

Volume 98: 2022  
( New Series )  
ISSN : 0972 - 0766



**JOURNAL  
OF THE  
ASIATIC SOCIETY OF MUMBAI**  
(A UGC - CARE Listed Journal )

Editors  
Parineeta Deshpande  
Ambarish Khare

**Published by**  
**The Asiatic Society of Mumbai**  
Town Hall, Mumbai - 400 001.  
Maharashtra State ( India )  
2022



10	A Study On Global Virtual Transformation Of Banking Activities In Digitalized Era	53
	J. Shifa Fathima, Dr. T. Jeyanthi Vijayarani	
11	Identifying The Variables Influencing Timeshare Purchase In Southern Tamil Nadu	57
	Dr. P. Ruby Leela	
12	Opinion of Entrepreneurs about Digital Marketing (A study with special reference to Virudhunagar district)	67
	Dr. (Mrs.) R. Shanthi Dr. (Mrs.) B. Nandhini	
13	The Perceptions of College Students Toward Mobile Learning Systems in the city of Chennai.	75
	Dr. M. Jagadeeswari	
14	Green Banking Initiatives: Digital Innovation of Indian Banking Sector	79
	Dr. S. Chandrasekaran M. Narayanan	
15	Motivational Factors to Become Entrepreneur: A Study With First Generation Entrepreneurs in Salem District	87
	Dr. S. Deepa M. Ravikumar	
16	E-CRM in Indian Banking Sector	93
	Dr. C. Lucia Vanitha	
17	A Study on The Impact of Brand Image on Customer Loyalty	99
	Dr. K. R. Kolammal V. R. Nanthiga	
18	Social Entrepreneurship in solar products in Virudhunagar District	103
	Dr. M. Ponnien Selvi M. Rajeev Gandhi	
19	Fear of Missing Out on Social Media: Influence on Social Skills and Academic Engagement	109
	Millicent Serena A. R. Esther Hepziba	



## **IDENTIFYING THE VARIABLES INFLUENCING TIMESHARE PURCHASE IN SOUTHERN TAMIL NADU**

**DR. P. RUBY LEELA**

Assistant Professor  
The Research Centre of Commerce  
Fatima College, Madurai-18.

### **ABSTRACT**

Holiday trips are not just pleasant experiences; they are memories. Timeshare is known as "holiday ownership," which offers the owners the right to occupy a facility for a given period, usually one week every year for 25 years. It's the art of sharing the property of a resort with other people and is often called a second-home destination. The study aims to identify the variables that influence purchases of timeshare. A total of 188 people were selected for the survey. The result obtained is that the majorities know about the timeshare concept but, for some reason, hesitate to purchase. The cost of timeshares is one of the main reasons not to invest. It has also been found that certain variables, such as age, personal wealth, Number of earner members in the family, trip motivating factors, planning factors, and attributes expected from timeshares, can also be predictors of future timeshare purchases. Suggestions have been made based on the findings.

### **INTRODUCTION**

Resort timeshares are a fast-growing concept in the tourism sector. Resort Timeshare is a marketing concept in which hotels or resorts are marketed on a membership basis. For a specific number of years, members can pay an upfront advance for a fixed number of days every year. Saving on upcoming trip expenses is one of the core reasons for the popularity of buying timeshares over hotel stays, as owning timeshare properties makes much more financial sense for families travelling on a regular basis. Additionally, the availability of preferred locations also plays a significant role in choosing vacation ownership over hotel stays. Though timeshare is an essential concept in the tourism industry, some are hesitant to invest in it. The reason behind not purchasing is analysed here.

### **PURPOSE OF THE STUDY:**

Relaxation is needed for everybody. In order to get away from their routines, people may opt for holiday trips. Making a trip to various places during the holiday gives everybody a sense of rest and refreshment. During such trips, the task of finding the right shelter is highly difficult. Timeshares provide a safer stay for tourists. Even though there are many advantages to purchasing timeshares, people still hesitate to go for it. This study was mainly done with the aim to identify the reasons for not investing in timeshare, the general aspects they expect from a timeshare company, and the predictor variable that helps to discover future timeshare investors.

### **OBJECTIVES:**

- To identify the motivating factors and aspects involved in planning the holiday trips
- To examine the attitude of sample respondents towards resort timeshares
- To identify the predictor variables that influence future investment in timeshares.