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Effect of Purchase Influence of The Child on The Relationship Between Inclusivity and Child Participation in Leisure Travel Within A Family Setting

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Abstract

Children's influence on family purchase decisions in leisure travel is growing. However, there remains a significant gap in understanding how this purchase influence affects the relationship between inclusivity and participation outcomes. Previous research has predominantly focused on adult preferences while overlooking how children's purchase influence shapes both inclusivity efforts and participation in family leisure travel. This study aimed to investigate the effect of Purchase Influence of the Child on the relationship between Inclusivity and Child Participation in leisure travel within a family setting. The research was grounded in muted group theory and standpoint theory, which provided frameworks for understanding how children's purchasing power affects their inclusion and participation in leisure travel. A concurrent mixed-method research design was employed, utilizing both quantitative and qualitative approaches. Data was collected from 378 parents through questionnaires and 9 children through interviews across four major leisure destinations in Nairobi City County. The reliability analysis yielded a Cronbach's alpha of 0.809. Data analysis employed descriptive statistics and logistic regression. Results revealed that purchase influence of the child significantly moderates the relationship between inclusivity and participation in leisure travel, evidenced by an increase in R^2 from 58.1% to 70.9% after introducing the purchase influence variable. The regression analysis showed a positive and statistically significant influence of children's purchase influence on this relationship ($\beta=.301$, $p = 0.000$). The study concludes that children's purchase influence serves as a crucial moderating factor in strengthening the relationship between inclusivity initiatives and participation outcomes in family leisure travel. The study recommends that leisure travel providers develop targeted marketing strategies that acknowledge children as primary stakeholders and implement child-centric product and services development approaches.

Keywords: *Purchase, Child, Inclusivity, Child Participation, Leisure Travel, Family Setting*

1.0 Background of the Study

The evolving dynamics of children's influence on family leisure travel decisions has emerged as a critical area of study, though it remains understudied in the broader context of hospitality, leisure and tourism research. According to multiple studies Kerrane et al. (2012) children have become increasingly influential in family purchase decisions, particularly in leisure travel contexts. This influence extends beyond simple product and service preferences to affecting broader travel choices, accommodation selections, and activity planning (Wang et al., 2004). However, as Sharma and Sonwaney (2014) point out, there remains a significant gap in understanding how this purchase influence specifically moderates the relationship between inclusivity initiatives and children's actual participation in leisure activities, especially given the growing recognition of children as active decision-makers rather than passive participants in family travel experiences. The traditional paradigm of children as peripheral companions in leisure travel has undergone substantial transformation, as evidenced by emerging research in family tourism dynamics (Khoo-Lattimore et al., 2015). Studies by Schänzel et al. (2005) and Carr (2011) have documented the increasing recognition of children as primary stakeholders in family leisure decisions, noting that their preferences and opinions significantly influence not only purchase decisions but also the overall travel experience. This shift has been particularly notable in how it affects the relationship between inclusivity efforts by tourism providers and actual participation levels of children in leisure activities. However, as Agate et al. (2015) and Larsen (2013) observe, while children's purchase influence has grown, there remains insufficient understanding of how this influence affects the implementation and success of inclusivity initiatives in the leisure travel sector.

The complexity of children's purchase influence extends beyond simple products and service selection to affecting fundamental aspects of family leisure travel planning and execution. Rhoden et al. (2016) suggest that children's influence on purchase decisions creates a unique dynamic affecting both inclusivity measures and participation patterns. Marketing strategies have increasingly targeted families with children in recent years (Sharma & Sonwaney, 2014). The industry has given insufficient attention to understanding how children's purchase influence affects their actual inclusion and participation in leisure activities (Jain & Sharma, 2016). This moderating influence on the relationship between inclusivity initiatives and participation outcomes needs deeper investigation (Connell, 2005). The evolution of children's role in family leisure travel decision-making represents a significant shift in tourism dynamics, particularly in how it affects the relationship between inclusivity efforts and participation outcomes. Khoo-Lattimore et al. (2015) found that children's growing influence on purchase decisions has fundamentally altered how families approach leisure travel planning. The tourism industry faces a complex interplay between purchase influence, inclusivity measures, and participation levels that remains inadequately understood (Schänzel & Yeoman, 2014). Wang et al. (2004), while children's influence on family purchasing decisions has grown substantially there remains a critical gap in understanding how this purchase influence moderates the relationship between inclusivity efforts and children's actual participation in leisure travel, particularly regarding the success of inclusivity initiatives in the tourism sector (Kerrane et al., 2012).

