

The Influence of Hedonic and Utilitarian Motivators on Likelihood to Buy a Tourism Package

Alexandra VINEREAN*

Lucian Blaga University of Sibiu

To fully understand the pattern of choice, it is important that any explanation of consumer behavior to be accompanied by a complete understanding of the interplay between a consumer's functional goals and experiential preferences within the decision context. Consumer researchers have increasingly begun to investigate consumer choice based on distinctions that involve the purchase and consumption of goods for pleasure versus for more utilitarian and instrumental purposes. Consumers are often faced with these types of choices between hedonic and utilitarian alternatives that are at least partly driven by emotional desires rather than cold cognitive deliberations. This research approaches factor analysis and multiple linear regression in the context of 150 international respondents and their perception of hedonic and utilitarian motivators on likelihood to buy a tourism package.

Keywords: *hedonic motivators, utilitarian motivators, tourism, decision making process, consumer behavior, multiple linear regression*

JEL Classification: *M31*

1. Introduction

It vital for a tourism manager to analyze and understand the way in which consumers make decisions and the factors that motivate and encourage tourists to make different purchases. Also, when analyzing a tourist's consumer behavior companies must take into consideration: the needs and habits of the consumers, consumer preferences and requirements, tourism market segmentation, and motivational factors such as cultural, personal, emotional, status, personal development, physical, etc.

The subject of consumer behavior in the tourism context is the key to the foundation of all marketing activities which are implemented in order to establish, advertise, and sell tourism products. The success of a marketing activity is primarily related to understand consumers' decision making process to buy or use tourism products. Knowing their behavior patterns and the factors that influence their purchase, tourism companies should fully comprehend when they should get involved in the process in order to obtain the results they want. Also, in this way, organizations will be aware of how to influence their customers to buy different products that fulfill their expectations and needs.

* Correspondence:
Alexandra Vinerean, Lucian Blaga University of Sibiu, E-mail address: alexandra.vinerean@yahoo.com

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2. Literature Review and Conceptual Framework

The industry of tourism is a complex field that can be divided into different types of tourism, such as: business tourism, health tourism, religious tourism, educational tourism, social tourism, cultural tourism, visiting friend and relatives, special interest tourism, and hedonistic tourism. These types are included into two main categories- domestic and international tourism, with a subdivision together with inbound and outbound tourist issue.

An interesting debate regarding tourism is related to the differences between a tourist and a traveler. A tourist (Swarbrooke and Horner, 1996) is someone who purchases a package from a tour operator, while the traveler is the person who makes his/her own independent arrangements for their personal vacation. However, Sharpley (1994) noted that the word “traveler” is usually applied to someone who is travelling for a long period of time, especially back-packing on a limited budget, and it also involves a spirit of freedom, adventure and individuality. On the contrary, the term “tourist” is usually used in a rather depreciative sense to describe those who are involved in mass produced package tourism.

In this context, it is important to discuss tourism market segmentation to fully grasp the possibilities and opportunities for implementing an effective and efficient marketing strategy. Market segmentation and diversity are complementary concepts. Without the diversity of the market consisted of different people which came from different areas, different countries, with different needs and perceptions, there would be no significance reason for market segmentation. The diversity in the global market makes the market segmentation an attractive strategy, viable with a high potential of profitability.

Market segmentation is defined as a process of dividing a large homogenous market into groups of people who have similar needs, wants, or demands. The purpose of the segmentation is to provide the basis for creating a marketing mix that will perfectly correspond to the expectations of clients in the targeted segment. This explains the fact that market segmentation is a form of consumer classification used to provide support for the marketing function in a tourism organization (Dibb, 2001).

Segmentation is aimed to serve the need of marketers, as Middleton and Clarke (2001) believe that: ‘Market segmentation and product formulation are mirror images if they are correctly matched’. Certainly, segmentation is designed to improve the work regarding all four Ps of the marketing mix (Product, Price, Promotion, and Place). However, organizations must take into consideration that successful marketing is not all about one method of segmentation alone, it is important to use and combine all five types of segmentation (or six, in tourism) in order to accomplish the profit or result that the company is expecting.

