

The current issue and full text archive of this journal is available on Emerald Insight at:
www.emeraldinsight.com/0959-6119.htm

Couple dynamics in family holidays decision-making process

Couple dynamics in family holidays

1

AQ:au

María-Mercedes Rojas-de-Gracia, Pilar Alarcón-Urbistondo and Eva María González Robles

Department of Economics and Business Administration, University of Málaga, Málaga, Spain

Received 2 October 2016
 Revised 27 December 2016
 15 March 2017
 Accepted 18 May 2017

Abstract

Purpose – Family holiday decision-making (FHDM) is a process composed of several stages. This paper aims to describe two objectives: to identify at each stage the roles in couples, the main decision-maker in the case of family holidays; and to determine the most influential variables.

Design/methodology/approach – To identify the roles played by the partners, a frequency analysis has been conducted, which provides a graphic representation of the so-called feasibility triangles. The technique selected to identify the variables that explained the decision structure was binary logistic regression. In total, 375 useful dyads of questionnaires were received.

Findings – Holidays follow a joint decision-making process in the initiation phase and in the final decision, while the search for information is carried out equally by either partner. The woman's work situation, the type of destination travelled to and the difference in education levels between them are the variables that best explain how couples decide on their family holidays.

Practical implications – A better understanding of the FHDM process will help tourism companies to improve their marketing campaigns.

Originality/value – The characteristics of the sample composed of 375 couples whose members completed a questionnaire separately have allowed not have to rely on one response per household, which adds reliability to the results. This sample is higher than the one of many research publications on the subject. Furthermore, this paper revealed differences between male and female perception.

AQ: 1

Keywords Decision-making process, Couple roles, Family holidays, Feasibility triangle, Influence of the couple

Paper type Research paper

1. Introduction

Although the concept of family holidays is not always related to the provision of tourism services, this is a common alternative. In this case, many studies consider that it implies a set of purchasing decisions with the main goal being to spend some relaxing time together, in a place different from where the family normally lives (van Raaij, 1986; Nichols and Snepenger, 1988; Kang and Hsu, 2004, 2005; Fu *et al.*, 2014).

In this context, the study of family holiday decision-making, hereinafter FHDM, addresses a purchase decision process with certain characteristics that differentiate it from other products. First, it is a service where the risk inherent to the purchase of any service, given its characteristics of intangibility, inseparability, heterogeneity and expiration (Kotler, 2000), is even greater. Specifically, it has two more types of risks such as financial and emotional. The financial risk is due to the share of the family budget that is spent on holidays. The emotional risk is explained by the expectations of enjoyment generated because in the life of many consumers, it is the main event that allows them to break their daily routine (van Raaij and Francken, 1984).



International Journal of Contemporary Hospitality Management
 Vol. 30 No. 1, 2018
 p. 000
 © Emerald Publishing Limited
 0959-6119
 DOI 10.1108/IJCHM-10-2016-0562

Furthermore, the purchase of holidays is generally decided as a group. This type of purchase is characterised by being more complex and prolonged in time, including several phases during which each member of the group may play a different role (Alonso-Rivas and Grande-Esteban, 2010).

However, despite the importance of tourism purchases, researchers have neglected this area in recent years (Fu *et al.*, 2014; Rojas-de Gracia and Alarcón-Urbistondo, 2016), even though no unanimous results have been achieved, and significant changes have taken place both in families and in the tourism industry, which would justify updating past conclusions.

The changes in the past few years have been essentially demographic and social, which have altered family decision-making. These include women joining the labour market, which means households now have two sources of income, and women having a greater influence on decision-making (Kang and Hsu, 2005). Moreover, behaviour is more democratic in families, and the individual preferences of all their members are taken into account in the purchase processes to a greater degree than in the past (Bronner and de Hoog, 2008).

The tourism market has also been affected by these changes, primarily due to the rise of information and communication technology. The appearance of the internet is especially significant as a tool that can easily provide accessible information and purchase options that have changed the potential decision-making roles of family members, based on their experience as users (Belch *et al.*, 2005; Molinillo *et al.*, 2016).

In this new context, authors, in general, have preferred studying other topics, such as the importance of social networks and their influence on tourism purchase decisions (Pesonen and Pasanen, 2017; Molinillo *et al.*, 2016; Xie *et al.*, 2016). These are, no doubt, very interesting aspects, but they do not address overall decision-making, even though it is still an open issue.

Furthermore, from a purely methodological perspective, there is still progress to be made. Many of the studies available today need to review their results, as they were based on the collection and analysis of a single response in each couple, normally the woman (Green and Cunningham, 1976; Green *et al.*, 1983; Zalatan, 1998; Kerstetter and Pennington-Gray, 1999; Barlés-Arizón *et al.*, 2010). Although, in 1970, Davis had already questioned the reliability and validity of the results in these cases, tourism researchers have frequently considered couples as a seamless decision-making unit, assuming that both are sufficiently in agreement. However, later studies have shown this is not always the case (Davis and Rigaux, 1974; Kang and Hsu, 2005; Bronner and de Hoog, 2008). On the other hand, most papers that do include the two responses have been exploratory, given the difficulty of obtaining more than one response per household (Rojas-de Gracia and Alarcón-Urbistondo, 2016).

All of these are powerful reasons for resuming research on FHDM from a global perspective. This approach can focus on the role of the couple because, in spite of the growing influence of children on tourism decisions, research confirms that parents are the main decision makers in FHDM (Belch *et al.*, 2005; Decrop and Snelders, 2005; O'Leary *et al.*, 2012).

Considering all of the above, this work aims to contribute to the set of existing studies, primarily in two ways, first, by enriching and updating the state of play and, second, in relation to methodology, basing the conclusions on a sample comprising both partners, which is more than what benchmark publications have been providing until now; therefore, we offer more consistent results. A better understanding of this aspect of tourism consumer behaviours will allow companies in this industry to design their marketing campaigns more effectively.

2. Literature review

As the early and most influential consumer behaviour models by Nicosia (1966), Engel *et al.* (1968) and Howard and Sheth (1969), it has been considered that decision-making is divided into several clearly distinct phases. Although these models were based on decisions related to the purchase of tangible and manufactured goods, they served as the starting point to explain the process for purchasing tourism services (Sirakaya and Woodside, 2005).

Although there is still no unanimity in the area of tourism research, at present, the most common approach to divide the family tourism purchasing process is based on three stages: recognition of the problem, search for external and internal information and final decision (Decrop, 2005). Davis and Rigaux (1974) were the first who empirically studied the decision-making process among married couples, dividing it into these three stages because they considered the evaluation of alternatives occurred in conjunction with the search for information.

Separately from the general view of the whole process, there are also authors who have focussed on a more in-depth analysis of one of the stages in particular. Specifically, the search for information is the one that has generated the greatest interest, with a majority of authors considering that it is controlled by women (Smith, 1979; Lederhaus and King, 2015; Howard and Madrigal, 1990; Fodness, 1992; Madrigal, 1994; Zalatan, 1998; Mäser and Weiermair, 1998; Wang *et al.*, 2004; Koc, 2004; Mottiar and Quinn, 2004; Barlés-Arizón *et al.*, 2011, 2013). It is logical that this has been the most studied phase because identifying the searcher is very useful, as it allows the marketing managers of tourism companies to target their communication campaigns more efficiently. In fact, a whole body of research has been created to exclusively study the search for tourism information, beyond the analysis of the different roles within couples (Fodness and Murray, 1997; Chen and Gursoy, 2000; Hyde, 2008; Bronner and de Hoog, 2008; Molinillo *et al.*, 2016; Prats *et al.*, 2016).

