

Correlations of Consumers, Leisure Motivation and Leisure Value with Leisure Benefits —A Case Study on Taiwan International Orchid Show

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Abstract

This study aims to discuss the correlations of consumers' Leisure Motivation and Leisure Value with Leisure Benefits. Leisure Motivation contains the dimensions of Intellectual Factor, Social Factor, Competence-Mastery, and Stimulus-Avoidance; and, Leisure Value covers Product Value, Service Value, and Experience Value. Visitors to Taiwan International Orchid Show are selected as the research samples for the questionnaire survey. Total 600 copies are distributed on site and 488 valid ones are retrieved, with the retrieval rate 81%. The research findings show the partially remarkable correlations between Leisure Motivation and Leisure Value, between Leisure Motivation and Leisure Benefits, and between Leisure Value and Leisure Benefits. At the end, several suggestions for holding leisure activities are proposed.

Keywords: Leisure Motivation, Leisure Value, Leisure Benefits

Research background

With the increasing incidence of diseases of affluence and the decreasing age, people start focusing on leisure activities after the satisfaction with the material life, tending to release pressure through travel and sports and pursue higher quality of life spiritually and psychologically. Leisure culture therefore has been developed over the past decade. A lot of countries in Asia, Europe, America, Australia, or Africa regard Leisure Culture Industry as an important industry and pay attention to such industry. In terms of modern life, arrangements for leisure activities have become a trend that each country presents distinct leisure styles. For instance, India people play Tambura, Lute, and Bansuri and hold martial art contest, Kalarippayattu, as the traditional leisure activities; Koreans play Geomungo and Arrirang songs and practice Aikido. Chinese people present broad ways of leisure, as they are the integration of Han, Man, Mong, Hui, Tibetan, Miao, and Yao. For example, Mong people have horse-riding, archery, wrestling, and playing Morin khuur as the traditional leisure activities; Shinjiang people play Dongbula and Al Czech and practice Uyghur fist position; while Dong and Dai play Bawu and Hulusi. Han people also present abundant leisure activities, such as

playing Guzheng, Erhu, Pipa, bamboo flutes, and copper bells and practicing martial arts like Qigong, Taiji, Wing Chung, Hung Ga, northern Praying Mantis, and weapons. Having enhanced Leisure Value, leisure participants are likely to promote Leisure Motivation, overcome various constraints, and achieve the purpose of Leisure Participation. This study therefore expects to provide reference for the development of leisure activities. With analyses, it tends to understand the methods attracting lovers to participating in leisure activities and further being the educators or leaders for promoting leisure activities so that everyone could progressively fulfill the goal.

Development of Conceptual structure

I. Leisure Motivation

Demands for leisure activities come from the leisure experiences generated from psychological motivation, satisfaction, and desire (Tsai, 2010); and, Leisure Motivation is regarded as the behavioral intention of leisure need satisfaction (Chen, 2009). Regarding the dimensions for the participation motivation in leisure exercise, the factors in Leisure Motivation proposed by Tsai (2010), including Psychological Demands, Health Fitness, Interpersonal Interaction, and LOHAS (Lifestyles of Health and Sustainability), are applied. (1) Intellectual Factor in Leisure Motivation tends to evaluate the leisure activities with individual motivation, including intellectual activities of learning, exploration, discovery, creation, or imagination. (2) Social Factor in individuals engaging in leisure activities contains the demands for friendship and interpersonal relationship and the respect from others. (3) Competence-Mastery for individual engaging in leisure activities refers to the acquisition of achievement, mastery, challenge, and competition that such activities are resulted from physical instinct. (4) Stimulus-Avoidance for individuals engaging in leisure activities refers to individuals being driven to escape and get away from the abundant stimuli in the living environments and the contact with the society, to pursue being alone and quiet environments, and to look for rest and relaxation.

