

# A Netnography of Goal Pursuit in Retirement Travel

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## GLOSSARY OF KEY TERMS

### Goal-related Terms

Basic desires	Basic desires are fundamental psychological impulses that capture what any one individual is striving for and what is really important to him or her.
Goal	A goal is a particular end state or outcome that a person would like to achieve.
Goal Structure	A network of interrelated goals that is connected to a focal goal.
<u>Goal Levels</u>	
Focal Goal	A focal goal identifies <i>what</i> a person is pursuing.
Subordinate Goal	A lower-level goal that identifies <i>how</i> a person achieves a goal. Also known as an operational goal.
Superordinate Goal	Higher-order goals that represent the reasons <i>why</i> someone wants to attain a focal goal. Abstract goals, also described as values or desires.
Motives	Motives are the reasons people hold for initiating and performing voluntary behavior.

### Methodology-related Terms

Netnography	Netnography is an online research method that developed on the basis of ethnographic method, in order to explore specific meanings, ideas, attributes, and value through online communications.
Online Forum	An online forum is a platform for discussion threads on specific issues, where people participate in threaded discussions to ask questions and deliver knowledge.
Online Thread	For each discussion thread, a thread initiator post questions to which other online members reply and express their opinions, and thus leading to an active discussion.
Online Word of Mouth	An inter-consumer communication that occurs between one consumer and another and consumers do so because they are motivated by a desire to help others, or to warn others about poor service.

## **ABSTRACT**

As millions of baby boomers approach retirement, they will face one of the most significant and potentially life-altering decisions they've ever made – the pursuit of a travel-based retirement lifestyle. When people make such high-stakes decisions it is inevitable that their salient desires are engaged and likely that goal conflicts will arise. An extensive literature has focused on understanding travelers' motivations, but this research has rarely examined how people cope with the conflicts that are inherent in travel decisions. Retirement provides a perfect natural context to study such decisions. In this study we use netnography – a method of observing online consumer-to-consumer communications – to discern the tensions that arise when aspiring travelers' goals are in conflict. Furthermore, we investigate how experienced travelers in the online community offer aspiring travelers moral support, advice and referrals that help to resolve these goal conflicts, thus easing decision-making tension and moving the decision-maker closer to the choice of a travel-based lifestyle. The findings offer a better understanding of multiple goal pursuit in retirement travel, where (1) desires serve as superordinate goals that are engaged in travel planning, (2) retiree travelers juggle multiple goals that often result in goal conflicts and (3) the importance of online community in providing advice as proposed solutions to achieve goals and resolve goal conflicts. Lastly, implications and limitations of this study are discussed.

**Keywords:** Goal Pursuit; Multiple Goals; Retirement Travel; Tourism; Consumer Research; Netnography.

## **1. INTRODUCTION**

Retiree travelers are becoming one of the largest travel segments globally (Smith & MacKay, 2001; Hsu, & Kang, 2009). In fact, North American baby boomers born between 1945 and 1965 are approaching their retirement age (Sunil, 2007). As the baby boomer generation hits retirement age, the trend toward retirement travel is likely to increase significantly, promoting millions of people to engage in travel decision-making. When people make such high-stakes decisions it is inevitable that their salient desires are engaged and likely that goal conflicts will arise (Yankelovich & Meer, 2006). Retirement provides a perfect natural context to study such decisions. However, current tourism studies and consumer research are isolated within each field, and are not sufficiently integrated to support the investigation of goal pursuit and conflict in this unique tourism context.

Pieters, Baumgartner and Allen (1995) suggested that it is essential to specify the superordinate and focal goals that guide and regulate a person's behavior in a given situation. Moreover, it is well recognized that multiple goals pursuit often results in goal conflicts, but little is known about how consumers cope with such conflicts (Louro, Pieters, and Zeelenberg, 2007; Baumgartner & Pieters, 2008; Ratneshwar, Mick, & Huffman, 2000). These studies point to basic knowledge gaps about the dynamics of goal pursuit and conflict, a deficit that also holds true in the context of retirement travel decisions. Therefore, the goal of this study is to advance our understanding of goal pursuit in the tourism context of retirement travel. This study aims to measure the focal and superordinate goals of retirement travel, as well as to discern the tensions that arise when travelers' goals are in conflict. Moreover, this study investigates how experienced travelers in the online community offer advice and suggestions to first-time or less experienced travelers that help them to resolve goal conflicts.

This thesis is organized as follows: introduction; literature review; methodology & data; findings & discussions; implications & future research. First, existing theories of senior travel motives and constraints, and concepts of personal goal system are covered in the literature review section. Next, Reiss' (2002) framework of 16 basic desires is tested for its suitability as a deductive coding scheme in an empirical study of retirement travel goals and conflicts. A study examines the incidence and frequency of co-occurrence of these desires within and across 90 discussion threads. Lastly, limitations, future research and implications of this study are discussed.

## **2. LITERATURE REVIEW**

By nature, travel decisions exhibit a level of complexity and dynamism that has long attracted the interest of researchers in diverse disciplines including tourism, psychology, consumer behavior, and recreation studies. In order to comprehend both classic and contemporary theories of retirement travel decisions, this study focuses on two domains:

- (1) Characteristics of retirement travel decisions, and
- (2) Goal pursuit and conflict in consumer behavior.

The literature search for this research checked a variety of academic databases such as ProQuest, Scopus, and Scholars Portal. In my view, the literature presents a rather disjointed portrayal of travel decision framing, is riddled with theoretical advances that are temporarily out of synchronization, and regrettably is not integrated in a systematic way that would easily permit the close investigation of goal pursuit in a retirement travel context. These knowledge gaps delimit the conceptual contributions of my research and guide my empirical effort to study the goal conflicts that arise in retirement travel decisions.

### **2.1 Characteristics of Retirement Travel**

#### ***2.1.1 Who are they?***

Unlike former generations, who are relatively older and immobile, the baby boomers are relatively younger, more active and are probably at their wealthiest age (Gadek, 2008). So when deciding whether or not to stay at home or travel to a warmer location during the winters, more and more retirees would choose the latter (Benson & O'Reilly, 2009; Viallon, 2012). There is a popular trend of retirement travel in North America. When every winter comes, a great number of retirees flock to the 'Sunbelt' states such as Florida, California, Texas and Arizona, to escape from the rigors of cold and dark winter nights. These warmth seekers, who usually spend more than three weeks down south in their vacation home or in their recreational vehicles (RVs), are categorized as 'snowbirds' (Smith & House, 2006). Compared to the younger generation, retiree travelers have more free time, less responsibility and thus they are willing to leave home for a longer time (Rosenfeld, 1986), highlighting the role of

#### ***2.1.2 Why do they travel?***

Travel motivations were classified into three types: physical, psychological and social (Jacob & Schreyer 1980). These motives serve as trigger factors that inspire a person to travel. From physical

perspective: the possibility of being healthier encourages seniors' travel to warmer destinations (Benson & O'Reilly, 2009; Gustafson, 2001; Truly, 2002; Sunil, 2007; Bjelde & Sanders, 2009; Viallon, 2012). The opportunities of relaxation, outdoor exercises, and recreational opportunities were also classified as physical motivations (You & O'Leary, 2000; Sunil, 2007; McNicol & Glorioso, 2014). From psychological perspectives: retirees perceive travel as an opportunity to enhance their quality of life or to fulfill their travel dreams (O'Reilly, 2000; Sunil, 2007). The most common psychological value applies: 'I have worked enough, I want to take advantage of life and my free time' (Viallon, 2012). Rather than staying at home in their retirement, more and more of them choose to travel and utilize their free time in retirement (Truly, 2002). Researchers have also identified that 'knowledge seeking', 'excitement', 'satisfaction', 'self-fulfilling', 'ego-enhancement' and 'self-esteem' as psychological motives for senior travelers (Jang and Wu, 2006; Sunil, 2007; Patterson and Pegg 2009; Gardiner, King & Grace, 2013). From a social perspective: the opportunities of 'socialization' such as visiting friends or involving in local communities is a principal driver (Jang & Wu, 2006). The studies also found that some people are convinced by a close friend or family to travel together (Woodside & Lysonski, 1989; Gadek, 2008), highlighting the role of interpersonal influences on travel decision-making.

### ***2.1.3 What travel lifestyles are they pursuing?***

There are two main lifestyles in retirement travel: mobile and stationary. The mobile/stationary dichotomy is simple, yet an essential force in retirement travel decisions. Mobile travel is the group of retirees who live in recreational vehicles or travel trailers while traveling long distance (Viallon, 2012; Wu & Pearce, 2014). Stationary travel is the group of retirees who own or rent a residential property at the destination (King, Warnes, & Williams, 1998). On the one hand, recreational vehicles are often defined as 'the house on wheels'. There were several reasons to account for the increasing popularity of RV travel. According to Viallon (2012), RV travelers succeed in combining two key elements: RV allows one to 'remain at home' while traveling long distances. They could concurrently have the comforts of their own home while living outdoors (where they usually resided in trailer parks) and meeting other travelers who have same interests (Janiskee, 1990). Moreover, RV travelers expect to experience freedom spirits, relax in warmer climates, and enjoy the flexibility of their travel style (Hyde & Lawson, 2003; Hillman, 2013; Wu & Pearce, 2014). On the other hand, for property buyers, retirees are expecting some future profits from their

property investments, and some of them plan to become permanent residents at the destination (McNicol & Sasges, 2008). The features of destinations such as local attractions and good facilities also attracted them.

#### ***2.1.4 What constraints prevent them from traveling?***

Constraints are identified as the negative factors that restrict people from traveling. Crawford, Jackson and Godbey (1991) classified constraints into three categories: (1) intrapersonal constraints or one's psychological status (such as stress or emotional state); (2) interpersonal constraints or a situation relates to another individual (such as lack of appropriate travel partners); and (3) structural constraints, also known as situational inhibitors (such as lack of money or availability). Among all these constraints, budget is ranked as the most common constraint that restricts people from traveling (Um & Crompton, 1992; Blazey, 1987). In addition to the budget constraint, numerous studies identified age and health conditions as the primary constraints of senior travel (McGuire, 1984; Blazey, 1987; McGuire & O'Leary, 1992; McGuire, Norman, & Jackson, 2005). Compared to younger travelers, retirees are more tending to travel farther and stay longer at the destination, but the travel duration and distance greatly depend on their physical conditions, such as individual's mobility (Rosenfeld, 1986). Some researchers focused on retirement status of travelers rather than their age (Blazey, 1992). In Blazey's (1992) study, pre-retirees (early stage of retirement) are in lack of money and time to travel, while post-retirees (later stage of retirement) who are more likely to be constrained by health conditions, lack of energy or mobility. Other constraints that discussed in the literature were: 'pressures to leave origin', 'lack of information', and 'lack of travel companions' (McGuire, 1984; McGuire & O'Leary, 1992; Bialeschki & Henderson, 1998).

Another factor that restricts travel decisions are one's perception of potential loss, which in almost always implicated in travel decision-making process (Quintal, Lee, & Soutar, 2010). In fact, travel products (such as a destination) or services (such as a hotel) are always with a level of uncertainty and intangibility, thus risks in travel are unavoidable (Bjork & Kauppinen-Raisanen, 2012). Researchers classified travel risks into six categories: functional, physical, financial, social, psychological, and temporal risk (Boksberger & Craig-Smith, 2006). *Functional risk* relates to the concern about the consequences of travel products or services. It represents a sense of perceived risk that travelers may not get the best values during the travel. *Physical risk* is a perceived threat

to one's health or physical safety (Quintal, Lee, & Soutar, 2010). For example, aging-associated health problems could diminish travelers' sense of personal safety and security. Moreover, incidents including wars, political uncertainty, natural disasters, diseases, cultural or language barriers would increase one's perception of physical risk (Maser & Weiermair, 1998; Rittichainuwat & Chakraborty, 2009). *Financial risk* involves perceived risks of uncertainty about whether the paid product or service was worth the money paid (Boksberger, Bieger & Laesser, 2007). For instance, travelers may worry about whether their hotel was overpriced. Social risk is caused by one's concern about the opinions of other people (Bjork & Kauppinen-Raisanen, 2012). *Psychological risk* relates the negative effects on the travelers' emotions that caused by the travel product or service (Quintal, Lee, & Soutar, 2010). For instance, an unsafe destination could lead to worries, fears, anxieties and unease that negatively affect the travelers' peace of mind. *Temporal risk* represented the concern about losing time or delay schedule (Boksberger, Bieger & Laesser, 2007). For example, travelers may worry about missing a connecting flight and its subsequent problems.

## **2.2 Goal Directed Consumer Behavior**

### **2.2.1 Goal Structure**

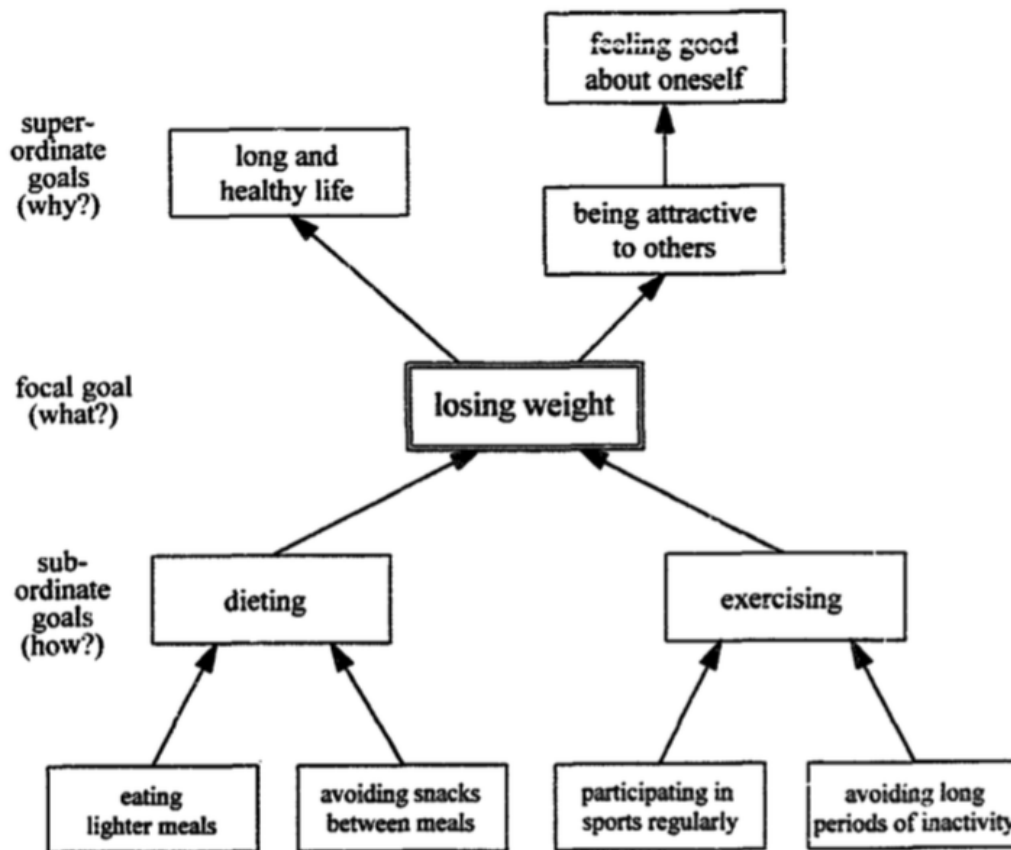
*“We suggest that to gain a more complete understanding of a consumer's goal-directed behavior, it is necessary to consider the entire goal structure, which specifies the hierarchical relationships between goals at all levels of abstraction - ranging from fairly concrete goals that guide specific acts to rather abstract goals in the form of basic values that regulate behavior.”*

- Pieters, Baumgartner & Allen, 1995, p.230

According to Baumgartner & Pieters (2008), consumer behavior is purposive and goal-directed. A goal is a particular end state or outcome that a person would like to achieve. For example, a person may dance to have fun or to realize the joy of movement and physical exertion. However, when a person dances as a professional, the opportunity to earn money becomes a salient goal, which in turn serves the achievement of other end goals such as providing for one's family or acquiring a dress that makes one look attractive to others. Setting and pursuing goals is fundamental to consumer behavior, and more often than not goals are interconnected and form goal structures.