T1 Table I provides a summary of the studies conducted on the FHDM stages. Those decision structures shared by a greater number of studies according to the stage considered

Stage	Wife-dominant	Joint	Husband-dominant
Initiation	Howard and Madrigal (1990); Mottiar and Quinn (2004); Decrop (2005)	Stafford <i>et al.</i> (1996a, 1996b); Hsu and Kang (2003); Wang <i>et al.</i> (2004); Samsinar <i>et al.</i> (2013); Kancheva and Marinov (2014); Ashraf and Khan (2016)	–
Search	Smith (1979); Howard and Madrigal (1990); Fodness (1992); Madrigal (1994); Mäser and Weiermair (1998); Zalatan (1998); Koc (2004); Mottiar and Quinn (2004); Wang <i>et al.</i> (2004); Barlés-Arizón <i>et al.</i> (2011, 2013); Lederhaus and King (2015)	Stafford <i>et al.</i> (1996a, 1996b); Hsu and Kang (2003); Samsinar <i>et al.</i> (2013); Kancheva and Marinov (2014); Ashraf and Khan (2016)	Jenkins (1978); Decrop (2005); Wang <i>et al.</i> (2007)
Final decision	Howard and Madrigal (1990)	Belch and Willis (2002); Hsu and Kang (2003); Wang <i>et al.</i> (2004); Therkelsen (2010); Samsinar <i>et al.</i> (2013); Kancheva and Marinov (2014); Ashraf and Khan (2016)	Jenkins (1978); Kang and Hsu (2005); Wang <i>et al.</i> (2007)

Note: Decision structures shared by a greater number of studies are in bold
source: Own elaboration

Table I. Conclusions of studies on the structure of the FHDM stages

are highlighted in bold. Evidently, this is a simplification of conclusions drawn from various papers, which provide much more detailed data but which, in contrast, are far more difficult to sort and summarise.

Literature reflects that initiation of the FHDM process is carried out jointly by men and women (Stafford *et al.*, 1996a, 1996b; Hsu and Kang, 2003; Wang *et al.*, 2004; Samsinar *et al.*, 2013; Kancheva and Marinov, 2014; Ashraf and Khan, 2016). No case has been found where men dominate. However, there are studies that support the thesis that women dominate this stage. Specifically, the studies by Decrop (2005) and Mottiar and Quinn (2004) established that the influence of the partners shifts during the decision-making process, with women having a stronger role during the early phase.

During the search for information, most authors consider women the main players, thus giving them a significant degree of power in the process (Smith, 1979; Howard and Madrigal, 1990; Fodness, 1992; Madrigal, 1994; Zalatan, 1998; Mäser and Weiermair, 1998; Wang *et al.*, 2004; Koc, 2004; Mottiar and Quinn, 2004; Barlés-Arizón *et al.*, 2011, 2013; Lederhaus and King, 2015).

Nonetheless, not all authors give the searcher role to the woman. This is the case of Decrop (2005), who established that once the decision to go on holiday has been made, women are the dominant figures, and they are in charge of the more practical aspects of preparing the holidays, although the men are the ones who search for information before making the final decision. This author established that the women seem to be less anxious to learn much about the destination before going, as they prefer discovering unexpected things, and when they compile information it is on the more practical aspects of the trip. However, the men focus on the search for general, intellectual, geographical and socio-cultural information on the destination in travel guides, books or maps.

Therkelsen (2010) went half way when his qualitative study based on interviews with 16 German and 10 Danish families, concluded that mothers act as the searchers of the information, but only in the German sample, while in the Danish families, this role was split between both parents.

In contrast, there are studies such as those by Stafford *et al.* (1996a) and Stafford *et al.* (1996b) who do not share the view of women as the searchers of information because, although they state that the differences in the various stages are minimal, joint decisions prevail in the purchase of holidays, essentially in the initiation and the search for information. More recently, Kancheva and Marinov (2014) and Ashraf and Khan (2016) concluded in a similar manner because they also found that the three stages of FHDM are taking jointly, although to a lesser degree in the case of searching, and always tending to favour women. That is, they found a certain role specialisation in this phase.

Ultimately, the final decision is considered a joint stage by most studies (Belch and Willis, 2002; Hsu and Kang, 2003; Wang *et al.*, 2004; Therkelsen, 2010; Samsinar *et al.*, 2013; Kancheva and Marinov, 2014; Ashraf and Khan, 2016). However, Howard and Madrigal (1990) established that for recreational services, it is the mothers, as opposed to the fathers, who have a greater relative influence during the final decision stage. In contrast, first Jenkins (1978) and then Kang and Hsu (2005) and Wang *et al.* (2007) concluded that the final decision is dominated by the husband.

Together with the study of roles within the couple, the authors have analysed certain variables that may possibly affect whether it is the man, the woman or both who have a greater influence depending on the stage. Nonetheless, this complementary research line has generated less interest among researchers (Rojas-de Gracia and Alarcón-Urbistondo, 2016).

The variables most frequently used in research are sociodemographics and travel behaviours. Only occasionally psychographic variables have been analysed. In any case,

among the authors who have devoted themselves to this side of FHDM, a great majority of them agree on the theory of resources described by [Blood and Wolfe \(1960\)](#). That is, in general, it is considered that said theory provides a key view of marital power by arguing that this power is contributed by the partners based on the relative resources each one brings to the family, although not all studies confirm this ([Kandel and Lesser, 1972](#); [Barlés-Arizón et al., 2010](#); [Samsinar et al., 2013](#)).

However, aside from this view that authors share to a certain extent, the studies have included in their analyses variables that are so heterogeneous, and they have classified them in so many different ways, that it has not been possible to achieve a wide consensus on results. For example, even though education level is the same variable, some authors have considered the education level of women ([Zalatan, 1998](#); [Barlés-Arizón et al., 2013](#)), others of men ([Martínez and Polo, 1999](#); [Barlés-Arizón et al., 2010](#)) and others the difference in the education level between husband and wife ([Wang et al., 2007](#); [Lederhaus and King, 2015](#)).

AQ: 2



Studies on FHDM have generally been based on only one response per household ([Green and Cunningham, 1976](#); [Green et al., 1983](#); [Zalatan, 1998](#); [Kerstetter and Pennington-Gray, 1999](#); [Barlés-Arizón et al., 2010](#)). Authors assumed that the answers of the two partners would be similar and, consequently, based their conclusions and generalisations on a single point of view, normally the women's, for they are more accessible. Moreover, the benchmark studies that did include two responses were based on samples ranging from 31 couples of [Mottiar and Quinn \(2004\)](#) to 300 of [Barlés-Arizón et al. \(2013\)](#).

3. Empirical work

3.1 Purpose of the study

Given the evident need to conduct more studies to clarify the state of affairs with more updated data, and to avoid depending on a single response per couple, our research was designed with two goals. The first is to identify the couple roles in each stage of the FHDM process. An analysis of this would help confirm whether a separate study of each stage of the process would be justified.