Smith (1989) distinguished seven types of tourists: *explorers* are a small group who travel as anthropologists; *elite tourists* are experienced travelers who like expensive tailor-made tours; *off-beat tourists* plan to get away from other tourists; *unusual tourists* make side trips from organized tours to experience local culture; *incipient mass tourists* travel in destinations where tourism is not yet completely dominant; *mass tourists* want the same things they are used to at home; *charter tourists* have a little or no interest in the destination itself, as long as the trip will provide them with all the accommodation that they demand.

2.1. Consumers as Decision Makers

A consumer purchase is a response to a problem, a need, a want or a demand. In order to make an acquisition, a consumer has to analysis four important steps: problem or need recognition; information research; evaluation of alternatives; product choice.

After the decision is made, the quality of that decision affects the final step in the process, in which learning happens based on how the choice worked out. This particular process influences the likelihood that the same choice will be made the next time the need or want for a similar decision occurs (Solomon, 2004).

It is important to know that the amount of effort we put into a purchase decision we take differs depending on the importance of that decision. There are many cases in which the decision-making process is almost automatic; we seem to make snap judgments based on little information. But there are also situations where the purchase decision begins to feature a full-time job. An individual may spend a long period of time thinking about an important purchase such as a new home, car or any other acquisitions that requires some financials efforts.

Traditionally, consumer researchers have approached decision makers from a rational perspective. Usually, people calmly and cautiously assimilate as much information as possible with what they already know about a product or service, vigorously weight the pluses and minuses of each alternative, and arrive at a satisfactory decision that will meet their needs and expectations.

In the recent years, this process has been studied by marketing managers to understand how information is acquired, how beliefs and patterns are formed, and on what criteria the decision making process is being made. Then, different products and services are frequently developed in order to emphasize appropriate variables, and promotional strategies can be taken in order to offer the types of information and data most likely to be wanted in the most effective formats.

It is important to know that even though consumers do follow these decision-making steps when making some acquisitions, this process is not accurate in all situations. In different circumstances, consumers do not go through this complex process in order to buy something. If they did, their entire lives would be spent on making different types of decisions, and not that much time on enjoying on the product or service that they decided to purchase. Some of our buying behaviors are not based on a logical or rational purpose; others are done with no advance planning.

However, there are some purchase momentum which occurs when these initial impulses actually increases the likelihood that we will buy even more (instead of less as our needs are satisfied), almost as if we get “revved up” and plunge into a spending area. Researchers recently discovered that decision makers actually possess some strategies. A consumer evaluates the effort required to make a particular choice, and then he chooses a strategy best tailored to the level of effort required. This sequence of events is known as constructive processing. When a well-thought-out rational approach is needed, we will invest all our efforts to do it. If not, we will certain look for shortcuts or returned to automated decisions (Solomon, 2004).

2.2. Motivators

A motive is simply a reason for carrying out a particular behavior; it is not an automatic response to a stimulus. Motives should be distinguished from instincts. Instincts are pre-programmed responses which are involuntary and inborn in the individual (Blythe, 2004).

Blythe (2004) presented a classification of motives meant to help marketers to improve their activities, and this classification can be used in tourism marketing, such as:

- primary motives: the reason that leads to the purchase of a product class;
- secondary motives: they are the reasons behind buying a particular brand;
- rational motives : based on reasoning, or logical assessment of the consumer’s situation;
- emotional motives : these motives have to do with the consumer’s feeling about the brand;
- conscious motives : motives of which the consumer is aware of;
- dormant motives: motives operating below the conscious level.

In conclusion, when talking about what motivates or persuaded a tourist it is important to know that usually this process is driven by the aim of satisfying a need or a want. Marketers define need as a perceived lack, which means that simply lacking something does not developed a need, but the individual’s realization that he or she lacks something means that the need has been established. Also, is crucial to understand that every tourist is different and so are the factors that motivates him. These variables can be classified in:

- their personality (friendly, loner, adventurous, careful, secure, shy);
- their lifestyle – depends directly to their interests and concerns;
- their likes and dislikes;
- their past experiences as tourists and particular type of holiday;
- their weaknesses or strengths - whether these factors depends to their health, wealth or the eagerness to get away from the monotony of their daily working life
- their civil status: married, single, divorced;
- income;
- adjustment of expectations or experiences as a tourist.