1.1 Statement of the Problem

A significant gap exists in understanding how children's purchase influence affects the relationship between inclusivity and participation in leisure travel, despite a notable increase in family leisure travel and growing recognition of children's influence on purchase decisions (Wang et al., 2004). Previous research has predominantly focused on adult preferences and needs in leisure travel planning (Obrador, 2012). The industry has largely overlooked family

dynamics in leisure travel decisions (Sharma & Sonwaney, 2014). Current research has failed to adequately examine how children's purchase influence shapes both inclusivity efforts and participation outcomes in family leisure travel (Holmes et al., 2012).

The role of children as influential decision-makers in family travel choices has grown significantly, yet their impact on the relationship between inclusivity initiatives and actual participation remains poorly understood (Khoo-Lattimore et al., 2015). The leisure travel industry has largely failed to investigate how this influence moderates the connection between inclusivity measures and children's participation in leisure activities (Schänzel & Yeoman, 2014). The development of effective strategies that enhance both inclusivity and participation in family leisure travel requires better understanding of this moderating effect (Kerrane et al., 2012). While some sectors of the industry are beginning to recognize this trend, there remains a critical need to understand how children's purchase influence affects the success of inclusivity initiatives and subsequent participation levels (Lahouel & Montargot, 2020). The industry risks overlooking a substantial market opportunity and failing to effectively serve family travelers without understanding how children's purchase influence shapes both inclusivity efforts and participation outcomes in leisure travel experiences (Rhoden et al., 2016).

1.2 Objective of the Study

To investigate the effect of Purchase Influence of the Child on the relationship between Inclusivity and Child Participation in leisure travel within a family setting.

1.3 Research Hypotheses

H₀₁: The relationship between Inclusivity and Child Participation is not affected by the Purchasing Influence of the Child within a family setting.

2.0 Literature Review

The section begins with a theoretical framework grounded in muted group theory and standpoint theory, followed by an empirical review examining existing research on children's role in family leisure travel, including both individual and societal factors affecting participation. The literature review particularly focuses on how children's purchase influence has evolved from being overlooked to becoming a significant moderating factor in leisure travel decisions, drawing from studies across different geographical regions and cultural contexts.

2.1 Theoretical Framework

The research's look into children's purchasing influence was based on two theoretical models: muted group theory and standpoint theory, both of which provide useful frameworks for understanding how children's purchasing power influences their inclusion and participation in leisure travel. Muted group theory, as articulated by Orbe (1998), is especially relevant to understanding children's purchasing power because it demonstrates how subordinate groups can leverage their influence despite being historically marginalised. While children have traditionally been overlooked in decision-making processes in the leisure travel industry (Canosa et al., 2019), their growing purchasing power represents a significant step towards breaking through this marginalisation. Despite being influential members in family purchasing decisions, particularly for leisure travel products and services, their impact on the relationship between inclusivity and participation has received little attention. This theory explains how children's purchasing power can help them overcome their traditionally marginalised status in the leisure travel sector, potentially strengthening the link between inclusivity initiatives and actual participation outcomes (GOK, 2020; WTO, 2018).

