

# STUDENTS AS A MARKETING SEGMENT FOR TRAVEL AGENCIES

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Abstract  <p>The main goal of the thesis was to find out the main decision making factors and motives, when a student, the Internet generation is the actual client that chooses the vacation. The students are classified into Generation Y based on their year of birth and the Generation Y-phenomena place the key role in this thesis. This thesis was conducted for the travel agency Matkapojat Ltd.</p> <p>In order to build up the theoretical framework, data about marketing, Generation Y and customer behavior was gathered. The main method of this Thesis was creating the survey made by Digium that was send to all of the students of JAMK. The results were analyzed based on the survey answers and it helped to discover the actual needs, values, expectations, experiences (previous travels), price and interests-the main factors when a Student is buying and choosing the particular trip or product.</p> <p>The results of the survey came as expected. It came out that the students mostly travel with their friends or partners. The main highlights are travelling once per year to a chosen destination. The motives for travel include the actual need of a vacation, new cultures, studies, activities in the destination and price. The survey is attached in the Appendices, at the end of the thesis.</p>		
Keywords Generation Y, student, Matkapojat Oy, travel agency, marketing, survey, booking, travelling		

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# 1 INTRODUCTION

During the last few years, the travel agency sector is going through a lot of challenges. The biggest challenges are due to the rise of e-commerce and the Internet generation that rather uses Internet booking services than the actual customer service, which is provided by the actual travel agents in their offices. This is a crucial matter and a big concern for the travel agencies that will have to fight for their position in the market, especially with regard to the physical appearance. The main question is: What are the ways to attract this Internet generation. Specifically, what types of products do they buy and what is their actual travelling behaviour? If the attraction cannot reach its target, then would it be any more profitable having an actual physical office to provide services to people?

The main goal of the thesis was to find out the main decision making factors and motives, when students as part of the Internet generation, as actual customers booking their vacations. The objective was also to analyse the results of the questionnaire and understand students as a potential marketing segment. Generation Y plays a key role in this thesis as the students are a part of this group. The behaviour of Generation Y is described and used as a base to understand students as a marketing segment. This knowledge is needed in order to properly analyse the behaviour of students as customers and to create the right travel products to attract this potential segment. The marketing aspect in this thesis is extremely important and the factors that lead into creating a marketing segment group before creating a product and marketing mix for the target group, thus in this research applying to Generation Y.

This thesis was assigned by the travel agency Matkapojat Oy. It is done for the company to understand the student as the marketing segment and to help them in developing and creating the new student products. In order to reach the main goal of the thesis, the main method used was to create a questionnaire for the students to find out about the travelling behaviour of this group. In specifically to survey all the students of the JAMK University Of Applied Science, Jyväskylä to collect data about Generation Y and to introduce marketing from the point of view of the customer segmentation and customer behaviour of Generation Y.

## **2 MATKAPOJAT OY**

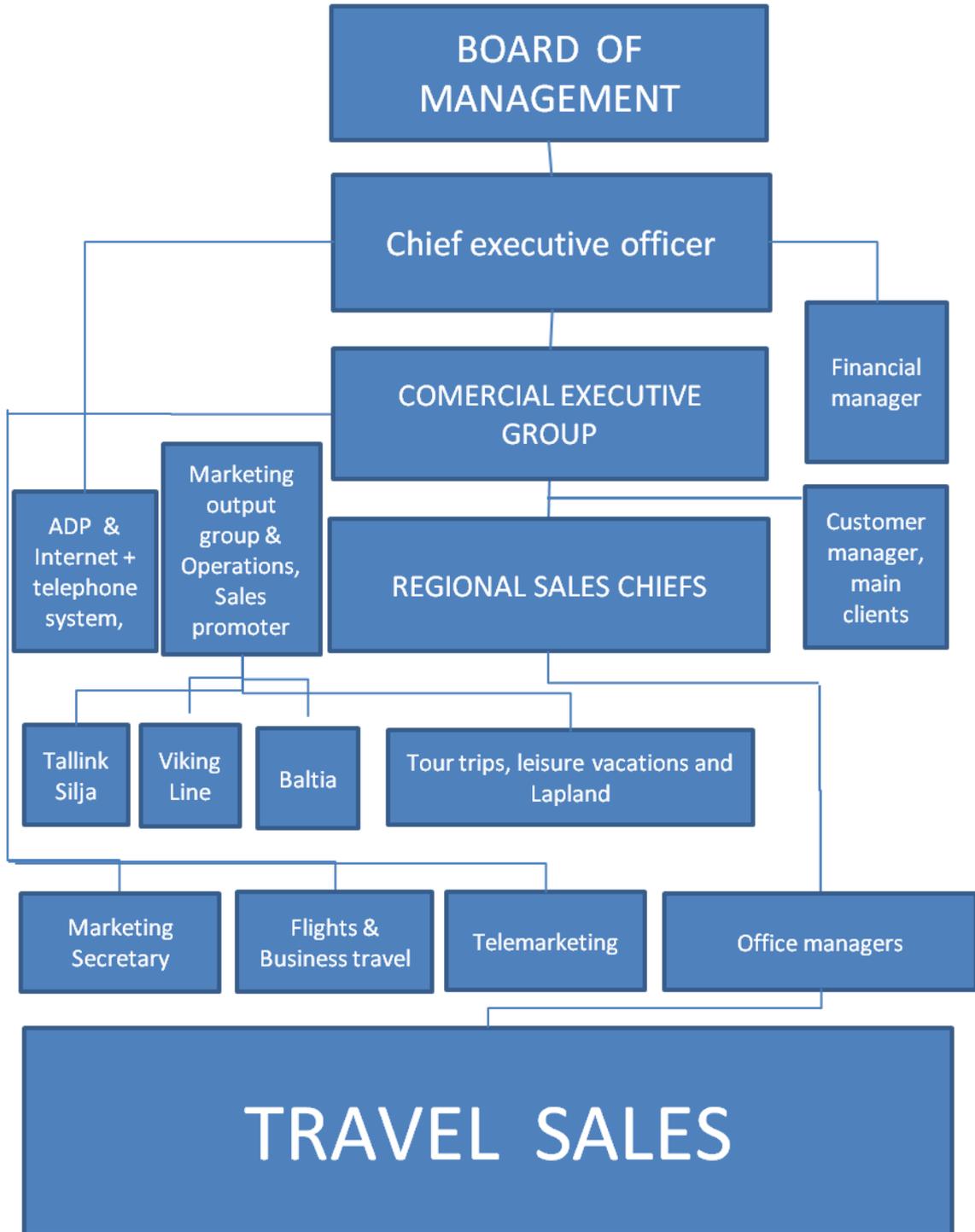
### **2.1 History of the company**

The travel agency Matkapojat Oy began its activity in 1976 in Vammala. It all began when five young family members decided to offer the Finnish people a chance to get to know their home country simply by travelling by bus. The idea was pushed forward and these men decided to create bus trips not only in Finland but also to Europe. Because of this huge interest in travelling, the company was called Matkapojat /Travel Boys.

The products of Matkapojat Oy got very popular in a very short period of time. Finnish people got really excited about the trips, since the products that the company offered were first package products (bus, fair, hotel etc.). Another aspect that made Matkapojat so successful was the family values that the company brought to the market. It made the company trustworthy and reliable.

### **2.2 Corporate representation**

The organizational structure of Matkapojat Oy is represented in the figure below. According to the figure, Matkapojat is run by a board of management, which consists of the chief executive officer, commercial executive group, financial manager and customer manager that are in co-operation with the marketing secretary, flights and business travel and telemarketing department. Another important group is the marketing output group, operations and sales that work with the main product providers like Tallink Silja, Viking Line, Baltia, Tour trips, leisure trips and trips to Lapland. The regional sales manager's works in close contact and support office managers, who supervises the work done in the office.



**FIGURE 1.** The organisational structure of Matkapojat Oy (Matkapojat Oy Personnel Manual).

## **2.3 Values of the company**

According to the personnel manual of Matkapojat, the core values of Matkapojat are family values, liability of the products and knowledge of the customer needs. The family values that company brought in to the tourism market made Matkapojat trustworthy and reliable. Another thing that the company is emphasizing on is the training and professionalism of the staff. The company keeps updating the information with daily emails, but also with the special info meetings such as trips and seminars. Meetings with the main co-operators for example Radisson Blu or Viking Line are also well known and arranged at least once or twice a year.

The company pays attention to customer feedback and collects it once a year as the results are analyzed. The customer feedback is very valuable for the company it constantly develops itself in order to succeed. Since 1976 the company has become one of the biggest travel agencies in Finland. They have 18 travel agencies around Finland and their own sales line where you can call and inquire about the trip and also reserve it.

## **2.4 The products of the company**

The main products that Matkapojat offers are their own production product, which are the whole package trips that includes bus, fairy or hotel in many destinations in Europe. The company is offers hotel packages, spa packages of different lengths (weekend, 5-days and 1 week), cruises to Stockholm and Tallinn with Silja Line and Viking Line, Ruska trips, trips to Alps etc. The company is selling also separate group trips, which means that they are making the offers for certain amount of groups and organizations with special prices and programs. The customer tells what the group prefers to the service provider and the travel agent prepares a travel offer for the group. The company is also selling different types of luxury cruises (all around the world) such as Cristina Cruises. Another thing that Matkapojat is selling is products of Aurinkomatkat and Sembo. Sembo is Matkapojat's own travel webpage that sells products to far away destinations, European hotel trips and special type of vacations. Matkapojat is also selling products of Detur and Hispania.

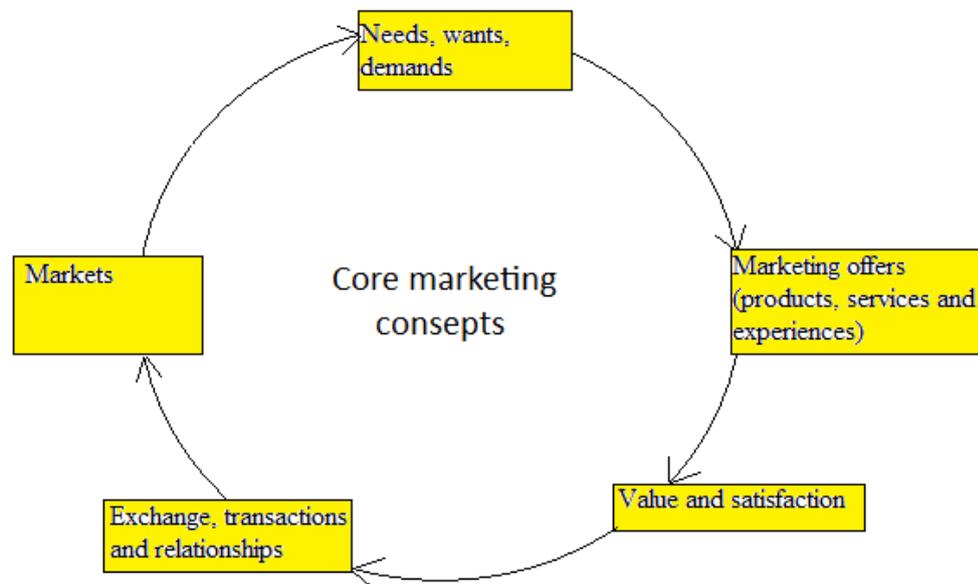
### **3                    MARKETING SEGMENT: FROM THE CUSTOMERS NEED POINT OF VIEW**

The objective of this part was to figure out the main reasons for segmentation in marketing and how it is specified for different customer groups. The aim of this chapter is to shed light on how to create a marketing segment, what is related to it and why it is important for the sake of the right product to be created for the main research target group: Generation Y. Generation Y is not an easy target group to please that is why this chapter explains the core concepts of marketing and how the human behavioral factors affects the buying behavior of every individual, including Generation Y.

#### **3.1                    What are the core concepts of marketing?**

Marketing is defined as a managerial and social process in which the group and individuals obtain they needs and wants through creating and exchanging products and values with others. The marketing concept means achieving organizational goals by determining the needs and wants of target a market which should bring the desired satisfaction more efficiently and effectively than the competitors do. (Armstong, Kotler, Saunders & Wong 2005, 6-7, 16.)

The core concepts of marketing are:



**FIGURE 2. Core marketing concepts (Armstrong, Kotler, Saunders & Wong 2005, 6).**

All the concepts shown in the figure above have to be taken into account in order for the marketing to be successful. The cycle starts with the needs, wants and demands that create a need for a specific product that the particular segment requires. This leads to marketing offers, in other words products, services and experiences created especially for this segment, fulfilling their needs and wants in a solution called product or service around the product, for example event tickets for a concert and the sales service for it. (Op.cit. p. 6-7.)

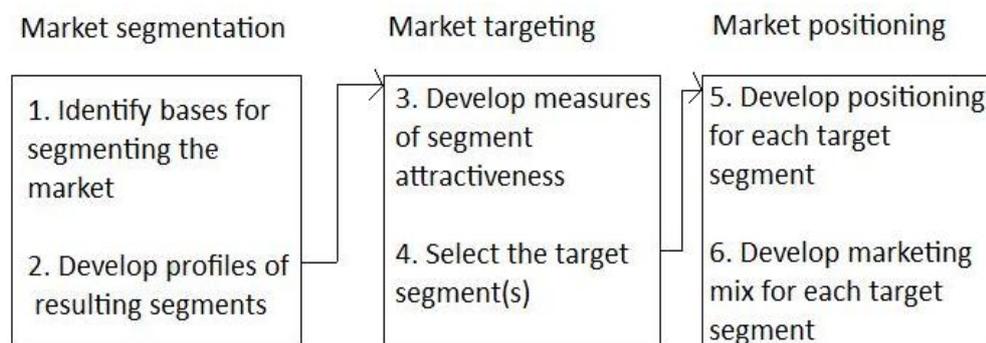
The product value and customer satisfaction comes, when the customer segment receives the product and gives feedback for the new product or service. The customers are the main critics when a new, specified product becomes available they will assess the overall capacity of the product and compare it to their needs, wants and demands. A value assessment can sometimes also be based on a specific label or previous experiences and expectations. If the buyer is dissatisfied, the products itself will lose its value and the marketing will fail.

The exchange, transaction and relationship are probably the most important aims to achieve in marketing. The exchange process itself is an act of getting something desirable from someone by offering something in return, which leads to transactions to be made. In this case, it means that the customer buys a product and the company gains profit. A transaction usually includes money, but not always. It can also be an exchange of different products between neighbors, friends and others. The most important part is creating a relationship between the customer and the company. The aim of relationship marketing is to create a maintaining, value-laden and strong relationship between customers and company that will last for the longer time and give benefits for both parties. (Armstrong, Kotler, Saunders & Wong 2005, 10-11.)

### 3.2 Market Segmentation

The meaning of market segmentation is related to market targeting. In order to create a product and a special way of marketing to an exact target group, the company needs to know the market segment and its specifics. The market segmentation consists of distinct groups of buyers with different behaviors, characteristics, needs and age which may require separate products or marketing mix-ways to target the segment. (Armstrong, Kotler, Saunders & Wong, 2005, 391).

The figure below explains the processes and elements of marketing:



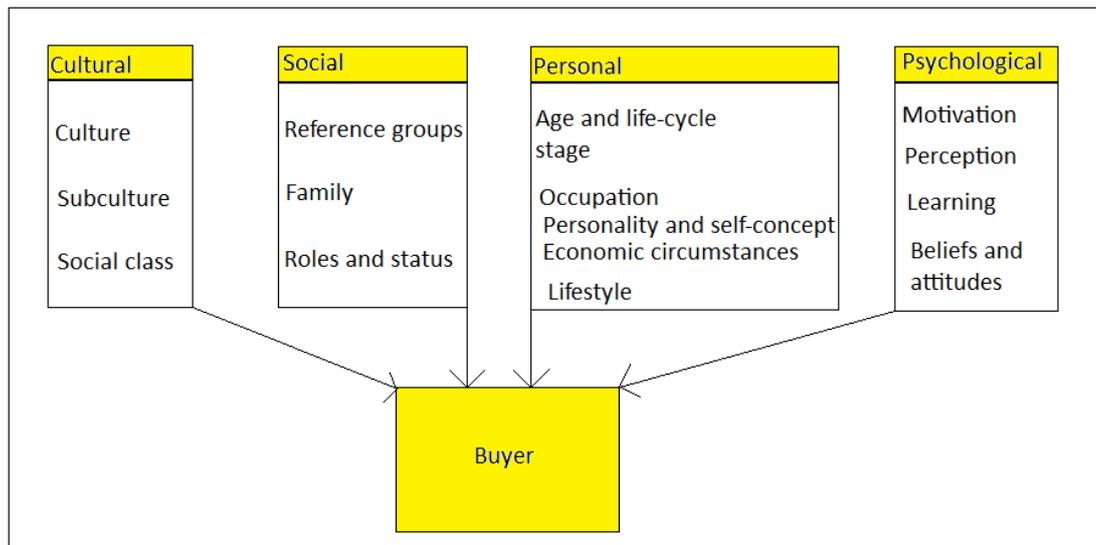
**FIGURE 3.** Six steps in market segmentation, targeting and positioning (Armstrong, Kotler, Saunders & Wong, 2005, 391).

The first step of the process is to evaluate the bases when segmenting the market. In other words, the company needs to identify the different social groups of the society and acknowledges the different ways to segment the market and develop already existing marketing segments. The company recognises that the buyers' different needs, perceptions and buying behaviours and fulfils them. Market segmentation leads to the next step, which is market targeting. Market targeting means the process of measuring the attractiveness of each market segment and selecting a segment to enter. The company targets and chooses the attractive market segments and enters the markets with the specific product made for that target market. (Op.cit. p. 391.)

The next step is market positioning, which means that the company has to create a detailed marketing mix (the way of how to market) and set the competitiveness positioning for the product so that it can be competitive with the other, similar products that already exist in the market. When choosing Generation Y as the target market, the company must be customer oriented and know the needs of this generation since it is not an easy customer group to please. Generation Y is so technically oriented that the products must meet their standards and give something extra in advance. The company can make a huge use of the technical orientation of Generation Y and try to reach them through the Internet and different Social Medias. The company should also consider that the most important "marketing" between the Generation Y itself is through word-of-mouth. A good way to make the Generation Y interested or to get their attention is to create a good marketing program, focusing on advertising that will make the Generation Y discuss the product between them. (Op.cit. p. 393.)

### **3.3 Characteristics affecting consumer buying behavior**

In order to understand customer behavior and to be able to analyze it, the company has to understand the characteristics of the customer that builds up the image of the customer, who the individual exactly is and what does he/she value. In order to create a customer segment, there is a need to recognize the individuals first and then locate them to one customer segment group that has lots of characteristics in common and can be used as a segment to create a product for and to market to.



**FIGURE 4. Factors influencing the behaviour of the buyer (Armstong, Kotler, Saunders & Wong 2005, 256.)**

The figure above implies that the cultural factors sets the basic of perceptions, values, manners and wants learned by being a member of society, behaviours learned in the family, social circles and so on. The culture creates every individual and moulds the perception of the image. The culture gives the base for what it is believed to be healthy, fit, beautiful, ugly, cheap, and expensive and so on. Each culture contains smaller subcultures which every individual belongs to. Subcultures usually mean a group of people sharing the same value system based on the same beliefs. The subculture groups include religions, nationalities, geographic regions and racial groups. (Armstong, Kotler, Saunders & Wong, 2005, 256-258.)

A social class means that the society is divided into well-being groups based on the economic situation or their position. In addition, the social class is divided into social members that share the similar values, behaviours and interests such as family, social role -groups, where each member has a special status. The social factor is based on the different roles that we share in different social circles. A role can be that of a student, mother, father, daughter, son, friend, class member, team member, member religion etc. The social sector directly influences the behaviour of the person, because of the social and interactive contacts and defines to which group the individual belongs. This sector also includes the aspiration group, which means the group that the individual would like to belong to or to become one of them. Good examples of this are pop icons and football player that the individual relates to. (Op.cit. p. 259-260.)

The personal factors are also very significant, since they affect on the personal needs of the individual and categorise him into a specific customer segment and market segmentation. The personal factors are age and life-cycle, occupation or profession, economic situation, lifestyle, self-concept and personality. The age and life-cycle are definitely some of the most important factors because they relate to the taste, needs, wants and goals. The life-cycle determines the status of the individual, for example if the individual is married, divorced, or single, in a relationship or if he has children. The economic situation is also very relevant, because it puts a limit to the cost of the product in order for the customer to purchase it. This means that the economic situation affects the product choice of the customer and the product price of the marketer, which must be competitive with the other market companies. In addition, the lifestyle of the individual has an impact on the goals and interests of the customer. The customer can be interested in music, sports, games, movies and other entertainment activities and this determines who he is and what type of product will be interest to buy. (Op.cit. p. 259, 262-265.)

The marketers should also be aware of the customers' buying roles that exist in every market segment. According to Armstrong, Kotler, Saunders and Wong (2005), the consumers buying roles are:

- Initiator
- Influencer
- Decider
- Buyer
- User

The initiator is a person that first suggests the idea, activity, travelling, goal or a product of buying a particular product or service. This can be the head of a group, class, a parent etc. The initiator usually co-operates with the influencer. The influencer is a person, who advice or supports the buying decision of a group or another person. This can be a friend, salesperson or a specific enthusiast of some kind of entertainment. The decider is a person, who makes the final buying decision or any part of it. The decision is mainly about whether to buy, what to buy, how to buy and where to buy it. The buyer is the person who makes the final purchase of the product.

Once the decider decides about buying the exact product the buyer is usually the one who will pick up the product. The user is finally the person who will actually use the product of service purchased by the buyer. (Op.cit. p. 262.)

