IS GENDER AND EDUCATION OF TOURISTS' DETERMINANT FOR VALUE PERCEPTIONS?

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Abstract

Benefits that tourists get from destination experiences are of critical importance in terms of their level of satisfaction and even of their intentions with regard to destinations. For this reason, destination management organizations (DMOs) must provide tourists with experiences that will ensure multifactorial benefits. However, in order to correctly direct tourists' value perceptions regarding their experiences, DMOs must understand what kind of value tourists get from their experiences in the destinations. Especially, understanding the way value perceptions are formed in line with gender factor, which is a fundamental market segmentation scale, and taking steps accordingly are of vital importance for DMOs. Therefore, it was firstly examined in the current study whether or not the perceived value perceptions of tourists differ according to their gender. Secondly, it was examined whether there would be a difference in perceived value in accordance with the interaction between gender and educational and financial background of tourists.

1. INTRODUCTION

One of the most important problems of touristic destinations is keeping the current tourists in reserve. Reasons such as the wide variety of similar products and presenting similar products with more reasonable prices put destinations in great competition. Therefore, in order to keep the experienced tourists, destinations must ensure that those tourists get various benefits from their experiences (Song et al., 2015). As a matter of fact, tourist that get emotional, financial or novelty benefits from their experiences will have a higher possibility to choose the same destination again (Dedeoğlu et al., 2016). Therefore, destinations need to examine the current tourists' perceptions of different value elements in detail.

There are two main approaches concerning the definition of perceived value concept (Carlos Fandos Roig et al., 2006). One of these approaches is the structure based on the comparison of benefits acquired by sacrifices. The second one is a multi-dimensional structure. Second approach is rather important in eliminating the problems of traditional approach that focuses on especially financial benefits (Sanchez et al., 2006: 395). Multi-dimensional structure in the second approach covers the emotional and social aspects in hedonic benefit that may lead individuals to realize the purchasing activity beside functional value perception (Carlos Fandos Roig, et al. 2006). While functional value represents the functional/operational value in purchasing activity, hedonic value describes the entertainment and joy experience acquired directly from purchasing activity (Babin et al., 1994: 646). Gallarza and Saura (2006: 438) also stated that value may put forward financial and psychological elements of consumption-related behaviors of tourists whereas examining the value in financial perspective is related to sacrifice and earnings and psychological element concerns individual's emotional tie or knowledge about product.

Studies assessing the perceived value structure under the scope of the second approach examined the structures considering them multi-dimensional in themselves. It could be indicated that one of the leading researches in this regard was conducted by Sheth et al. (1991). Seth et al. (1991) divides value into 5 as functional, social, epistemic, emotional and conditional. In addition, Sweeney and Soutar (2001) developed a multi-dimensional perceived value structure and suggested 4 dimensions as emotional, social, financial (functional) and quality

(functional). Petrick (2002) states that perceived value structure consists of elements such as quality, emotional reaction, monetary price, behavioral price and fame. While quality, emotional reaction, monetary price and fame in Petrick's multi-dimensional value structure resemble the quality, emotion, financial and social value in previous studies, behavioral price is a new structure. Today's consumers may show hedonic beneficiary approaches rather than functional approach (Brown, 1993). Especially hedonic and emotional outcomes on tourist behaviors rise in importance (see Tosun et al., 2015). Therefore, in the current study, value structure is discussed in a multi-dimensional approach. Accordingly, perceived value was examined in financial, behavioral, emotional, social and novelty dimensions. While financial value can be defined as the monetary price of a service encoded by a consumer, behavioral price is defined as the non-financial price of supplied service including the time and effort spent to get the service (Petrick, 2002). As emotional value is defined as the benefits gained from emotions and emotional situations created by the product (Sweeney and Soutar, 2001), novelty value points out the benefit created by curiosity, novelty and desire for knowledge as a result of holiday experience (Sheth et al., 1991). Social value can be defined as the benefit created by the ability of a product to increase social identity concept (Sweeney and Soutar, 2001).

