |

main information sources were magazines/newspapers, while the information source of 41.7% of 'Experience chasers' was travel agents. 86.7% of 'Pleasure seekers', 69.2% of 'Adventurers' and 66.7% of 'Experience chasers' had travelled in organised groups, while 30% of 'Knowledge seekers' and 35.7% of 'Opinion leaders' had travelled in the same pattern. 80% of 'Pleasure seekers' had stayed in Australia for two weeks or less and had visited Sydney and one more city(state). 'Adventurers' and 'Experience chasers' had a similar pattern. Even though 'Knowledge seekers' had more average days in Australia than 'Opinion leaders', they spent money less than 'Opinion leaders'.

To summarise the sociodemographic features, it can be said that the sociodemographic variables considered in the analysis seemed to discriminate among the segments in the case of several items. 'Knowledge seekers', for example, were relatively evenly distributed over the sociodemographic values, while 'Pleasure seekers' had a narrower span of the value distribution inclining to older aged males travelling in organised groups. 'Knowledge seekers' tended to be females in the their 30's earning middle incomes, and quite a lot of them were visiting friends and relatives in Australia. 'Adventurers' were mostly females and were older than 'Knowledge seekers'. Many of them had travelled in organised groups. The major occupations of these two subgroups were

students or housewives. The other three subgroups, 'Experience chasers', 'Pleasure seekers', and 'Opinion leaders' were male-dominant. 'Experience chasers' were slightly older males with slightly higher than average incomes, and many of them were travelling in organised groups. 'Pleasure seekers' were mainly older-aged males with the highest average income, and most of them had travelled in organised groups. 'Opinion leaders' were much younger males than the other two male-dominant subgroups, and the majority of them were either self-employed or professionals in their occupations. They were a bit more experienced in Australia and showed the highest expenditure level.

In Table 4.6, the differences of the perceptions on the destination attributes among the segments are shown, and some prominent patterns are elaborated on each item in the following.

SHOPPING ATTRIBUTES, The overall means of shopping attributes for the segments did not have very positive values, which indicated that the segments did not agree with the statements of good shopping in Australia. 'Pleasure seekers' show the most positive responses among the segments, followed by 'Adventurers'.

TRANSPORTATION, Most of the segments tended to agree with the good transportation of Australia. However, 'Opinion leaders' did not closely agree with the other segments, showing the

**TABLE 4.6 DIFFERENCES OF PERCEPTIONS ON DESTINATION ATTRIBUTES AMONG THE SEGMENTS**

| DESTINATION ATTRIBUTE ITEMS(N) | F1 KNOWL. (14) | F2 ADVEN. (13) | F3 EXP. (12) | F4 PLE. (15) | F5 OPIN. (10) | **F -VALUE |
|---|---|---|---|---|---|---|
| SHOPPING | | | | | | |
| Wide variety of goods | 2.50 | 2.84 | 2.66 | 3.00 | 2.57 | .52 |
| Convenient shopping | 2.80 | 3.23 | 3.08 | 3.20 | 2.78 | .83 |
| TRANSPORTATION | | | | | | |
| Good transportation | 3.90 | 3.76 | 3.83 | 4.06 | 3.42 | 1.11 |
| ATTRACTIONS AND ENTERTAINMENT | | | | | | |
| Plentiful adventure att. | 4.40 | 4.38 | 3.91 | 4.06 | 3.64 | 1.08 |
| Beautiful scenery and Wildlife | 4.50 | 4.53 | 4.25 | 3.86 | 4.35 | 1.20 |
| Plentiful cultural events | 3.90 | 4.07 | 3.50 | 3.93 | 3.35 | .74 |
| Good night life poss. | 3.50 | 4.00 | 3.41 | 4.06 | 3.64 | .73 |
| Learning experience | 3.80 | 4.00 | 3.91 | 4.20 | 3.92 | .28 |
| Dull place | 3.30 | 3.38 | 3.08 | 2.78 | 3.30 | .37 |
| ACCOMMODATION AND FOOD | | | | | | |
| Good restaurants | 3.30 | 3.61 | 3.33 | 3.73 | 3.78 | .74 |
| Good hotels with good services | 3.00 | 3.46 | 3.58 | 3.46 | 3.78 | .86 |
| Variety of foods | 3.50 | 3.76* | 3.16 | 3.33 | 2.78* | 1.95 |
| PRICE | | | | | | |
| Expensive hotels and res. | 3.50 | 3.61 | 3.41 | 3.66 | 4.14 | .91 |
| Expensive commodities | 3.50 | 3.00 | 3.25 | 3.26 | 3.21 | .25 |
| WEATHER | | | | | | |
| Attractive weather | 3.90 | 4.46 | 4.00 | 4.00 | 3.92 | .62 |
| VISITING FRIENDS/RELATIVES | | | | | | |
| Australia for VFR | 3.70 | 3.53 | 3.08 | 3.20 | 3.15 | .30 |
| SATISFACTION | | | | | | |
| Good holiday destination | 4.40 | 4.46 | 4.08 | 4.35 | 4.30 | .34 |
| Recommendable to friends | 4.50 | 4.23 | 4.41 | 4.20 | 4.14 | .31 |
| Wish to revisit | 4.60 | 4.61 | 4.50 | 4.26 | 4.28 | .40 |

** Oneway analysis of variance with Duncan procedure.
* denotes pairs of groups significantly different at .05 level.

most negative responses.

**ATTRACTIONS AND ENTERTAINMENT,** The means of the attraction attributes for the segments varied across a relatively wide range. Most of the segments responded in a highly positive way to the adventure attractions, beautiful scenery and wildlife of Australia. 'Knowledge seekers' gave the highest

values to the plentiful adventure attractions of Australia, and they also, together with 'Adventurers', gave the most positive responses to the beautiful scenery and wildlife. 'Adventurers' highly perceived that Australia had many cultural events, while 'Pleasure seekers' felt that Australia had good night life and that holidays in Australia gave them learning experiences. 'Pleasure seekers' agreed the least with the statement, "Australia is a dull place". In overall attraction and entertainment attributes, 'Adventurers' showed the most positive responses over the items.

**ACCOMMODATION AND FOOD,** Although 'Opinion leaders' felt good about the qualities and the services in hotels and restaurants in Australia, they tended not to agree with the other segments about foods in Australia. As a result, 'Opinion leaders' were significantly different from 'Adventurers' in their perceptions of foods in Australia.

**PRICE,** While the other segments moderately felt that hotels and restaurants in Australia are overpriced, 'Opinion leaders'

agreed highly with the high price. For the prices of commodities, the segments on the average, gave less agreement than they did with overpriced hotels and restaurants.

**WEATHER,** 'Adventurers' liked the weather in Australia the most, and the other segments mostly agreed with the attractiveness of the weather.

**VISITING FRIENDS/RELATIVES,** A high proportion of 'Knowledge seekers' had friends or relatives in Australia, and 'Experience chasers' gave the least agreement with visiting friends and relatives in Australia.

**SATISFACTION,** There was consistency across all segments in perceiving Australia as a good holiday destination. Most would recommend holidays in Australia to their friends. 'Knowledge seekers' and 'Adventurers' tended to strongly agree with the intention of a revisit, and the other segments shared quite similar opinions.

To cope with the problems of drawing conclusions about the whole population on the basis of what was observed in the sample, the null hypothesis that several population means are equal, was tested through a oneway analysis of variance. Despite the wide variances between the means, the presence of significant differences at a certain level among most of the segments could not be confirmed. Two segments, 'Opinion leaders' and 'Pleasure seekers', differed significantly

concerning foods in Australia(Appendix B:2.3).

The lack of differences may be due to the small sample size, as Norusis(1991) indicated, "The variability of the distribution of sample means depends on how large the sample is and on how much variability there is in the population from which the samples are taken. As the size of the sample increases, the variability of the sample means decreases, and as variability in a population increases, so does the variability of the sample means(p.195)."

Most segments agreed that Australia has desirable attributes as a travel destination. The only exception was 'Opinion leaders' who appear to have different opinion from 'Pleasure seekers' on foods in Australia. Even this group have expressed general satisfaction with Australia as a holiday destination.

# CHAPTER 5

# DISCUSSION

The intention of this study was to obtain new insights into the Korean tourist market for Australia. Using psychographic segmentation, profiles, which describe the characteristics of five market segments, have been created. The five segments are 'Knowledge seekers', 'Adventurers', 'Experience chasers', 'Pleasure seekers', and 'Opinion leaders'. The hypothesis postulating that Korean tourists to Australia can be classified into subgroups according to their travel psychographics, has been supported. The other hypothesis that there are statistically significant differences among the subgroups with respect to perceptions of the destination attributes of Australia has not been widely accepted due to the small sample size. The statistical differences could not be supported because there was not enough reason to generalise the differences statistically.

## EXPLORATION OF THE MARKET PROFILE

In the process of market segmentation, it is important to project the possible size of psychographic submarkets by types, and to answer which psychographic characteristics can influence the product attributes that can appeal to potential tourists(Bryant and Morrison, 1980).

### Market Size

The key issue for the development of promotional and

advertising strategies is the determination of the size of psychographic submarkets by types. One attempt to grasp the possible size of the Korean tourist market for Australia can be to look at the segments of earlier research by PATA on potential holiday travellers from Korea to the Pacific-Asia region, which revealed four attitudinal segments, 'Relaxation seekers', 'Family oriented', 'Adventure seekers', and non-involved, together with the segments of the present study(Table 5.1).

From the comparison in Table 5.1, it seems that travellers to Australia came from the 'Family-oriented' group and the 'Adventure seekers' group of the potential travellers to Asia-Pacific region. The two segments of PATA study shared such features as high education level and white collar profession in proportion to the demographics with the segments of the present study. Many of their priorities in their overseas travel were also commonly shared by the segments of this study, including learning experiences, cultural interests, and preferences for family holidays. Although 'Pleasure seekers' of this study and 'Relaxation seekers' of the PATA study shared the idea of "luxury or high standard" facilities duringholidays, they showed quite different attitudes toward travel activities, in that the 'Pleasure seekers' of this study showed a great interest in activities but that the 'Relaxation seekers' in PATA study preferred to do nothing at all during their holidays.

Therefore, it can be said that the target market groups for

**TABLE 5.1 POTENTIAL HOLIDAY TRAVELLERS TO THE PACIFIC-ASIA REGION AND HOLIDAY TRAVELLERS TO AUSTRALIA FROM KOREA**

| POTENTIAL HOLIDAY TRAVELLERS TO PACIFIC-ASIA REGION* | HOLIDAY TRAVELLERS TO AUSTRALIA(PRESENT STUDY) |
|---|---|

**RELAXATION SEEKERS(24% OF THE MARKET)**

Female:62%
Generally less well educated
Priorities for selection holidays
1.Getting away from the demands of work/home
2.Being free to act the way they feel
3.Trying new food
4.Doing nothing at all
5.Indulging in luxury
Low interest in the cultural aspects

**FAMILY ORIENTED(25%)**

Evenly split bet. the sexes
A little older than average
Generally more well educated
Priorities
1.Visiting friends/relatives
2.Visiting places their family came from
3.Travelling to safe and secure Places
4.Being together as a family
5.Making new friends
Secondary desire for cultural experiences

**ADVENTURE SEEKERS(26%)**

Younger than average
More male oriented(57%)
Highest white collar proportion
Priorities
1.Learning new things
2.Seeing things they have never seen before
3.Experiencing new lifestyles/ cultures
4.Having fun
5.Seeing how others live
More interested in making new friends and experiencing outdoor activities
Not at all interested in VFR

**NON INVOLVED(25%)**

**KNOWLEDGE SEEKERS**

Female:60%
30-39 age group(40%)
90% college and more
70% VFR in Australia
AIO psychographics
1.Learning exp.
2.Lang. understanding
3.Pre-knowledge
4.Historical interests

**ADVENTURERS**

Female:76.9%
Older age groups
92.3% college and more
AIO
1.Adventure and escape from the ordinary
2.Historical interests
3.Convenience
4.A variety of activities and sights

**EXPERIENCE CHASERS**

Male:58.3%
50 and over:50%
83.3% college and more
AIO
1.New cultural experiences
2.A variety of activities and sights
3.Evening entertainments

**PLEASURE SEEKERS**

Male:53.3%
The most aged group
86.6% college and more
AIO
1.Activities
2.Evening entertainments
3.Convenience
4.High standard accommodation
5.Family holiday

**OPINION LEADERS**

Male:64.3%
30-39 age group:50%
100% college and more
AIO
1.Self arranging
2.Cultural experiences
3.Pre-knowledge

*Source:A PATA Cooperative Study 1989
New Zealand Tourist and Publicity Department(1990:10-11)

Australia comprise those adventurous and family-oriented groups with high cultural interests and active attitudes in the potential Korean market. In that way, it can also be said that the Korean outbound market size for Australia is more than half of the potential travellers to the Asia-Pacific region.

## Market Profile

The utility of the segmentation is greater where it can be applied directly to the formulation of marketing strategies. Such strategies can help match market segments with real or perceived attributes of tourism destinations, as identified by Mieczkowski(1990). In other words, product development can be furthered based upon a knowledge of the preferences sought by customers, and competitive strategies can be formulated based upon how well competitive products satisfy these preferences(Michman,1991). In the following, more complete profiles of the Korean tourist market for Australia are explored based on the psychographic analysis of the sample of this study. This exploration attempts to offer a way of looking at the problem mentioned in the introduction, together with some dimensions for describing psychographic typologies of Korean tourists in Australia. Other studies on tourists' typologies are quoted as references for the interpretation of the segments. Demographics and the national character of the sample are also considered in developing the profiles.

**KNOWLEDGE SEEKERS** The first item noted in the factor analysis tends to be a general factor, and tends to load relatively highly on many variables (Kim,1970). In the present study, it was described as 'Knowledge seekers'. 'Knowledge seekers' may represent the basis of typical Korean tourists' psychographics in Australia. Similarly, Dunn Ross and Iso-Ahola's(1991) study on sightseeing tourists' motivation and satisfaction found that subjects were primarily motivated by knowledge seeking. The descriptors of knowledge seeking in their study included 'to see famous sites', 'to gain general knowledge', and 'to learn about the history'. These are common descriptors for the 'Knowledge seekers' group of this study. They also discussed that 'Knowledge' emerged as a significant satisfaction factor.

The preferences of this segment for learning experiences or historical interests shown(Table 4.4) can easily be adapted in organised group tours using museums, churches, or other monumental sites which can teach about aspects from both the past and the present of the destination (McIntosh and Goeldner,1986). They can also be attracted by different life-styles with 'local-colour', picturesque settings of the destination, arts and crafts demonstrations in native market places, or special events in the area(McIntosh and Goeldner,1986). Strong influence from friends(I most like to visit places that my friends have visited before me) is another feature of this group, which may reflect particular aspects of the Korean society. Being a relatively homogeneous

people, derived almost exclusively from one single ethnic group, Koreans are greatly influenced by peer-group pressure in their choices of travel destinations. This means that word of mouth is an important element in the decision-making process.

In the perceptions of destination attributes in Australian by this segment(Table 4.6), this group agreed with the overall desirable attributes of Australia more than average(Table 4.2). This indicates that Australia has a competitive advantage in building favourable peer-group pressure toward potential travellers in Korea.

One negative perception was that Australia does not offer good quality merchandise nor convenient shopping to key segments of the market, notably including 'Knowledge seekers', even though it was perceived as offering a variety of attractions. The Korean custom of gift giving(McGahey,1991, Yoon,1991, and Lew,1991) has ensured that shopping is an important activity for Korean tourists. The most important single element in tourist shopping is said to be the authenticity of the products for sale as they relate to the local area(McIntosh and Goeldner,1986). Consideration of this would enhance the development of the market as well.

**PLEASURE SEEKERS** Another key segment is the 'Pleasure seekers'. The Korean market for Australia is still in its infancy with package tours being the most popular means of

travel for pleasure travellers. The segment of pleasure seekers identified in this study may represent those travellers who choose package tours because of the convenience factor and who seek assistance in overcoming their lack of knowledge of the destination(86.7% of this segment had travelled in organised groups, Table 4.5). In Plog's(1987) psychographic/personality dimensions, a pleasure-seeking person is described as 'the type of person who desires a considerable amount of luxury and comfort in all aspects of travel(p.211).' The 'Pleasure seekers' in this study also desired these conveniences, high standard accommodations, and evening entertainment. The pleasure seeking can easily be achieved if such practical aspects as comfortable transportation carriers, opportunities for comfort facilities, or well organised entertaining activities, are taken into account and catered for in packaged tours.

'Pleasure seekers' of this study also share similar characteristics with 'The organised mass tourist' in Cohen's(1972) tourist typology. Cohen(1972) used a continuum of possible combination of novelty and familiarity as the basic underlying variable for the sociological analysis of the phenomenon of modern tourism, proposing a typology of four tourist roles:'The Organised Mass Tourist', 'The Individual Mass Tourist', 'The Explorer' and 'The Drifter' from familiarity toward novelty in the order. He described 'The Organised Mass Tourist' as the least adventurous tourist who prefers "guided tours, conducted in an air-conditioned bus,

travelling at high speed through a steaming countryside" (McIntosh and Goeldner,1986:185). 'Pleasure seekers' in this study share the pursuit of convenience with 'The Organised Mass Tourist', and so do 'Adventurers' of this study. This type of Korean tourist would continue to come to Australia because most potential travellers from Korea can still be described as inexperienced. In other words, the other segments in this study can also be positioned towards the familiarity pole on the continuum on social context. However, the fact that Korean tourists nevertheless place importance on the search for novelty, should not be forgotten when their psychographic features are considered.

The perceptions of the Australian attractions by this segment(Table 4.6), are also generally positive, but they do not seem to have enjoyed the attractions because they also put the highest value on the descriptor of "Australia is a dull place". This indicates that their preferences for abundant activities during their holidays should be considered in tour products of Australia.

ADVENTURERS 'Adventurers' are more likely to be 'The Explorer' in Cohen's(1972) typology. 'The Explorer' seeks both novelty and comfort, and is able to go back into his familiar environment when the going becomes too rough. 'Adventurers' in this study viewed holidays as time for adventure and escape from the ordinary. They also showed a preference for guided tours higher than average among the segments in this

study.

Interestingly, 'Adventurers' were predominantly female(Table 4.5). "Relaxation seekers" in the potential travellers' segments of the PATA study were also female dominant. However, the psychographics of the two groups are contradictory. 'Adventurers' in this study wanted an active escape from the ordinary by showing their preferences for adventure and abundant activities during holidays. 'Relaxation seekers', wanted to get away from the demands of work or home, and they preferred to do nothing at all during holidays. The other demographic difference between 'Adventurers' in this study and "Relaxation seekers" in the PATA study was the level of education they obtained(Table 5.1). One factor in their demographics seems to divide them into two different groups of opposite psychographics. This supports Neulinger's(1974) indication, saying, "the amount of education a person obtains may and most likely will determine the nature of leisure activities(p.97)."

Plog(1987) argued that 'venturesomeness' in tourist psychographic dimensions relates primarily to the type of individual who is more seeking and exploring. He continued that this individual tends to be the first user of new products. 'Adventurers' of this study desire adventure and escape from the ordinary during their holidays. They may be attracted by a kind of environmental tourism in Australia because they appear to agree more than average with such

destination attributes of Australia as 'having plentiful adventure attractions' and 'having beautiful scenery and wildlife'. They can be drawn to remote areas to experience activities in the unique natural environment of Australia.

