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## The role of family decision makers in festival tourism

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## ABSTRACT

This study assessed the role of family decision makers in participating in a festival according to five stages of festival participation. A survey process was conducted using two sampling groups: the sample for families with children and the sample for families without children. According to the results of the study, a number of marketing implications were generated. For example, the husband was revealed to more actively join transportation-related activities including driving, deciding travel routes, automobile safety checks, and filling up with gasoline. The wife was a strong decision maker in selecting restaurants or menus in the festival tourism management process. Likewise, the role of the wife is very significant, from suggesting the festival participation at the first stage to determining a revisit to the festival at the last stage. However, the children or joint decision-making patterns were not distinctive as they are said to be in other tourism literature. Findings of the study are expected to offer valuable insights for all festival stakeholders including festival vendors, local government, local residents, and festival organizers.

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## 1. Introduction

Compared to other types of tourism, festival tourism has distinctive characteristics such as an event within a short duration, usually held once in a year, and typically in a confined space (Shone and Parry, 2004). The festival organizer should try to satisfy visitors by showcasing products or services that can appeal to customers within a limited duration. These efforts should be backed up by other stakeholders' collaboration. One of the important stakeholders in developing a successful festival is the merchant or vendor who sells products to festival visitors. These merchants or vendors attempt to gain a profit through transactions by offering products and services to festival participants.

It is important to satisfy festival customers by offering high quality products and services, as well as products that are unique to the festival, which in turn will help to increase profits to local government, through increased sales taxes or transaction taxes, and to festival organizers. A high revenue stream will increase

demand for the merchants, resulting in higher booth rental fees to festival organizers. Since more sales of products result in more local taxes, the municipal government will be a stronger supporter of next year's event in deciding a priority of municipal policies and allocating subsidies (Derret, 2004; Roche, 1994). Additionally, the event can be supported by the host community as well as by local businesses and merchants. A non-profitable event tends to be readily removed from the list of local government support and finally disappears.

To generate a profitable festival, a strategic marketing approach should be contrived and implemented. One of the most important methods in creating a positive economic impact for a festival is to identify festival participants' buying behavior, which is similar to that of consumer behavior in purchasing a product. A traveler's experience process can be explained according to the five stages distinguished by Clawson and Knetsch (1966) which are as follows: anticipation to travel, travel to the actual site, on-site experiences and activities, return travel, and recollection of experiences.

Likewise, a festival goers' decision-making process can be classified into five stages: (1st stage) before the festival goers leave for a festival venue, (2nd stage) moving towards the festival, (3rd stage) on-site of the festival, (4th stage) returning home, and (5th stage) post-evaluation. The five stages are a shortened version of the seven stages of the vacation experience process. Some studies (Crompton and McKay, 1997; Sirakaya and Woodside, 2005; Wang

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et al., 2004) have suggested that understanding visitors' decision-making processes is an underpinning concept to facilitate effectiveness in marketing an activity. In particular, even though most tourist behavior studies focus on psychological variables as explicating tourism behavior models, it is important to understand the role of family or group interactions because they can be mediated in the tourism decision-making model.

Most festival participants are in family units, therefore a marketer should determine who the most influential person is in a family and target that person. A family is not a homogeneous unit and its purchasing behavior is quite complex (Ferber and Lee, 1974). Thus it is necessary to identify how plans and choices are made within a family, which roles each family member plays, and how conflicts are solved. If a festival organizer can determine a family's decision-making process or a family's main decision maker, the promotion of any festival could be better designated to reach these markets.

This study examines the role of family decision makers in participating in a festival. Until now, only a limited number of studies in the festival tourism literature have applied the family decision-making theory. Thus this study's goal is to assess the role of family decision makers in the five stages of festival participation including: (1st stage) before festival travel, (2nd stage) the process of moving toward the festival venue, (3rd stage) determining the main decision maker in on-site participation, (4th stage) the process of returning home, and (5th stage) post-evaluation after returning home.

More specifically, the first objective is to investigate who the main decision maker is in the decision-making process which occurs prior to leaving for a festival venue. The second objective is to identify who the main decision maker is during the decision-making process while traveling towards the festival venue. The third objective is to analyze who the main decision maker is in the decision-making process during on-site participation of the festival. The fourth objective is to identify who the main decision maker is in the decision-making process occurring in the course of returning home from the festival event. The fifth objective is to explore who the main decision maker is in the decision-making process occurring at the time of the post-evaluation after returning home. Results of the study are expected to offer meaningful insights to all festival stakeholders, in particular to festival organizers, local government, and local residents.

## 2. Literature review

Family decision-making has been an important research topic in consumer behavior for nearly 50 years (Blood and Wolfe, 1960; Bronner and Hoog, 2008; Cunningham and Green, 1974; Filiatrault and Ritchie, 1980; Howard and Madrigal, 1990; Wang et al., 2004). Marketing managers request information on family member involvement in the buying sub-decisions process, such as specific color selections of an item or price evaluation, to assist them in the development of product offerings and special promotions (Szybillo and Sosanie, 1977). Effective tourism marketing requires that managers understand not only what people do on vacation but also how people make their leisure travel decisions (Fodness, 1992).

### 2.1. Husband and wife in family decision-making

Past research has determined that with family travel there are three primary decision-making modes: husband-dominant, wife-dominant, and a joint decision between husband and wife (Filiatrault and Ritchie, 1980; Fodness, 1992; Jenkins, 1978; Nichols and Snepenger, 1988). Vacation decision generally results from joint decision-making, as documented in some studies

(Cunningham and Green, 1974; Davis and Rigaux, 1974; Sharp and Mott, 1956). A study by Belch and Willis (2002) concluded that vacation decisions are mostly joint decisions; however, the wife is more influential in deciding where to go and where to stay for a vacation. A study of group package tours by Wang et al. (2004) revealed that significant differences were identified in each of the three decision-making stages (problem recognition, information search, and final decision). In both the problem recognition and final decision stages, the parents' influences are significantly higher than the child's and husband and wife joint decisions are dominant. However, in the information search stage, a significant difference was found among family members, with the wife being the main initiator of the search for information.

