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EXAMINING THE EFFECT OF LIFESTYLE, MOTIVATION AND CONFORMITY ON EXPERIENCE VALUE AND INTENTION TO ATTEND: A CASE OF PARTICIPANTS IN THE RUNNING EVENT

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Abstract

This study adopts lifestyle, participated motivation, and conformity as variables affecting perceived experience value, and using behavioral intention as a service evaluation, trying to establish a clear relationship between variables. The results indicated that perceived experience value would be affected by lifestyle and conformity. Lifestyle has a significantly direct impact on participated motivation. Intention to attend is deeply influenced by perceived experience value and participated motivation. The conformity is affected by various dimensions of participated motivation. Implications and suggestions are provided, and would be meaningful contribution for event marketers to improve quality of consumer relationship.

Keywords: Event marketer; Lifestyle; Conformity; Intention to Attend

Introduction

In recent years, various road running events increased in order to attract specific runners to pay attention to events, event marketers began to use a variety of different gimmicks to highlight the theme of the race. Therefore, participants with different lifestyle will adjust to choose to participate in particular activities due to different individual goals; different subject incentives may also affect participants' willingness to participate. Event marketers usually use time schedule, differences in eligibility and qualifications to raise the attention of participants, and emphasize the segmentation from other events, in order to deepen the impression of the target group on the event and enhance the brand's attention. This phenomenon led to the study of the causal relationship between consumers' waiting and conformity behavior, experience value, cognitive and behavioral intentions. It was found that "motivation" and "constrained situation" are important factors affecting waiting behavior. Additionally, young people's consumption habits are susceptible to peers (Tanaka, Naruse, & Taguchi,2016). Thus, the main purpose

of this research is threefold: First, through in-depth interviews and participatory observation methods, to understand the way in which the lifestyle and event marketers are managed in the service, and to understand the motivation of consumer's willingness to participate. Secondly, through the review of motivation, conformity and experience related literature, the indicators of each major variable are established to construct the correlation model between variables. Finally, the researcher will explore the causal relationship and key impact factors of experience value, and put forward the research conclusions and suggestions for reference by future research and application of industry.

Review of Literature

Lifestyle refers to the way people live and the use of time and money, reflecting the activities of individuals engage, the things they are interested in and the opinions on various issues (Engel, Blackwell, & Kollat, 1982). People will be classified into different groups according to their favorite activities, their favorite leisure types and the freedom to dominate their income. Past research has pointed out that the brand segmentation of many products and services is directly related to the lifestyle of consumers (Tu, Yang, & Hung, 2018; Diaz, Gomez, & Molina, 2017; Segovia & Palma, 2016), and indirectly reflects the consumer's buying behavior. Further, it is proved that lifestyle has a direct impact on the participation of leisure activities in internal beliefs, leisure attitudes, and decision-making in their activities (Wahlen & Laamanen, 2015).

Motivation refers to behavior that triggers the continued participation of an individual and can be seen as an intrinsic drive of the individual that drives the individual to act and cause behavioral change (Chen, Xue, & Shi, 2018; Weinberg & Gould, 1999). Generally, intrinsic motivation is the basic element that induces individuals to participate in and benefit from behaviors (Memon, Ali, & Memon, 2018). Blackwell, Miniard, & Engel (2000) figured out that motivation plays an important role in the process of emerging behavior in the consumer decision-making process model.

Conformity means that individual performance or self-acceptance is influenced by the group, and the change of beliefs and behaviors is consistent with the group (Mowen & Minor, 1998). The process of individuals being influenced is called social influence, in which when individuals with a strong belief, the impact is relatively small. Conformity can be divided into three levels, namely, compliance, identification and internalization (Wilkie, 1994). Tanaka et al. (2016) stated that individuals who acquired the identification of the group would adopt the same purchasing behavior as the group. It was confirmed that conformity did have a significant impact on consumer decision-making (Egebark & Ekstrom, 2018).