2.3. Drive

Drive is the force that makes a person responds to a need. It is an internal stimulus, and is caused by the drift from the desired state to the actual state. Drive is usually associated with a tension or restlessness (Blythe, 2004).

The influence of the drive will be contingent on the size of the gap between the eagerness and the actual state. For instance, a consumer longing for some time off and relaxation leads to a drive to search for a vacation; as the longing increases, the drive to go on a holiday will be higher. Once on vacation, and the longing feeling was satisfied, the tension disappears and the energy is channeled on something else, a different need or request. Some researchers have shown that the moment when a desire occurs is the point in

which a person is feeling dissatisfied with the actual state. In these circumstances, if the drive state is at high level, an individual is more eager to listen to different suggestions about how to satisfy his or hers needs and wants. In these situations, consumers are more vulnerable and are eager to try other brands if their usual brands are not available (Vinerean, 2013).

It is important to know that each individual has a level at which the state of stimulation is enjoyable and challenging, without being uncomfortable or upsetting. This is known as the optimum stimulation level or OSL. If external stimulation is situated over the optimum level, the individual will inquire to satisfy the need and decrease the drive; but if external stimulation drops below the OSL, the person will inquire to raise the stimulation in order to bring it up to the OSL (Blythe, 2004).

Thus, the OSL is a subjective factor because it varies from one person to another. Some research has revealed that individuals with high OSLs like novelty and risk taking, while those with low OSLs prefer the tried and tested, and tend to be younger people.

2.4. Hedonic and Utilitarian Value

Hedonism is the cult of pleasure. In terms of consumer behavior, it concerns those areas which attach to the fun of owning or buying something (Blythe, 2004).

Different researches examined the utilitarian and hedonic motivations; the purpose of these analyses is to understand the reason why individuals purchase different services or products. These studies have investigated motivations with respect to the design of physical and online shopping environments (Kourouthanassis et al., 2008), and users' perceptions of trust (Zhou et al., 2007), flow (Mathwick and Rigdon, 2004; Novak et al., 2000), and playfulness (Ahn et al., 2007) with respect to purchasing intention. According to Arnold and Reynolds (2003), there are six dimensions of hedonic buying:

- Adventure - shopping for stimulation, adventure, and the feeling of being in another world;
- Social - socializing with friends and family;
- Gratification - stress relief, alleviating negative mood, treating oneself;
- Idea - keeping up with trends, seeing new products and innovations;
- Role - enjoyment derived from shopping for others;
- Value - seeking sales, discounts, bargains.

On the contrary, it has been demonstrated that consumers are also motivated by utilitarian factors, including efficiency and cost,(Babin et al., 1994; Kim, 2006) but in the same time by the desire to satisfy different hedonic needs, such as affect, social interaction and/or entertainment (Arnold and Reynolds, 2003). While these motivations are well documented in marketing and others fields, the relationship between hedonic and utilitarian motivations and user experience has yet to be explored extensively in other domains (Zhou et al., 2007). However, HCI research has been investigating hedonic and utilitarian features of systems. This work has pointed out that both qualities are essential and can support each other in situations where utilitarian components are low, but hedonic qualities are high and vice versa (Hassenzahl et al., 2000).

When talking about hedonic value, it is important to be aware that this value tends to be more personal and subjective in that it is realized through the amount of fun experienced in the shopping process (Holbrook and Hirschman, 1982). Hedonic shopping value underscores the potential entertainment and emotional worth to be gained by customers in performing the shopping activity (Hirschman and Holbrook, 1982). Therefore, "the purchase of goods may be incidental to the experience of shopping. People buy so they can shop, not shop so they can buy" (Langrehr 1991, p. 428). Vicarious consumption can contribute to hedonic value by enabling customers to achieve gratification without committing to any actual purchases even though the act of purchasing goods or services can also produce hedonic value and may at times, help as the climax of the entire buying experience (Babin et al. 1994).

