

②  
**The Demographics and Personality Types Of Malaysian Travellers: A Study On Urban Malaysians**

**Jasper Yusof Diego**

**Bachelor of Arts in Business Management  
(Magna Cum Laude)  
Walsh University  
Ohio  
United States Of America  
1997**

**Submitted to the Faculty of Business and Accountancy,  
University Malaya, in partial fulfilment  
of the requirements for the Degree of  
Master of Business Administration**

**October 2001**

Perpustakaan Universiti Malaya



A511210496

## ABSTRACT

Tourism has been the most profitable industry in the world. It is reported to have generated US\$2.65 trillion worldwide, and employs more people than any other single industrial sector. Malaysia Tourism industry was the third largest source of foreign exchange earnings. It helped to create jobs and ultimately lead to a better standard of living.

This present study will be of significant value to the tourism operators or players as it provided detailed information on travellers' demographics, personality, and their actual travel behaviour and perceptions pertaining to domestic holidays.

The primary data was collected through four-paged self-administered questionnaires. The sample consisted of 248 working individuals, who were assumed to have discretionary time and income to invest on travelling, from the urban areas of Petaling Jaya and Kuala Lumpur. Majority of the respondents were between the ages of 20 –29 years old, earning between RM2000-3999, single and holding at least an undergraduate degree. These characteristics entailed the following behaviours. Most of the respondents seek for adventurous activities, nighttime recreations and to experience authentic local food. Additionally, they thought that to travel within the country by air is expensive and they do not have a positive attitude towards domestic holidays. Nevertheless, if they do travel within the country, it was for a short period of 1 – 3 days and mostly during the weekends and public holidays.

The study also revealed that most of the respondents belong to midcentric and allocentric personality types. These personality types were predominantly individuals from the ages of 20 –29 years, have no children, hold at least a university degree and not favourable towards domestic holidays. The minority of the sample consisted of the psychocentric types who had favourable attitudes to domestic travelling. The general demographics results were consistent with the personality types characteristics.

The study discovered vital information that most Malaysian travellers are earning an income of RM1999 and below. Individuals with high-income brackets do not like to travel within Malaysia. It is the tasks of the relevant authorities to attract these highly income group which is also the majority of the sample. It was suggested that the concerned authorities to gear their promotion strategies to cater the young, single and active individuals.

Uysal and Hagan's model of push and pull motivation tourism was used in the study to formulate the proposed strategies. Amongst the main concerns were to fulfil what the travellers are seeking during their holidays. Developments of new and improvements of the existing benefits offered were crucial to encourage them to spend their holidays within the country.

## ACKNOWLEDGEMENTS

First of all, I would like to thank God The Almighty for blessing me with the strengths and patience in helping me to get through this course successfully.

I would like to express my gratitude to my supervisor, Assoc. Professor Dr. Abdul Latif for his assistance and guidance throughout this study. The people who have helped me in the beginning, middle and end of my study were very much appreciated. Special thanks to Ezlika, Cheng-Yi and Shamsul.

I would also like to thank my friends who had not only assisted me in the fieldwork, but also in developing the research topic and questionnaire design. In particular, Mario, Mudz, Janelle, Nani, Mazlim, Akmal, Michele, Mira, Noraini, Juwita, Shah, Lalaine, Serena, Lucius, Master, Ervina and Ron. Without their help this study would not be complete.

A very special word of thanks to my cousin and also my best confidante, Jackie, who was there with me through thick and thin of my entire MBA course.

My greatest appreciation to my best friend, Faizal, whose invaluable assistance had made this thesis a great success. His endless encouragement and support throughout my whole MBA course has no comparisons.

Finally, to my parents, Datuk Yusof Diego and Datin Margaret Wilson, I would like to extend my sincere gratitude for their tireless efforts and encouragement in pushing me to get to where I am today. Coming from a poorer education background, have strengthened their beliefs in the importance of education. I would like to dedicate this thesis to all who did not have the privilege to experience the wisdom of higher education.

This is for my parents.

# TABLE OF CONTENTS

## CHAPTER

Abstract

Acknowledgements

List of Tables

List of Diagrams

	<b>PAGE</b>
<b>1. INTRODUCTION</b>	
1.1 TOURISM IN MALAYSIA	1
1.2 DOMESTIC TOURISM	2
1.3 OBJECTIVES OF THE STUDY	4
1.4 SIGNIFICANCE OF THE STUDY	4
1.5 ORGANIZATION OF THE STUDY	5
<b>2. REVIEW OF LITERATURE</b>	
2.1 DEFINITION OF TOURISM	6
2.2 UNDERSTANDING TOURISM INDUSTRY	7
2.3 CONSUMER BEHAVIOR	8
2.4 PERSONALITY	8
2.5 THEORIES AND CONCEPTS ON PERSONALITY AND CONSUMER BEHAVIOR	
2.5.1 Psychocentric-allocentric Continuum	9
2.5.2 Means-end Theory	11
2.5.3 Intrinsic Motivation And The Achievement Theory	12
2.5.4 The Attribution Theory	12
2.5.5 Crompton Cultural-Social Psychological Continuum	12
2.5.6 Schmidhauser's Work On Sociological Fulfillment Through Travel	13
2.5.7 Lifestyle And Travel Behavior	13
2.5.8 Cohen's Types Of Tourists	14
2.5.9 AIO, Vacation Travel And Demographic Characteristics	15
2.5.10 Mill and Morison's Travel Motivation Theory	16
2.5.11 Maslow's Hierarchy Of Needs	16
2.5.12 Westvlamm's Research On Travel Motivation	17