The second objective is to determine the variables that could be causing the dominance of one of the partners in each stage. This second objective could be divided into two parts: determining the variables that explain a joint versus an independent decision that is made by both partners or only by one partner; and when the decision is not shared by the couple, determining the variables behind the fact that the decision has been controlled by either the man or the woman.

3.2 Study methodology

The study target population is made up of heterosexual couples who went on a holiday trip with at least one common child aged 12 to 18 years. A couple was defined as a man and a woman who lived together. A holiday trip was considered to be spending at least three days away from home with the main purpose of leisure ([Gitelson and Crompton, 1984](#); [Etzel and Wahlers, 1985](#)). The fact that children were included was due to the interest that this type of families has in relation to tourism consumers, as the couple's decisions not only affect the partners but also their children.

To address the methodological problem of attempting to extract results from a single response per couple, this study analysed the responses of men and women separately, as this evidenced any discrepancies or differences in perception. This is an interesting contribution, as it is a technique which has not been used much to date, given the difficulty of collecting two separate responses per household. The main advantage is not having to rely only on one point of view which, many times, can be biased.

Questionnaires were distributed to students in several public and private schools in Spain to be given to their parents. These questionnaires were preceded by a letter stressing the importance of having both parents fill them out separately. A total of 1,200 sets of questionnaires were distributed, and 536 collected, out of which in the end only 375 (31.3 per cent) were valid. There were several reasons that responses were not considered useful, the most common one being the inconsistency between the responses of each partner when asked about aspects that should match, such as destination, and the submission of incomplete surveys.

It is important to highlight that the issue of non-response is common and difficult to overcome especially considering two answers per household were requested. The only way to mitigate this was through interviews, to verify whether the lack of response leant mostly in one direction, which is how we solved it in this study. Therefore, the comments made by the form teacher of several school classes where the questionnaire was handed out, suggest that the lack of collaboration was due to a lack of interest of the parents and/or the children, which should not generate a systematic bias, which would be a greater problem.

As for the questionnaire, it was validated, first, by a panel of six experts in academia and the industry. Then, we conducted a pre-test with 30 couples. As a result of this pre-test, we omitted the group of psychographic variables which had initially been included, as we saw it prolonged the questionnaire excessively, making it tiresome for the respondents who would hand it in incomplete. We omitted these and not other variables because their measurement was not as direct as the others, and they required responding to a set of items to define the constructs. Finally, the resulting questionnaire was made up of two blocks. The first one requested sociodemographic and travel behaviour data because these are the ones which have been studied primarily by authors, and they are included in [Table II](#).

T2

The second block asked directly about the perceived influence exerted by each partner in the stages considered, as is common in this type of studies ([Madrigal and Miller, 1996](#)). Specifically, respondents were given the possibility of answering: "Mainly me", "Mainly my partner" and "Both of us" or "Other/Neither". The latter option was included in order not to force them to choose. The results of the question on the influence exerted are shown in [Table III](#).

AQ: 3

T3

To identify the roles played by the partners, as is common in studies of this type, it has been carried out a frequency analysis, which provides a graphic representation of the so-called feasibility triangles. This type of graph is a generally accepted conceptual and analytical method to analyse the couple roles in family purchase decision-making ([Xia et al., 2006](#)).

Each stage of the FHDM process was plotted on a two-axis chart. The vertical axis measured the relative influence between men and women. To do this, we coded the men's influence with 1 and 2 for shared influence, and 3 for women's influence. Thus, a stage at the level of value 1 would mean a husband-dominant decision or, in other words, one completely ruled by the man, and a level of value 3 would indicate it was wife-dominant or completely ruled by the wife. Nonetheless, any percentage of families making decisions together combined with the other part where the decision is shared equally between husband-dominant decisions and wife-dominant decisions, would show a mean of 2. This is why the second axis, the horizontal one, is a scale that measures the number of answers that indicate that the decision is completely shared. A decision was considered shared when it exceeded 50 per cent of the answers.

To complete the information provided by the feasibility triangles, we applied a Z-test to compare proportions. This helped determine whether there were significant differences

Variables	Frequency	Valid (%)	Couple dynamics in family holidays
<i>Family type</i>			
Traditional family	355	94.67	
Restructured family	20	5.33	
<i>Type of couple union</i>			
Married in church	306	81.82	7
Married by civil law	49	13.10	
Not married	19	5.09	
<i>Age difference</i>			
Same age	40	11.70	
Less than 5 years	237	69.30	
Between 5 and 10 years	52	15.20	
More than 10 years	13	3.80	
<i>Labour situation of man</i>			
Not working man	31	8.52	
Working man	333	91.48	
<i>Labour situation of woman</i>			
Not working woman	140	51.85	
Working woman	130	48.15	
<i>Difference in educational level</i>			
He more than she	62	16.67	
She more than he	98	26.34	
Same educational level	212	56.99	
<i>Time living together</i>			
Less than 20 years	154	41.07	
20 years or more	221	58.93	
<i>Type of destination</i>			
Domestic	285	76.20	
International	89	23.80	
<i>Purpose</i>			
Exclusively for leisure	306	81.82	
Visit family and friends	57	15.24	
Others	11	2.94	
<i>Frequency of holidays</i>			
Sporadically	201	53.60	
Every two or three years	94	25.07	
At least every year	80	21.33	
<i>Travel group composition</i>			
Couple and children	320	85.33	
Couple, children and others	55	14.67	
<i>Travel organisation</i>			
Independent	298	79.68	Table II. Socio-demographic and trip behaviour data
Agency	76	20.32	

Table III.
Influence on the stages of FHDM

	HD		J		WD		O/N		Total
	Frequency	(%)	Frequency	(%)	Frequency	(%)	Frequency	(%)	
Male Sample									
Initiation	46	13.94	203	61.52	81	24.55	42	11.29	372
Search	88	28.95	115	37.83	101	32.22	70	18.72	374
Final decision	32	8.86	276	76.45	53	14.68	13	3.48	374
Female Sample									
Initiation	50	15.29	200	61.16	77	23.55	47	12.57	374
Search	84	28.09	120	40.13	95	31.77	74	19.84	373
Final decision	29	8.15	273	76.69	54	15.17	16	4.30	372

Notes: HD: Husband-dominant; J: Joint; WD: Wife-dominant; O/N: Other/None

between the share of couples who made joint decisions in a given stage, beyond randomness and the percentage who decided jointly at another stage.

