Does age influence biltong hunters behaviour?

Prof Peet Van der Merwe and Prof Melville Saayman

North-West University

School of Tourism Management

TREES

Lay-out

- Aim of the research

- Literature background

- Method of research

- Results

- Findings and implications

- Conclusion

Aim of research

- Determine socio-demographic variable, age, impact on hunters behaviour

Literature background

- Marketing
  - Defined: effective process of developing and promoting a tourism (Hunting) product, based on needs in order to attract tourists and position a product. In essence, tourism marketing is about attracting tourists to a product /destination.
  - Certain marketing requirements:
    - The product owner must identify the products that are required by the different types of tourists (hunters)
    - Demand for every product must be determined

  - Market segmentation: defines your market
  - Identification of customer groups (hunter groups)
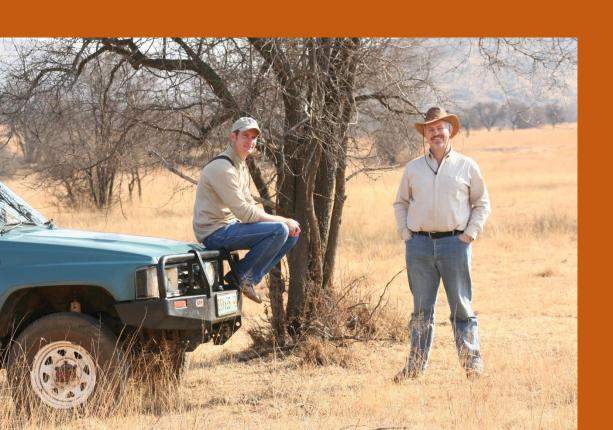
Literature background

- Market segmentation:
  - Behavioural: travel motives the driving force behind all travel (hunting)
    - Key travel motives: relax, escape, friends and family, novelty, historical and cultural, outdoor activities, experience and educational

  - Socio demographic
    - Age, gender, home language, place of origin, income and education

- Studies found that age significantly affect tourists behaviour (Baloglu, 1997; Chen & Kerstetter, 1999; Walmsley and Jenkins, 1993)

Literature background

- Previous segmentation research by age
  - Jensen (2011): motives and socio demographics
    - Age groups 18-24 and 25-34 rated prestige/impression significantly higher
    - Age groups 55-64 and 65+ rate social relationship with friends and family significantly lower
    - But last mentioned rated appreciation of natural resources significantly higher than 55 and younger ages
  - Jönsson and Devonish (2008) (also age and motives)
    - Age has significant effect on cultural motivations and relaxation-based motives
    - Older tourists (56+) significant stronger cultural motivations to travel
    - Tourists 18-35, significantly stronger relaxation based motives

To move this research forward: examine relationship between socio-demographic (age) and travel motives of hunters

Method of research

- Quantitative research
- During June-August 2015
- SA Hunters members and Pot Shot electronic news letter
- 493 received /492 useable
- Factor analysis
- Anova's and post-hoc test

Results

- The results section consist of the following:
  - Profile of Biltong Hunter
  - Hunters motives for hunting
  - Age / hunters behaviour analysis

Profile

CATEGORY	Profile
Gender	98% male
Language	82% Afrikaans, 17% English
Age	32% between 41-50 years of age
Marital status	83% married
Province of residents	Gauteng (51%), Western Cape (17%), Limpopo (8%)
Level of education	44% had a diploma or degree
Occupation	Professional (31%), Management (22%), Self-employed (20%)
Income	41% earn more than R652 001 per annum
Times gone hunting	2.70 times per year
Country hunted in over the past three years	South Africa (80%), Namibia (14%) and Botswana (6%)

Profile

Preferred hunting provinces	Limpopo (48%), Northern Cape (18%), Eastern Cape (11%)
Average length of stay	3.96 days
Average expenses per season (excluding game)	R20 328.75
Average number of species hunted	8 species
Average spending on game per season	R 19 545.75
Total spending per person per season	R39 874.50

Hunters motives for hunting

Factors	Mean value	Cronbach Alpha	Inter-item correlation	Key constructs
Factor 1: Adventure	2.88	.772	.361	To collect trophies, To hunt different species, Experience excess adrenaline, To explore new hunting destination, To test my hunting abilities / skills required to hunt, Experience the thrill of the hunt
Factor 2: Cultural heritage	3.41	.800	.443	This is part of my tradition, Because I grew up with hunting