**EXPERIENCE CHASERS** 'Experience chasers' sought a variety of activities and sights in travel destinations. 'Experience chasers' were highly interested in experiencing new cultures and wished to contact local people and customs. This can be interpreted as the 'people-orientation' dimension of tourist psychographics(Plog,1987). It is a desire to get close to people through travel and to experience the many cultures of the world(Plog.1987). Truly exotic attractions such as historic theme parks, Australian artistic themes or local festivals could strengthen the appeal of key destination regions for this group, and could give more depth to this type of visitors' satisfaction.

**OPINION LEADERS** The last group of the sample, 'Opinion leaders' were least supportive of the positive destination attributes of Australia(Table 4.6). They had the highest education level and were male dominant. 'Opinion leaders' are self-confident, and can be illustrated by Plog's(1987) words which says, "self-confidence is closely related to the willingness to do unique and very different things, such as selecting the unusual in tour destinations or activities at these destinations(p.211)."

The characteristics of this group should be noted carefully because the main age group of this segment was 30-39, which is the dominant age group for the Korean outbound market generally. That age group could also be the key target market for the next stage of development of the Korean market for Australia. Increased long-haul travel amongst younger English-speaking Koreans should not be ignored, and persuading this segment should be one of the primary objectives of public relations and advertising campaigns.

'Experience chasers', and 'Opinion leaders' of this study may be equated as the 'Cultural Adventure Seekers' or 'Active City Visitors' described in Mitchell and Marchant's(1977) study. 'Active City Visitors' is one of the segments derived from a study of potential U.S. visitors to Canada. 'Experience chasers' and 'Opinion leaders' also share common priorities and activities with 'Active City visitor' with the inclination to participate in activities, especially city sightseeing, cultural and other entertainment. These issues also apply to the psychographics of 'Cultural Adventure seekers'.

The understanding of psychographic segments can be enhanced by applying different typologies, developing specific segment description and then by building a more general picture of the market in question.

In summing up, a profile of the Korean tourist market for Australia has been explored in this chapter. To grasp a

possible market size for Australia based on the psychographics identified in this study, the findings of the present study have been compared with those of the PATA study. More than 50% of the potential market shared similar psychographics with the segments of this study. Also, the segments of this study were considered in different typologies derived from other studies. Some of the segments may be described as 'The Organised Mass Tourist' or 'The Explorer' in Cohen's(1972) sociological typology. 'Cultural Adventure seekers' or 'Active City Visitor' of Mitchell and Marchant(1977) could also describe the segments of this study. A large part of Plog's(1987) psychographic dimensions were quoted to interpret the segments in more general terms.

To see the utility of this segmentation study, the demographics, psychographics, and perceptions of Australian destination attributes of each segment were reconsidered in relation to the possible promotion and product strategies. 'Knowledge seekers' of this study, having been identified by the general factor of the analysis, could represent the general psychographics of the market. The preferences for knowledge seeking by this group can be adapted in tours, using historical and cultural items which can provide them with abundant stories of the places they travel. A large proportion of 'Pleasure seekers' of this study travelled in organised groups. This group can be attracted by emphasising comfortable aspects of travel and high standard of travel facilities in promotion activities. 'Adventurers' of this

study sought both novelty and comfort. Adventurous experiences in unique natural environment of Australia can appeal to this group. 'Experience chasers' were highly interested in experiencing new cultures and coming across local people and customs. Exotic cultural appeals in local settings could successfully attract this group. The segments of this study were relatively high supporters of the positive destination attributes of Australia. 'Opinion leaders' of this study, however, were the least supportive. They were self-confident in organising their own trips. This group should be carefully examined and approached by the marketers because the demographics of this group indicate that this group is likely to be the key segment in the Korean outbound travel market. With the abundant and diverse Australian attractions, there should be no reason why Australia cannot satisfy the segments if proper appeals to each segment can be made.

# CHAPTER 6

# LIMITATIONS OF THE STUDY

In this study, the benefits of a psychographic segmentation of a tourist market were explored. The main focus was to describe the psychographics of Korean tourists to Australia with a view to developing competitive marketing strategies and products for Australia.

There are, however, limitations that surfaced in this exploratory study. Firstly, the data included in this study were drawn from a limited number of Korean tourists in Australia. For that reason, it is difficult to conclude affirmatively that the results are generalisable to the entire population of Korean tourists to Australia. Also, respondents were selected according to a convenience sampling procedure, and this may have introduced bias in the sample, as Zikmund(1991) mentioned, "a research project using convenience sampling signals that the entire research project may lack objective(p.447)." Secondly, the subjective nature of psychographic research requires that the study's conclusions be interpreted with caution. Lundberg(1990) argued, "psychographic research can take a variety of forms, and most of them are subject to investigator's bias or the inherent unreliability of the technique or instrument used. Feelings and attitudes are qualitative and labile. Nevertheless, pleasure travel is associated with emotions and attitudes, and

to predict or influence pleasure travel, the research must understand the mindsets of travellers(p.157)."

Questions about psychographics such as reliability, validity, and application to real-world marketing problems, were discussed in depth by Wells(1975) and other researchers(Abbey, 1979 and Plog,1987). The methodological questions about this study may include random measurement errors, reliability of individual items(Korean tourists) and scales, and reliability of the relationship between Korean tourists' psychographics and perceptions of Australia. The present study adopted other researchers' standardised psychographic measurements, and based its methodological reliability and validity on the rich sources of psychographic theories in tourism literature. There, however, are still questions about the direct relevance to the market in question.

The problems of this psychographic study can be further minimised if the following factors are taken into consideration. Demographic data is still a more reliable dimension in measurement when a comprehensive demographic profile can be compiled than other approaches(Mieczkowski, 1990). Tourism is a cultural form as much as it is an economic industry. Potentially, psychographic segmentation is of most value when it can predict underlying trends and changes in society, which will lead to major shifts in demands for goods and services(Mitchell and Marchant,1977). National character and sociocultural influences should be carefully

examined for judicious marketing which can continue to provide ideal conditions for the fast growing inbound tourism sector.

# CHAPTER 7 CONCLUSIONS

It seems that this study has raised more questions than it has answered. Hence, before one can make definite statements about the Korean tourist market for Australia, more extensive studies have to be carried out. Bearing these restrictions in mind, the following paragraph will explore the significance of the results and make suggestions for future research.

Psychographic segmentation studies have commonly emphasised the recognition of the visitors' preferences and perceptions in relation to destinations. The recognition is instrumental in persuading the potential tourists to visit the destination. It is important that the recognition can be transmitted to the appropriate marketing activities. In other words, coordinating what visitors want with what Australian tourism has to offer will be of great help in generating adequate numbers of the visitors(Pyo and Howell, 1988).

The results of this study suggest some implications for the travel industry both in Australia and in Korea in relation to the development of diversified marketing programs, such as developing package tours and advertising Australia to the market. The subgroups identified here could be reached by marketers using some different appeals, as identified in the findings of this study.

There should be an immediate opportunity to market Australia

as a holiday destination for potential Korean travellers. Since the Korean tourists in this study showed high cultural interests and active attitudes in their travel psychographics, tour products should encompass individual products that may be sufficient travel generators when packaged together, making Australia an attractive holiday destination. Awareness of Australia can be increased through advertising specifically to reflect the Korean tourists' psychographics found in this study. The Korean tourists in this study, for example, had generally positive perceptions of Australia. They tended to view Australia with abundant attractions and entertainment, and show a strong intention of revisit. Thus, marketers can highlight unique Australian attractions which are different from other competitors'.

The various limits of this study mentioned in the previous chapter still implies the need for more qualitative-type research into past holiday experiences and the effects of these on future holiday patterns. There appears to be currently a significant gap between the attitudes, perceptions and actual behaviour of Korean tourists which could mislead the interpretation of the study.

Research is also needed to incorporate the fragmented knowledge of studies on the market into an entire marketing strategy for Australia to have a competitive advantage over other destinations. Many other destinations are of interest in learning more about the potential of the market. The

Korean market for Australia is still emerging, and the tourists' psychographics will not remain static. Marketers should observe the changing preferences of the market for types of destination and styles of facilities, and keep analysing the cultural rhetoric and public discourses that circulate in the potential tourists' context.

With the growing interest in overseas destinations by Koreans and increased direct air links between Korea and Australia, Australia can become one of the preferred first destinations amongst current and potential Korean travellers. The strong growth for this market will continue if the marketers keep shaping their marketing strategies and competitive products, with a closer examination of the transition of the market through application of psychographic and socioeconomic characteristics identified in this study. A definite desire to "experience" rather than to simply observe is a prominent feature of the Korean tourist market for Australia, and it is expected to be the continuing priority of the Korean outbound market, as the market matures.

It is hoped that this study could shed light on the nature of the situation and identify any specific objectives or data needs to be addressed through additional research.

# APPENDIX A:QUESTIONNAIRE

OPINION POLL

How are you?  I imagine that you had a great time in Australia.

The questionnaire will be used for my master thesis on Tourism Marketing and shall not be used for other purposes.  I would very much appreciate it if you are kind enough to fill out this questionnaire with your experiences in  Australia.

Once again, your help will be truly appreciated.


Kim, Hyeonju
for Master of Business
in Tourism Development
Victoria University of
Technology

A. Please circle each number or fill in blankets as indicated.

1. What is your sex?        1) Male      2) Female

2. How old are you?        1) Under 30 years old
                           2) 30-39 years old
                           3) 40-49 years old
                           4) 50 years old and over

3. What is your  education level?
   1) High School graduate level or less years
   2) College or university level
   3) More than university level

4. Would you please write down your occupation?
   (                                                    )
5. What is your marital status?
   1) Single
   2) Married without children
   3) Married with children(How many?     )

6. How much do you earn a year?
   1) Below A$15,000
   2) A$15,000-A$30,000
   3) Over A$30,000

7. what is your travel route?(If you travelled or travel via other countries where you stayed or will stay more than 24 hours, please name those countries)
   1) Korea--Australia--Korea
   2) Korea--(                        )--Australia--Korea
   3) Korea--Australia--(                        )--Korea
   4) Korea--(              )-Australia--(         )--Korea

8. Do you have friends or relatives in Australia?
   1) Yes    2) No

9. Have you visited Australia before?
   1) Yes(How many times?          )
   2) No

10. Where did you obtain your information on Australia?
    1) Recommended by friends/relatives
    2) Previous visit
    3) Magazine/newspaper articles
    4) Travel agents
    5) Other(please specify.                          )

11. What type of group have you travelled with?
    1) Alone
    2) With family
    3) With friends/relatives
    4) Organised group
    5) Other(please specify.                          )

12. How long have you been in Australia?
    1) 2 weeks or less
    2) over 1 week to 1 month
    3) over 1 month to 3 months
    4) over 3 months

13. Where have you visited in Australia?
    (Please circle all the places you visited)
    1) Sydney   2) Gold Coast/ Brisbane  3) Melbourne
    4) Other cities or country areas
       (Please name the places:                    )

14. What is your expenditure for this trip?
    1) Less than A$2,000
    2) A$2,000-A$4,000
    3) More than A$4,000

B. Below you will find a list of statements about your
activities, interests and opinions regarding various
aspects of the vacation experience and type of preferred
destinations.  Please circle for each item depending on
your feelings.  Each number represents your feelings as
follows.     1. Strongly disagree
             2. Disagree
             3. Neither disagree nor agree
             4. Agree
             5. Strongly Agree

15. When I travel abroad, I prefer to
    be on a guided tour.                    1   2   3   4   5

16. The nicest vacation is one where
    I can just relax and do nothing         1   2   3   4   5

17. When I go on vacation, I look for
    adventure and an opportunity to
    escape from the ordinary.               1   2   3   4   5

18. The best vacations are those that
    have a lot of night life.               1   2   3   4   5

19. It is important that I stay at the
    best places when on vacation.           1   2   3   4   5

20. I prefer to visit countries that
    have old monuments and other
    historical buildings.                   1   2   3   4   5

21. I always like to mix with the
    local people and experience the
    local customs.                          1   2   3   4   5

22. I most like to visit places that
    my friends have visited before me.      1   2   3   4   5

23. One of the best parts of travelling
is to visit new cultures and new
ways of living.                            1    2    3    4    5

24. When i go on a trip, I prefer to
arrange my own sightseeing schedule
and accommodation.                         1    2    3    4    5

25. Most of my friends come to me for
advice on what foreign countries
to visit.                                  1    2    3    4    5

26. I like to visit places where I've
been able to learn things that help
me in education and/or business.           1    2    3    4    5

27. I try to do too many things when
I'm on vacation.                           1    2    3    4    5

28. I prefer to visit places where
I can understand the language.             1    2    3    4    5

29. It is important that there is
plenty to entertain the children
at the places I go on vacation.            1    2    3    4    5

30. I prefer to visit places with a
large variety of activities and
sights.                                    1    2    3    4    5


C. Below you will find a list of statements about Australia.
Please indicate how you feel about these statements using the
same scale as above.

31. The goods for sale are varied
and  have good qualities.              1   2    3    4   5

32. Shopping is convenient.            1   2    3    4   5

33. It is an advanced and developed
country with efficient transportation
system.                                1   2    3    4   5

34. A holiday in Australia is a real
adventure with variety of attractions 1   2    3    4   5

35. The scenery is spectacular and
wildlife fascinating.                  1   2    3    4   5

36. Australia has a lot of cultural
events:festivals, arts, museums,
and theatre etc.                       1   2    3    4   5

37. There are interesting night lives. 1   2    3    4   5

38. Australia provides a learning
    experience for me                    1   2    3    4    5

39. Eating out in restaurant in
    Australia is fun.                    1   2    3    4    5

40. Hotel rooms are comfortable,
    and services are good.               1   2    3    4    5

41. Hotels and restaurants are
    over-priced.                         1   2    3    4    5

42. You do not get your money's value
    when you purchase merchandise in
    Australia.                            1    2    3     4    5

43. The quality of food is good and
    there is a variety of foods          1    2    3    4    5

44. The weather in Australia is
    one of the attractive attributes     1    2    3    4    5

45. I came to Australia because
    I have friends/relatives.            1    2    3    4    5

46. Australia is a dull place.           1    2    3    4    5

47. There is something for everyone
    in Australia, and it is a good
    travel destination.                  1    2    3    4    5

48. I will recommend Australia to
    my friends.                          1    2     3    4    5

49. I will revisit Australia if I
    have an opportunity to do so.        1    2    3    4    5

# 호주여행에 관한 한국 관광객 의견 조사

안녕 하십니까? 즐거운 호주여행 하셨으리라 믿습니다.

이 설문서는 관광 마켓팅에 관한 본인의 석사학위 논문을 위한 것이며, 그 외의 다른 목적으로 쓰이지 않을 것입니다. 귀하의 호주에서의 경험을 바탕으로 이 설문서를 기입하여 주신다면 대단히 감사하겠읍니다.

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Tel) 02-799-8857

A. 해당 번호에 따라서 답에 ○ 하십시오.

1. 성별: 1) 남성     2) 여성

2. 연령: 1) 30세이하   2) 30-39세   3) 40-49세   4) 50세 이상

3. 학력: 1) 고졸이하   2) 대졸이하   3) 대학원이상

4. 직업을 써 주십시오. (                                )

5. 결혼여부: 1) 미혼  2) 기혼.무자녀  3) 기혼.자녀수 (        )

6. 일년 소득을 말씀해 주십시오.
   1) 9백만원 미만    2) 9백만원-18백만원    3) 18백만원 초과

7. 이번 여행의 경유지는 어떠합니까?
   (24 시간이상 머물었거나 머물게 될 곳의 국명을 기입해 주십시오.)
   1) 한국 - 호주 - 한국   2) 한국 - (                ) - 호주 - 한국
   3) 한국-호주-(          )-한국   4) 한국-(        )-호주-(        )-한국

8. 호주에 친척이나 친구가 있읍니까?        1) 예   2) 아니오

9. 호주를 이전에 방문하신 적이 있읍니까? 1) 예(    회) 2) 아니오

10.호주에 관한 정보는 어디서 얻으셨읍니까?
   1) 친척.친구    2) 이전의 방문    3) 잡지/신문기사   4) 여행사
   5) 기타 (구체적으로 적어 주십시오.                )

11.귀하의 호주여행 형태는 어떠합니까?
   1) 혼자 2) 가족과 3) 친척.친구와 4) 단체여행 5) 기타(구체적        )

12.호주 여행을 얼마간 하셨읍니까?
   1) 2주이하    2) 2주초과-1달    3) 1달초과-3달    4) 3달초과

13.호주에서 방문하셨던 곳에 모두 표해 주십시오.
   1) 시드니  2) 골드 코스트/브리스번  3) 멜번  4) 기타(구체적        )

14.이번 여행에 소요된 총 경비는 얼마나 됩니까?
   1) 1백2십만원미만(또는 A$2,000미만)
   2) 1백2십만원-2백사십만원(A$2,000-A$4,000) 3) 2백4십만원초과(A$4,000초과)

B.다음에 나열된 문장들은 여행경험의 다양한 측면과 선호하는 여행지에 관한 귀
하의 활동, 관심 그리고 의견에 관한 것입니다. 귀하가 생각하시는 대로 각 번호
에 ○ 표하여 주시되, 각 번호는 다음을 나타내는 것입니다.
   1)적극반대함 2)반대함 3)동의하지도 반대하지도 않음 4)동의함 5)적극동의함

15.해외여행시 안내자 딸린 여행이 더 좋다.        1) 2) 3) 4) 5)

16.가장 좋은 여행은 아무것도 하지 않고 그냥 휴식만
   할 수 있는 곳에서 하는 것이다.              1) 2) 3) 4) 5)

17.휴가시는 평범한 것을 벗어나 모험을 찾는다.     1) 2) 3) 4) 5)

18.가장 좋은 휴가는 풍부한 저녁시간 오락들이
   있는 것이다.                              1) 2) 3) 4) 5)

19.휴가 중에는 최상의 장소에 머물러야 한다.     1) 2) 3) 4) 5)

20.고적지나 역사적인 건물들이 있는 나라가 좋다.  1) 2) 3) 4) 5)

21.항상 그 지역 사람들과 어울리고 싶고, 지역
   관습들도 경험하고 싶다.                    1) 2) 3) 4) 5)

22. 친구가 이전에 방문 했던 곳을 방문하고 싶다.    1) 2) 3) 4) 5)

23. 새로운 문화와 생활 방식을 만나는 것이
　　여행의 가장좋은 부분의 하나다.    1) 2) 3) 4) 5)

24. 여행시 직접 관광일정과 숙박을 정하고 싶다.    1) 2) 3) 4) 5)

25. 친구들이 해외여행에 관한 조언을 얻으러 온다.    1) 2) 3) 4) 5)

26. 교육이나 사업에 도움이 되는 것을 배울 수
　　있는 곳을 방문하고 싶다.    1) 2) 3) 4) 5)

27. 휴가동안 너무 많은 것을 하려고 한다.    1) 2) 3) 4) 5)

28. 언어를 이해하는 곳을 더 방문하고 싶다.    1) 2) 3) 4) 5)

29. 휴가가는 곳에 아이들을 위한 것도 많아야 한다.    1) 2) 3) 4) 5)