When it comes to Generation Y, the theory supports the fact that the Generation Y hardly make any buying decisions on their own, but it is the social circle that supports the whole choosing and buying process. To Generation Y, the value of the product comes from other members of the Generation Y: from their interests, from what type of products do they own (phone, computer, camera, iPod etc.), from what type of social media they use or from what are their goals for future purchases. In addition, the hobbies and participants of the different sports activities as well as the technological items owned by these group members create the value of which company's products or services are "hip" (Nike, Adidas, Apple, Nokia etc). The marketing of these products as well as the owners of the product have a huge impact on Generation Y since they want to become like their "cool idols" and follow in the footsteps of them. The more respected and the popular person advertising the product the better it sells (for example David Beckham, Lionel Messi, Katy Perry etc.). Generation Y also relates to people of their own age so if the product or service is advertised by a person of their age, they will most probably purchase it.

## **4 GENERATION Y**

Generation Y is a very important term of this thesis. In order to prepare the exact research questions, it is essential to understand this certain group, since they are the main focus of this research. In order to create to a correct marketing segment for this generation, the marketers need to know the values, needs and behavior of this target segment. The research focused on the students, which are considered Generation Y. Generation Y is a very relevant phenomenon that has been studied closely in recent years. It refers to people born after 1979, which means that the students belong to this phenomenon, since most of them were born after 1980's. This birth date varies though depending on the researcher and different studies. In order to create the most relevant research questions, it is important to understand this phenomenon. This part explains and presents Generation Y's behavior, way of thinking, historical aspects, marketing, travelling habits, influence of the world and environment that they were raised in.

#### 4.1 Definition: Who is Generation Y?

When thinking about Generation Y, its origins must be understood. Generation Y refers to the population group in the born somewhere around 1976 to around 2000. The term Generation Y comes from the US. They are sometimes called echo boomers, because some of them are the children of baby boomers. This also means that some of the Generation Y children, especially those born in the late 1980s or afterwards, may be as well the grandchildren of the baby boomers. This group is often called as the Millennials, the Internet Generation, and the abbreviated Gen Y or Gen Y'ers. The Generation Y birth date is not exact. It varies depending on the research and the researchers. The gap from which year it exactly begins and where it ends is definite. (Ellis-Christensen 2011.)

Pendergards, Benckendorff and Moscardo (2010, 3) states that Generation Y is not just one big developed group, but is actually divided into three smaller groups arranged by the year of birth. The first group, Generation Y and its members were born between years 1982 - 1985. The next group is called Millennials or Milgens and the members of this group were born between years 1985 - 1999. Furthermore there is the iGeneration, where the members were born between 1999 and 2002. The iGeneration is not related so closely to the Generation Y, because it belongs to its own group called Generation Z. Mrs.Pendegards (2010, 3) explains that the Generation Y also shares some common traits with the Generation X. As a conclusion, it is clear that the Millennials are the central group and exhibits mostly the certain characteristics of the Generation Y. (Pendergarst, Benckendorff & Moscardo 2010, 3.)

Since the Generation Y is a special business attraction for the marketers, there is a special online travel guide, which is YNomad that has created a tourism term for Generation Y travelers called Nomad. The Nomad means anyone between the ages of 8 and 28, who wants to travel the world. According to YNomad, Generation Y consists of people born between 1982 and 2002 and the definition of YNomad means anyone who likes to travel. The YNomads have created an open blog for anyone, who is interested in travelling and they are arranging adventure tours, travel accommodation and travel guides. (The Online Travel Guide for Generation Y 2010.)

## 4.2 Common traits that defines Generation Y

Generation Y is a generation that has lived in the age of the Internet, cable television, globalization, September 11 and environmentalism, which affects the way they are today. The most influencing impact on the Generation Y is their social circle that usually consists of 3 to 8 friends. The Generation Y rather bases their decision on what the social circle values and has experienced than making their own independent decision. (McCrindl 2003.)

Pendergast, Benckendorff and Moscardo (2010, 7) specifies that Generation Y's definition of a friend means usually a member of network and maybe even unknown to the individual. The global digital technology creates a new environment to Generation Y and the world is truly a playground for this generation. This has also changed the information cycle. Since the loss of boundaries sharing knowledge and information happens through channels such as World Wide Web or social network sites like Facebook. (Pendergarst, Benckendorff & Moscardo 2010, 7.)

Generation Y is influenced strongly by the media: TV, Internet, virtual gaming and music. It is very aware of the social situations like the economic crisis, unemployment rate, increasing housing costs, crime rates as well as the body and facial appearances. Additionally, Generation Y is the first generation that experiences the era of transitioning from industrial to information-based culture. In another words, the members of Generation Y was born into the Information Age meaning that spending most of their time around the TV or Internet screen, being well accompanied by ITC. (McCrindl 2003, 2-3; Pendergarst, Benckendorff & Moscardo 2010, 6.)

The values of Generation Y are much more open-minded. According to the research of McCrindl (2003, 3) of Generation Y: "Asserts that any philosophy, religion, or practice is as valid as any other as long as it doesn't hurt anyone else, and it is tolerant of the beliefs of others". This means that the Generation Y is very respectful and their core values will not only concern them, but also the whole community. They want to be understood, accepted, respected, and included. The Generation Y also values family, true love and happy, deep relationships. McCrindl (2003,4) strongly underlines that Generation Y works hard to live up to what their peers expect of them, and their

self-esteem often rests on how well regarded they are in their group or sub-culture. (McCridl 2003, 3-4.)

Generation Y has observed their parents of getting the rewards of hard work, such as houses, cars, and material wealth and that has made this Generation really material oriented. They are also the most entertained generation of teenagers ever. Still they have seen the downfall of the success as well. The broken marriages, absentee parenting, and an epidemic of stress related illnesses affect this generation very strongly. (Op.cit. p. 3).

When it comes to finances, Generation Y does not have any financial commitments and mostly spend their incomes on travelling, food and entertainment. On the other hand they are credit-dependent, as well as financially depended on their parents on a later stage in their life compared to previous generations. Compared also to Generation X (that lived with the “pay upfront” approach, when it came to finances) Generation Y is definitely an uncertain spender, with short-term wants and which mostly rely on credit. It is more tempted to use money on the newest technology, the most popular travel destinations and entertainment than previous generations. (McCridl 2003, 3-4; Pendergarst, Benckendorff & Moscardo 2010, 8.)

According to McCrindl (2003, 4) Generation Y is looking for more than just a consumerism experiment. When this generation decides to accept a job, it pays attention to training, management style, work flexibility, staff activities, and non-financial rewards. The salary comes in sixth place of the most important things, when getting a job. The young people of this generation work to live and do not live to work. A job provides income and with income, they decide what they want to do. Generation Y searches for fun and entertainment, quality friendships, and fulfilling a purpose, as well as spirituality. This shows that whatever the Generation Y does, it has to have a meaning. It is a cause-seeking generation, which can be environmentalism, social issues, human rights, or volunteering with young people getting increasingly involved. This generation is also very cautious about the community values and tries to match them no matter what. (McCrindl 2003, 3-4.)

How does one then communicate better with the Generation Y? The biggest difference between Generation X and Generation Y is that Generation Y is more eager to experience and relate than to learn and react. When communicating with the Generation Y, the connection must be sincere and spontaneous, because Generation Y wants to be respected and understood. The Generation Y is also technologically very advanced, thus the message must be relevant since this generation is visually educated and entertained. Communicating with Generation Y requires: vulnerability, genuine interest, openness and most of all the understanding to one another. When it comes to teaching the Generation Y it is relevant that the environment in which the teaching will happen is relaxed. This leads to more conducive discussion and gives the learning experience to Generation Y. As McCrindl (2003) states: “Once we have a foundational grasp of their characteristics, communication styles, and social attitudes, we will be well equipped to effectively impact this enormous and emerging generation.” (McCrindl 2003, 7-8.)

### **4.3 Generation Y and travelling**

Moscardo and Benckendorff (2010, 23) states that there are plenty claims about Generation Y and their travelling, but only little evidence that would support these claims. However there are two contradicting approaches. The first one claim that Generation Y wants to travel more than other generations, and the second one claim that Generation Y actually wants to travel less than the other generations. Those, who claim that the Generation Y travels more than other generations refer to different empirical studies made by organizations such as World Youth Student, Educational Travel Confederation or Student Travel Confederation. (Moscardo & Benckendorff (2010, 23.)

The surveys made by these organizations had a restricted sampling to the respondents, who had either verified that they plan to travel in the nearest future or had travelled in past, and were placed on the mailing list of the travel organization. There were several series of studies made from different years by Eurobarometer (1989) about young Europeans among 15 to 24-year olds, which indicated a decline in international travel. According to the survey made for residents in major cities of Japan (by Japanese

Tourism marketing in year 2008) international travel has declined among respondents that were in their 20s. (Op.cit. p. 23.)

There appears to be no evidence to support claims whether Generation Y travels more than the previous generations. However, studies about the nature of Generation Y conclude that there may be a change in that over time. The studies by the Canadian and American Youth Travelers shows that there has been a growth in tourism of the youth and students that have started travelling more often to wider destinations and wanting to go through more cultural and social experiences. This group is also using the Internet to collect their information about destinations and booking their trips. The study shows that the focus of youth and students lay on a personal indulgence during the holidays. It is more centered into shopping, fine dining, outdoor participation, sport activities, music related events, independent travel and the travel closer to home. (Op.cit. p. 23.)

The study also found an increased preoccupation concerning local cultural events and more frequent, but shorter trips spending more time in one country. The youth and students are also more concerned about the social and environmental aspects. As a conclusion, it must be said that despite all the research, there is not enough information about Generation Y and its connection to travelling. There are more claims and theories than the actual data that would support it. Moscardo and Benckendorff (2010, 25) underlines that in order to have a reliable research, it should be noted that Generation Y not represent only a tourist or traveler, but also can be a tourism staff and managers, entrepreneurs, policy makers and hosts. (Op.cit. p. 25).

#### **4.4 Marketing to the Generation Y**

In order to reach the Generation Y, it must be known exactly what to look for. It is not enough to leave the advertisement in the magazine or newspaper, since this generation is the first the generation born into global and digital technology. The question is how to reach them.

According to Fields (1999) only in U.S we have 71 million “Millennials” that spend over 200 billion dollars annually and will replace the baby boomer generation. This is

described to be a generation as the most optimistic generation ever, which refuses to work, if the job itself would not bring them joy. This Generation not only believes that miracles are possible, but cares about the well being of the earth and servicing the community. When looking at the successful marketing, Fields (1999) picks up these certain companies as an example of successful marketing to the Generation Y: Apple, Jet Blue, Trader Joes, Jones Soda, Mountain Dew, and Red Bull. These companies understand the four areas Generation Y considers before purchasing a product or service. These are: cheap cost, good quality, fast service and an “experience”. It is pointed out that the success of these companies brought the simple, straight contact with this generation by simply asking them a direct question: What do you want? (Fields 1999.)

Nowadays, when living in an age, where information is everywhere, it must known that the Generation Y community is very selective about whom do they listen to and the most important voice for them is the voice of another member of Generation Y. The main ways of communication between Generation Y are: text messages, YouTube, Facebook and other social networks. The Generation Y does not want to be told what to like nor do, they want to experience instead. When the marketer wants to be taken seriously and respected by this generation and wants his/her products to be bought by Generation Y, he/she should consider these events as a marketing field: concerts, extreme sporting events, movies, hiking events, video games and video game competitions, Mashup, Social networking sites or tattoo parlors. Beyond all of these, the most important element that Generation Y respects is authenticity. The core is to talk “with” Generation Y instead of talking “at” them. (Op.cit.)

The Generation Y truly is the biggest Generation in the U.S. history and has selective style to pickup what they need. There are three advices on how to reach Generation Y. First of all a so called “a street team” needs to be built, in other words it is good to create a social network that would works between the company and Generation Y as well as within Generation Y. Secondly, as a corporation, there should be an awareness of the passion of Generation Y about causes and the desire to have an influence on the world. According to Diversity Inc, Generation Y was undeniably the biggest reason why America elected its first black president or why companies like Tom’s Shoes are popular among Generation Y just because they can easily give back as they consume. Finally, the companies should start using the latest technologies with advertisement

such as on mobile advertising and e-commerce. Generation Y is technologically oriented that they never leave home without their own mobile phones. An example of this using Ad Age that claims: “one-quarter of Facebook’s 400 million users access the site through mobile devices; this set is twice more active than non-mobile users.” (Male 2010.)

## **5 RESEARCH METHODS**

### **5.1 Research as a quantitative method (survey)**

Quantitative research is conclusion and theory based, and the observational material is collected by numerical measurement. The target group is usually a group that fits the expectation of the research, and the information collected is expected to be reliable and trustworthy. The raw data is later analysed and the variables emerged are turned into the tables and statistics. (Hirsjärvi, Remes & Sajavaara 2007, 136).

The main method of gathering data in this bachelor`s thesis is a questionnaire directed to all students of JAMK University of Applied Sciences. The quantitative method was chosen, because the questionnaire was made for over 1000 students and the desired results were numerical. The hypothesis and questionnaire were created based on the theory of Generation Y. The questionnaire was made with the Digium-program, and through Digium it was sent to all email addresses of JAMK students. The student list was later sent back to the author, after which the research permit was received from the management of JAMK.

Digium is a browser-based software program that was purchased by Jyväskylä University of Applied sciences with the licence to be used by students. The main goal of Digium is to collect data and feedback from chosen interest groups, using a questionnaire fast and more efficiently. (Digium - easy data collection and fast reporting 2011.)

The Digium process starts with getting the user code which is owned by the Jyväskylä University of Applied sciences. The teacher in question responsible for the workspace

and usage of Digium and adds student to a workspace in the Optima environment where the student receives all the instructions. There is only one user code for everyone so the student has to book a session in a special schedule calendar when using the Digium.

The students create their own folder in Digium workspace where the survey is prepared with questions, turnout etc and sends it to the target group by adding the email addresses to the program and setting a time period for responding. The Digium Software immediately informs of the responses and the duration of the questionnaire can be adjusted. Before the research survey has a final close up the author is able to send the remind-message to all of those respondents who didn't either complete the survey or respond to it. After closing the Digium workspace researcher can choose the format of the survey questions, arrange them into preferable tables, statistical figures and so on.

## **5.2 The implementation of the research**

Before the questionnaire, data was collected. The target group was chosen and in this research the target group is Generation Y referring to JAMK -students. This target group was chosen, because the age group of the students in JAMK was matching the Generation Y birth years. The research was supported by Matkapojat Oy, who provided the topic for this thesis and planned to use this research results in planning their product development. Matkapojat gave 10 gift cards to be raffled among those answered the questionnaire, which worked as an incentive to bring answers in. In order to collect the data from the students, the research permit was needed from the board of JAMK. For this, a form and research plan was filled. It took over a month until the research permit came. Along with the research permit an official email list of the students of JAMK was provided.

The goal of the questionnaire was clear since the beginning and the elements of what was needed and wanted was determined. The marketing aspect on how to create a market segment and target the group was very important, since the human behavior was the factor that divides every individual into the segment groups, which would be targeted by the marketers in different ways. The collected theory about Generation Y

was based on the previous researches concerned with the travelling habits of the Generation Y and with the historical facts of who Generation Y really is.

To prepare the questionnaire, questions regarding the research were formed and added to the Digium -program. The questionnaire was sent to all the students of JAMK through their school emails. The student list provided by the board of JAMK was presented in the Excel-format. The students had a one week time to answer the questionnaire in which they also were taking part in the lottery. The questions were asked in Finnish and in English in order to collect as many answers as possible and to give the opportunity for students (including foreign students) to participate in this research. The amount of questionnaires was 1549 and the final amount of answers received was 379. This amounted to 24 % of the questionnaires sent, which was fair amount by standards. One of the reasons the results reached to this amount was because incentive, which was the lottery.

## **6 FINDINGS AND RECOMMENDATIONS**

### **6.1 Opinions and analyses of the results**

In this section the most significant questions will be analysed. Additionally, the whole research questionnaire and its results are in the attachment. The survey included 22-questions. They were all multiple choice questions, with three to five optional answers and the respondents chose the best possible answers among all the options presented. Some of the questions are also categorical, which made the respondents choose only one category, for example a gender. The Likert-scale (scale of importance from 1-5) was also used in some of the questions which made the respondent determined about the thoughts, attitudes etc. There were no open questions in the survey. All the data was provided by Digium, and most of the figures were turned into SPSS-tables to make them more efficient and readable. The response rate is 24%, which means that 379 out of 1549 students responded to the survey.

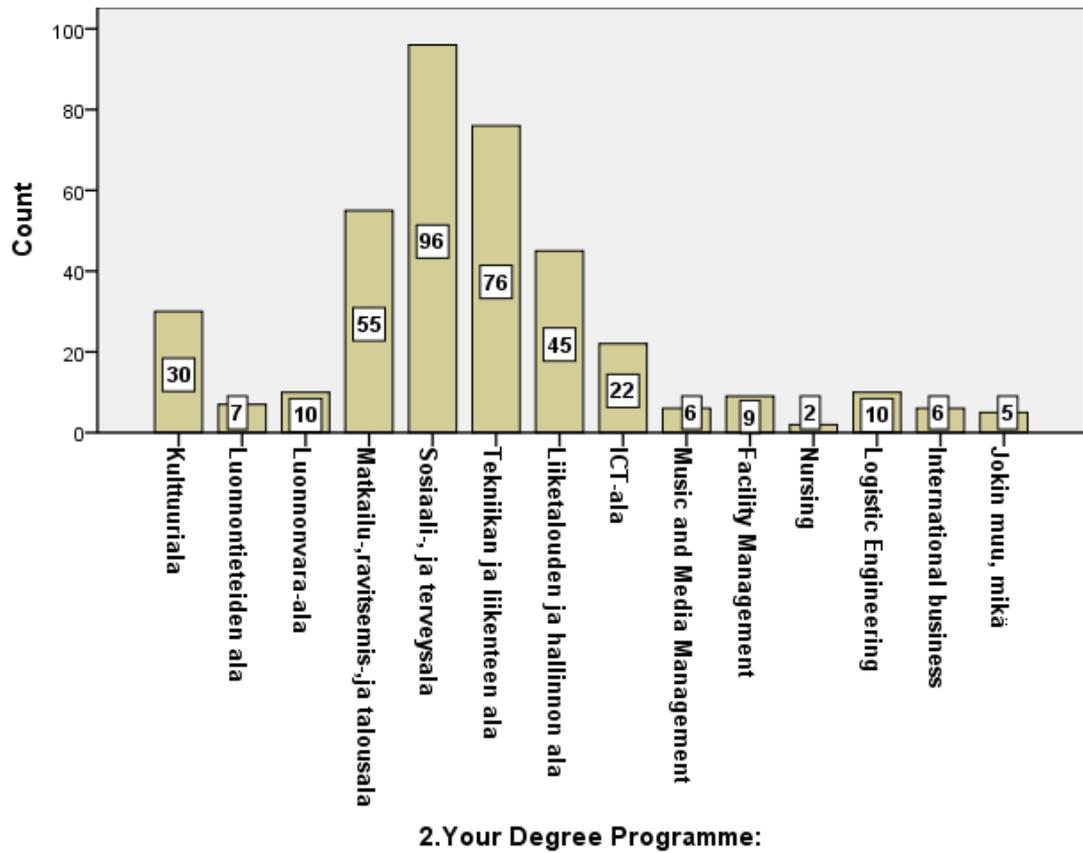
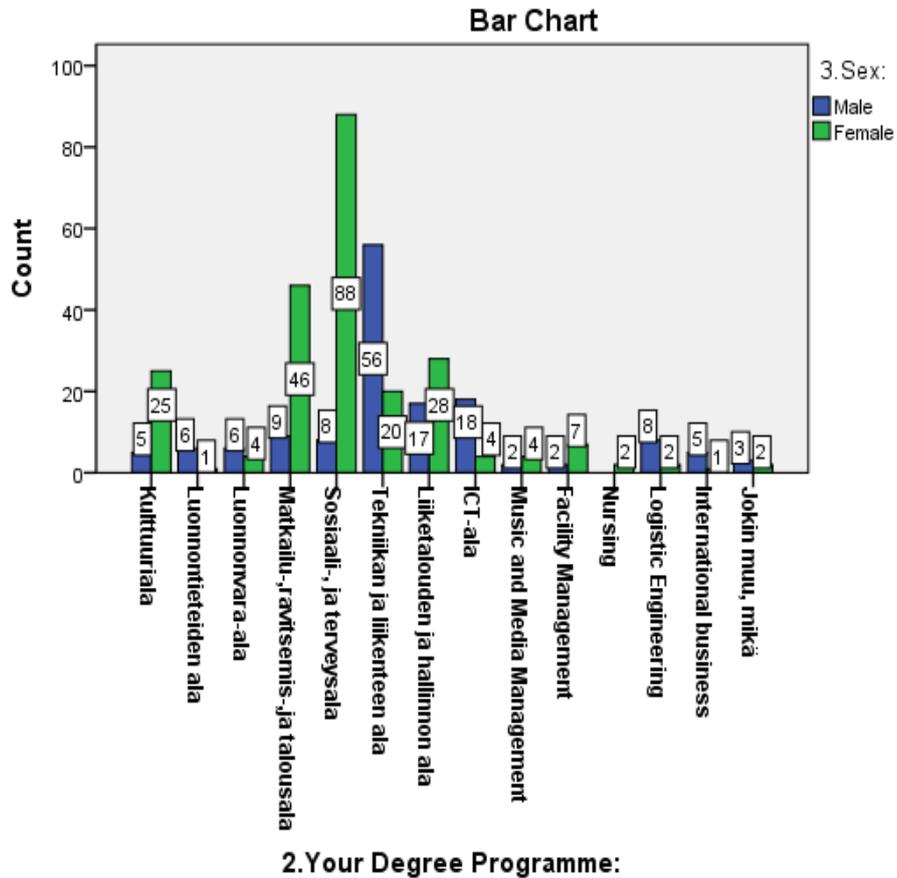


FIGURE 5. A canvass of the degree program.