Perceived value can be thought of as the consumer's evaluation of the utility provided by the product or service, that is, the trade-off between "pay" and "reward" (Parasuraman, Zetthaml, & Berry, 1996). Anton, Camarero, & Laguna-Garcia (2018) proved that consumers' perceived value will further influence consumers' willingness to purchase. Babin, Darden & Griffin (1994) pointed out that benefits from the product itself are of utilitarian value, more biased towards functional attributes; however, the emotional satisfaction from product attributes is the hedonic value, while more biased towards usage ex-

periences. The study by Juhl, Kristensen, & Ostergaard (2002) mentions that customers' expectations and cognitive quality will positively affect perceived value and customer satisfaction. Satisfaction is the result of a customer's acceptance of perceived value (Park, Robertson, & Wu, 2004; Cronin, Brady, & Hult, 2000).

It is known that the final dependent variable of service evaluation is mostly an assessment of quality and satisfaction (Kumar, Kalwani & Dada, 1997). However, customers have different expected service levels for different operators, and it is not only a holistic assessment of the response, but also the consumer's contribution, often accompanied by customer loyalty (Kumar et al., 1997). In addition, Yazici, Kocak, & Altunsoz (2017) found that the quality of service directly affects consumers' behavioral intentions.

Methodology

Upon the literature review, theories and the frameworks are conceptualized and figured out seven hypotheses as following. And, the proposed research model can be seen in Figure 1.

H_1：Lifestyle positively affect perceived experience value

H_2：Participated motivation positively affect perceived experience value

H_3：Conformity positively affect perceived experience value

H_4：Lifestyle positively affect intention to attend

H_5：Participated motivation positively affect intention to attend

H_6：Conformity positively affect intention to attend

H_7：Perceived experience value positively affect intention to attend
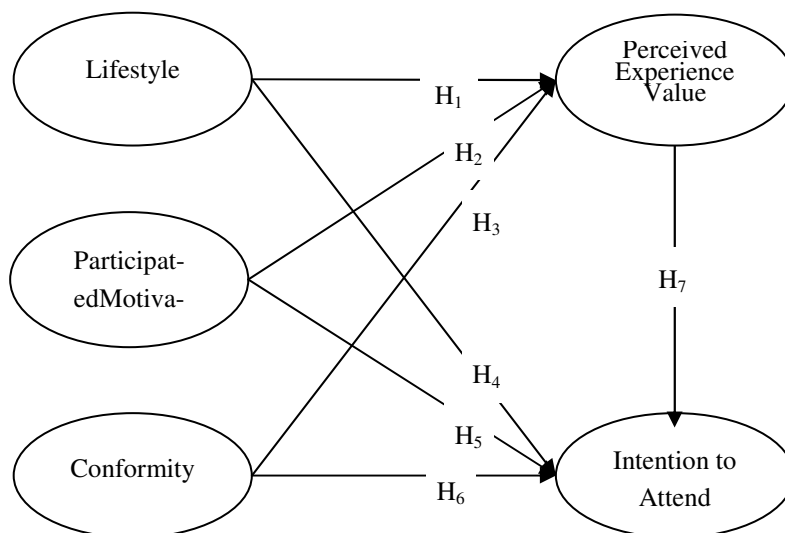

Figure 1：Research Model

Sample

Subjects were selected from participants attended in the large scale of running events of southern cities in Taiwan, using a method of purposive sampling. The sample was interrupted randomly at the finish stop of each event. Survey questionnaires were distributed to 500 participants, and 395 questionnaires were returned. A total of 380 questionnaires were finally considered effective for analysis. The response rate was about 76%. With regard to subject characteristics, female respondents accounted for two-thirds of total sample (n=257, 67.6%). Around 86.8% of respondents indicated they were married, while 13.2% were unmarried. In terms of age distribution, the major age groups ranged from 18 to 35 years old (n=296, 77.9%). For types of occupation rated, students accounted for 37.9%, businessmen for 21.8% and housewife for 9.5%. Most of the respondents (79.7%) held college degrees or above. Respondents mostly came from northern and southern cities, which accounted for 46.3% and 43.2% respectively. For the household member structure, around 86.3% of respondents live with elders and children. Numbers of members of the household were 3 to 5 people, which are about 67.9%. And, over half of the respondents (52.1%) contributed distribution of income level, ranged from 20~50 thousand dollars.