30. 많은 활동거리와 볼 것이 있는 곳이 더 좋다.    1) 2) 3) 4) 5)

C. 다음 문장들은 호주에 관한 것입니다.　호주에 관한 다음 표현들에 느끼시는
대로 앞에서와 마찬가지로 표해 주십시오.

31. 다양하고 좋은 품질의 물건들이 많다.    1) 2) 3) 4) 5)

32. 쇼핑하기가 편리하고 재미있다.    1) 2) 3) 4) 5)

33. 효율적인 교통수단을 지닌 선진국이다.    1) 2) 3) 4) 5)

34. 호주에서의 휴가는 다양한 매력지와 함께
　　참된 모험 여행이다.    1) 2) 3) 4) 5)

35. 뛰어난 경치와 매혹적인 야생을 지녔다.    1) 2) 3) 4) 5)

36. 많은 문화적인 행사가 있다(축제,예술,극장등).    1) 2) 3) 4) 5)

37. 저녁시간도 재미있게 보낼 수 있다.    1) 2) 3) 4) 5)

38. 호주에서 많은 것을 배울 수 있었다.    1) 2) 3) 4) 5)

39. 식당에서 식사하는 것이 즐거웠다.    1) 2) 3) 4) 5)

40. 호텔은 편안하고 서비스도 좋았다.    1) 2) 3) 4) 5)

41. 호텔과 식당에서의 가격이 너무 비싸다.    1) 2) 3) 4) 5)

42. 상품 구입에 있어 지불한 돈 만큼의 가치를
　　얻지 못한다.    1) 2) 3) 4) 5)

43. 음식의 질이 좋고 다양하다.    1) 2) 3) 4) 5)

44. 호주의 날씨가 매력적인 특성의 하나다.    1) 2) 3) 4) 5)

45. 친척.친구가 호주에 있으므로 왔다.    1) 2) 3) 4) 5)

46. 호주는 단조로운 곳이다.    1) 2) 3) 4) 5)

47. 호주에는 모든 사람들을 위한 그 어떤 것이
　　있으며 좋은 휴가 목적지이다.    1) 2) 3) 4) 5)

48. 친구에게 호주 여행을 권 할 것이다.    1) 2) 3) 4) 5)

49. 기회가 있다면 호주를 다시 방문 할 것이다.    1) 2) 3) 4) 5)

# APPENDIX B. DETAILS OF STATISTICAL ANALYSIS

## 1. DATA ANALYSIS OF THE SAMPLE

## ("KOREAN.DAT":84 CASES)

1.1 FREQUENCIES ANALYSIS
SOCIODEMOGRAPHIC FEATURES
PSYCHOGRAPHIC STATEMENTS
DESTINATION ATTRIBUTES
1.2 FACTOR ANALYSIS
1.3 LIST OF VARIABLES AND FACTOR SCORES

## 2.DESCRIPTION OF THE SEGMENTS

## ("FSCORE.DAT":64 CASES)

2.1 CROSSTABULATION OF SOCIODEMOGRAPHIC
FEATURES BY THE SEGMENTS
2.2 MEANS OF DESCRIPTION ATTRIBUTES
BY THE SEGMENTS
2.3 ONEWAY ANALYSIS OF VARIANCE WITH
DUNCAN PRODEDURE
2.4 DATA LIST OF THE SEGMENTS

**1.DATA ANALYSIS OF THE SAMPLE**
   **("KOREAN.DAT":84 CASES)**

**SOCIODEMOGRAPHIC FEATURES**

SEX          **Sex**

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Male | 1 | 47 | 56.0 | 56.0 |
| Female | 2 | 37 | 44.0 | 44.0 |
| Total | | 84 | 100.0 | 100.0 |

| | | | |
|---|---|---|---|
| Mean | 1.440 | Std dev | .499 |
| Valid cases | 84 | Missing cases | 0 |

AGE          **Age**

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Under 30 years old | 1 | 13 | 15.5 | 15.5 |
| 30-39 years old | 2 | 17 | 20.2 | 20.2 |
| 40-49 years old | 3 | 18 | 21.4 | 21.4 |
| 50 years old and ove | 4 | 36 | 42.9 | 42.9 |
| Total | | 84 | 100.0 | 100.0 |

| | | | |
|---|---|---|---|
| Mean | 2.917 | Std dev | 1.122 |
| Valid cases | 84 | Missing cases | 0 |

EDU          **Education**

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| High School graduate | 1 | 12 | 14.3 | 14.3 |
| College or universit | 2 | 58 | 69.0 | 69.0 |
| More than university | 3 | 14 | 16.7 | 16.7 |
| Total | | 84 | 100.0 | 100.0 |

| | | | |
|---|---|---|---|
| Mean | 2.024 | Std dev | .559 |
| Valid cases | 84 | Missing cases | 0 |

OCC          **Occupation**

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Teachers or public s | 1 | 3 | 3.6 | 3.6 |
| Other office workers | 2 | 5 | 6.0 | 6.0 |
| Self-employed | 3 | 18 | 21.4 | 21.4 |
| Professional workers | 4 | 21 | 25.0 | 25.0 |
| Students, housewives | 5 | 37 | 44.0 | 44.0 |
| Total | | 84 | 100.0 | 100.0 |

```
Mean          4.000    Std dev       1.109
Valid cases      84    Missing cases      0
```

MAR          **Marital Status**

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Single | 1 | 19 | 22.6 | 22.6 |
| Married without chil | 2 | 6 | 7.1 | 7.1 |
| Married with childre | 3 | 59 | 70.2 | 70.2 |
| Total | | 84 | 100.0 | 100.0 |

```
Mean          2.476    Std dev        .843
Valid cases      84    Missing cases      0
```

INC          **Annual Income**

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Below A$15,000 | 1 | 20 | 23.8 | 24.1 |
| A$15,000-A$30,000 | 2 | 30 | 35.7 | 36.1 |
| Over A$30,000 | 3 | 33 | 39.3 | 39.8 |
| | 9 | 1 | 1.2 | Missing |
| Total | | 84 | 100.0 | 100.0 |

```
Mean          2.157    Std dev        .788
Valid cases      83    Missing cases      1
```

ROU          **Route**

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| direct bet. Kor and | 1 | 20 | 23.8 | 24.4 |
| Via other countries | 2 | 12 | 14.3 | 14.6 |
| Via other countries | 3 | 39 | 46.4 | 47.6 |
| Via other countries | 4 | 11 | 13.1 | 13.4 |
| | 9 | 2 | 2.4 | Missing |
| Total | | 84 | 100.0 | 100.0 |

```
Mean          2.500    Std dev       1.009
Valid cases      82    Missing cases      2
```

VFR          **Visiting friends and relatives**

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Have friends or rela | 1 | 34 | 40.5 | 41.0 |
| No | 2 | 49 | 58.3 | 59.0 |
| | 9 | 1 | 1.2 | Missing |
| Total | | 84 | 100.0 | 100.0 |

```
Mean          1.590    Std dev        .495
Valid cases      83    Missing cases      1
```

RET        **First or return visit**

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Return visit | 1 | 7 | 8.3 | 8.4 |
| First visit | 2 | 76 | 90.5 | 91.6 |
| | 9 | 1 | 1.2 | Missing |
| | Total | 84 | 100.0 | 100.0 |

Mean       1.916     Std dev       .280
Valid cases    83     Missing cases      1


INF        **Information Sources**

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Recommended by frien | 1 | 21 | 25.0 | 25.6 |
| Previous visit | 2 | 2 | 2.4 | 2.4 |
| Magazines/newspaper | 3 | 29 | 34.5 | 35.4 |
| Travel Agents | 4 | 26 | 31.0 | 31.7 |
| Other | 5 | 4 | 4.8 | 4.9 |
| | 9 | 2 | 2.4 | Missing |
| | Total | 84 | 100.0 | 100.0 |

Mean       2.878     Std dev      1.251
Valid cases    82     Missing cases      2


PAT        **Travel Pattern**

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Alone | 1 | 8 | 9.5 | 9.5 |
| With family | 2 | 13 | 15.5 | 15.5 |
| With friends/relativ | 3 | 11 | 13.1 | 13.1 |
| Organised group | 4 | 50 | 59.5 | 59.5 |
| Other | 5 | 2 | 2.4 | 2.4 |
| | Total | 84 | 100.0 | 100.0 |

Mean       3.298     Std dev      1.073
Valid cases    84     Missing cases      0


DUR        **Duration**

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| 2 weeks or less | 1 | 59 | 70.2 | 70.2 |
| over 2 weeks to 1 mo | 2 | 10 | 11.9 | 11.9 |
| over 1 month to 3 mo | 3 | 5 | 6.0 | 6.0 |
| over 3 months | 4 | 10 | 11.9 | 11.9 |
| | Total | 84 | 100.0 | 100.0 |

Mean       1.595     Std dev      1.043
Valid cases    84     Missing cases      0

PLA          Places visited

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Sydney | 1 | 29 | 34.5 | 34.5 |
| Sydney and one more | 2 | 39 | 46.4 | 46.4 |
| Sydney and two more | 3 | 14 | 16.7 | 16.7 |
| Sydney and several o | 4 | 2 | 2.4 | 2.4 |
| | Total | 84 | 100.0 | 100.0 |

Mean          1.869      Std dev          .773
Valid cases      84      Missing cases      0


EXP          **Expenses**

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| less than A$2,000 | 1 | 17 | 20.2 | 20.7 |
| A$2,000-A$4,000 | 2 | 28 | 33.3 | 34.1 |
| More than A$4,000 | 3 | 37 | 44.0 | 45.1 |
| | 9 | 2 | 2.4 | Missing |
| | Total | 84 | 100.0 | 100.0 |

Mean          2.244      Std dev          .779
Valid cases      82      Missing cases      2


**PSYCHOGRAPHIC STATEMENTS**


**VAR015**      prefer to be on a guided tour

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 3 | 3.6 | 3.6 |
| | 2 | 9 | 10.7 | 10.8 |
| | 3 | 11 | 13.1 | 13.3 |
| | 4 | 29 | 34.5 | 34.9 |
| Strongly Agree | 5 | 31 | 36.9 | 37.3 |
| | 9 | 1 | 1.2 | Missing |
| | Total | 84 | 100.0 | 100.0 |

Mean          3.916      Std dev          1.128
Valid cases      83      Missing cases      1


**VAR016**      relaxation is the nicest vacation

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 30 | 35.7 | 35.7 |
| | 2 | 32 | 38.1 | 38.1 |
| | 3 | 13 | 15.5 | 15.5 |

|                  |     | 4 | 5   | 6.0   | 6.0   |
|------------------|-----|---|-----|-------|-------|
| Strongly Agree   |     | 5 | 4   | 4.8   | 4.8   |
|                  | Total | | 84  | 100.0 | 100.0 |

Mean          2.060      Std dev      1.090
Valid cases     84       Missing cases      0

**VAR17**    look for adventure and escape from the o

| Value Label       | Value | Frequency | Percent | Valid Percent |
|-------------------|-------|-----------|---------|---------------|
| Strongly Disagree | 1     | 9         | 10.7    | 10.7          |
|                   | 2     | 9         | 10.7    | 10.7          |
|                   | 3     | 19        | 22.6    | 22.6          |
|                   | 4     | 30        | 35.7    | 35.7          |
| Strongly Agree    | 5     | 17        | 20.2    | 20.2          |
|                   | Total | 84        | 100.0   | 100.0         |

Mean          3.440      Std dev      1.236
Valid cases     84       Missing cases      0

**VAR018**    a lot of night life

| Value Label       | Value | Frequency | Percent | Valid Percent |
|-------------------|-------|-----------|---------|---------------|
| Strongly Disagree | 1     | 5         | 6.0     | 6.0           |
|                   | 2     | 9         | 10.7    | 10.8          |
|                   | 3     | 25        | 29.8    | 30.1          |
|                   | 4     | 22        | 26.2    | 26.5          |
| Strongly Agree    | 5     | 22        | 26.2    | 26.5          |
|                   | 9     | 1         | 1.2     | Missing       |
|                   | Total | 84        | 100.0   | 100.0         |

Mean          3.566      Std dev      1.171
Valid cases     83       Missing cases      1

**VAR019**    stay at the best places when on vacation

| Value Label       | Value | Frequency | Percent | Valid Percent |
|-------------------|-------|-----------|---------|---------------|
| Strongly Disagree | 1     | 4         | 4.8     | 4.8           |
|                   | 2     | 13        | 15.5    | 15.5          |
|                   | 3     | 23        | 27.4    | 27.4          |
|                   | 4     | 28        | 33.3    | 33.3          |
| Strongly Agree    | 5     | 16        | 19.0    | 19.0          |
|                   | Total | 84        | 100.0   | 100.0         |

Mean          3.464      Std dev      1.113
Valid cases     84       Missing cases      0

**VAR020**    prefer to visit historic places

| Value Label | Value | Frequency | Percent | Valid Percent |
|-------------|-------|-----------|---------|---------------|

| Strongly Disagree | 1 | 3 | 3.6 | 3.6 |
| | 2 | 9 | 10.7 | 10.8 |
| | 3 | 12 | 14.3 | 14.3 |
| | 4 | 30 | 35.7 | 35.7 |
| Strongly Agree | 5 | 39 | 46.4 | 46.4 |
| | Total | 84 | 100.0 | 100.0 |

Mean           4.214    Std dev         .945
Valid cases       84    Missing cases      0

VAR021    mix with the local people, experience th

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 2 | 2.4 | 2.4 |
| | 2 | 1 | 1.2 | 1.2 |
| | 3 | 8 | 9.5 | 9.5 |
| | 4 | 32 | 38.1 | 38.1 |
| Strongly Agree | 5 | 41 | 48.8 | 48.8 |
| | Total | 84 | 100.0 | 100.0 |

Mean           4.298    Std dev         .875
Valid cases       84    Missing cases      0

VAR022    like places my friends have visited befo

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 1 | 1.2 | 1.2 |
| | 2 | 7 | 8.3 | 8.4 |
| | 3 | 40 | 47.6 | 48.2 |
| | 4 | 24 | 28.6 | 28.9 |
| Strongly Agree | 5 | 11 | 13.1 | 13.3 |
| | 9 | 1 | 1.2 | Missing |
| | Total | 84 | 100.0 | 100.0 |

Mean           3.446    Std dev         .873
Valid cases       83    Missing cases      1

VAR023    visit new cultures

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 2 | 2.4 | 2.4 |
| | 3 | 4 | 4.8 | 4.8 |
| | 4 | 37 | 44.0 | 44.0 |
| Strongly Agree | 5 | 41 | 48.8 | 48.8 |
| | Total | 84 | 100.0 | 100.0 |

Mean           4.369    Std dev         .788
Valid cases       84    Missing cases      0

**VAR024**     arrange my own travel

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 3 | 3.6 | 3.6 |
| | 2 | 8 | 9.5 | 9.5 |
| | 3 | 21 | 25.0 | 25.0 |
| | 4 | 26 | 31.0 | 31.0 |
| Strongly Agree | 5 | 26 | 31.0 | 31.0 |
| | Total | 84 | 100.0 | 100.0 |

Mean        3.762      Std dev        1.104
Valid cases      84    Missing cases      0


**VAR025**     give advice on what foreign countries to

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 1 | 1.2 | 1.2 |
| | 2 | 3 | 3.6 | 3.7 |
| | 3 | 19 | 22.6 | 23.2 |
| | 4 | 43 | 51.2 | 52.4 |
| Strongly Agree | 5 | 16 | 19.0 | 19.5 |
| | 9 | 2 | 2.4 | Missing |
| | Total | 84 | 100.0 | 100.0 |

Mean        3.854      Std dev        .818
Valid cases      82    Missing cases      2


**VAR026**     learn things

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 1 | 1.2 | 1.2 |
| | 3 | 11 | 13.1 | 13.3 |
| | 4 | 34 | 40.5 | 41.0 |
| Strongly Agree | 5 | 37 | 44.0 | 44.6 |
| | 9 | 1 | 1.2 | Missing |
| | Total | 84 | 100.0 | 100.0 |

Mean        4.277      Std dev        .786
Valid cases      83    Missing cases      1


**VAR027**     too many things when I'm on vacation

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 8 | 9.5 | 9.6 |
| | 2 | 14 | 16.7 | 16.9 |
| | 3 | 29 | 34.5 | 34.9 |

|  | 4 | 22 | 26.2 | 26.5 |
| Strongly Agree | 5 | 10 | 11.9 | 12.0 |
|  | 9 | 1 | 1.2 | Missing |
|  | Total | 84 | 100.0 | 100.0 |

Mean        3.145    Std dev      1.138
Valid cases    83    Missing cases     1

**VAR028     places I can understand the language**

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 2 | 2.4 | 2.4 |
|  | 2 | 7 | 8.3 | 8.3 |
|  | 3 | 17 | 20.2 | 20.2 |
|  | 4 | 31 | 36.9 | 36.9 |
| Strongly Agree | 5 | 27 | 32.1 | 32.1 |
|  | Total | 84 | 100.0 | 100.0 |

Mean        3.881    Std dev      1.034
Valid cases    84    Missing cases     0

**VAR029     plenty to entertain the children**

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 3 | 3.6 | 3.7 |
|  | 2 | 2 | 2.4 | 2.4 |
|  | 3 | 21 | 25.0 | 25.6 |
|  | 4 | 36 | 42.9 | 43.9 |
| Strongly Agree | 5 | 20 | 23.8 | 24.4 |
|  | 9 | 2 | 2.4 | Missing |
|  | Total | 84 | 100.0 | 100.0 |

Mean        3.829    Std dev      .953
Valid cases    82    Missing cases     2

**VAR030     a large variety of activities and sights**

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 1 | 1.2 | 1.2 |
|  | 2 | 3 | 3.6 | 3.6 |
|  | 3 | 6 | 7.1 | 7.1 |
|  | 4 | 29 | 34.5 | 34.5 |
| Strongly Agree | 5 | 45 | 53.6 | 53.6 |
|  | Total | 84 | 100.0 | 100.0 |

Mean        4.357    Std dev      .859
Valid cases    84    Missing cases     0

**DESTINATION ATTRIBUTES**

**VAR031** varied goods with good qualities

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 9 | 10.7 | 10.8 |
| | 2 | 26 | 31.0 | 31.3 |
| | 3 | 38 | 45.2 | 45.8 |
| | 4 | 6 | 7.1 | 7.2 |
| Strongly Agree | 5 | 4 | 4.8 | 4.8 |
| | 9 | 1 | 1.2 | Missing |
| | Total | 84 | 100.0 | 100.0 |

| Mean | 2.639 | Std dev | .945 |
|---|---|---|---|
| Valid cases | 83 | Missing cases | 1 |

**VAR032** shopping is convenient

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 9 | 10.7 | 10.8 |
| | 2 | 16 | 19.0 | 19.3 |
| | 3 | 43 | 51.2 | 51.8 |
| | 4 | 14 | 16.7 | 16.9 |
| Strongly Agree | 5 | 1 | 1.2 | 1.2 |
| | 9 | 1 | 1.2 | Missing |
| | Total | 84 | 100.0 | 100.0 |

| Mean | 2.783 | Std dev | .898 |
|---|---|---|---|
| Valid cases | 83 | Missing cases | 1 |

