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CONSUMER MOTIVATION AND THE ARTS

Conceptualizing a motivation-benefit model for understanding tourists as audiences

Pandora Kay

Introduction

Motivation is the focus of much research for understanding consumer behaviour, yet current literature into arts and motivation is still described as scant (Armstrong and Slater 2011). This contrasts with the context of tourist behaviour, where much is known about the motivation of tourists in general and segments characterized by their participation in selected activities, including arts and cultural experiences. Context-specific cultural experiences represented within these tourist motivation studies include cultural or heritage tourists (Alzua et al. 1998; Foo and Rosetto 1998) and various visitors attending arts, cultural and/or historical festivals and special events or attractions (Backman et al. 1995; Crompton and McKay 1997; Formica and Murrmann 1996; Formica and Uysal 1996, 1998; Mohr et al. 1993; Slater 2007; van Zyl and Botha 2004). Less is known about the psychological dispositions of the tourist market in general, towards attending selected activities, such as cultural experiences, especially in relation to the more temporal cultural performances, festivals and events, yet these major tourist markets potentially represent new audiences for these cultural attractions. Such cultural experiences are important for those destinations that position and market themselves as 'cultural and event capitals' such as New York, Greater London, and Melbourne, Australia. It is not surprising, therefore, that some of the extant research on arts audience motivation has already focused on these contexts as will be detailed later in this chapter when the literature of relevance to the focal topic of arts motivation is reviewed.

From an arts and cultural perspective, the complex motivations of audiences for art forms such as theatre remain unclear (Walmsley 2011). Performing arts, with theatre as a prime example, have been described as complex pastimes that 'bridge the fields of arts and leisure and the drivers of aesthetics, hedonics, emotions, education and entertainment' (Walmsley 2011: 336). Audience development remains a salient matter for most arts and cultural organizations for many reasons and this has created a need for better models of audience participation and better strategies for reaching new audiences (Wiggins 2004). As arts organizations face increasing pressures, including competition for audiences from alternative leisure pursuits (Bennett and Kottasz 2006),
understanding why people participate (or not) in the arts is central to arts marketing and consumer behaviour research. Motivation is a psychological construct that provides the ‘motor for behaviour’ (Fiske and Taylor 1984) and, as such, it has played an evolving role in consumer research since the 1950s (Pincus 2004). An aim of this chapter is to review the relevant motivation literature in order to develop a suitable model for understanding tourists as audiences for cultural experiences, including the temporal cultural performances, festivals and events, and, hence, their consumer motivation towards these types of cultural experiences. A quantitative modelling approach is adopted as the basis of this conceptual model. This continues earlier motivation studies of customers of the performing arts in New York (Garbarino and Johnson 1999) and Western France (Bouder-Pailler 1999) (see Table 21.1) but, in this instance, the application is to better understand the potential of tourists as arts and cultural audience participants.

Of further relevance to understanding motivation and behaviour, of tourists in particular, is the importance of cross-cultural differences. Multiple reasons have been acknowledged including: (i) growing internationalization, (ii) cultural characteristics being vitally important to the attractiveness of the product itself, and (iii) tourism being a service industry where people from different nationalities meet (Pizam and Fleischer 2005). Consequently a growing body of literature over the last decade has examined a breadth of aspects of tourism behaviour for cross-cultural differences from which insightful findings in support of such influences have

Table 21.1 Summary of art audience motivation literature

<table>
<thead>
<tr>
<th>Authors</th>
<th>Major research objective</th>
<th>Context/population sampled/research participants</th>
<th>Research approach/methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qualitative</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Armstrong and Slater 2011)</td>
<td>Motivational constraints to cultural membership drawing on marketing and leisure literature</td>
<td>Southbank Centre UK/ SBC bookers who are not members</td>
<td>Interpretive, 5 focus groups</td>
</tr>
<tr>
<td>(Geissler et al. 2006)</td>
<td>Influences on decision to visit art museums with themes identified including benefits and motives</td>
<td>Current visitors of 2 art museums in SE USA</td>
<td>Ethnographic, 4 focus groups/content analysis</td>
</tr>
<tr>
<td>(Hume et al. 2007)</td>
<td>The consumers’ experience to identify drivers of repurchase intention and conceptual target segments</td>
<td>General performing arts experience with general current and potential consumers (not in-situ)</td>
<td>In-depth interviews</td>
</tr>
<tr>
<td>(Slater and Armstrong 2010)</td>
<td>The involvement construct and cultural membership drawing on marketing and leisure literature</td>
<td>Art museum members</td>
<td>Interpretive, 59 interviews</td>
</tr>
<tr>
<td>(Walmsley 2011)</td>
<td>Fundamental drivers behind audience motivation for theatre experiences</td>
<td>Theatre goers at 2 companies, Melbourne and West Yorkshire</td>
<td>Responsive depth interviews/observation</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Authors</th>
<th>Major research objective</th>
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</tr>
</thead>
<tbody>
<tr>
<td>(Bennett and Kottasz 2006)</td>
<td>Causes and potential consequences of bad or 'terrible' experiences during performances including influencing personal factors (e.g. expectations) and role of external factors</td>
<td>Audience members at performing arts venues in Greater London</td>
<td>Survey/factor analysis/SEM</td>
</tr>
<tr>
<td>(Bouder-Pailler 1999)</td>
<td>Modelling extrinsic and intrinsic motives for going to the theatre</td>
<td>Theatre goers from 4 cultural organizations, in Nantes, Western France</td>
<td>Survey/factor analysis/SEM</td>
</tr>
<tr>
<td>(Garbarino and Johnson 1999)</td>
<td>Analysis of the relationships between satisfaction, trust, and commitment to compare satisfaction attitudes and future intentions for low and high relational customer groups</td>
<td>Customers of professional nonprofit repertory theatre in NY in 3 commitment groups (subscribers, occasional subscribers, individual ticket buyers)</td>
<td>SEM for mediating constructs and differences between 3 customer groups</td>
</tr>
<tr>
<td>(Minor et al. 2004)</td>
<td>Modelling music performance satisfaction and testing for demographic differences to understand consumer motivations in attending performances</td>
<td>In-situ rock concert; convenience sample of respondents who had recently attended a musical performance</td>
<td>Survey/factor analysis/t-test</td>
</tr>
<tr>
<td>(Slater 2007)</td>
<td>Motives of visitors to gallery events applying Beard and Ragheb's (1983) leisure motivation scale to identify benefits sought by participants. T-test results of differences in visitors between those first time and returning; visiting alone or in groups; planned and spontaneous participants</td>
<td>Participants at 2 events in a nationally acclaimed gallery</td>
<td>Survey/factor analysis/t-test</td>
</tr>
<tr>
<td>(Swanson and Davis 2006)</td>
<td>Roles and relationships between importance attributes for quality experience with satisfaction and theatre patron commitment</td>
<td>Patrons of live theatre performing arts experiences</td>
<td>Survey/PCA/factor analysis/ANOVA</td>
</tr>
</tbody>
</table>
Table 21.1 Summary of art audience motivation literature (Continued)