TABLE 1. Other respondents to the survey.

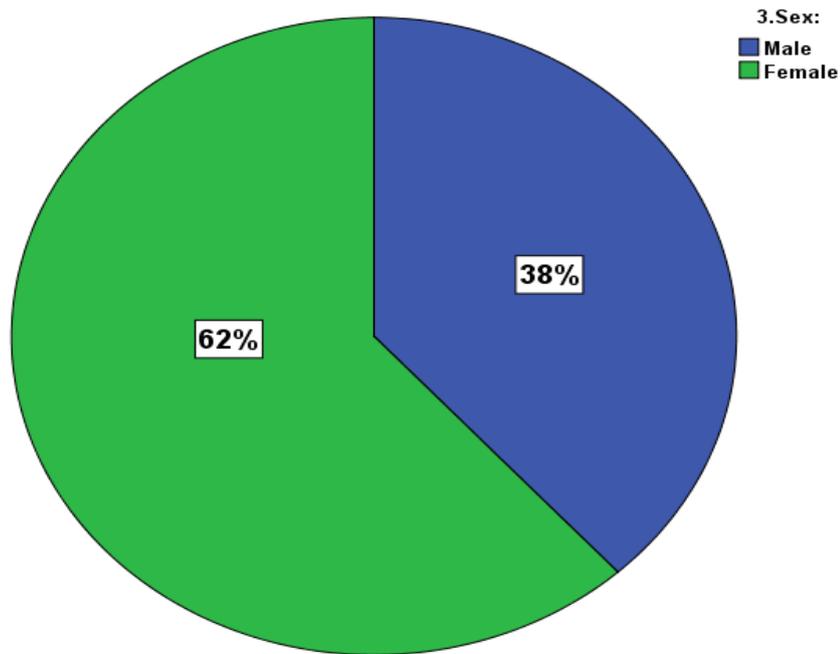
Your Degree Programme: <i>Jokin muu, mikä "Jokin muu mikä" vaihtoehdon vastausteksti</i>	
	Frequency
Valid:Persons	379
Juha Lindroos	1
Liiketalouden kehittämisen yksikkö, Tiimiakatemia	1
Viestintä	1
Yrittäjyyden kehittämisen koulutusohjelma, Tiimiakatemia	1

Referring to table 1 and figure 5, the goal of the question 2 was to locate and determine the degree programs of the students as well as the volume of it; finding out the differences between not only the gender of the respondents, but also their interests in travelling. The most of the respondents studied in the Finnish degree programs, such as the Sosiaali- ja Terveysala, Tekniikka ja Liikenne and Matkailuala, as well as Ravitsemis- ja Talousala.



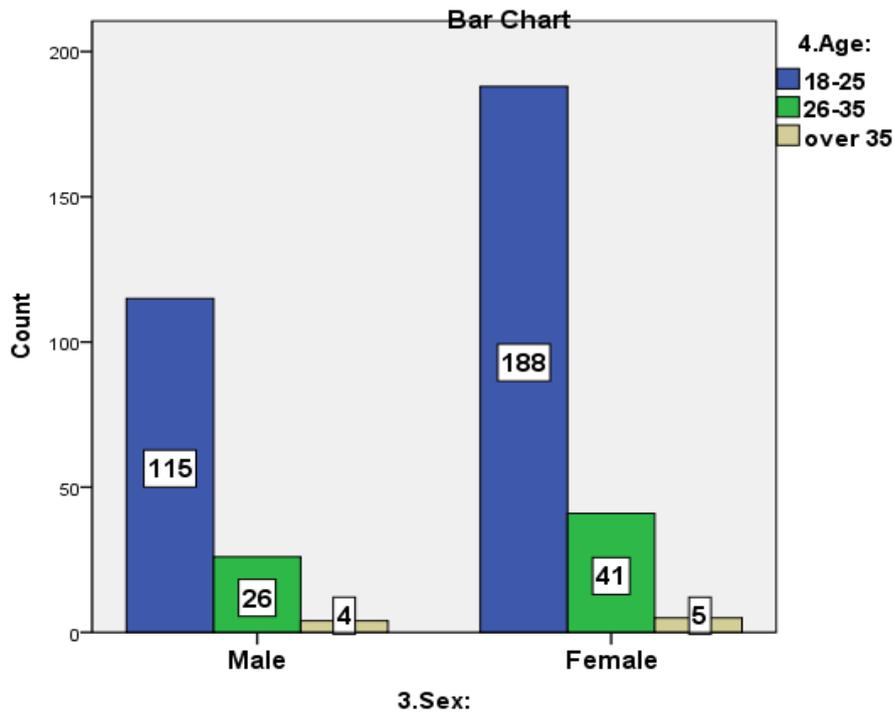
**FIGURE 6.** Determining the sex among the students of all study programs of JAMK.

The relevant point concerning the question 2 and 3 (figure 6) was to know how many of the respondents were male and females and how it is divided from different study programs. The sex determines later the nature of the answers in the questionnaire, especially when thinking about the type of vacation the individual (either a boy or a girl) prefers or with whom do they travel.



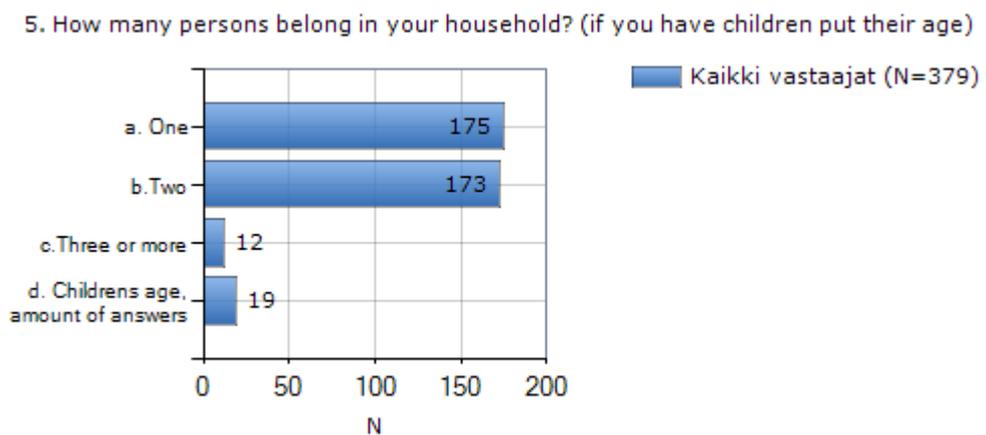
**FIGURE 7. Determining the gender percentage among the respondents.**

The figure above shows most of the respondents were female, which amounted to 62 % of the total figure. This means that the girls are more into “making a difference” by taking the questionnaire and are more eager to answer the questionnaires than boys. However, when looking at the figure, it can be said that it depends on the study profile of the person, because in the Tekniikka and Liikenne -program most of the respondents were male and it can be assumed that male individuals are more into this profile of studies.



**FIGURE 8. Age distribution according to gender.**

The age of the students was divided more or less as assumed. As seen in the figure above, most of the respondents were between 18 and 35 years old, but as expected most of the students, who answered were between the age 18 to 25. The age gap between the sexes was not too wide or significant and it cant be credible since most of the respondents were female and its hard to determine the exact scale of the gender of the students in the whole JAMK.

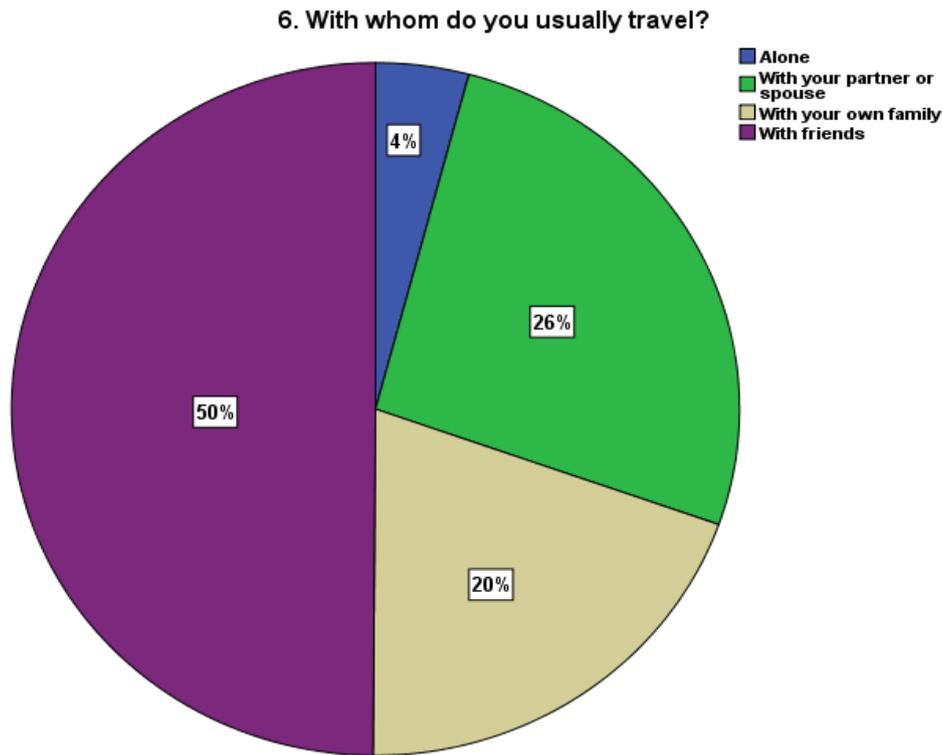


**FIGURE 9. Amount of persons living in the same household.**

Most of the respondents live either alone or with two persons in their household, which also gives the direction to assume with whom do they travel with. It also gives the idea of the life style and a life situation of the students of JAMK between the ages of 18-25. Some of the JAMK students are already parents and that is why in their household the answer can be found for the third question: Three or more persons living in the same household. According to figure nine, the total amount of children in the questionnaire was 39 (19-answers) and in table 2 the exact age of the children of those students, who answered the questionnaire can be found. The information for this question provided is essential to collect in order to know the type of vacations that these young families would choose as well as the amount of parent students already compared to those that are not.

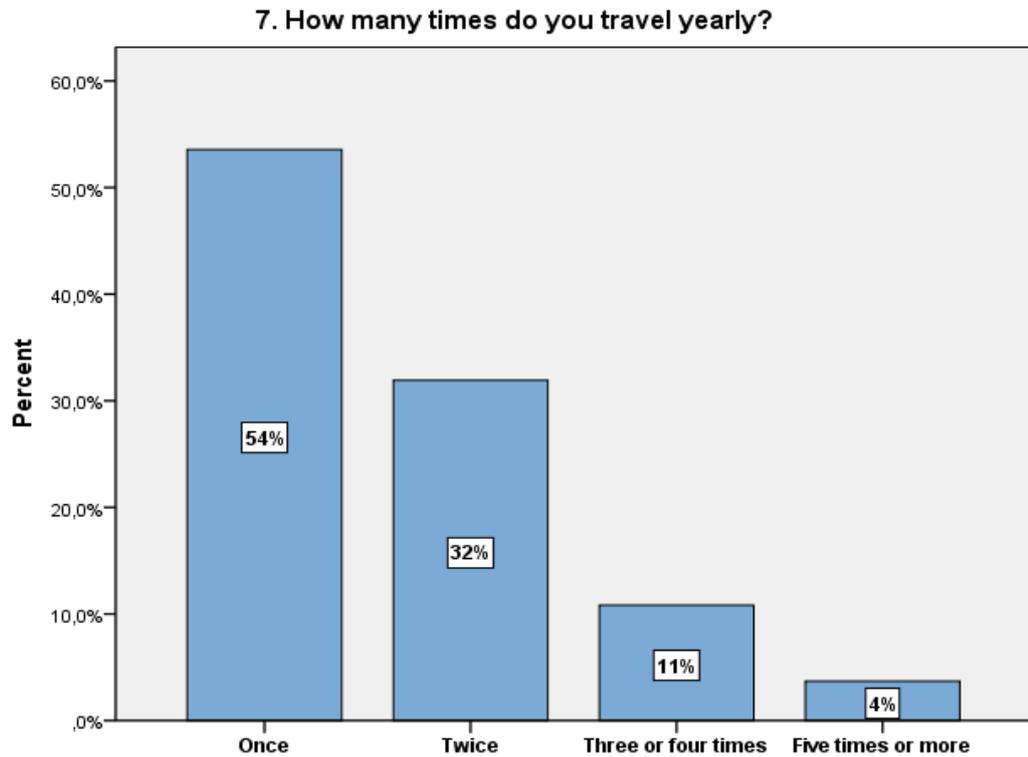
**TABLE 2. Age and amount of the children in the household.**

AGE	Amount
0-6 months	4
1 year	3
2 years	1
3 years	5
4 years	5
5 years	5
6 years	1
7 years	2
8 years	1
9 years	2
10 years	4
13 years	3
14 years	1
15 years	1
16 years	1
Total	39 children



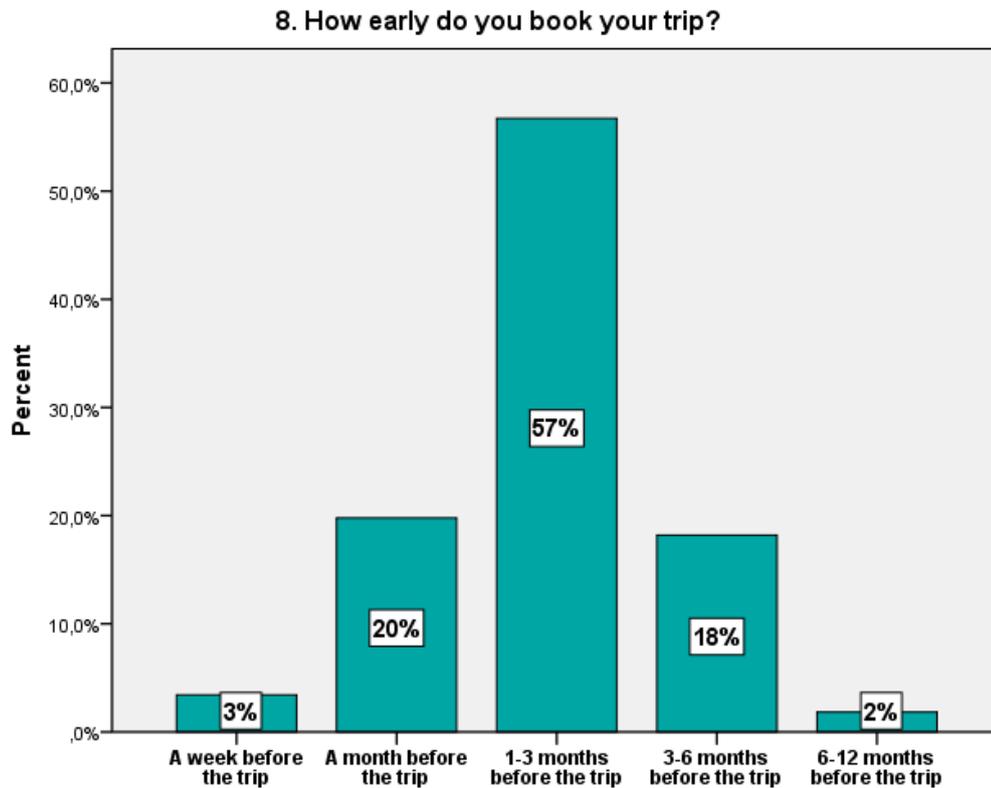
**FIGURE 10. Information regarding the travel partner of the JAMK -students.**

Another very important of the research is to find the travelling habits of the students of JAMK. In order to create a new demand product for this specific group of Generation Y, it is essential to know with whom are they travelling with and how often the travelling occurs. Figure 10 shows that 50 % of the students travel mostly with their friends, which support the theory of McCrindl. Since the mutual understanding is so important to Generation Y, the students of JAMK also proves this theory to be true, in specifically enjoying travelling mostly with their friends and classmates. Another person with whom the JAMK students happen to travel with is a partner or spouse. This depends of course of the personal situation of the student whether is in a relationship or not. The third significant answer, which amounts to 20 %, stating that JAMK student also travels with family. Unfortunately this question does not specify, whether the student means his/her own family (children, wife etc.) or parents, siblings etc. Based on the previous question though, it can be assumed that the family that was meant here is referred to the students own family: the partner and children, but of course it is impossible to out rule the possibility that the student also travels with his parents and siblings.



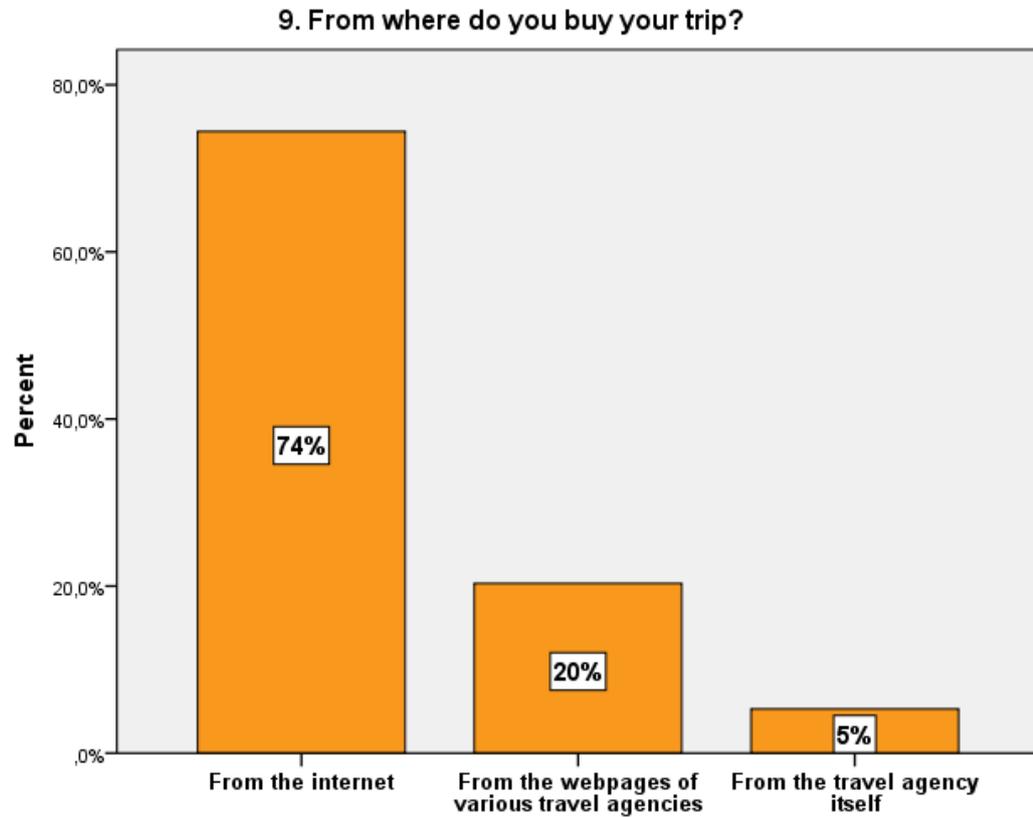
**FIGURE 11.** A representation of yearly student travels.

As seen from figure 11, most of the students either save for one, good presumably enjoyable vacation (over 54% of the JAMK -students) or travel twice per year (32 %), which assumingly means a bigger type of vacation at first and some cruise or other smaller trip as a second travelling destination. Of course there are also those that can travel even three or four times per year, but those groups are much smaller ranging from 4 % - 11 %. When thinking about the student life, the main two times of travelling happens during the vacation and Christmas break, which are the best times to travel.



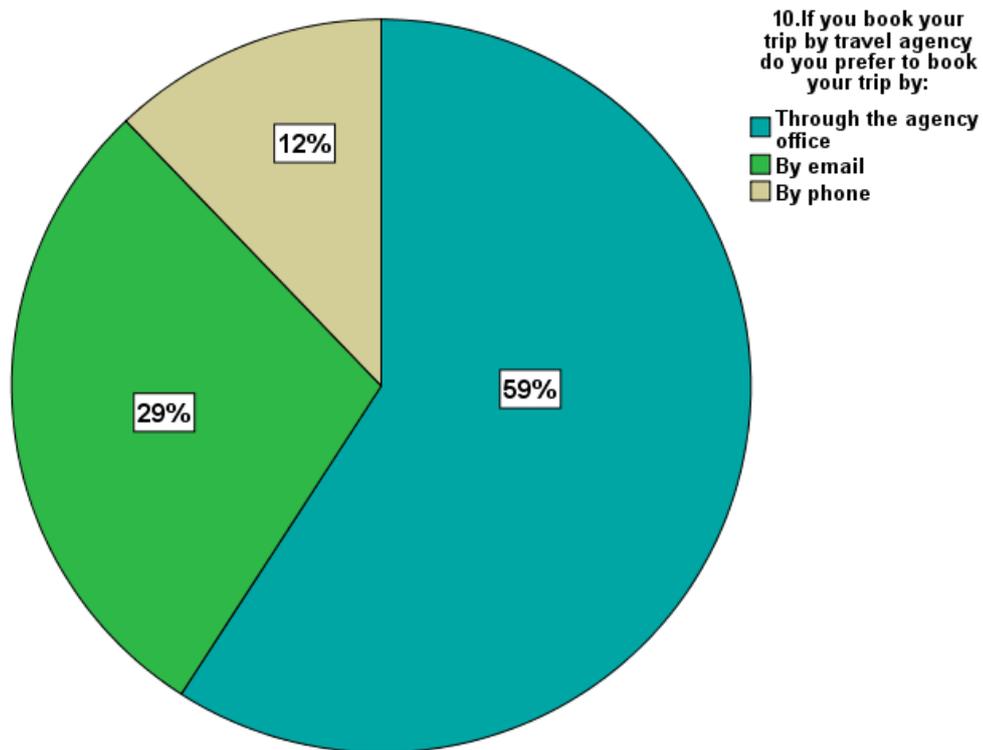
**FIGURE 12. How early students book their vacation.**

The question from figure 12 provides very important information, because it is essential to know when the student as clients book their trips, especially for the travel agencies. It seems according to the answer provided by this question that the students leave the booking quite last minute, because 57 % of them book the trip only a month or few months before the actual trip. It also noticeable that the students plan the destination for their vacation earlier, but leave the actual booking quite late, just before the trip. The second most common group 20 % of students actually books their trips only a month before the trip happens. This also tells that the students are quite flexible with the actual booking date and the reason to this might be the exam schedule or the schedule of the part time job, which also affects the decision making of the actual departure. Ultimately the students are divided into well planned and organized travelers that book their trip in a very early stage (the 3<sup>rd</sup> group of the figure above), mostly book their trip already 3-6 months ahead and to those that are relaxing and are not in a hurry to book their trip.



