

Identifying Critical Factors Influencing Timeshare Purchases in India

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Abstract : Timeshare refers to real estate that is owned simultaneously by many, for a specified time in a year, for a specified numbers of years and is maintained and managed by an agency. Timeshare falls under the umbrella of tourism and is often used for vacation. Timeshare industry has attracted significantly less number of customers in India as compared to the US and Europe. In more than 40 years of existence of timeshare industry, it has not been able to grow its roots among Indian customers. The purpose of the study: To explore perception of Indian customers towards the adoption of timeshare segment of the hospitality industry and identify the factors. Source of data: Survey has been done on existing owners of holidays memberships, resorts or those who at least tourism experience in their past purchases. Methodology: Logistic Regression is used to predict binary responses of the customers based on identified critical factors which might influence timeshare purchases. Result: The study identified four factors: discretionary income, exchange options, ownership pride, risk, and measured their influence on intention to purchases in India. It is recognized that is all four variables are statistically significant while explaining in purchase intentions of customers in India.

Keywords : timeshare, holiday, tourism, customer perception, intent to use, Indian tourism

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