A recent study by Wang et al. (2007) of seniors' purchasing decisions in group package tours showed that husbands tend to have the most influence in the final purchase, and that the husband shows more influence in nine decision categories (e.g., how much money to spend, how much time to spend, etc.), and as family income level rises there is a rise in the likelihood of the husband dominating the decision-making with respect to the purchase of a group package tour.

In short, different travel products and sub-decisions might influence the role of decision-making between husband and wife. Other variables, such as demographics and socioeconomics, cultural context/variation, family life cycle, product knowledge, the presence of children, etc., all have a certain influence on the decision-making process (Cosenza and Davis, 1981; Fodness, 1992; Harcar et al., 2005; O'Guinn et al., 1987; Wang et al., 2004; Webster, 2000; Xia et al., 2006; Zalatan, 1998).

### 2.2. Children in family decision-making

Children have become the focus of many tourism marketers' plans and strategies since the early 1990s, as marketers have realized that with the increasing number of families with both parents working, having more expendable income and less time to spend with their children, parents are willing to use a vacation as a time to reconnect as a family and encourage children to participate in the decision-making process (Nickerson and Jurowski, 2001).

For example, in the hotel industry, Hyatt Hotels was one of the first to develop a marketing program for children known as the Club Hyatt program (Spethmann, 1992a), and also sponsors a 'Camp Kid Council' made up of 12 members ages 7–13. Hyatt uses the kid council to conduct focus groups that test new menu items and activities (Spethmann, 1992b). Moreover, during summer and winter vacations many travel agencies will sell tailor-made group package tours for children, such as "Five Day Group Package Tour for Your Children at Tokyo Disneyland" or "Four Day Learning Tour for Your Children in Singapore" (Wang et al., 2004). Continental Airlines provides a service called the Young Travelers Club; the club is supervised by Continental employees and provides television, books, games, toys, and snacks for children who have to wait for a connecting flight or to be picked up at the end of their flight by a party meeting them (Continental Airlines, 2005).

Hence several empirical studies have tried to test the relative influence of children on parents in the family decision-making process. Some researchers (Assael, 1995; Carlson and Grossbart, 1988; Caruana and Vassallo, 2003; Jenkins, 1979; Swinyard and Sim, 1987; Szybillo and Sosanie, 1977) have noted that children play an important role in the family decision-making process and their influence varies by product categories, services, the age of the child, the product expertise of and usage by the child, types of families, family communication environment, and different decision stages.

Although several studies have indicated children have a certain influence in the family decision-making process, other studies suggest that children have little influence over how much to spend, where to make a purchase, and the final decision (Foxman et al., 1989). Filiatrault and Ritchie (1980) concluded that: (1) husbands dominated the decision-making in families with children; joint decision-making was more prevalent where there were no children; (2) relative influence of husbands and wives across sub-decisions varied more in families than in childless couples; and (3) children exerted relatively little influence in the overall decision-making process.

### 2.3. Family decision-making at a festival

Unlike the active studies on family decision-making in the consumer behavior or tourism destination selection context, there has been considerably less research published in the festival tourism literature. Getz (1997) argued that an understanding of the life-stage concept can be helpful in segmenting event participants. For example, consumer behavior of empty-nesters is different from those of a family with unmarried young people still living at home because of the different decision dynamics that occur between family members. In addition, a target market can be different across various types of events. That is, sports and entertainment events are likely to attract young couples without infants, whereas community festivals are more likely to be inviting to all family members. This indicates that event organizers would need to differentiate the needs of potential participants according to their family structure.

Laybourn (2004) stated that festival participants' decision-making can be influenced by two factors. First, it may be related to external factors such as changes in the macro- and micro-business environment. Second, it may be associated with personal factors such as motivation, personality, lifestyle, and personal demographic traits. In these personal factors, it is expected that family structure, including gender, can influence decision-making in event participation. For example, females are likely to be more risk averse and experience emotions more intensely. Thus, males will be less involved than females in decisions requiring emotions (e.g., considering color or design when purchasing a souvenir).

The decision-making to attend or participate in an event can vary according to attendance stages from information gathering to post-purchase evaluation (Getz, 2007). At the first stage of considering participation in an event, both push factors and pull factors can directly affect an individual's attendance (Botha et al., 1999; Sirakaya and Woodside, 2005). However, at the final decision-making stage, constraints can weaken the intention to participate in the tourism activities (Botha et al., 1999; Decrop, 2006). In the final decision-making stage, perception of the level of push factors, pull factors, and constraints can vary according to a festival goers' family structure. For example, a couple without children tends to surmount the constraints that they experience in the event participation process through cooperation. However, when a couple with children faces constraints, they easily tend to adjust or even abandon their original plan (Gram, 2007).

In the context of motivations for and constraints on event attendance, Shone and Parry (2004) stated that event participants are not homogenous because they have different motivations to attend. Since event participants have different market demands, the choice of event activities and consumption decision-making behavior such as consuming food, purchasing souvenirs, or use of exhibits will be different. Shone and Parry (2004) also indicated that a preferred program or activity is likely to be affected by family influence because family members have different utility functions. Thus the role of family decision makers will lead service providers or suppliers to develop new products which can appeal to the decision maker.

