SEGMENTATION OF TOURIST MARKET – WOMEN AS CONSUMERS

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Abstract: Different criteria are used for dividing the market into segments. At the contemporary tourist market, women can be considered as a very significant segment. This paper is based on the research conducted among 120 women and 100 men which answered to different questions with the aim of determining whether there is a significant difference in the motif for traveling and the products that are most often bought on trips. During the trip, women more often than men, buy different items as souvenirs, so in all phases of a trip, they are active as consumers (choice of a destination, preparing for the trip, stay at the destination and return travel). Also, women are nowadays recognised as experienced consumers in tourism and therefore pay a lot of attention to get the right "value for money" for a certain tourist product.

Key words: women, consumers, segmentation, tourist market

1. INTRODUCTION

The market is heterogeneous both from the standpoint of supply, and from the standpoint of demand. Heterogeneity of demand stems from the existence of differences in needs, attitudes and ways of response on the individual components of the offer (bid).

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Market segmentation is the basis of identification of similarities and creation of special homogeneous groups of consumers. The Part of the market created by the process of segmentation is called the market segment (submarket or niche).

Different criteria are used for deviding the market into segments. For some products/services, market segmentation is not particularly complex. However, with some of them is very complex, because it is difficult to determine the proper criteria for segmentation. Most frequently used criteria for market segmentation, considered as classic segmentation criteria, are: geographic, demographic, psychographic, socioeconomic, behaviouristic (Vasiljev, 2001; Hinch, Higham, 2005; Swarbrooke, Horner, 2007). There are different views and interpretations of the criteria for segmentation.

Some tourism academics and practitioners have sought to suggest other techniques which are especially relevant for tourism (Swarbrooke, Horner, 2007). For example, Middleton and Clarke (2001) suggested there are six ways of segmenting markets in travel and tourism:
1. Purpose of travel.
2. Buyer needs, motivations, and benefits sought.
3. Buyer and user characteristics.
4. Demographic, economic and geographic characteristics.
5. Psychographic characteristics.

Swarbrooke (1999) has suggested three extra criteria in relation to the visitor attraction market:
1. visitor party composition, including individual, family group or groups of friends
2. visit type and purpose, such as educational trips and corporate hospitality
3. method of travel to attractions, for instance, private car or public transport.

The right choice for criteria for market segmentation influence the clear observation of segments and therefore the determination of products that consumer wish to purchase.

2. SEGMENTATION OF MARKET ACCORDING TO DEMOGRAPHIC FACTORS

The behavior of a man, as a complex consumer, is stimulated and motivated by a number of factors and reasons.

Demographic factors: the number, age structure, gender, marital status, mobility of the population determine the actual and potential demand in the market and establish the demographic profile of consumers. There is 6.7 billion people in the world at the moment, for 2025, 8 billion is forecasted, whereas in 2050, it is expected the number of 11 billion people. In addition to the physical increase in the number of inhabitants, and the life expectancy of population in 2150th, is expected to be 150 years (Živković, 2008). The increase in the number of population essentially means increasing the extent of the need for travel. World tourism market records steady upward trend between 1950-1999. The number of international arrivals achieved average annual growth of 7% (WTO, 2000). According to the research of Mintel agency, until 2020, Germans will be the most active travelers in the world and will make 147 million trips per year. According to the estimation of Mintel agency, the second place with 139.5 million travels will belong to Japanese and
the third nation will be Chinese with 113.2 million outbound trips. British will be the fourth (101.5 million), while the years biggest international passengers Americans fall to the fifth position (85.1 million), the sixth will be French, and the Russians the seventh (www.mintel.com).

If population growth follows the increase of purchasing power, it leads to expansion of tourist market and is an opportunity for new destinations.

3. WOMEN AS CONSUMERS IN TOURISM

The segmentation of tourist market according to gender is relatively new and therefore it is not in presence at all markets yet. Moreover, women are still not recognised as a significant segment of tourist demand and there are no specific products designed to meet their needs, when traveling is concerned.