**VAR033** efficient transportation system

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 3 | 3.6 | 3.6 |
| | 2 | 8 | 9.5 | 9.6 |
| | 3 | 26 | 31.0 | 31.3 |
| | 4 | 38 | 45.2 | 45.8 |
| Strongly Agree | 5 | 8 | 9.5 | 9.6 |
| | 9 | 1 | 1.2 | Missing |
| | Total | 84 | 100.0 | 100.0 |

| Mean | 3.482 | Std dev | .929 |
|---|---|---|---|
| Valid cases | 83 | Missing cases | 1 |

**VAR034** a real adventure with variety of attract

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|

```
Strongly Disagree                   1        4      4.8      4.8
                                    2        4      4.8      4.8
                                    3       24     28.6     28.9
                                    4       32     38.1     38.6
Strongly Agree                      5       19     22.6     22.9
                                    9        1      1.2   Missing
                                         -------  -------  -------
                         Total             84    100.0    100.0

Mean          3.699    Std dev        1.033
Valid cases      83    Missing cases      1
```

**VAR035    spectacular scenery and fascinating wild**

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 3 | 3.6 | 3.6 |
| | 2 | 5 | 6.0 | 6.0 |
| | 3 | 7 | 8.3 | 8.4 |
| | 4 | 45 | 53.6 | 54.2 |
| Strongly Agree | 5 | 23 | 27.4 | 27.7 |
| | 9 | 1 | 1.2 | Missing |
| | Total | 84 | 100.0 | 100.0 |

```
Mean          3.964    Std dev         .968
Valid cases      83    Missing cases      1
```

**VAR036    Australia has a lot of cultural events**

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 4 | 4.8 | 4.9 |
| | 2 | 12 | 14.3 | 14.8 |
| | 3 | 20 | 23.8 | 24.7 |
| | 4 | 27 | 32.1 | 33.3 |
| Strongly Agree | 5 | 18 | 21.4 | 22.2 |
| | 9 | 3 | 3.6 | Missing |
| | Total | 84 | 100.0 | 100.0 |

```
Mean          3.531    Std dev        1.141
Valid cases      81    Missing cases      3
```

**VAR037    There are interesting night lives**

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 7 | 8.3 | 8.6 |
| | 2 | 12 | 14.3 | 14.8 |
| | 3 | 29 | 34.5 | 35.8 |
| | 4 | 19 | 22.6 | 23.5 |
| Strongly Agree | 5 | 14 | 16.7 | 17.3 |
| | 9 | 3 | 3.6 | Missing |
| | Total | 84 | 100.0 | 100.0 |

Mean          3.259      Std dev       1.170
Valid cases      81      Missing cases      3


**VAR038**    Australia provides a learning experience

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 2 | 2.4 | 2.4 |
|  | 2 | 10 | 11.9 | 12.2 |
| ⌊ | 3 | 21 | 25.0 | 25.6 |
|  | 4 | 33 | 39.3 | 40.2 |
| Strongly Agree | 5 | 16 | 19.0 | 19.5 |
|  | 9 | 2 | 2.4 | Missing |
| Total |  | 84 | 100.0 | 100.0 |

Mean          3.622      Std dev       1.014
Valid cases      82      Missing cases      2


**VAR039**    Eating out in restaurant in Australia is

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 3 | 3.6 | 3.6 |
|  | 2 | 8 | 9.5 | 9.6 |
|  | 3 | 39 | 46.4 | 47.0 |
|  | 4 | 24 | 28.6 | 28.9 |
| Strongly Agree | 5 | 9 | 10.7 | 10.8 |
|  | 9 | 1 | 1.2 | Missing |
| Total |  | 84 | 100.0 | 100.0 |

Mean          3.337      Std dev       .928
Valid cases      83      Missing cases      1

**VAR040**    Hotel rooms are comfortable, with good s

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 6 | 7.1 | 7.3 |
|  | 2 | 4 | 4.8 | 4.9 |
|  | 3 | 28 | 33.3 | 34.1 |
|  | 4 | 36 | 42.9 | 43.9 |
| Strongly Agree | 5 | 8 | 9.5 | 9.8 |
|  | 9 | 2 | 2.4 | Missing |
| Total |  | 84 | 100.0 | 100.0 |

Mean          3.439      Std dev       .995
Valid cases      82      Missing cases      2


**VAR041**    Hotels and restaurants are over-priced

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 1 | 1.2 | 1.2 |
|  | 2 | 5 | 6.0 | 6.2 |

|                   | 3   | 36  | 42.9  | 44.4    |
|                   | 4   | 26  | 31.0  | 32.1    |
| Strongly Agree    | 5   | 13  | 15.5  | 16.0    |
|                   | 9   | 3   | 3.6   | Missing |
|                   | Total | 84 | 100.0 | 100.0 |

Mean           3.556      Std dev        .880
Valid cases    81         Missing cases    3


VAR042    no values for money from merchandises

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 2 | 2.4 | 2.4 |
|  | 2 | 10 | 11.9 | 11.9 |
|  | 3 | 36 | 42.9 | 42.9 |
|  | 4 | 26 | 31.0 | 31.0 |
| Strongly Agree | 5 | 10 | 11.9 | 11.9 |
|  | Total | 84 | 100.0 | 100.0 |

Mean           3.381      Std dev        .930
Valid cases    84         Missing cases    0


VAR043    a variety of foods with good quality

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 2 | 2.4 | 2.5 |
|  | 2 | 12 | 14.3 | 14.8 |
|  | 3 | 37 | 44.0 | 45.7 |
|  | 4 | 24 | 28.6 | 29.6 |
| Strongly Agree | 5 | 6 | 7.1 | 7.4 |
|  | 9 | 3 | 3.6 | Missing |
|  | Total | 84 | 100.0 | 100.0 |

Mean           3.247      Std dev        .888
Valid cases    81         Missing cases    3


**VAR044**    The weather is attractive

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 4 | 4.8 | 4.8 |
|  | 2 | 6 | 7.1 | 7.2 |
|  | 3 | 18 | 21.4 | 21.7 |
|  | 4 | 35 | 41.7 | 42.2 |
| Strongly Agree | 5 | 20 | 23.8 | 24.1 |
|  | 9 | 1 | 1.2 | Missing |
|  | Total | 84 | 100.0 | 100.0 |

Mean           3.735      Std dev        1.060
Valid cases    83         Missing cases    1

**VAR045      to visit friends/relatives**

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 22 | 26.2 | 27.8 |
| | 2 | 10 | 11.9 | 12.7 |
| | 3 | 18 | 21.4 | 22.8 |
| | 4 | 12 | 14.3 | 15.2 |
| Strongly Agree | 5 | 17 | 20.2 | 21.5 |
| | 9 | 5 | 6.0 | Missing |
| | Total | 84 | 100.0 | 100.0 |

Mean        2.899    Std dev       1.507
Valid cases      79    Missing cases       5

**VAR046      Australia is a dull place**

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 11 | 13.1 | 13.9 |
| | 2 | 15 | 17.9 | 19.0 |
| | 3 | 19 | 22.6 | 24.1 |
| | 4 | 21 | 25.0 | 26.6 |
| Strongly Agree | 5 | 13 | 15.5 | 16.5 |
| | 9 | 5 | 6.0 | Missing |
| | Total | 84 | 100.0 | 100.0 |

Mean        3.127    Std dev       1.295
Valid cases      79    Missing cases       5

**VAR047      a good travel destination**

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 1 | 1.2 | 1.2 |
| | 2 | 3 | 3.6 | 3.7 |
| | 3 | 25 | 29.8 | 30.9 |
| | 4 | 24 | 28.6 | 29.6 |
| Strongly Agree | 5 | 28 | 33.3 | 34.6 |
| | 9 | 3 | 3.6 | Missing |
| | Total | 84 | 100.0 | 100.0 |

Mean        3.926    Std dev       .959
Valid cases      81    Missing cases       3

**VAR048      I will recommend Australia to my friends**

| Value Label | Value | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Strongly Disagree | 1 | 3 | 3.6 | 3.6 |
| | 2 | 1 | 1.2 | 1.2 |
| | 3 | 21 | 25.0 | 25.0 |
| | 4 | 33 | 39.3 | 39.3 |
| Strongly Agree | 5 | 26 | 31.0 | 31.0 |

```
                              -------   -------   -------
                      Total      84    100.0     100.0

Mean        3.929   Std dev      .967
Valid cases    84   Missing cases    0
```

**VAR049    I will revisit Australia**

```
                                              Valid
Value Label          Value Frequency Percent Percent

Strongly Disagree        1      3      3.6     3.6
                         2      3      3.6     3.6
                         3     13     15.5    15.5
                         4     27     32.1    32.1
Strongly Agree           5     38     45.2    45.2
                              -------  ------- -------
                      Total     84    100.0   100.0

Mean        4.119   Std dev     1.034
Valid cases    84   Missing cases    0
```

## 1.2 FACTOR ANALYSIS

```
          - - - -  F A C T O R   A N A L Y S I S   - - - -
```

Analysis Number  1  Listwise deletion of cases with missing values

```
              Mean      Std Dev   Label

VAR015      3.96250    1.09595    prefer to be on a guided tour
VAR016      2.00000    1.04336    relaxation is the nicest vacation
VAR017      3.48750    1.20120    look for adventure and escape from the o
VAR018      3.61250    1.14177    a lot of night life
VAR019      3.48750    1.10228    stay at the best places when on vacation
VAR020      4.30000     .80190    prefer to visit historic places
VAR021      4.37500     .75263    mix with the local people, experience th
VAR022      3.48750     .85675    like places my friends have visited befo
VAR023      4.43750     .69069    visit new cultures
VAR024      3.81250    1.06846    arrange my own travel
VAR025      3.87500     .80150    give advice on what foreign countries to
VAR026      4.30000     .78595    learn things
VAR027      3.20000    1.10694    too many things when I'm on vacation
VAR028      3.95000     .97954    places I can understand the language
VAR029      3.85000     .90148    plenty to entertain the children
VAR030      4.41250     .79067    a large variety of activities and sights
```

Number of Cases  =      80

Extraction  1  for Analysis  1, Principal-Components Analysis (PC)

```
          - - - -  F A C T O R   A N A L Y S I S   - - - -
```

Initial Statistics:

| Variable | Communality | * | Factor | Eigenvalue | Pct of Var | Cum Pct |
|----------|-------------|---|--------|------------|------------|---------|
| VAR015 | 1.00000 | * | 1 | 4.78760 | 29.9 | 29.9 |
| VAR016 | 1.00000 | * | 2 | 1.77123 | 11.1 | 41.0 |
| VAR017 | 1.00000 | * | 3 | 1.50370 | 9.4 | 50.4 |
| VAR018 | 1.00000 | * | 4 | 1.14836 | 7.2 | 57.6 |
| VAR019 | 1.00000 | * | 5 | 1.05080 | 6.6 | 64.1 |
| VAR020 | 1.00000 | * | 6 | .85159 | 5.3 | 69.5 |
| VAR021 | 1.00000 | * | 7 | .79624 | 5.0 | 74.4 |
| VAR022 | 1.00000 | * | 8 | .73545 | 4.6 | 79.0 |
| VAR023 | 1.00000 | * | 9 | .62014 | 3.9 | 82.9 |
| VAR024 | 1.00000 | * | 10 | .57786 | 3.6 | 86.5 |
| VAR025 | 1.00000 | * | 11 | .51897 | 3.2 | 89.8 |
| VAR026 | 1.00000 | * | 12 | .47255 | 3.0 | 92.7 |
| VAR027 | 1.00000 | * | 13 | .37369 | 2.3 | 95.1 |
| VAR028 | 1.00000 | * | 14 | .31553 | 2.0 | 97.0 |
| VAR029 | 1.00000 | * | 15 | .27457 | 1.7 | 98.7 |
| VAR030 | 1.00000 | * | 16 | .20173 | 1.3 | 100.0 |

**PC Extracted    5 factors.**

- - - -   F A C T O R   A N A L Y S I S   - - - -

**Factor Matrix:**

| | FACTOR 1 | FACTOR 2 | FACTOR 3 | FACTOR 4 | FACTOR 5 |
|--------|----------|----------|----------|----------|----------|
| VAR015 | .63849 | -.45986 | .07338 | .15384 | -.20755 |
| VAR016 | -.48843 | .40991 | .32632 | .29027 | -.01446 |
| VAR017 | .55800 | -.15849 | -.26195 | -.46576 | .29770 |
| VAR018 | .49245 | -.47436 | .23884 | .23360 | .37610 |
| VAR019 | .22573 | -.08995 | .75418 | .20524 | -.03839 |
| VAR020 | .62261 | -.11972 | -.29405 | -.15079 | -.34537 |
| VAR021 | .60375 | .44559 | .02091 | -.00391 | .37074 |
| VAR022 | .60466 | .35215 | .17313 | -.26910 | -.21746 |
| VAR023 | .60895 | .22017 | -.21792 | .43558 | .21536 |
| VAR024 | .38050 | .42924 | .37196 | -.41191 | .33604 |
| VAR025 | .64358 | -.00470 | .03388 | -.07856 | .02795 |
| VAR026 | .53667 | -.45393 | -.14226 | .07851 | -.31825 |
| VAR027 | .19510 | -.50368 | .42739 | -.34983 | -.15686 |
| VAR028 | .65299 | .15826 | -.02177 | .10588 | -.35664 |
| VAR029 | .57913 | .09287 | .33195 | .18877 | -.12123 |
| VAR030 | .63335 | -.26541 | -.28275 | .30115 | .20996 |

- - - -   F A C T O R   A N A L Y S I S   - - - -

**Final Statistics:**

| Variable | Communality | * | Factor | Eigenvalue | Pct of Var | Cum Pct |
|----------|-------------|---|--------|------------|------------|---------|
| VAR015 | .69126 | * | 1 | 4.78760 | 29.9 | 29.9 |
| VAR016 | .59754 | * | 2 | 1.77123 | 11.1 | 41.0 |
| VAR017 | .71065 | * | 3 | 1.50370 | 9.4 | 50.4 |
| VAR018 | .72058 | * | 4 | 1.14836 | 7.2 | 57.6 |
| VAR019 | .67144 | * | 5 | 1.05080 | 6.6 | 64.1 |
| VAR020 | .63046 | * | | | | |
| VAR021 | .70097 | * | | | | |
| VAR022 | .63930 | * | | | | |

```
VAR023                    .70289   *
VAR024                    .74997   *
VAR025                    .42232   *
VAR026                    .62175   *
VAR027                    .62140   *
VAR028                    .59032   *
VAR029                 |  .50454   *
VAR030                 |  .68629   *
```

─ ─ ─ ─   F A C T O R   A N A L Y S I S   ─ ─ ─ ─

There are    63 (52.0%) residuals (above diagonal) that are > 0.05

Varimax    Rotation   1,    Extraction   1,    Analysis   1 – Kaiser Normalization.

  Varimax converged in    14 iterations.

─ ─ ─ ─   F A C T O R   A N A L Y S I S   ─ ─ ─ ─

**Rotated Factor Matrix:**

|        | FACTOR 1 | FACTOR 2 | FACTOR 3 | FACTOR 4 | FACTOR 5 |
|--------|----------|----------|----------|----------|----------|
| VAR015 | .34321   | .44569   | .26177   | .51359   | -.20623  |
| VAR016 | -.11476  | -.75548  | -.10670  | -.03563  | .03118   |
| VAR017 | .04828   | .73499   | .14444   | -.05272  | .38009   |
| VAR018 | -.15384  | .31802   | .49734   | .58707   | .06148   |
| VAR019 | .09281   | -.25691  | .01907   | .75752   | .15040   |
| VAR020 | .56722   | .54477   | .08010   | .01147   | -.07347  |
| VAR021 | .28698   | .06776   | .45431   | -.02233  | .63807   |
| VAR022 | .62359   | .15095   | -.06423  | .13531   | .45300   |
| VAR023 | .35093   | .05433   | .74375   | -.02785  | .15114   |
| VAR024 | .11971   | .03319   | -.04005  | .13381   | .84560   |
| VAR025 | .35604   | .34747   | .23887   | .21914   | .26408   |
| VAR026 | .73765   | .00100   | .18214   | -.12634  | .16877   |
| VAR027 | -.03231  | .37367   | -.35611  | .59486   | .00709   |
| VAR028 | .70773   | .15777   | .19670   | .15279   | .05003   |
| VAR029 | .46002   | -.01138  | .24170   | .44531   | .18993   |
| VAR030 | .16609   | .43519   | .66854   | .13350   | -.06743  |

## 1.3 LIST OF VARIABLES AND FACTOR SCORES

The VARIABLES are listed in the following order:

Line 1: ID SEX AGE EDU OCC MAR INC ROU VFR RET INF PAT DUR PLA EXP VAR015
        VAR016 VAR017 VAR018 VAR019 VAR020 VAR021 VAR022 VAR023 VAR024
        VAR025 VAR026 VAR027 VAR028 VAR029 VAR030 VAR031 VAR032 VAR033

Line 2: VAR034 VAR035 VAR036 VAR037 VAR038 VAR039 VAR040 VAR041 VAR042
        VAR043 VAR044 VAR045 VAR046 VAR047 VAR048 VAR049 FSCORE1 FSCORE2
        FSCORE3