In summary, family structure can be an influential factor in analyzing differences of their consumption characteristics in the context of festival participation. For example, a family with young children will consider the children's opinions or preferences when it chooses a menu at a restaurant or on-site activity, while a husband or father is likely to be a key decision maker in deciding festival tour routes or car maintenance. This information is very useful to festival organizers, the local community, and on-site vendors. Unfortunately, until now there have been few empirical studies that have investigated the role of the family structure in a festival travelers' decision-making process. Thus there is a need to assess empirically the role of the main decision maker in the different decision-making stages.

## 3. Method

### 3.1. Conceptualization

As previously mentioned, family decision-making behavior of festival participants is expected to take place according to the five festival participation processes. Fig. 1 indicates the festival travel experience process and behaviors during family decision-making. First, 14 family decision-making behaviors that occur prior to leaving for the festival venue, were included in this study. The behaviors are related to the process of choosing lodging (deciding on whether or not to stay at the venue area, deciding on the place to stay at the venue area, deciding on the type of accommodation that would be used at the venue area).

In addition, the first stage of the family decision-making process is also associated with the following behaviors including a festival travel plan (deciding on the length of stay at this festival, deciding to prepare a travel budget, participation in preparing a travel plan), transportation (deciding on the type of transportation, collecting information or maps), travel toward the festival venue (deciding on the travel route to take to the venue, deciding on visiting tourist attractions around the venue, preparation of travel items needed for this tour, checking the car for this festival travel), and an information search (actively seeking festival-related information, arranging snacks or drinks). The family decision-making behaviors prior to leaving for a festival venue were operationalized as 14 items.

Five hypotheses linked to family decision-making behavior in the entire festival experience process were set up. It was assumed that there are differences in the role of the family decision makers. Since family structure differs according to whether or not there are children in the family, each hypothesis was tested both in a children-accompanied group and in a no-children group.

**Hypothesis 1.** There is a difference in influence between family decision makers in decision-making behavior prior to leaving for the festival venue.

**Hypothesis 2.** There is a difference in influence between family decision makers in decision-making behavior while traveling toward the festival venue.

**Hypothesis 3.** There is a difference in influence between family decision makers in decision-making behavior during on-site festival participation.

**Hypothesis 4.** There is a difference in influence between family decision makers in decision-making behavior while returning home.

**Hypothesis 5.** There is a difference in influence between family decision makers in decision-making behavior after returning home.

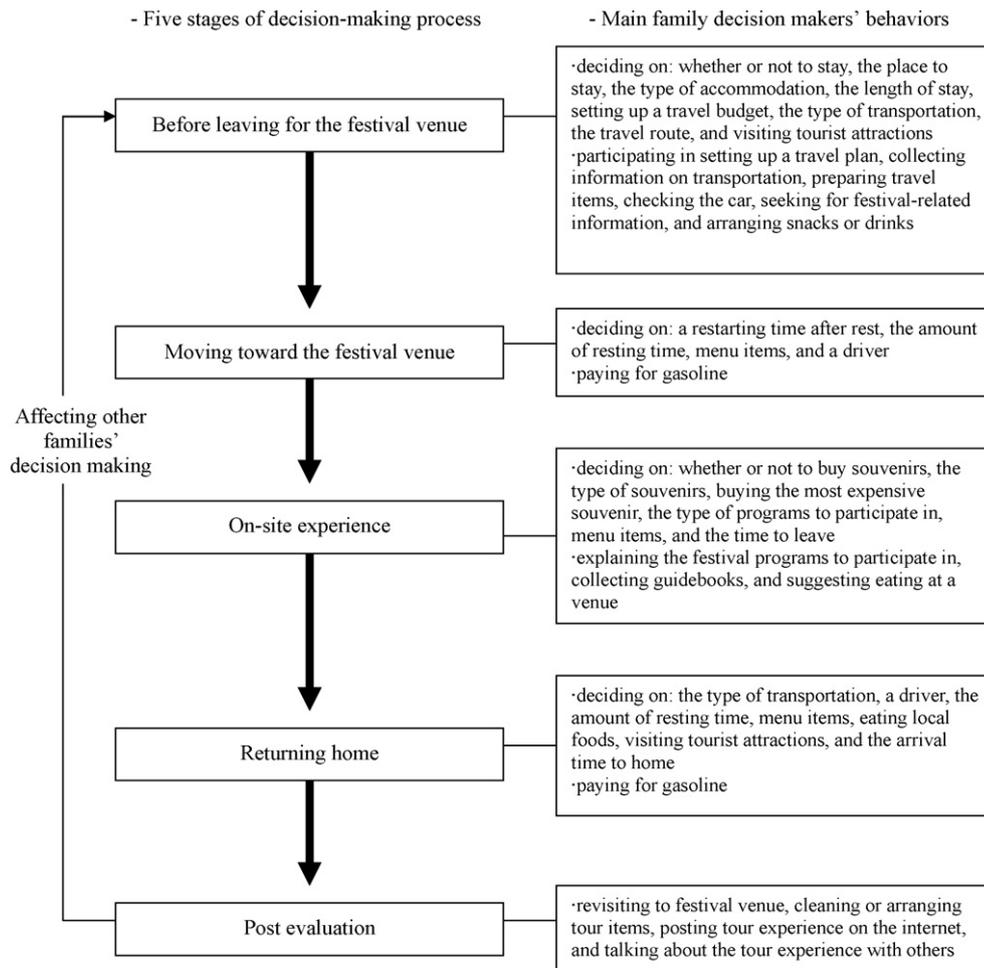


Fig. 1. Main family decision makers' behaviors according to participation stages in a local festival.

