

Table I

Structure of survey

	Part	Variables	Measurement	No. of items
Demographic and relation status characteristics	Demographic characteristics	Age Education Gender Occupation Resident in USA at least for 5 years Booked a flight to go abroad in the last 1-2 years	Scale	6
	Relation status characteristics	Current relations status Have children		7
Purchasing Tool	Tool	Online Phone or Person SmartPhone		
Finding:		Check the Demographic Table		
Factors of purchasing behavior	Reason	To visit friends To visit family To be spontaneous when going on holiday A connecting flight A better deal Confident	Scale	6
Finding:	Q1.	<p>The Family visit, the friends visit, and A better deal are more significant than others. However, the family visit is similar to the friends visit. We conclude that there are two different purchasing concept happened when people making decision. There consider the money, and family and relation. In our sample, to consider family factor is more important than to consider money.</p> <p>There is an interesting age group, which is age group of 27-30. From our sample, in this specific group, their reasons for booking flight are more decisive.</p> <p>We infer the reason that from our sample, the Y-generation starts to have children when their ages close to 27.</p> <p>In summary, the respondents with children show more strong needs from money and family or</p>		

		friend.		
	Risk relief	Stay with friends Stay with family Find a hostel Find a hotel Home you own abroad		6
Finding:	Q2.	<p>According to correlation analysis in our sample, there are two groups to talk about. First, people show similar feeling to stay with friend or family, or live in the hotel. Second, people have seldom experience in Hostel or their own house abroad.</p> <p>We try figure out the reason, and get some information from our focus group that in USA the hostel is not popular compared with Euro, and for Y-generation in our sample, they don't have their own house abroad.</p> <p>If we assume the hostel is more dangerous place than other choices, the younger Y-generation doesn't show the trend of taking adventure in this choice.</p> <p>In summary, the Y-generation like to take risk and they love adventure but this characteristics doesn't be proved in making the accommodation decision.</p>		
	Social media source	Friends and family suggestions Internet Social networking sites TV/Travel channel/Magazine/Media Travel blogs/sites (e.g. Tripadvisor) Search engines (Google, Yahoo etc)		7
Finding:	Q3.	<p>With Pearson test, we conclude that the information source can be separated to two parts, social media including social network community in internet and real social network. Those two parts affect people's decision.</p> <p>In summary, most Y-generation choose internet as a most important information and strength in</p>		

		this characteristics will not decreasing with age increasing but strength in the family affection will decreasing with age increasing. Moreover, the family affection for the special group, people with children, is weak.		
Second Research only by USA	Use of social media tool	Easy to use Promotion Wider selection Review		4
Finding:	USAQ1.	No finding. Those answers are in the same concept but there is no meaningful difference for respondents.		
	Social media influence	Trust recommendations Negative review		2
Finding:	Q4.	We assume people will have the similar the response for both positive and negative review. However, in correlation test, the p-value shows 0.36 which is not significant. That means in our sample, they don't have strong relation. In summary, we find that people are easy to be affected by negative reviews but they are seldom to be encouraged by positive reviews.		
Second Research only by USA	Preference of media	Media type		
Finding	USAQ2.	In summary, in our sample, people prefer word, photo, and then video. They don't prefer audio and ranking symbol.		
	Time	Planning time in advance Average decision time		2
Finding:	Q6 and Q7	Because the p-value in correlation test is 0.004, we assume there is a relation existing between decision times and planning time in advance. In summary, according to our sample, the average time to book your flight in advance is 1 to 3 months and the average decision time is two weeks to one month.		
Second Research only by USA	Budget	Budget for vocation		1
		In our sample, the number of respondents would		

		like to share their budget is 163. The average budget is \$1443, with standard deviation \$1000. The range of budget is between \$200 and \$6000. Basically, people with children have higher average budget than normal people.		
Loyalty	Particular brand	Needs for particular brand of airline		1
Finding:	Q.9	From our survey, 62% people will have needs for particular brand and those people gathered in age group of 18-22.		
Result:	?	The age group of 27-30 is a special age group which shows more decisive expression than other groups in our dataset. This age group could have a very interesting characteristic, which is they could have the newborn baby or their friends could have in our survey. This age group has different expression from the group of having children.		1