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GENDER COMPARISON IN INTERNATIONAL TRAVEL DESTINATION SELECTION: A STUDY IN COIMBATORE CITY

Dr. R Shiji[1], Mr. Aravindh K[2]

[1]*Assistant Professor, Department of Commerce B.Com A&F / M.Com IB,*
Sri Krishna Arts and Science College, Coimbatore - 641008, Tamil Nadu, India
[2] *II- year M.com International Business, Sri Krishna Arts and Science College -641008, Tamil Nadu, India*

ABSTRACT

International tourism has grown rapidly in recent years, with more consumers showing interest in traveling abroad. The choice of international travel destinations is influenced by several factors, and gender plays an important role in shaping these preferences. This study aims to analyze the gender preferences in choosing international travel destinations among consumers in Coimbatore City. The research focuses on factors such as budget, safety, and travel companions that influence travel decisions. Primary data was collected through a structured questionnaire, and the data was analyzed using statistical tools such as percentage analysis, Chi-square test, and ANOVA. The findings of the study help to understand the travel preferences of male and female consumers and provide useful insights for tourism businesses in designing suitable travel packages and marketing strategies.

KEYWORDS: *International Tourism, Gender Preferences, Travel Destination Choice, Consumer Behaviour, And Tourism Industry.*

INTRODUCTION

Tourism is one of the fastest-growing industries in the world and plays an important role in economic development. With increasing income levels and globalization, international travel has become more accessible to people. However, the factors that influence travel decisions often differ among individuals. One important aspect influencing tourism behavior is gender differences in travel preferences.

In recent years, both men and women have actively participated in tourism activities. Their motivations, priorities, and decision-making patterns may vary based on factors such as safety concerns, financial planning, travel companions, and destination preferences. Understanding these differences is essential for tourism service providers to design better travel packages and marketing strategies.

STATEMENT OF THE PROBLEM

International travel has increased significantly in recent years as people seek new experiences and opportunities to explore different cultures. However, the factors influencing the choice of international travel destinations may vary between men and women. Differences in priorities such as safety, budget, and travel preferences can affect their travel decisions.

There is limited research on how gender influences international travel destination choices among consumers in Coimbatore City. Therefore, this study aims to examine the gender preferences and identify the factors that influence the selection of international travel destinations.

THEME OF THE PAPER

The theme of this paper is to examine gender preferences in selecting international travel destinations among consumers in Coimbatore City**.** The study focuses on understanding how factors such as budget, safety, and travel companions influence the travel decisions of male and female travelers. It aims to identify whether gender plays a significant role in shaping international tourism preferences and destination choices.

OBJECTIVE OF THE STUDY

The main objectives of this study are:

1. To identify the key factors influencing international travel destination choices among male and female consumers.
2. To compare gender preferences regarding different types of international travel.
3. To analyze future travel intentions among consumers.
4. To examine whether travelers prefer guided tours or self-planned travel.

REVIEW OF LITERATURE

Shruti Gulati, Suneel Kumar, (2025)[1], conducted a study titled *"Social Media and Tourist Decision-making: A Socio demographical Exploration of India"* Social media has changed the tourism landscape. Tourists are often hooked to social media like Facebook, YouTube, Instagram, TripAdvisor, etc. for searching where to travel, how to travel, etc. Social media is considered to be revolutionizing tourist decision-making with its versatile and engaging content and thus a favorite among both tourists and tourism marketers. Coimbatore digital revolution has made it, which is the land of second largest travelers and social media users, and so this study particularly explores India.

Pratima Verma, Ajay Jha, Vimal Kumar, Ankesh Mittal, Sung Chi Hsu, (2023)[2], conducted a study titled *"The influence of personality traits on the decision-making process and destination choice for travel planning"* This study examines the influence of personality features on the decision-making process and destination choice for travel planning. A questionnaire survey-based study was carried out based on 127 Indian respondents, and the collected data were analyzed using correlation and multiple regression analysis. The results of this study let out the five-factor model of personality has a great influence on the decisions-making process and destination selection of travel planning.

SCOPE OF THE STUDY

This study focuses on analyzing the gender preferences in choosing international travel destinations among consumers in Coimbatore City. It examines the factors that influence travel decisions, such as budget, safety, and travel companions**.** The study is limited to respondents from Coimbatore City and aims to understand how male and female travelers differ in their preferences for international travel destinations. The findings of the study may help tourism service providers develop better travel packages and marketing strategies.

RESEARCH METHODOLOGY

The study uses a descriptive research design to analyze gender preferences in choosing international travel destinations among consumers in Coimbatore City. Both primary and secondary data were used for the study. Primary data was collected through a structured questionnaire distributed to respondents in Coimbatore City. Secondary data was collected from books, journals, articles, and websites related to tourism and travel behavior.

A convenience sampling method was used to select respondents. The collected data was analyzed using statistical tools such as percentage analysis, Chi-square test, and ANOVA to understand the relationship between gender and travel preferences.