Another common source of hedonic value is found in agreements where the difference between the selling price of a product and the internal reference price of a customer extend beyond an additive measure of functional utility to promote feelings of anxiety and excitement (Schindler 1989). Therefore, affective emotions such as increased arousal, heightened involvement, perceived independence, fantasy fulfillment, and avoidance are frequently signs of a hedonically satisfying buying experience (Bloch and Richins, 1983; Hirschman 1984).

Some relevant aspects of hedonic attributes are intentionally added at the design stage. Also, these hedonic aspects often appear unexpected, as a by-product of the packaging design. It is essential to take into consideration these hedonic attributes because of them people are stimulated to buy different products. Hence, individuals are frequently eager to pay a small price, in order to own products that are enjoyable to

use, or which might raise the agreeable part of life (this generally happens in industrialized countries, and more among rich people) (Vinerean, 2013).

Moreover, recently these hedonic approaches are relevant in distinguishing the brand by offering the consumer a little fun and an amazing experience while using the product or service. Emphasizing an experience, that a consumer could have while owning a particular product, is pivotal in the promotional stage of a product. So, this is the moment where advertisers need to take full advantage of the hedonic aspects in order to obtain the desired results.

Contrary to these hedonic characterizes, utilitarian value has led much of the research conducted in the field of consumer behavior (Bloch and Bruce, 1984). Utilitarian consumer behavior has been characterized as task-oriented and rational (Batra and Ahtola, 1990), more precisely, regarding the functional utility, clients count on whether their consumption needs were satisfied with success (Babin et al., 1994). Usually, this translates into simple acquisitions of products or services, but occasionally, utilitarian value might also be derived from activities performed by a motivated customer out of necessity (Bloch and Richins, 1983). For instance, Wang and Benbasat (2005) noticed that the inclusion of facilities explaining the rationale behind product or services suggestions by recommendation agents empowers customers to rationalize about the suitability of a recommended product relative to their needs and demands.

In conclusion, the ideal situation is to concentrate on the capability to achieve any task- regardless of either the motivation is intrinsic or extrinsic to the person- as a utilitarian element of system use, and the value added, experiential features of aesthetics interactivity, capability to induce positive emotions. Hedonic and utilitarian motivations are well acknowledged measurement instruments, which may be used to understand engagement and the purposeful and enjoyable motivations that bring people to the interface (Vinerean, 2013).

3. Researching Hedonic and Utilitarian Motivators in Relation to Likelihood to Buy Tourism Packages

The preliminary phase of the research starts with the problem definition, and in this case, it refers to a detailed understanding of the changes occurred in the purchasing and consumption behavior of tourism products and services, in relation to hedonic and utilitarian motivators by study consumers from Europe and North America. Furthermore, also in this phase, the main purpose, the objectives and the hypotheses were established, as follows:

The main purpose: To determine the consumer behavior motivators in relation to tourism products and services, at an international level.

Objective 1: The creation of factors based on the respondents' common characteristics.

Hypothesis 1: After the analysis, there will be at least one factor for each dimension studied.

Objective 2: Determining the relationship between hedonic motivators and likelihood to buy a tourism package.

Hypothesis 2: There is a positive relationship between hedonic motivators and likelihood to buy a tourism package.

Objective 3: Determining the relationship between utilitarian motivators and likelihood to buy a tourism package.

Hypothesis 3: There is a positive relationship between utilitarian motivators and likelihood to buy a tourism package.

In the design phase of the research, the sources of information, the research unit and the survey unit were chosen (Table1), and afterwards, the variables were defined (Table2).

Table1. The typology of the information sources, used in this research

No.	Criterion	Types of sources	Explanations
1.	Original source of information in relation to the organization requesting it	External sources	In this research, we seek to understand certain distinct characteristics of the survey's respondents, regarding tourist behavior.
2.	Type of information provided by the source	Sources of primary information	This type of information relates to those specially acquired in order to achieve the main purpose of the research; and this data is obtained from individuals, via the internet. It seeks information from geographically dispersed potential tourist customers, from North America and Europe.
3.	The identity of	The individual	The individual is the basis of research in order to obtain data about

	the source		his/her purchasing and consumption behavior of tourism-related products or services, and to track consumer behavior dimensions underlying the purchase decision.
4.	The cost of the information provided	Sources that offer information, on a commercial basis	In this case, the online research was accomplished through FreeOnlineSurveys(.com), in exchange for a sum of money, and through networking sites, like Facebook and MySpace.