### 3.2. Measurement

The questionnaire was designed to measure festival participants' family decision-making behaviors and their socio-demographic variables. Unfortunately, there was a lack of appropriate instruments to measure items for the role of the "family decision makers" in visiting a festival. Thus festival tourists' family decision-making items were developed in the festival setting.

Four main stages were engaged with the development of the research instrument. The first stage was to review previous studies closely related to the role of the decision makers in the tourism and destination decision-making process (Bartos, 1982; Heung and Chu, 2000; Howard and Madrigal, 1990; Jenkins, 1979; Nelson, 1979; Nichols and Spenner, 1988; Wang et al., 2004). With items developed from the literature review, the second stage was to conduct interviews with 30 graduate students who had previously participated in a local festival. With their previous festival experience, the participants were asked to list items indicating behavior according to the festival attendance stages. Among a variety of items proposed, a number of items commonly indicated by the group of participants were scrutinized. During the process, a number of items were developed including 16 items concerning behavior before leaving for the festival venue, five items regarding behaviors while traveling toward the festival venue, and nine items indicating on-site experience. In addition, nine items were developed to explain behavior while returning home, whereas six items were designed to evaluate behavior after returning to home.

Next, a pre-test was conducted using 30 visitors to a local park that was having a festival in Daegu Metropolitan City, situated in southeastern Korea. These visitors were asked to respond based on their experience and participation at a local festival. In this stage, five items were revised because they had ambiguous wording or crabbled jargon that reduced ability to understand the survey instrument. The amended questionnaires were retested through a pilot study at the '2005 Cheongdo Bullfighting Festival', which was held from March 12 to March 16, 2005. Ten interviewers asked 75 festival participants to answer the questionnaire through in-depth personal interviews.

In this pilot study process, respondents commented that seven possible combination sets of decision makers including husband, wife, children, husband–wife, husband–children, wife–children, and joint (husband–wife–children) were engaged with too many intricate questions to answer making it difficult to clearly discern the main decision maker. Thus respondents were asked a series of festival decision makers' behavior questions to check the level of influence by husband, wife, children, and joint decision makers. In addition, respondents indicated that five questions were not closely related to festival tourism. Thus a total of 40 items were developed including 14 items representing behavior before leaving for the festival venue, five items indicating behavior while traveling toward the venue, nine items showing on-site experience, eight items for behavior while returning travel, and finally four items for behaviors after returning home.

Responses from items requesting the respondents' socio-demographic profile as well as travel to this festival were measured as nominal variables having two or more categories. In addition, questions that indicate behavior by family decision makers were operationalized as the "degree of influence on deciding whether or not to buy souvenirs." Response categories were coded from one ("strongly disagree") to seven ("strongly agree") as a Likert scale. A sample of festival participants with children was asked to separately check their responses on one festival participant's behavior item according to the influence of the husband, wife, children, and joint decision maker. Likewise, respondents unaccompanied by children were also requested to check their responses on one festival participant's behavior item according to the influence of the husband, wife, and joint decision makers.

### 3.3. Sample size and data collection

Data were collected at the 'Korean Traditional Drink and Rice Cake Festival' from March 26 to March 31, 2005. This festival has been held every year since 1998 and has been designated as a representative local festival by the Korean Ministry of Culture, Sports and Tourism. The festival's main objective is to promote Korean traditional wines and cakes. Unlike most other local festivals in Korea, which describe the life of a revered person, local culture or art, this event is focused on local wines and cake products. The festival programs included exhibitions of Korean traditional wines, which are produced in various local municipalities, as well as by wineries all over Korea. Since cakes vary according to production methods, ingredients, or regions, they can represent local areas. Thus the wines and cakes are the pride of the local community while also becoming generators of positive economic impact to the region as well as an image enhancer for promoting the local community.

During the festival, 663,850 visitors attended the festival, including 5520 foreign visitors (0.83%), 594,490 out-of-towners (89.6%), and 63,840 local residents (9.62%). The sample size necessary to meet our study's objectives was determined according to the following formula (McNamara, 1994):  $N = (P) \times (1 - P) \times (Z^2/E^2)$ , where  $N$  = the size of the sample;  $Z$  = the standard score corresponding to a given confidence level;  $E$  = the proportion of sampling error in a given situation; and  $P$  = the estimated product or incidence of cases in the proportion. This study applied the formula  $P = 0.5$ ,  $Z = 1.96$  (95% confidence interval), and  $E = 0.0258$ . A sample size of 700 was determined as  $[N = 0.5 (1 - 0.5) \times (1.96^2/0.0258^2) = 700]$ . The sample groups were divided into two groups: 350 samples for families with children and 350 samples for families without children.

For data collection, the festival venue was not physically feasible because it was held in an open space. Thus this study was administered to visitors who were exiting the festival at a booth near the exit of a festival venue. Respondents were approached outside the festival exit by the interviewers. Approximately every fifth visitor encountered was chosen as a subject. Interviewers for this study were composed of 30 undergraduate students whose area of study was festival and events. All 30 interviewers were trained in survey collection techniques and provided with a complete understanding of the survey. Thus the survey was conducted for a total of 6 days beginning the first day of the festival and continuing until the final day. The number of questionnaires collected daily ranged from 100 to 120.

The goals of this study were explained to the participants prior to requesting their participation and the survey was implemented after receiving their consent. In addition, a detailed explanation of any questions which the respondent could not understand was offered. Most respondents who were asked to participate in the

study indicated a high willingness to answer the questionnaire, with the exception of those who indicated they had time constraints and had to leave the venue. Participation in this study was completely voluntary and respondents were ensured of the absolute confidentiality of their answers to all questionnaire items. All participants in the survey were given beverages such as tonic or bottled water while completing the questionnaire.