Instrument

A multi-item scale was used to obtain the data from participants in the running events. The first part of survey questionnaire used nominal scale to measure respondent's background, by using demographic statistics variable "socioeconomic characteristics" and "consumption characteristics." items. The second part was divided into five sections, including" lifestyle", "participated motivation", "conformity", "perceived experience value", and "intention to attend" items. A total of fifty-five items were composed of the questionnaire. The lifestyle scale was modified from studies of William & Jerome

（2005）and Hsu, Hsieh, & Hsu (2014), containing indices of "Activities", "Interests", "Opinions", and "Demographics" facets. The participated motivation was adopted from Wilkie's (1994) perspective, after in-depth interviews with subjects highly involved in the process of running events. In addition, the scale finally was modified from Beard and Ragheb's (1983) Leisure Motivation Scale, and after reliability and validity tests, items were finally categorized into three dimensions. The variables of conformity was modified from Bearden,

Rose, & Teel（1994）work, using "compliance", "identification" and "internalization" three facets as measuring indices. Items of perceived experience value were adopted from the study of

Batra & Ahtola（1991）and Babin et al. (1994), including "hedonic" and "utilitarian" values. Items of intention to attend were modified from Parasuraman et al. (1996), Price & Arnould (1999), and Swanson et al.'s (2003) studies. Items were included "overall satisfaction", "positive evaluation", "intent to recommend", "intent to repurchase", and "intent to extra purchase". Respondents were required to evaluate the degree of agreement based on a seven-point scoring Likert-type scale, with 7= strongly agree, 4= neutral, 1= strongly disagree.

Data Analysis

Descriptive statistics was used to

analyze the distribution characteristics of sample background, such as socio-economic and consumption characteristic variables. Then, confirmatory factor analysis was conducted to test the goodness of fit of the measurement model. Then, the theoretical model of constructs was tested to examine path analysis and evaluate goodness-of-fit test. To ensure the reliability and validity of constructs, Cronbach's alpha estimates and average variance extracted coefficients were also calculated and provided in Table 1. To test the proposed hypotheses, structural equation model was performed to examine the cause and effect relationship among variables. The analysis process was referred to the procedures proposed by Anderson & Gerbing(1988). Finally, findings and suggestions could be used for future studies and event marketers to effectively provide quality services.

Results

To ensure the reliability and validity of the whole constructs, Confirmatory Factor Analysis (CFA) was employed to examine goodness of fit of the measurement model. Table 1 showed the component reliability (CR) of each factor," lifestyle", "participated motivation", "conformity", "perceived experienced value", and "intention to attend", ranged from 0.658 to 0.928. The results indicated a highly internal consistency, which was over suggested value of 0.6. With regard to convergent validity, the AVE of" lifestyle", "participated motivation", "conformity", "perceived experienced value", and "intention to attend" were 0.294, 0.696, 0.671, 0.807, 0.724 respectively. The values of "participated motivation", "conformity", "perceived experienced value", and "intention to attend" were above the sug-

gested value of 0.5, which met the least requirement and had convergent validity. However, the facets of "lifestyle" was slightly lower than 0.5. Overall, the scale was considered as well convergence.