The literature on goal pursuit in consumer behavior recognizes that goals are dynamic, are interconnected in a hierarchy, and can be in conflict. The pursuit of goal satisfaction is part of daily life, and affects behavior at many levels. Continuing our earlier example, the dancer may shop online to find replacement shoes because her old ones are worn out. Also, she may also ask others for advice on brands and fit. Goals are hierarchical. The focal goal of acquiring new shoes may be connected to desires to perform at an optimal level while being comfortable, while being mindful of more mundane concerns of affordability (not too expensive) and efficiency (not spending too much time searching). Finally, goals can be in conflict and tradeoffs may ensue as she balances shoe fit, style, and budget.

Building on means-end models of consumer behavior (Huffman, Ratneshwar, and Mick, 2000; Reynolds and Olson, 2001), researchers have proposed various frameworks to study consumer goal structures (Bagozzi and Dholakia 1999; Huffman and Houston 1993; Pieters, Baumgartner & Allen, 1995). In this research I build on earlier research by Pieters, Baumgartner & Allen (1995, p.228) who stated: “*a goal hierarchy can be thought of as a means-end structure of sequences of subordinate and superordinate goals*”. The subordinate goals at lowest order identify **how** a person achieves a goal. The intermediate level is the focal goal, which identifies **what** are the focal goals that a person is pursuing. The superordinate goal at the highest order represents a consumer’s basic desires and core values in terms of **why** a person is trying to attain a goal. In short, superordinate goals explain why goals are desirable and important to people while subordinate goals are critical for evaluating the feasibility of goal pursuit (Baumgartner and Pieters, 2008).



**Figure 1, Goal Structure for Losing Weight**

This example (Figure 1, from Pieters, Baumgartner & Allen, 1995, p.229) shows a goals structure that explains the how, what and why of one's weight loss. Pieters, Baumgartner and Allen (1995) conducted a study that asked 51 undergraduate students about various issues related to the focal goals of weight loss. They found that the focal goal of 'losing weight' was motivated by basic desires such as being attractive to others, feeling good about himself or herself, and having a long and healthy life, (which identified as superordinate 'why' level goals). They also discovered that achievement of the focal goal was supported by such pursuits as eating lighter meal, skipping snacks, participating in sports, and avoiding long periods of inactivity (identified as subordinate 'how' level goals). They concluded that one's behavior is controlled by a focal goal at an intermediate level (which identifies *what* the consumer is trying to do). Additionally, they suggested that in order to understand one's behavior more completely, it is essential to understand how the person is trying to attain this goal (the subordinate goal) and why the person is trying to attain this goal (the superordinate goal).

The three-level goal structure proposed by Pieters, Baumgartner & Allen (1995) is similar frameworks found in the psychology literature, notably by (a) Carver and Scheier (1981) who proposed a hierarchical goal structure that organized goals in an increasing order of abstractness: program level, principle level and system level, and (b) Vallacher and Wegner (1985) who labeled goals based on their level of abstraction, ranging from very concrete level to more abstract level of the same behavior. The three levels of goals are described in the extant literature:

<b>Goal Structure Level</b>	<b>Description</b> Pieters, Baumgartner & Allen (1995)	<b>Parallel Term</b> Vallacher & Wegner (1985)	<b>Parallel Term</b> Carver & Scheier (1981)
<b>Superordinate Goal</b> (the ' <i>why</i> ' of behavior)	The basic desires and core values (desirability) that explain why a person is trying to attain a focal goal.	Abstract Level	System Level
<b>Focal Goal</b> (the ' <i>what</i> ' of behavior)	Identify what is that a person is pursuing or trying to do.	Basic Level	Principle Level
<b>Subordinate Goal</b> (the ' <i>how</i> ' of behavior)	The operational aspects (feasibility) that define how a person to attain a focal goal	Concrete Level	Program Level

**Table 1, Three Levels of Goal Structures**

### **2.2.2 Superordinate Level – Desires & Values**

As discussed above, the superordinate goals explain the basic desires and core values of a behavior and the core conceptions of self (the *why* of behavior) (Pieters, Baumgartner & Allen, 1995). A long established value framework is Rokeach Value Survey (1973), where Rokeach provided a theoretical framework on the nature of human values that consists of two sets of values: 18 instrumental values and 18 terminal values. In his framework, terminal values represent the desired end states or belief of existence, whereas the instrumental values are preferable modes of behavior (Rokeach, 1973). Building on Rokeach's pioneer work on human values system, Schwartz (1992) developed a widely-accepted universal value framework, where he elaborated 10 different values types that correspond to basic human motivations: tradition, conformity, benevolence, stimulation, hedonism, power, security, achievement, self-direction and universalism. Later, in an empirical study of consumers' goal hierarchy, Paulssen and Bagozzi (2005) used Schwartz's value framework as their superordinate goals to measure consumers' value system. Despite the sophistication of Schwartz's established value framework, future research should be open to using

new methods of studying human motivation (Reiss and Wiltz, 2004).

Therefore, consistent with their suggestion, this study adopts Reiss's (2000) basic desire profile. According to Reiss (2004, p.179), *'only goals that are desired for their own sake can serve as the end of a purposeful explanation of a series of human acts.'* On the basis of previous work on values and motivations, Reiss (2000) developed a 16 basic desire's profile. Reiss's desire profile overlapped the Schwartz's value framework. For instance, Schwartz's tradition falls under Reiss's desire of honor, and Schwartz's value of security falls under Reiss's desire of order (Reiss, 2004). However, Reiss's desire profile included the motives of physical such as eating and physical exercise, which we considered that desire profile fit the tourism context better. His 16 desires theory provides a comprehensive profile of superordinate goals that categorizing the complex nature of human end motives as well as their intrinsic emotions in a systematic way. The following list shows Reiss 16 desires profile (Reiss, 2004, p.187):

1. Acceptance – desire for approval
2. Curiosity, desire for knowledge
3. Eating, desire to eat
4. Family, desire to raise own children
5. Honor, desire to obey a traditional moral code
6. Idealism, desire to improve society
7. Independence, desire to be autonomous
8. Order, the desire to be prepared, established, and conventional environments
9. Physical activity, desire to work out
10. Power, desire to influence
11. Romance, desire for sex
12. Saving, desire to collect, value of frugality
13. Social contact, desire for peer companionship
14. Status, desire for social standing
15. Tranquility, desire to avoid anxiety, fear
16. Vengeance, desire to get even

Reiss' typology permits the systematic analysis of motives within individuals and also facilitates comparison of motive sets across people within a population of interest.

### **2.2.3 Goal Conflicts**

It is well recognized that multiple goals pursuit often results in goal conflicts, and sometimes one goal has to be sacrificed in order to meet the other goal (Miller, 1944; Louro, Pieters, and Zeelenberg, 2007; Baumgartner & Pieters, 2008; Ratneshwar, Mick, & Huffman, 2000). In reality, it is very rare that a person would only pursue one single goal. As mentioned, when retiree travelers are making such high-stakes decisions that can potentially change their lives, they are stimulated by different desires or goals. It is not surprising to see a traveler with multiple desires in mind and hopes to achieve every single one. However, it is very challenging to come out with an optimization of achieving a set of goals, and travelers may be under goal conflicts when choosing between multiple goals. This study is concerned with the dynamics of multiple-goals pursuit of retirement travel.

## **2.3 Research Questions**

From a holistic review of the literature in tourism and consumer research, there are several opportunities that are recognized. Firstly, Pieters, Baumgartner and Allen (1995) suggested that it is essential to specify the focal and super-ordinate goals that guide and regulate a person's behavior in a given situation. As mentioned earlier, when retiree travelers are making such high-stakes decisions, their core values and desires are engaged in travel planning. But current research rarely examined their core desires and values. Therefore, the first two research questions of this study are trying to understand the focal and superordinate goals (the why and what) of retirement travel, as well as to discern the tensions that arise when aspiring travelers' goals are in conflict:

***RQ1:** What are the basic desires (as superordinate goals) that engage in retirement travel planning?*

***RQ2:** Are there any clusters of goals that frequently co-occur?*

Secondly, in a recent article, Baumgartner and Pieters (2008, p.4) stated: '*goal conflicts are omnipresent in everyday consumer behavior, but surprisingly little is known about how consumers cope with such conflicts.*' It is very rare that retiree travelers only pursue one single goal, and it is

well recognized that multiple goals create conflicts. When consumers juggle with multiple divergent goals, usually one goal has to be sacrificed in order to meet a more important goal. Therefore, this study aims to investigate how experienced travelers in the online community offer moral support, advice and suggestions to first time or less experienced travelers that help them to resolve goal conflicts, thus easing decision-making tension and moving the decision-maker closer to the choice of a travel-based lifestyle. The third research question, therefore, is:

**RQ3:** *How do members of an online community offer advice and recommendations to help resolve retirement travelers' goal conflicts?*

### **3. METHODOLOGY & DATA**

#### **3.1 Online Word of Mouth Referral**

When a traveler has limited past experience, they seek information from external sources such as their family and friends, media, or travel consultants (Kozak & Kozak, 2008). According to the earliest understanding of Word of Mouth (WOM) referral, it was an organic inter-consumer communication that *'occurs between one consumer and another'* and consumers do so because they are *'motivated by a desire to help others, to warn others about poor service'* (Kozinets, 2010, p.72). Compared to all available WOM sources, the Internet nowadays not only allows the travelers to gather information and plan their trip, and also allows them to engage with others during or after travel regardless of their physical location. The accessibility, popularity, and transparency of online travel communities have attracted my attention to online travel discussion forums. Therefore, in order to obtain an insightful understanding of retirement travel, a naturalistic and unobtrusive technique, netnography, was chosen as the research method for this study (Kozinets, 2002; Belk, Fisher and Kozinets, 2013; Mkono & Markwell, 2014).

#### **3.2 Netnography**

*"Netnography is ethnography adapted to the study of online communities. As a method, netnography is faster, simpler, and less expensive than traditional ethnography and more naturalistic and unobtrusive than focus groups or interviews."*

- Kozinets, 2002, p.61

Netnography is an online research method that developed on the basis of ethnographic research

method, in order to explore specific meanings, ideas, attributes, and value through online communications without physical boundary (Kozinets, 2002). Robert Kozinets initially developed this method due to the increasing popularity of online communities, where people share their interests, experience and opinions (Kozinets, 1998; Kozinets, 2002). Netnography is not only designed to collect a larger content of travelers' communications, but also to naturally capture the occurring information without an obtrusive presence of a researcher (Kozinets, 2010; Mkono 2012a, Mkono 2012b). One of the advantages of netnography is the convenient accessibility to broader groups of online members, or even the groups of people who may be difficult to reach, which means that I can quickly find online members and probe their online narratives. Rather than rewarding respondents, asking them interview questions, recording their responses, and measuring their opinion, netnography allows me to take the advantages of the flexible schedules, as well as its cost efficiency. Therefore, traditional methods such as interviews or focus group are not chosen due to their limitations on budget and timeframe of this study.

### **3.2 Five Steps of Netnography Procedure**

This study adopted five steps of netnography procedures: data collection, data selection, ensuring research ethical standards, data analysis, and data interpretation (Kozinets, 2002; Kozinets, 2010; Mkono & Markwell, 2014; Wu & Pearce, 2014).

***Data Selection & Collection:*** An important step of the netnographic approach is to identify appropriate data sources as well as to draw a reasonable amount of data (Kozinets, 2010; Mkono, 2013a). In considering all potential online channels that was suggested by Kozinets (2010), travel forums were identified as the target social networks. An initial step was to perform a keyword search on the largest search engine in North America, Google. The two keywords used in the search were: retirement travel forum and recreational vehicle forum. Among the top ten search results, two forums (*City-data.com/forum* and *Goodsamclub.com/forum*) were selected based on their large member size, high activeness of the discussions (by comparing the new postings every day of the forums), and more importantly based on their relevance to the research focus of this study. *City-data.com/forum* was the most interactive and comprehensive senior travel discussion forums in North America with more than 1.5 million members and an average 15,000 new posts per day (Citydata.com, 2015). *Goodsamclub.com* was the largest organization in the world for recreational vehicle owners and it provided both discussion forums and blogs for its 1.5 million

registered members (Goodsamclub.com, 2015). Other travel forums, such as *Tripadvisor.com/forum* and *earlyretirement.org/forum*, also provided plentiful assistances in travel planning and travel information gathering. However, their discussion forums were more focused on restaurant reviews, hotel reviews and destination choice for travelers at all age, rather than providing a platform specifically for retirement travel. Thus, after a careful selection, the remaining eight travel forums that provided less relevant discussions were not considered as the data source for this study.