**FIGURE 13.** The ways for the students to book their trips.

According to Field and McCrindl (2003), Generation Y is very Internet and web-oriented and the Social media is also very popular among those belonging to Generation Y, which this questionnaire also confirmed. The results were very clear as over 74 % of the students book their trips via the Internet, and 20 % of the students through various travel agencies. Only 5 % of the students book their trip from an actual travel agency office. This proved that the students are really well acquainted with the different Internet shopping solutions and also trust the booking system of the travel agencies. The students follow the market and also compare the prices of the trip between travel agencies generally, students are very price and saving oriented due to the limited income.



**FIGURE 14. Booking methods by the travel agency.**

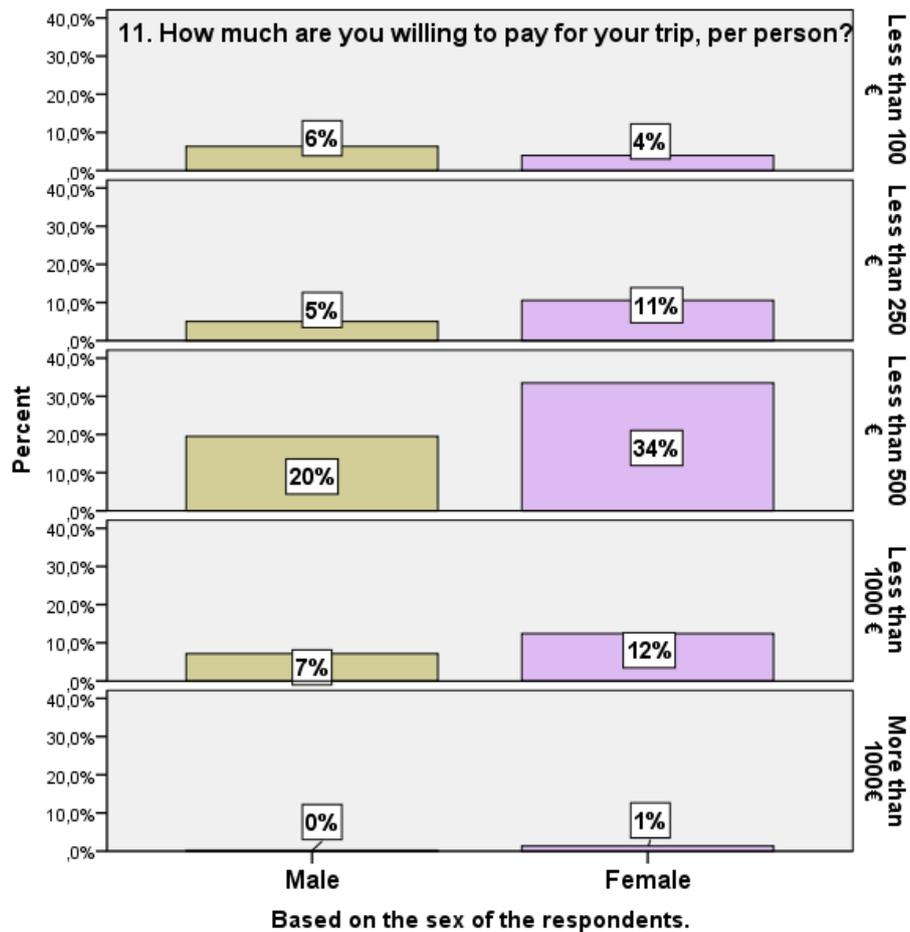
Eventhough the students of JAMK representing Generation Y are very weboriented, they still prefer to do the actual booking face-to-face. With over 59 % of students decided to book their travels through the agency offices themselves, the answer comes forward as pretty convincing. This shows that no matter the weborientation and easiness to book the trip through the Internet, the GenerationY still values good services and interaction with the service provider. Figure 15 shows that over 29 % of the students of respondants were also interested in contacting the travel agency office by email, which affirms to the hypothesis how Generation Y is accustomed to the web as tool to communicate with other people and to handle their matters though the web. This shows the trust and simplicity of the students to use the web in every matter.

On the other hand the evergrowing weborientation shows the conforming attitude towards commercing through the Internet, since some of the students would rather avoid the direct meeting with the service provider and do things the easiest way, simply by sending an email. On a phsycological point of view, the web as a tool may have a large, negative impact on the students, because of the easy contact in arranging things through the web. In another words in future the Generation Y will never get used to dealing with the actual service providers, because they simply never needed the service of the service providers. The behaviour also shows a lack of respect to the work of the actual service provider or travel agency by simply never facing them directly. This also means that the Generation Y is too attached to their own computer than actual socialising. The problem is that in the future, the meaning of actual physical travel offices will be endangered with continuation, because of this process that has begun already. Only 12% of the students would actually call to book their travel so this means that the “old fashioned methods on contancting the agency” are not important for the students.

**TABLE 3. Cross tabulation count.**

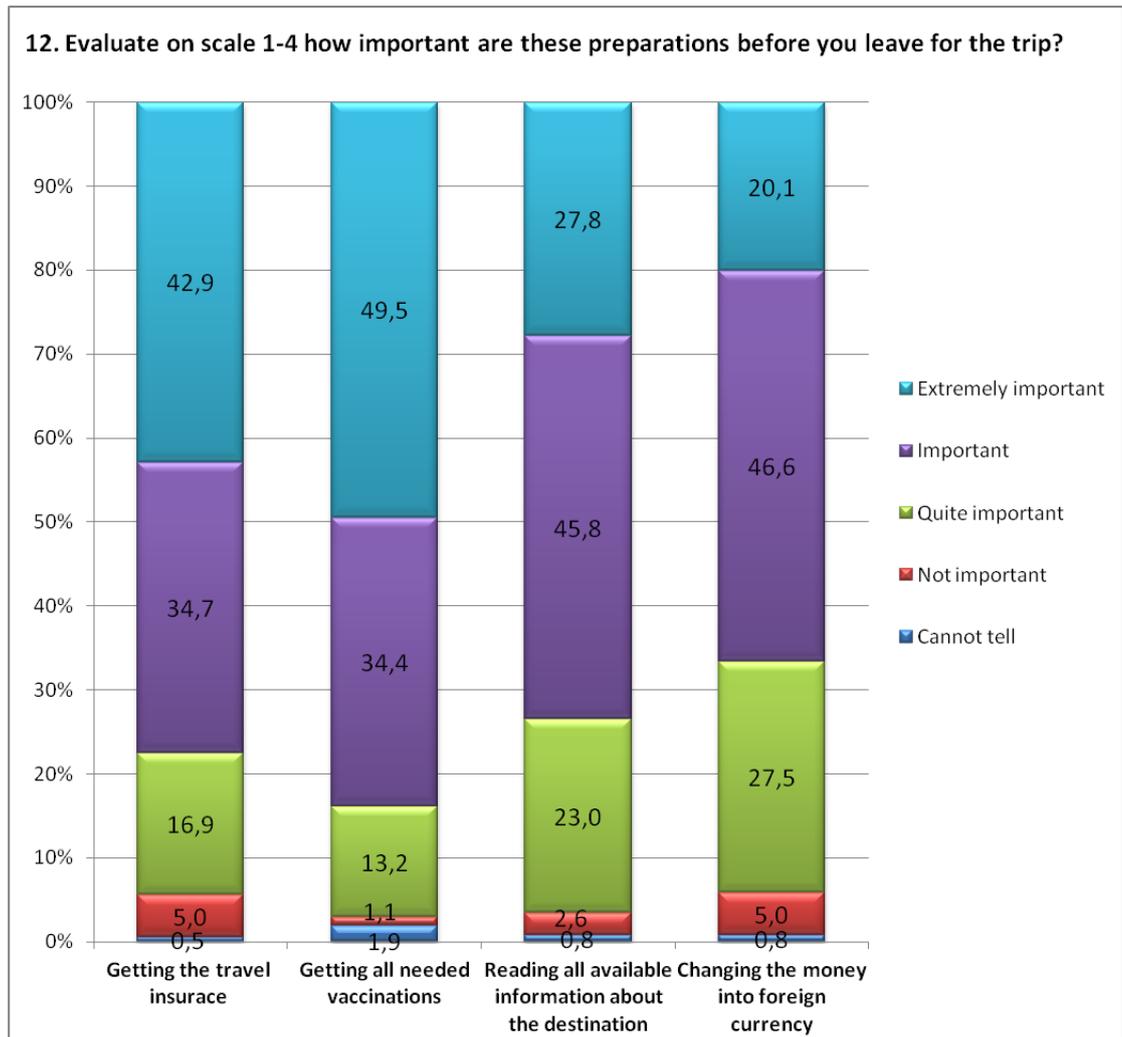
	<b>11. How much are you willing to pay for your trip, per person?</b>					Total
	Less than 100 €	Less than 250 €	Less than 500 €	Less than 1000 €	More than 1000€	
Sex: Male	24	19	74	27	1	145
Female	15	40	127	47	5	234
Total	39	59	201	74	6	379

The table above shows by number how much the students (divided by their gender) are actually ready to pay for their trip. The same table is represented below in the graphic way (figure 15). It can be seen that there is a significant difference, when it comes to spending money for the trip between the genders. The most popular amount of price for the vacation among both sexes is when the trip costs less than 500 € per person. Only one was ready to spend more than 1000 € for the trip. 27 out of 145 males were ready to spend less than 1000 € for the trip. Among females 5 out of 234 were ready to pay more than 1000 € for their trip and 47 of the females were ready to pay for their trip less than 1000 €.



**FIGURE 15.** Travel costs distribution between genders.

According to this information the females of Generation Y are ready to spend more for their actual vacation than the males itself. This shows that the females value more the quality of the vacation even if it is a bit more expensive. Males on the other hand are willing to pay only for the main necessities and get the trip as cheap as possible. Both males (20%) and females (34%) preferably spend for their trip less than 500 € per person.



**FIGURE 16. The most important factors when preparing for the actual trip.**

The colours from represents the importance of the factors when preparing for a trip. The following colours give the importance and the meaning to the different statements in question 12.

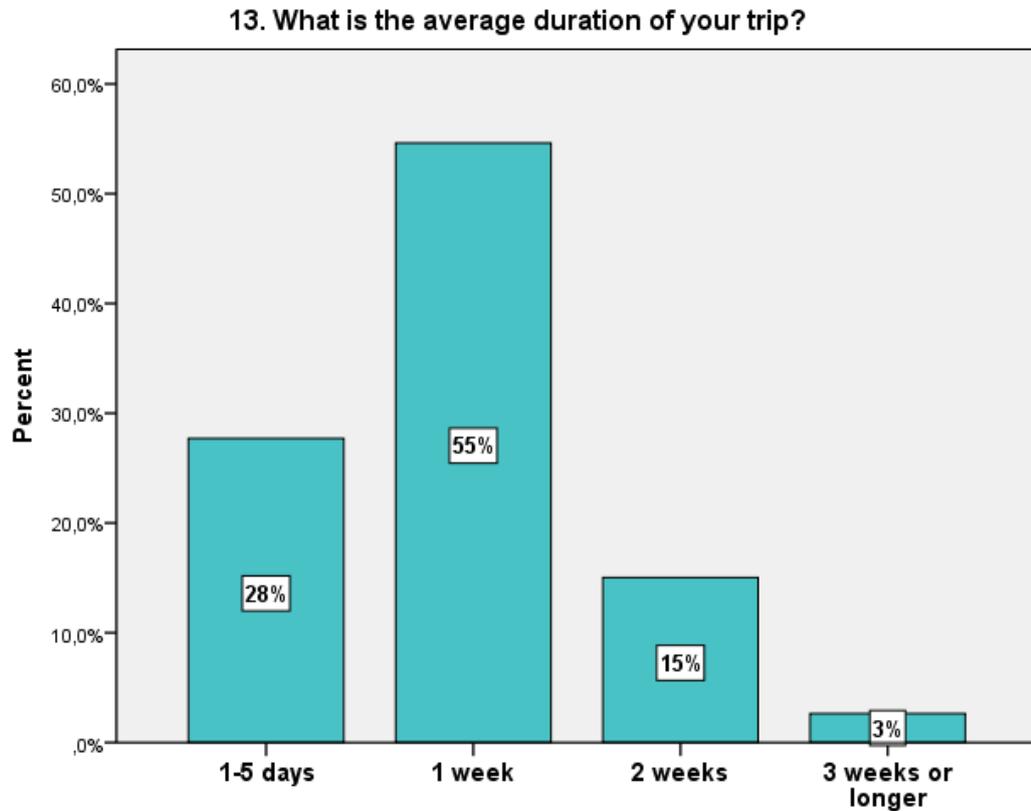
- Dark blue = The student can't tell the importance of the following statement
- Red = The student feels that following statement is quite important
- Green = The student feels that the following statement is important
- Purple = The following statement is extremely important to the student
- Light blue = The student cant estimate the importance of the given statement

The main purpose of question 12 was finding out the meaning of the preparation before trip, which of the following the Generation Y values the most: getting the travel insurance, getting all needed vaccinations, reading all available information about the destination and changing the money into foreign currency. The first statement (the left column in the figure 16) "Getting the travel insurance": 42, 9 % of the respondents felt that getting the travel insurance is extremely important; 34, 7 % felt that it is important; 16, 9 % thought that its quite important and 5 % of the respondents couldn't estimate the importance of the insurance during the travel.

The second statement (second column from the left side) "Getting all needed vaccinations": 49, 5 % of the respondents felt that is extremely important; 34, 4 % felt that getting all needed vaccinations is important; 13, 2 % felt that it is quite important; and 1, 1 % of all respondents couldn't tell the importance. The third statement "Reading all available information about the destination": 27, 8 % of the respondents thought that it is extremely important; 45, 8 % of the respondents thought that it is important; 23, 0 % felt that it is quite important and 2, 6 % of the respondents could not estimate the importance. The final statement "Changing the money into the foreign currency": 20, 1 % of the students felt that it is extremely important, 46, 6 % felt that its important, 27, 5 % of the respondents though it is quite important and 5, 0 % couldn't estimate the importance.

When looking and analysing the answers (based on extremely important responds) to question 12, it can be noticed that the most important preparation before the trip is the health aspect, which turns into action by getting all needed vaccinations that the destination requires. 49, 5 % of students thought this is extremely important, thus showing maturity and the moral value core as well. The second most important aspect is getting the travel insurance, which shows that the Generation Y is also preparing themselves to "what if."-situations and it proves that students are aware of possibility of losing their luggage or other possessions and are prepared for that by getting the travel insurance. The third aspect is that the Generation Y value in their preparations before the actual trip, which can mean that reading all available information about the destination leading the students into creating some the expectations about his vacation and checking possible activity possibilities of the chosen destination. For example the student will look for pictures, maps and any available information concerning the destination. Most probably the student will collect information about the trip already

before booking or choosing the destination. Additionally, the less important aspect for students (20, 1%) is changing the money into the foreign currency before the trip so that they can easily do their activities in the destination.



**FIGURE 17.** The most common duration of a trip.

As shown by figure 17, question 13 indicates the most common duration of a trip, when the Generation Y travels on their vacation. The most popular duration is one week, which was chosen by 55 % of the respondents. The second most popular duration is 1 - 5 days, which 28 % of respondents chose and the third most popular duration of a vacation is two weeks, which 15 % chose. Only 3 % of the students chose the option of three weeks or longer, which may indicate that a trip that long can either be too long for a student in the same destination, too expensive or the students prefers to do another travel/split the vacations to some other destination. The question 7 from figure 11 showed that 32 % of the respondents travel at least twice per year and this may indicate that the students prefer to travel shorten trips to two different locations and therefore, have their holidays twice per year.

13. What is the average duration of your trip? Based on sex of the respondents.

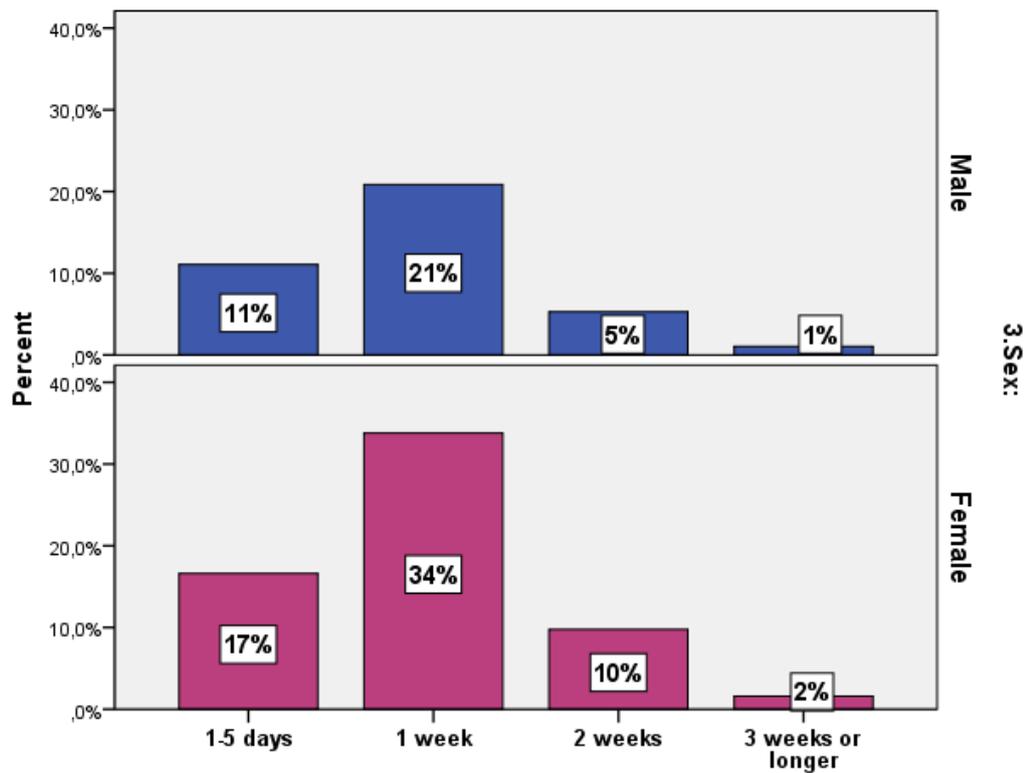
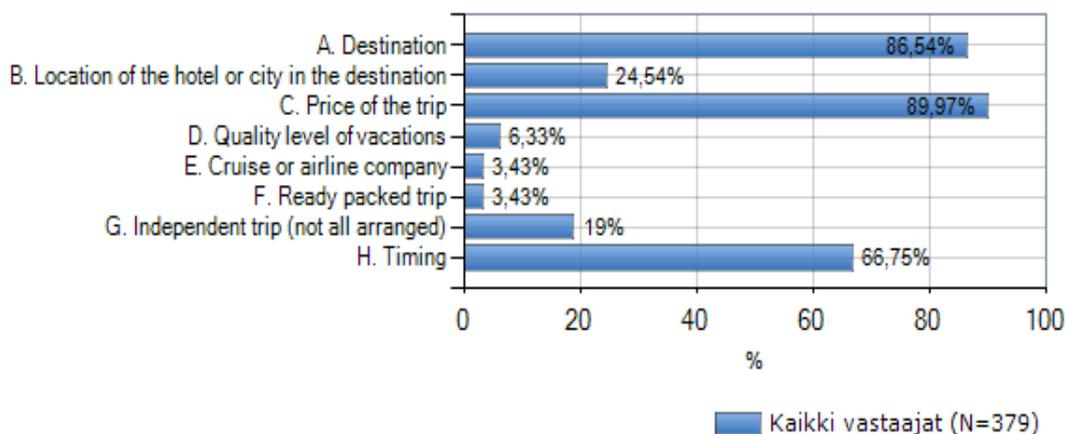


FIGURE 18. Average trip duration by sex.

The figure above shows the differences between the sexes concerning the duration of a trip. This figure proves that the sex of a respondent had no impact on the duration of a vacation. Both males and females agreed that the best duration for a trip is definitely 1 week; the proportion of the male was 21 % and that of the female answers 34 %. The male and female students also agreed on the second best duration of the trip being 1-5 days (males 11 %, females 17 %). The best package vacation offers for Generation Y will definitely cover one week or a minimum of five days.