A total of 665 questionnaires were gathered indicating a collection rate of 95%. In the sample of families with children, 332 questionnaires were collected. However, 67 questionnaires were excluded due to incomplete questionnaires with a number of missing values as well as those respondents that had children under the age of seven. For this study, the researchers assumed that children under the age of seven have limited influence in family decision-making on festival tourism. Therefore a total of 265 questionnaires were used for data analyses. In the sample for families with no children, 333 questionnaires were collected. However, 50 questionnaires were excluded due to incomplete questionnaires with many missing values, or couples who were not living together by formal marriage or engagement. Therefore a total of 283 questionnaires were used for further data analyses for the no-children group.

### 3.4. Data analyses

Frequency analyses were initially conducted to identify coding errors on variables indicating the respondents' characteristics and family decision-making. After correcting a few coding errors, the respondents' socio-demographic and this festival-related variables were investigated using frequency analyses. To investigate the underlying dimensionality of the main family decision makers' behavioral items according to five participation phases, factor analyses were undertaken and then reliability coefficients were calculated to assess the internal consistency among items within each domain. Then the General Linear Model (GLM) with repeated measures was used to examine significant differences on family decision-making domains or items between the groups. The reason for conducting GLM with repeated measures for this study was that the same individuals were measured two or more times for a series of continuous dependent variables.

In this study, each respondent was measured four times (that is, husband, wife, child, and joint decision) for a data set of a family group with children or three times for a data set of a family group without children on the same dependent variables. In this case, one-way ANOVA cannot be used because this method cannot assess the repeated measures which a respondent was asked to answer on one dependent variable.

## 4. Results

### 4.1. Demographic profile of survey respondents

Table 1 summarizes the demographic profile of respondents who participated in a festival with children. Just over one half (51.3%) were female, about 79.0% of them were in the age range of 30–49. Regarding education level, 52.5% had a college degree and 38.5% were high school graduates or below. About 60.7% of the respondents had a household income of 2 million to 3.99 million won. The largest occupational categories were company employees (23.8%) and housewives (27.4%). Meanwhile, 51.7% of the respondents had two children in their family and 48.7% had a first child aged 8–13. Concerning residential area, 88.3% reported that they live within 2 h by car from the festival venue.

The demographic profile of respondents without children is summarized in Table 2. About half of the respondents were female, and 71% were in the 20–29 age group. Regarding education level,

**Table 1**  
Profile of respondents with children (N=265).

Socio-demographic variable	%	Socio-demographic variable	%
Gender		Occupation	
Male	48.7	Company employees	23.8
Female	51.3	Self-employed business	19.2
		Civil servants	11.3
		Housewives	27.4
		Others	18.3
Age		Number of children	
20–29	9.1	1	26.4
30–39	35.5	2	51.7
40–49	43.4	3 and more	21.9
50–59	11.3		
60	.7		
Education		Residence	
High school or below	38.5	Daegu Metropolitan City	27.2
Some college	5.6	North Gyeongsang Province	25.4
College graduate	52.5	South Gyeongsang Province	24.8
Graduate school or above	3.4	Busan Metropolitan City	10.9
		Others	11.7
Monthly household income		Age of the first child	
1 million won	5.3	8–13	48.7
1–1.99 million won	18.1	14–20	19.2
2–2.99 million won	38.8	21–30	29.1
3–3.99 million won	21.9	31 or old	3.0
4–4.99 million won	10.2		
5 million won and above	5.7		

**Table 2**  
Profile of respondents with no children (N=283).

Socio-demographic variable	%	Socio-demographic variable	%
Gender		Occupation	
Male	49.8	Company employee	23.7
Female	50.2	Self-employed business	7.4
		Civil servants	6.7
		Housewives	4.9
		Students	39.6
		Others	17.7
Age		Residence	
Below 20	.4	Daegu Metropolitan City	28.6
20–29	70.7	North Gyeongsang Province	24.0
30–39	18.0	South Gyeongsang Province	22.7
40–49	8.8	Busan Metropolitan City	14.1
50–59	1.4	Others	10.6
60 or older	.7		
Education		Monthly household income	
High school or below	10.9	1 million won	36.7
Some college	44.9	1–1.99 million won	30.4
College graduate	38.5	2–2.99 million won	19.8
Graduate school or above	5.7	3–3.99 million won	7.4
		4–4.99 million won	2.5
		5 million won and above	3.2

44.9% of the respondents had some college education and 38.5% of them were college graduates. Just more than 89% lived within 2 h by car from the festival venue. Approximately 24% of them were company employees, whereas 39.6% of them were students. As for monthly household income, 36.7% of them reported less than 1 million won, whereas 30.4% reported a monthly income of 1 million to 1.99 million won.

#### 4.2. Results of factor analyses

Factor analyses were conducted on the main family decision makers' behavioral measurement, including the 14 items before leaving for the festival venue, five items while moving toward the venue, seven items regarding the on-site experience, eight items

on returning from the festival, and four items after returning from the festival. Varimax rotation was employed to maximize variances of the loadings in a certain predetermined fashion, whereas the principal components approach was used to extract the dimensions. The cut-off size of factor loadings which indicate the correlation between the observed measurements and the factors was set at .40, which was higher than .32, as recommended by Tabachnick and Fidell (1996).

Tables 3–6 show results of the factor analyses. Table 3 indicates the factor structure with eigen values greater than 1.0, which included 14 of the main family decision makers' behavioral items before leaving for the festival venue. Communalities for each variable, which indicate the variances accounted for by the factors ranged from .40 to .79. The domains greater than 1.0 were labeled:

**Table 3**  
Principal component factor analysis with varimax rotation for family decision makers' behaviors before leaving for the festival venue.