Table 2: The operational definition of the variables

<i>Dimension</i>	<i>Operational definition</i>
Utilitarian motivators	<input type="checkbox"/> -1 -2 -3 -4 -5 Accommodation 1 2 3 4 5 <input type="checkbox"/> 1 -2 -3 -4 -5 Availability of tourist information 1 2 3 4 5 <input type="checkbox"/> -1 -2 -3 -4 -5 Infrastructure 1 2 3 4 5 <input type="checkbox"/> -1 -2 -3 -4 -5 Price 1 2 3 4 5
Hedonic motivators	<input type="checkbox"/> -1 -2 -3 -4 -5 Things to do 1 2 3 4 5 <input type="checkbox"/> -1 -2 -3 -4 -5 Customer Care 1 2 3 4 5 <input type="checkbox"/> -1 -2 -3 -4 -5 Scenery 1 2 3 4 5 <input type="checkbox"/> -1 -2 -3 -4 -5 Places to Eat 1 2 3 4 5 <input type="checkbox"/> -1 -2 -3 -4 -5 Family friendly facilities 1 2 3 4 5
Likelihood to buy a travel package	How likely are you to buy a tourism package in the next year? 1(Not likely) 2 3 4 5 6 7 8 9(Highly likely)

The data was collected using a primary research, which involved getting original data by conducting a field research. Primary data are data introduced by a researcher for the particular reason of defining the problems that interfere in different process. They are independently tailor-made for the decision-makers of institutions that pay well-concentrated and privileged support. Correlated with easily available data from a range of sources, this exclusivity may mean higher costs and an extended framework in collecting and analyzing the data (Malhotra and Birks, 2007).

In this case, the information was collected directly from respondents via the internet, from February 22 to April 18, 2010, and the data analysis is quantitative. Also, this paper is based on an exploratory research that seeks to provide perspectives and understandings regarding the decision-making tourists when they consider buying a holiday package. The present research uses as a method the pilot survey, for which the sample is small (150 respondents), not statistically representative and not determined based on an established formula.

In this data analysis phase of the research, the data was collected via the Internet (FreeOnlineSurveys, Facebook, MySpace), and for the information's formation and processing we used the statistical analysis program SPSS, version 21.0, and especially by using the factor analysis method and multiple linear regression.

3.1. Factor Analysis

Factor analysis is a general name denoting a class of procedures primarily used for data reduction and summarisation. In marketing research, there may be a large number of variables, most of which are correlated and which must be reduced to a manageable level. In the case of this paper, I used exploratory factor analysis to reduce multiple scales of hedonic and utilitarian motivators in order to summarize the survey data and use the resulted factors in further analysis.

Factor analysis is a technique of general linear model (GLM), which means that the data used were scales and were analyzed in SPSS v.20. Factor analysis involves the extraction of a small number of factors from the data. These factors can be interpreted as the basis of attitudes reflected in the answers to those specific questions. There are several methods of extraction, but the method used in this analysis was the Principal Components. In following table the resulting factors will be presented.

Table 3. Descriptive statistics and factor analysis results

<i>Motivators</i>	<i>Items</i>	<i>Average</i>	<i>Standard deviation</i>	<i>Factor loading</i>	<i>Eigenvalue</i>	<i>% of Variance</i>	<i>KMO</i>	<i>Cronbach's alpha</i>
Utilitarian	Accommodation	2.36	2.620	0.746	2.891	72.27%	0.672	0.715
	Availability of tourist	-0.46	3.424	0.401				

	information							
	Infrastructure	1.13	2.950	0.698				
	Price	2.49	2.814	0.850				
Hedonic	Things to do	2.48	2.438	0.605	2.004	62.890%	0.739	0.718
	Customer care	1.37	2.844	0.722				
	Scenery	2.70	2.284	0.564				
	Places to eat	1.31	2.897	0.702				
	Family friendly facilities	-1.10	3.227	0.655				

The first step in the validation process of the exploratory factor analysis was to measure the reliability and dimensionality of the scales by using Cronbach's alpha coefficient with a minimum of 0.70 (Cronbach, 1970) to ensure the eligibility of the studied dimensions. Thus, for the scales that studied utilitarian motivators, a level of Cronbach's alpha of 0.715 was obtained, and for hedonic motivators the value was 0.718. Thus, the scales items fulfill this condition of reliability.