Line 3: FSCORE4 FSCORE5

   ID:    1 2 3 2 5 3 1 3 2 2 3 4 1 2 2 5 1 5 5 5 5 5 4 5 4 5 4 5 5 5 5 3 3 4

```
VAR034: 5 4 5 5 5 4 4 5 3 4 4 1 1 5 4 5      .27815    1.12707      .35490
FSCORE4:       1.75034        .47274

 ID:    2 1 4 2 3 3 2 3 2 2 4 4 1 2 2 5 1 5 5 5 5 5 3 5 3 3 4 3 4 5 5 3 3 4
VAR034: 4 5 5 5 5 3 3 4 4 3 2 3 3 5 3 5     -.38570     .53814     1.35732
FSCORE4:        .94904       -.40918

 ID:    3 2 3 2 5 3 2 3 2 2 3 4 1 2 2 5 1 4 5 4 5 4 5 4 5 4 5 5 4 5 5 3 4 3
VAR034: 4 5 5 4 4 5 4 3 3 3 4 1 2 5 5 5      .74281    1.08932     -.97700
FSCORE4:       1.47306        .44592

 ID:    4 2 3 2 5 3 2 3 2 2 4 4 1 2 3 5 1 5 4 5 4 5 4 4 3 5 3 4 4 4 4 3 3 4
VAR034: 4 5 5 5 4 3 3 3 5 5 5 5 5 4 4 5     -.65502    1.01206     -.46878
FSCORE4:       1.29130        .46650

 ID:    5 1 4 2 5 3 3 3 2 2 3 4 1 2 3 5 1 5 5 4 5 4 4 5 5 5 4 4 5 4 5 3 3 4
VAR034: 5 4 4 4 4 3 3 3 3 4 4 3 5 5 4 5      .08114    1.42144      .20630
FSCORE4:        .91678        .46380

 ID:    6 2 4 1 5 3 2 3 2 2 4 4 1 2 2 5 1 3 5 4 3 3 3 5 3 3 5 3 4 4 5 3 2 4
VAR034: 4 5 5 3 4 3 4 3 2 5 3 5 1 3 5 5     -.31588     -.29887     1.09632
FSCORE4:        .78956      -1.51739

 ID:    7 1 4 2 3 3 3 3 2 2 4 4 1 3 3 5 1 4 3 5 4 4 3 5 3 3 4 4 3 4 5 3 3 3
VAR034: 5 4 4 3 4 3 4 3 3 4 3 3 3 4 5 5     -.57371     .30317      .37737
FSCORE4:        .79869      -.81589

 ID:    8 2 3 3 3 3 3 3 2 2 3 4 1 2 3 5 1 4 5 4 4 4 5 5 4 4 4 3 4 4 5 3 4 3
VAR034: 4 3 5 4 5 5 4 4 3 4 5 3 1 5 3 5     -.09780     .54030      .58273
FSCORE4:        .74003        .13764

 ID:    9 1 4 3 4 3 3 3 1 2 3 4 1 2 3 5 1 4 5 3 4 3 3 5 3 5 4 3 3 4 5 5 5 4
VAR034: 4 4 4 5 4 3 5 3 5 3 4 3 1 5 5 5     -.85492     .98054     1.00998
FSCORE4:        .39801      -1.11554

 ID:   10 1 4 2 3 3 3 3 2 2 4 4 1 2 3 5 1 5 5 4 5 5 5 4 5 4 4 4 5 4 5 3 3 4
VAR034: 5 5 5 5 5 5 5 5 3 3 5 5 5 4 4 5      .21405    1.42510     -.45807
FSCORE4:        .87848       1.06837

 ID:   11 2 3 2 5 3 2 3 2 2 4 4 1 2 2 5 1 5 5 4 5 4 4 5 5 4 5 4 5 4 4 3 3 4
VAR034: 4 4 4 3 5 3 4 3 3 5 5 1 1 5 5 5      .61950    1.02995     -.34001
FSCORE4:        .69762        .43875

 ID:   12 1 4 2 3 3 3 3 2 2 4 4 1 2 3 5 1 5 4 4 5 5 3 5 3 5 4 3 4 3 5 3 3 4
VAR034: 5 4 4 4 5 3 3 3 3 5 3 5 4 5 5 5     -.38895    1.29609     1.02311
FSCORE4:       -.11882      -.24366

 ID:   13 2 3 2 5 3 2 3 1 2 1 4 1 2 3 5 1 4 4 4 5 4 4 5 3 5 5 4 5 4 4 3 4 4
VAR034: 5 4 5 5 5 3 3 3 5 4 4 5 4 5 5 5     1.30140     .73271     -.34203
FSCORE4:        .55190      -.76878

 ID:   14 1 4 1 3 3 3 3 2 2 3 4 1 2 3 5 1 4 5 5 5 5 4 5 4 4 5 5 5 5 5 3 3 4
VAR034: 5 4 4 3 5 3 3 3 4 4 5 5 1 5 5 5      .85388     .52609      .33434
FSCORE4:       1.63972        .07142

 ID:   15 1 4 2 3 3 3 3 2 2 3 4 1 2 3 5 2 4 5 5 4 5 4 4 5 5 4 5 5 4 4 3 3 4
VAR034: 5 4 5 4 5 4 4 3 3 3 3 3 1 5 5 5     -.09093     .35779     -.69202
FSCORE4:       1.96903       1.19708

 ID:   16 2 3 2 5 3 2 3 2 2 3 4 1 2 3 5 1 4 5 4 4 5 4 3 5 5 4 4 5 4 5 3 3 4
```

```
VAR034: 5 5 5 5 4 5 4 4 3 5 5 5 4 5 4 4      -.26759      1.09904      -.61192
FSCORE4:      1.27586         .96723

ID:  17 1 4 2 3 3 3 3 1 2 1 4 1 2 3 5 2 4 5 4 5 5 3 5 3 4 5 5 4 5 5 3 3 4
VAR034: 3 4 4 3 4 2 3 5 4 3 3 4 5 5 5 5       .30752       .39779       .83144
FSCORE4:      1.20894        -.55382

ID:  18 1 4 2 3 3 3 3 2 2 4 4 1 2 3 5 1 4 5 5 5 5 4 5 5 4 4 3 4 4 4 3 3 3
VAR034: 4 3 4 4 4 3 3 4 3 4 3 4 4 2 5 5      -.13917       .38806       .37597
FSCORE4:       .97298         .92726

ID:  19 2 3 2 5 3 2 3 2 2 3 4 1 2 2 5 2 4 5 4 5 4 3 4 4 4 5 4 5 5 5 3 4 4
VAR034: 5 4 4 4 5 5 4 4 3 3 4 3 5 4 5 5       .64549       .42935       .02229
FSCORE4:      1.20336        -.64212

ID:  20 2 4 1 5 3 1 3 2 2 4 4 1 2 2 5 1 4 4 3 5 5 3 5 3 4 5 3 4 5 5 4 4 4
VAR034: 4 5 5 4 4 4 4 2 3 3 4 3 4 5 5 5       .55253       .57783      1.12601
FSCORE4:      -.16043        -.68520

ID:  21 1 4 2 3 3 3 3 2 2 3 4 1 2 2 5 1 5 5 5 5 5 3 5 5 4 4 4 5 4 4 3 3 4
VAR034: 5 4 5 5 5 4 3 3 3 4 5 1 1 5 5 4      -.26866       .85758       .26312
FSCORE4:      1.16427         .80979

ID:  22 2 4 2 5 3 2 3 2 2 3 4 1 2 2 5 1 4 3 4 5 5 4 3 5 5 5 5 4 3 5 4 4
VAR034: 5 5 5 5 4 5 4 3 2 4 5 4 3 5 4 5      1.27505      1.06308      -2.67573
FSCORE4:       .79978         .96088

ID:  23 2 3 2 5 3 2 3 1 2 1 2 4 3 3 4 2 3 4 2 4 4 3 4 4 4 3 2 3 3 5 1 2 9
VAR034: 2 4 2 4 3 3 3 4 4 2 1 2 5 3 3 3     -1.47992       .45733       .59639
FSCORE4:      -.72208        -.17690

ID:  24 1 4 3 1 3 2 3 1 2 3 2 4 3 3 4 2 3 3 2 4 4 3 3 4 4 4 2 4 3 4 1 2 4
VAR034: 3 2 3 4 4 3 3 4 4 3 3 2 4 3 3 3      -.28880       .26973      -.91237
FSCORE4:      -.99313        -.23270

ID:  25 2 2 2 5 3 2 3 1 2 1 3 2 1 3 5 1 5 2 2 5 5 5 5 2 5 5 1 5 4 5 1 1 5
VAR034: 5 4 5 5 5 1 4 5 5 4 2 5 1 5 4 5      1.93608       .91279       .65723
FSCORE4:     -2.00188        -.69871

ID:  26 2 2 2 5 3 2 3 1 2 1 3 2 4 3 4 2 4 2 2 5 5 4 5 2 4 4 2 5 4 4 2 3 3
VAR034: 4 3 3 2 2 4 3 3 4 3 2 4 3 3 4 4      1.22680       .15448       .19825
FSCORE4:     -1.62096        -.77332

ID:  27 1 4 2 4 3 2 3 1 2 4 4 1 1 3 4 1 4 3 5 4 3 4 1 4 5 3 4 3 4 3 3 3
VAR034: 2 2 3 3 2 4 4 4 3 3 4 3 3 4 4 4       .69769       .87903      -.55051
FSCORE4:      -.95176       -1.88421

ID:  28 1 4 2 3 3 3 1 2 2 1 4 1 1 1 5 4 1 4 4 5 4 3 5 5 4 5 4 4 4 4 4 3 4
VAR034: 4 4 4 3 4 3 3 3 3 3 4 3 2 4 4 4       .91781     -1.50249       .02927
FSCORE4:      1.09231        -.45943

ID:  29 1 2 2 5 3 3 3 2 2 3 1 3 2 3 4 3 5 1 5 5 5 5 5 5 4 5 5 5 4 3 3 3
VAR034: 3 4 4 4 4 4 4 4 4 4 4 2 4 5 5 5      2.00490      -.24883      -.76217
FSCORE4:       .21283        1.35670

ID:  30 1 1 2 5 1 1 3 1 1 4 1 4 3 2 4 2 3 3 3 4 5 3 5 4 4 4 3 3 3 4 3 3 3
VAR034: 4 4 4 3 4 4 4 3 3 3 4 3 3 3 4 4      -.68757      -.16364       .44929
FSCORE4:      -.64784         .42150

ID:  31 2 4 1 5 3 3 1 1 2 1 5 2 3 2 4 2 2 4 3 5 4 3 4 2 3 3 3 4 3 5 2 3 3
```

```
VAR034: 4 4 3 2 3 5 9 9 4 3 4 4 4 4 5 5      -.48780      .16327      .27948
FSCORE4:      -.08135      -1.88710

 ID:  32 1 2 3 3 3 2 3 1 2 3 2 4 3 3 3 2 5 4 2 3 5 3 5 5 4 4 3 2 1 5 1 2 3
VAR034: 4 5 4 4 5 4 4 5 4 2 3 1 4 4 5 5     -2.66422      .96137     1.12190
FSCORE4:      -1.66449      1.81577

 ID:  33 2 2 2 5 3 2 3 1 2 4 2 4 2 2 4 4 3 5 5 3 5 5 5 3 3 5 4 5 5 5 1 4 5
VAR034: 1 1 2 5 4 3 4 5 5 2 5 5 5 3 4 4      .72373     -1.93901     1.01208
FSCORE4:      1.59970      .15984

 ID:  34 1 2 2 3 3 3 2 2 2 3 4 1 1 1 3 1 4 3 2 4 4 3 4 4 4 5 4 4 4 5 2 3 4
VAR034: 4 4 5 3 4 4 4 3 3 4 4 1 2 4 4 4     -.03459      .91452     -.48570
FSCORE4:      -.84952      -.01202

 ID:  35 1 3 1 4 3 3 2 2 2 1 3 1 1 1 4 3 3 2 3 5 4 4 4 5 3 5 3 3 4 2 3 3 5
VAR034: 4 5 5 3 4 3 3 3 3 4 4 3 4 5 5 4      1.06236     -.73032     -2.28451
FSCORE4:      -.61558      .62857

 ID:  36 2 3 2 5 3 3 2 2 2 1 4 1 2 2 5 3 5 3 5 4 5 4 5 2 4 5 2 3 4 5 2 2 4
VAR034: 3 4 4 4 3 3 3 3 5 4 5 1 3 3 3 3      .32332     -.59934     1.23457
FSCORE4:      -.01913      -.31123

 ID:  37 1 3 3 3 3 3 2 2 2 3 4 1 2 2 4 2 2 3 4 4 4 3 4 2 4 3 3 4 4 4 3 3 4
VAR034: 4 4 3 3 3 3 4 3 3 3 4 1 4 4 4 4     -.20004     -.57885     -.23598
FSCORE4:      .51875      -1.38896

 ID:  38 2 2 3 5 1 1 4 1 2 4 1 4 3 3 2 2 5 3 2 5 5 4 5 5 4 5 5 5 3 5 2 3 4
VAR034: 4 4 4 4 4 3 3 4 4 2 4 4 2 4 4 4      .41246      1.12453     -.48920
FSCORE4:      -1.33400      1.37489

 ID:  39 2 2 2 2 1 1 1 1 1 2 5 3 2 4 1 3 3 4 2 2 5 4 4 4 4 4 5 1 4 3 4 2 3 4
VAR034: 3 4 4 4 4 3 3 3 3 3 4 5 2 4 4 5      .97360     -.14619     -.69610
FSCORE4:      -2.20366      .15472

 ID:  40 2 2 2 1 1 1 3 1 2 3 4 1 2 2 3 1 3 3 2 5 5 3 5 3 4 5 2 5 3 5 2 2 4
VAR034: 3 4 4 2 2 4 4 4 4 2 4 2 2 4 3 4      .74080      .31723      .98431
FSCORE4:      -1.94085      -.67355

 ID:  41 2 2 2 1 1 1 1 1 1 2 3 3 3 3 2 3 1 5 3 2 5 5 3 4 4 2 5 3 5 3 5 2 3 3
VAR034: 3 5 4 3 3 3 3 4 3 3 5 4 3 3 3 3      .14157      1.15247     -.22728
FSCORE4:      -1.84480      .10475

 ID:  42 2 1 2 2 1 1 1 1 2 3 5 1 1 1 4 2 5 5 1 5 5 5 5 5 4 5 3 5 3 5 2 4 5
VAR034: 5 5 1 4 4 3 3 5 2 3 5 5 4 5 5 5      .47859      1.27673      .49593
FSCORE4:      -1.39900      1.12074

 ID:  43 2 1 2 5 1 1 3 2 2 3 3 4 1 1 5 2 5 5 1 5 5 4 5 5 5 5 2 5 5 5 3 4 5
VAR034: 5 5 2 1 5 5 5 5 3 3 5 1 4 5 5 5      .73733      .94961     1.25927
FSCORE4:      -.94086      .78027

 ID:  44 1 1 2 5 1 1 3 1 2 1 3 4 1 3 2 2 4 5 2 3 5 2 5 5 4 3 2 4 4 5 3 4 2
VAR034: 4 4 2 2 4 4 5 4 2 3 5 4 3 5 5 5     -2.36391     -.10933     2.11453
FSCORE4:      -.85079      1.40112

 ID:  45 2 1 2 4 1 1 3 1 2 4 3 4 2 3 4 1 4 1 3 4 4 4 5 3 5 1 5 5 3 2 4 4
VAR034: 5 5 2 3 5 3 4 4 1 5 4 1 5 5 5 5      1.58783     -.47329     -1.44826
FSCORE4:      -1.35027      .51625

 ID:  46 2 2 2 5 2 2 1 2 2 3 2 4 1 3 2 2 3 3 3 4 4 2 4 4 3 3 2 2 4 4 2 2 3
```

```
VAR034: 3 3 4 4 3 3 9 9 3 2 2 2 5 3 3 2    -1.87892      -.39598        .09916
FSCORE4:      -.82583        .24779

 ID:  47 1 4 2 3 3 2 1 1 2 1 2 3 3 2 1 5 1 1 3 1 1 1 1 1 1 1 1 5 1 1 1 1 1 1
VAR034: 1 1 1 1 1 1 1 5 4 1 1 1 5 1 1 1    -3.72992     -1.75551      -4.55211
FSCORE4:       .20421      -2.03300

 ID:  48 2 4 1 5 3 1 1 1 2 1 2 3 2 3 4 2 2 4 4 5 3 3 4 3 3 3 4 3 4 5 3 4 3
VAR034: 5 4 5 5 4 4 3 4 4 3 4 5 2 5 4 4     -.69649       .09463       -.36101
FSCORE4:      1.02525      -1.64663

 ID:  49 2 1 2 5 1 1 1 1 2 1 1 3 3 2 2 3 4 2 3 5 5 5 5 5 4 5 5 5 5 5 2 3 3
VAR034: 5 5 5 5 4 4 3 4 5 3 4 5 1 5 5 5     1.57026      -.21233       -.83804
FSCORE4:      -.45725       1.42453

 ID:  50 1 4 1 2 3 2 1 1 2 1 2 2 1 3 2 2 4 3 4 5 4 3 4 4 3 4 3 3 4 4 2 4 2
VAR034: 4 4 4 2 4 4 4 3 3 4 4 4 2 4 4 5     -.51386       .00959       -.78430
FSCORE4:      -.44941       .34133

 ID:  51 2 2 2 3 1 3 1 1 2 1 2 2 1 3 2 2 3 5 5 3 4 3 4 5 4 5 2 4 3 4 2 3 2
VAR034: 3 4 4 3 3 4 4 3 3 3 4 5 3 3 3 4     -.88987     -1.09659        .26293
FSCORE4:       .23968       1.07991

 ID:  52 2 4 1 5 3 2 1 1 2 1 2 2 1 3 2 2 4 3 4 5 4 3 4 4 4 4 3 2 4 4 2 4 2
VAR034: 4 4 4 3 4 4 4 3 3 4 4 4 3 4 4 5     -.81056       .18167       -.71960
FSCORE4:      -.41230       .59578

 ID:  53 2 1 2 5 1 1 1 2 2 3 3 1 1 1 4 2 2 3 3 5 4 3 4 3 3 3 2 4 5 5 2 2 4
VAR034: 3 3 3 3 3 3 3 3 4 2 1 1 5 3 3 3      .06222      -.40899        .32198
FSCORE4:      -.11305      -1.38670

 ID:  54 2 1 2 5 2 2 3 1 2 5 2 1 1 2 4 3 3 4 3 5 4 3 4 4 4 5 2 4 4 4 3 2 1
VAR034: 3 4 2 1 3 3 1 4 5 2 3 3 4 3 3 3      .58130      -.50835       -.06154
FSCORE4:      -.37945      -.40970

 ID:  55 1 2 2 3 2 2 3 1 2 3 2 1 1 2 1 3 1 1 5 3 5 5 5 5 3 5 1 5 5 3 1 1 3
VAR034: 3 5 3 1 3 3 1 5 5 1 5 3 5 3 3 3     1.75397     -3.54594       -.45258
FSCORE4:      -.74615       1.59144

 ID:  56 2 2 2 5 1 3 1 2 1 4 4 1 2 9 3 3 3 3 3 3 5 3 4 5 5 5 3 3 4 4 3 3 4
VAR034: 3 5 3 3 4 3 4 3 2 4 3 2 3 5 5 5     -.48039      -.91748       -.06460
FSCORE4:      -.38253       1.51023

 ID:  57 2 4 2 5 3 9 9 2 2 4 4 1 2 3 9 2 1 4 4 1 2 2 3 2 2 3 1 2 1 2 1 1 3
VAR034: 2 2 2 3 3 2 1 4 4 3 3 5 3 2 2 2       .            .            .
FSCORE4:       .            .

 ID:  58 2 1 1 5 1 1 4 2 2 5 1 1 1 1 2 3 3 2 4 4 4 3 4 4 3 4 3 2 3 3 3 2 3 4
VAR034: 4 4 4 4 4 3 3 4 4 3 4 3 4 3 4 4     -.85722      -.95718      -1.29201
FSCORE4:      -.67282       .62534

 ID:  59 1 1 2 5 1 1 2 1 1 2 1 2 3 1 4 2 4 3 2 4 5 4 4 3 3 4 4 3 2 4 2 1 2
VARC34: 4 4 4 3 4 2 1 4 4 3 3 4 3 3 4 3     -.73928       .83327       -.81040
FSCORE4:     -1.10000       .19394

 ID:  60 1 2 2 4 3 2 2 2 2 4 4 1 2 3 2 1 4 3 4 3 5 4 5 5 3 5 2 3 5 5 2 1 3
VAR034: 3 4 3 4 2 4 5 5 3 3 4 1 4 4 4 4     -.49320      -.77396        .93610
FSCORE4:      -.72722       1.73856

 ID:  61 1 4 3 4 3 3 4 2 2 1 4 1 1 2 4 4 4 9 4 3 3 9 4 4 4 4 9 4 9 4 3 3 3
```

```
VAR034:  4  4  9  9  9  9  4  3  4  4  4  9  9  4  4  4           .              .              .
FSCORE4:           .              .

  ID:  62  1  4  2  4  3  2  4  2  2  4  4  1  1  1  4  2  3  4  5  4  4  3  4  4  4  5  3  4  3  4  3  3  4
VAR034:  3  4  9  9  3  4  4  4  4  4  4  4  1  9  3  3  3       .00051       -.49441       -.33509
FSCORE4:        .56989        -.13850

  ID:  63  1  4  2  5  3  3  1  9  9  4  1  1  1  1  3  5  2  3  4  4  4  2  5  2  3  4  2  5  2  4  5  2  2
VAR034:  2  5  2  3  2  2  5  5  3  3  3  1  4  4  3  5      -.01838      -2.18573       .97488
FSCORE4:       -.62468       -1.61011

  ID:  64  1  3  3  4  3  3  4  2  2  9  4  1  2  2  4  3  3  4  5  4  5  3  4  4  4  4  1  4  4  4  2  2  3
VAR034:  3  5  3  2  3  3  3  9  4  4  5  9  2  5  5  5      -.29458      -1.36665       .75185
FSCORE4:        .34023         .42142

  ID:  65  1  4  2  4  3  3  4  2  2  4  4  1  1  1  4  2  2  2  2  4  4  4  4  4  4  4  3  3  4  9  9  4
VAR034:  3  4  4  3  4  4  3  3  4  3  3  9  9  4  4  4       .04782        .13213      -1.35152
FSCORE4:       -.66231        -.11576

  ID:  66  1  4  1  4  2  3  4  2  2  3  4  1  1  1  3  2  4  2  3  5  5  3  4  4  9  4  3  3  5  5  3  3  4
VAR034:  9  9  9  9  9  4  2  4  4  9  9  9  9  9  3  4           .              .              .
FSCORE4:           .              .

  ID:  67  1  4  3  4  3  3  2  1  1  2  4  1  1  1  4  1  3  3  5  4  4  5  3  3  4  3  5  3  5  3  3  4
VAR034:  3  5  4  3  3  3  4  4  4  4  5  3  4  5  4  5       .67623        .48299         .11772
FSCORE4:       -.75373       -1.17683

  ID:  68  1  3  2  4  3  3  4  2  2  4  4  1  1  2  4  2  4  4  3  3  5  3  5  4  2  4  3  3  4  4  3  2  3
VAR034:  3  4  3  2  3  4  4  3  4  9  4  1  2  4  4  4      -1.38210       -.46155        .88060
FSCORE4:       -.27062         .64926

  ID:  69  1  4  3  4  3  2  3  1  2  5  4  1  1  1  5  3  1  5  5  4  5  5  5  5  5  5  3  5  5  5  2  2  5
VAR034:  5  5  2  2  2  3  1  1  1  3  5  5  3  3  5  5      1.37812      -1.78912       1.01747
FSCORE4:       1.75881         .52986

  ID:  70  1  3  3  4  3  3  2  2  2  1  4  1  2  3  4  5  4  3  3  4  5  2  5  3  4  4  3  4  5  5  2  2  2
VAR034:  4  4  3  2  2  2  2  3  2  2  4  1  2  3  3  2      -.28175      -1.26040       1.55909
FSCORE4:       -.08442        -.28404

  ID:  71  1  4  2  4  3  3  4  1  2  4  4  1  2  3  4  4  1  4  4  4  5  3  4  4  4  5  4  5  4  5  4  3  3
VAR034:  3  3  3  3  3  3  4  3  3  4  3  1  3  3  3  3       .70695      -1.69854         .37260
FSCORE4:        .97390        -.34092

  ID:  72  1  4  3  2  3  2  2  2  2  4  4  1  3  2  1  5  1  1  1  1  1  2  1  1  9  9  1  1  9  2  4  1  1
VAR034:  1  1  4  1  4  1  2  2  3  9  2  5  2  2  1  1           .              .              .
FSCORE4:           .              .

  ID:  73  1  4  3  4  2  2  9  2  1  9  4  1  1  9  5  2  2  4  4  4  4  4  4  4  4  4  4  5  3  3  4
VAR034:  4  3  3  3  3  3  4  4  3  3  3  1  2  3  3  3       .11890       -.21283       -.27003
FSCORE4:       1.20011        -.49406

  ID:  74  1  4  2  5  3  2  2  2  2  4  4  1  1  3  4  2  1  4  1  4  3  3  5  2  4  5  4  4  4  5  4  1  4
VAR034:  4  5  2  3  4  3  4  2  3  3  4  1  3  3  3  4       .62963       -.26000         .58325
FSCORE4:       -.44418       -2.47309

  ID:  75  1  4  3  4  3  3  4  1  1  3  4  2  1  2  5  3  5  3  4  5  5  5  5  5  5  3  5  2  5  5  5  3  5
VAR034:  1  2  1  5  5  5  5  5  2  2  1  1  9  9  1  1      -.51754        .80138        -.29887
FSCORE4:       1.08646        1.67661

  ID:  76  1  3  2  4  3  3  2  2  2  2  3  4  1  3  3  4  1  2  2  3  4  4  3  4  4  4  5  3  4  4  5  2  3  4
```

```
VAR034: 4 2 1 3 2 3 4 4 4 2 5 2 2 9 4 4        .65958      -.14002      -.35585
FSCORE4:     -.52843        -.68732
```

```
ID:  77 1 4 2 4 3 3 4 2 2 4 4 1 1 3 5 2 3 3 3 4 5 3 5 3 5 5 2 3 3 4 3 3 3
VAR034: 3 4 3 2 4 3 5 2 2 3 4 2 1 4 3 3        .11389      -.28772       .90041
FSCORE4:     -.87417        -.29732
```

```
ID:  78 1 3 2 3 3 3 2 2 2 1 4 1 2 3 4 2 2 4 4 3 5 3 4 4 4 3 4 4 4 2 2 3
VAR034: 4 4 2 2 3 4 4 3 2 4 4 2 2 4 4 4       -.60199      -.99849       .28196
FSCORE4:      .67001         .35444
```

```
ID:  79 1 3 2 4 3 2 3 2 2 3 2 1 2 2 3 4 1 4 4 4 5 4 5 5 4 4 1 3 3 3 3 3
VAR034: 3 5 3 3 3 3 3 3 3 3 5 9 4 4 4 4       -.26715     -2.38134       .63754
FSCORE4:     -.33155        1.22335
```

```
ID:  80 1 2 2 4 2 2 1 2 1 1 4 1 3 3 5 1 3 3 4 5 3 3 5 3 4 5 3 4 3 5 2 2 5
VAR034: 4 4 3 2 2 2 3 3 3 3 2 4 4 4 4 4        .75968       .45152       .14673
FSCORE4:     -.13921       -1.87543
```

```
ID:  81 2 1 2 5 1 1 1 2 2 4 1 1 2 1 3 3 3 3 3 3 3 4 4 3 3 4 4 3 3 3 3 3
VAR034: 4 4 3 3 3 3 3 3 4 3 3 3 3 3 3 3       -.51113      -.65254     -1.61880
FSCORE4:     -.09099        -.33909
```

```
ID:  82 1 1 1 5 1 1 1 1 2 3 4 1 2 1 4 2 3 4 3 4 4 3 4 3 4 4 3 2 3 4 3 3 3
VAR034: 4 4 3 3 3 4 4 3 3 2 4 2 3 3 4 4      -1.14457       .19002      -.10001
FSCORE4:     -.20418        -.42931
```

```
ID:  83 2 2 2 2 1 1 1 2 2 3 3 1 1 2 3 2 4 4 3 4 4 2 4 4 3 3 4 4 5 5 1 1 4
VAR034: 3 4 3 1 2 2 4 4 5 4 3 1 4 3 4 5      -1.41741       .33063       .21673
FSCORE4:      .42408        -.12643
```

```
ID:  84 2 1 1 5 1 1 1 1 2 1 3 2 2 2 4 1 4 4 3 5 3 3 4 3 4 4 4 4 5 2 3 2
VAR034: 3 4 2 1 1 2 2 2 2 3 4 3 5 3 4 4       -.12396      1.31840      -.53070
FSCORE4:      .20072       -1.35238
```