Decision domains and items	Factor loadings				Communalities
	1	2	3	4	
<b>Accommodation-related decision</b>					
Degree of influence on deciding on the place to stay at the venue area	.85				.79
Degree of influence on deciding on the type of accommodation to stay at the venue area	.81				.75
Degree of influence on deciding on whether or not to stay at the venue area	.81				.76
<b>Overall travel plan-related decision</b>					
Degree of participation in setting up a travel plan		.79			.75
Degree of actively seeking this festival-related information		.75			.69
Degree of preparation of travel items needed for this tour		.71			.60
Degree of arranging snacks or drinks		.61			.68
Degree of influence on deciding on setting up a travel budget		.43			.49
<b>Movement-related decision</b>					
Degree of influence on deciding on the travel route to get to the venue			.74		.63
Degree of influence on deciding on the type of transportation			.68		.66
Degree of influence on deciding on visiting tourist attractions around the venue			.52		.40
Degree of influence on deciding on the length of stay at this festival			.49		.51
<b>Automobile and information-related decision</b>					
Degree of checking a car for this festival travel				.88	.79
Degree of collecting information on transportation or maps				.77	.72
Eigen value	2.88	2.34	2.33	1.65	
Variance explained	20.5	16.7	16.6	11.6	
Reliability coefficient	.88	.74	.74	.70	

**Table 4**  
Principal component factor analysis with varimax rotation for family decision makers' behaviors during moving toward the venue.

Decision domains and items	Factor loadings		Communalities
	1	2	
<b>Time and menu-related decision</b>			
Degree of influence on deciding on the amount of resting time	.85		.76
Degree of influence on deciding on the menu in a restaurant	.82		.67
Degree of influence on deciding on a restarting time after resting	.56		.59
<b>Driving-related decision</b>			
Degree of influence on deciding on who drives		.82	.70
Degree of paying for the gasoline		.17	.59
Eigen value	1.72	1.58	
Variance explained	34.4	31.6	
Reliability coefficient	.71	.68	

“accommodation-related decision,” “overall travel plan-related decision,” “movement-related decision,” and “automobile and information-related decision.” The factor structure accounted for 65.4% of the variance and the reliability alphas within the four domains were .88, .74, .74, and .70.

Results of the factor analysis for the main family decision makers' behavioral items while traveling to the venue are shown in Table 4. Two factor structures which had a greater eigen value of 1.0 were “time and menu-related decision” and “driving-related decision.” The factor model explained 66.0% of the variance. The reliability alphas within the two domains were .71 and .68. Table 5 exhibits the results of the factor analysis for the main family decision makers' behavioral on-site experience. The three factors which were in excess of an eigen value of 1.0 were “souvenir-related decision,” “participation-related decision,” and “eating-related decision.” The factor model explained 65.7% of the variance and the reliability alphas within the three domains were .78, .67, and .71.

Results of factor analysis for the main family decision makers' behaviors on returning from the festival are depicted in Table 6. Two factors which had a greater eigen value of 1.0 were “returning behavior-related decision” and “driving-related decision.” The factor structure explained 60.1% and the reliability alphas were .87

and .67, respectively. However, results of the factor analysis for the main family decision makers' behaviors after returning from the festival produced one factor solution. Since one factor structure loses the original meaning of the four main family decision makers' behavioral items after returning from the festival, this study did not use the results.

4.3. GLM (General Linear Model) with repeated measures for the children-accompanied group

Table 7 demonstrates the results with the use of the General Linear Model with repeated measures to examine differences in each decision-making stage in the children-accompanied group. At the first stage of the decision-making process ‘before leaving for the festival venue’, significance was found in all four domains at the .001 level. It was observed that the husband was the most important decision maker on such behaviors as “accommodation-related decision (mean = 4.33), “movement-related decision” (mean = 4.84), and “automobile and information-related decision” (mean = 4.95). The wife was found to be the most important decision maker on “overall travel plan-related decision” (mean = 4.67).

**Table 5**  
Principal component factor analysis with varimax rotation for family decision makers' behavioral on-site experience.

Decision domains and items	Factor loadings			Communalities
	1	2	3	
<b>Souvenir-related decision</b>				
Degree of influence on deciding on whether or not to buy souvenirs	.88			.78
Degree of influence on deciding on the type of souvenirs to buy	.87			.77
Degree of influence on deciding on buying the most expensive souvenir	.65			.54
<b>Participation-related decision</b>				
Degree of explaining the contents of the overall event programs to family members		.72		.54
Degree of influence on deciding when they leave a venue		.68		.50
Degree of influence on deciding on visiting area tourist attractions		.66		.54
<b>Eating-related decision</b>				
Degree of suggesting eating at a venue			.65	.52
Degree of influence on deciding on the menu in a restaurant			.59	.46
Eigen value	2.48	2.40	1.03	
Variance explained	27.6	26.7	11.4	
Reliability coefficient	.78	.67	.71	

**Table 6**  
Principal component factor analysis with varimax rotation for family decision makers' behaviors on returning.

Decision domains and items	Factor loadings		Communalities
	1	2	
<b>Returning behavior-related decision</b>			
Degree of influence on deciding on the arrival time at home	.79		.62
Degree of influence on deciding on the menu at a restaurant	.75		.57
Degree of influence on deciding on eating local foods	.74		.57
Degree of influence on deciding on when they take a rest	.74		.64
Degree of influence on deciding on visiting area tourist attractions	.72		.59
<b>Driving-related decision</b>			
Degree of paying for the gasoline		.83	.60
Degree of influence on who drives		.73	.68
Degree of influence on deciding on the type of transportation		.46	.54
Eigen value	3.20	1.60	
Variance explained	40.0	20.1	
Reliability coefficient	.87	.67	

**Table 7**  
Results of GLM with repeated measures for comparison of main family decision makers' behaviors from before departure to after returning in children-accompanied group (N = 265).