Standpoint theory, developed by scholars such as Bullis and Buch (1996) and Harding (1987) provides light on how children's unique perspective as consumers influences their

purchasing decisions. The theory proposes that marginalised groups develop distinct perspectives that influence their interactions with dominant systems. In the context of children's purchase influence, standpoint theory explains how children's consumer perspectives differ fundamentally from adults', and how this distinct viewpoint affects their ability to influence the relationship between inclusivity and leisure travel participation. Children have a unique perspective on the industry's offerings (Collins, 1986), and their purchasing influence reflects this. The integration of these theoretical frameworks specifically aids in explaining how children's purchasing power moderates the relationship between inclusivity and participation. Muted group theory explains how children use their purchasing power to overcome traditional marginalisation, whereas standpoint theory explains how their distinct perspective as consumers shapes this influence. Together, these theories provide a strong foundation for examining how children's purchase influence affects the relationship between inclusivity measures and participation outcomes in leisure travel, offering crucial insights for both researchers and industry practitioners seeking to understand and leverage this influence effectively.

2.2 Empirical Review

Until recently, a lot of studies on family leisure travel have focused on the adult traveller (Canosa, Moyle, & Wray, 2016; Carr, 2011; Khoo-Lattimore et al., 2015; Li, Lehto, & Li, 2020; Wu & Wall, 2016). However, the trend has changed requiring the need to conduct research on the child traveller (Canosa et al., 2016; Feng & Li, 2016; Hay, 2017). The child should not be viewed as a companion while travelling for leisure rather, an independent consumer whose needs should be considered when preparing for a leisure travel (Lahouel & Montargot, 2020). During Leisure traveling, all the aspects of the tourism, hospitality and leisure travel sector play a vital role in making leisure travel a pleasurable experience and may include; transport, catering, attractions and accommodation. In all these aspects, the leisure traveller has high expectations on the quality of products and services for example, the transport services should be appropriate, comfortable and safe (Song et al., 2020). Likewise, catering ought to meet acceptable hygiene standards, quality and presentation. Further, the accommodation services ought to be comfortable, relaxing and ambient. On the other hand, the attractions are expected to offer thrilling and amusement effects (Guan, 2014).

While the hospitality and leisure travel sector has consistently worked to improve the standards and quality of the said services, it has not adequately attended to the requirements of child travellers to the same extent as they have for adult travellers (Song et al., 2020). The child has largely been marginalized in the product and service provision only to be viewed as commercial entities by the hospitality and leisure travel sector; without needs and a voice except for what will directly be used as a source of extra revenue. For example, theme parks will have children targeted activities because they will be paid for and hence increase their revenue, but not have child-safe sanitary services, children targeted menus, cutlery or furniture and fittings (Song et al., 2020). According to a study conducted by Poria and Timothy (2014), it is only recently that children have been allowed to express their opinions about the quality of products and services without fearing negative consequences. In the world of leisure travel, decisions about what products and services children will use and when they will disengage are primarily made by the adult community (Poria & Timothy, 2014).

A more profound insight into child involvement in leisure travel can be achieved by analysing how participation factors are dealt with in the child leisure travel literature. According to Hannon (2005), there are several motivating factors that can prompt individuals to participate in the leisure travel. These factors include the information provided, experience, expectations set by leisure travel operators, influence from family members and peers, the variety of

available leisure activities, family socio-economic status, and the perceived benefit of taking part in leisure travel. Whyte (2016) suggests that factors influencing the choice to engage in recreational activities can be categorized into two groups: Societal Factors and Individual Factors, with the relative importance of each varying from one traveller to another.

2.2.1 Individual Factors

Individual Factors encompass people's core values, attitudes, skills, perceptions, behaviors, and customs. These factors are associated with an individual's beliefs, which serve as predictors of their participation in leisure travel (Whyte, 2016). Personal factors influencing leisure travel participation include the desire for relaxation, learning opportunities, gaining new experiences, and the availability of time.