II. Leisure Value

Lapierre (2000) considered Leisure Value as the differences between customers' Leisure Benefits and Leisure Sacrifice. Parasuraman & Grewal (2000) proposed the dimensions of Acquisition Value, Transaction Value, Use Value, and Surplus Value for Leisure Value; Cheng & Li (2007) considered Product Value, Service Value, and Experience Value as the dimensions for Leisure Value; Chien (2009) pointed out the meaning of leisure being Leisure Value that the value generated from leisure functions, characteristics, quality, types, and styles were the primary factors in Customer Leisure; Cheng & Le (2007) regarded Leisure Value as customers acquiring supports and assistance from leisure businesses in the process of selecting, purchasing, and using products or services; and, Prahalad & Ramaswamy (2004) emphasized the basis of value being Leisure Experience that modern Leisure Value was created by the interaction between the customers and leisure businesses.

According to the above research, Leisure Value can be defined as customers generating purchase evaluation standard in the leisure process which is subjectively decided by

customers and the product or service value perceived between giving and getting. Referring to the dimensions proposed by Cheng & Li (2007), Product Value, Service Value, and Experience Value are applied to this study for Leisure Value.

III. Leisure Benefits

Chen (2011) considered Leisure Benefits as individuals subjectively evaluating the satisfaction demand for improving the physical and mental conditions during and after participating in leisure activities. Hsieh (2009) regarded Leisure Benefits as the subjective perception after individuals participating in various activities in the free time for improving personal conditions and satisfying individual demands. Consequently, everyone perceives distinct Leisure Benefits because of the background or the participated activities. Hung (2012) classified Leisure Benefits into Physiological Benefits, Psychological Benefits, and Social Benefits with thirty items. (1) Physiological Benefits contained physical maintenance, abundant energy, activity skill enhancement, proper rest, fatigue removal, potential development, personal activity capability test, and extra energy release. (2) Psychological Benefits included releasing living pressure, relaxing emotion, creative thinking, releasing emotion and relaxing body and mind, acquiring achievement, pleasant mood and living pleasure, balancing spiritual emotion, cultivating challenge, being independent, receiving satisfaction, and inspiring mind and wisdom. (3) Social Benefits covered understanding surrounding affairs, promoting harmonious relationship, making friends, being considerate of others, understanding the feelings of companions, sharing ideas with companions, getting well along with companions, receiving supports from companions, supporting companions' ideas, and acquiring trust from others.

IV. Conceptual structure

From the above literature review, the conceptual diagram is drawn, Fig. 1, to discuss the relations between Leisure Motivation and Leisure Benefits. Furthermore, to test the relations among variables, other possible variables on Leisure Motivation and Leisure Benefits are controlled, including gender, age, occupation, and economic condition.