14. When you plan your trip, what are the 3 things you take primarily under consideration?



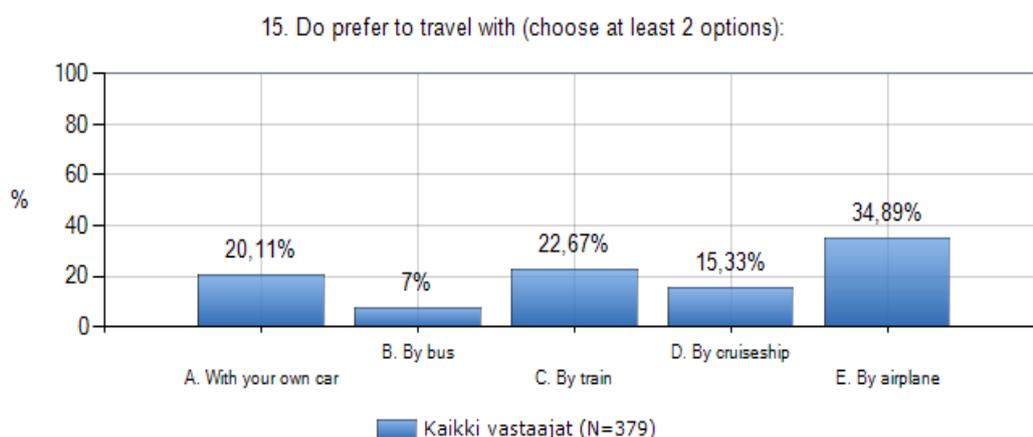
**FIGURE 19. Three important considerations, when travelling.**

As the results show from figure 19, the main three things that the students take into account when planning their vacation is:

1. Price of the trip (89.97%)
2. Destination (86, 54 %)
3. Timing (66, 75 %)

As previously mentioned in the McCrindle theory, when it comes to finances, the Generation Y does not have any financial commitments and mostly spend their incomes on travelling, food and entertainment. Furthermore Pendergarst, Benckendorff and Moscardo (2010, 8) confirms that the Generation Y is definitely an uncertain spender, with short-term wants and which mostly rely on credit. The Generation Y is more tempted to use money on the newest technology, travel and entertainment than previous generations. The figure above proves that the Generation Y is truly price oriented, but it does not show the fact, whether the students pay by the credit for their travels or with the money of the parents. (Pendergarst, Benckendorff & Moscardo 2010, 8.)

In Finland students are money oriented, because most of them have a part time jobs and savings, which is why they are cautious about their finances and referring point number 2, in which the destination (86, 54% of answers) plays such a big role, when the money aspect is involved. The students, who do not have any extra income (no part time job), are even more cautious about the prices, since their income is limited and they can only afford trips with a reasonable price. Timing, which constitutes 66, 75 % of the answers is the third most important factor. This also understandable, since presumably most of Generation Y are students and do study, so they cannot travel whenever they want, they need to organize their schedule based on their studies, hobbies and vacation times.



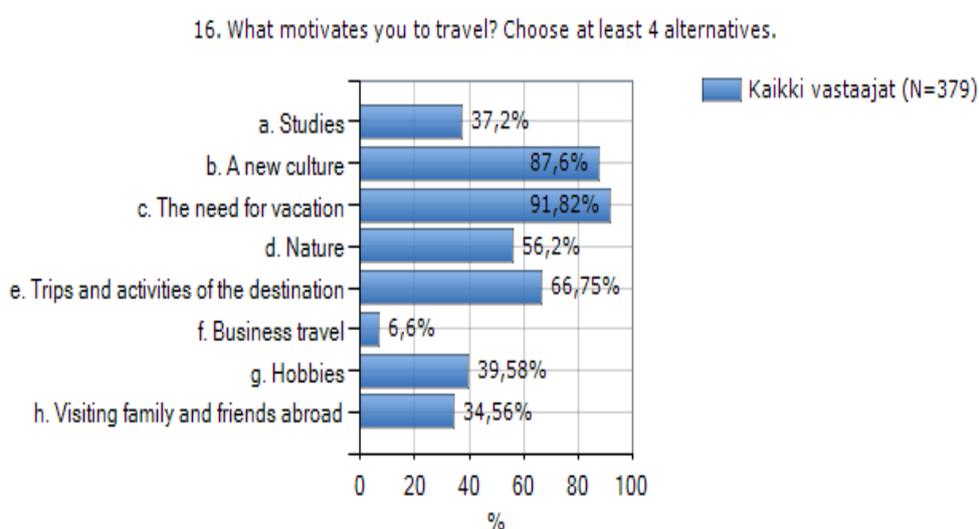
**FIGURE 20. The most preferable ways to travel.**

According to figure 20, the most preferable way to travel according to the Generation Y is:

1. By airplane (34, 89 %)
2. By train (22, 67 %)
3. With your own car (20, 11 %)

An important notice is that the percentage/results might look odd in this figure due to the reason that the students had to pick at least two options, so in this question the result are counted by which two options were chosen the most by 379 respondents. The responds are not any surprising, since travelling by airplane is the fastest, cheapest and the most convenient way to travel nowadays. The train as a second choice is also very convenient way to travel and the students (especially in Finland)

are used to travel by train due to the student discount and travelling by train is fastest and eco-friendliest. The third popular option is to travel by car, which was also expected because most of the Generation Y have driving licence and they can presumably borrow or rent a car from their parents, friends or otherwise. Travelling by car especially with the group of friends not only is lots of fun, but also saves the money, dividing the cost of gasoline among the whole group. This is also supported in theory by McCrindl (2003, 2) who states that the most influencing impact on the Generation Y has their social circle that usually consists of 3 - 8 friends (McCrindl 2003, 2).



**FIGURE 21. The main motivational factors of student to travel.**

The main motivational reasons for a student to travel are:

1. The need for vacation
2. New culture
3. Trips and activities of the destination
4. Nature

According to figure 21, the most popular answer of the motivations for travelling is the need to have a vacation, especially when a student studies throughout the year and has limited possibilities for a vacation. The second most common reason to travel is also nothing new, because the Generation Y was born to the Information Age, which means being most of their time around the TV or Internet screen. This leads to being curious about new places, cultures and phenomenon's which reasons why they want to

visit the places by themselves to fulfil their curiosity. The Generation Y is very active in their life with their hobbies and sports that's why the third respond is very important to understand, its not only about relaxation for the Generation Y on their vacation, its all about the activities in the destination that pay the important role, when choosing a travel destination. According to the theory part McCrindl (2003, 4) the Generation Y is also a cause-seeking generation. This means that the 4<sup>th</sup> motivational factor (nature) to travel is the care for nature. The students pay attention to the environment and environmentalism when considering travelling (McCrindl 2003, 4.)

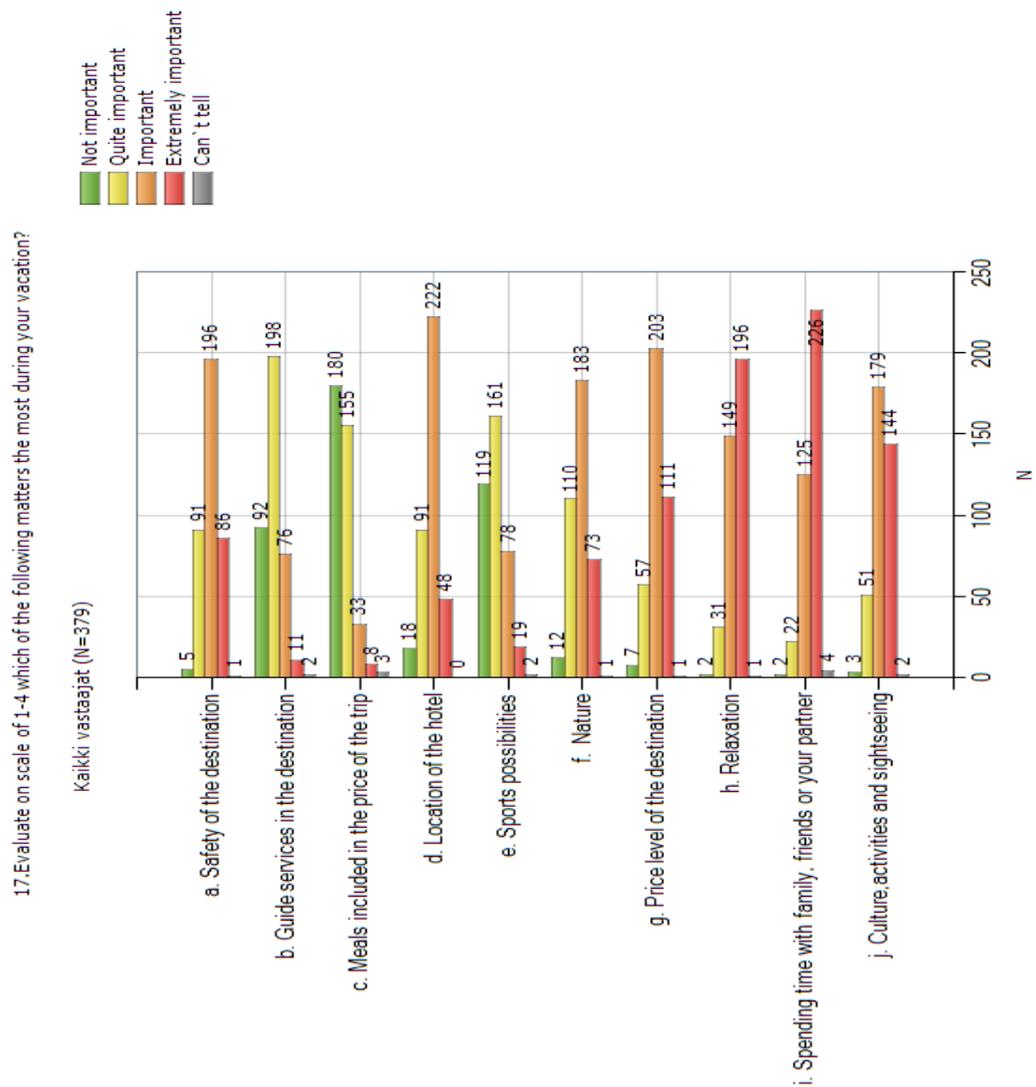


FIGURE 22. The most relevant aspects during student vacations.

The **extremely important** matters for students while being in vacation are:

1. Spending time with family, friends or your partner
2. Relaxation
3. Culture, activities and sightseeing

The **important matters** during the vacations are:

1. Location of the hotel
2. Price level of the destination
3. Safety of the destination

The **quite important matters** during the vacations are:

1. Guide services in the destination
2. Sport possibilities
3. Meals included in the price of the trip

The **not important** matters during the travel are:

1. Meals included in the price of the trip
2. Sport possibilities
3. Guide services in the destination

Based on these answers among the respondents, the Generation Y is divided into the group of active students (even on their vacation): the ones that prefer sports and other activities and less active students, which prefer to relax and be free on their vacation (not attached to any guides, included meal times etc). However, they all agree that the most important role in the vacation is spending time with family, friends or their partners. The rest depends on the preference of how to spend the free time, personality and company that they travel with.

18. Evaluate on scale of 1-3 how much of the following trips interests you?

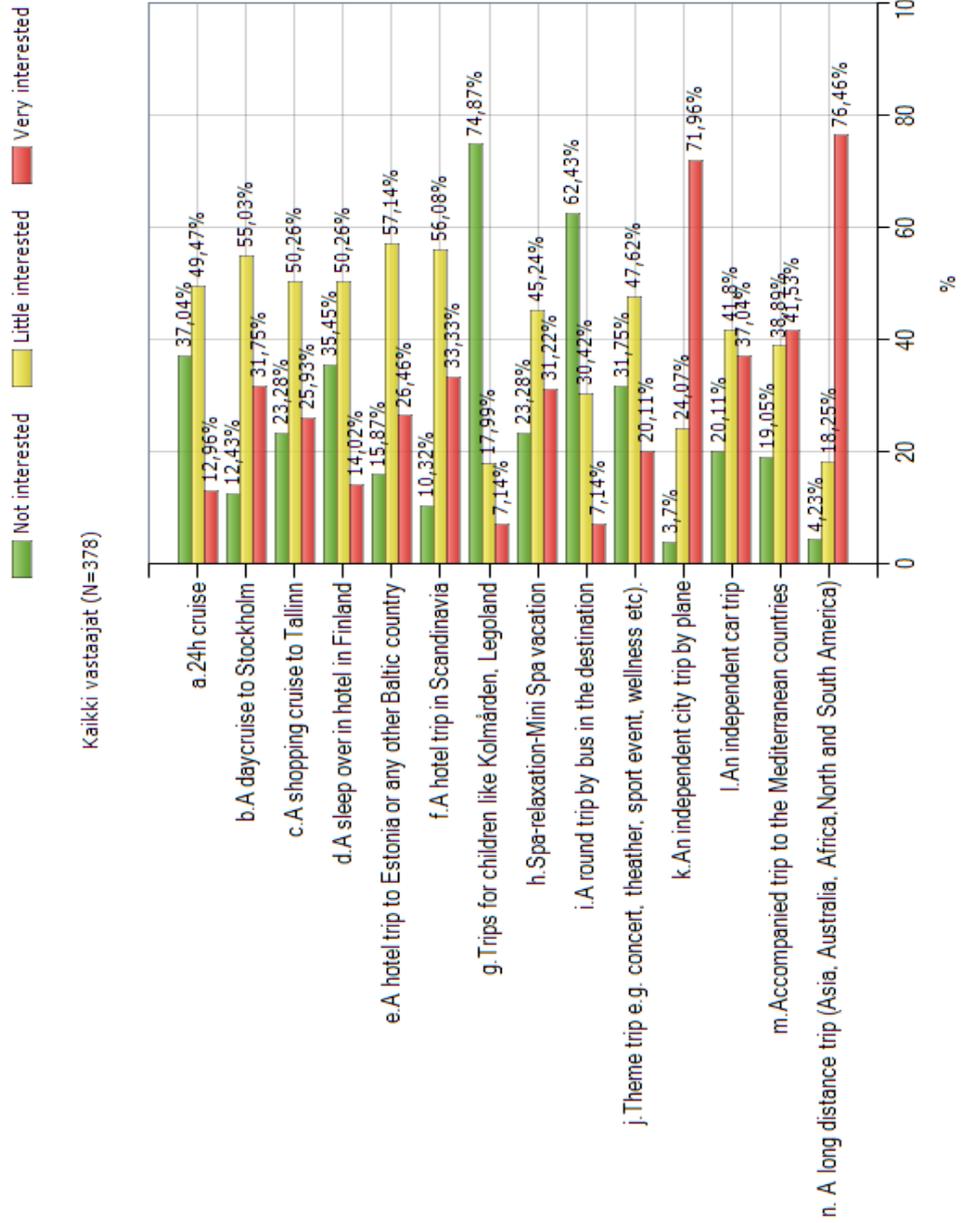


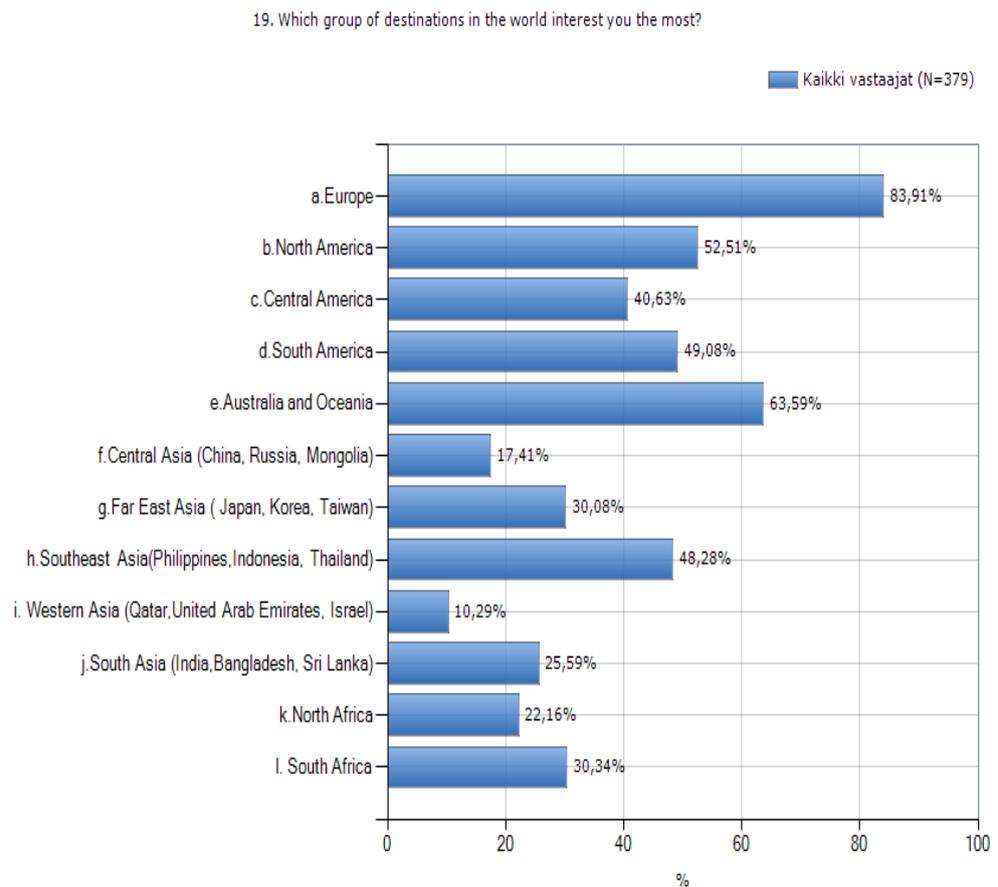
FIGURE 23. The different travels and the interest of students.

Figure 24 shows that the main top 5 **most interesting** trips among student would be:

1. A long distance trip (Asia, Africa, North and South America) (76, 46 %)
2. An independent city trip by plane (71, 96 %)
3. Accompanied trip to the Mediterranean countries (41, 53 %)
4. An independent car trip (37, 04 %)
5. A hotel trip in Scandinavia (33, 33 %)

The students were also **little interested** in the following trips:

1. A hotel trip to Estonia or any other Baltic countries (57, 14 %)
2. A hotel trip in Scandinavia (56, 08 %)
3. A day cruise in Stockholm (55, 03 %)
4. A shopping cruise to Tallinn (50, 26 %)
5. A sleepover in hotel in Finland (50, 26 %)



**FIGURE 24. The most interesting destinations for students.**

Figure 24 represents to which destinations of the world students would be the most interested to travel:

1. Europe
2. Australia and Oceania
3. North America
4. South America
5. Southeast Asia

Generation Y likes to travel, because they do not have any financial liabilities. They want to spend their money on things that bring joy and create new memories.

The initial expectations of question 19 from figure 25 were that Generation Y would rather want to travel further than Europe but the research proved it wrong. Europe is still more popular for students to travel to than Australia or America.