2.2.2 Societal Factors

Societal factors refer to societal pressures that encourage or discourage participation (Khuong & Ha, 2014). The impact of societal factors on leisure travel participation is well-recognized, as individuals may feel obligated to engage in specific leisure activities to feel a connection to a specific community. These factors have a notable impact on clients' behavioral intentions and are pivotal in gauging the level of child engagement in leisure travel. Guan (2014) points out that societal factors encompass the beliefs, attitudes, and interests of the participants, their family members, and their peers. Societal factors of participation in leisure travel can include; improvement of family bonds, friendships, societal considerations and financial resources. Moreover, in research conducted in Wellington New Zealand involving families with at least one child aged between 8 and 12, H.A. Schänzel (2013) discovered that the global growth rate of family leisure travellers is expected to surpass that of other types of travellers. A report from Agoda (2018) in the rapidly expanding Online Travel Agency (OTA) aligns with these findings, revealing that seven out of ten families worldwide engage in a minimum of two-family leisure travels annually, with Asian travellers taking more than twice as many family trips compared to their Western counterparts. The report further states that family travel is growing rapidly and its needs are unique and diverse (Agoda, 2018). Due to the extended working hours, and the disruptions from modern living inhibiting families from devoting quality time together on a regular basis, it's not surprising that 68% of family leisure travellers pursue to devote quality family time during leisure travel (Agoda, 2018).

In addition, Khoo-Lattimore and Yang (2021) in a research focused on middle class Malaysian Chinese kids, found that a particular facet of family tourism is the active involvement of children, who significantly influences the nature of the vacation experiences. The findings further highlighted differences between Western and Asian family tourism focus, with the Asian families placing more focus on experiential learning for their children as compared to their Western counterparts who were focused on fun. Moreover, Wu, et al. (2019), in a research done in Hangzhou, the Capital of Zhejiang among primary school children found that Chinese children have engaged in extensive leisure travel and are clear of what makes a remarkable leisure travel experience. Further, the research revealed that the leisure travel sector has adopted a proactive approach to the child leisure market, comprehending the specific travel requirements of children, especially when they are accompanied by adults.

A study by Therkelsen and Lottrup (2015) conducted at the Aalborg Zoo, Denmark, the zoo receives about 400,000 visitors yearly, with families with children making up the majority of them. While the experiences that parents and children acquire from going to a zoo are different, the nature of those experiences is mutually beneficial, which leads to visits that are amicable since both parents and children's needs are met. This is the basis for the popularity of family tourism. Findings from Ojalammi and Nygren (2018) studies agree with findings from other

studies that emphasizes the fact that families with children make up the majority of the nearly 700 million zoo visitors globally, making them the most important visitor group (Baratay et al., 2002; Puan & Zakaria, 2007; Turley, 2001).

From the above reviewed literature, it's apparent that there has been child participation in leisure travel. Nevertheless, in terms of geographical focus, the majority of studies on children and family leisure travel have been carried out in established markets, such as Europe (Khoo-Lattimore & Yang, 2018; Rhoden, Hunter-Jones, & Miller, 2016), North America (Fu, Lehto, & Park, 2014; Hilbrecht, Shaw, Delamere, & Havitz, 2008) and Oceania (Hay, 2018; Khoo-Lattimore et al., 2015; Shen et al., 2020; Zohre, 2020). Despite the fact that family leisure travel in these markets are on the rise, the expectations and focus of the parents of these two markets were different in their primary objective for their children, with North American family travellers focusing on fun for their children while Oceania family travellers focused on experiential learning (Lehto, Fu, Li, & Zhou, 2017; Wu & Wall, 2016).

2.3 Conceptual Framework

The section presents the conceptual framework that illustrates the relationships between the study variables. The framework depicts how Child Inclusivity (independent variable) influences Participation (dependent variable), with Purchase Influence of the Child acting as a moderating variable.