In order to obtain some ideas of the data, hundreds of retirement travel discussion threads have been quickly read. However, due to the overwhelming amounts of data that I anticipated, random, disqualified, or less-relevant discussion threads were discarded. Some selection criteria were applied in order to discard the inappropriate data: 1. Only the discussion postings range from 2010 to 2015 were considered, to ensure the data is not outdated; 2. Only the discussions that primarily and directly relate to retirement travel decision-making or travel planning were taken into account. Additionally, only threads that provided more detailed information of posters' background or travel concern were considered as qualified data source. Then using specific keywords search terms that aligned with our research focus, I conducted more specific searches using terms including *travel planning, travel decision, trip, consideration, conflict, dilemma, recreational vehicle, mobile lifestyle, second home property, rental, destination, retirement community, budget, financial, health, lifestyle, goals, motivation, constraint, risk*. Sometimes several keywords were combined in the data collection process. For instance, *retirement travel, lifestyle, and planning* were combined to have a more focused and relevant search results. With this selection procedure, a total of 90 discussion postings were eventually selected, and the data collection process was completed by June, 2015. As Kozinets (2002) recommended, because of the archival data are textual, the data set was manually downloaded and saved as computer readable files (Portable Document Format files). Moreover, in order to organize the data in a more efficient way, the discussion threads were categorized and marked by their travel lifestyle. As discussed, there are two primary lifestyles of retirement travel: mobile and stationary. Therefore, the mobile lifestyle threads were classified and marked as RV (recreational vehicle) and the stationary lifestyle threads are marked as VH (vacation home or rental property). Each lifestyle has 45 discussion threads. In aggregate, there was an average of 21 participants responded to each initial post, and each discussion thread had an average of 10 single-spaced pages length in PDF format. Please see

Appendix 7.2 for detailed data properties.

***Ensuring Research Ethical Standard:*** Ensuring research ethical standard was a key stage in netnography. Kozinets (2002) first classified netnographers as ‘lurkers’. Later, a netnographic positioning rubric was developed by Bjork & Kauppinen-Raisanen (2012). In this rubric, netnographers were divided by their roles of researcher (active or passive), and by the level of notification they used in online communities (overt or covert). There were four types of positions: observer, lurker, participant and spy. The observers inform the posters about their presences in the community, but they do not interfere in any discussion. Lurkers also take a more passive role as an outsider and they don’t reveal their identities to the online community. Both spy and participants actively involved in the discussions but only the participants reveal their identities.

Most of tourism studies adopted the lurker format when conducting netnographic approach (Bjork & Kauppinen-Raisanen, 2012; Mkono & Markwell, 2014; Wu & Pearce, 2014). In order to capture the naturally-occurring consumer-to-consumer communications, this study also adopted a passive and covert lurker format, and as ‘*non-participatory observations*’ (Elliott & Jankel-Elliott, 2003; Perfetto & Dholakia, 2010; Arsal, et al., 2010). To avoid any outsiders’ influences, I had no involvement in any discussions and no interaction with any online members. First of all, to ensure research ethical standards and to determine how the online content could be used, the terms and conditions of these websites were already checked prior to data collection. Similar to other tourism studies that used netnography approach (Bjork & Kauppinen-Raisanen, 2012; Mkono 2012a; Mkono, 2012b; Wu & Pearce, 2014), this study involved the collection and analysis of public archival posts, and therefore it was not necessary to gain their consent to code and evaluate their online contributions. At the data analysis stage, a manual coding method was adopted. To ensure a trustworthy interpretation of the data (Kozinets, 2002), the results were crosschecked by the thesis supervisor Dr. Michael Mulvey.

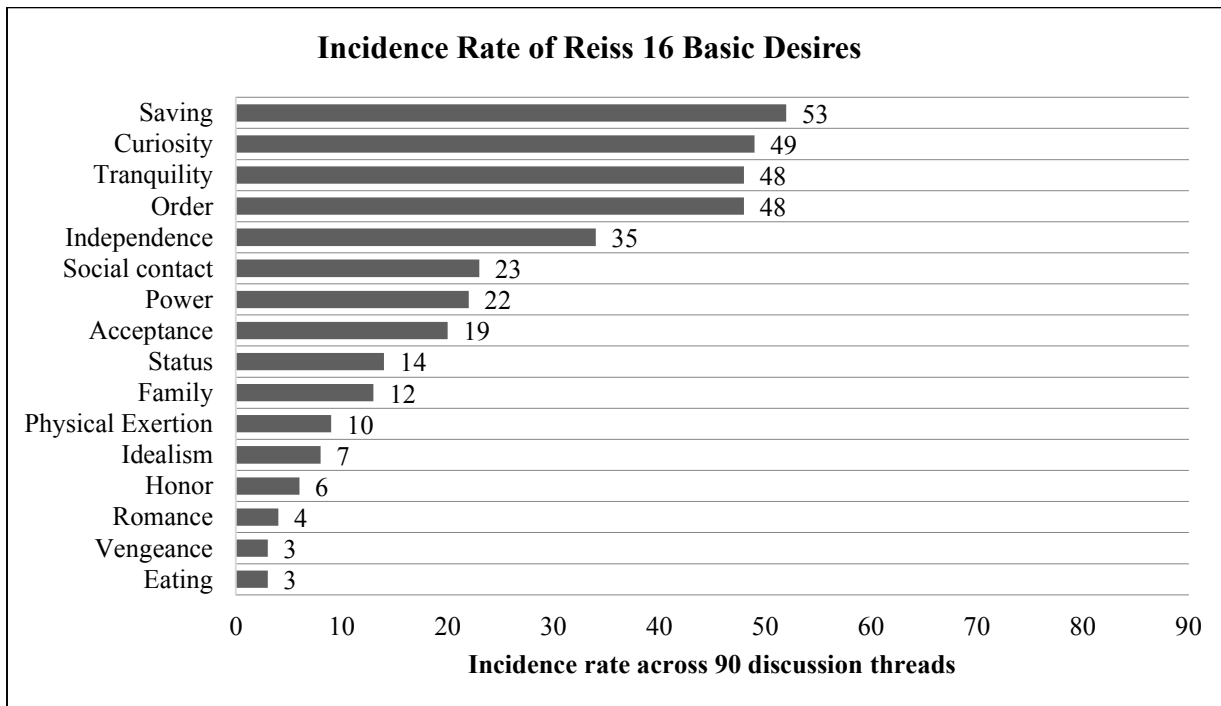
***Data Analysis & Data Interpretation:*** In this study, data analysis adopted a manual coding method with the help of a computer-assisted qualitative data analysis software ATLAS (Kozinets, 2002; Kozinets 2010): First, data were quickly read and re-read in order to gain a general sense. Some codes were listed as deductive coding by using the existing theories and models (three levels of goal structure and Reiss’s 16 basic desires). Then followed by an established three step manual

coding: initial coding, focused coding, theme coding (adjusted from Charmaz, 2006; Creswell, 2009; Hennink, 2011; Kozinets, 2010). In initial coding, interesting and repeating ideas from the data were identified, marked out and established as initial codes and themes. Then followed by a more in-depth focused coding process, where data was sorted and abstracted through. Specific trends, similar patterns, common sequences and distinct differences within the data were interpreted and compared. Finally, the coding system was re-checked, examined, polished and refined. To align with the research objectives of the study, original quotes were used to illustrate and communicate the key results, and a basic cluster analysis was conducted with Dr. Michael Mulvey as a validation of our provisional findings.

## 4. RESULTS & FINDINGS

### 4.1 Focal Goals & Superordinate Goals in Retirement Travel

As discussed, Reiss's basic desires imply one's core values (Reiss, 2000), and thus Reiss's 16 basic desires profile was adopted as a fundamental framework to measure retiree traveler's superordinate goals (the why) in their goal pursuit (Pieters, Baumgartner & Allen, 1995; Ratneshwar, Mick, and Huffman, 2002). Although everyone embraces 16 basic desires, different travelers prioritize them in different ways (Reiss & Wiltz, 2004). More salient and less salient desires were identified based on their frequency of occurrence within the 90 discussion threads. The following figure and table represent the desires profile as the superordinate goals in retirement travel by their frequencies of occurrences:



**Figure 2, Retiree Travelers' Superordinate Goals**

As shown in Table 2 (below), the strongest desire in retirement travel is saving with 53 frequencies. Curiosity, order, tranquility and independence are also considered as high salient desires, with 35 to 49 frequencies of occurrences. Social contact, power, acceptance, status, family and physical exertion have intermediate salience, ranging from 10 to 23 frequencies of occurrences. Lastly, idealism, honor, romance, eating and vengeance have relatively low salience, ranging from 3 to 7

frequencies. The findings on the desires profile are consistent with previous studies on senior travel motivations.

<b>Desire</b> <i>(Why)</i>	<b>Focal Goal</b> <i>(What)</i>	<b>Quote</b> <i>(Threads from citydata.com or goodsamclub.com)</i>
<b>Saving</b> (n=53)	Desire to travel affordably or stay on budget.	<i>"A lot of people out there rent rooms. So, I would pick a spot where I would like to stay for a while. Rent a room on a month-to-month bases. (I do that now.) Then move on to the next destination. Just might be the most affordable way to travel and stay as long as I want on a limited budget."</i> (VH23)
	Desire to invest in property for profits or make money.	<i>"Hi, I was thinking of purchasing a property as an investment, mainly to use as a weekly rental.... Where is a good place to purchase a vacation rental property? I wanted to know where the best places to buy right now are."</i> (VH44)
<b>Curiosity</b> (n=49)	Desire to explore new places or experience new things.	<i>"I fill my travels with adventurous activities, cultural exploration, architectural beauty, and food....."</i> (VH27)
<b>Order</b> (n=48)	Desire to be prepared or to manage the logistics of travel.	<i>"My questions are around maintaining two homes in retirement. I'm interested in the experiences of anyone who is doing that now: How do you manage your mail?.. Do you keep cable TV and broadband turned on at both houses year round? Do you turn off things like garbage collection while you're away? .... What sort of unexpected problems have you encountered?"</i> (RV10)
<b>Tranquility</b> (n=48)	Desire for security by lowering travel risks, to foster feelings of inner tranquility, peace of mind and comfort.	<i>"Lots of us have mentioned wanting to take up the snowbird lifestyle, as well as retirements in which you'd live in an RV... If you wanted to live this way, what steps would you take? What important things need to be considered? How do you handle everyday things like getting important pieces of mail, medical care, etc. For RVers, what do you do during a bad storm? Are there certain roads you avoid?"</i> (VH08)
<b>Independence</b> (n=35)	Desire to assert individuality, freedom, privacy or autonomy in travel.	<i>"We are also looking for a town where everyone is seeking privacy and has no interest in getting to know their neighbor."</i> (VH30)
<b>Social contact</b> (n=23)	Desire to socialize, visit friends or relatives or meet new friends in travel.	<i>"I would like to meet up someplace on the road just for casual conversation that would be great."</i> (RV21)
<b>Power</b> (n=22)	Desire to control and manage things.	<i>"Do you take your pets with you on long trips? Do you leave your pets in the MH when you leave the camping area? Do you let them have the run of the MH while you are gone and do they damage anything?"</i> (RV19)

<b>Desire</b> <i>(Why)</i>	<b>Focal Goal</b> <i>(What)</i>	<b>Quote</b> <i>(Threads from citydata.com or goodsamclub.com)</i>
<b>Acceptance</b> (n=19)	Desire for social approval.	<i>"How many people has asked you why you bought an RV and how many has told you that its a waste of money and you did not need it? My 87 year old mother told me I did not need it and it was a waste of money, and what was your response to it?" (RV17)</i>
<b>Status</b> (n=14)	Desire to maintain social status.	<i>"After years of hard work and living in an upscale community, I thought material things didn't matter to me and I was all about adventure." (VH36)</i>
<b>Family</b> (n=12)	Desire to spend time with family in travel.	<i>"I have been reading and viewing all the great info on the various blogs and am getting ready for our first trip. Grandmother, 2 daughters and 3 grandchildren." ...." (RV05)</i>
<b>Physical exertion</b> (n=10)	Desire to be active, healthier, or wanting to participate in outdoor activities.	<i>"The reason I chose camping is based on my love for scuba diving." ...." (RV02)</i>
<b>Idealism</b> (n=7)	Desire for social justice or to improve society.	<i>"Ideally I'd like to rent to older couples, but know that the property firms are limited as to who they can turn away from rentals... I understand that there are always risks, but I'd prefer to minimize them." ...." (VH43)</i>
<b>Honor</b> (n=6)	Desire for loyalty in traditional values.	<i>"Going camping in a small camper, I take very little. On the other hand, my wife who rarely comes with, thinks she needs to take everything just in case. How do others deal with this problem?" ...." (RV28)</i>
<b>Romance</b> (n=4)	Desire for romantic relationship.	<i>"My desires are to meet up with folks of the same, some singles that have the desire to continue to travel. Not much fun being the odd man at events arranged for couples." ...." (RV21)</i>
<b>Eating</b> (n=3)	Desire for food.	<i>"Instead of vacate, I fill my travels with adventurous activities, cultural exploration, architectural beauty, and food." ...." (VH27)</i>
<b>Vengeance</b> (n=3)	Desire to fight, compete, or get even.	<i>"Fighting the hoards of other northern snowbirds in places like Florida or Arizona... restaurants jammed, traffic, etc.." (VH08)</i>

**Table 2, Retiree Travelers' Goal Pursuit at Focal and Superordinate Level**

The above table represents retiree travelers' goal pursuit at focal and superordinate (desire) level with original supporting quotes from the initial postings. Focal goals are summarized from online discussion threads.

The five most prevalent desires across the 90 discussion threads follow:

**Saving:** As the heaviest weighted value in retirement travel, saving has 53 mention frequencies to support its high importance in retiree's travel planning. Retiree travelers may gratify saving in two focal aspects: the desire to save money, or the desire to make money. Retirees with different levels of income and savings have different focal goals: most of the retirees express their desire to travel affordably and try to stay under budget, while a minority of retirees who has extra savings would consider investing a vacation property for future profits. Keywords such as *'budget'*, *'affordable'*, *'expenses'*, *'costs'*, *'inexpensive'*, *'money'*, or *'best value'* can be easily found in these discussion threads. In order to accomplish their saving goal, which is to travel affordably on the focal level, retiree travelers asked for advice and suggestions on travel products or travel services, such as choices of driving route, destination, hotel, recreational vehicle, and travel insurance. There is plentiful extant literature supports the importance of the financial aspect in retiree travel (Benson & O'Reilly, 2009; Truly, 2010; Bjork & Kauppinen-Raisanen, 2012; Hayes, 2014).