On the other hand, competition among other destinations is increasing and this issue forces destination management organizations and marketing departments to develop wise marketing strategies. One of the most important elements for taking wise marketing steps is examining and processing the information related to market. Gender factor is an important market segmentation scale (Kim et al, 2007). Therefore, by investigating whether gender or different perceptions of gender influenced by different interactions causes different value perceptions, important findings can be provided to destination management and marketing organizations. As a matter of fact, while Dedeoğlu et al. (2016) found that gender plays a moderating role in the relationship between value perceptions of tourists re-visiting and recommendation intentions, Petrick (2002) stated that education and income may cause differences in value perceptions. Accordingly, by determining the difference regarding gender and the interactions of gender and education and gender and income, whether tourists have different value perceptions could be identified and beneficial findings could be provided to destination management organizations. For this aim, the following questions are attempted to be answered in the current study.

Q1: Do value perceptions of tourists differ according to their gender?

Q2: Do value perceptions of tourists differ according to the interaction between their gender and educational background?
Q3: Do value perceptions of tourists differ in line with the interaction between their gender and income?

2. METHODOLOGY
2.1. Instrument

Data in the current study were gathered through questionnaire. In the first part of the questionnaire, tourists' perceptions of their experiences in the destination were measured. While forming the scales used in the study, it was utilized from the measurement tools in the current literature. In this extent, it was benefitted from the studies of Boo et al. (2009), Petrick (2002), Netemeyer et al. (2004) for monetary value perceptions discussed within the scope of functional value and from the studies of Petrick (2002) for behavioral value. In addition, it was benefitted from the studies of Sweeney and Soutar (2001), Gardiner et al. (2013) and Petrick (2002) for emotional value discussed within the scope of hedonic value; and from the studies of Williams and Soutar (2009), Vazquez et al. (2002) and Sweeney and Soutar (2001) for measuring social value. On the other hand, in order to measure novelty value, the studies of Gardiner et al. (2012) and Netemeyer et al. (2004) were taken into consideration. In the second part of the questionnaire, items regarding the demographical features of the respondents were discussed.

2.2. Sampling

Research population is composed of domestic and foreign tourist in Alanya. Considering check-in numbers in accommodation facilities, it is seen that the number of tourists visiting this area is 790.561, forming 2.4% of domestic tourist in Turkey, the number of foreign tourists is 2.696.939, forming 10,06% of foreign tourists in Turkey. Also, considering the income, it could be indicated in general that domestic tourists comprise 14.64% of Turkey's domestic tourist income with 989.782.372 dollars and foreign tourists comprise 7,97% of foreign tourist income of Turkey with 2.020.007.311 (Alanya Finance Report, 2014). Therefore, Alanya was selected as the research area.
Prepared questionnaires were applied using drop-and-collect method besides the personal interviews. In the application of questionnaires interviewers from the

research company were utilized. For the analysis of data, 478 questionnaires were gathered in total.

2.3. Data Analysis

For the analysis of the problems stated in the current research, t-test and factorial analysis of variance were used. In the application of these analyses, processes suggested by Pallant (2016) were followed. However, as the mentioned analyses require normal distribution assumptions, normal distributions of the data were checked. For the control of normal distribution of data, skewness (-.752/-.299) and kurtosis (-.839/.035) values were examined, and it was determined that no item with the value exceeding the values suggested by Kline (2011) was observed. Later, reliability of the scale used in the current study was checked via confirmatory factor analysis (CFA). CFA results are presented in Table 1.

Table 1. CFA results of multi-dimensional perceived value scale

Dimension	Number of statements	Std. Factor Loadings	AVE	CR	Cronbach	Correlation	Squared Correlation
Monetary Value	4	.72-.87	.65	.88	.88	BV .60 EV.16 SV .10 NV .08	.36 .03 .01 .01
Behavioral Price Value	4	.66-.84	.60	.86	.85	EV.07 SV -.02 NV .14	.00 .00 .02
Emotional Value	3	.70-.81	.56	.79	.79	SV .72 NV .80	.52 .64
Social Value	3	.74-.76	.56	.80	.80	NV .72	.52
Novelty Value	4	.69-74	.52	.81	.81		
Goodness of fit indices		χ^2/df: 2.025; CFI: .97; NFI: .94; RMSEA: .046					

Notes: MV: Monetary Value; BV: Behavioral Value; EV: Emotional Value; SV: Social Value; NV: Novelty Value.