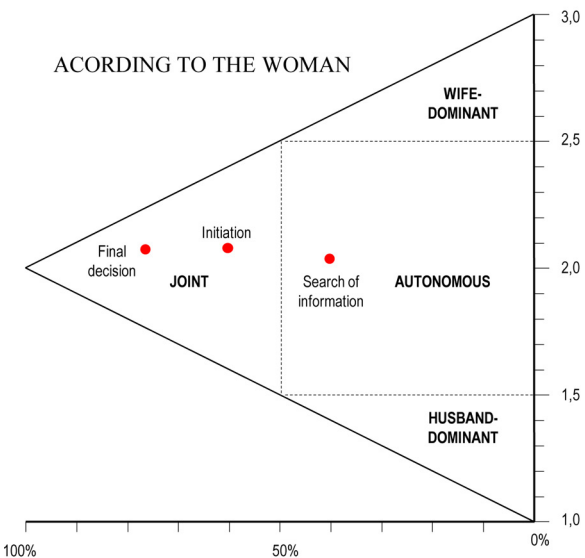
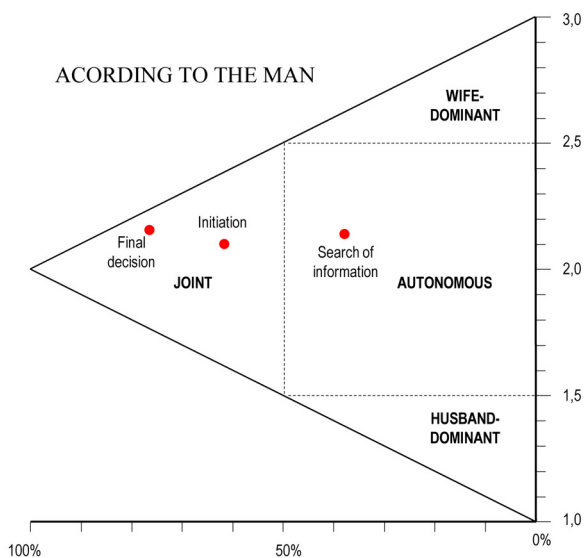
The technique selected to identify the variables that explained the decision structure was binary logistic regression, which allowed predicting the probability of the event defined by the dependent variable. Specifically, this dependent variable is the structure of the decision according to who plays the dominant role (wife-dominant decision, joint decision and husband-dominant decision) in each stage. Given that the dependent variable must be dichotomous, first we applied logistic regression to analyse joint decisions versus independent ones, grouping in the latter, wife-dominant decisions as well as husband-dominant ones. Next, using the sub-sample of couples who decided independently, we again applied another series of logistic regressions, this time based on the dependent variable husband-dominant versus wife-dominant structure.

A total of 12 binary logistic regressions were made, resulting from the multiplication of the three stages (initiation, search of information and final decision) by the two samples (male and female) and by the 2 analyses (joint decision vs autonomous decision and husband-dominant vs wife-dominant decision). As recommended by [Bernal-Morell \(2014\)](#), to have more consistent coefficients for the logistic regressions, a series of Chi-square tests were previously performed to test the significance of the relationship between the dependent variables of the 12 regressions and all socioeconomic and travel behaviour factors included in the questionnaire ([Table II](#)). As a consequence of these analyses, the factors that did not show a significant relationship ($p < 0.05$) in any of the chi-square tests were discarded from the final logistic regression models. Finally, the variables included in the models were as follows: the woman's work situation, the difference in the education level, the time the couple have lived together, the type of destination, the reason and the frequency of the trip.

3.3 Results

[Figure 1](#) shows the feasibility triangles according to the perception of men or women. Therefore, leaving out those cases in which the stages were not completed by the members of the couple, both samples showed similar results, with the final decision being made jointly as the most frequent, followed by the initiation stage. In contrast, the search for information stage, although with a score close to 2 in the vertical axis, is an independent decision. This is because the percentage of answers indicating that the search was wife-dominant or husband-dominant was quite similar (28.95 per cent vs 33.22 per cent [$p = 0.255$] in the male sample and 28.09 per cent vs 31.77 per cent [$p = 0.326$] in the female sample) with no significant percentage differences in any samples.

F1



Source: Own preparation based on Davis and Rigaux (1974)

Figure 1. Feasibility triangle of the stages

T4 Table IV shows that all comparisons between the share of couples who decided jointly in various stages presented significant differences, both in the sample of men and the one of women, which suggests that although the initiation and the decision phases are conducted jointly, they are not done so to the same degree.

IJCHM
30,1

10

The summary for each stage is shown in Table V, with statistically significant variables in bold. The table shows only significant coefficients according to Wald's test ($p < 0.05$) and the corresponding values for the other sex. We also found that in both samples, the woman's work status and the type of destination are the variables affecting the initiation and the search for information stage, respectively. Specifically, it was established that if she works outside the home, the probability that initiation is automatically carried out by only one partner increases. Moreover, if the trip destination is international, the search for information is conducted autonomously more probably than if the destination is national.

However, men and women do not coincide in the frequency of travel having an impact on the initiation phase, or in the difference in education having an impact on the final decision stage, as both are significant only in the female sample. In this case, the women consider that those couples who travel frequently recognise the need jointly. The women also establish that if a couple have the same level of education, the final decision is made jointly more probably than if she has a higher level, in which case, the decision is made by only one of them.

Considering now only couples who do not complete stages together, the sample shrinks and the analysis is merely exploratory. In this case, the summary of the explanatory variables by stages, shown in Table VI, indicates that male and female samples only coincide in that the difference in education level between partners explains the influence on the search for information when completed independently. The fact that it may also influence the initiation stage is a perception only men have. In any case, if the wife has a higher education level than the husband, the stages are dominated by her. In none of the samples, either for men or for women, did we find significant relationships between the

T5

T6

Table IV.
Comparison of the share of joint decisions by stages

STAGE	Initiation	Search	Final decision
Initiation	–	$p < 0.001$	$p < 0.001$
Search	$p < 0.001$	–	$p < 0.001$
Final decision	$p < 0.001$	$p < 0.001$	–

Notes: Right of the diagonal: Male sample. Left of the diagonal: Female sample

Table V.
Variables which influence doing the FHDM stages jointly

Predictor according to the stage	Male sample			Female sample		
	<i>B</i>	<i>SE B</i>	<i>OR</i>	<i>B</i>	<i>SE B</i>	<i>OR</i>
<i>Initiation</i>						
Labour situation of woman	–0.853*	0.260	0.426	–0.984**	0.268	0.374
Frequency of vacations (dummy 2)	0.514	0.320	0.598	–0.739*	0.328	0.478
<i>Search</i>						
Type of destination	–0.618*	0.304	0.539	–0.686*	0.308	0.504
<i>Final decision</i>						
Different in educational level (dummy 2)	0.378	0.294	1.459	0.734*	0.297	2.083

Notes: Dummy variables are created for those nominal variables with more than two categories. Only significant coefficients are shown according to the Wald statistic ($p < 0.05$) and their corresponding values for the other sample. * $p < 0.05$. ** $p < 0.001$

independent variables analysed and the fact of making the final decision when the latter is done independently.

It is interesting to note the differences revealed by the analyses of male or female samples and especially remarkable are the discrepancies on the significance of the difference in the education level, as this is more decisive for men than for women. This confirms the assertion by Burns and Hopper (1986), who argued that although resource theory implicitly assumes that both partners perceive their contributions in the same way, how they assess these contributions need not coincide. In any case, it has become evident that relying on the response of only one partner may lead to biased results.

3.4 Discussion

Family holidays follow a joint decision-making process during the initiation phase and, above all, during the final decision. In contrast, the search for information is done primarily by one of the partners. In general, these results coincide with the results obtained by most of the publications in this regard (see References provided in Table I). Additionally, this study also shows that when the stage considered is not completed jointly, it is dominated by the wife, although this difference is not significant during the search for information stage. This, which indicates that either partner is likely to search for information, is in contrast with the mainstream of authors who have assigned women this task (Smith, 1979; Howard and Madrigal, 1990; Fodness, 1992; Madrigal, 1994; Zalatan, 1998; Mäser and Weiermair, 1998; Wang *et al.*, 2004; Koc, 2004; Mottiar and Quinn, 2004; Barlés-Arizón *et al.*, 2011, 2013; Lederhaus and King, 2015).