Table shows that one factor was extracted for all the latent variables. The criteria used to identify and interpret the factors were that each element should have a factor loading greater than 0.7 and Eigenvalues greater than 1 (Field, 2005). Also, the eligibility of the factors can also be observed in terms of the variance explained by each resulted factor, as the variation exceeds 75%. The validity of the factors was measured with a Kaiser-Meyer-Olkin test with values ranging from 0.672 to 0.739, exceeding the minimum acceptable level of 0.5.

In terms of the factor scores that determined each class of motivators, the majority of the scores are high and relevant indicators of each dimension. The smallest score was identified for 'Availability of tourist information', of 0.401, for the utilitarian motivators.

3.2. Multiple Linear Regression

Linear Regression estimates the coefficients of the linear equation, involving one or more independent variables that best predict the value of the dependent variable. In this research, I will try to predict consumers' likelihood to purchase a tourism package in relation to hedonic or utilitarian motivators.

The linear regression model assumes that there is a linear, or "straight line," relationship between the dependent variable and each predictor. This relationship is described in the following formula.

$$y_i = b_0 + b_1x_{i1} + \dots + b_px_{ip} + e_i$$

where

y_i is the value of the i th case of the dependent scale variable

p is the number of predictors

b_j is the value of the j th coefficient, $j=0, \dots, p$

x_{ij} is the value of the i th case of the j th predictor

e_i is the error in the observed value for the i th case

The hypotheses of this paper were tested using multiple regression analysis, using the utilitarian and hedonic factors previously resulted (as dependent variables) and likelihood to buy a tourism package (as the independent variable). The results are summarized in Table 4.

Table 4. Multiple regression analysis

Dependent variable	F	Sig.	R ²	Variables	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
					β		B		
Likelihood to buy a travel package	67.36	.000	0.458	Constant	3.042	2.402		1.086	0.009
				Hedonic motivators	0.883	0.301	0.391	2.675	0.000
				Utilitarian motivators	0.356	0.109	0.242	1.867	0.008

The first part of the table reports a significant F statistic, indicating that using the model is better than guessing the mean. As a whole, the regression is relevant in explaining consumers' propensity to make a decision and buy a tourism package based on hedonic and utilitarian motivators, as nearly half the variation

($R^2 = 45.8\%$) in the dependent variable is explained by the model. Thus, in this model, hedonic motivators contribute more to the model because this independent variable has a larger absolute standardized coefficient.

Results of the regression analysis demonstrated that the two hypotheses of the model were supported. Namely, both utilitarian and hedonic factors influence consumers' propensity to purchase. Nonetheless, the variable measuring hedonic motivators offers a more prominent influencer of likelihood to buy ($\beta=0.391$, $p < 0.001$) (H2) than utilitarian factors ($\beta = 0.242$, $p < 0.001$) (H3). Especially in tourism, where purchases have an affect dimension, this research supports and extends the existing literature.

4. Conclusion and Discussion

4.1. Theoretical Implications

Previous research has shown that consumer perceptions and preferences have both hedonic and utilitarian dimensions. Generally, discussing hedonic and utilitarian factors implies discussing asymmetry. This fundamental asymmetry in how consumers trade off hedonic and utilitarian attributes of products and services in domains of losses and gains also sheds lights on the causes of loss aversion and the processes by which it operates.

This study accomplishes several theoretical objectives. First, it distinguishes between utilitarian and hedonic expectations as distinct but complementary elements driving customers' decision making process and likelihood of purchasing a tourism package.

Utilitarian value has dominated much of the research conducted in the area of consumer behavior. Utilitarian consumer behavior has been described as task-oriented and rational in that customers' functional utility is dependent on whether their consumption needs, which inspire the shopping, were met successfully.