The results of goodness of fit towards the full structural model were shown as following (Table 2). The significant level of basic fit index, chi-square value reached 385.828, degree of freedom 114, p<0.00, which mean X^2/df was 3.38, lower than suggested value 1~5 by Bagozzi & Yi（1988）. Goodness-of-fit (GFI) value was 0.892, higher than the suggested value 0.8 by Sharma（1996）. Adjusted Goodness-of-fit (AGFI) was 0.856, higher than the suggested value 0.7 by Scott（1994）. Root mean-square residual (RMR) value was 0.055, lower than the suggested value 0.08 by Jarvenpaa, Tractinsky & Vitale（2000）. Comparative fit index (CFI) value was 0.936, higher than the suggested value 0.9 by Bentler & Bonett（1980）. However, Root mean square error of approximations (RMSEA) was 0.079, slightly higher than suggested value 0.05 by Hair, Anderson, Tatham, & Black（1998）. And, normed fit index (NFI) values was 0.912, higher than suggested value 0.9 by Bentler & Bonett（1980）. Hair, et al. (1998) argued that, there was not yet any consensus among scholars regarding the standard of those goodness of fit indices. Researchers could only pick one or two indices to evaluate the goodness of fit toward the model. In the case of current research, overall the results showed significant values of good fit, and had reasonable fit to the structural model.

Table 1: Component Reliability, Factor Weight Value and AVE

Factors	Facets (Items)	Factor Loadings	Reliability	Component Reliability	AVE	AVE Square Roots
Lifestyle	Sport Lover	.642	.766	.658	.294	.542
	Work Enthusiast	.642	.764			
	Outdoor Recreation	.498	.765			
	Internet Inter-person	.586	.782			
	Family-Based	.236	.591			
Participated Motivation	Knowledge Learning	.780	.892	.873	.696	.834
	Escape-Practiced	.862	.923			
	Social Skills	.858	.858			
Conformity	Compliance	.823	.758	.803	.671	.819
	Identification	.815	.863			
Perceived Experienced Value	Hedonic Value	.889	.951	.893	.807	.898
	Utilitarian Value	.908	.958			
Intention to Attend	Overall Satisfaction	.875	.766	.928	.724	.851
	Positive Evaluation	.900	.811			
	Intent to Recommend	.915	.837			
	Intent to Repurchase	.893	.797			
	Intent to Extra Purchase	.641	.412			

Table 2: Overall Evaluations of Good of Fitness

Index	Value	Standard	Literature
X^2/df	385.828/114=3.38	1~5	Bagozzi and Yi（1988）
GFI	.892	>.8	Sharma（1996）
AGFI	.856	>.7	Scott（1994）
RMR	.055	<.08	Jarvenpaa, Tractinsky and Vitale（2000）
RMSEA	.079	<.05	Hair et al.（1998）
NFI	.912	>.9	Bentler and Bonett（1980）
CFI	.936	>.9	Bentler and Bonett（1980）

Figure 2 illustrated standardized path coefficients of the proposed structural model. Lifestyle had significantly direct effects on both participated motivation (β=0.82, p<0.001) and perceived experience value (β=0.28, p<0.001) facets. Consequently, hypothesis 1 was supported. Participated motivation had also a significantly directly effect on conformity and intention to attend, which the loadings were β=0.75 (p< 0.001) and β=0.44 (p<0.001) respectively, while hypothesis 5 was supported. Conformity had a significantly direct effect on perceived experience value with loading of 0.50 (p<0.001), which hypothesis 3 was supported as a result. Perceived experience value had a significantly direct effect on intention to attend, with loading of 0.87 (p<0.001), which hypothesis 7 was supported. However, no significantly direct effect was found between lifestyle and intention to attend, as well as conformity and intention to attend. Thus, hypothesis 2, hypothesis 4, and hypothesis 6 would not be supported.
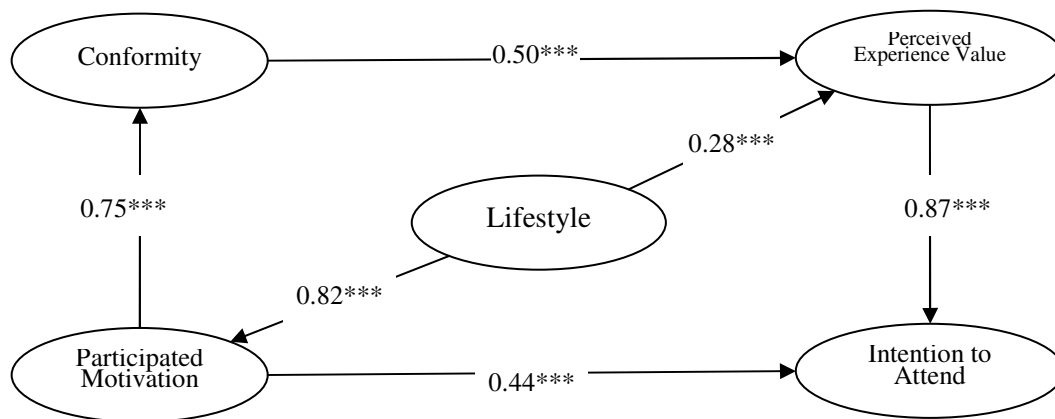

