

An Exploratory Study of Demographic Influences on Cruisers' Motivation and Intention

ABSTRACT

Cruise industry has been the fastest growing category among all leisure markets in global cruise market. China cruise market is growing rapidly with the travel policy released, cruise supporting facility established and the increase of cruise awareness. Unfortunately, few studies had addressed Mainland Chinese consumers' motivation and future intention on cruise. This study aimed to explore the Chinese customers' motivation and intention of taking a cruise. Both qualitative and quantitative research methods were adapted. The impact of demographics of age, income and marital status were found in cruise motivations and intentions. This research also examined how important the motivation related factors affecting future intention of taking a cruise. Theoretical and practical contributions of the study were also suggested accordingly.

Keywords

Cruise, demographic influence, motivation, intention, China.