2.5.13 American Express Cross-Cultural Study On Travel Motivation	17
2.5.14 Wanderlust and Sun Lust	18
2.5.15 McIntosh And Igoeldner's Study on Travel Motivation	19
2.5.16 Iso-Ahola's Model Of Social Psychological Theory Of Tourism Motivation	20
2.5.17 Travel Motivation Push/Pull Factors	20
<b>2.3 PREVIOUS STUDIES ON PLOG'S TYPES OF PERSONALITY</b>	
2.3.1 On The Road: Backpackers In Quepos	26
2.3.2 Criteria Judging Touristic Attractiveness	27
2.3.3 An Examination Of Plog's Psychocentric Travel Model Within The Student Population	28
<b>3 RESEARCH METHODOLOGY</b>	
3.1 TYPES OF DATA	30
3.2 QUESTIONNAIRE DESIGN	31
3.3 SAMPLING DESIGN	33
3.3.1 Sample Size	34
3.3.2 Data Collection Technique	34
3.4 DATA ANALYSIS TECHNIQUES	35
3.4.1 Limitations Of The Study	35
<b>4 RESEARCH RESULTS</b>	
4.1 SUMMARY OF SURVEY DISTRIBUTION	36
4.2 DEMOGRAPHIC PROFILE OF RESPONDENTS	37
4.2.1 General Description of Respondents Demographic Profile	37
4.2.2 Cross Tabulation Within the Demographic Variables	40
4.3 PERSONALITY TYPOLOGY	
4.3.1 General Description of Respondents Personality	42
4.3.2 Cross Tabulation Between Respondents Personality and Demographic Profile	43
4.4 ACTUAL TRAVEL BEHAVIOR	
4.4.1 General Description of Respondents' Travel Behavior	46

4.4.2	Cross Tabulation Between Personality and Actual Travel Behavior	49
4.4.3	Cross Tabulation Between Demographic and Actual Travel Behavior	50
4.5	RESPONDENTS LEVEL OF AGREEMENT ON DOMESTIC TOURISM BENEFITS	
4.5.1	Demographic and the Level of Agreement on the Benefits Offered	56
4.6	RESPONDENTS LEVEL OF IMPORTANCE PERTAINING TO THE BENEFITS SOUGHT IN DOMESTIC HOLIDAYS	
4.6.1	Cross Tabulation Demographic and the Level of Importance on Benefits Sought	60
4.7	MEANS COMPARISONS BETWEEN THE LEVEL OF AGREEMENT ON THE BENEFITS OFFERED IN MALAYSIAN TOURISM AND THE IMPORTANCE OF THEM TO TRAVELERS	
4.7.1	Means Comparisons Between Benefits Sought and Benefits Offered	69
<b>5</b>	<b>CONCLUSION AND RECOMMENDATIONS</b>	
5.1	OVERVIEW OF THE STUDY	71
5.2	SUMMARY OF SIGNIFICANT FINDINGS	72
5.3	CONCLUSIONS AND IMPLICATIONS OF THE STUDY	74
5.4	RECOMMENDATIONS FOR FUTURE RESEARCH	76
	<b>BIBLIOGRAPHY</b>	77
	<b>APPENDICES</b>	
	APPENDIX: SURVEY QUESTIONNAIRE	

## LIST OF TABLES

<b>Tables</b>	<b>Page</b>
2.1	Gearing, Stuart and Var (1974) Summarized Criteria of Weights 28
4.2.1	Demographic Profile of Respondents 37
4.2.2(i)	Marital Status Vs Children 40
4.2.2(ii)	Age Vs Income 41
4.3.1	Personality Type 42
4.3.2	Personality Vs Demographics 43
4.4.1	Actual Travel Behavior 46
4.4.2	Actual Behavior Vs Personality 47
4.4.3(i)	Gender Vs Duration of the Trip 50
4.4.3(ii)	Age Vs Occasion to Travel 51
4.4.3(iii)	Marital Vs Actual Travel Behavior 51
4.4.3(iv)	Education Vs Actual Travel Behavior 53
4.4.3(v)	Income Versus Actual Travel Behavior 54
4.5.1(i)	Education Vs Costs 56
4.5.1(ii)	Education Vs Infrastructure 58
4.5.1(iii)	Income Vs Costs 58
4.5.1(iv)	Gender Vs Shopping 59
4.6.1(i)	Gender Vs Demographic 61
4.6.1(ii)	Age Vs Benefits Sought 62
4.6.1(iii)	Marital Status Vs Benefits Sought 64
4.6.1(iv)	Any Children Vs Benefits Sought 65
4.6.1(v)	Education Vs Benefits Sought 66
4.6.1(vi)	Occupation Level Vs Benefits Sought 67
4.6.1(vii)	Income Vs Benefits Sought 68
4.7.1	Paired Samples Statistics 69



## LIST OF DIAGRAMS

<b>Diagrams</b>	<b>Pages</b>
2.1 Gray (1970) Wanderlust and Sunlust	19
2.2 Uysal and Hagan (1993) Model of Push and Pull Tourism Motivations	24
5.1 Summary of Respondents Significant Relationships	72
5.2 Summary of Personality Types Significant Relationships	73
5.3 Motivation Strategies for Malaysian Travelers	75