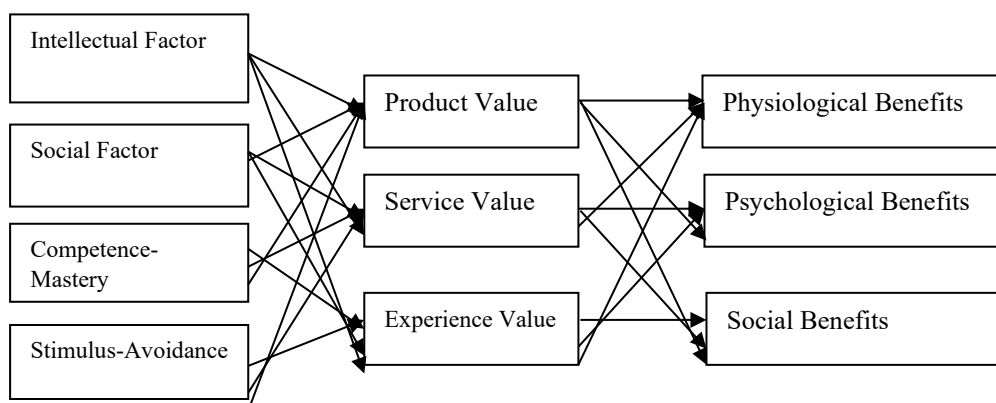


Fig. 1: Conceptual diagram

Construction of research hypotheses and design of research methods

I. Research hypothesis

(1) Leisure Motivation and Leisure Value

The dimensions of Psychological Demands, Health Fitness, Interpersonal Interaction, and LOHAS (Lifestyles of Health and Sustainability), proposed by Tsai (2010), are utilized for the participation motivation in leisure exercise in this study. Li (2009) studied the relations among Leisure Motivation, Continuous Involvement, and Leisure Value and found the positive correlations between Leisure Motivation and the dimensions of Product Value, Service Value, and Experience Value for Leisure Value. Chang (2009) studied the relations among Leisure Participation Motivation, Continuous Involvement, and Leisure Value and concluded that 1.family campers presented positive correlations among Participation Motivation, Continuous Involvement, and Leisure Value, and 2.Participation Motivation and Continuous Involvement of family campers could effectively predict Leisure Value. Accordingly, the following hypothesis is established.

H1: Leisure Motivation shows significant correlations with Leisure Value.

(2) Leisure Value and Leisure Benefits

Chi (2009) studied the relations among Leisure Value, Leisure Benefits, and Sense of Happiness and found the positive correlations between Leisure Value and Leisure Benefits. Li (2009) studied the relations between Leisure Value and Leisure Benefits and concluded that 1.overall Leisure Value showed significant correlations with overall Leisure Benefits, and 2.overall Leisure Value appeared prediction on overall Leisure Benefits. The following hypothesis is therefore proposed.

H2: Leisure Value presents remarkable correlations with Leisure Benefits.

(3) Leisure Motivation and Leisure Benefits

Hung (2012) studied the relations among Leisure Motivation, Leisure Benefits, and Sense of Happiness and proved the effects of Leisure Motivation on Leisure Benefits. Chien (2009) discussed the relations between Leisure Motivation and Leisure Benefits with Regression Analysis and discovered the positive correlations. In this case, the following hypothesis is established.

H3: Leisure Motivation appears outstanding correlations with Leisure Benefits.

(4) Control variable

To correctly test the relations between Leisure Motivation and Leisure Benefits, between Leisure Motivation and Leisure Value, and between Leisure Value and Leisure Benefits, several variables are controlled. According to Black (1990), Caligiuri (2000), and Parker & McEvoy (1993), personal characteristics could be the factors in Leisure Motivation, Leisure Benefits, and Leisure Value. Kraimer et al. (2001) and Tsang (2001) indicated that age, occupation, and disposable income could affect Leisure Motivation, Leisure Benefits, and Leisure Value.

II. Operational definition of variable and the measurement

(1) Leisure Motivation

Referring to Tsai (2010), Leisure Motivation is divided into Intellectual Factor, Social Factor, Competence-Mastery, and Stimulus-Avoidance. With Likert's 7-point scale, the number 1 stands for Extremely Disagree, while 7 for Extremely Agree. The overall reliability coefficients present Intellectual Factor 0.81, Social Factor 0.87, Competence-Mastery 0.84, and Stimulus-Avoidance 0.88.

(2) Leisure Benefits

Referring to Hung (2012), Leisure Benefits is classified into Physiological Benefits, Psychological Benefits, and Social Benefits. With Likert's 7-point scale, the number 1 stands for Extremely Disagree, while 7 for Extremely Agree. The overall reliability coefficients appear Physiological Benefits 0.80, Psychological Benefits 0.85, and Social Benefits 0.91.

(3) Leisure Value

Referring to Cheng & Li (2007), Leisure Value is divided into Product Value, Service Value, and Experience Value. With Likert's 7-point scale, the number 1 stands for Extremely Disagree, while 7 for Extremely Agree. The overall reliability coefficients reveal Product Value 0.82, Service Value 0.86, and Experience Value 0.83.

III. Research subject

Visitors to Taiwan International Orchid Show are selected as the research samples. With questionnaire survey, total 600 copies are distributed on site, and 488 valid ones are retrieved, with the retrieval rate 81%.