As found by Quarm (1981), a possible explanation to the fact that the only independent decision is the search for information could be that it requires a physical activity, such as checking the internet or asking friends or relatives. Consequently, for the respondents, it may be easier to identify the person in charge of the search, as opposed to the other two stages, which are merely cognitive.

On the other hand, when the family decides to go on holiday, most couples complete the stages of the process themselves, without ignoring them or delegating them to others. Again, the most notable exception is in the search for information, as approximately 20 per cent of couples do not do this. The causes may be varied. They may be routine trips, in which case information is not sought, or perhaps the search is conducted by other people joining them on the holidays, for example the children or friends also going on the trip. This latter explanation matches the results shown by Wang *et al.* (2007), who found that “Others” has a high level of influence in the search for information.

Predictor according to the stage	Male sample			Female sample		
	<i>B</i>	<i>SEB</i>	<i>OR</i>	<i>B</i>	<i>SEB</i>	<i>OR</i>
<i>Initiation</i>						
Different in educational level (dummy 1)	-1.424*	0.615	0.243	-1.024	0.648	0.359
<i>Search</i>						
Different in educational level (dummy 1)	-1.710*	0.521	0.181	-1.398*	0.509	0.247

Notes: Dummy variables are created for those nominal variables with more than two categories. Only significant coefficients are shown according to the Wald statistic ($p < 0.05$) and their corresponding values for the other sample. * $p < 0.05$

Table VI. Variables that influence the FHDM stages completed independently

When it comes to taking the initiative to go on holiday, there is a higher probability that one of the partners will do so alone if the woman works outside the house. Otherwise, the decision is made jointly. This result somehow contradicts what literature had been saying until now, for it had established that if the wife works outside the home, the process tends to be shared (Weller, 1968; Martínez and Polo, 1999; Lederhaus and King, 2015; Pegues, 2015), and if she works at home, the man's level of influence is greater (Green and Cunningham, 1976; Jenkins, 1978; Shukla, 1987; Martínez and Polo, 1999). In fact, the results of this study are in alignment, to a certain degree, with those by Cosenza and Davis (1980) who established that if women work outside the home, holiday decisions are influenced by the females. As there is a high likelihood that the man also works, the couples split the household chores, and holiday decisions become the women's responsibility.

In any case, this finding does not deny the principles put forward by the theory of resources by Blood and Wolfe (1960). As shown in Table III, most independent decisions are primarily ruled by women, which suggests that when they work out of the house, there is a higher probability that the decision will be made by one of the partners and, in turn, there is more likelihood that it will be made by her. Similarly, when the search for information is done independently and a woman has a higher level of education than her partner, it is more likely that the process will be ruled by her.

Moreover, when an international destination is chosen, the search for information is made by one of the partners. The reasons for these results may be due to the fact that an international trip requires, in general, a more intense search, to reduce uncertainties (Werthner and Klein, 1999). Probably this task, which is more complex and requires more time than national destinations, will fall on one of the partners, who will later share the information obtained with their spouse. Furthermore, we have found that in the event that the wife has a higher education level, she will generally be the one conducting the search.

This conclusion is quite revealing, as, although the destination is an aspect which researchers have paid a lot of attention to (Cunningham and Green, 1974; Burns, 1977; Douglas and Wind, 1978; Barlés-Arizón *et al.*, 2011, 2013), dividing it into national or international categories was not considered a possible explanatory factor of one of the partner's dominance in the various areas of the decision.

From a purely methodological perspective, the results have reinforced the assertion made by Davis (1970) when he challenged the results of those studies based on the response of only one partner, as the differences in perception and assessment have been made evident depending on whether the sample was made up of men or women.

4. Conclusions

Research on FHDM as a specific and differential product began with the work by Jenkins (1978). Nonetheless, in recent years, authors have neglected to study the roles and variables that influence the FHDM process, in spite of the important changes that have taken place both in the families and the tourism market, and the fact that they are still open issues. This is where this study aims to contribute to the academic literature, by providing, with updated data, a greater sample size than those in benchmark publications and analysing the views of both partners.

The results of this research show that while the start of the process and the final decision are made jointly, the search for information is an independent decision conducted by either partner. In relation to the influencing variables, in general, they do not contradict the theory of resources by Blood and Wolfe (1960), with the woman's work situation and her level of education being the most influential ones. In addition, although there is notable consensus among them regarding the perception of who decides in each phase, their view of the

explanatory variables is quite different. Consequently, future studies should consider the responses of both partners and conduct separate analyses.

On the other hand, from a point of view of the theoretical implications, these results show that dividing the research of family holidays by the stages in decision-making is justified, as there are differences between them. This implies that each phase requires a separate analysis, unlike what many researchers have been doing (Belch *et al.*, 1980; Cosenza and Davis, 1981; Nichols and Snepenger, 1988; Cullingford, 1995; Thornton *et al.*, 1997).

Another important theoretical implication is that, although several papers have tried to establish differences in the perception of men and women, this comparison is not logical if they are not a couple. This form of data collection does not allow doing such analysis because they are independent samples that are not judging the same situation, due to they have not shared their holidays. In contrast, this study has managed to have the same holiday trip analysed from two different standpoints, the man's and the woman's, allowing comparisons based on their perceptions.

The fact that the greatest influence is exerted by one partner or the other, or both of them, determining the relevant variables in the process and the difference in perception by the two partners of said influence is no trivial matter, given the practical implications. These are issues that clearly have an impact on several management aspects of destinations and tourism companies. For example, the design of communications, affecting channels, messages, target groups to work with or the time for advertising promotional activities.

The results provided take one step further towards modelling behaviours in FHDM, although this study has certain limitations. It neither includes the influence of the children and other members of the group going on the trip nor considers other variables such as attitudes, lifestyles, orientation on gender roles in the couple, experience with social media, marital satisfaction and involvement of each partner in the process. These limitations imply future research. Furthermore, other types of families such as single parents, second marriages or same sex couples should be given more consideration in future studies because in spite of their presence in our current society, they have not been considered in tourism behaviour studies.