As seen in Table 1, goodness of fit indices obtained from CFA is at a good level. For this reason, secondly, construct validity of the measurement model was investigated. For construct validity, at first, convergent validity, and then the construct reliability (CR) and finally discriminant validity were examined. As factor loadings of the items in all dimensions exceeded .50 and their AVE values were over .50, convergent validity was ensured (Fornell and Larcker, 1981).

Accordingly, it can be stated that the items have a medium interrelation. It can also be indicated that the items reflect the same latent structure consistently, in other words, it provides internal consistency (Bagozzi & Yi, 1988), as CR values are above .60 At last, it was checked for discriminant validity whether correlation square between two structures is below AVE value of the structures. As each one of correlation squares was below AVE values except for emotional value and novelty value, discriminant validity was met (Fornell and Larcker, 1981). Accordingly, it could be indicated that factors realize different measurements.

3. FINDINGS
3.1. Demographical Findings

Examining the demographical features of the respondents, it can be indicated that 51% was female and 52% was below the age of 41. Additionally, while 52% of the respondents were single, 32% preferred the area for holiday for the first time. The ratio of those who stayed in 4-star hotels was 35% while the ratio was 24% for those who stayed in 5-star hotels. Majority of the respondents was composed of tourists coming from Germany (28%) and Russia (19%).

3.2. Research Findings

In the scope of the research, it was examined at first whether value perceptions of tourists differ in line with gender. Therefore, the independent-samples t-test was used.

Table 2. Perception differences in value dimensions of tourists according to their gender

Dimension	Gender	N	Mean	t	p	Eta Squared
Monetary Value	Female	232	4,43	1.324	.156	.00
	Male	246	4,30			
Behavioral Value	Female	232	4,28	2.068	.039	.01
	Male	246	4,07			
Emotional Value	Female	232	4,71	1.123	.262	.00
	Male	246	4,59			
Social Value	Female	232	4,50	-1.480	.139	.01
	Male	246	4,66			
Novelty Value	Female	232	4,48	-.597	.551	.00
	Male	246	4,54			

As seen in Table 2, female tourists have a higher level of behavioral value perceptions compared to male tourists. However, it is seen that perceptions

regarding other dimensions do not differ according to the gender of tourists. On the other hand, second point examined under the scope of the study is whether differences in perceived value based on gender change when educational and financial backgrounds of tourists are taken into consideration. Therefore, factorial analysis of variance was conducted to explore the interaction effect between gender and education level on perceived value dimensions. Findings of the analysis are presented in table 3.

Table 3. The effect of tourists' gender and educational background interaction on perceptions of perceived value
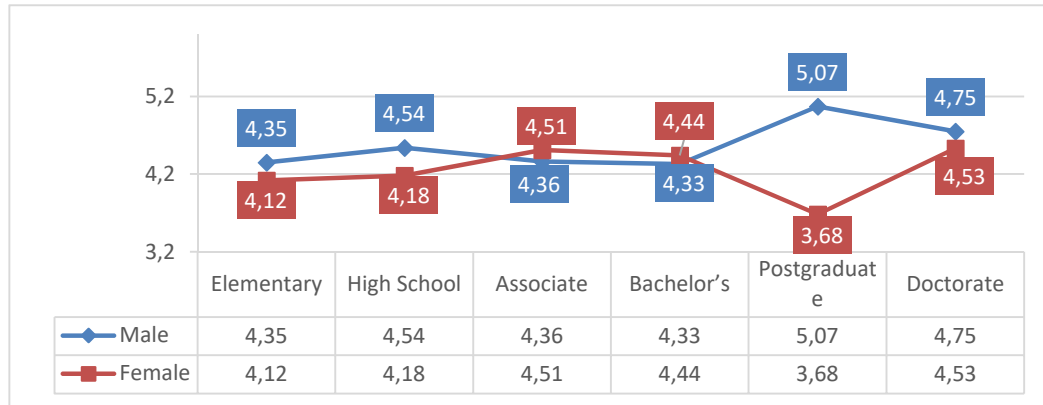
| Gender | Education | N | Mean | | | | |
			Monetary Value	Behavioral Value	Emotional Value	Social Value	Novelty Value
Female	Elementary	35	4.12	4.13	4.49	4.73	4.57
	High School	69	4.18	3.97	4.56	4.68	4.50
	Associate	55	4.51	4.19	4.71	4.76	4.64
	Bachelor's	64	4.44	3.99	4.50	4.38	4.41
	Postgraduate	13	3.68	4.06	4.46	4.90	4.69
	Doctorate	10	4.53	4.40	5.17	5.23	4.80
Male	Elementary	32	4.35	4.12	5.04	4.76	4.96
	High School	55	4.54	4.28	4.68	4.40	4.21
	Associate	63	4.36	4.31	4.81	4.61	4.75
	Bachelor's	66	4.33	4.23	4.50	4.34	4.21
	Postgraduate	12	5.06	4.79	4.83	4.78	4.60
	Doctorate	4	4.75	4.50	3.83	3.92	4.00
	df		5	5	5	5	5
	F		2.616	.511	1.412	.767	1.249
	p		**.024**	.768	.218	.574	.285
	Eta Squared		.027	.005	.015	.008	.013