Empirical result

I. Regression Analysis of Leisure Motivation and Leisure Value

With Multiple Regression Analysis to test the hypothesis and the theoretical structure, the first regression tested the effects of Leisure Motivation on Product Value. The results showed that merely Intellectual Factor and Social Factor appeared positive effects (Beta = 0.284, $p = 0.017$; Beta = 0.221, $p = 0.034$) on Product Value after controlling the factors (including gender, age, occupation, and disposable income) in Leisure Motivation. The second regression tested the effects of Leisure Motivation on Service Value. The results presented that merely Intellectual Factor and Stimulus-Avoidance revealed significantly positive effects (Beta = 0.294, $p = 0.017$; Beta = 0.327, $p = 0.002$) on Service Value after controlling the factors (including gender, age, occupation, and disposable income) in Leisure Motivation. The third regression tested the effects of Leisure Motivation on Experience Value. Having controlled the factors (including gender, age, occupation, and disposable income) in Leisure Motivation, merely Competence-Mastery and Stimulus-Avoidance showed remarkably

positive effects (Beta = 0.250, p = 0.027; Beta = 0.288, p = 0.016) on Experience Value, Table 1. Hypothesis 1 therefore was partially agreed.

Table 1: Regression Analysis of Leisure Motivation and Leisure Value

Dependent variable Independent variable	Leisure Value								
	Product Value			Service Value			Experience Value		
	B	Beta	P	B	Beta	P	B	Beta	P
Gender	0.133	0.103	0.073	0.162	0.084	0.184	0.104	0.064	0.227
Age	2.169**	0.371	0.007	1.735*	0.262	0.022	1.577*	0.216	0.034
Occupation	1.713*	0.249	0.026	1.549*	0.231	0.031	0.162	0.075	0.142
Disposable income	0.762	0.048	0.114	1.347*	0.212	0.038	0.036	0.028	0.316
Intellectual Factor	1.831*	0.284	0.017	0.114	0.061	0.133	0.027	0.017	0.383
Social Factor	1.617*	0.221	0.034	1.918*	0.294	0.017	0.032	0.022	0.335
Competence-Mastery	0.725	0.042	0.127	1.075	0.157	0.062	0.188*	0.250	0.027
Stimulus-Avoidance	0.124	0.084	0.068	2.016**	0.327	0.002	0.191*	0.288	0.016
F	7.394			12.942			18.628		
R ²	0.384			0.418			0.472		
Regulated R ²	0.362			0.396			0.458		
*p < 0.05 **p < 0.01									

Data source: Self-organized in this study

II. Regression Analysis of Leisure Value and Leisure Benefits

With Multiple Regression Analysis to test the hypothesis and the theoretical structure, the first regression tested the effects of Leisure Value on Physiological Benefits. The results revealed that merely Product Value and Experience Value presented positive effects (Beta = 0.226, p = 0.038; Beta = 0.202, p = 0.042) on Leisure Benefits after controlling the factors (including gender, age, occupation, and disposable income) in Leisure Value. The second regression tested the effects of Leisure Value on Social Benefits. Having controlling the factors (including gender, age, occupation, and disposable income) in Leisure Value, merely Product Value and Service Value appeared notably positive effects (Beta = 0.298, p = 0.012; Beta = 0.352, p = 0.004) on Social Benefits. The third regression tested the effects of Leisure Value on Psychological Benefits. The results showed that Product Value, Service Value, and

Experience Value revealed significantly positive effects (Beta = 0.384, p = 0.005; Beta = 0.297, p = 0.008; Beta = 0.411, p = 0.003) on Psychological Benefits after controlling the factors (including gender, age, occupation, and disposable income) in Leisure Value, Table 2. Hypothesis 2 therefore was partially agreed.

Table 2: Regression Analysis of Leisure Value and Leisure Benefits

Dependent variable Independent variable	Leisure Benefits								
	Physiological Benefits			Social Benefits			Psychological Benefits		
	B	Beta	P	B	Beta	P	B	Beta	P
Gender	1.726*	0.233	0.033	1.022	0.188	0.096	0.053	0.024	0.442
Age	1.113	0.096	0.112	1.624*	0.247	0.031	2.114**	0.322	0.006
Occupation	0.924	0.102	0.354	1.735*	0.266	0.026	1.527*	0.229	0.035
Disposable income	0.162	0.081	0.427	0.238	0.081	0.391	1.633*	0.251	0.021
Product Value	1.722*	0.226	0.038	1.951*	0.298	0.012	2.126**	0.384	0.005
Service Value	0.136	0.017	0.486	2.016**	0.352	0.004	2.014**	0.297	0.008
Experience Value	1.592*	0.202	0.042	0.624	0.106	0.177	2.282**	0.411	0.003
F	12.681			18.327			26.376		
R ²	0.245			0.297			0.336		
Regulated R ²	0.218			0.273			0.302		
*p < 0.05 **p < 0.01									