References

- Alonso-Rivas, J. and Grande-Esteban, I. (2010), *Comportamiento Del Consumidor*, 6a ed., ESIC, Pozuelo de Alarcón.
- Ashraf, M. and Khan, K.M. (2016), "Spousal role and family vacation decision making in India", *International Journal of Business and Systems Research*, Vol. 10 No. 1, pp. 45-61, doi: [10.1504/IJBSR.2016.073689](https://doi.org/10.1504/IJBSR.2016.073689).
- Barlés-Arizón, M., Fraj-Andrés, E. and Martínez-Salinas, E. (2011), "The couple's role in holiday decision making: an empirical study", *Journal of Marketing Trends*, Vol. 1 No. 7, pp. 45-60.
- Barlés-Arizón, M., Fraj-Andrés, E. and Martínez-Salinas, E. (2013), "Family vacation decision making: the role of woman", *Journal of Travel & Tourism Marketing*, Vol. 30 No. 8, pp. 873-890, doi: [10.1080/10548408.2013.835681](https://doi.org/10.1080/10548408.2013.835681).
- Barlés-Arizón, M., Fraj-Andrés, E. and Matute-Vallejo, J. (2010), "Identification of the profiles of women who take holiday decisions", *Tourism Review*, Vol. 65 No. 1, pp. 4-17, doi: [10.1108/16605371011040870](https://doi.org/10.1108/16605371011040870).
- Belch, M.A. and Willis, L.A. (2002), "Family decision at the turn of the century: has the changing structure of households impacted the family decision-making process?", *Journal of Consumer Behaviour*, Vol. 2 No. 2, pp. 111-124, doi: [10.1002/cb.94](https://doi.org/10.1002/cb.94).

- Belch, M.A., Belch, G.E. and Sciglimpaglia, D. (1980), "Conflict in family decision making: an exploratory investigation", *Advances in Consumer Research*, Vol. 7, pp. 475-479.
- Belch, M.A., Krentler, K.A. and Willis-Flurry, L.A. (2005), "Teen internet mavens: influence in family decision making", *Journal of Business Research*, Vol. 58 No. 5, pp. 569-575, doi: [10.1016/j.jbusres.2003.08.005](https://doi.org/10.1016/j.jbusres.2003.08.005).
- Bernal-Morell, E. (2014), *Bioestadística Básica Para Investigadores Con SPSS: Aplicaciones Prácticas Para Estudios Científicos*, Bubok Publishing.
- Blood, R. and Wolfe, D. (1960), *Husbands and Wives: The Dynamics of Married Living*, Free Press, New York, NY.
- Bronner, F. and de Hoog, R. (2008), "Agreement and disagreement in family vacation decision-making", *Tourism Management*, Vol. 29 No. 5, pp. 967-979, doi: [10.1016/j.tourman.2007.12.001](https://doi.org/10.1016/j.tourman.2007.12.001).
- Burns, A.C. (1977), "Husband and wife purchase decision-making roles: agreed, presumed, conceded, and disputed", *Advances in Consumer Research*, Vol. 4, pp. 50-55.
- Burns, A.C. and Hopper, J.A. (1986), "An analysis of the presence, stability, antecedents of husband and wife purchase decision making influence assessment agreement and disagreement", *Advances in Consumer Research*, Vol. 13 No. 1, pp. 175-180.
- Chen, J.S. and Gursoy, D. (2000), "Cross-cultural comparison of the information sources used by first-time and repeat travelers and its marketing implications", *International Journal of Hospitality Management*, Vol. 19 No. 2, pp. 191-203, doi: [10.1016/S0278-4319\(00\)00013-X](https://doi.org/10.1016/S0278-4319(00)00013-X).
- Cosenza, R.M. and Davis, D.L. (1980), "The effect of the wife's working status on familial dominance structure", *Journal of the Academy of Marketing Science*, Vol. 8 Nos 1/2, pp. 73-82, doi: [10.1007/BF02721974](https://doi.org/10.1007/BF02721974).
- Cosenza, R.M. and Davis, D.L. (1981), "Family vacation decision making over the family life cycle: a decision and influence structure analysis", *Journal of Travel Research*, Vol. 20 No. 2, pp. 17-23, doi: [10.1177/004728758102000203](https://doi.org/10.1177/004728758102000203).
- Cullingford, C. (1995), "Children's attitudes to holidays overseas", *Tourism Management*, Vol. 16 No. 2, pp. 121-127, doi: [10.1016/0261-5177\(94\)00022-3](https://doi.org/10.1016/0261-5177(94)00022-3).
- Cunningham, I.C.M. and Green, R.T. (1974), "Purchasing roles in the US family, 1955 and 1973", *Journal of Marketing*, Vol. 38 No. 4, pp. 61-64, doi: [10.2307/1250393](https://doi.org/10.2307/1250393).
- Davis, H.L. (1970), "Dimensions of marital roles in consumer decision making", *Journal of Marketing Research*, Vol. 7 No. 2, pp. 168-177.
- Davis, H.L. and Rigaux, B.P. (1974), "Perception of marital roles in decision processes", *Journal of Consumer Research*, Vol. 1 No. 1, pp. 51-62.
- Decrop, A. (2005), "Group processes in vacation decision-making", *Journal of Travel & Tourism Marketing*, Vol. 18 No. 3, pp. 23-36, doi: [10.1300/J073v18n03_03](https://doi.org/10.1300/J073v18n03_03).
- Decrop, A. and Snelders, D. (2005), "A grounded typology of vacation decision-making", *Tourism Management*, Vol. 26 No. 2, pp. 121-132, doi: [10.1016/j.tourman.2003.11.011](https://doi.org/10.1016/j.tourman.2003.11.011).
- Douglas, S.P. and Wind, Y. (1978), "Examining family role and authority patterns: two methodological issues", *Journal of Marriage and the Family*, Vol. 40 No. 1, p. 35, doi: [10.2307/350606](https://doi.org/10.2307/350606).
- Engel, J., Kollat, D. and Blackwell, R. (1968), *Consumer Behavior*, Holt, Rinehart & Winston, New York, NY.
- Etzel, M.J. and Wahlers, R.G. (1985), "The use of requested promotional material by pleasure travelers", *Journal of Travel Research*, Vol. 23 No. 4, pp. 2-6, doi: [10.1177/004728758502300401](https://doi.org/10.1177/004728758502300401).
- Fodness, D. (1992), "The impact of family life cycle on the vacation decision-making process", *Journal of Travel Research*, Vol. 31 No. 2, pp. 8-13, doi: [10.1177/004728759203100202](https://doi.org/10.1177/004728759203100202).
- Fodness, D. and Murray, B. (1997), "Tourist information search", *Annals of Tourism Research*, Vol. 24 No. 3, pp. 503-523, doi: [10.1016/S0160-7383\(97\)00009-1](https://doi.org/10.1016/S0160-7383(97)00009-1).