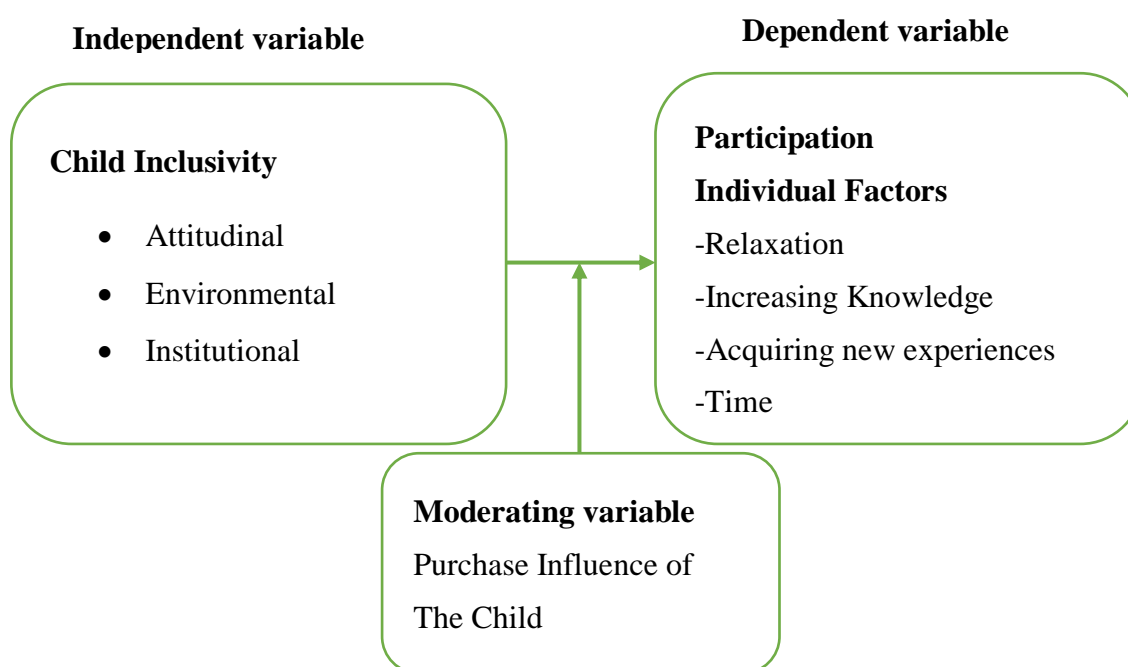


Figure 1: Conceptual Framework

The study employed a concurrent mixed-method research design, utilizing both quantitative and qualitative approaches to achieve comprehensive insights and corroboration of findings through convergent triangulation (Creswell & Clark, 2018). The target population consisted of parents accompanied by children at leisure destinations in Nairobi City County, with children aged 7-12 years specifically selected for interviews based on their ability to articulate their experiences effectively (Curtale, 2018; Gram, 2005; Rhoden et al., 2016). Using purposive random sampling, the study included 378 parents for questionnaires (216 female, 162 male) distributed across four major leisure destinations: Uhuru Park (130), Thika Road Mall (76), The Museums of Kenya (87), and Nairobi National Park (85), while 9 children participated in

interviews. The sample size for quantitative data was determined using Kothari's (2013) formula, while the qualitative sample followed data saturation principles (McGinley et al., 2021). Data collection involved structured questionnaires administered to parents, featuring demographic questions, 7-point Likert scale items, and dichotomous questions, while children participated in semi-structured interviews lasting approximately 15 minutes, recorded via smartphone and later transcribed. Data collection was conducted on Sunday afternoons in August 2018, chosen for peak visitor numbers, with research assistants administering questionnaires and conducting interviews after obtaining necessary consent. For data analysis, quantitative data was processed using SPSS software, employing both descriptive statistics (frequencies, means, percentages) and inferential statistics (correlation and logistic regression), while qualitative data underwent content analysis to identify themes and patterns, with findings presented through tables, charts, and narrative descriptions, utilizing logistic regression specifically to examine the effect of purchase influence on the relationship between inclusivity and child participation in leisure travel.

4.0 Findings and Discussions

The study aimed to investigate the effect of purchase influence of the child on the relationship between inclusivity and child participation in leisure travel within a family setting. The analysis included both descriptive and regression analyses. Parents provided their responses on various aspects related to the impact of children on the purchase of leisure travel products and services within the family setting. These responses were collected using a 7-point Likert scale, where 1 represented "Strongly Agree," 2 denoted "Agree," 3 signified "Slightly Agree," 4 indicated "Undecided," 5 represented "Slightly Disagree," 6 meant "Disagree," and 7 stood for "Strongly Disagree." The results of this analysis are presented in Table 1.