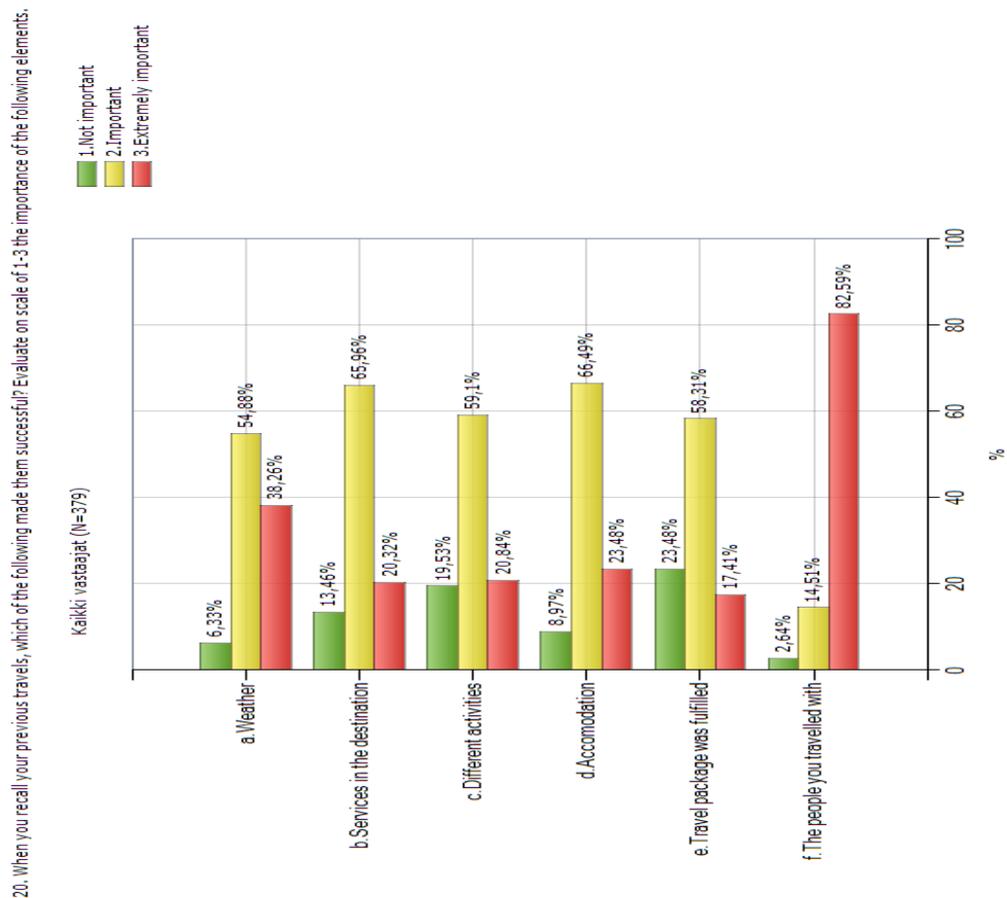
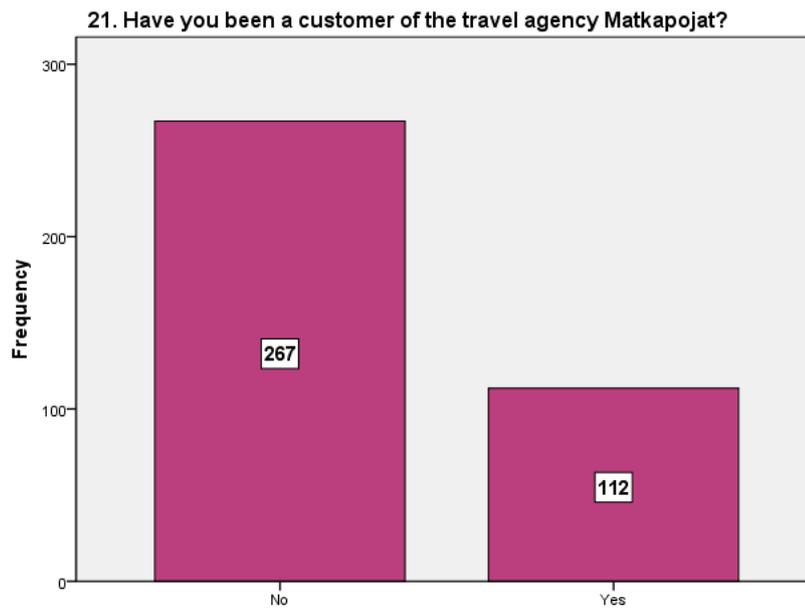


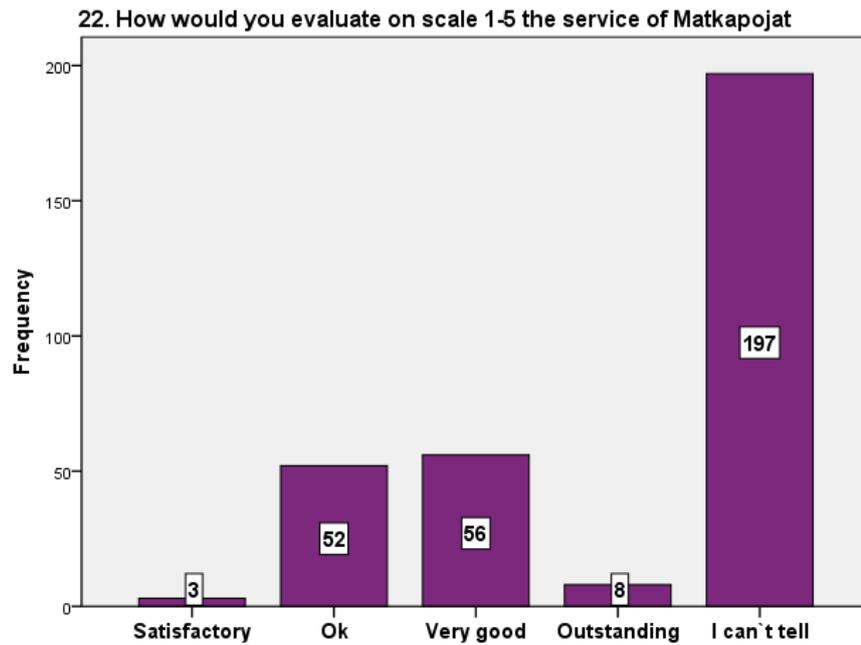
FIGURE 25. Elements, which make a trip successful.

As figure 25 suggests, the most important factor for a student to make any trip successful is the people whom they are travelling with. The group or partner makes a significant impact on whether the trip is a success or not. Another factor concerning the success of trip is the weather, which is obviously important during vacations and either limits or supports the different possibilities for activities. Obviously, the next most important factors concerning the success of a trip are the activities and services in the destination.



**FIGURE 26.** The customer number of Matkapojat.

The figure above shows the exact amount of students involved in the questionnaire, being or not being customers of the travel agency Matkapojat. Of all the 379 respondents, only 112 were actual customers of Matkapojat. The rest 267 had never been customers of Matkapojat.



**FIGURE 27.** The evaluation of services of Matkapojat.

The evaluation of satisfaction from those students, who have experienced the services of Matkapojat, is presented in the figure 27 (above). The service was considered outstanding by eight students, very good by 56 students, ok by 52 students and finally, satisfactory by only three students. The rest, 197 students could not give their opinion simply, because they did not have any previous experience of Matkapojat.

## **7 CONCLUSION AND REMARKS ABOUT THE THESIS PROCESS**

The idea for potential thesis topic materialised in co-operation with Matkapojat during the author`s practical training there in 2010. The plans were made, the aims for the thesis were set and with the main idea of gathering information about students` touristic behaviour, needs and wants in order to understand them as a market segment for a travel agency.

The main challenge was collecting data about the touristic behaviour of Generation Y, since it is a fairly new topic in the market with few related studies completed. The other challenge was creating the questionnaire and asking the students the right

questions in order to collect the exact, desired data that would not only support the theory, but also the expectations of the travel agency Matkapojat. Based on this data, the questions for the questionnaires were made with the consultancy of Matkapojat and the thesis supervisor. Matkapojat handed out ten travel coupons to be raffled off among those willing to respond to the survey questions.

In order to use the questionnaire and to be able to send it to the students, the use of a questionnaire required a research permit from the board of management of JAMK University of Applied Sciences. The application for a research permit and the research plan were sent to the board during the spring, and it took over a month to get the actual permit. Afterwards, the Digium -work space was opened in the Optima environment and the user code was given. With the instructions given in the Optima environment, the survey was created and modified with the Digium-software.

Unfortunately, one of the existing folders in the Digium-software environment named students of University of Applied Sciences of Jyväskylä did not include the actual, updated contact list of the students. This folder was assumed to be already collecting all updated email contacts of students of University of Applied Sciences, but it turned out that somebody else created it for individual survey purposes. This delayed the survey and shortened the actual responding time. The survey was sent to the students on the 27<sup>th</sup> April 2011 and the survey was closed on the 07<sup>th</sup> of May 2011 so the students had only ten days to respond to the questions. A reminder was sent to all students on the 5<sup>th</sup> of May 2011. It would be interesting to see if the results were any different, if the time frame for the survey would be wider.

After this, the analysis of the survey responses began along with transferring the data to the SPSS-program. This was a difficult part to achieve since some of the questions were simply too complicated and too complex to be transformed in a readable form which is why they were published here in the Digium -form. The ten gift coupons given by Matkapojat were raffled with Excel-program. The ten winners were contacted and informed about the win, and the gift coupons were distributed.

The results were as expected with some exceptions. It came out that the students mostly travel with their friends or partners. Usually the main highlight is to travel once per year to a chosen destination. The main things that the student is paying

attention to are cost of the trip, destination and activities found in the destination. Even though the student usually travels only once per (max. two times) a year the destination for a vacation doesn't have to far away. Before the actual trip, the student consults the social circle for the most interesting destinations and then reaches out to find out more information about the destination itself. The preparations for a trip that a student makes are mostly getting the needed vaccinations for the destination, travel insurance and then reading information about the destination itself. Usually, students book their trips via the Internet. However if necessary, they may use actual travel agency for that purpose. Usually the booking of a trip takes place in one to three months time before the actual travel.

The motives for travel include the actual need of a vacation, new cultures and activities in the destination. The average amount that the student is ready to pay for a vacation is less than 500€/person, still females are more willing to pay even more than that amount compared to males. When it comes to the mode of transport, the obvious nr.1 is travelling by airplane, then by train or car. The survey also shows that students are independent travellers and do not value a guide's services in the destination but prefers to explore the place themselves. The same concerns choosing the type of travelling products in when students rather chooses a long distance destination trip, independent trip by car, hotel trip to Scandinavia, Estonia or a cruise than any planned group vacation organised by a travel agency.

The learning process throughout this thesis was challenging and tedious. There were many factors that contributed to revising the initial plan, and compromises had to be made in order to succeed and reach the goals. The whole thesis process was long, but successful. The thesis met the expectations of both the travel agency and the author. The theory in the background and the preparations made were crucial to reaching the aims set.

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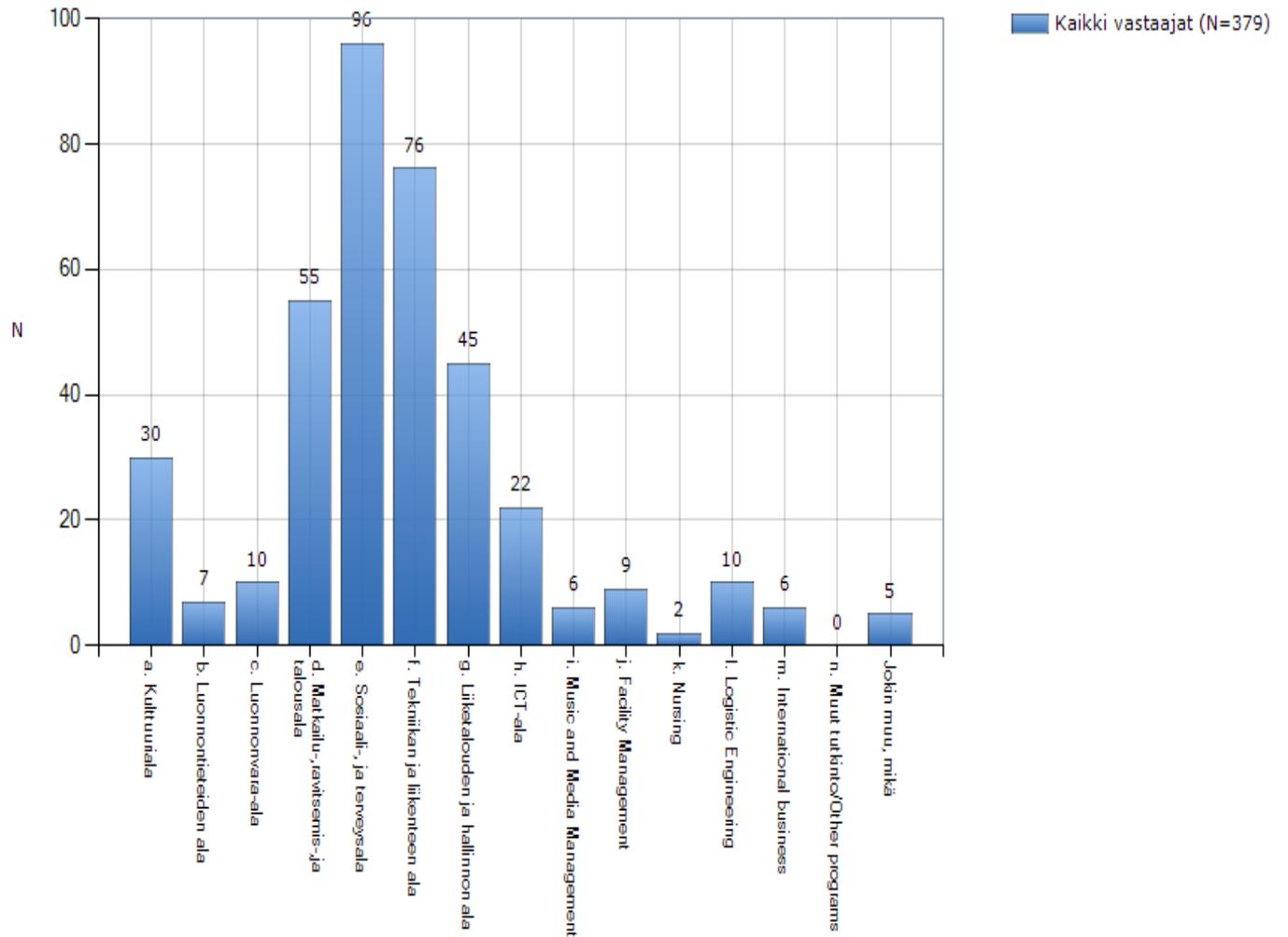
Pendergarst, D. Benckendorff, P. Moscardo, G. 2010. Tourism and Generation Y. Wallingford: CAB International. Ebook. PDF-file. Accessed on 22 March 2011. <http://bookshop.cabi.org/Uploads/Books/PDF/9781845936013/9781845936013.pdf>