AQ: 4

AQ: 5

- Fu, X., Lehto, X. and Park, O. (2014), "What does vacation do to our family? Contrasting the perspectives of parents and children", *Journal of Travel & Tourism Marketing*, Vol. 31 No. 4, pp. 461-475, doi: [10.1080/10548408.2014.883350](https://doi.org/10.1080/10548408.2014.883350).
- Gitelson, R.J. and Crompton, J.L. (1984), "Insights into the repeat vacation phenomenon", *Annals of Tourism Research*, Vol. 11 No. 2, pp. 199-217, doi: [10.1016/0160-7383\(84\)90070-7](https://doi.org/10.1016/0160-7383(84)90070-7).
- Green, R.T. and Cunningham, I.C.M. (1976), "Employment status, feminine role perception, and family purchasing decisions", *Journal of Business Research*, Vol. 4 No. 4, pp. 313-324, doi: [10.1016/0148-2963\(76\)90041-2](https://doi.org/10.1016/0148-2963(76)90041-2).
- Green, R.T., Leonardi, J.-P., Chandon, J.-L., Cunningham, I.C.M., Verhage, B. and Strazzieri, A. (1983), "Societal development and family purchasing roles: a cross-national study", *Journal of Consumer Research*, Vol. 9 No. 4, pp. 436-442.
- Howard, D.R. and Madrigal, R. (1990), "Who makes the decision: the parent or the child? The perceived influence of parents and children on the purchase of recreation services", *Journal of Leisure Research*, Vol. 22 No. 3, pp. 244-258.
- Howard, D. and Sheth, J.N. (1969), *The Theory of Buyer Behavior*, John Wiley, New York, NY.
- Hsu, C.H.C. and Kang, S.K. (2003), "Profiling Asian and Western family independent travelers (FITS): an exploratory study", *Asia Pacific Journal of Tourism Research*, Vol. 8 No. 1, pp. 58-71, doi: [10.1080/10941660308725456](https://doi.org/10.1080/10941660308725456).
- Hyde, K. (2008), "Information processing and touring planning theory", *Annals of Tourism Research*, Vol. 35 No. 3, pp. 712-731, doi: [10.1016/j.annals.2008.05.001](https://doi.org/10.1016/j.annals.2008.05.001).
- Jenkins, R.L. (1978), "Family vacation decision-making", *Journal of Travel Research*, Vol. 16 No. 4, pp. 2-7, doi: [10.1177/004728757801600401](https://doi.org/10.1177/004728757801600401).
- Kancheva, I. and Marinov, G. (2014), "Perceptions of marital roles in basic commodity groups purchase decision-making", *Annales Universitatis Apulensis Series Oeconomica*, Vol. 16 No. 1, pp. 156-161.
- Kandel, D.B. and Lesser, G.S. (1972), "Marital decision-making in American and Danish urban families: a research note", *Journal of Marriage and the Family*, Vol. 34 No. 1, pp. 134-138, doi: [10.2307/349640](https://doi.org/10.2307/349640).
- Kang, S.K. and Hsu, C.H.C. (2004), "Spousal conflict level and resolution in family vacation destination selection", *Journal of Hospitality & Tourism Research*, Vol. 28 No. 4, pp. 408-424, doi: [10.1177/1096348004265281](https://doi.org/10.1177/1096348004265281).
- Kang, S.K. and Hsu, C.H.C. (2005), "Dyadic consensus on family vacation destination selection", *Tourism Management*, Vol. 26 No. 4, pp. 571-582, doi: [10.1016/j.tourman.2004.01.002](https://doi.org/10.1016/j.tourman.2004.01.002).
- Kerstetter, D. and Pennington-Gray, L. (1999), "Decision-making roles adopted by university-educated women who travel for pleasure", *Journal of Hospitality & Leisure Marketing*, Vol. 6 No. 3, pp. 23-39, doi: [10.1300/J150v06n03_03](https://doi.org/10.1300/J150v06n03_03).
- Koc, E. (2004), "The role of family members in the family holiday purchase decision-making process", *International Journal of Hospitality & Tourism Administration*, Vol. 5 No. 2, pp. 85-102, doi: [10.1300/J149v05n02_05](https://doi.org/10.1300/J149v05n02_05).
- Kotler, P. (2000), *Marketing Management, Millenium Edition*, Prentice Hall International, Tenth. New Jersey, Upper Saddle River, NJ.
- Lederhaus, M.A. and King, R.L. (2015), 'Decision-making influence of husband and wives within older family dyads: a study of the decision to purchase vacation travel', in Venkatakrisna, V.B. (Ed.), *The 1980s Decade of Marketing Challenges*, Springer International Publishing, pp. 37-41, doi: [10.1007/978-3-319-16976-7_10](https://doi.org/10.1007/978-3-319-16976-7_10).
- Madrigal, R. (1994), "Parents' perceptions of family members' relative influence in vacation decision making", *Journal of Travel & Tourism Marketing. Taylor & Francis Group*, Vol. 2 No. 4, pp. 39-57, doi: [10.1300/J073v02n04_03](https://doi.org/10.1300/J073v02n04_03).
- Madrigal, R. and Miller, C.M. (1996), "Construct validity of spouses' relative influence measures: an application of the direct product model", *Journal of the Academy of Marketing Science*, Vol. 24 No. 2, pp. 157-170, doi: [10.1177/0092070396242006](https://doi.org/10.1177/0092070396242006).

- Martínez, E. and Polo, Y. (1999), "Determining factors in family purchasing behaviour: an empirical investigation", *Journal of Consumer Marketing*, Vol. 16 No. 5, pp. 461-481, doi: [10.1108/07363769910289569](https://doi.org/10.1108/07363769910289569).
- Mäser, B. and Weiermair, K. (1998), "Travel decision-making: from the vantage point of perceived risk and information preferences", *Journal of Travel & Tourism Marketing*, Vol. 7 No. 4, pp. 107-121, doi: [10.1300/J073v07n04_06](https://doi.org/10.1300/J073v07n04_06).
- Molinillo, S., Ximénez-de-Sandoval, J.L., Fernández-Morales, A. and Coca-Stefaniak, A. (2016), "Hotel assessment through social media – tripadvisor as a case study", *Tourism & Management Studies*, Vol. 12 No. 1, pp. 15-24, doi: [10.18089/tms.2016.12102](https://doi.org/10.18089/tms.2016.12102).
- Mottiar, Z. and Quinn, D. (2004), "Couple dynamics in household tourism decision making: women as the gatekeepers?", *Journal of Vacation Marketing*, Vol. 10 No. 2, pp. 149-160, doi: [10.1177/135676670401000205](https://doi.org/10.1177/135676670401000205).
- Nichols, C.M. and Snepenger, D.J. (1988), "Family decision making and tourism behavior and attitudes", *Journal of Travel Research*, Vol. 26 No. 4, pp. 2-6, doi: [10.1177/004728758802600401](https://doi.org/10.1177/004728758802600401).
- Nicosia, F. (1966), *Consumer Decision Processes: Marketing and Advertising Implications*, Cliffs, E. (Ed.), Prentice Hall, NJ
- O'Leary, J., Kozak, M. and Karadag, L. (2012), "Who influences aspects of family decision making?", *International Journal of Culture, Tourism and Hospitality Research*, Vol. 6 No. 1, pp. 8-20, doi: [10.1108/17506181211206216](https://doi.org/10.1108/17506181211206216).
- Pegues, D.C. (2015), *Purchasing Decisions and the Employment Status of the Wife*, in Ford, J.B. and Honeycutt, E.D.J. (Eds), Springer International Publishing, New York, NY, pp. 500-501. doi: [10.1007/978-3-319-13084-2_135](https://doi.org/10.1007/978-3-319-13084-2_135).
- Pesonen, J. and Pasanen, K. (2017), *A Closer Look at Tourist Information Search Behaviour When Travelling Abroad: What Is the Role of Online Marketing in Choice of Destination?*, in Schegg, R. and Stangl, B. (Eds), Springer International Publishing, Cham, pp. 431-443. doi: [10.1007/978-3-319-51168-9_31](https://doi.org/10.1007/978-3-319-51168-9_31).
- Prats, L., Camprubí, R. and Coromina, L. (2016), "Examining the role of familiarity, information sources, length of stay and satisfaction to the image perception model", *European Journal of Tourism Research*, Vol. 13, pp. 5-22.
- Quarm, D. (1981), "Random measurement error as a source of discrepancies between the reports of wives and husbands concerning marital power and task allocation", *Journal of Marriage and the Family*, Vol. 43 No. 3, p. 521, doi: [10.2307/351754](https://doi.org/10.2307/351754).
- Rojas-de Gracia, M.M. and Alarcón-Urbistondo, P. (2016), "Toward a gender understanding of the influence of the couple on family vacation decisions", *Tourism Management Perspectives*, Vol. 20, pp. 290-298, doi: [10.1016/j.tmp.2016.09.008](https://doi.org/10.1016/j.tmp.2016.09.008).
- Samsinar, M.S., Zawawi, D. and Teo, B.H. (2013), "Factors affecting wives' role structure in urban family purchase decision making", *Social Sciences & Humanities*, Vol. 21, pp. 189-200.
- Shukla, A. (1987), "Decision making in single- and dual-career families in India", *Journal of Marriage and the Family*, Vol. 49 No. 3, p. 621, doi: [10.2307/352207](https://doi.org/10.2307/352207).
- Sirakaya, E. and Woodside, A.G. (2005), "Building and testing theories of decision making by travellers", *Tourism Management*, Vol. 26 No. 6, pp. 815-832, doi: [10.1016/j.tourman.2004.05.004](https://doi.org/10.1016/j.tourman.2004.05.004).
- Smith, V.L. (1979), "Women the taste-makers in tourism", *Annals of Tourism Research*, Vol. 6 No. 1, pp. 49-60, doi: [10.1016/0160-7383\(79\)90094-X](https://doi.org/10.1016/0160-7383(79)90094-X).
- Stafford, M.R., Ganesh, G. and Garland, B.C. (1996a), "Marital influence in the decision-making process for services", *Journal of Services Marketing*, Vol. 10 No. 1, pp. 6-21, doi: [10.1108/08876049610106680](https://doi.org/10.1108/08876049610106680).
- Stafford, M.R., Ganesh, G. and Luckett, M.G. (1996b), "Perceived spousal influence in the service decision-making process: a cross cultural investigation", *Journal of Applied Business Research (Jabr)*, Vol. 12 No. 4, p. 58, doi: [10.19030/jabr.v12i4.5784](https://doi.org/10.19030/jabr.v12i4.5784).