RESULTS AND DISCUSSION

This section presents the analysis of the data collected from respondents. The results are interpreted to understand the factors influencing international travel destination choices among consumers in Coimbatore City.

PERCENTAGE ANALYSIS

TABLE: 1 DEMOGRAPHIC PROFILE – GENDER DISTRIBUTION

Gender	Frequency	Percentage
Male	56	56%
Female	44	44%
Total	**100**	**100%**

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TABLE: 2 DEMOGRAPHIC PROFILE – AGE DISTRIBUTION

Age	No. of Respondent	Percentage
Below 18	1	1 %
18-25	31	31%
26-35	51	51%
36-45	14	14%
46-60	2	2%
Above 60	1	1%
Total	**100**	**100%**

INTERPRETATION

The data shows that 56% of the respondents are male and 44% are female, indicating higher male participation in the study. In terms of age distribution, the majority of respondents **(**51%**)** belong to the 26–35 age group**,** followed by 31% in the 18–25 age group. Smaller proportions include 14% in the 36–45 age group and 2% in the 46–60 age group, while only 1% each are below 18 and above 60 years**.**

CHI-SQUARE ANALYSIS:

TABLE: 3 – CHI-SQUARE OF GENDER WITH TRAVEL COMPANION

Gender	Travel Companion
Chi-Square	3.291[a]
df	3
Asymptotic Significance	.349
sig	**NS**

INTERPRETATION

It is clear from the above table 4.2.1 show that the Chi-Square value is 3.291 with df = 3 and the p-value (0.349) is greater than the 0.05 level of significance. Therefore, the null hypothesis is accepted. It can be concluded that there is no significant relationship between gender and travel companion preference among the respondents**.**

ANOVA TEST

TABLE: 4 – ANOVA ANALYSIS OF AGE WITH SAFETY IMPORTANCE

Test of analysis of variance between age and safety importance in choosing international travel destinations among the respondents

H_0 (Null Hypothesis)

There is no significant mean difference between age groups and safety importance among the respondents.

H_1 (Alternative Hypothesis)

There is a significant mean difference between age groups and safety importance among the respondents.

Table showing ANOVA test for mean difference between Age and safety importance by the Respondents

S.no		Sum of Squares	df	Mean Square	F	Sig.
1	Between Group	20.063	5	4.013	2.977	.015
2	Within Group	126.687	94	1.348		
Total		146.750	99			

(Source: primary data)

INTERPRETATION

The ANOVA result shows that the significance value is 0.015, which is less than 0.05**.** Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. It can be concluded that there is a significant mean difference between age groups and safety importance in choosing international travel destinations among the respondents**.**

FINDINGS

PERCENTAGE ANALYSIS

- Most of the respondents show interest in international travel.
- The majority of respondents belong to the 26–35 age group.
- Budget and safety are the most important factors influencing the choice of international travel destinations.
- Many respondents prefer self-planned trips rather than guided tours.
- Both male and female respondents show similar preferences in selecting international travel destinations.
- Travel companions such as family and friends also influence travel decisions.

CHI-SQUARE ANALYSIS

- Chi-Square analysis was used to examine the relationship between demographic variables and travel behaviour**.** The analysis results show that the **s**ignificance values are greater than 0.05, therefore the null hypothesis is accepted**.**
- This indicates that there is no significant relationship between gender and factors such as travel companions, safety preference, travel risks and safety concerns among the respondents**.**
- Hence, the study concludes that travel decision factors are similar for both male and female travelers**.**

ANOVA ANALYSIS

- One-Way ANOVA was applied to determine whether there is a significant difference between demographic variables and travel behavior factors**.**
- The results show that the significance values are greater than the 0.05 level**,** therefore the null hypothesis is accepted**.**
- This indicates that there is no significant difference in the opinions of respondents regarding cost influence, social media impact, future travel intentions, destination preference and travel planning methods**.**
- Thus, demographic variations do not significantly influence these travel behaviour factors.

SUGGESTION

Based on this study the following suggestion are made:

- ✓ Prioritize Safety & Budget: Since these are the top concerns for all travelers, travel agencies should focus their marketing on secure, cost-effective packages.
- ✓ Boost Online Presence: With 63.6% of travelers influenced by ads, companies should invest more in engaging social media and travel vlogs.
- ✓ Offer Flexible Planning: Since 51% of respondents prefer self-planned trips, service providers should offer "customizable" rather than rigid tour packages.
- ✓ Simplify Communication: Nearly 72% of travelers value ease of communication, so destinations should provide better language support and clear signage

CONCLUSION

The study examined the international travel destination choices among consumers in Coimbatore City**.** The results indicate that travellers are primarily motivated by leisure, safety, and budget considerations**.** Europe emerges as the most preferred destination among the respondents.

The statistical analysis shows that gender does not significantly influence travel behaviour or decision-making factors. Both male and female travelers share similar preferences regarding travel cost, safety concerns, destination choice, and planning methods.

Overall, the study concludes that tourism organizations should focus on affordable pricing, safety assurance, and effective digital promotion strategies to attract travelers and enhance the overall travel experience.

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