**Curiosity:** Curiosity is ranked as the primary motivation that drives retirees to travel, with 49 mention frequencies supporting. Retiree travelers intend to take advantage of their free time after years of hard working. By escaping from the place of origin, discovering new places, or pursuing activities of personal interests, the desire of curiosity represents their psychological motives of *'knowledge seeking'*, *'learning experience'*, *'excitement'*, *'satisfaction'*, *'self-fulfilling'* or *'dream-accomplishing'*, which in line with the findings of psychological travel motives from the extant literature (Jang and Wu, 2006; Sunil, 2007; Patterson and Pegg 2009; Gardiner, King & Grace, 2013; Truly, 2002; O'Reilly, 2000).

**Order:** Not surprisingly, order is ranked as the third heaviest weighted desire in retirement travel, with 48 frequencies supporting. More importantly, the desire of order is found to be closely associated with perceptions of potential risks in travel. In order to control and minimize potential travel risks, retiree travelers demonstrated their strong intentions to plan, organize and manage their travel itinerary. An important characteristic of retiree travelers is that, as their age grow, they become low-risk tolerance or risk avoidance oriented. Therefore, phrases such as *"I prefer to minimize the risks"* or *"fear of uncertainties"* can be easily found in the discussions. However, as reviewed in the literature, risks are always unavoidable in travel due to the fact that travel is always with a level of uncertainty and intangibility (Bjork & Kauppinen-Raisanen, 2012). In order to

accomplish their ‘order’ goal, which is to travel manageable and get prepared for the uncertainties, retiree travelers ask questions such as “*how to manage my travel plan?*” “*how to maintain two homes and travel between them?*”, “*how feasible to travel across the country with my recreational vehicle?*”

***Tranquility:*** Same as the desire for order, the desire for tranquility also has 48 frequencies of mention rate, among the heaviest weighted values in retirement travel. On the focal aspect, tranquility represents the desire for inner peace and comfort. Similar to order, tranquility is also associated with travelers’ perception of physical and psychological risks that may affect one’s peace of mind. For instance, an unsafe destination may lead to worries, stresses, anxieties and unease that may negatively affect travelers’ peace of mind. The desire for tranquility is in line with the findings of previous work (Wong & Musa, 2014), where comfort and tranquility are very important motives for retiree travelers.

***Independence:*** This desire has 35 supporting frequencies and ranked as the fifth salient value in retirement travel, which is consistent with the findings from Gustafson (2011) that retiree travelers desire for “*freedom and independence*”. On the focal aspect of independence, retiree travelers highlighted their desires for individuality, privacy, flexibility, freedom or autonomy. Similar to the desire for tranquility, the desire for independence is associated with perception of psychological risk. Regardless of the degree of need for independence, travelers usually seek a balance between freedom and security of travel so that they can be comfortable with.

Overall, the highest salient desires show their significance in retirement travel. Finance is a topic that being mostly discussed on the travel forums. With some earnings and savings after their years of working, retirees desire to travel comfortably with every dollar that worth paid. Even with different degrees of needs for independence, they are seeking to avoid potential risks by managing travel itinerary, reduce potential risks, and they are expecting to achieve tranquility and peace of mind. These desires (saving, curiosity, order, tranquility, independence) are most likely to be prioritized in a decision-making, and are less likely to be sacrificed or replaced if a goal conflict occurs.

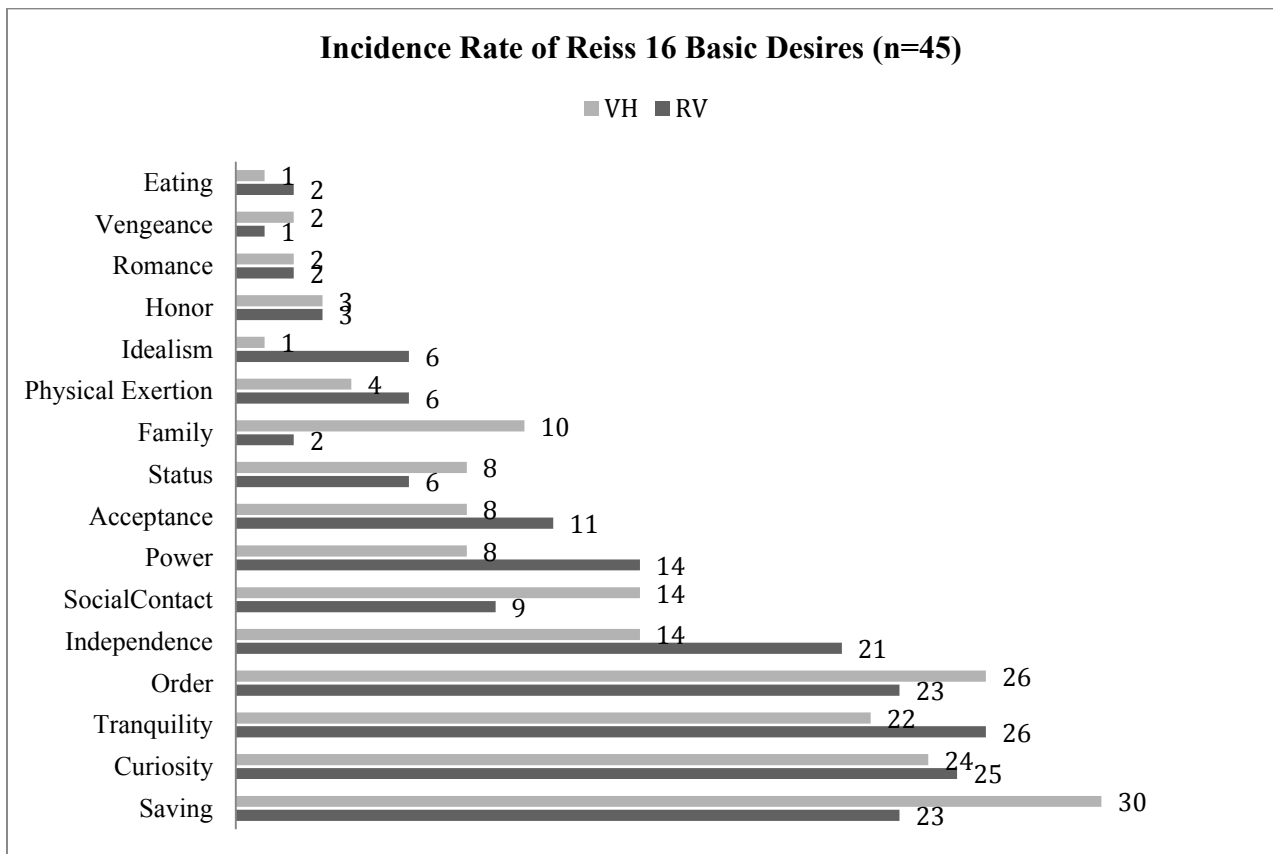
Then, social contact, power, acceptance, status, family and physical are ranked as intermediate salient desires. They addressed socializations goals such as visiting friends, or physical goals such as participating in physical exercises. These desires are in line with the findings of travel motives that discussed in the literature: retiree travelers are motivated by physical opportunities or socialization opportunities (You & O’Leary, 2000; Jang & Wu, 2006; Gadek, 2008; McNicol & Glorioso, 2014). However, these desires are not as salient as the highest five salient desires (saving, curiosity, order, tranquility and independence), which indicates a possibility that desires at the intermediate level may be sacrificed in order to fulfill more salient desires when a goal conflict occurs. The remaining five desires (idealism, honor, romance, eating and vengeance) are the least prevalent because of their low mentions in the discussions. Retiree travelers seldom mentioned desires for food, competitions, social justice or romantic relationships in the discussions. A possibility is that retirees are mostly married at their age, and they are mature adults who seek peace of mind and try to avoid competitions and risks. Erikson (1982) indicated that retirees tend to focus on their own and only the people who have become significant at their mature age, which may explain its less salience in vengeance.

But this does not imply that these desires (idealism, honor, romance, eating and vengeance) are irrelevant. They are simply not commonly mentioned in the travel forums. It is possible that these desires can have higher salience or significance in other types of consumer behavior or consumer group. For example, in Reiss’s motivational study of reality shows audiences (Reiss & Wiltz, 2004), status, vengeance and social contact are ranked as the top most salient desires, where these three desires are less salience in retirement travel context.

#### ***4.1.1 Lifestyle Goals Comparison***

Goal pursuit in retirement travel is such a complex dynamism, varying from one traveler to another, from one lifestyle to another. As mentioned, mobile travel is the group of retirees who live in recreational vehicles or travel trailers while traveling long distance while stationary travel is the group of retirees who own or rent a residential property at the destination. “It is interesting to observe some significant differences of the desires between the mobile (RV) and the stationary (VH) travel lifestyle, notably the incidence rates of saving, independence, power, and family (see Figure 3).

On the one hand, stationary lifestyle travelers are more mindful of saving than the mobile lifestyle travelers. A possibility is because of a property investment is usually much larger than a vehicle investment or expenses of a trip. Retiree travelers who choose stationary lifestyle not only concerned about the initial cost of property investment, but also the ongoing expenses such as maintenance fee and property tax. Thus, stationary lifestyle travelers are more concerned about the monetary value. Another prevalent desire in stationary lifestyle is family. This may be due to the fact that travelers are more willing to flock together with their families and stay in a home base property at the destination, rather than live in a smaller size property such as a travel trailer. On the other hand, power and independence have higher mention rates in mobile lifestyle than in stationary lifestyle, which illustrate their importance in the mobile lifestyle. These are in line with the current literature, where mobile lifestyle travelers are appeal freedom and independent spirits, as well as the flexibility of this lifestyle (Gustafson, 2001; Hyde & Lawson, 2003; Hillman, 2013; Wu & Pearce, 2014).



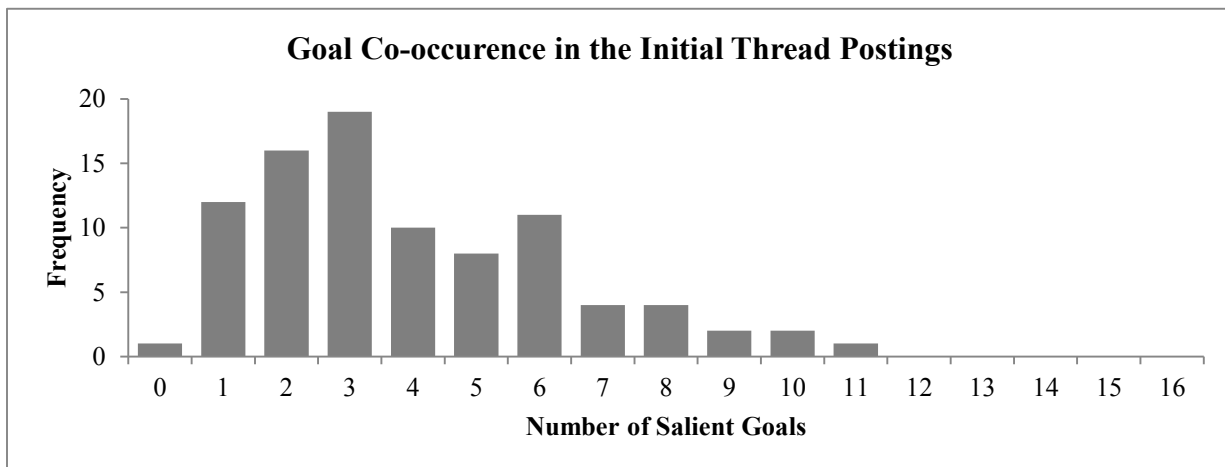
**Figure 3, Mention Rates of Basic Desires in Different Lifestyle Pursuit**

## 4.2 Multiple Goal Pursuit

It would be naive to assume that individuals hold and pursue a single goal. Rather, in many real-life situations, people hold many enduring goals, which may be connected to multiple lower-level sub goals and behaviors (Baumgartner & Pieters, 2010; Fishbach, Dhar, & Zhang, 2006). In this section, the interrelationships between desires are examined to get a better sense of the patterns of goal complementarities and goal conflicts that exist among retiree travelers. To this end, the results of simple numerical and network analyses of goal co-occurrence are presented, followed by a more formal analysis of goal affiliations using hierarchical clustering techniques. This analysis was conducted with Dr. Michael Mulvey.

### 4.2.1 Numerical Analysis

A close reading of the initial thread postings found many cases where the thread initiator expressed multiple goals. In fact, in the context of retirement travel forum discussions, we found that no or single goal postings were quite rare and constituted only 14.4% (13/90) of the cases. A total of 356 desires were mentioned across the 90 threads, or 4 desires per thread on average (Appendix 7.2). From these observations we conclude that the majority of retirement travel discussions involve multiple-goal pursuits.



**Figure 4, Goal Co-occurrence Frequency in Initial Thread Postings**

Next we focused on the relationships between the salient goals mentioned in the initial postings. Social network analysis is well suited for the analysis of relational data (Scott, 2013). Initially, each case (90 initial thread postings) was coded for presence/absence of goals (Reiss' 16 basic desires). The resultant rectangular *case x variable* data matrix of binary vectors was then transformed into a square 16 x 16 affiliation matrix that represents the co-occurrences of goals in

the dataset. As illustrated in the goal affiliation matrix (below), certain goals were frequently mentioned together. For example, of the 48 thread postings where ‘order’ was a salient desire, the concept of tranquility was also mentioned 32 times. This high rate of co-occurrence (66.6% or 32/48) can be contrasted with other desires that were rarely mentioned together, for example ‘curiosity’ and ‘honor’ (4.0% or 2/49). The ‘heat map’ shading of the matrix cells illustrates the relative strength of affiliation between concepts. As you move from the top-left to bottom-right of the matrix, both the salience and frequency of co-occurrence diminishes.