Domains or items	H	W	C	J	Within subject one-way ANOVA F-value	p-value
<b>Before leaving for the festival venue</b>						
Accommodation-related decision	4.33	4.24	3.21	3.74	50.29	.000
Overall travel plan-related decision	3.82	4.67	3.29	3.27	70.50	.000
Movement-related decision	4.84	4.55	3.54	4.11	68.41	.000
Automobile and information-related decision	4.95	3.12	2.26	3.11	171.19	.000
<b>During moving toward the venue</b>						
Time and menu-related decision	4.46	4.45	3.84	4.11	19.80	.000
Driving-related decision	5.38	3.59	2.21	3.27	227.50	.000
<b>On-site experience</b>						
Souvenir-related decision	3.85	4.39	3.66	3.71	19.19	.000
Participation-related decision	4.14	4.35	3.61	3.93	32.60	.000
Eating-related decision	4.25	4.66	4.13	4.27	11.58	.000
<b>On returning</b>						
Returning behavior-related decision	4.54	4.61	4.00	4.21	20.87	.000
Driving-related decision	5.38	3.85	2.62	3.41	235.72	.000
<b>After returning</b>						
Degree of influence on deciding to revisit the festival venue	4.16	4.46	3.74	3.91	16.70	.000
Degree of cleaning or arranging tour items (including clothing)	2.91	5.42	2.95	3.54	153.50	.003
Degree of posting the tour experience on the internet	2.64	3.13	3.35	3.22	11.30	.001
Degree of talking about the tour experience to others	4.22	4.73	4.10	4.14	13.80	.000

Note: H: husband-dominated decision, W: wife-dominated decision, C: children-dominated decision, and J: joint decision.

**Table 8**  
Results of GLM with repeated measures for comparison of main family decision makers' behaviors from before departure to after returning in no children-accompanied group (N = 283).

Domains or items	H	W	J	Within subject one-way ANOVA F-value	p-value
Before leaving for the festival venue					
Accommodation-related decision	3.97	4.14	4.10	1.90	.151
Overall travel plan-related decision	3.71	4.25	3.91	27.69	.000
Movement-related decision	4.52	4.29	4.25	6.60	.002
Automobile and information-related decision	4.63	2.94	3.31	92.75	.000
During moving toward the venue					
Time and menu-related decision	4.19	4.36	4.17	4.14	.023
Driving-related decision	5.23	3.22	3.65	110.28	.000
On-site experience					
Souvenir-related decision	3.62	4.34	3.88	37.13	.000
Participation-related decision	3.96	4.22	3.99	9.41	.000
Eating-related decision	4.21	4.53	4.24	9.46	.000
On returning					
Returning behavior-related decision	4.26	4.50	4.26	7.61	.000
Driving-related decision	4.95	3.86	4.03	68.02	.000
After returning					
Degree of influence on deciding to revisit the festival venue	4.25	4.20	4.10	1.00	.362
Degree of cleaning or arranging tour items (including clothing)	4.24	4.29	4.14	1.10	.307
Degree of posting the tour experience on the internet	4.07	4.62	4.26	14.90	.000
Degree of talking about the tour experience to others	5.21	3.24	3.69	83.00	.000
	5.24	3.20	3.58	79.60	.000

Note: H: husband-dominated decision, W: wife-dominated decision, and J: joint decision.

At the time of traveling toward the venue, significance at the .001 level was found in all domains. The husband showed the highest tendency on deciding on driving (mean = 5.38). Both husband and wife were the most influential decision makers in “time and menu-related decision” (mean value = 4.46 for husband respondents; 4.45 for wife respondents). At the third stage of ‘on-site experience’, significance at the .001 level was found in all three items. The wife with the children-accompanied group was the most influential decision maker in deciding on choosing souvenirs (mean = 4.39), on-site participation (mean = 4.35), and eating (mean = 4.66).

In the returning phase, significance at the .001 level was discovered in two domains. The husband was reported to be the most significant person who participated in “driving-related decision” (mean = 5.38), whereas the wife was found to be the important decision maker on diverse returning behavior (mean = 4.61). Regarding family decision-making behaviors after returning home, all four items reported significance at the .001 level. The wife was found to be the most pivotal decision maker on “deciding to revisit the festival venue” (mean = 4.46), “cleaning or arranging tour items (including clothing)” (mean = 5.42), and “talking about the tour experience to others” (mean = 4.73). Children were the most underpinning decision makers on “posting the tour experience on the internet” (mean = 3.35).

## 5. General Linear Model with repeated measures for no children-accompanied group

Table 8 demonstrates results of GLM with repeated measures for comparison of the main family decision makers' behaviors before arrival to a festival venue in the no-children group. Of the four domains that indicated the family decision-making behavior which were engaged in prior to leaving for the festival venue, two domains were significant at the .001 level and one domain was significant at the .05 level. Among the three family decision-making types, the husband was most influenced on “movement-related decision” (mean = 4.52) and “automobile and information-related decision” (mean = 4.63). Meanwhile, the wife was the most important decision maker in “overall travel plan-related decision” (mean = 4.25).

Of the two domains of family decision-making behaviors occurring at the time of moving toward the venue, both domains were significant at the .05 level or .001 level. The husband was the strongest decision maker in deciding on driving (mean = 5.23), whereas the wife was the most active in deciding times and menus while moving toward the event venue (mean = 4.24). Concerning the family decision maker's three on-site experience domains, significance was found at the .01 or .001 level in all domains. Interestingly, the wife was found to be the most important decision maker in all significant domains.