Figure 2：Regression Path Analysis Model

Discussion and Conclusion

On the whole, when participants of the theme running event evaluate the perceived experience value and behavioral intention of the activity, their lifestyle would be key factor affecting the full structural mode. Results of testing indicated that perceived experience value would be affected by lifestyle and conformity. It means that the perception of experience value will vary continuously due to the personal lifestyle accompanied by changes in the environ-ment and reflection of the individual's needs, specifically having direct impact on the inner beliefs of participating leisure activities, leisure attitudes, and their decision-making of activities engaged. In addition, individuals who perform similar behaviors because of the attractiveness of the group, or in order to obtain identity of the group, will adopt the same purchasing behavior as group, and have a direct effect on perceived experience value. For management implication, it becomes a

key factor in the evaluation of perceived value by participants, if the event manager can find out a solution that effectively integrates the lifestyle of the participant and the subject that may have social impact before making the decision.

Furthermore, the current study finds out that lifestyle has a direct impact on participated motivation, as well as intention to attend is deeply influenced by perceived experience value and participated motivation. That is, the difference in personal lifestyle will lead to the behavioral motivation of participants' continuous participation, which will affect their decision-making mode. The value of personal perceived experience is also affected by the difference of lifestyle. And, the final overall evaluation has a direct impact on intention to attend. In managing perception of experience value, in addition to the effective management of the participants in different lifestyles, it is necessary to consider the motivation of participants' perceptual participation, and give clear feedback information to correct the participants' feeling in the event of a negative experience value and avoid affecting their future behavioral intention to attend. Finally, the results of the model testing show that the lifestyle has a direct impact on the participated motivation; the conformity is also affected by the various dimensions of the participated motivation. That is to say, the influence factors of participants' conformity will be different due to personal lifestyle; however, the main factors are directly affected by individuals' different participated motivations. Compared to other physical product exchanges, the reason may be that the participants in the process of the theme running event

experience, what is felt is the diversity of the value added and the experience of reference groups whose lifestyles are similar.

Suggestion

In terms of research suggestions, this study mainly focuses on the participants of domestic theme running events, to investigate the impact of lifestyle, participated motivation, conformity on perceived experience value and intention to attend. However, the result of current study is consistent with previous research, show that participants in road running or related leisure activities are mainly influenced by personal preferences, word-of-mouth from friends, and media communication. While managing the event marketing, the event marketer must also consider the anticipation, possible cognitive differences and overall experience value of the participants. Relevant research pointed out that customer relationship quality and consumption value are directly related to service quality management (Christy, Oliver, & Penn, 1996). Future study may consider these relevant factors, and investigate the relationships between each of variables. Moreover, it is recommended that future studies can compare the differences between the conformity of the first and repeat participants and their perceived experience value, as well as to explore whether the conformity and perceived experience value among different groups of lifestyle participants are influenced by word-of-mouth communication.

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