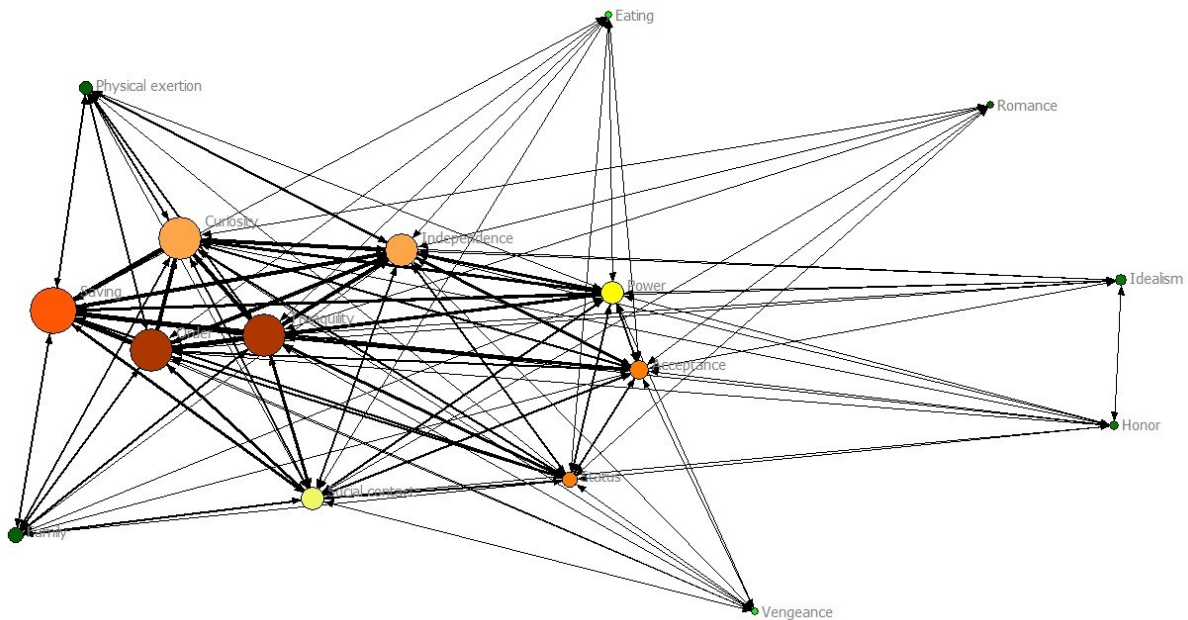
	Saving	Curiosity	Tranquility	Order	Independence	Social contact	Power	Acceptance	Status	Family	Physical exertion	Idealism	Honor	Romance	Vengeance	Eating	FREQ
Saving		28	29	31	22	13	14	11	10	10	5	3	2	1	2	3	52
Curiosity	28		28	26	23	12	13	13	9	6	8	5	2	4	2	1	49
Tranquility	29	28		32	22	16	16	16	13	9	5	4	1	4	3	2	48
Order	31	26	32		22	17	13	12	11	10	7	2	3	1	2	2	48
Independence	22	23	22	22		8	14	14	8	3	5	4	3	2	3	2	34
Social contact	13	12	16	17	8		9	8	9	7	2	1	2	2	3	2	23
Power	14	13	16	13	14	9		13	5	5	3	5	2	1	3	2	22
Acceptance	11	13	16	12	14	8	13		10	5	4	4	3	2	3	2	20
Status	10	9	13	11	8	9	5	10		3	2	1	2	2	2	2	14
Family	10	6	9	10	3	7	5	5	3		0	2	0	1	1	0	13
Physical exertion	5	8	5	7	5	2	3	4	2	0		1	1	0	0	0	9
Idealism	3	5	4	2	4	1	5	4	1	2	1		2	1	0	1	8
Honor	2	2	1	3	3	2	2	3	2	0	1	2		0	1	1	6
Romance	1	4	4	1	2	2	1	2	2	1	0	1	0		0	0	4
Vengeance	2	2	3	2	3	3	3	3	2	1	0	0	1	0		1	3
Eating	3	1	2	2	2	2	2	2	2	0	0	1	1	0	1		3
COUNT	184	180	200	191	155	111	118	120	89	62	43	36	25	21	26	21	
RANK	3	4	1	2	5	8	7	6	9	10	11	12	14	15	13	15	

**Table 3, Goals Salience According to Their Frequency of Co-occurrence Diminishes**

#### 4.2.2 Network Analysis

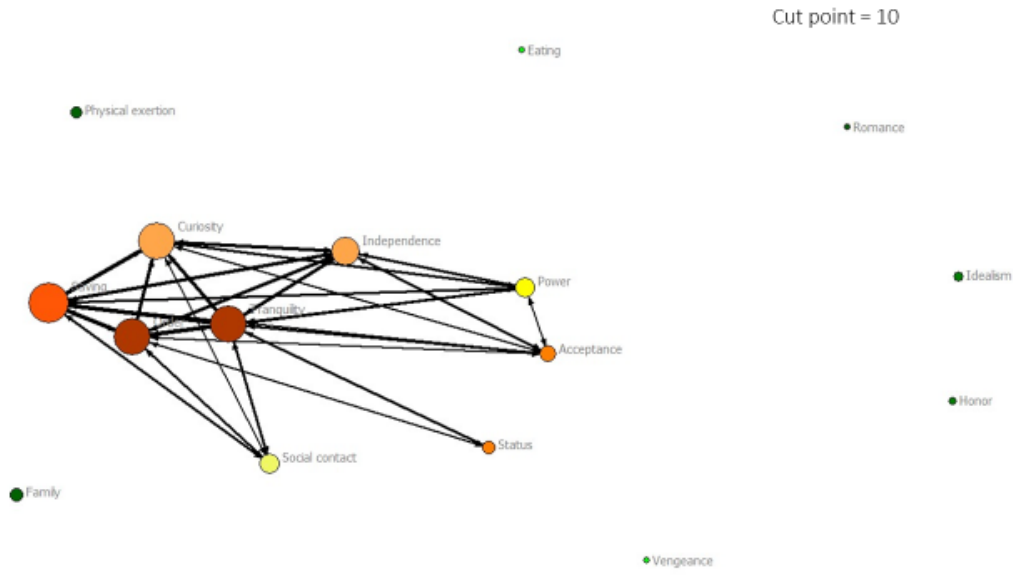
Software tools for visualizing network data, such as NetDraw (Borgatti, 2002), offer a complementary perspective to understand the connections between retirement travelers’ goals. The following graph illustrates all of the affiliations between desires (minimum frequency of co-

occurrence = 1). Proximity between nodes and the thickness of lines lining nodes indicate the relative frequency that affiliated desires was co-mentioned.



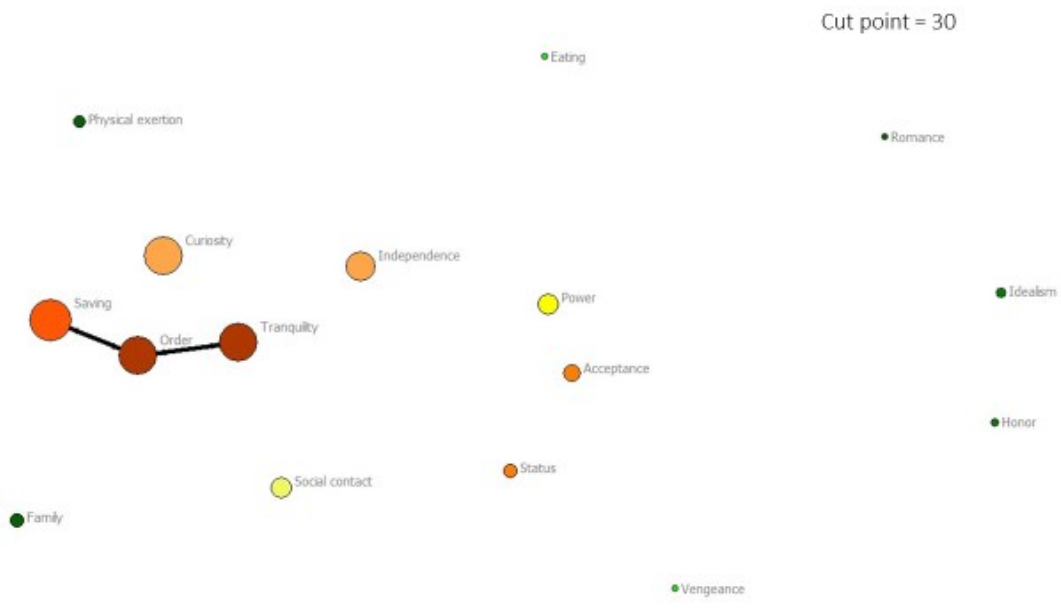
**Figure 5, Network of Affiliations between All Desires (Minimum Frequency of Co-occurrence=1)**

In an attempt to reduce clutter and simplify the visualization, a higher “cut point” was applied to the affiliation matrix (minimum frequency of co-occurrence = 10). This technique, described by (Gengler, Klenosky, & Mulvey, 1995), draws attention to the most prevalent desires mentioned by retiree travelers while relegating uncommon desires to the periphery of the illustration.



**Figure 6, Network of Affiliations between All Desires (Minimum Frequency of Co-occurrence=10)**

The application of an even higher cutoff point (minimum frequency of co-occurrence = 30) reveals that ‘saving’, ‘order’, and ‘tranquility’ form a triad of desires that occupy at least a third (33% or 30/90) of the initial postings. The discovery of this dominant cluster of desires will be addressed in the next section, following a more formal analysis of the dataset.



**Figure 7, Network of Affiliations between All Desires (Minimum Frequency of Co-occurrence=30)**

### 4.2.3 Hierarchical Cluster Analysis

A common method of grouping elements is the cluster analysis method. Cluster analysis is a set of techniques for discovering structure within a dataset, such the co-occurrence of salient goals. Cluster analysis begins with the selection of variables and a measure of association between all pairs of items (Lilien & Rangaswamy, 2003). To normalize nominal data (presence/absence of goals, for example) matching-type measures such as the widely used Jaccard index (also known as the Jaccard similarity coefficient) are used to measure the extent of overlap of binary attributes (Borgatti & Halgin, 2011). The Jaccard index is calculated as the proportion of cases in which  $x_i = y_i$  given that either  $x_i > 0$  or  $y_i > 0$  or both (Appendix 7.4). Using UCINET 6 (Borgatti, Everett, & Freeman, 2002), Johnson’s hierarchical cluster analysis using the average linkage algorithm was used to assess the similarity (affiliations) between goals that were mentioned together. In average-link clustering, we consider the distance between one cluster and another cluster to be equal to the average distance from any member of one cluster to any member of the other cluster. Visual assessment of the dendrogram (see Figure 8, below) along with measures of cluster adequacy (i.e.,  $\eta = .717$ ), suggest that a nested three-cluster solution best represented the relations (Appendix 7.5). Notably, this solution supported the impression I formed in the earlier qualitative phase of coding the initial postings. These results answer second research question: are there any clusters of desires that co-occurring very frequently in retirement travel goal pursuit? The answer is “yes”.

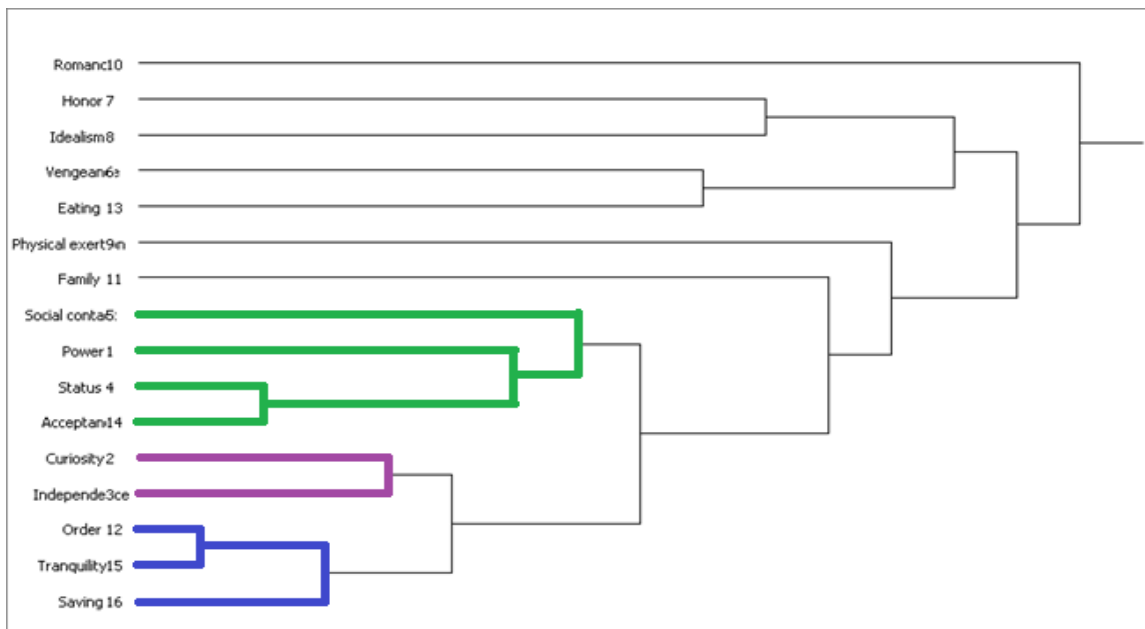


Figure 8, Visual Assessment of Dendrogram

The three cluster groups are:

**Order – Tranquility – Saving:** The first cluster emphasizes the strong interdependence financial and psychological needs in retirement travel. According to Reiss and Wiltz (2004), Schwartz's value of security falls under Reiss' s desire of order. In this set, the primary motivation is to travel affordably and comfortably by managing the travel itinerary, and this consequently help one to achieve peace of mind.

**Curiosity – Independence:** The second cluster highlights a key benefit sought by retirement travelers is a sense of discovery and the pursuit of personal interests. In this set, the main drive is to discover and explore, to pursue activities of interest, and the ability to be independent and flexible in travel.

**Acceptance – Status – Power – Social Contact:** The third cluster underscores how retirement travelers are cognizant of social needs and they are mindful of their relationships with other people such as spending time with family, meeting new people or visiting friends. For instance, retiree travelers who have strong desires for social contact, often looking for opportunities to socializations, and they are generally more concerned with their social status and social approval.

There are certain goals (family, physical exertion, eating, vengeance, idealism, honor, and romance) are not members of any of the three clusters. This can be attributed to the fact that these goals are less commonly mentioned and their patterns of co-occurrence lacked consistency compared to goals that are members of the three clusters. Though these goals are not emphasized across the discussion threads, it does not mean that these goals are irrelevant. Rather, they are simply not commonly mentioned in the travel forums. Overall, we can conclude that consumers do not simply pursue a single goal in retirement travel, but more likely to pursue multiple goals, and they have to make a decision as a result of tradeoffs between their desires. This decision-making process requires a series of evaluations and tradeoffs (Dellaert et al., 2014).