# APPENDICES

## APPENDIX 1.

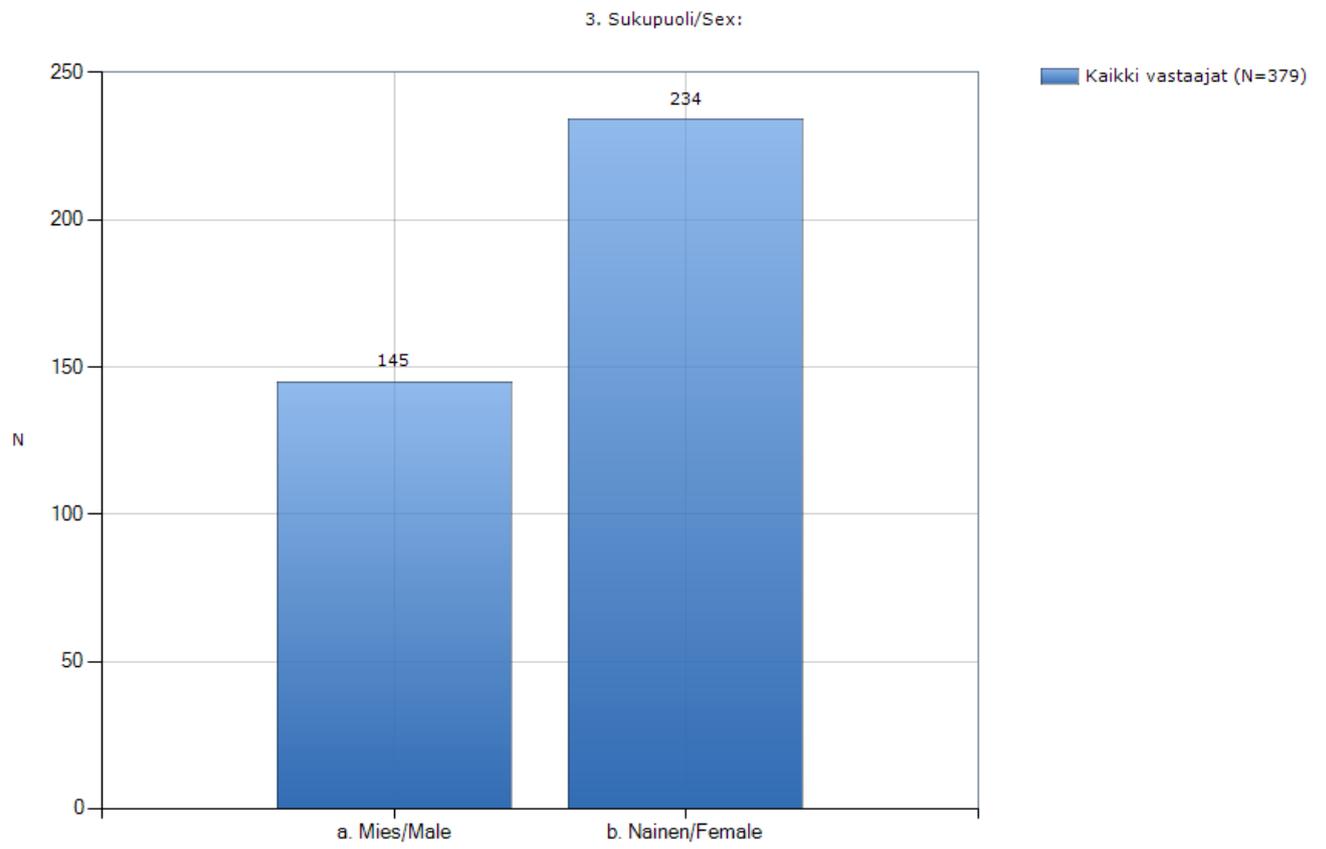
### DEGREE PROGRAM

2. AMK-tutkintosi /Your Degree Programme:

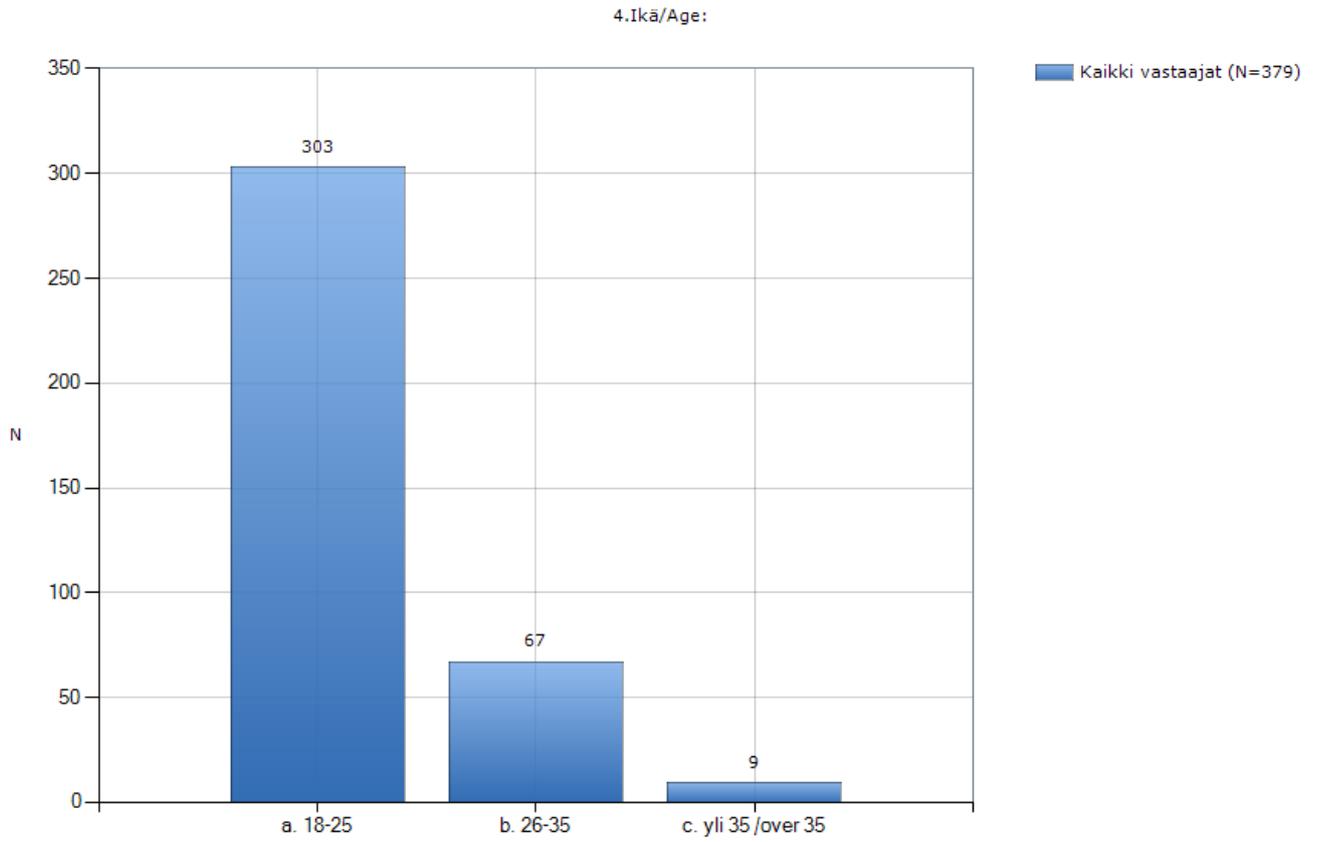


## APPENDIX 2.

## THE GENDER



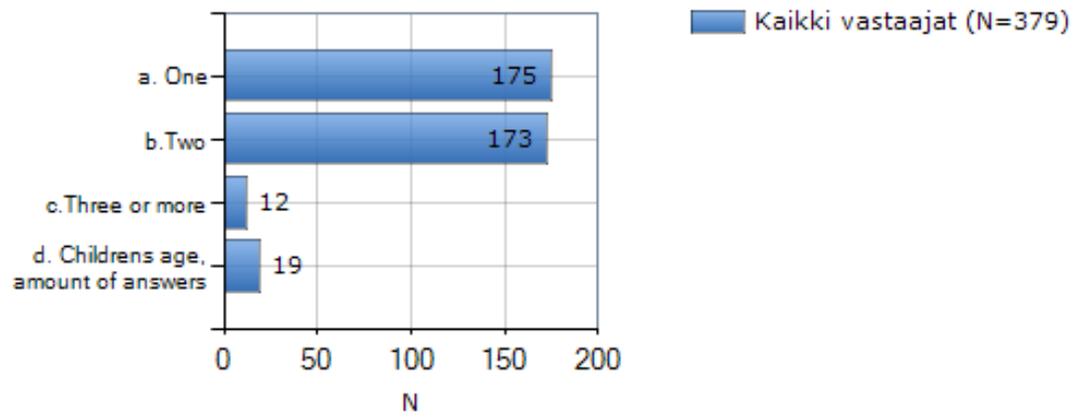
## AGE OF THE STUDENTS



## APPENDIX 4.

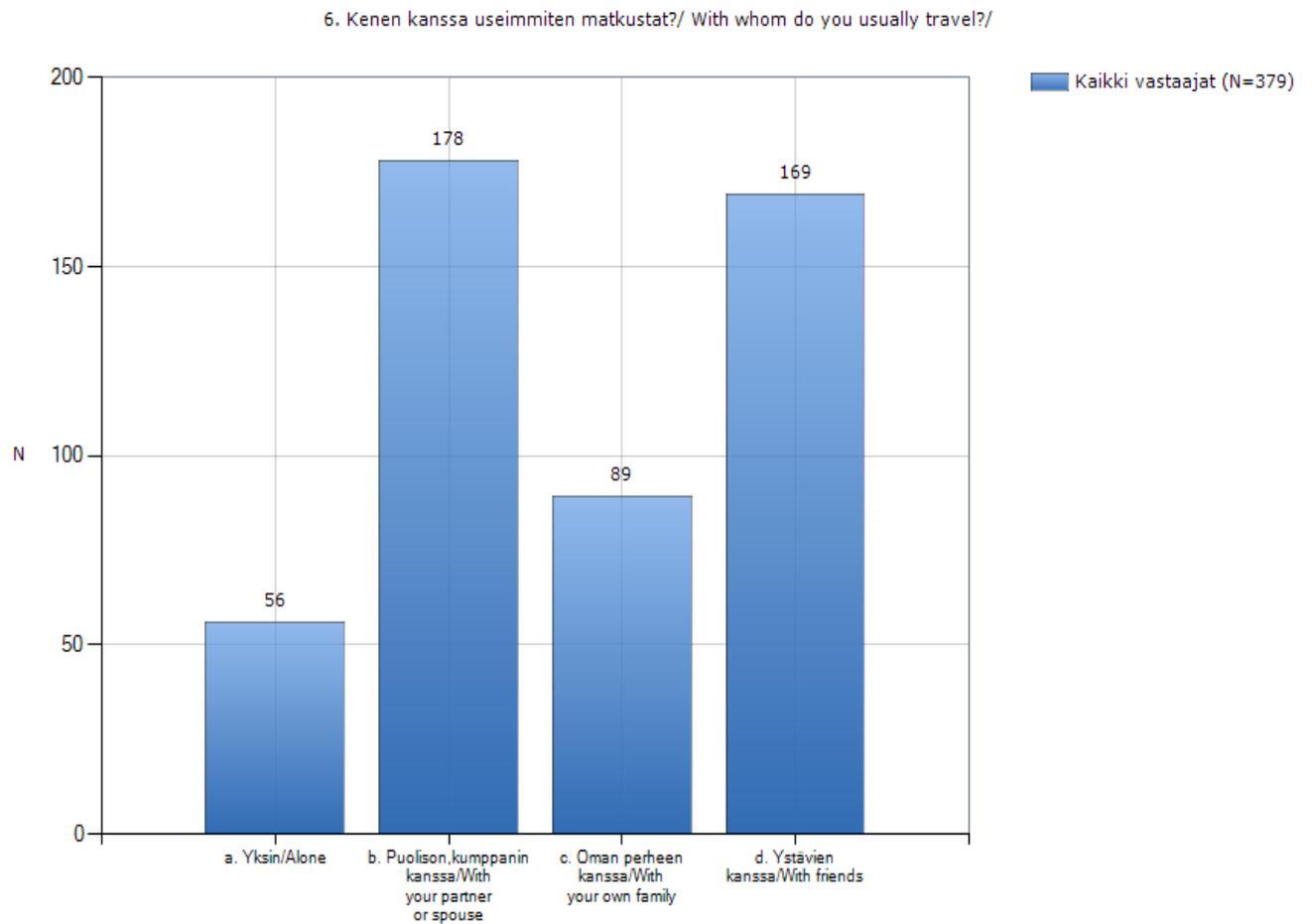
## PERSONS BELONGING IN THE HOUSEHOLD

5. How many persons belong in your household? (if you have children put their age)



## APPENDIX 5.

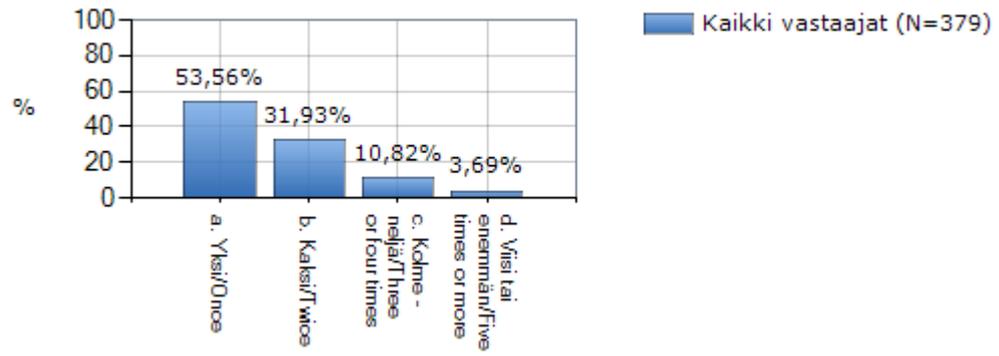
## WITH WHOM STUDENTS TRAVEL?



## APPENDIX 6.

## HOW MANY TIMES DO YOU TRAVEL?

7. Kuinka monta matkaa teet keskimäärin vuodessa?/ How many times do you travel yearly?

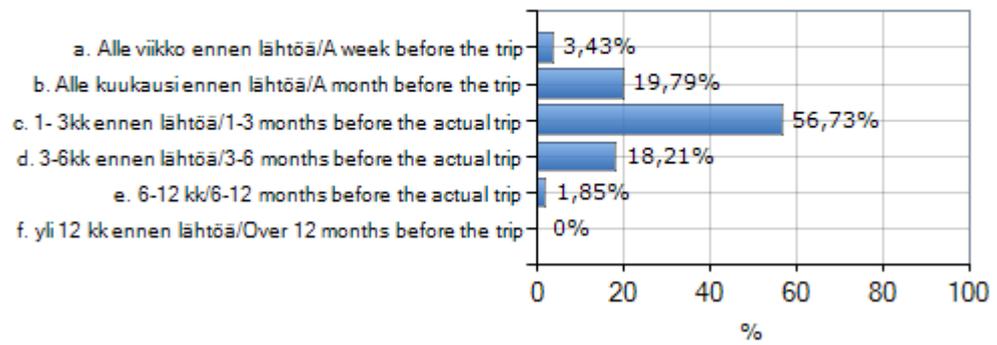


## APPENDIX 7.

**HOW EARLY DO YOU BOOK YOUR TRIP?**

8. Kuin paljon ennen lähtöä yleensä varaat matkasi?/ How early do you book your trip?

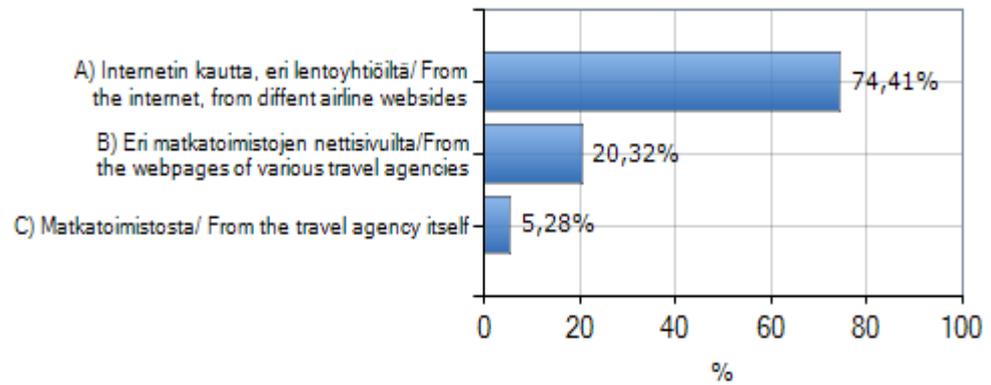
■ Kaikki vastaajat (N=379)



**BUYING THE TRIP**

9. Mistä ostat matkasi?/ From where do you buy your trip?

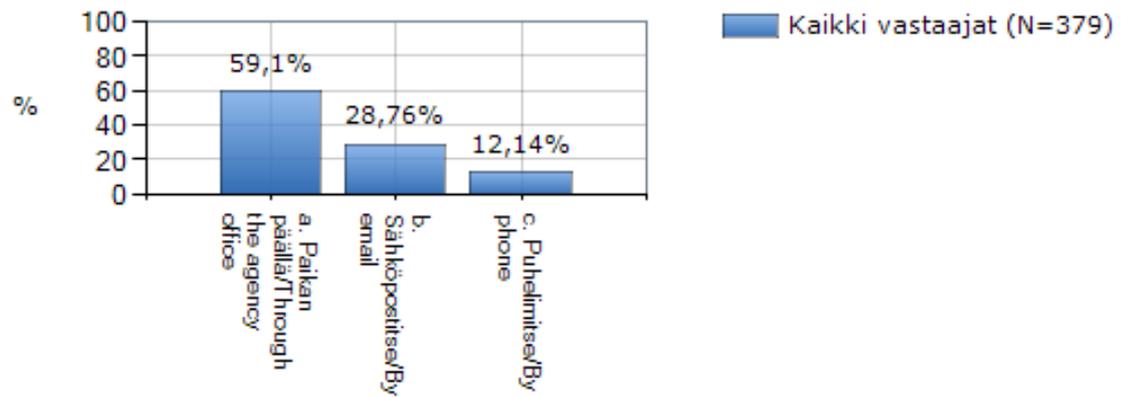
■ Kaikki vastaajat (N=379)



## APPENDIX 9.

## BUING TRIP FROM TRAVEL AGENCY

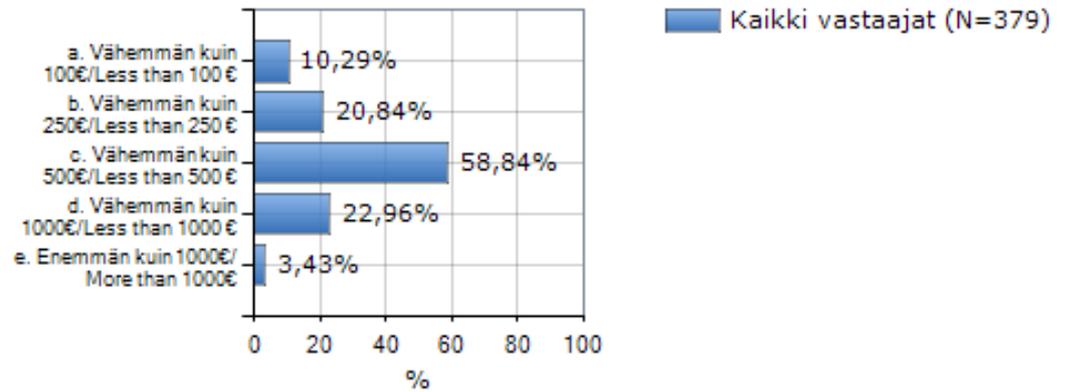
10.Jos ostat matkasi matkatoimistosta, asioitko mieluiten/If you book your trip by travel agency do you prefer to book your trip:



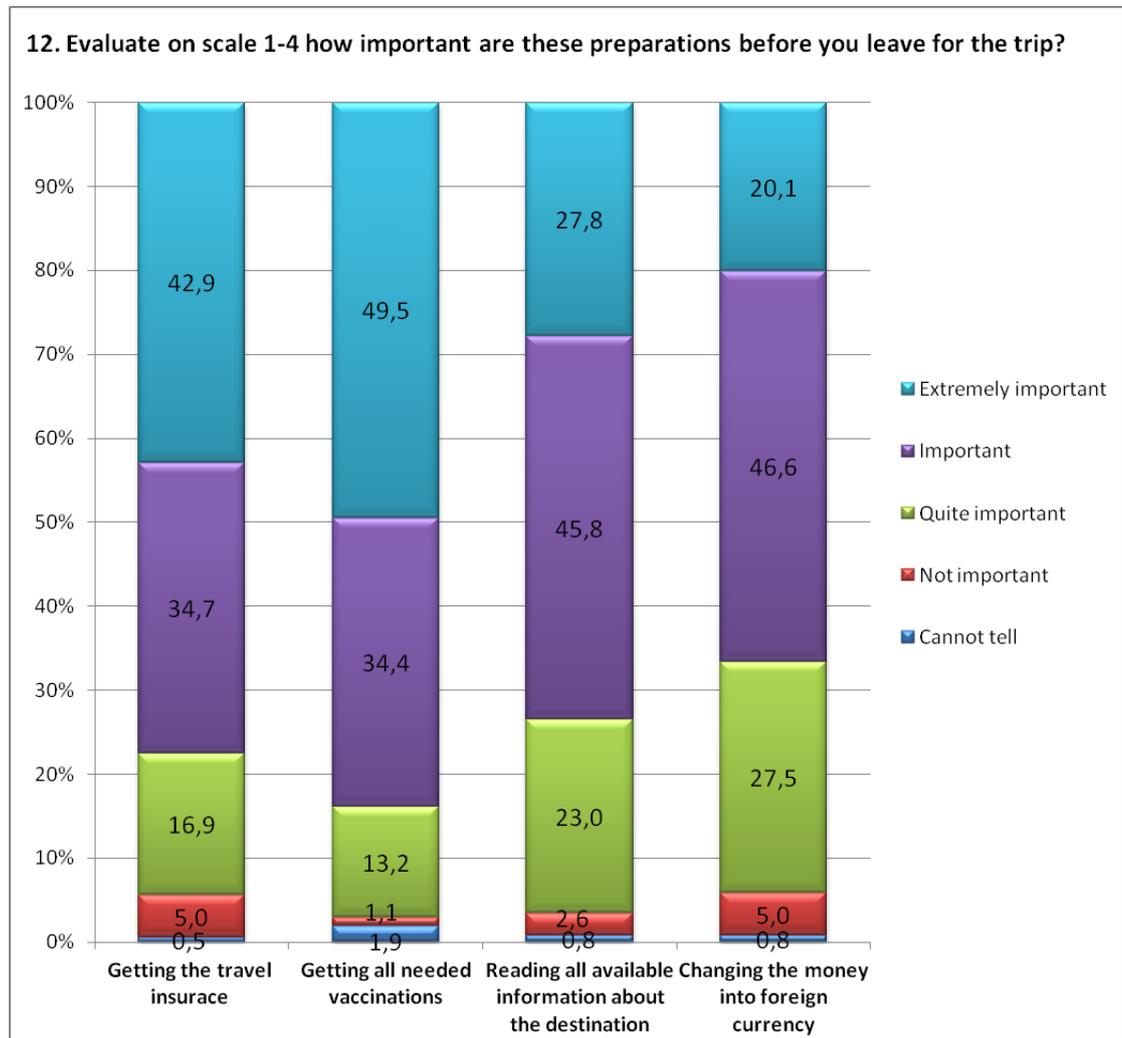
## APPENDIX 10.