Women are already characterized as very significant segment of tourist market, specially in USA, Canada, Australia, New Zealand, Europe, South and Southeast Asia, Chinese Taipei, Hong Kong and Singapore. All projections indicate that the number of female travellers will continue to increase. The power of women and their economic impact is being felt in all sectors of the travel industry. This market segment represents new profits for the 21st century (Bond, 1997).

Seventy percent (70%) of all travel decisions are made by women. Eventually it is the woman who books the air, hotel, tour or land arrangements for herself, her spouse, her family or her boss.

In the North American market, 44% of business travellers were women in 1996 and 50% by the year 2005 (Kotler, Bowen, Makens, 2003).

According to research conducted by NBC-TV for a special segment on The Today Show about "Women Travel," 238 million women travelled without men in 1995.

Sixty three percent (63%) of North American Adventure Travellers taking trips overseas in 1996 were women. On nature-based and cultural tours the percentage of women participants rose to 75%. Nonprofit travel groups (such as university alumni trips, museum groups, wildlife foundation and educational tours) report 60% female participants. There are over 75 U.S. travel companies that gear itineraries specifically to women and also offer women-only tours (Bond, 1997).

According to statistics women are (http://www.e-jednakost.org.rs/download/6_e-poslovanje.pdf):
- 51.4% of the population in Serbia (2002)
- 51.98% according to the educational structure (2005)
- 43.57% of employees (2005)

The data mentioned above, shows the disproportionate ratio of employment to population and education of women, and the need to take appropriate measures for enhancing the social status of women. However, woman in Serbia actively take part in tourist movements, more than men, and are dominant in making decision about travelling. Their role, except for leisure travels and visit to relatives and friends, increasing in business trips as well. Therefore, finding an answer to the question whether there is a difference between the expenditure of men and women on trips and what each category buy most often is very important for further analyses.
4. METHODICAL PROCESS OF RESEARCH

A question poll as a type of methodic procedure was used in data collecting. The poll was conducted in spring 2002 on a sample of 220 examinees; 100 of male sex and 120 of female. Results were obtained on the basis of a random chosen specimen and the type of polling was a written questionnaire that was filled in by poll-takers after an oral answer was given by the examinees (method of direct polling) (Curcic, 2007).

The analysis of questionnaires was processed according to the sex of examinees with an aim to determine whether there is a significant difference in motif for traveling and what they buy most often on their trips.

4.1. Structure of a random chosen specimen

In the total number of people questioned there were 45,45% of men and 54,54% of women (table 1). The lower age limit was 15 years since it is considered that young people of that age already have certain tourist experience and are able to answer the questions properly, with understanding. There is no upper age limit. Representatives from the youngest and two oldest age groups were most difficult to find, which means that their participation is rather modest and it represents 9,09%.

<table>
<thead>
<tr>
<th>Age groups</th>
<th>15-20</th>
<th>21-30</th>
<th>31-40</th>
<th>41-50</th>
<th>51-60</th>
<th>61-70</th>
<th>&gt;70</th>
<th>Sum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>4</td>
<td>49</td>
<td>18</td>
<td>15</td>
<td>11</td>
<td>2</td>
<td>1</td>
<td>100</td>
</tr>
<tr>
<td>Women</td>
<td>10</td>
<td>66</td>
<td>19</td>
<td>15</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>120</td>
</tr>
<tr>
<td>Total</td>
<td>14</td>
<td>115</td>
<td>37</td>
<td>30</td>
<td>18</td>
<td>4</td>
<td>2</td>
<td>220</td>
</tr>
</tbody>
</table>

The greatest part of the specimen is represented by examinees between the age of 21 and 30 years of age, since that is an age closest to students who conducted the poll and population that they reached most easily. At the same time, this is the group that we can consider as the most mobile, the group with less obligations and more leisure time to travel. This means that their considerable participation does not disturb the relation in the specimen and that it does not reduce the value of the results obtained. The participation of this age group is 52,27%.

The participation of other age groups is as follows: from 31-40 years of age 16,82%, from 41-50 years of age 13,64% and from 51-60 years of age 8,18%.