Number of cases read =      84    Number of cases listed =       84


## 2. DESCRIPTION OF THE SEGMENTS
   ("FSCORE.DAT":64 CASES)


### 2.1 CROSSTABUTAIONS OF SOCIODEMOGRAPHIC FEATURES BY THE SEGMENTS


VAR050   SEX   by   FSC   FACTOR SCORE

| | | FSC | | | | | Page 1 of 1 |
|---|---|---|---|---|---|---|---|
| | Count Col Pct | factor1 | factor2 | factor3 | factor4 | factor5 | |
| VAR050 | | 1 | 2 | 3 | 4 | 5 | Row Total |
| MALE | 1 | 4 40.0 | 3 23.1 | 7 58.3 | 8 53.3 | 9 64.3 | 31 48.4 |
| FEMALE | 2 | 6 60.0 | 10 76.9 | 5 41.7 | 7 46.7 | 5 35.7 | 33 51.6 |

|           | Column | 10   | 13   | 12   | 15   | 14   | 64    |
|           | Total  | 15.6 | 20.3 | 18.8 | 23.4 | 21.9 | 100.0 |

Number of Missing Observations:  0

## VAR051  AGE  by  FSC  FACTOR SCORE

FSC                                              Page 1 of 1

| Count Col Pct | factor1 1 | factor2 2 | factor3 3 | factor4 4 | factor5 5 | Row Total |
|---|---|---|---|---|---|---|
| VAR051 | | | | | | |
| 1 UNDER 30 YEARS O | 2 / 20.0 | 2 / 15.4 | 2 / 16.7 | | 3 / 21.4 | 9 / 14.1 |
| 2 30-39 YEARS OLD | 4 / 40.0 | 2 / 15.4 | 2 / 16.7 | 1 / 6.7 | 7 / 50.0 | 16 / 25.0 |
| 3 40-49 YEARS OLD | 2 / 20.0 | 5 / 38.5 | 2 / 16.7 | 5 / 33.3 | 1 / 7.1 | 15 / 23.4 |
| 4 50 YEARS OLD AND | 2 / 20.0 | 4 / 30.8 | 6 / 50.0 | 9 / 60.0 | 3 / 21.4 | 24 / 37.5 |

|           | Column | 10   | 13   | 12   | 15   | 14   | 64    |
|           | Total  | 15.6 | 20.3 | 18.8 | 23.4 | 21.9 | 100.0 |

Number of Missing Observations:  0

## VAR052  EDUCATION  by  FSC  FACTOR SCORE

FSC                                              Page 1 of 1

| Count Col Pct | factor1 1 | factor2 2 | factor3 3 | factor4 4 | factor5 5 | Row Total |
|---|---|---|---|---|---|---|
| VAR052 | | | | | | |
| 1 HIGH SCHOOL GRAD | 1 / 10.0 | 1 / 7.7 | 2 / 16.7 | 2 / 13.3 | | 6 / 9.4 |
| 2 COLLEGE OR UNIVE | 8 / 80.0 | 11 / 84.6 | 6 / 50.0 | 11 / 73.3 | 11 / 78.6 | 47 / 73.4 |
| 3 MORE THAN UNIVER | 1 / 10.0 | 1 / 7.7 | 4 / 33.3 | 2 / 13.3 | 3 / 21.4 | 11 / 17.2 |

|           | Column | 10   | 13   | 12   | 15   | 14   | 64    |
|           | Total  | 15.6 | 20.3 | 18.8 | 23.4 | 21.9 | 100.0 |

Number of Missing Observations:  0

## VAR053  OCCUPATION  by  FSC  FACTOR SCORE

FSC                                              Page 1 of 2

| Count Col Pct | factor1 | factor2 | factor3 | factor4 | factor5 |

| VAR053 | 1 | 2 | 3 | 4 | 5 | Row Total |
|---|---|---|---|---|---|---|
| 1<br>TEACHERS OR PUBL | | 1<br>7.7 | | | | 1<br>1.6 |
| 2<br>OTHER OFFICE WOR | | 1<br>7.7 | 1 | | 1<br>7.1 | 2<br>3.1 |
| 3<br>SELF-EMPLOYED | 1<br>10.0 | 2<br>15.4 | 3<br>25.0 | 5<br>33.3 | 5<br>35.7 | 16<br>25.0 |
| 4<br>PROFESSIONAL WOR | 3<br>30.0 | 2<br>15.4 | 3<br>25.0 | 4<br>26.7 | 3<br>21.4 | 15<br>23.4 |
| Column<br>Total | 10<br>15.6 | 13<br>20.3 | 12<br>18.8 | 15<br>23.4 | 14<br>21.9 | 64<br>100.0 |

VAR053 OCCUPATION by FSC FACTOR SCORE

FSC                                               Page 2 of 2

| Count<br>Col Pct<br><br>VAR053 | factor1<br><br>1 | factor2<br><br>2 | factor3<br><br>3 | factor4<br><br>4 | factor5<br><br>5 | Row<br>Total |
|---|---|---|---|---|---|---|
| 5<br>STUDENT, HOUSEVI | 6<br>60.0 | 7<br>53.8 | 6<br>50.0 | 6<br>40.0 | 5<br>35.7 | 30<br>46.9 |
| Column<br>Total | 10<br>15.6 | 13<br>20.3 | 12<br>18.8 | 15<br>23.4 | 14<br>21.9 | 64<br>100.0 |

Number of Missing Observations: 0

VAR054 MARITAL STATUS by FSC FACTOR SCORE

FSC                                               Page 1 of 1

| Count<br>Col Pct<br><br>VAR054 | factor1<br><br>1 | factor2<br><br>2 | factor3<br><br>3 | factor4<br><br>4 | factor5<br><br>5 | Row<br>Total |
|---|---|---|---|---|---|---|
| 1<br>SINGLE | 2<br>20.0 | 4<br>30.8 | 2<br>16.7 | | 6<br>42.9 | 14<br>21.9 |
| 2<br>MARRIED WITHOUT | 1<br>10.0 | | | | 1<br>7.1 | 2<br>3.1 |
| 3<br>MARRIED WITH CHI | 7<br>70.0 | 9<br>69.2 | 10<br>83.3 | 15<br>100.0 | 7<br>50.0 | 48<br>75.0 |
| Column<br>Total | 10<br>15.6 | 13<br>20.3 | 12<br>18.8 | 15<br>23.4 | 14<br>21.9 | 64<br>100.0 |

Number of Missing Observations: 0

VAR055 INCOME by FSC FACTOR SCORE

FSC                                               Page 1 of 1

Count
Col Pct  |factor1   factor2   factor3   factor4   factor5

Row

| VAR055 | 1 | 2 | 3 | 4 | 5 | Total |
|---|---|---|---|---|---|---|
| 1<br>BELOW A$15,000 | 2<br>20.0 | 5<br>38.5 | 3<br>25.0 | 2<br>13.3 | 4<br>28.6 | 16<br>25.0 |
| 2<br>A$15,000-A$30,00 | 6<br>60.0 | 5<br>38.5 | 5<br>41.7 | 6<br>40.0 | 4<br>28.6 | 26<br>40.6 |
| 3<br>over A$30,000 | 2<br>20.0 | 3<br>23.1 | 4<br>33.3 | 7<br>46.7 | 6<br>42.9 | 22<br>34.4 |
| Column<br>Total | 10<br>15.6 | 13<br>20.3 | 12<br>18.8 | 15<br>23.4 | 14<br>21.9 | 64<br>100.0 |

Number of Missing Observations:  0

VAR056   ROUTE   by   FSC   FACTOR SCORE

FSC                                    Page 1 of 1

| Count<br>Col Pct | factor1 | factor2 | factor3 | factor4 | factor5 | |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | Row<br>Total |
| VAR056 | | | | | | |
| 1<br>DIRECT BET KOREA | 1<br>10.0 | 3<br>23.1 | | 2<br>13.3 | 4<br>28.6 | 10<br>15.6 |
| 2<br>VIA OTHER COUNTR | 1<br>10.0 | | 2<br>16.7 | | 1<br>7.1 | 4<br>6.3 |
| 3<br>VIA OTHER COUNTR | 8<br>80.0 | 9<br>69.2 | 10<br>83.3 | 11<br>73.3 | 7<br>50.0 | 45<br>70.3 |
| 4<br>VIA OTHER COUNTI | | 1<br>7.7 | | 2<br>13.3 | 2<br>14.3 | 5<br>7.8 |
| Column<br>Total | 10<br>15.6 | 13<br>20.3 | 12<br>18.8 | 15<br>23.4 | 14<br>21.9 | 64<br>100.0 |

Number of Missing Observations:  0

VAR057   VISITING FRIENDS/RELATIVES   by   FSC   FACTOR SCORE

FSC                                    Page 1 of 1

| Count<br>Col Pct | factor1 | factor2 | factor3 | factor4 | factor5 | |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | Row<br>Total |
| VAR057 | | | | | | |
| 1<br>HAVE FRIENDS OR | 7<br>70.0 | 4<br>30.8 | 5<br>41.7 | 6<br>40.0 | 8<br>57.1 | 30<br>46.9 |
| 2<br>NO | 3<br>30.0 | 9<br>69.2 | 7<br>58.3 | 9<br>60.0 | 6<br>42.9 | 34<br>53.1 |
| Column<br>Total | 10<br>15.6 | 13<br>20.3 | 12<br>18.8 | 15<br>23.4 | 14<br>21.9 | 64<br>100.0 |

Number of Missing Observations:  0

VAR058   FIRST OR RETURN VISIT   by   FSC   FACTOR SCORE

FSC                                    Page 1 of 1

| Count<br>Col Pct | factor1 | factor2 | factor3 | factor4 | factor5 | Row |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | Total |
| VAR058 | | | | | | |
| 1<br>RETURN VISIT | | | | 1<br>6.7 | 2<br>14.3 | 3<br>4.7 |
| 2<br>FIRST VISIT | 10<br>100.0 | 13<br>100.0 | 12<br>100.0 | 14<br>93.3 | 12<br>85.7 | 61<br>95.3 |
| Column<br>Total | 10<br>15.6 | 13<br>20.3 | 12<br>18.8 | 15<br>23.4 | 14<br>21.9 | 64<br>100.0 |

Number of Missing Observations:   0

VAR059   INFORMATION   SOURCES   by   FSC   FACTOR SCORE

FSC                                                      Page 1 of 1

| Count<br>Col Pct | factor1 | factor2 | factor3 | factor4 | factor5 | Row |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | Total |
| VAR059 | | | | | | |
| 1<br>FRIENDS/RELATIVE | 5<br>50.0 | 1<br>7.7 | 3<br>25.0 | 3<br>20.0 | 3<br>21.4 | 15<br>23.4 |
| 3<br>MAGAZINES/NEWSPA | 3<br>30.0 | 7<br>53.8 | 3<br>25.0 | 8<br>53.3 | 7<br>50.0 | 28<br>43.8 |
| 4<br>TRAVEL AGENTS | 1<br>10.0 | 5<br>38.5 | 5<br>41.7 | 3<br>20.0 | 4<br>28.6 | 18<br>28.1 |
| 5<br>OTHER | 1<br>10.0 | | 1<br>8.3 | 1<br>6.7 | | 3<br>4.7 |
| Column<br>Total | 10<br>15.6 | 13<br>20.3 | 12<br>18.8 | 15<br>23.4 | 14<br>21.9 | 64<br>100.0 |