Table 1: Purchase Influence of the Child

Statement	1	2	3	4	5	6	7	Mean	SD
Influence of Children on Purchasing Decisions									
I take into account my child/children's preferences when buying leisure travel-related products and services.	21%	53%	14%	6%	5%	0%	0%	2.21	1.02
My child/children have a voice in choosing leisure travel products and services.	16%	38%	31%	8%	4%	2%	1%	2.55	1.18
Advertisements aimed at children strongly impact my child/children's decisions regarding leisure travel products and services.	38%	32%	17%	8%	2%	1%	2%	2.15	1.31

Parents who accompanied their children during leisure travel provided responses to statements regarding the influence of children on purchasing decisions and their participation in leisure travel. The results, as shown in Table 1, indicated that the majority of parents agreed that parents take into account their children's needs when buying leisure travel products and services, as demonstrated by a mean response of 2.21 and a standard deviation of 1.02. The study also found that most parents were in agreement that children have a role in deciding on the purchase of leisure travel products and services (Mean response=2.55; SD=1.18).

In addition, the findings revealed that a majority of parents agreed with the statement that advertisements aimed at children have a significant impact on their children's choices of leisure

travel products and services, as reflected by a mean of 2.15 and a standard deviation of 1.31. This suggests that children play a role in influencing family vacation purchase decisions. Consequently, contemporary suppliers of leisure products and services are paying closer attention to how children impact family decision-making. Children are no longer passive recipients of their parents' choices; rather, they exert a substantial influence on the selection of leisure products and services to be consumed within a family setting. This challenges the conventional belief that children are not the primary target audience for leisure travel products and services and underscores the need for revaluation. These results align with the findings of a study by Nanda, Hu, and Bai (2007), which explored family roles in purchasing decisions during vacation planning and found that children are increasingly playing essential roles in the selection and consumption of leisure travel products and services. Similarly, the results are consistent with Niemczyk's (2015) study on family decisions in the tourist market, which revealed that children take on the roles of an organizer, a guide, and decision-maker when planning vacations and leisure travels.

4.1 Hypothesis Testing

Child inclusivity components were interacted by the variable purchase influence of the child to give a composite. The results exhibited in Table 4 shows the model fitness for a regression model after interacting purchase influence of the child with child inclusivity components. The R2 before introducing the purchase influence of the child variable on relationship between child inclusivity components and child participation in leisure travel was 58.1% but after introducing purchase influence of the child as an additional factor with moderating effect, the R2 improved to 70.9%.

Table 2: Model Fitness

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.880 ^a	.709	.704	.44363

This implies that purchase influence of the child significantly raises the child participation in leisure travel. Children tend to act as major decision makers at purchase time of leisure travel products and services. They not only decide to acquire products and services directly related to them but also that are to be consumed by the family. Further, the moderating term has significance with P value 0.000<0.05. Results of the ANOVA are shown in Table 3.

Table 3: Analysis of Variance

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	114.140	4	28.535	144.988	.000 ^b
	Residual	73.410	373	.197		
	Total	187.550	377			

The outcomes of the analysis of variance showed that the model was statistically significant introducing purchase influence of the child on child inclusivity components and child participation in leisure travel. Additionally, the outcomes suggest that child inclusivity components and purchase influence of the child are satisfactory predictors of child participation in leisure travel as supported by an F statistic of 144.988 and the reported p value (0.000<0.05) which was less than the conventional probability of 0.05 significance level. The regression of coefficient table is exhibited in Table 4.

Table 4: Regression of Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.026	.088		11.632	.000
Attitudinal components	.212	.040	.243	5.319	.000
Environmental components	-.072	.038	-.092	-1.868	.063
Institutional Components	.073	.030	.094	2.396	.017
Purchase influence of the child	.301	0.029	0.408	10.272	.000
Interaction term	.111	.010	.610	11.038	.000

$$Y = 1.026 + .212X_1 - .072X_2 + .073X_3 + .301M_4 + .111C_5 * M$$

Y = Child participation in leisure travel

X₁ = Attitudinal components

X₂ = Environmental components

X₃ = Institutional Components

M₄ = Purchase influence of the child (Moderator variable)