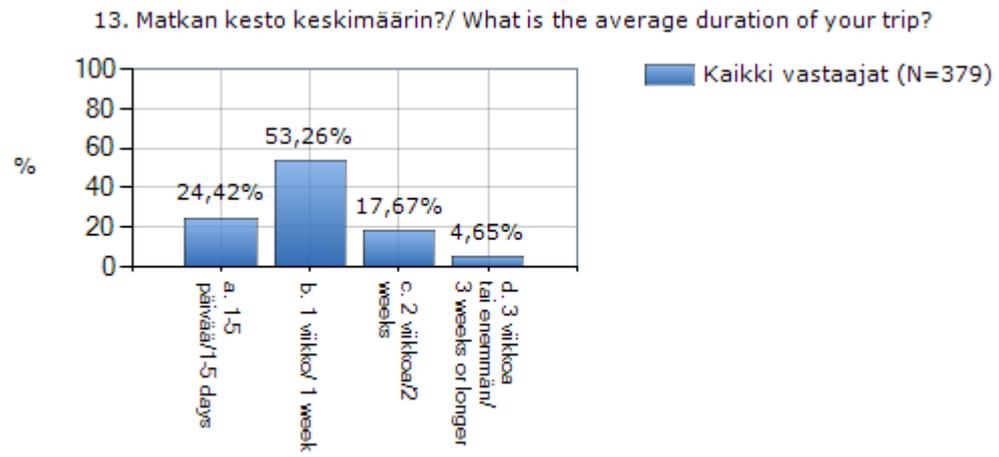
## PAYING FOR THE TRIP

11. Miten paljon olet valmis maksamaan matkastasi, per hlö?/ How much are you willing to pay for your trip, per person?



## PREPARATIONS BEFORE THE TRIP

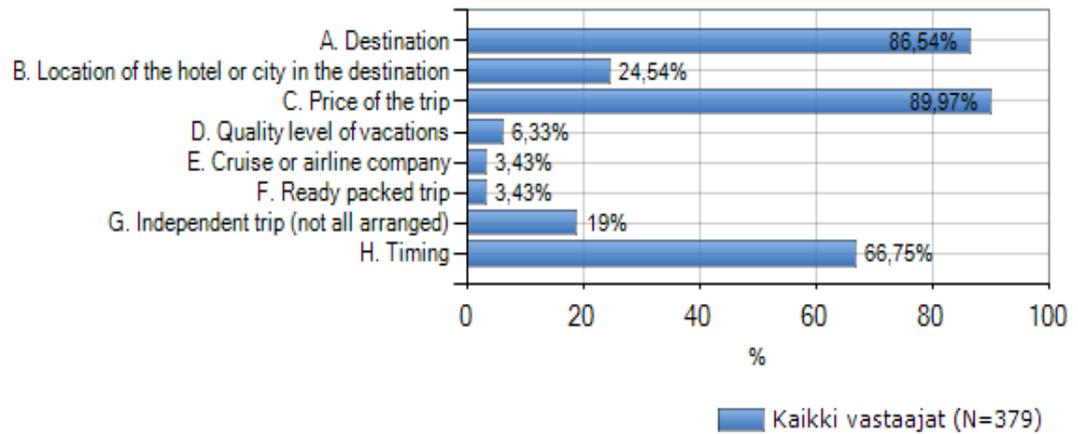


**AVERAGE DURATION OF THE TRIP**

## APPENDIX 13.

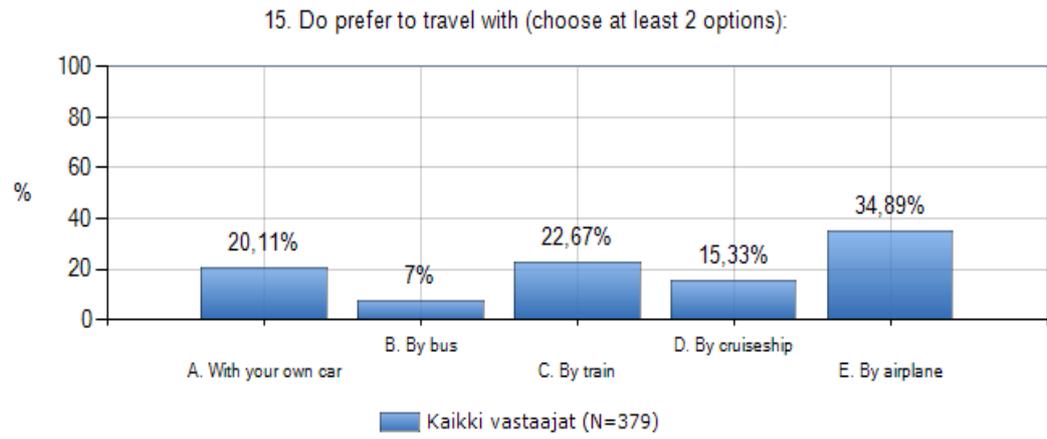
## WHEN PLANNING THE TRIP

14. When you plan your trip, what are the 3 things you take primarily under consideration?



## APPENDIX 14.

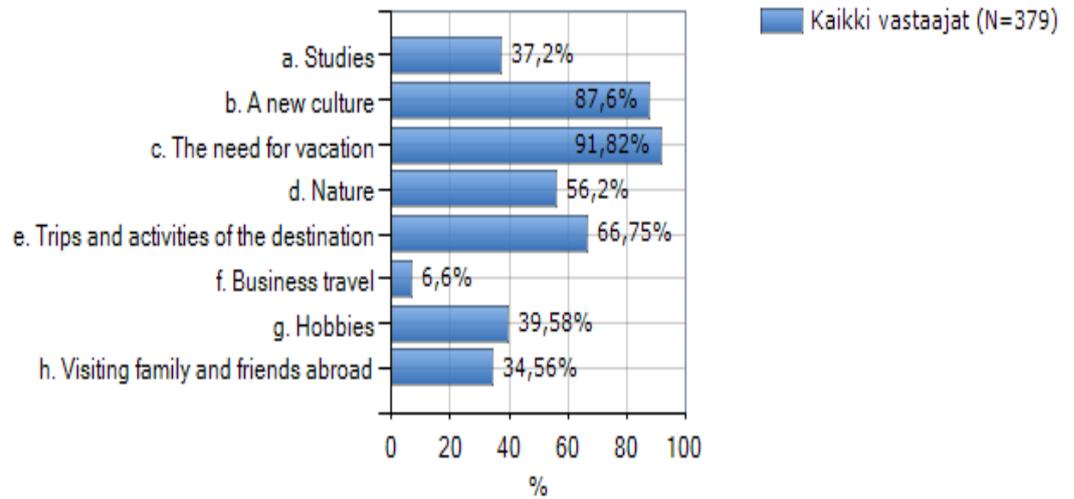
## STUDENTS TRAVEL WITH



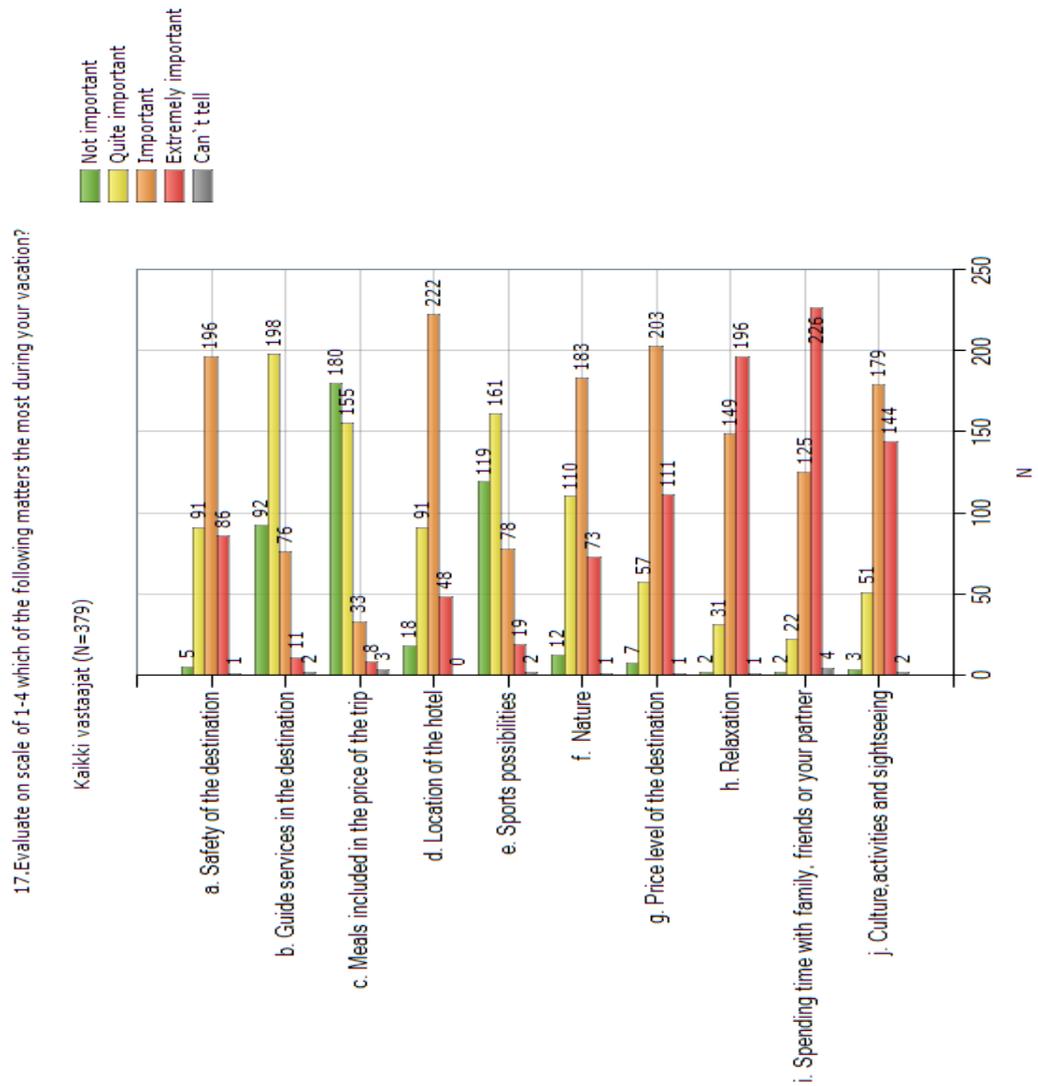
## APPENDIX 15.

## STUDENT`S MOTIVES TO TRAVEL

16. What motivates you to travel? Choose at least 4 alternatives.

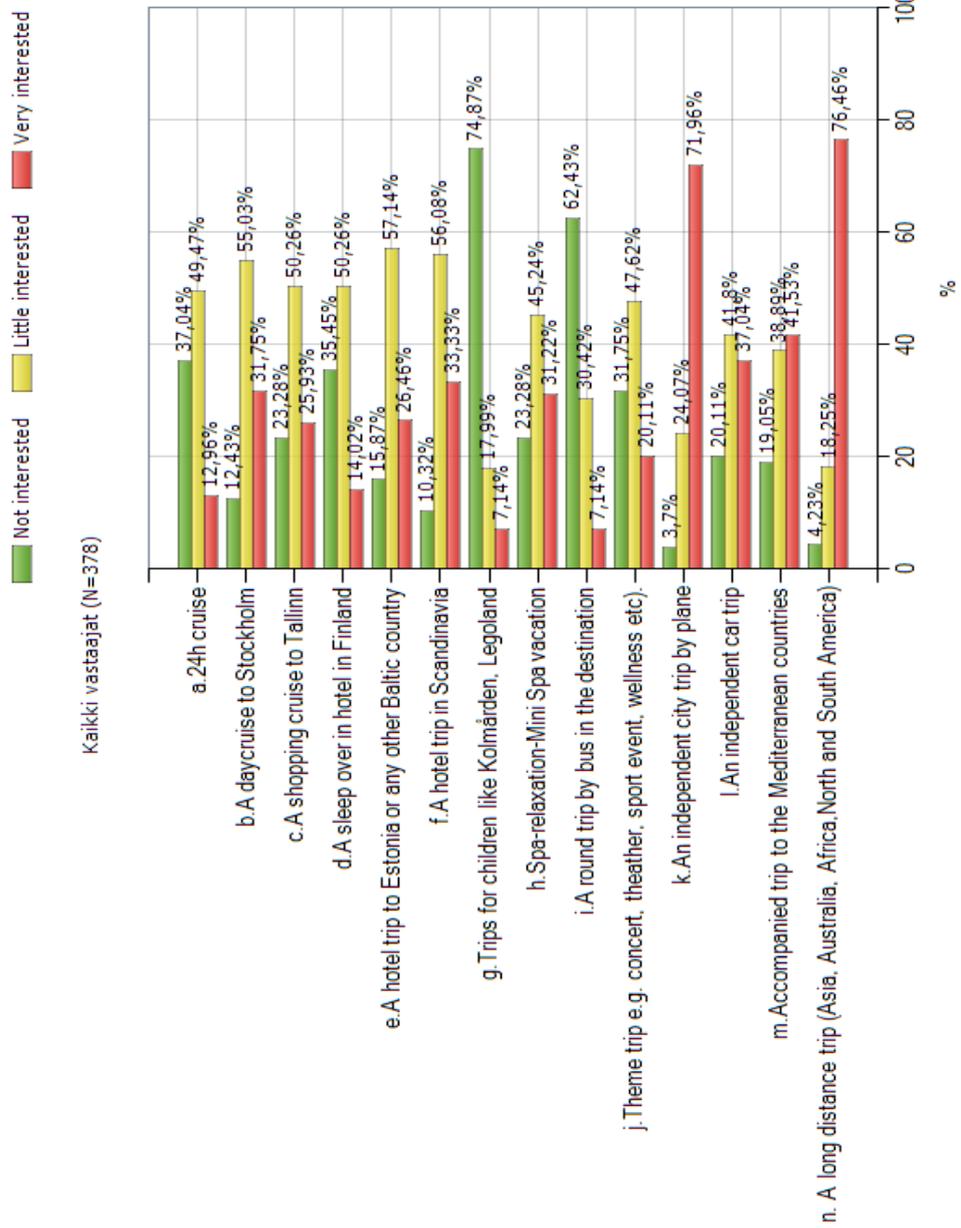


## ASPECTS THAT MATTER DURING VACATION



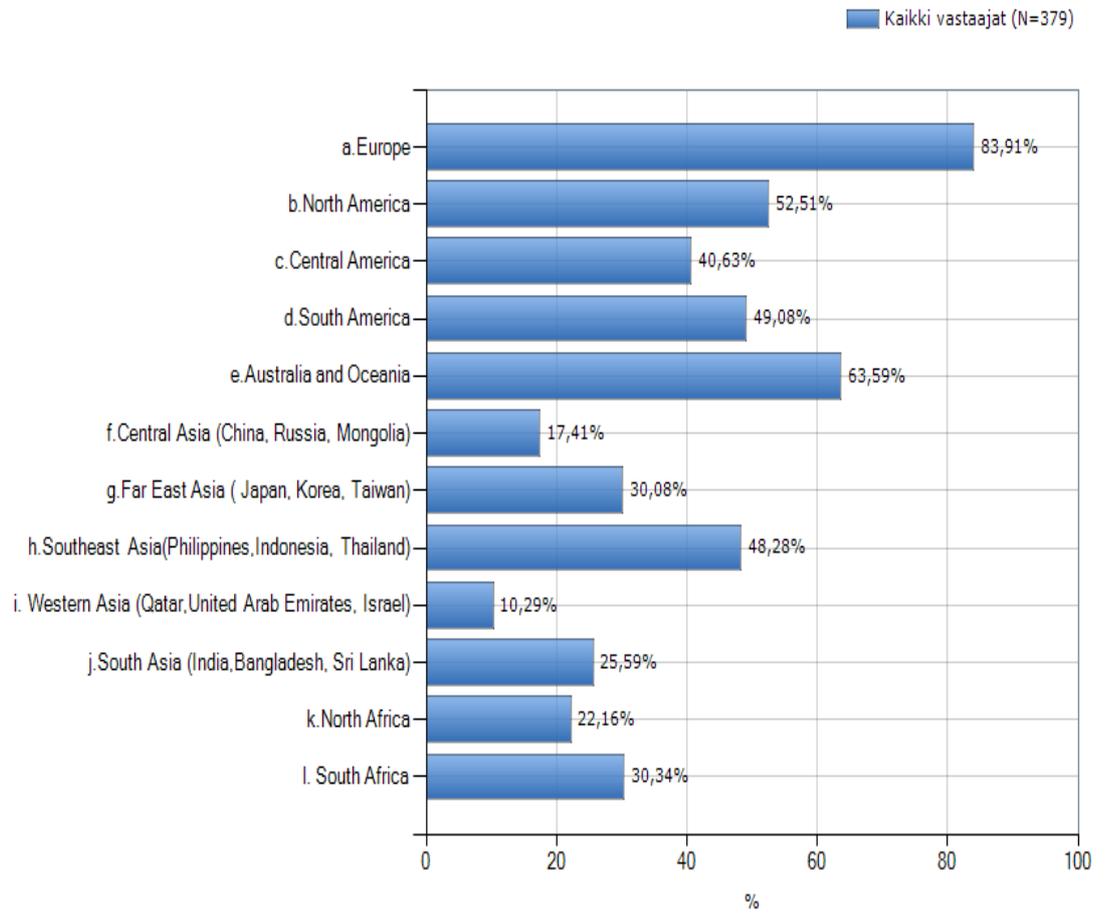
## THE MOST INTERESTING PRODUCTS

18. Evaluate on scale of 1-3 how much of the following trips interests you?



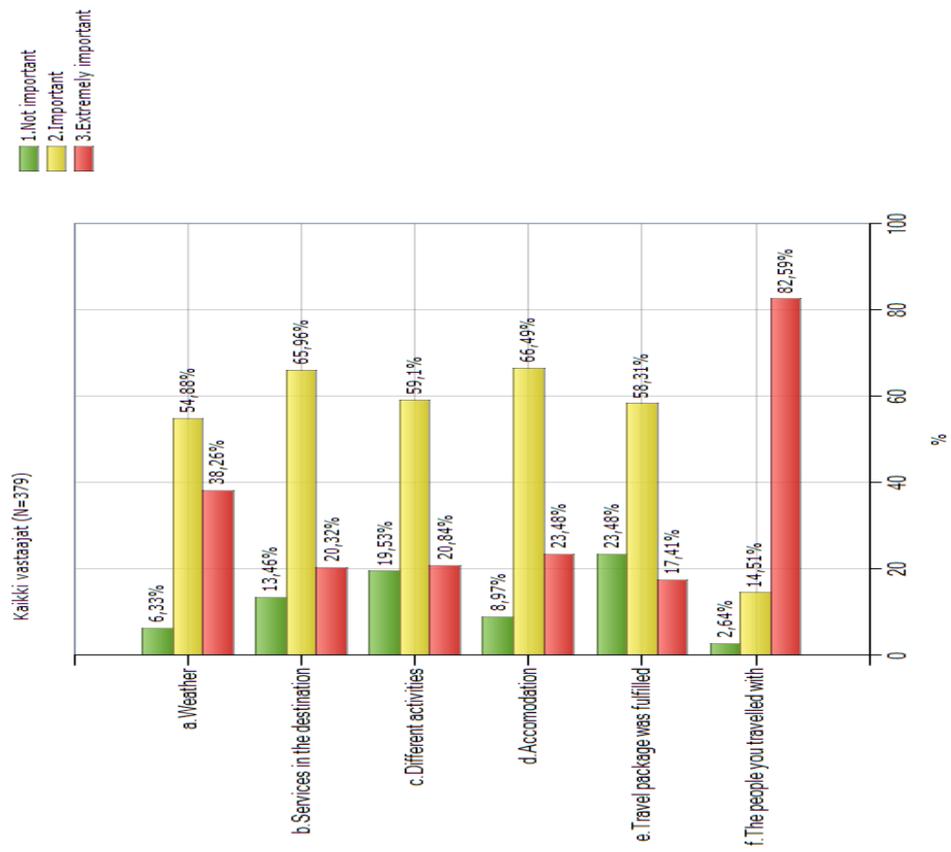
**THE MOST INTERESTING DESTINATIONS**

19. Which group of destinations in the world interest you the most?



## THE ASPECTS MAKING THE TRIP SUCCESSFUL

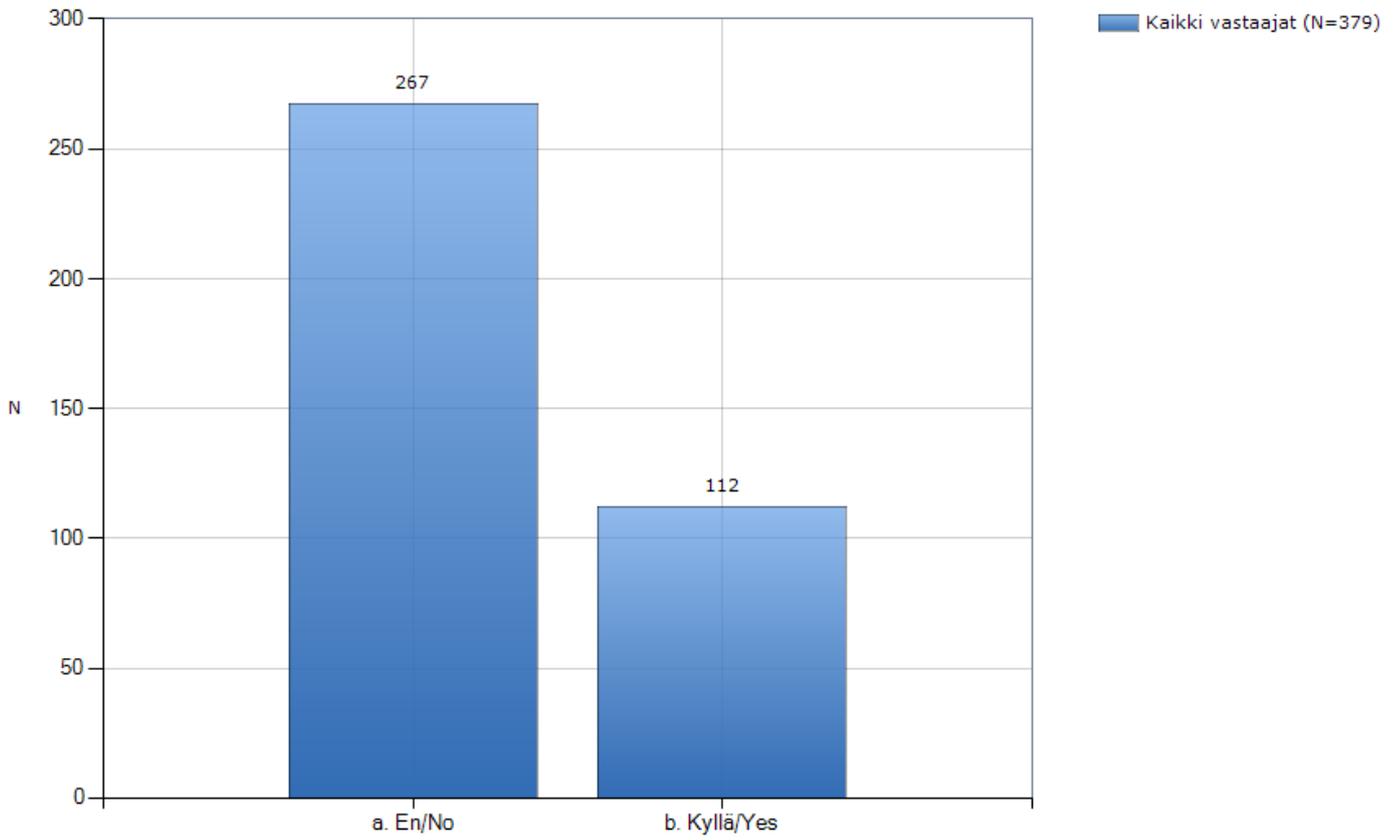
20. When you recall your previous travels, which of the following made them successful? Evaluate on scale of 1-3 the importance of the following elements.



## APPENDIX 20.

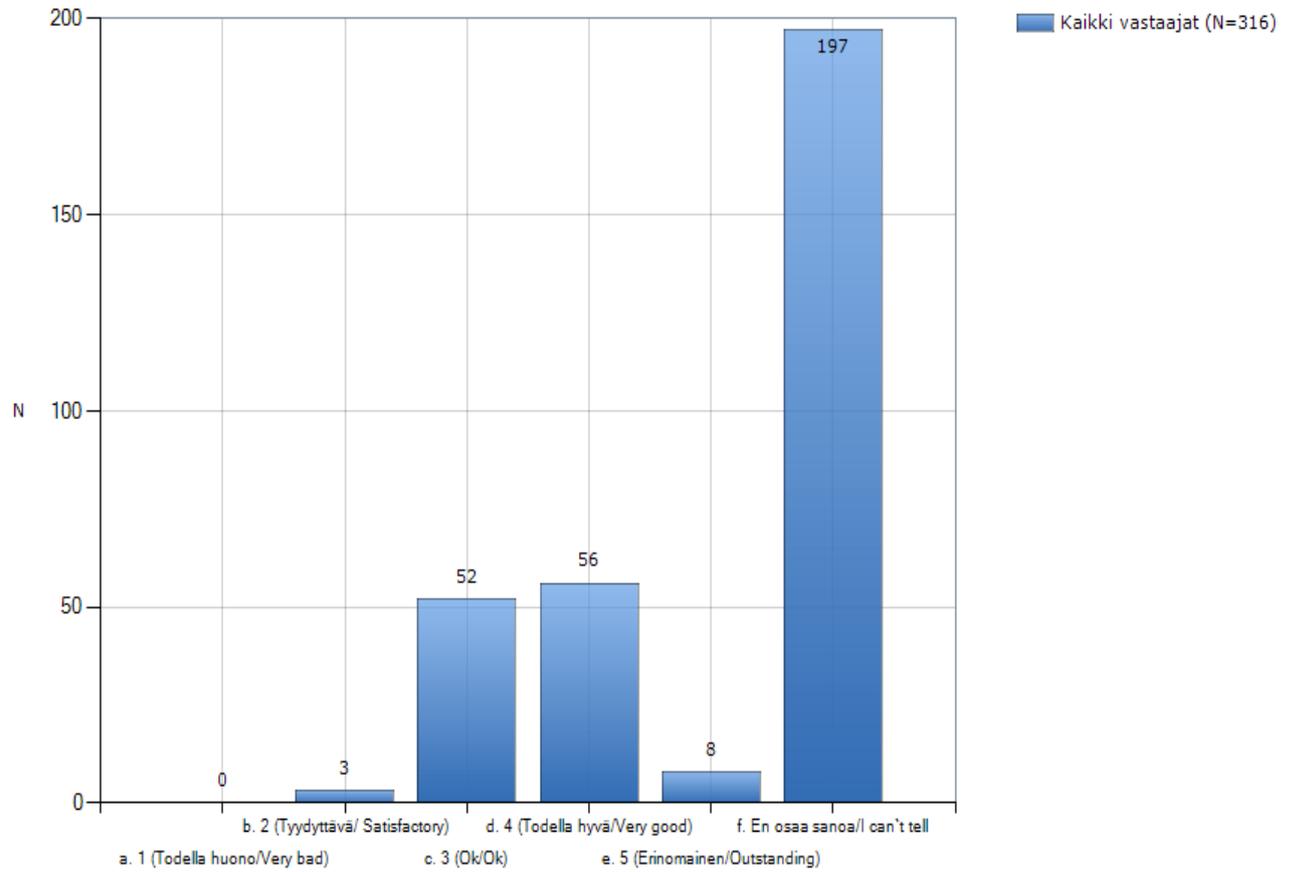
## BEING A CUSTOMER OF MATKAPOJAT

21. Oletko ollut Matkapoikien asiakkaana?/ Have you been a customer of the travel agency Matkapojat?



## EVALUATING MATKAPOJAT

22. Miten arvioisit asteikolla 1-5 Matkapoikien palvelua ja tuotteita?/ How would you evaluate on scale 1-5 the service and products of Matkapoijat?



## APPENDIX 22.

## EVALUATING THE SERVICES OF MATKAPOJAT

22. Miten arvioisit asteikolla 1-5 Matkakoikien palvelua ja tuotteita?/ How would you evaluate on scale 1-5 the service and products of Matkapoijat?