- Therkelsen, A. (2010), "Deciding on family holidays—role distribution and strategies in use", *Journal of Travel & Tourism Marketing*, Vol. 27 No. 8, pp. 765-779, doi: [10.1080/10548408.2010.526895](https://doi.org/10.1080/10548408.2010.526895).
- Thornton, P.R., Shaw, G. and Williams, A.M. (1997), "Tourist group holiday decision-making and behaviour: the influence of children", *Tourism Management*, Vol. 18 No. 5, pp. 287-297, doi: [10.1016/S0261-5177\(97\)00017-4](https://doi.org/10.1016/S0261-5177(97)00017-4).
- van Raaij, W.F. (1986), "Consumer research on tourism mental and behavioral constructs", *Annals of Tourism Research*, Vol. 13 No. 1, pp. 1-9, doi: [10.1016/0160-7383\(86\)90054-X](https://doi.org/10.1016/0160-7383(86)90054-X).
- van Raaij, W.F. and Francken, D.A. (1984), "Vacation decisions, activities, and satisfactions", *Annals of Tourism Research*, Vol. 11 No. 1, pp. 101-112, doi: [10.1016/0160-7383\(84\)90098-7](https://doi.org/10.1016/0160-7383(84)90098-7).
- Wang, K.-C., Chen, J.S. and Chou, S.-H. (2007), "Senior tourists' purchasing decisions in group package tour", *An International Journal of Tourism and Hospitality Research*, Vol. 18 No. 1, pp. 139-154.
- Wang, K.-C., Hsieh, A.-T., Yeh, Y.-C. and Tsai, C.-W. (2004), "Who is the decision-maker: the parents or the child in group package tours?", *Tourism Management*, Vol. 25 No. 2, pp. 183-194, doi: [10.1016/S0261-5177\(03\)00093-1](https://doi.org/10.1016/S0261-5177(03)00093-1).
- Weller, R.H. (1968), "The employment of wives, dominance, and fertility", *Journal of Marriage and the Family*, Vol. 30 No. 3, pp. 437-442, doi: [10.2307/349913](https://doi.org/10.2307/349913).
- Werthner, H. and Klein, S. (1999), "ICT and the changing landscape of global tourism distribution", *Electronic Markets*, Vol. 9 No. 4, pp. 256-262, doi: [10.1080/101967899358941](https://doi.org/10.1080/101967899358941).
- Xia, Y., Ahmed, Z.U., Ghingold, M., Hwa, N.K., Li, T.W. and Ying, W.T.C. (2006), "Spousal influence in Singaporean family purchase decision-making process", *Asia Pacific Journal of Marketing and Logistics*, Vol. 18 No. 3, pp. 201-222, doi: [10.1108/13555850610675661](https://doi.org/10.1108/13555850610675661).
- Xie, K.L., Chen, C. and Wu, S. (2016), "Online consumer review factors affecting offline hotel popularity: evidence from tripadvisor", *Journal of Travel & Tourism Marketing*, Vol. 33 No. 2, pp. 211-223, doi: [10.1080/10548408.2015.1050538](https://doi.org/10.1080/10548408.2015.1050538).
- Zalatan, A. (1998), "Wives involvement in tourism decision processes", *Annals of Tourism Research*, Vol. 25 No. 4, pp. 890-903, doi: [10.1016/S0160-7383\(98\)00038-3](https://doi.org/10.1016/S0160-7383(98)00038-3).

Further reading

- Hyde, K., Bronner, F. and de Hoog, R. (2011), "A new perspective on tourist information search: discussion in couples as the context", *International Journal of Culture, Tourism and Hospitality Research*, Vol. 5 No. 2, pp. 128-143, doi: [10.1108/17506181111139555](https://doi.org/10.1108/17506181111139555).

Corresponding author

Maria-Mercedes Rojas-de-Gracia can be contacted at: mmrojasgracia@uma.es

For instructions on how to order reprints of this article, please visit our website:

www.emeraldgrouppublishing.com/licensing/reprints.htm

Or contact us for further details: permissions@emeraldinsight.com

AUTHOR QUERIES

AUTHOR PLEASE ANSWER ALL QUERIES

AQau— Please confirm the given-names and surnames are identified properly by the colours.

■=Given-Name, ■= Surname

The colours are for proofing purposes only. The colours will not appear online or in print.

AQ1— Please check the edits made in the following sentence, and correct if necessary: The characteristics of the sample composed of 375 couples whose members completed a questionnaire separately have allowed not have to rely on one response per household, which adds reliability to the results.

AQ2— Please check the following sentence for clarity, and change if necessary: For example, even though education level is the same variable, some authors have considered the education level of women....

AQ3— Please provide first column head for the Table III.

AQ4— Please provide issue number for the references: Belch *et al.*, 1980; Burns, 1977; Prats *et al.*, 2016; Rojas-de Gracia and Alarcón-Urbistondo, 2016; Samsinar *et al.*, 2013

AQ5— Please provide publisher location for the references: Bernal-Morell, 2014; Lederhaus and King, 2015