C.M (Interaction Term) = child inclusivity components * purchase influence of the child

The Regression of Coefficients that Attitudinal Components and Purchase influence of the child are predictors of the child participation in leisure since the p values are less than 0.05 while Environmental and Institutional Components are not since their p values are higher than 0.05. The implication is that children tend to act as major decision makers at purchase time of leisure travel products and services. They are able to explore options for their parents when it comes to leisure travel products and services, including products, brands, prices, locations, and even the optimum times to buy. Children may even bargain with parents about different parts of the product, the store, and the time of purchase, which increases their involvement in the use of certain leisure travel products and services. The data from the semi-structured interviews provided further support for this finding. In responding to who decides where they go out to, several respondents indicated that the choice of where they visit is influenced by what experience they will gain and even suggestions from themselves.

"We go out to places where we can have fun" I 1

"Sometimes we go where my friends told me they went and it was nice" I 4

"When I see and advertisement about a place, I suggest to my parents, and sometimes they agree to take us there" I 5

These results corroborated findings by a similar study which indicated that children's preferences play a fundamental role in the final choice of a leisure travel destination (Curtale, 2018). In addition, parents are willing to pay more for a destination that will fulfil children's preferences. In light of the fact that children express their desires verbally and that parents pay close attention to them and work with them on a variety of levels, this is to be expected. Children who are well-informed and supportive parents who want to achieve excellent, pleasurable family time on vacation work together to choose a leisure travel destination (H. A. Schänzel & Yeoman, 2014).

Hypothesis1 was tested utilizing the linear regression model as exhibited in Table 4. The research aimed to verify the null hypothesis:

Hypothesis1: H₀: The relationship between Inclusivity and Child Participation is not affected by the purchasing influence of the child.

The hypothesis was tested utilizing p-value method in the regression model. The acceptance/rejection criterion was that, if the p-value is greater than the significance level of 0.05, we fail to reject the H₀ but if it's less than 0.05 level of significance, the H₀ is rejected.

Table 5: Regression of Coefficients of PIC and CP

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.026	.088		11.632	.000
1 Purchase influence of the child	.301	0.029	0.408	10.272	.000
Interaction term	.111	.010	.610	11.038	.000

The results revealed that purchase influence of the child had a positive and statistically significant influence on the relationship between child inclusivity and child participation in leisure travel within Nairobi City County ($\beta=.301$, $p = .000$). Table 5. The p-value computed was $0.000 < 0.05$, hence the hypothesis that the relationship between inclusivity and participation of the child is leisure travel is not affected by the purchasing influence of the child was rejected and conclusion made that purchase influence of the child has significant influence on the relationship between Inclusivity and Participation of the child in Leisure Travel within Nairobi City County.

5.0 Conclusion

The study conclusively demonstrates that children's purchase influence serves as a significant moderating factor in the relationship between inclusivity and child participation in leisure travel within Nairobi City County. This is evidenced by the increase in R² from 58.1% to 70.9% after introducing the purchase influence variable, indicating its substantial impact on strengthening the relationship between inclusivity initiatives and participation outcomes. The research reveals that children have evolved from being passive recipients to active decision-makers in family leisure travel choices, with parents increasingly considering their preferences and needs when making purchase decisions. This influence extends beyond simple product and service selection to fundamentally affecting how families approach leisure travel planning and execution, with children actively participating in decisions making about destinations, activities, and timing of leisure travel experiences. The statistical significance of this relationship ($\beta=.301$, $p = 0.000$) confirms that children's purchase influence positively moderates the connection between inclusivity measures and participation levels in leisure travel.

6.0 Recommendations

Based on the findings regarding purchase influence, leisure travel products and service providers should develop targeted marketing strategies that acknowledge children as primary stakeholders in family travel decisions. This includes creating child-centric marketing materials, developing products and services that directly appeal to children's preferences, and establishing communication channels that engage both parents and children in the purchase decision-making process. In addition, providers should implement feedback mechanisms that

specifically capture children's opinions and preferences, using this information to refine their offerings and enhance the effectiveness of their inclusivity initiatives.

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