As a result of the analysis, it was determined that gender and educational background interaction only have a significant effect on monetary value. The result of this interactive effect can be clearly seen in Figure 1. As seen in Figure 1, post graduate female tourists' monetary value perception is quite low compared to other education levels. For male post graduate tourists, it is the opposite, which means post graduate male tourists have a higher monetary value perception when compared to other education levels.

However, in order to statistically understand the differences caused by interactive effect, data were examined specific to female and male separately. Findings related to the analysis are presented in Table 4. As seen in Table 4, it was found that monetary value perceptions of female and male tourists do not differ in itself

according to their educational background. Also, whether there would be a difference among educational groups according to gender was examined via post hoc tests and it was determined that these groups did not perceive significantly different.

Figure 1. Monetary value perceptions of female and male tourists according to their educational background

	Elementary	High School	Associate	Bachelor's	Postgraduate	Doctorate
Male	4,35	4,54	4,36	4,33	5,07	4,75
Female	4,12	4,18	4,51	4,44	3,68	4,53

Table 4. Monetary value perception differences of female and male tourists according to their educational backgrounds

Gender	Mean						Post Hoc	F	p
	Elementary	High School	Associate	Bachelor's	Postgraduate	Doctorate			
Female	4.12	4.18	4.51	4.44	3.68	4.53		1.806	.112
Male	4.35	4.54	4.36	4.33	5.06	4.75		1.221	.300
t	.744	1,861	-.823	-.575	3,07	.300			
Sig.	.459	.065	.412	.566	**.006**	.769			

Another point examined in the study is whether interaction effect of gender and income level differentiates value perceptions. Therefore, factorial analysis of variance was conducted to explore the interaction effect between gender and income level on perceived value dimensions. Findings related to this analysis are presented in table 6.

As a result of the analysis, it was determined that interaction effect of gender and income level had a significant effect only on emotional value perceptions of tourists. The result of this interactive effect can be clearly seen in Figure 2. As seen in Figure 2, emotional value perceptions of female tourists who have €4000 and more income have a higher emotional value perception compared to other
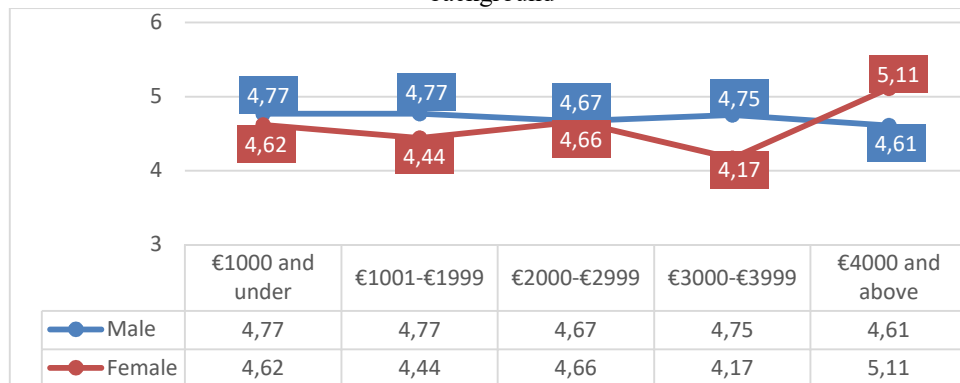
income levels. On the other hand, male tourists who have 4000 and higher income have the lower emotional value perception compared to other income levels.