Hunters motives

Factors	Mean value	Cronbach Alpha	Inter-item correlation	Key constructs
Factor 3: Nature appreciation	3.90	.735	.456	To learn more about animal behaviour during the hunt, Opportunity to appreciate nature, Contributes to conservation, Hunting is a spiritual experience
Factor 4: Escape and relaxation	3.91	.676	.424	To break away from my routine, To relax, To spend time with my hunting friends
Factor 5: Family togetherness	3.44	.788	.651	To the benefit of my children, To have a family break away and to hunt together
Factor 6: Meat	4.17			Hunting for meat and / or biltong]

Cross tabulation

		What is your current gross annual income?							
		R141 001 - R221 000	R20 001 - R140 000	R221 001 - R305 000	R305 001 - R431 000	R431 001- R552 000	R552 001 - R652 000	R652 001 >	**Total**
Age	35 younger	16	5	9	23	14	6	13	87
		18.4%	5.7%	10.3%	**26.4%**	16.1%	6.9%	14.9%	100.0%
	36-50	9	10	19	27	23	18	90	200
		4.5%	5.0%	9.5%	13.5%	11.5%	9.0%	**45.0%**	100.0%
	51+	9	3	18	23	21	26	100	203
		4.4%	1.5%	8.9%	11.3%	10.3%	12.8%	**49.3%**	100.0%
Total		34	18	46	73	58	50	203	490
		6.9%	3.7%	9.4%	14.9%	11.8%	10.2%	41.4%	100.0%

Anova's

Adventure				Cultural heritage			
Tukey B$_{a,b}$				Tukey B$_{a,b}$			
Age_c	N	Subset for alpha = 0.05		Age_c	N	Subset for alpha = 0.05	
		1	2			1	2
51+	203	2.7036		51+	203	3.2365	
36-50	200		*2.9925*	36-50	200		**3.4880**
35 and younger	87		*3.0230*	35 and younger	87		**3.6805**

Nature appreciation				Escape and relaxation			
Tukey B$_{a,b}$				Tukey B$_{a,b}$			
Age_c	N	Subset for alpha = 0.05		Age_c	N	Subset for alpha = 0.05	
		1	2			1	2
51+	203	3.8079		51+	203	3.8095	
36-50	200	3.9488	3.9488	36-50	200	3.8883	
35 and younger	87		**4.0546**	35 and younger	87		**4.2184**

Family togetherness				Spending			
Tukey B$_{a,b}$				Tukey B$_{a,b}$			
Age_c	N	Subset for alpha = 0.05		Age_c	N	Subset for alpha = 0.05	
		1	2			1	2
51+	203	3.2167		35 and younger	85	R15 508	
35 and younger	87	3.2529		51+	203	R18 059	
36-50	200		**3.7525**	36-50	194		**R23 538**

Spending on Transport				Spending on Food			
Tukey B$_{a,b}$				Tukey B$_{a,b}$			
Age_c	N	Subset for alpha = 0.05		Age_c	N	Subset for alpha = 0.05	
		1	2			1	2
35 and younger	83	R2 273		35 and younger	84	R1 569	
51+	201		**R3 246**	51+	197	R1 689	
36-50	194		**R3 491**	36-50	193		**R2 319**

Spending on Beverages				Spending on Meat processing			
Tukey B$_{a,b}$				Tukey B$_{a,b}$			
Age_c	N	Subset for alpha = 0.05		Age_c	N	Subset for alpha = 0.05	
		1	2			1	2
51+	195	R883		35 and younger	81	R1 849	
35 and younger	85	R994		51+	188	R2 314	
36-50	193		**R1 559**	36-50	180		**R3 297**

Findings and implications

- First finding: SA biltong hunter was always regarded as homogeneous This research contradicts this notion

- Practical implication:
  - Different markets that product owners can target within the biltong market
  - High spenders (36 -50 years)
  - Nature appreciators (35 years and younger)
  - Adventure seekers (35 and younger, 36 – 50 Years)

- Second finding: The main motives for hunters to hunt is "meat", "nature appreciation" and "escape and relaxation"

- Practical Implication
    - Provide species that they can hunt for meat/biltong purpose
    - Nature management important to "experience nature"(authentic product)
    - Give hunters time to relax and enjoy the hunt

Conclusion

- Must develop different products for different age groups

- Marketing must be age specific

- Adjust your approach according to hunters age 35 and younger, 36-50 and 51 +

- Training applications for guides/PH

- Biltong hunters not second hand to trophy hunting. Play important role

Thank you

- Contact details
  - Prof Peet van der Merwe
  - Tel +27 18 2994140
  - Email. Peet.vandermerwe@nwu.ac.za