Two domains that indicated family decision-making behavior on returning from the festival reported significance at the .001 level. The husband was the most influential participant in the “driving-related decision” (mean = 4.95), while the wife was the most influential decision maker in “returning behavior-related decisions” (mean = 4.50). Of all four items relating to the family decision-making behavior after returning, significance was found at the .001 level. The wife was the most influential person in “deciding to revisit the festival venue” (mean = 4.40), “cleaning or arranging tour items” (including clothing) (mean = 4.57), “posting the tour experience on the internet” (mean = 3.54), and “talking about the tour experience to others” (mean = 4.61).

## 6. Conclusions and discussion

Based on results of the study, marketing implications to activate the local festival are as follows. First, the husband in both groups, those with children as well as those without children, was revealed to be the main decision maker in deciding start time, resting time, leaving time for traveling to the festival venue, as well as the time to return home from the festival. During their stay at the festival venue, the wife was the most influential decision maker in almost all behaviors including choosing a souvenir, participating in programs, eating, and explaining the programs. This means that since the wife is highly involved with the decisions at the venue, festival organizers or on-site vendors need to develop souvenirs or programs which will appeal to the wife in the group. This is expected to be a main point in increasing sales volume for on-site merchants.

Second, the role of the husband in both groups, with children or without children, was found to be more important than other family members in deciding on accommodation. Thus the lodging industry can make the most of this information by channeling lodging information to mass media which husbands prefer to view or listen to, including sports-related newspapers, magazines, TV channels, and websites.

Third, in both groups, with children or without children, the husband was revealed to more actively join transportation-related activities including driving, deciding travel routes, automobile safety checks and filling up the automobile with gasoline. This result is understandable because in most Korean families, the man acts as the driver for his family during traveling. As for automobile-related businesses including gas stations, car rental companies, or car repair companies located along the way to a local festival venue, it would be strategically beneficial to appeal to husbands in order to attract them as customers.

Fourth, according to this study's findings, the wife was a strong decision maker in selecting a restaurant or a menu while traveling towards the venue or towards home as well as eating in on-site venues. To influence where families eat, on-site food businessmen should host a sampling party or a restaurant experience event for wives. Restaurants alongside the main travel way that leads to the festival venue should also advertise their businesses to wives. These efforts are expected to attract more families to local festivals and stimulate purchasing by other family members. The results correspond to those of other studies which have described the importance of the wife's role in travel decision-making (Bartos, 1982; Davis and Rigaux, 1974; Zalatan, 1998).

Fifth, the wife was the most active decision maker in buying souvenirs at a festival venue. The wife was found to be the strongest influence on the decision to purchase souvenir items, to purchase the more expensive souvenirs, or even whether or not to buy souvenirs. Thus souvenir vendors need to develop souvenirs tailored to the tastes or needs of wives. For example, to help increase traditional wine sales at a festival, wine merchants should consider packaging or wrapping wine in designs or colors that are preferred by females. The purchased souvenirs may cause the visitor to recollect a positive experience from the festival, resulting in revisiting the festival or festival area (Getz and Frisby, 1988; Gursoy et al., 2004; Littrell, 1990; Reisinger and Turner, 2002; Swanson and Horridge, 2006).

Sixth, based on this study's findings, the wife, after returning home from the festival, copes with the cleaning or arranging of tour items. It was found that the wife shares her festival participation experience with others. Likewise, the wife was the most influential in deciding to revisit the festival venue. Also, in a family without children the wife posts the tour experience on the internet. The results share similarity to those of Kim et al. (2007) study, which found that females tend to be more deliberate and comprehensive in searching for travel information through the internet. Thus the role of the wife is very significant in both suggesting the festival participation at the first stage and determining to revisit the festival at a future time.

Seventh, the degree of posting the tour experience on the internet most closely depends on the wife in a family without children and children in a family with children. Thus the festival organizers can expect the wife or children to evaluate the festival based on actual experience. It may be helpful for the festival organizers to distribute the festival results via their emails or internet websites. Likewise, internet marketing approaches are also useful as a two-way communication between festival host, community, vender, and festival attendants.

Eighth, interestingly, patterns between a family with children and a family without children were mostly consistent in all behavior except for the posting of the tour experience on the

internet. Thus there was an insignificant difference between children-accompanied groups and the no-children groups. The results of this study are different from those of other studies which emphasized the influence that children have on family travel behavior patterns (Caruana and Vassallo, 2003; Foxman et al., 1989; Gram, 2007; Jenkins, 1979; Nickerson and Jurowski, 2001; Spethmann, 1992a,b; Swinyard and Sim, 1987; Wang et al., 2004). This may reflect characteristics of traditional Korean society, where children are educated to obey and follow their parents' orders, unlike children in Western societies. In addition, another persuasive reason why children have minimal influence on travel decisions is that children do not have the monetary power in choosing a gift or travel route, paying for gasoline, and deciding travel budgets.

The concept of the family decision-making can be applied to other types of festivals such as those that focus on children, adult entertainment, or sporting events in order to identify differences from the results of this study. Also, the results of this study need to be compared to those of studies which investigate the participants' role in decision-making in festivals held in Western countries, as there may be cultural differences in the role of family decision-making (Pearce, 2005; Scott, 1996). Lastly, the role of decision-making among family members in tourism participation behaviors can vary according to demographics and socioeconomics, cultural context/variation, or product knowledge (Harcar et al., 2005; Kim et al., 2007; Xia et al., 2006; Wang et al., 2004; Zalatan, 1998). Thus there is a need to identify whether or not the results of this study differ according to these variables.

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