Table 5. The effect of tourists' gender and income level interaction on perceived value dimensions

Gender	Income	N	Mean				
			Monetary Value	Behavioral Value	Emotional Value	Social Value	Novelty Value
Female	€1000 and under	45	4.16	4.16	4.62	4.71	4.29
	€1001-€1999	53	4.36	3.98	4.44	4.49	4.40
	€2000-€2999	52	4.33	4.18	4.66	4.71	4.52
	€3000-€3999	51	4.05	3.94	4.17	4.39	4.56
	€4000 and above	45	4.63	4.11	5.11	5.06	4.58
Male	€1000 and under	39	4.34	4.15	4.77	4.43	4.48
	€1001-€1999	47	4.46	4.30	4.77	4.34	4.25
	€2000-€2999	53	4.47	4.32	4.67	4.70	4.73
	€3000-€3999	43	4.29	4.42	4.75	4.45	4.36
	€4000 and above	50	4.58	4.21	4.61	4.55	4.93
	df		4	4	4	4	4
	F		.237	.688	2.777	.906	1.071
	p		.918	.601	**.027**	.460	.370
	Eta Squared		.002	.006	.023	.008	.009

Figure 2. Emotional value perceptions of female and male tourists according to their educational background

	€1000 and under	€1001-€1999	€2000-€2999	€3000-€3999	€4000 and above
Male	4,77	4,77	4,67	4,75	4,61
Female	4,62	4,44	4,66	4,17	5,11

In order to statistically understand the difference that interactive effect creates, data were examined specific to female and male tourists. Findings related to the analysis are presented in Table 6. As seen in Table 6, while it was determined that

emotional value perceptions of male tourists did not differ according to income level in themselves, it was also observed that emotional value perceptions of female tourists differed according to their income level. As a result, post hoc tests were examined in order to find the source of this differentiation in emotional value perception of female tourists according to their income level. In line with the result of Scheffe test, it can be indicated that female tourists who have €3000-€3999 income have a higher emotional value perception than those who have €4000 and above income.

Table 6. Differences in emotional value perceptions of female and male tourists according to their educational background

Gender	Mean					Post Hoc	F	p
	€1000 and under (a)	€1001-€1999 (b)	€2000-€2999 (c)	€3000-€3999 (d)	€4000 and above (e)			
Female	4.62	4.44	4.66	4.17	5.11	d<e	4.172	.003
Male	4.77	4.77	4.67	4.75	4.61	-	.171	.953
t	.615	1.297	.065	2.259	-2.158			
Sig.	.540	.198	.948	**.026**	**.034**			

4. CONCLUSION

Having examined the findings, it was determined that female tourists had a higher behavioral price value perception than male tourists. Therefore, destination management and marketing organizations can attribute more importance particularly to the demands of female tourists about providing information about destinations and accessing with the destination. Female tourists play a more determinant role in choosing holiday destinations compared to male tourists. As a result, females may take the responsibility of non-monetary activities such as looking for information about the destination and contacting with the destination, and consequently, behavioral price value that female tourists obtain from holiday experience could be higher. Besides, educational backgrounds of female and male tourists do not cause a significant difference in their monetary value perceptions; however, considering the tourists in general, gender and education interaction affects the monetary value perception significantly. Especially, monetary value perceptions of post graduate male tourists remarkably differ from the perceptions of post graduate female tourists. Accordingly, destination management and marketing organizations must avoid promotions that may mislead monetary value perceptions in both their advertisement inputs and creating expectations. Over-

expectation of tourists may cause the misconception of having low benefit in the frame of monetary value. This detail can especially be taken into consideration for the policies targeting at post graduate female tourists because this group has the lowest monetary value perception.

Finally, it was found that gender and income interaction directed emotional value perceptions in a significant way. Considering the findings, it can be indicated that destination management and marketing organizations must focus on product development policies that will increase emotional value perceptions of especially female tourists who have €3000-€3999 income.

In the current study, it was focused on perceived value only. However, future studies related to the activities that tourists could participate may provide more detailed information on the reasons why these perceived values are low or high. Therefore, it is recommended conducting the future studies in a way of explaining the activities that tourists enjoy.

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