Number of Missing Observations:   0

VAR060   TRAVEL PATTERN   by   FSC   FACTOR SCORE

FSC                                                      Page 1 of 2

| Count<br>Col Pct | factor1 | factor2 | factor3 | factor4 | factor5 | Row |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | Total |
| VAR060 | | | | | | |
| 1<br>ALONE | 2<br>20.0 | 1<br>7.7 | | | 3<br>21.4 | 6<br>9.4 |
| 2<br>WITH FAMILY | 1<br>10.0 | | 2<br>16.7 | 2<br>13.3 | 4<br>28.6 | 9<br>14.1 |
| 3<br>WITH FRIENDS/REL | 4<br>40.0 | 2<br>15.4 | 2<br>16.7 | | 1<br>7.1 | 9<br>14.1 |
| 4<br>ORGANISED GROUP | 3<br>30.0 | 9<br>69.2 | 8<br>66.7 | 13<br>86.7 | 5<br>35.7 | 38<br>59.4 |
| Column | 10 | 13 | 12 | 15 | 14 | 64 |

Total    15.6    20.3    18.8    23.4    21.9    100.0

VAR060   TRAVEL PATTERN   by   FSC   FACTOR SCORE

FSC

| Count Col Pct | factor1 | factor2 | factor3 | factor4 | factor5 | Row Total |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | |
| **VAR060** | | | | | | |
| 5 OTHER | | 1 7.7 | | | 1 7.1 | 2 3.1 |
| Column Total | 10 15.6 | 13 20.3 | 12 18.8 | 15 23.4 | 14 21.9 | 64 100.0 |

Number of Missing Observations:   0

VAR061   DURATION   by   FSC   FACTOR SCORE

FSC

| Count Col Pct | factor1 | factor2 | factor3 | factor4 | factor5 | Row Total |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | |
| **VAR061** | | | | | | |
| 1 2 WEEKS OR LESS | 5 50.0 | 10 76.9 | 8 66.7 | 12 80.0 | 7 50.0 | 42 65.6 |
| 2 OVER 2 WEEKS TO | 2 20.0 | 1 7.7 | | 1 6.7 | 2 14.3 | 6 9.4 |
| 3 OVER 1 MONTH TO | 2 20.0 | 1 7.7 | | 1 6.7 | 2 14.3 | 6 9.4 |
| 4 OVER 3 MONTHS | 1 10.0 | 1 7.7 | 4 33.3 | 1 6.7 | 3 21.4 | 10 15.6 |
| Column Total | 10 15.6 | 13 20.3 | 12 18.8 | 15 23.4 | 14 21.9 | 64 100.0 |

Number of Missing Observations:   0

VAR062   PLACES VISITED   by   FSC   FACTOR SCORE

FSC

| Count Col Pct | factor1 | factor2 | factor3 | factor4 | factor5 | Row Total |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | |
| **VAR062** | | | | | | |
| 1 SYDNEY | 4 40.0 | 1 7.7 | 3 25.0 | 3 20.0 | 5 35.7 | 16 25.0 |
| 2 SYDNEY AND ONE M | 4 40.0 | 10 76.9 | 8 66.7 | 12 80.0 | 6 42.9 | 40 62.5 |
| 3 SYDNEY AND TWO M | 1 10.0 | 2 15.4 | 1 8.3 | | 3 21.4 | 7 10.9 |
| 4 SYDNEY AND SEVER | 1 10.0 | | | | | 1 1.6 |

|            | 10   | 13   | 12   | 15   | 14   | 64    |
| Column     |      |      |      |      |      |       |
| Total      | 15.6 | 20.3 | 18.8 | 23.4 | 21.9 | 100.0 |

Number of Missing Observations:   0

VAR063   EXPENSES   by   FSC   FACTOR SCORE

FSC                                                        Page 1 of 1

| Count Col Pct | factor1 | factor2 | factor3 | factor4 | factor5 | Row Total |
|---|---|---|---|---|---|---|
|   | 1 | 2 | 3 | 4 | 5 |   |
| VAR063 1 | 2<br>20.0 | 1<br>7.7 | 2<br>16.7 | 2<br>13.3 | 1<br>7.7 | 8<br>12.7 |
| 2 | 3<br>30.0 | 6<br>46.2 | 5<br>41.7 | 6<br>40.0 | 4<br>30.8 | 24<br>38.1 |
| 3 | 5<br>50.0 | 6<br>46.2 | 5<br>41.7 | 7<br>46.7 | 8<br>61.5 | 31<br>49.2 |
| Column | 10 | 13 | 12 | 15 | 13 | 63 |
| Total | 15.9 | 20.6 | 19.0 | 23.8 | 20.6 | 100.0 |

Number of Missing Observations:   1

## 2.2 MEANS OF DESTINATION ATTRIBUTES BY THE SEGMENTS

Summaries of   VAR031       VARIED GOODS WITH GOOD QUALITIES
By levels of   FSC          FACTOR SCORE

| Variable | Value | Label | Mean | Std Dev | Cases |
|---|---|---|---|---|---|
| For Entire Population |  |  | 2.7344 | 1.0117 | 64 |
| FSC | 1 | factor1 | 2.5000 | 1.2693 | 10 |
| FSC | 2 | factor2 | 2.8462 | .8006 | 13 |
| FSC | 3 | factor3 | 2.6667 | 1.1547 | 12 |
| FSC | 4 | factor4 | 3.0000 | .8452 | 15 |
| FSC | 5 | factor5 | 2.5714 | 1.0894 | 14 |

   Total Cases =       64

Summaries of   VAR032       SHOPPING IS CONVENIENT
By levels of   FSC          FACTOR SCORE

| Variable | Value | Label | Mean | Std Dev | Cases |
|---|---|---|---|---|---|
| For Entire Population |  |  | 3.0313 | .8351 | 64 |
| FSC | 1 | factor1 | 2.8000 | 1.1353 | 10 |
| FSC | 2 | factor2 | 3.2308 | .4385 | 13 |
| FSC | 3 | factor3 | 3.0833 | 1.0836 | 12 |
| FSC | 4 | factor4 | 3.2000 | .5606 | 15 |
| FSC | 5 | factor5 | 2.7857 | .8926 | 14 |

```
Total Cases =        64

Summaries of    VAR033      EFFICIENT TRANSPORTATION SYSTEM
By levels of    FSC         FACTOR SCORE

Variable        Value  Label                    Mean    Std Dev   Cases

For Entire Population                           3.7969    .8391      64

FSC               1    factor1                  3.9000    .8756      10
FSC               2    factor2                  3.7692    .7250      13
FSC               3    factor3                  3.8333   1.0299      12
FSC               4    factor4                  4.0667    .5936      15
FSC               5    factor5                  3.4286    .9376      14

   Total Cases =        64

Summaries of    VAR034      A REAL ADVENTURE WITH VARIETY OF ATTRACT
By levels of    FSC         FACTOR SCORE

Variable        Value  Label                    Mean    Std Dev   Cases

For Entire Population                           4.0625   1.0965      64

FSC               1    factor1                  4.4000    .8433      10
FSC               2    factor2                  4.3846    .7679      13
FSC               3    factor3                  3.9167   1.0836      12
FSC               4    factor4                  4.0667   1.3870      15
FSC               5    factor5                  3.6429   1.1507      14

   Total Cases =        64

Summaries of    VAR035      SPECTACULAR SCENERY AND FASCINATING WILD
By levels of    FSC         FACTOR SCORE

Variable        Value  Label                    Mean    Std Dev   Cases

For Entire Population                           4.2813    .9167      64

FSC               1    factor1                  4.5000    .7071      10
FSC               2    factor2                  4.5385    .5189      13
FSC               3    factor3                  4.2500   1.1382      12
FSC               4    factor4                  3.8667   1.1255      15
FSC               5    factor5                  4.3571    .8419      14

   Total Cases =        64

Summaries of    VAR036      AUSTRALIA HAS A LOT OF CULTURAL EVENTS
By levels of    FSC         FACTOR SCORE

Variable        Value  Label                    Mean    Std Dev   Cases

For Entire Population                           3.7500   1.2848      64

FSC               1    factor1                  3.9000   1.2867      10
FSC               2    factor2                  4.0769   1.2558      13
FSC               3    factor3                  3.5000   1.2432      12
FSC               4    factor4                  3.9333   1.3345      15
FSC               5    factor5                  3.3571   1.3363      14
```

```
Total Cases =        64


Summaries of    VAR037        THERE ARE INTERESTING NIGHT LIVES
By levels of    FSC           FACTOR SCORE

Variable        Value  Label                  Mean      Std Dev    Cases

For Entire Population                          3.7500    1.2215     64

FSC                 1  factor1                3.5000    1.5092     10
FSC                 2  factor2                4.0000    1.1547     13
FSC                 3  factor3                3.4167    1.3790     12
FSC                 4  factor4                4.0667    1.0328     15
FSC                 5  factor5                3.6429    1.1507     14


   Total Cases =        64

Summaries of    VAR038        AUSTRALIA PROVIDES A LEARNING EXPERIENCE
By levels of    FSC           FACTOR SCORE

Variable        Value  Label                  Mean      Std Dev    Cases

For Entire Population                          3.9844     .9839     64

FSC                 1  factor1                3.8000    1.1353     10
FSC                 2  factor2                4.0000    1.0801     13
FSC                 3  factor3                3.9167    1.0836     12
FSC                 4  factor4                4.2000     .8619     15
FSC                 5  factor5                3.9286     .9169     14


   Total Cases =        64

Summaries of    VAR039        EATING OUT IN RESTAURANT IN AUSTRALIA IS
By levels of    FSC           FACTOR SCORE

Variable        Value  Label                  Mean      Std Dev    Cases

For Entire Population                          3.5781     .9051     64

FSC                 1  factor1                3.3000    1.0593     10
FSC                 2  factor2                3.6154    1.0439     13
FSC                 3  factor3                3.3333     .7785     12
FSC                 4  factor4                3.7333     .9612     15
FSC                 5  factor5                3.7857     .6993     14


   Total Cases =        64

Summaries of    VAR040        HOTEL ROOMDS ARE COMFORTABLE, WITH GOOD
By levels of    FSC           FACTOR SCORE

Variable        Value  Label                  Mean      Std Dev    Cases

For Entire Population                          3.4844    1.0388     64

FSC                 1  factor1                3.0000    1.1547     10
FSC                 2  factor2                3.4615     .7763     13
FSC                 3  factor3                3.5833    1.2401     12
FSC                 4  factor4                3.4667     .9155     15
FSC                 5  factor5                3.7857    1.1217     14
```

Total Cases =     64

Summaries of    VAR041       HOTELS AND RESTAURANTS ARE OVER-PRICED
By levels of    FSC          FACTOR SCORE

| Variable | Value | Label | Mean | Std Dev | Cases |
|----------|-------|-------|------|---------|-------|
| For Entire Population | | | 3.6875 | 1.0672 | 64 |
| | | | | | |
| FSC | 1 | factor1 | 3.5000 | 1.1785 | 10 |
| FSC | 2 | factor2 | 3.6154 | .9608 | 13 |
| FSC | 3 | factor3 | 3.4167 | 1.2401 | 12 |
| FSC | 4 | factor4 | 3.6667 | 1.1127 | 15 |
| FSC | 5 | factor5 | 4.1429 | .8644 | 14 |

   Total Cases =     64

Summaries of    VAR042       NO VALUES FOR MONEY FROM MERCHANSIESE
By levels of    FSC          FACTOR SCORE

| Variable | Value | Label | Mean | Std Dev | Cases |
|----------|-------|-------|------|---------|-------|
| For Entire Population | | | 3.2344 | 1.1512 | 64 |
| | | | | | |
| FSC | 1 | factor1 | 3.5000 | 1.6499 | 10 |
| FSC | 2 | factor2 | 3.0000 | .8165 | 13 |
| FSC | 3 | factor3 | 3.2500 | 1.3568 | 12 |
| FSC | 4 | factor4 | 3.2667 | 1.0328 | 15 |
| FSC | 5 | factor5 | 3.2143 | 1.0509 | 14 |

   Total Cases =     64

Summaries of    VAR043       A VARIETY OF FOODS WITH GOOD QUALITY
By levels of    FSC          FACTOR SCORE

| Variable | Value | Label | Mean | Std Dev | Cases |
|----------|-------|-------|------|---------|-------|
| For Entire Population | | | 3.2969 | .9869 | 64 |
| | | | | | |
| FSC | 1 | factor1 | 3.5000 | 1.0801 | 10 |
| FSC | 2 | factor2 | 3.7692 | 1.0127 | 13 |
| FSC | 3 | factor3 | 3.1667 | 1.0299 | 12 |
| FSC | 4 | factor4 | 3.3333 | .8997 | 15 |
| FSC | 5 | factor5 | 2.7857 | .8018 | 14 |

   Total Cases =     64

Summaries of    VAR044       THE WEATHER IS ATTRACTIVE
By levels of    FSC          FACTOR SCORE

| Variable | Value | Label | Mean | Std Dev | Cases |
|----------|-------|-------|------|---------|-------|
| For Entire Population | | | 4.0625 | 1.0216 | 64 |
| | | | | | |
| FSC | 1 | factor1 | 3.9000 | 1.1005 | 10 |
| FSC | 2 | factor2 | 4.4615 | .6602 | 13 |
| FSC | 3 | factor3 | 4.0000 | 1.0445 | 12 |
| FSC | 4 | factor4 | 4.0000 | 1.1339 | 15 |
| FSC | 5 | factor5 | 3.9286 | 1.1411 | 14 |

Total Cases =        64

Summaries of    VAR045        TO VISIT FRIENDS/RELATIVES
By levels of    FSC           FACTOR SCORE

| Variable | Value | Label | Mean | Std Dev | Cases |
|----------|-------|-------|------|---------|-------|
| For Entire Population | | | 3.3175 | 1.6147 | 63 |
| FSC | 1 | factor1 | 3.7000 | 1.4181 | 10 |
| FSC | 2 | factor2 | 3.5385 | 1.6132 | 13 |
| FSC | 3 | factor3 | 3.0833 | 1.7299 | 12 |
| FSC | 4 | factor4 | 3.2000 | 1.7809 | 15 |
| FSC | 5 | factor5 | 3.1538 | 1.6251 | 13 |

   Total Cases =        64
Missing Cases =         1 OR    1.6 PCT.

Summaries of    VAR046        AUSTRALIA IS A DULL PLACE
By levels of    FSC           FACTOR SCORE

| Variable | Value | Label | Mean | Std Dev | Cases |
|----------|-------|-------|------|---------|-------|
| For Entire Population | | | 3.1613 | 1.4165 | 62 |
| FSC | 1 | factor1 | 3.3000 | 1.4181 | 10 |
| FSC | 2 | factor2 | 3.3846 | 1.5021 | 13 |
| FSC | 3 | factor3 | 3.0833 | 1.2401 | 12 |
| FSC | 4 | factor4 | 2.7857 | 1.6723 | 14 |
| FSC | 5 | factor5 | 3.3077 | 1.3156 | 13 |

   Total Cases =        64
Missing Cases =         2 OR    3.1 PCT.

Summaries of    VAR047        A GOOD TRAVEL DESTINATION
By levels of    FSC           FACTOR SCORE

| Variable | Value | Label | Mean | Std Dev | Cases |
|----------|-------|-------|------|---------|-------|
| For Entire Population | | | 4.3226 | .8449 | 62 |
| FSC | 1 | factor1 | 4.4000 | .9661 | 10 |
| FSC | 2 | factor2 | 4.4615 | .7763 | 13 |
| FSC | 3 | factor3 | 4.0833 | .9962 | 12 |
| FSC | 4 | factor4 | 4.3571 | .8419 | 14 |
| FSC | 5 | factor5 | 4.3077 | .7511 | 13 |

   Total Cases =        64
Missing Cases =         2 OR    3.1 PCT.

Summaries of    VAR048        I WILL RECOMMEND AUSTRALIA TO MY FRIENDS
By levels of    FSC           FACTOR SCORE

| Variable | Value | Label | Mean | Std Dev | Cases |
|----------|-------|-------|------|---------|-------|
| For Entire Population | | | 4.2813 | .9167 | 64 |
| FSC | 1 | factor1 | 4.5000 | .7071 | 10 |

```
FSC                     2   factor2                    4.2308       .5991       13
FSC                     3   factor3                    4.4167       .9003       12
FSC                     4   factor4                    4.2000      1.0823       15
FSC                     5   factor5                    4.1429      1.1673       14

   Total Cases =        64
```

Summaries of     VAR049      I WILL REVISIT AUSTRALIA
By levels of     FSC         FACTOR SCORE

```
Variable        Value  Label                         Mean     Std Dev     Cases

For Entire Population                               4.4375       .9407       64

FSC                     1   factor1                   4.6000       .6992       10
FSC                     2   factor2                   4.6154       .6504       13
FSC                     3   factor3                   4.5000      1.0000       12
FSC                     4   factor4                   4.2667      1.0998       15
FSC                     5   factor5                   4.2857      1.1387       14

   Total Cases =        64
```

## 2.3 ONEWAY ANALYSIS OF VARIANCE WITH DUNCAN PROCEDURE

- - - - - - - - - O N E W A Y - - - - - - - - - - -

        Variable  VAR031      VARIED GOODS WITH GOOD QUALITIES
     By Variable  FSC         FACTOR SCORE

                           Analysis of Variance

|                 |        | Sum of   | Mean     | F     | F     |
|                 | D.F.   | Squares  | Squares  | Ratio | Prob. |
| Source          |        |          |          |       |       |
|-----------------|--------|----------|----------|-------|-------|
| Between Groups  | 4      | 2.1968   | .5492    | .5202 | .7212 |
| Within Groups   | 59     | 62.2875  | 1.0557   |       |       |
| Total           | 63     | 64.4844  |          |       |       |

- - - - - - - - - O N E W A Y - - - - - - - - - - -

        Variable  VAR031      VARIED GOODS WITH GOOD QUALITIES
     By Variable  FSC         FACTOR SCORE

Multiple Range Test

Duncan Procedure
Ranges for the   .050 level -

        2.83    2.98    3.07    3.14

The ranges above are table ranges.
The value actually compared with Mean(J)-Mean(I) is..