4.2. What are the reasons for travelling among the interviewees?

The most often motif for travelling according to the specimen questioned is rest and entertainment and that is 58,50%, followed by visiting relatives and friends (20,75%) and business trips (15,99%) (table 2). Women travel more often for the reasons of rest and entertainment and visiting relatives and friends compared to the male part of the specimen. Apart from answers offered, interviewees were free to add their own motifs for travelling. Among men the following motifs are present: visiting historical places, education, playing
sport games. Women specified other extra motive for travelling: advanced training in foreign languages and advanced study.

Table 2 What are the most usual motifs for travelling?
Care sunt cele mai frecvente motive pentru a călători?

<table>
<thead>
<tr>
<th>What are the most usual motifs for travelling?</th>
<th>business</th>
<th>rest/entertainment</th>
<th>medical treatment</th>
<th>visiting relatives</th>
<th>other</th>
<th>Sum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>30</td>
<td>72</td>
<td>4</td>
<td>26</td>
<td>4</td>
<td>136</td>
</tr>
<tr>
<td>Women</td>
<td>17</td>
<td>100</td>
<td>4</td>
<td>35</td>
<td>2</td>
<td>158</td>
</tr>
<tr>
<td>Total</td>
<td>47</td>
<td>172</td>
<td>8</td>
<td>61</td>
<td>6</td>
<td>294</td>
</tr>
</tbody>
</table>

4.3. What interviewees like to bring home from their trips?
This question led to the answer which plastic means of propaganda tourists like to buy and collect. With the assumption that souvenirs would be the most often given answer through the next two questions, our aim was to analyse what kind of souvenirs and made of what the examinees prefer.

Table 3 On your trips do you buy
În călătorie cumpăraţi

<table>
<thead>
<tr>
<th>On your trips do you buy:</th>
<th>souvenirs</th>
<th>mascots</th>
<th>badges and simp.</th>
<th>Sum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>78</td>
<td>9</td>
<td>16</td>
<td>103</td>
</tr>
<tr>
<td>Women</td>
<td>109</td>
<td>2</td>
<td>17</td>
<td>128</td>
</tr>
<tr>
<td>Total</td>
<td>187</td>
<td>11</td>
<td>33</td>
<td>231</td>
</tr>
</tbody>
</table>

Our assumption proved to be correct as the most answers showed that is was a souvenir (80,95%). We also found out that women buy them more often than men. Souvenirs are followed by badges, key rings, lighters, and similar small objects which participate with 14,29% of given answers, and are equally bought by men and women. At the end, there are mascots with only 4,76% of given answers, that men bring from their journeys four times more than women (table 4).

It is interesting to say that there were those who said that they do not buy anything that was offered as an answer (two male and one women examinee).

Table 4 What material do you like souvenirs to be made of?
Din ce material preferaţi să fie făcute suvenirurile?

<table>
<thead>
<tr>
<th>What material do you like souvenirs to be made of?</th>
<th>wood</th>
<th>glass</th>
<th>crystal</th>
<th>clay</th>
<th>metal</th>
<th>cloth</th>
<th>autochthonous</th>
<th>Sum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>34</td>
<td>9</td>
<td>3</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>37</td>
<td>107</td>
</tr>
</tbody>
</table>
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<table>
<thead>
<tr>
<th>Women</th>
<th>42</th>
<th>15</th>
<th>12</th>
<th>12</th>
<th>9</th>
<th>19</th>
<th>48</th>
<th>157</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>76</td>
<td>24</td>
<td>15</td>
<td>22</td>
<td>17</td>
<td>25</td>
<td>85</td>
<td>264</td>
</tr>
</tbody>
</table>

Most examinees, when travelling is concerned, like to buy souvenirs that are made of local, autochthonous material (32,20%), or souvenirs made of wood (28,79%) (table 4). They are followed by souvenirs made of cloth, glass and clay or terracotta (9,47 to 8,33%). Souvenirs made of crystal and metal got the least votes, which is probably the result of their high price (crystal) and the fact that they are more rarely found. It is interesting that women are much more interested in souvenirs made of cloth, crystal and glass, while both men and women consider souvenirs made of local, autochthonous material and of wood as their favourites.