Data source: Self-organized in this study

III. Regression Analysis of Leisure Motivation and Leisure Benefits

With Multiple Regression Analysis to test the hypothesis and the theoretical structure, the first regression tested the effects of Leisure Motivation on Physiological Benefits. Having controlled the factors (including gender, age, occupation, and disposable income) in Leisure Motivation, merely Competence-Mastery showed positive effects (Beta = 0.277, p = 0.028) on Physiological Benefits. The second regression tested the effects of Leisure Motivation on Social Benefits. Having controlled the factors (including gender, age, occupation, and disposable income) in Leisure Motivation, merely Social Factor and Competence-Mastery appeared notably positive effects (Beta = 0.412, p = 0.001; Beta = 0.364, p = 0.012) on Social Benefits. The third regression tested the effects of Leisure Motivation on Psychological Benefit. The results presented that merely Intellectual Factor and Social Factor showed

remarkably positive effects (Beta = 0.244, p = 0.038; Beta = 0.261, p = 0.029) on Psychological Benefits after controlling the factors (including gender, age, occupation, and disposable income) in Leisure Motivation, Table 3. Hypothesis 3 therefore was partially agreed.

Table 3: Regression Analysis of Leisure Motivation and Leisure Benefits 之

Dependent variable Independent variable	Leisure Benefits								
	Physiological Benefits			Social Benefits			Psychological Benefits		
	B	Beta	P	B	Beta	P	B	Beta	P
Gender	1.124	0.128	0.102	0.730	0.097	0.170	0.594	0.151	0.287
Age	1.022	0.110	0.137	1.842*	0.336	0.015	0.544	0.113	0.316
Occupation	1.623*	0.248	0.033	0.881	0.122	0.117	0.368	0.067	0.402
Disposable income	1.512*	0.216	0.039	0.683	0.071	0.194	0.621	0.172	0.216
Intellectual Factor	0.942	0.092	0.182	0.422	0.066	0.226	1.607*	0.244	0.038
Social Factor	0.628	0.067	0.256	2.341**	0.412	0.001	1.751*	0.261	0.029
Competence-Mastery	1.821*	0.277	0.028	1.964*	0.364	0.012	0.816	0.191	0.172
Stimulus-Avoidance	0.752	0.075	0.227	0.317	0.028	0.275	0.422	0.084	0.361
F	22.844			26.414			31.138		
R ²	0.372			0.441			0.506		
Regulated R ²	0.348			0.417			0.461		
*p < 0.05 **p < 0.01									

Data source: Self-organized in this study

Conclusion and suggestion

From the research outcomes, there are significant correlations between Leisure Motivation and Leisure Value, between Leisure Value and Leisure Benefits, and between Leisure Motivation and Leisure Benefits. Aiming at the practicability of the research outcomes, the following suggestions are proposed.

- I. Promotion of Orchid Show. It is found that participants are likely to invite friends and relatives attending Taiwan International Orchid Show as they consider Leisure Motivation based on health. As a result, it is suggested to hold activities and have the mass media

publicize the benefits and advantages of participating in Taiwan International Orchid Show so as to enhance visitors' Leisure Motivation experiencing the natural excise for health and to achieve Leisure Benefits.

- II. Promoting Leisure Benefits of International Orchid Show. From the aspect of satisfying leisure participants, how to enrich the diversity of International Orchid Show, orientate the market, and promote the quality should be taken into account for enhancing the participants' intention. In other words, participant intention could be promoted when the demands are satisfied. Staff trainings and vote on excellent personnel and products in the Orchid Show could be conducted to develop the leisure model of orchid promotion and to achieve Leisure Benefits.

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