.7265 * Range * Sqrt(1/N(I) + 1/N(J))

No two groups are significantly different at the  .050 level

- - - - - - - - - O N E W A Y - - - - - - - - - - -

Variable   VAR032      SHOPPING IS CONVENIENT
By Variable  FSC       FACTOR SCORE

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 4 | 2.3560 | .5890 | .8357 | .5080 |
| Within Groups | 59 | 41.5815 | .7048 | | |
| Total | 63 | 43.9375 | | | |

- - - - - - - - - O N E W A Y - - - - - - - - - -

Variable   VAR032      SHOPPING IS CONVENIENT
By Variable  FSC       FACTOR SCORE

Multiple Range Test

Duncan Procedure
Ranges for the  .050 level -

    2.83   2.98   3.07   3.14

The ranges above are table ranges.
The value actually compared with Mean(J)-Mean(I) is..
    .5936 * Range * Sqrt(1/N(I) + 1/N(J))

No two groups are significantly different at the  .050 level

- - - - - - - - - O N E W A Y - - - - - - - - - -

Variable   VAR033      EFFICIENT TRANSPORTATION SYSTEM
By Variable  FSC       FACTOR SCORE

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 4 | 3.1231 | .7808 | 1.1171 | .3571 |
| Within Groups | 59 | 41.2363 | .6989 | | |

Total                    63        44.3594

- - - - - - - - - O N E W A Y - - - - - - - - - - -

        Variable   VAR033      EFFICIENT TRANSPORTATION SYSTEM
    By Variable   FSC         FACTOR SCORE

Multiple Range Test


Duncan Procedure
Ranges for the   .050 level -

        2.83   2.98   3.07   3.14

The ranges above are table ranges.
The value actually compared with Mean(J)-Mean(I) is..
        .5912 * Range * Sqrt(1/N(I) + 1/N(J))


No two groups are significantly different at the   .050 level


            - - - - - - - - - O N E W A Y - - - - - - - - - -

        Variable   VAR034      A REAL ADVENTURE WITH VARIETY OF ATTRACT
    By Variable   FSC         FACTOR SCORE

                        Analysis of Variance

|                | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|----------------|------|----------------|--------------|---------|---------|
| Source         |      |                |              |         |         |
| Between Groups | 4    | 5.2088         | 1.3022       | 1.0891  | .3703   |
| Within Groups  | 59   | 70.5412        | 1.1956       |         |         |
| Total          | 63   | 75.7500        |              |         |         |

            - - - - - - - - - O N E W A Y - - - - - - - - - -

        Variable   VAR034      A REAL ADVENTURE WITH VARIETY OF ATTRACT
    By Variable   FSC         FACTOR SCORE


Multiple Range Test


Duncan Procedure
Ranges for the   .050 level -

        2.83   2.98   3.07   3.14

The ranges above are table ranges.
The value actually compared with Mean(J)-Mean(I) is..
        .7732 * Range * Sqrt(1/N(I) + 1/N(J))

No two groups are significantly different at the  .050 level


- - - - - - - - - O N E W A Y - - - - - - - - - - -

Variable   VAR035      SPECTACULAR SCENERY AND FASCINATING WILD
By Variable  FSC        FACTOR SCORE

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 4 | 4.0091 | 1.0023 | 1.2086 | .3168 |
| Within Groups | 59 | 48.9284 | .8293 | | |
| Total | 63 | 52.9375 | | | |

- - - - - - - - - O N E W A Y - - - - - - - - - - -

Variable   VAR035      SPECTACULAR SCENERY AND FASCINATING WILD
By Variable  FSC        FACTOR SCORE


Multiple Range Test


Duncan Procedure
Ranges for the  .050 level -

        2.83   2.98   3.07   3.14

The ranges above are table ranges.
The value actually compared with Mean(J)-Mean(I) is..
        .6439 * Range * Sqrt(1/N(I) + 1/N(J))


No two groups are significantly different at the  .050 level


- - - - - - - - - O N E W A Y - - - - - - - - - -

Variable   VAR036      AUSTRALIA HAS A LOT OF CULTURAL EVENTS
By Variable  FSC        FACTOR SCORE

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 4 | 5.0293 | 1.2573 | .7495 | .5623 |
| Within Groups | 59 | 98.9707 | 1.6775 | | |
| Total | 63 | 104.0000 | | | |

- - - - - - - - - - O N E W A Y - - - - - - - - - -

Variable   VAR036      AUSTRALIA HAS A LOT OF CULTURAL EVENTS
By Variable   FSC         FACTOR SCORE


Multiple Range Test


Duncan Procedure
Ranges for the   .050 level -

        2.83    2.98    3.07    3.14

The ranges above are table ranges.
The value actually compared with Mean(J)-Mean(I) is..
        .9158 * Range * Sqrt(1/N(I) + 1/N(J))


No two groups are significantly different at the   .050 level


- - - - - - - - - O N E W A Y - - - - - - - - - -

Variable   VAR037      THERE ARE INTERESTING NIGHT LIVES
By Variable   FSC         FACTOR SCORE

                        Analysis of Variance

|  Source        | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|----------------|------|----------------|--------------|---------|---------|
| Between Groups | 4    | 4.4357         | 1.1089       | .7305   | .5747   |
| Within Groups  | 59   | 89.5643        | 1.5180       |         |         |
| Total          | 63   | 94.0000        |              |         |         |

- - - - - - - - - O N E W A Y - - - - - - - - - -

Variable   VAR037    -   THERE ARE INTERESTING NIGHT LIVES
By Variable   FSC         FACTOR SCORE


Multiple Range Test


Duncan Procedure
Ranges for the   .050 level -

        2.83    2.98    3.07    3.14

The ranges above are table ranges.
The value actually compared with Mean(J)-Mean(I) is..
        .8712 * Range * Sqrt(1/N(I) + 1/N(J))


No two groups are significantly different at the   .050 level

- - - - - - - - - O N E W A Y - - - - - - - - - - -

Variable    VAR038        AUSTRALIA PROVIDES A LEARNING EXPERIENCE
By Variable  FSC          FACTOR SCORE

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 4 | 1.1391 | .2848 | .2808 | .8893 |
| Within Groups | 59 | 59.8452 | 1.0143 | | |
| Total | 63 | 60.9844 | | | |

- - - - - - - - - O N E W A Y - - - - - - - - - - -

Variable    VAR038        AUSTRALIA PROVIDES A LEARNING EXPERIENCE
By Variable  FSC          FACTOR SCORE

Multiple Range Test

Duncan Procedure
Ranges for the  .050 level -

    2.83   2.98   3.07   3.14

The ranges above are table ranges.
The value actually compared with Mean(J)-Mean(I) is..
        .7122 * Range * Sqrt(1/N(I) + 1/N(J))

No two groups are significantly different at the  .050 level

- - - - - - - - - O N E W A Y - - - - - - - - - - -

Variable    VAR039        EATING OUT IN RESTAURANT IN AUSTRALIA IS
By Variable  FSC          FACTOR SCORE

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 4 | 2.4753 | .6188 | .7431 | .5665 |
| Within Groups | 59 | 49.1341 | .8328 | | |
| Total | 63 | 51.6094 | | | |

- - - - - - - - - O N E W A Y - - - - - - - - - - -

Variable    VAR039        EATING OUT IN RESTAURANT IN AUSTRALIA IS
By Variable  FSC          FACTOR SCORE

Multiple Range Test


Duncan Procedure
Ranges for the   .050 level -

       2.83    2.98    3.07    3.14

The ranges above are table ranges.
The value actually compared with Mean(J)-Mean(I) is..
       .6453 * Range * Sqrt(1/N(I) + 1/N(J))


No two groups are significantly different at the   .050 level



 - - - - - - - - - O N E W A Y - - - - - - - - - - -

        Variable   VAR040       HOTEL ROOMDS ARE COMFORTABLE, WITH GOOD
       By Variable FSC          FACTOR SCORE

                         Analysis of Variance

                           Sum of         Mean           F       F
            Source      D.F.  Squares       Squares     Ratio   Prob.

Between Groups            4    3.7465        .9366       .8602   .4932

Within Groups           59   64.2379       1.0888

Total                   63   67.9844

 - - - - - - - - - O N E W A Y - - - - - - - - - - -

        Variable   VAR040       HOTEL ROOMDS ARE COMFORTABLE, WITH GOOD
       By Variable FSC          FACTOR SCORE


Multiple Range Test          -


Duncan Procedure
Ranges for the   .050 level -

       2.83    2.98    3.07    3.14

The ranges above are table ranges.
The value actually compared with Mean(J)-Mean(I) is..
       .7378 * Range * Sqrt(1/N(I) + 1/N(J))


No two groups are significantly different at the   .050 level



 - - - - - - - - - O N E W A Y - - - - - - - - - - -

        Variable   VAR041       HOTELS AND RESTAURANTS ARE OVER-PRICED
       By Variable FSC          FACTOR SCORE

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 4 | 4.2088 | 1.0522 | .9191 | .4590 |
| Within Groups | 59 | 67.5412 | 1.1448 | | |
| Total | 63 | 71.7500 | | | |

- - - - - - - - - - O N E W A Y - - - - - - - - - - - -

Variable    VAR041        HOTELS AND RESTAURANTS ARE OVER-PRICED
By Variable  FSC           FACTOR SCORE

Multiple Range Test

Duncan Procedure
Ranges for the   .050 level -

        2.83    2.98    3.07    3.14

The ranges above are table ranges.
The value actually compared with Mean(J)-Mean(I) is..
        .7566 * Range * Sqrt(1/N(I) + 1/N(J))

No two groups are significantly different at the   .050 level

- - - - - - - - - O N E W A Y - - - - - - - - - - -

Variable    VAR042        NO VALUES FOR MONEY FROM MERCHANSIESE
By Variable  FSC           FACTOR SCORE

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 4 | 1.4439 | .3610 | .2596 | .9026 |
| Within Groups | 59 | 82.0405 | 1.3905 | | |
| Total | 63 | 83.4844 | | | |

- - - - - - - - - O N E W A Y - - - - - - - - - - -

Variable    VAR042        NO VALUES FOR MONEY FROM MERCHANSIESE
By Variable  FSC           FACTOR SCORE

Multiple Range Test

Duncan Procedure

Ranges for the  .050 level -

2.83    2.98    3.07    3.14

The ranges above are table ranges.
The value actually compared with Mean(J)-Mean(I) is..
.8338 * Range * Sqrt(1/N(I) + 1/N(J))


No two groups are significantly different at the  .050 level


- - - - - - - - - O N E W A Y - - - - - - - - - - -

Variable   VAR043      A VARIETY OF FOODS WITH GOOD QUALITY
By Variable  FSC        FACTOR SCORE

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 4 | 7.1945 | 1.7986 | 1.9592 | .1126 |
| Within Groups | 59 | 54.1648 | .9180 | | |
| Total | 63 | 61.3594 | | | |

- - - - - - - - - O N E W A Y - - - - - - - - - - -

Variable   VAR043      A VARIETY OF FOODS WITH GOOD QUALITY
By Variable  FSC        FACTOR SCORE


Multiple Range Test


Duncan Procedure
Ranges for the  .050 level -

2.83    2.98    3.07    3.14

The ranges above are table ranges.
The value actually compared with Mean(J)-Mean(I) is..
.6775 * Range * Sqrt(1/N(I) + 1/N(J))


(*) Denotes pairs of groups significantly different at the  .050 level


- - - - - - - - - O N E W A Y - - - - - - - - - - -

Variable  VAR043      A VARIETY OF FOODS WITH GOOD QUALITY
(Continued)


G G G G G
r r r r r

```
                      P P P P P
     Mean      Group    5 3 4 1 2

     2.7857    Grp 5
     3.1667    Grp 3
     3.3333    Grp 4
     3.5000    Grp 1
     3.7692    Grp 2      *
```

`ı` ` - - - - - - - - - O N E W A Y - - - - - - - - - - -`

| | Variable | VAR044 | THE WEATHER IS ATTRACTIVE |
|---|---|---|---|
| By Variable | FSC | | FACTOR SCORE |

### Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 4 | 2.6907 | .6727 | .6294 | .6435 |
| Within Groups | 59 | 63.0593 | 1.0688 | | |
| Total | 63 | 65.7500 | | | |

` - - - - - - - - - O N E W A Y - - - - - - - - - -`

| | Variable | VAR044 | THE WEATHER IS ATTRACTIVE |
|---|---|---|---|
| By Variable | FSC | | FACTOR SCORE |

Multiple Range Test

Duncan Procedure
Ranges for the  .050 level -

```
     2.83   2.98   3.07   3.14
```

The ranges above are table ranges.
The value actually compared with Mean(J)-Mean(I) is..
       .7310 * Range * Sqrt(1/N(I) + 1/N(J))

No two groups are significantly different at the  .050 level

` - - - - - - - - - O N E W A Y - - - - - - - - - -`

| | Variable | VAR045 | TO VISIT FRIENDS/RELATIVES |
|---|---|---|---|
| By Variable | FSC | | FACTOR SCORE |

### Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 4 | 3.3111 | .8278 | .3032 | .8747 |

| | | | |
|---|---|---|---|
| Within Groups | 58 | 158.3397 | 2.7300 |
| Total | 62 | 161.6508 | |

- - - - - - - - - O N E W A Y - - - - - - - - - -

      Variable  VAR045      TO VISIT FRIENDS/RELATIVES
   By Variable  FSC         FACTOR SCORE


Multiple Range Test


Duncan Procedure
Ranges for the  .050 level -

        2.83   2.98   3.07   3.14

The ranges above are table ranges.
The value actually compared with Mean(J)-Mean(I) is..
        1.1683 * Range * Sqrt(1/N(I) + 1/N(J))


No two groups are significantly different at the  .050 level


- - - - - - - - - O N E W A Y - - - - - - - - - -

      Variable  VAR046      AUSTRALIA IS A DULL PLACE
   By Variable  FSC         FACTOR SCORE

                        Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 4 | 3.1671 | .7918 | .3786 | .8230 |
| Within Groups | 57 | 119.2200 | 2.0916 | | |
| Total | 61 | 122.3871 | | | |

- - - - - - - - - O N E W A Y - - - - - - - - - -

      Variable  VAR046      AUSTRALIA IS A DULL PLACE
   By Variable  FSC         FACTOR SCORE


Multiple Range Test


Duncan Procedure
Ranges for the  .050 level -

        2.83   2.98   3.08   3.14

The ranges above are table ranges.
The value actually compared with Mean(J)-Mean(I) is..
        1.0226 * Range * Sqrt(1/N(I) + 1/N(J))

No two groups are significantly different at the  .050 level

```
- - - - - - - - - O N E W A Y - - - - - - - - - -
```

         Variable  VAR047      A GOOD TRAVEL DESTINATION
      By Variable  FSC         FACTOR SCORE

                        Analysis of Variance

|  Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 4 | 1.0174 | .2544 | .3409 | .8492 |
| Within Groups | 57 | 42.5310 | .7462 | | |
| Total | 61 | 43.5484 | | | |

```
- - - - - - - - - O N E W A Y - - - - - - - - - -
```

         Variable  VAR047      A GOOD TRAVEL DESTINATION
      By Variable  FSC         FACTOR SCORE

Multiple Range Test


Duncan Procedure
Ranges for the   .050 level -

        2.83   2.98   3.08   3.14

The ranges above are table ranges.
The value actually compared with Mean(J)-Mean(I) is..
        .6108 * Range * Sqrt(1/N(I) + 1/N(J))


No two groups are significantly different at the   .050 level


```
- - - - - - - - - O N E W A Y - - - - - - - - - -
```

         Variable  VAR048      I WILL RECOMMEND AUSTRALIA TO MY FRIENDS
      By Variable  FSC         FACTOR SCORE

                        Analysis of Variance

|  Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 4 | 1.0989 | .2747 | .3127 | .8684 |
| Within Groups | 59 | 51.8386 | .8786 | | |
| Total | 63 | 52.9375 | | | |

- - - - - - - - - - O N E W A Y - - - - - - - - - -

         Variable   VAR048      I WILL RECOMMEND AUSTRALIA TO MY FRIENDS
      By Variable   FSC         FACTOR SCORE


Multiple Range Test


Duncan Procedure
Ranges for the   .050 level -

          2.83    2.98    3.07    3.14

The ranges above are table ranges.
The value actually compared with Mean(J)-Mean(I) is..
          .6628 * Range * Sqrt(1/N(I) + 1/N(J))


No two groups are significantly different at the   .050 level


            - - - - - - - - - - O N E W A Y - - - - - - - - - -

         Variable   VAR049      I WILL REVISIT AUSTRALIA
      By Variable   FSC         FACTOR SCORE

                              Analysis of Variance

|                | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|----------------|------|----------------|--------------|---------|---------|
| Between Groups | 4    | 1.4826         | .3707        | .4030   | .8057   |
| Within Groups  | 59   | 54.2674        | .9198        |         |         |
| Total          | 63   | 55.7500        |              |         |         |

            - - - - - - - - - - O N E W A Y - - - - - - - - - -

         Variable   VAR049      I WILL REVISIT AUSTRALIA
      By Variable   FSC         FACTOR SCORE


Multiple Range Test


Duncan Procedure
Ranges for the   .050 level -

          2.83    2.98    3.07    3.14

The ranges above are table ranges.
The value actually compared with Mean(J)-Mean(I) is..
          .6782 * Range * Sqrt(1/N(I) + 1/N(J))


No two groups are significantly different at the   .050 level

## 2.4 LIST OF THE SEGMENTS

```
        V V V V V V V V V V V V V V V V V V V V V V V V V V V V V V V V
        A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A
        R R R R R R R R R R R R R R R R R R R R R R R R R R R R R R R R
     F  0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
     S  3 3 3 3 3 3 3 3 3 4 4 4 4 4 4 4 4 4 4 5 5 5 5 5 5 5 5 5 5 6 6 6
  ID C  1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9 0 1 2  VAR063

   1 2  3 3 4 5 4 5 5 5 4 4 5 3 4 4 1 1 5 4 5 2 3 2 5 3 1 3 2 2 3 4 1 2      2
   2 4  3 3 4 5 4 5 5 5 4 4 5 3 4 4 1 1 5 4 5 2 3 2 5 3 1 3 2 2 3 4 1 2      2
   3 3  3 3 4 4 5 5 5 5 3 3 4 4 3 2 3 3 5 3 5 1 4 2 3 3 2 3 2 2 4 4 1 2      2
   4 2  3 4 3 4 5 5 4 4 5 4 3 3 3 4 1 2 5 5 5 2 3 2 4 3 2 3 2 2 3 4 1 2      2
   5 4  3 4 3 4 5 5 4 4 5 4 3 3 3 4 1 2 5 5 5 2 3 2 4 3 2 3 2 2 3 4 1 2      2
   6 2  3 3 4 4 5 5 5 4 3 3 3 5 5 5 5 5 4 4 5 2 3 2 4 3 2 3 2 2 4 4 1 2      3
   7 4  3 3 4 4 5 5 5 4 3 3 3 5 5 5 5 5 4 4 5 2 3 2 5 3 2 3 2 2 4 4 1 2      3
   8 2  3 3 4 5 4 4 4 4 3 3 3 3 4 4 3 5 5 4 5 1 4 2 5 3 3 3 2 2 3 4 1 2      3
   9 3  3 2 4 4 5 5 3 4 3 4 3 2 5 3 5 1 3 5 5 2 4 1 5 3 2 3 2 2 4 4 1 2      2
  10 3  5 5 4 4 4 4 5 4 3 5 3 5 3 4 3 1 5 5 5 1 4 3 4 3 3 3 1 2 3 4 1 2      3
  11 2  3 3 4 5 5 5 5 5 5 5 5 3 3 5 5 5 4 4 5 1 4 2 3 3 3 3 2 2 4 4 1 2      3
  12 5  3 3 4 5 5 5 5 5 5 5 5 3 3 5 5 5 4 4 5 1 4 2 3 3 3 3 2 2 4 4 1 2      3
  13 2  3 3 4 4 4 4 3 5 3 4 3 3 5 5 1 1 5 5 5 2 3 2 5 3 2 3 2 2 4 4 1 2      2
  14 2  3 3 4 5 4 4 4 5 3 3 3 3 5 3 5 4 5 5 5 1 4 2 3 3 3 3 2 2 4 4 1 2      3
  15 3  3 3 4 5 4 4 4 5 3 3 3 3 5 3 5 4 5 5 5 1 4 2 3 3 3 3 2 2 4 4 1 2      3
  16 1  3 4 4 5 4 5 5 5 3 3 3 5 4 4 5 4 5 5 5 2 3 2 5 3 2 3 1 2 1 4 1 2      3
```

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        V V V V V V V V V V V V V V V V V V V V V V V V V V V V V V V V
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