Affect, a construct often associated with motivation, has been called "the driver" of shopping experiences and an influence on exploratory behaviour (Menon and Kahn, 2002; Monsuwé et al., 2004). Monsuwé et al. (2004) found that enjoyment, i.e., escapism, pleasure and arousal, and the functional aspects of systems (i.e., usefulness and ease of use) predicted attitudes about shopping, which in turn influenced intentions to shop. If hedonic goods are more unique and irreplaceable (e.g., a family vacation abroad), perhaps because we develop emotional attachments to them over time, consumers might be reluctant to forfeit them.

Multiple linear regression was used to test predictive relationships between specific hedonic and utilitarian motivations and aspects future buying decisions. From our data analysis, the hypothesized relationships are substantiated by the empirical evidence. Results of the regression analysis demonstrated that the two hypotheses of the model were supported.

4.2. Managerial Implications

Tourism market research allows companies to know and to differentiate consumers' purchasing and consumption habits, attitudes and perceptions regarding distinct market offers. All these dimensions of consumer behavior enable tourism companies to understand both their short-term needs, which determine the best tactics to attract consumers, and their long-term goals, which involve the stability of the tactics concerned with consumer retention and loyalty.

In this line of ideas, market segmentation can be used with success. Some tourism academics have searched for some techniques relevant only in tourism, Middleton and Clarke (2001) suggested there are six ways of segmenting markets in travel and tourism: purpose of travel; buyer needs, motivations and benefits sought; buyer and user characteristics; demographic, economic and geographic characteristics; psychographic characteristics; price. While four of these are similar to the classic methods, they are however formulated differently and purposely in tourism.

With the main objective as satisfying customer needs, customer-oriented companies pay a special attention to consumer behavior, capitalizing on the obtained information in order to attract new customers and to retain existing customers. In this line of ideas, understanding motivators and drivers of a particular behavior and decision making process is crucial in today business environments. Emphasizing an experience that a consumer could have while owning a particular product is pivotal in the promotional stage of a product. So, this is the moment where advertisers need to take full advantage of the hedonic aspects in order to obtain the desired results.

Different products can be high or low in both hedonic and utilitarian attributes at the same time. In fact, most evaluations in consumer consumption profile are based on the degree, to which various

alternatives satisfy utilitarian and hedonic goals. This is the reason why in this paper the tourism service is examined. A person evaluating a tourism package may care for both functional features (e.g., accommodation) as well as hedonic features (e.g., scenery). Usage and consumption motives are central in determining whether an item is perceived as primarily hedonic or utilitarian.

Companies that operate in the tourism industry need to pay attention to hedonic and utilitarian motivators in order to create and promote tourism packages accordingly. Due to globalization, we are discussing about a diverse marketplace composed of many different people with different backgrounds, countries the origin, needs and wants, and perceptions, and in this respect, segmentation is a necessary process for any enterprise. This statement is even more relevant in tourism, where the acquisition has an emotional significance, so marketing must have a central role in creating added value for potential customers. To achieve this, tourism enterprises need to know very well who are the consumers they are addressing to.

The results of this paper also suggest implications for pricing and promotion strategies. Marketers ought to be able to charge premiums for hedonic goods to which consumers have adapted in some manner when the consumers are faced with a decision to discontinue consumption (Dhar and Wertenbroch, 2000, p. 69).

4.3. Limitations

This research must also be interpreted in the context of its limitations. Most importantly, the data for this study was collected from a limited number of respondents. The sample for this research is small and representativeness can always be improved. Even though, the results were consistent with the proposed hypotheses, a larger sample size might have resulted in stronger results for this new model.

Additional variables could also be considered, for instance, consumers' annual incomes and the amounts they spend on travel packages, although similar data could be more difficult to obtain and subject to distortions if directly asked. Extending the research to include these aspects can prove to be a further area of research by improving the model and including demographic variables as mediation variables. However, in order to achieve this, the research needs exhibit more responses.

Also, the online survey did not include any of the scales previously used in other studies to comply a unified vision of the dimensions explored in this research, namely corporate social responsibility, employee satisfaction, and employee retention and attraction. Even though, the scales were deemed reliable (using Cronbach's alpha coefficient), they could have included a broader range of Likert statements.

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