### **4.3 Goal Conflict and Pursuit in Retirement Travel**

An online forum is a platform for discussion threads on specific issues, where “*people participate in threaded discussions to ask questions and deliver knowledge*” (Ren et al. 2011, p.879). For each

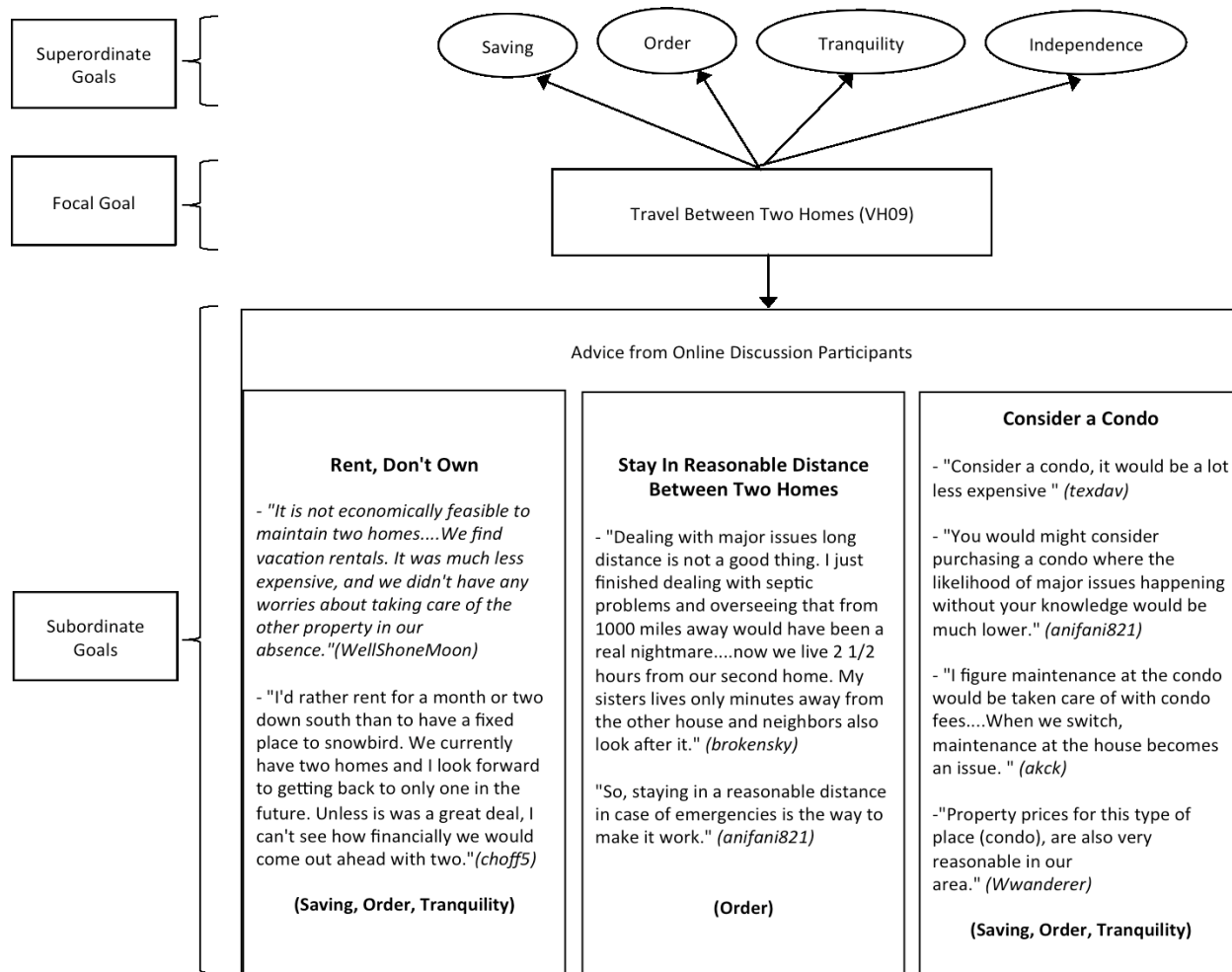
discussion thread, a thread initiator posts questions to which other online members reply, express their opinion and share their experience, and thus leading to an active discussion (Bhatia, Biyani & Mitra, 2014). It can be easily observed that the thread initiators are usually the groups of first time travelers or those have relatively fewer experiences of travel. Therefore they go online, conduct research, ask questions, express concerns and look for advice from the experienced travelers. To better understand the operational (the how) aspects of pursuing focal goals and accomplishing superordinate goals in retirement travel, we analyzed replies from the online community. Next, I select two discussion threads to develop two case studies that illustrate potential conflict resolution via the linking of goals across levels. The findings highlighted the importance of online community in providing advice as proposed solutions to assess goal feasibility, achieve goals, and resolve goal conflicts.

#### ***4.3.1 Case 1 – Assessing Goal Feasibility***

The first case is an example that shows how online advice serves as proposed solutions for aspiring travelers in order to achieve travel goals and make travel plan feasible. The following posting was initiated by *markg91359*, where he addressed his intention to maintain two residencies and traveling between them:

*“Does anyone here maintain two separate homes, or residences since they retired and travel between them? What has been your experience exactly? Do the costs of maintaining two homes eat up your retirement income? Is it manageable? Does the driving back and forth bother you? Our present retirement plan is to spend winters in our home in St. George, Utah. However, I'd rather spend summers somewhere else... We've also considered somewhere around Jackson Hole, Wyoming, but real estate there is very pricey... I'd appreciate feedback from anyone who has done this with two homes. ”* (Thread VH09)

Besides this focal goal, *markg91359* also raised many operational questions regards the feasibility of this goal. We identified four superordinate goals: saving, order, tranquility and independence, which conforms to the goal priorities of cluster 1: order – tranquility – saving. Please see the following figure for a complete goal structure:



**Figure 9, Three Level Goal Structure of Travel between Two Homes**

A total of 37 online members participated in this thread, and majority of them discouraged the initiator's goal pursuit because they had negative travel experience of traveling between two homes in the past. They listed some disadvantages and potential risks: financial burden, lack of physical energy to maintain or travel between, extra responsibilities, and the lack of help to take care the other home while in absence. Therefore, they proposed three solutions: (1) renting a vacation property instead of buying a house, which is more affordable and flexible. Other online members provided some operational advice in order to make this goal feasible: (2) keep the second home in a short distance from the primary residency, and have someone take care the house while in absence. In addition, (3) consider a condo rather than a house was recommended. Condo investment is usually smaller than a house property investment, which would help to save money and achieve his saving goal. Moreover, maintenance of the residency can be taken care by the

condo management while the owner in absence, which could help to reduce one's potential stress, and ease the tensions.

#### **4.3.2 Case 2 – Revising Travel Goals**

Case 2 is a good example to show the influence of online advice on one's travel decision. Thread initiator *travellandmark* addressed his travel goal and concern:

*“Wife and I had been saving a while for a month on some island. However, about a month ago we decided on a 40 day trip back and forth across America. Montgomery-Dallas(6flags)-Sanantonio(Schlitterbaun), Colorado (great sand dunes), Arizona(Petrified Forest/Grand Canyon), Las Vegas, Southern CA(disney), San Fran(bridge/alcatraz red wood), Yosemite, Salt Lake, WY (Teton/yellowstone), SD (Rushmore), Omaha, Chicago, OH (cedar park), PA (Hershey Park), Bayonne, NJ(family), VA(king's Dominion), GA(savanna) Orlando(disney), home to Montgomery. Topics I am thinking but would like discussion. 1.Starting in June are 2 A/Cs a must for that itinerary? 2. I have driven buses and firetrucks for a living, but wife hasn't. is a 31 footer going to be a pain to drive? searching 27-31 footers in \$35k and under range. Not planning on keeping it, just buying it and selling when finished. 3. Should tail clearance be a real thought? 4. slide outs? are they worth it if we aren't living on it? 5. fuel consumption of the generator? is it relevant on a highway trip? 6. I have 36 days with only four long days (10, 10, 11 and 11 hrs) and four extra days for unexpected. Is this trip possible or am I going to be sitting in maintenance shops for half of it? 7. I will ask for tricks of the trade the closer I get, but if anyone has personal experiences about the places I listed please feel free to share. I am sure I will edit this post as I proof read it and check for answer.” (Thread RV06)*

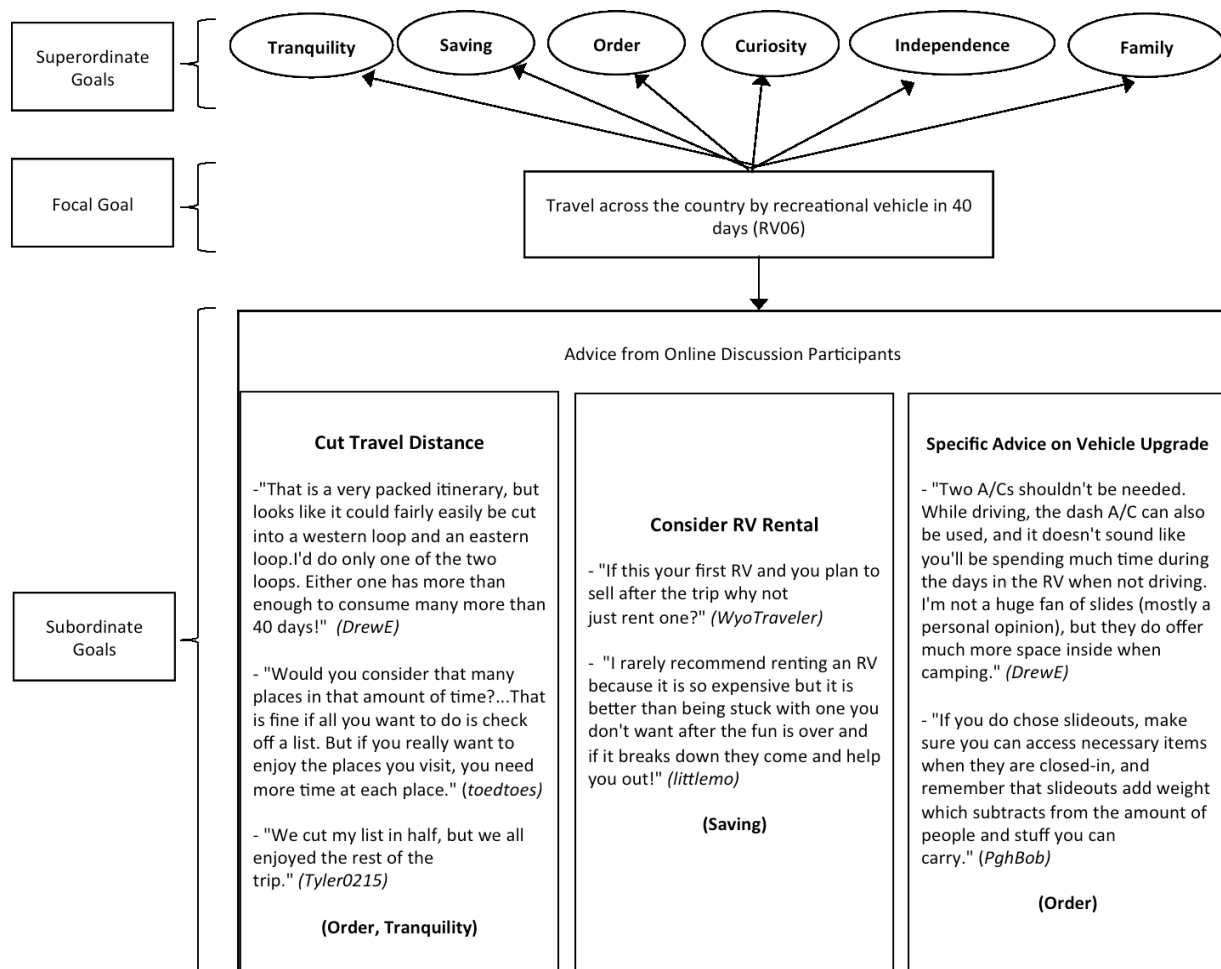
In the initial thread, *travellandmark* expressed his intention to travel 40 days by an RV across the US with his wife. He also intended to buy an RV under a \$35k budget, but did not planning on keeping it. Additionally, he was concerned about the feasibility of the itinerary, and he also raised some specific operational concerns such as vehicle fuel consumption and vehicle upgrades. There were six superordinate goals engaged in *travellandmark* focal goal pursuit: order, saving, tranquility, family, curiosity and independence. This goal set aligns with two of the salient goal clusters that identified in the previous section: (1) order – tranquility – saving and (2) curiosity – independence. However, the initial goal ‘40 days RV trip across the country’ was considered as ‘too aggressive’ and ‘too packed’ by the online members, supporting that “too much” may reduce the joy and happiness of the trip, and they discouraged the pursuit of this goal. For instance, user *littlemo* replied to him:

*“This is a very aggressive trip you have planned and you won't have much time to enjoy it. It would be much more enjoyable to see less and spend more time in some of the more awesome spots. ”* (littlemo)

In order to make this trip feasible and resolve potential goal conflict, online members proposed three solutions: (1) cutting the travel distance and spend more time in each spot; (2) considering renting instead of buying an RV and selling it after the trip; and (3) sharing specific advice on vehicle maintenance and upgrades in order to make the vehicle more comfortable. On receiving these valuable and constructive advices, the initial poster decided to take these advices into considerations of travel plan. After two days of initial posting, the initiator altered his goal and announced his decision:

*“Due to the responses we have moved it to a Western states itinerary. It cuts/gives us 15 days to gypsy about out West. Any must does at the sites listed are appreciated.”* (travellandmark)

As seen, the initiator decided to cut his trip. Instead of travel across the US, he would only visit the Western states, and spend more time on each destination in order to have full enjoyment.



**Figure 10, Three Level Goal Structure of Travel Across the Country by RV in 40 days**

#### ***4.3.4 Summary of Goal Pursuit in Retirement Travel Planning***

The above two cases represent the complex dynamism of individuals' goal pursuit. Additionally, the cases illustrate retiree travelers' sensitivity to perceived risks and their openness to finding ways to minimize those (Boksberger & Craig-Smith, 2006). At the same time, these individuals are dedicated to realizing their physical, psychological and social goals, which are consistent with the findings from the extant literature on senior travel motivations (Jacob & Schreyer 1980; Gustafson, 2001; Truly, 2002; Sunil, 2007; Benson & O'Reilly, 2009; Viallon, 2012). Travel preparations such as researching and planning an itinerary are essential and useful tools. According to Moal-Ulvoas and Taylor (2014), travel preparation enables the travelers to plan their itinerary at home in the form of learning about the destinations, preparing belongings, and projecting himself to a specific destination. In this digital era, an online discussion forum is no longer a simple one-way 'question and answer' platform, it also becomes a medium to share information, knowledge, and personal experience. The second case clearly exemplifies the impact of online advice, which makes the thread initiator alter his proposed travel plan in order to minimize perceived risks and resolve conflicts. From the analysis of the above two cases, this study highlights the importance of online community in providing advice as proposed solutions to achieve goals and resolve potential dilemma.