Moreover, there were certain answers where examinees claimed that they do not have favourite material they like souvenirs to be made of or that they simply do not care (7 male and 3 female examinees). Two male examinees said they most like souvenirs made of plastic, and there were some answers where interviewess said they like souvenirs made of leather or of combined material, or that material is not important if it represents the place of stay. Women also had the following answers: different kinds of materials, what I like most, ceramics.

Table 5 What kind of things do you most usually buy as souvenirs?

<table>
<thead>
<tr>
<th>What kind of things do you most usually buy as souvenirs?</th>
<th>dressing</th>
<th>usable</th>
<th>decorative</th>
<th>consumable</th>
<th>Sum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>26</td>
<td>28</td>
<td>43</td>
<td>24</td>
<td>121</td>
</tr>
<tr>
<td>Women</td>
<td>26</td>
<td>51</td>
<td>57</td>
<td>16</td>
<td>150</td>
</tr>
<tr>
<td>Total</td>
<td>52</td>
<td>79</td>
<td>100</td>
<td>40</td>
<td>271</td>
</tr>
</tbody>
</table>

Most often, from their journeys tourists bring decorative (36,90%) and in somewhat smaller percentage, usable things (29,15%), since they are obviously longer lasting and authentic representatives of space and ambience they originate from. Other two groups, dressing (19,19%) and consumable (14,76%) things are much less considered to be authentic souvenirs (Table 5). This can be explained by general unification of the market of consumer goods with little accent on the autochthonousness of these products, their easier circulation, greater import on domestic market which means there is no need to go abroad to get them, as well as their shorter expiry date.

When gender of the examinees is concerned, women’s answers tell us that they more often buy usable and decorative things. Men and women equally buy dressing goods, while men much more rarely buy consumable goods as souvenirs.

Some of the answers were: handicrafts, carvings, few of all, thing specific for region and cultural environment. However, these answers could either be included in the answers offered (handicrafts and carvings into decorative souvenirs) or are imprecise (few of all) since the goal of this question was to precisely learn what tourists gladly buy, i.e. towards what direction we should develop souvenir manufacture in Serbia.

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5. CONCLUSION

Researches in the world, as well as researches conducted in Serbia so far, imposed clear fact that there are significant differences in the tourist needs between men and women. These needs may be very different in relation to sex, and they should be taken into account when planning promotional campaigns. The differences are stronger if women travel alone, because in that case they impose special prerequisites when choosing a tourist destination (in the terms of security, health, safety of food and drinks, attitude of the staff to independent female tourists, as well as the attitude of local environment to women, etc.).

In Serbia, there is no continuous and comprehensive research on tourist market, so there is not enough relevant facts regarding the habits, needs and behavior of women travellers. Segmentation of the market is not sufficiently represented, and there is no clear distinction between the different tourist products, especially related to gender.

Women consumers in Serbia, as well as the majority of them in world, compared to men, are more under the influence of advertising campaigns. Although the personal income of women, or the whole family is relatively modest compared to the cost of living, women like to spend and love to go to shopping. Given the fact that women usually take care of the household budget and its distribution, they are important as consumers in tourism. They choose among various tourist activities, spend money on preparing for the journey and often affect the amount of consumption at the tourist destination. During the trip, women more often than men, buy different items as souvenirs, so in all phases of a trip, they are active as consumers (choice of a destination, preparing for the trip, stay at the destination and return travel). Also, women are nowadays experienced consumers in tourism and pay a lot of attention to get the right "value for money" for a tourist product.

The preliminary data on the growing participation and importance of women in tourism in Serbia, as well as their needs and habits during the travel, proves that their position impact all sectors of the travel industry. Future profits in travel industry will come from understanding and targeting the female traveler. A special attention must be paid to the segment of women travellers as it is known that their number increases and that they are loyal repeat buyers.

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