## **5. CONCLUSIONS**

The goal of this study was to advance our understanding of goal pursuit in the tourism context of retirement travel. The extant literature in tourism studies is limited to study individuals' goal pursuit in retirement travel. Although it is well recognized that multiple-goal pursuit often results in goal conflicts, little is known about how consumers cope with such conflicts. By applying the classic goal theory and Reiss' framework of basic desires from the extant literature, this study successfully examined the connections between individuals' goals at the superordinate (the why) and subordinate (the how) levels in a retirement travel context. Netnography was adopted as the primary methodology of this study, and a clustering method was conducted to validate the provisional findings. In the first part of findings, we measured the desires as the superordinate goals that engaged in retirement travel. In the second part of findings, we found that the retiree travelers' goals pursuits are often in conflict. In the third part of findings, we systematically

mapped travelers' goal pursuits with operational advice that was provided by other online members. The findings offer a better understanding of consumer pursuit of multiple goals in retirement travel context, where (1) not all desires are equally salient and typically more than one desire is salient, (2) there are patterns found in the clusters of desires, and (3) the importance of online community in providing advice as proposed solutions to achieve focal goals or resolve goal conflicts. The implications and future research opportunities of this study are discussed.

### **5.1 Implications**

The implications for this study are far-reaching among academic researchers and tourism marketers. The theoretical implication is that this study employs the best practice from psychology and consumer research, and applies their concepts in such a unique tourism context. This study provides empirical evidence of the complex dynamics of consumer's goal pursuit that builds on the existing body of knowledge in both consumer research and tourism studies. This research adopted a netnographic approach to collect data in a time efficient, budget-conscious, and geographically unbounded way. The study demonstrates the continued relevance and future promise of this approach for studying consumer perspectives using naturally occurring consumer-to-consumer online conversations. Thus, we advocate netnography as a very beneficial tool for marketers who are interested in studying the goal conflicts that are inherent to consumer decision-making.

Moreover, retiree travelers are one of the largest segments for the tourism industry globally (Smith & MacKay, 2001). By recognizing their desires profile and travel preferences, it is expected to help the marketers in the tourism industry to understand the demand side of baby boomer travelers. The results demonstrate that mature consumers, like their younger counterparts, are turning to online communities as a forum to share information that is relevant to their lifestyle choices. Furthermore, the results demonstrate an interest-based acculturation process that results from the flow of advice between novice travelers (advice seekers) and experienced travelers (advice givers). We believe that online acculturation is very important in building and sustaining demand in broad product/service categories such as RV and vacation home travel.

## 5.2 Limitations & Future Research

This study has some limitations that suggest opportunities for future research.

First of all, this study particularly focuses on the retiree travelers in North America, which indicates a geographical limitation on research sampling. International travel can also be a dimension to advance the understanding of travel goal pursuits in a global setting. Also, the increasing wealthy retiring populations in Asian countries represents a great potential tourism market, and relatively less attention has been paid to them (Hsu & Kang, 2009). Similarly, such senior migrants are also found in Europe, where travelers migrate from nations such as Germany to nations including Spain, Malta, and Monaco, (Gustafson, 2001; O'Reilly & Benson, 2009; Viallon, 2012). To extend the current body of knowledge on retirement travel, future research that examines the goal pursuits of cross-cultural travel could also be a valuable concentration.

Secondly, the scope of this study serves as a contribution as well as a limitation of this study. The complex dynamism of consumers' goal pursuit still remains angle unexplored in the tourism context. When travelers juggle with multiple desirable goals, one goal may be sacrificed in order to meet a more important goal. This study successfully identified what are the most salient superordinate goals of retirement travel. But how do these travelers prioritize their competing desirable goals and alternatives? Thus, it is worthwhile to investigate how travelers selectively regulate their multiple goals pursuit when they face a situation of goal conflicts for future research. Another fruitful direction for future research to perform more in-depth comparisons between the different travel lifestyle segments such as recreational vehicle travelers, cruise travelers, vacation home or rental property travelers. This study outlined the differences with the different pursuits of lifestyles, and we may see more differences or similarities if we shift our research focus on the different lifestyle segments, rather than the retiree travelers as a whole. Thus, to expand the understanding of retirement travel, it deserves to specify more profoundly the different goal pursuits of each lifestyle segments.

Additionally, with the increasing importance of service constellations, some researchers suggest the use of consumer journey as a starting point, to understand how different service providers in tourism industry interact with each other (Tax, McCutcheon & Wilkinson 2013). The customer's

journey usually refers as the sum of the one's experiences in the process of goal pursuit. As mentioned, this study successfully provided an understanding of the demand side of baby boomer travelers. To better help the marketers of tourism industry in fulfilling travelers needs, a direction for future research is to study what are the most significant factors that may contribute to a traveler's provision of service, which would help the marketers to determine the competing complimentary or substitute travel products or services, to improve their own competitiveness and uniqueness through development, and to provide a leading service experience.

Lastly, while the netnographic approach, by its nature, has advantages such as flexibility and cost efficiency, this approach is limited to identify or verify online posters' socio-demographic profiles. Moreover, an opportunity to enhance the current body of knowledge is to track how travelers' goal pursuit may change in response to the positive or negative feedback from the online discussions (Fishbach, Eyal & Finkelstein, 2010). Therefore, more interactive ethnographic methodologies such as a face-to-face interview or focus group approaches are recommended to explore this behavior from a more immersion perspective (Kozinets, 2002; Kozinets, 2010). Additionally, by conducting such interactive methodologies, it would help to identify travelers' socio-demographic profiles, track their decision-making process and even travel behavioral patterns. Some possible interview questions to ask can be: 'have you had any experience of participating in an online travel forum? If yes, please explain.'; 'do you describe yourself as a passive observer or an active participant in the online discussion?' and 'have any advice from the online discussions been beneficial to you? If yes, how?'. Moreover, online discussion forum is not the only information source available to the travelers for planning their trips. Nowadays travelers use a variety of online and offline information sources: online sources including travel blogs and social media; offline sources including word-of-mouth referral network, magazines, travel guide books, commercial brochures and travel consultants (Gronflaten, 2009; Ho, Lin, & Chen, 2012). It would be a fruitful direction to study the impact of other information source on retiree travelers' goals pursuit and decision-making process.

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## 7. APPENDIX:

### 7.1 Steps of Netnography Study

<p><b>Step 1</b> <b>Data Collection</b></p>	<ul style="list-style-type: none"> <li>• Online discussions that relevant to the research topics will be collected.</li> <li>• Among the top ten search results, two forums (<i>City-data.com/forum</i> and <i>Goodsamclub.com/forum</i>) are selected based on their large member size, high activeness of the members, and more importantly based on their relevance to the research focus of this study.</li> <li>• Consider all the relevant online channels and select both general and specific outlets based on the size of the host site, activeness of members, high traffics, and credibility.</li> </ul>
<p><b>Step 2</b> <b>Data Selection</b></p>	<ul style="list-style-type: none"> <li>• The selection creteria of the data are defined in order to effectively align with the research objectives and remain within the scope of this study.</li> <li>• Then following by a more precise and specific keyword search in the retirement travel context: travel planning, travel decision, travel conflicts, recreational vehicle, second home property, lifestyle, goals, motivations, constraints and risk. Several keywords are combined in the search process.</li> <li>• Only the discussion postings range from 2010 to 2015 are considered, to ensure the data is not outdated; Only the discussions that primarily and directly relate to retirement travel decision-making or travel planning are taken into account.</li> <li>• With this selection procedure, a total of 90 discussion postings are eventually selected.</li> </ul>
<p><b>Step 3</b> <b>Data Analysis</b> <b>&amp;</b> <b>Step 4</b> <b>Data</b> <b>Interpretation</b></p>	<ul style="list-style-type: none"> <li>• Some codes are listed as deductive coding by using the existing theories and models (Reiss's 16 basic desires and three levels of goal hierarchy).</li> <li>• Data analysis used both manually (by reading) and using software-enabled search and coding.</li> <li>• Original quotes and basic statistical techniques (such as counting frequency and co-occurrence) are used to illustrate and communicate the key results. Also, the patterns and relationships found by analyzing their frequency and co-occurrence rates within the data.</li> <li>• Write, present, and report research findings, discussions, limitations and implications.</li> </ul>
<p><b>Step 5</b> <b>Ensure Ethical</b> <b>Standards</b></p>	<ul style="list-style-type: none"> <li>• Before extract any data, I already checked the websites' terms and conditions on how the content of the websites can be used, and make sure the content can be used for academic purpose.</li> <li>• Consider all sources of public archival and secondary content.</li> <li>• In order to enhance the confidence in the codes and increase the credibility of the study, the coding systems, the interpretation of the data, and the results is cross-checked by thesis supervisor Dr. Michael Mulvey.</li> </ul>

## Data Selection Criteria & Data Analysis

Data Source	Reason for Inclusions		Threads Collected	Statistics
city-data.com/ forum	Second home/Rental Forum 1.5 million members and average 15,000 new posts per day.	<ul style="list-style-type: none"> <li>✓ Popularity (member size)</li> <li>✓ Activeness (posting number)</li> <li>✓ Relevance to research topic</li> </ul>	45	Average 24.8 participants; Average 10.6 pages of single space text in PDF format.
goodsam.com/ forum	RV forum 1.5 million members	<ul style="list-style-type: none"> <li>✓ Popularity (member size)</li> <li>✓ Activeness (posting number)</li> <li>✓ Relevance to research topic</li> </ul>	45	Average 17.6 participants; Average 10.2 pages of single space text in PDF format.

Initial Coding: Coding & Noting	Identifying and checking user generated quotes; Marking out and making notes on interesting or repeating ideas; Using deductive codes from literature Developing analytical codes; Allocating content to the codes.
Focused Coding: Abstracting, Checking & Refining	Establishing themes and transforming codes to themes; Sorting data and abstracting similar phrases, common sequences and distinct differences; Checking, refining and polishing the coding system.
Theme Coding: Categorizing & Conceptualizing	Examining and conceptualizing the commonalities, differences, patterns and relationships. Theorizing the data in order to align the research objectives of the study.

## 7.2 Properties of Discussion Threads

### Properties of Discussion Threads: Recreational Vehicle (RV)

ID	Discussion Thread Name	Posts by Initiator	Forum Participants	Pages of Text
RV01	Expected life of RV	2	14	4
RV02	How did you get started?	1	27	9
RV03	RV vs conventional travel	2	20	14
RV04	Green Couple	10	34	17
RV05	First time RV	4	12	6
RV06	RV vs Vacation	4	27	15
RV07	Expensive breakdown fix	2	13	22
RV08	Do you tow or do you rent one when you get there	2	19	7
RV09	Eye Opening	5	18	10
RV10	FIRST TIME RV-ER QUESTIONS	8	23	17
RV11	How did you decide which area to go to first?	2	16	7
RV12	What is the single best part of RVing?	1	30	8
RV13	How many of you travel alone with a TT?	5	32	10
RV14	Do you RV without your significant other?	5	52	17
RV15	10 Reasons RV Vacations are Better	1	55	20
RV16	Why did you stop full time rving?	3	19	8
RV17	How many people has asked why you bought an RV?	1	41	11
RV18	If I won the mega-millions lottery I would	2	36	13
RV19	Dogs or Pets in Motorhome?	1	25	10
RV20	Ok so I'm in a delimma	4	9	4
RV21	Looking single rvers	3	12	5
RV22	You might be an RVer if	3	50	13
RV23	Women purchasing RV's	3	39	15
RV24	RV trip planning	1	20	7
RV25	AirBNB style site for RVers	1	11	4
RV26	Extended Cross Country Travel	4	9	5
RV27	RV lifestyle	4	51	15
RV28	Minimalist married	1	27	10
RV29	we want to be flexibile in our travels	1	31	9
RV30	Where'd You Start?	1	92	30
RV31	Live in an RV in Hawaii	12	8	11
RV32	Retiring to RV	2	39	17
RV33	Any one tried RV living to live their dream in SOCAL	5	21	11
RV34	The Future of 55+ Resident Owned Mobile Home Communities	1	6	5
RV35	35. Anyone live in a RV trailer to save money?	3	18	7
RV36	pros and cons of trailer parks (Lakeland- renting, condo, mobile home)	10	19	11
RV37	Rv	3	16	8
RV38	Snowbirding: Rent? Own? RV? Do you or do you plan to? Discuss	4	18	11
RV39	RV Living When You're Broke	4	22	13
RV40	RV living while searching for retirement locale	1	8	4
RV41	Retiring to RV	2	34	17
RV42	Big trend of RV	3	15	7
RV43	43. Any retirees take an RV trip across the US?	1	10	4
RV44	how do u like the lifestyle	4	8	5
RV45	How difficult is it to travel in an RV	3	8	5
<i>Average</i>		<b>3.2</b>	<b>24.8</b>	<b>10.6</b>

## Properties of Discussion Threads: Vacation Home (VH)

ID	Discussion Thread Name	Posts by Initiator	Forum Participants	Pages of Text
VH01	Arizona vs Florida for snowbirds	4	8	18
VH02	How many of you have second homes	2	27	14
VH03	Retierd And Living In Your Vacation Area	1	6	4
VH04	Regrets? Not traveling enough!	3	36	14
VH05	Are you going to wait until you retire to travel?	1	38	17
VH06	Experiences and thoughts for a new guy in training	5	36	14
VH07	How much travel after retirement?	7	34	19
VH08	Why we don't travel in winter	1	18	11
VH09	Two Homes and Travel Between Them?	2	37	18
VH10	Maintaining two homes in retirement	3	3	6
VH11	Ever been homeless for a few months to travel between homes?	3	21	9
VH12	Two homes during retirement	1	25	13
VH13	Wish to travel in retirement	1	10	6
VH14	Retirees for Northern - Two Homes	0	13	4
VH15	Educational Travel	3	3	3
VH16	Planning for retirement	2	12	7
VH17	Rotating through the local hostels until she figured out	1	8	4
VH18	How much traveling are you planning in retirement?	1	38	12
VH19	Budget - what you like to do when you travel	3	20	11
VH20	snowbird on this forum	1	10	4
VH21	Why do people do this when they retire?	2	20	9
VH22	Retirement and travel	8	13	11
VH23	Considering A Mobile Retirement - No RV	1	15	7
VH24	Life Of A Florida Snowbird - Pros and Cons	12	15	20
VH25	Buying a vacation property in Silverton, CO	3	12	13
VH26	Two Homes	2	18	7
VH27	Why buy vacation home_cabin instead of travel	12	11	20
VH28	Is Buying a "Vacation Home" a Good Idea	2	39	13
VH29	Financing a second "home"	1	11	6
VH30	Best places to buy a second home?	4	34	12
VH31	Looking for a good area for vacation property__	3	9	13
VH32	RV or Buy Place for 6 mos_yr - pros & cons_	3	12	5
VH33	Need help deciding where to live in Florida	1	7	5
VH34	Anyone move from vacation rental home to the next...	1	6	4
VH35	Buying a vacation property in Arizona	3	11	7
VH36	Transitioning into the Great Adventure (great comment)	5	15	10
VH37	Visiting friends	2	12	5
VH38	Where do the snowbirds go?	6	31	11
VH39	How far and assessable should a vacation and_or 2nd home be_	0	22	14
VH40	Everything you ever wanted to know about how to be a snowbird	4	24	15
VH41	Long term vacation rentals in Sedona	1	5	4
VH42	Extended stay	5	11	12
VH43	Advice on purchasing vacation rental property	6	5	8
VH44	Vacation Home - Investment Property	1	10	8
VH45	Buying short term rental property	1	19	12
<i>Average</i>		<i>3.0</i>	<i>17.6</i>	<i>10.2</i>

### 7.3 Incidence of Reiss' 16 Basic Desires across the 90 Discussion Threads

<i>ID</i>	<i>Power</i>	<i>Curiosity</i>	<i>Independence</i>	<i>Status</i>	<i>Social contact</i>	<i>Vengeance</i>	<i>Honor</i>	<i>Idealism</i>	<i>Physical exertion</i>	<i>Romance</i>	<i>Family</i>	<i>Order</i>	<i>Eating</i>	<i>Acceptance</i>	<i>Tranquility</i>	<i>Saving</i>	<i>SUM</i>
RV01	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	1	3
RV02	0	1	1	0	0	0	1	0	1	0	0	1	0	1	0	0	6
RV03	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	1	3
RV04	1	1	0	0	0	0	0	0	1	0	0	0	0	1	0	1	5
RV05	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	1	3
RV06	0	1	1	0	0	0	0	0	0	0	1	1	0	0	1	1	6
RV07	1	1	1	0	0	0	0	0	0	0	0	1	0	0	1	1	6
RV08	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	3
RV09	1	1	1	1	1	1	0	0	0	0	0	0	0	1	1	0	8
RV10	0	1	1	0	1	0	0	0	0	0	0	1	0	0	1	1	6
RV11	1	1	1	0	0	0	0	1	1	0	0	1	0	0	0	1	7
RV12	1	0	1	0	0	0	0	0	0	0	0	1	0	1	1	0	5
RV13	1	1	1	0	0	0	0	0	1	0	0	0	0	1	1	0	6
RV14	1	1	1	0	1	0	0	1	0	1	0	0	0	1	1	0	8
RV15	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
RV16	0	0	0	1	0	0	0	0	0	0	0	1	0	1	1	1	5
RV17	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1
RV18	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	2
RV19	1	1	1	0	0	0	0	0	1	0	0	1	0	0	1	1	7
RV20	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	3
RV21	0	1	0	1	1	0	0	0	0	1	0	0	0	0	1	0	5
RV22	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
RV23	1	1	1	1	1	0	0	0	0	0	0	1	1	1	1	1	10
RV24	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	2
RV25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
RV26	1	1	0	0	0	0	0	0	0	0	0	1	0	0	1	0	4
RV27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
RV28	1	0	1	0	0	0	0	1	0	0	0	0	0	1	1	0	5
RV29	1	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0	4
RV30	0	1	1	0	0	0	0	0	0	0	0	1	0	0	0	0	3
RV31	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	2
RV32	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	3
RV33	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	3
RV34	0	1	0	1	1	0	0	0	1	0	0	1	0	0	1	0	6
RV35	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	2
RV36	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1	3
RV37	0	1	0	0	0	0	0	0	0	0	0	1	0	0	1	1	4
RV38	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	3
RV39	0	1	1	1	1	0	0	0	0	0	0	1	0	1	1	1	8

<i>ID</i>	<i>Power</i>	<i>Curiosity</i>	<i>Independence</i>	<i>Status</i>	<i>Social contact</i>	<i>Vengeance</i>	<i>Honor</i>	<i>Idealism</i>	<i>Physical exertion</i>	<i>Romance</i>	<i>Family</i>	<i>Order</i>	<i>Eating</i>	<i>Acceptance</i>	<i>Tranquility</i>	<i>Saving</i>	<i>SUM</i>
<i>RV40</i>	0	0	1	0	0	0	0	0	0	0	0	1	0	0	1	0	3
<i>RV41</i>	0	0	1	0	0	0	0	0	0	0	0	1	0	0	1	1	4
<i>RV42</i>	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	2
<i>RV43</i>	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	2
<i>RV44</i>	0	1	1	0	0	0	0	0	0	0	0	0	0	0	1	0	3
<i>RV45</i>	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	2
<i>VH01</i>	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
<i>VH02</i>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	2
<i>VH03</i>	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
<i>VH04</i>	0	1	0	0	0	0	0	0	0	1	0	0	0	0	1	0	3
<i>VH05</i>	0	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	3
<i>VH06</i>	1	1	1	0	0	0	0	0	0	0	0	1	0	1	1	1	7
<i>VH07</i>	0	1	1	0	0	0	0	0	0	0	0	1	0	0	1	1	5
<i>VH08</i>	1	0	1	1	1	1	1	0	0	0	0	1	1	1	1	1	11
<i>VH09</i>	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	1	3
<i>VH10</i>	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	2
<i>VH11</i>	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1	3
<i>VH12</i>	0	0	0	0	1	0	0	0	0	0	1	1	0	0	0	0	3
<i>VH13</i>	0	1	1	0	0	0	0	0	0	0	0	1	0	0	0	1	4
<i>VH14</i>	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
<i>VH15</i>	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	3
<i>VH16</i>	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	2
<i>VH17</i>	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
<i>VH18</i>	0	1	1	0	0	0	0	0	1	0	0	1	0	0	1	1	6
<i>VH19</i>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
<i>VH20</i>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
<i>VH21</i>	0	0	0	0	1	0	0	0	0	0	1	1	0	0	0	1	4
<i>VH22</i>	0	0	0	0	1	0	0	0	0	0	1	1	0	0	1	0	4
<i>VH23</i>	0	1	1	0	0	0	0	0	0	0	0	0	0	0	1	1	4
<i>VH24</i>	0	0	1	1	0	0	0	0	0	0	0	1	0	0	1	1	5
<i>VH25</i>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
<i>VH26</i>	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1	3
<i>VH27</i>	0	1	1	1	0	0	1	1	0	0	0	0	0	1	0	0	6
<i>VH28</i>	1	0	0	0	1	0	1	0	0	0	0	1	0	0	0	1	5
<i>VH29</i>	0	1	1	1	0	0	0	0	0	1	1	1	0	1	1	1	9
<i>VH30</i>	1	0	1	1	0	0	0	0	0	0	1	1	0	1	1	1	8
<i>VH31</i>	1	1	1	0	1	1	0	0	0	0	1	1	0	1	1	1	10
<i>VH32</i>	0	1	1	0	0	0	0	0	1	0	0	1	0	0	1	1	6
<i>VH33</i>	0	0	0	1	1	0	0	0	1	0	0	1	0	1	1	1	7
<i>VH34</i>	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	2
<i>VH35</i>	0	1	0	1	1	0	0	0	0	0	0	1	0	0	1	1	6

<i>ID</i>	<i>Power</i>	<i>Curiosity</i>	<i>Independence</i>	<i>Status</i>	<i>Social contact</i>	<i>Vengeance</i>	<i>Honor</i>	<i>Idealism</i>	<i>Physical exertion</i>	<i>Romance</i>	<i>Family</i>	<i>Order</i>	<i>Eating</i>	<i>Acceptance</i>	<i>Tranquility</i>	<i>Saving</i>	<i>SUM</i>
<i>VH36</i>	1	1	0	1	1	0	0	0	0	0	1	1	0	1	1	1	9
<i>VH37</i>	0	1	0	0	1	0	0	0	0	0	1	1	0	0	1	1	6
<i>VH38</i>	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	2
<i>VH39</i>	0	0	0	0	1	0	0	0	0	0	0	1	0	0	1	0	3
<i>VH40</i>	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	2
<i>VH41</i>	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	2
<i>VH42</i>	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	2
<i>VH43</i>	1	0	0	0	1	0	0	0	0	0	0	0	0	0	1	1	4
<i>VH44</i>	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	2
<i>VH45</i>	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1

## 7.4 Jaccard Index Matrix of Goal Co-occurrences

	Power	Curiosity	Independence	Status	Social contact	Vengeance	Honor	Idealism	Physical exertion	Romance	Family	Order	Eating	Acceptance	Tranquility	Saving
1 Power	-	0.21	0.34	0.17	0.26	0.14	0.08	0.17	0.11	0.04	0.14	0.23	0.09	0.43	0.28	0.24
2 Curiosity	0.21	-	0.39	0.17	0.20	0.04	0.04	0.08	0.16	0.08	0.09	0.37	0.02	0.22	0.40	0.39
3 Independence	0.34	0.39	-	0.20	0.16	0.09	0.08	0.11	0.13	0.06	0.07	0.37	0.06	0.36	0.37	0.34
4 Status	0.17	0.17	0.20	-	0.32	0.13	0.11	0.05	0.10	0.13	0.13	0.22	0.13	0.44	0.27	0.18
5 Social contact	0.26	0.20	0.16	0.32	-	0.13	0.07	0.03	0.07	0.08	0.25	0.32	0.08	0.24	0.30	0.21
6 Vengeance	0.14	0.04	0.09	0.13	0.13	-	0.13	0.00	0.00	0.00	0.07	0.04	0.20	0.16	0.06	0.04
7 Honor	0.08	0.04	0.08	0.11	0.07	0.13	-	0.18	0.07	0.00	0.00	0.06	0.13	0.14	0.02	0.04
8 Idealism	0.17	0.08	0.11	0.05	0.03	0.00	0.18	-	0.07	0.10	0.06	0.04	0.11	0.13	0.06	0.05
9 Physical exertion	0.11	0.16	0.13	0.10	0.07	0.00	0.07	0.07	-	0.00	0.00	0.14	0.00	0.17	0.10	0.09
10 Romance	0.04	0.08	0.06	0.13	0.08	0.00	0.00	0.10	0.00	-	0.07	0.02	0.00	0.10	0.09	0.02
11 Family	0.14	0.09	0.07	0.13	0.25	0.07	0.00	0.06	0.00	0.07	-	0.20	0.00	0.15	0.16	0.19
12 Order	0.23	0.37	0.37	0.22	0.32	0.04	0.06	0.04	0.14	0.02	0.20	-	0.04	0.22	0.51	0.45
13 Eating	0.09	0.02	0.06	0.13	0.08	0.20	0.13	0.11	0.00	0.00	0.00	0.04	-	0.10	0.04	0.06
14 Acceptance	0.43	0.22	0.36	0.44	0.24	0.16	0.14	0.13	0.17	0.10	0.15	0.22	0.10	-	0.29	0.18
15 Tranquility	0.28	0.40	0.37	0.27	0.30	0.06	0.02	0.06	0.10	0.09	0.16	0.51	0.04	0.29	-	0.41
16 Saving	0.24	0.39	0.34	0.18	0.21	0.04	0.04	0.05	0.09	0.02	0.19	0.45	0.06	0.18	0.41	-

## 7.5 Johnson's Hierarchical Clustering

### Johnson's Hierarchical Clustering

Method: WTD\_AVERAGE (average between all pairs)  
 Type of Data: Similarities  
 Input dataset: Jaccard (Aug4) (C:\Users\mulvey\Dropbox\R 2015 travel analysis (JUDY)\Jaccard (Aug4))

#### HIERARCHICAL CLUSTERING

```

P S I T
h o A n r
V y c c C d a
I e s i c u e n
R d n i a e r p q
o e g E c F l S p i e u S
m H a e a a a P t t o n O i a
a o l a t l m c o a a s d r l v
n n i n i i o w t n i e d i i
c o s c n e l n e u c t n e t n
e r m e g x y t r s e y c r y g
  
```

```

1 1 1 1 1 1 1
Level 0 7 8 6 3 9 1 5 1 4 4 2 3 2 5 6
  
```

```

-----
0.5100 ..... XXX .
0.4300 ..... XXX.. XXX .
0.4300 ..... XXX.. XXXXX
0.3900 ..... XXX XXX XXXXX
0.3700 ..... XXX XXXXXXXXXXXX
0.3000 ..... XXXXX XXXXXXXXXXXX
0.2700 ..... XXXXXXXX XXXXXXXXXXXX
0.2400 ..... XXXXXXXXXXXXXXXXXXXX
0.2000 ... XXX.. XXXXXXXXXXXXXXXXXXXX
0.1800 . XXX XXX . XXXXXXXXXXXXXXXXXXXX
0.1500 . XXX XXX . XXXXXXXXXXXXXXXXXXXX
0.1100 . XXX XXX XXXXXXXXXXXXXXXXXXXX
0.0900 . XXXXXXXX XXXXXXXXXXXXXXXXXXXX
0.0700 . XXXXXXXXXXXXXXXXXXXXXXXXXXXX
0.0510 XXXXXXXXXXXXXXXXXXXXXXXXXXXX
  
```

#### Measures of cluster adequacy

```

1 2 3 4 5 6 7 8 9 10 11 12 13 14
-----
1 Eta 0.277 0.354 0.474 0.510 0.682 0.701 0.717 0.815 0.816 0.784 0.709 0.676 0.304
2 Q -0.062 -0.052 -0.034 -0.026 0.010 0.015 0.022 0.005 0.014 0.022 0.032 0.036 0.048 -0.001
3 Q-prime -0.067 -0.056 -0.037 -0.028 0.011 0.017 0.025 0.005 0.016 0.026 0.039 0.049 0.072 -0.002
4 E-I 0.943 0.893 0.796 0.751 0.498 0.430 0.338 -0.205 -0.228 -0.248 -0.403 -0.523 -0.564 -0.913
  
```

Actor-by-Partition indicator matrix saved as dataset Part

-----  
 Output generated: 06 Aug 15 08:58:29  
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