<table>
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<tr>
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<th>Major research objective</th>
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</tr>
</thead>
<tbody>
<tr>
<td>(Tian et al. 1996)</td>
<td>Constraints and benefits sought from museum visitation</td>
<td>Visitors of 5 different types of museums including art museums, Texas, USA</td>
<td>Survey/PCA/factor analysis</td>
</tr>
<tr>
<td>Conceptual</td>
<td>(Bourgeon-Renault 2000) Evaluation of cultural consumer behaviour research for changes in theoretical principles and analysis with comparison of the experiential paradigm and the information processing models for cultural behaviour decision-making</td>
<td>Arts and culture</td>
<td>Literature review/conceptual</td>
</tr>
<tr>
<td>(Wiggins 2004)</td>
<td>Reconceptualization of the RAND model of audience development for the arts, using the Motivation/Ability/Opportunity model from the consumer behaviour literature</td>
<td>Arts audience development</td>
<td>Literature review/conceptual</td>
</tr>
<tr>
<td>Cross-cultural research dimension</td>
<td>(Kolb 2002) Motivation and preference for music experiences by attendees (African American, non-African American)</td>
<td>On-site research of ethnic attendance at African American classical music concert, USA</td>
<td>Survey</td>
</tr>
</tbody>
</table>

Notes: ANOVA = Analysis of Variance, PCA = Principal Component Analysis, SEM = Structural Equation Modelling.

emerged (e.g. Crotts and Erdmann 2000; Crotts and Pizam 2003; Reisinger and Crotts 2010). Within this growing body of literature, several studies focus on tourist motivation and cross-cultural influences (see Table 21.2). Some of these studies are in non-cultural activity-specific contexts, but other cultural activity-specific studies also include cross-cultural influences on the tourists’ motivation. In the arts audience motivation literature, cross-cultural studies are extremely rare. This can be seen in the Table 21.1 summary of this literature where most quantitative studies examine the influences on motivation of personal demographics and other consumer behaviour, but only one study with a specific cross-cultural research focus is identified (Kolb 2002). Despite the vast body of cross-cultural literature, understanding how culture influences consumer behaviour is still open to question, including cross-cultural studies of tourist behaviour, and the influence of national culture in particular. Another aim of this chapter, therefore, is to contribute to the present gap for cross-cultural research in relation to tourists’ motivation towards cultural experiences.

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Table 21.2 Empirical studies of relevance to tourist motivation that incorporate cross-cultural dimensions (non-cultural tourism-related/cultural tourism-related)

<table>
<thead>
<tr>
<th>Authors</th>
<th>Major research objective</th>
<th>Tourism context</th>
<th>Population sampled</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cross-cultural research (non-cultural tourism-related)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Kozak 2002)</td>
<td>Comparative analysis of tourist motivations by nationality and destinations</td>
<td>Mallorca and Turkey vacations</td>
<td>British and German tourists</td>
</tr>
<tr>
<td>(C.-K. Lee 2000)</td>
<td>On-site research of cultural differences and motivation for a world cultural expo</td>
<td>South Korea</td>
<td>Caucasian (Americans, Europeans) and Asian (Koreans, Japanese) visitors</td>
</tr>
<tr>
<td>(J.A. Lee and Kacen 2008)</td>
<td>Individualism/collectivism cultural influences on consumer satisfaction</td>
<td>Non-tourism</td>
<td>US and Australian consumers, Singaporean and Malaysian consumers</td>
</tr>
<tr>
<td>(Litvin and Kar 2004)</td>
<td>Individualism/collectivism cultural influences on consumer satisfaction</td>
<td>Singapore vacation</td>
<td>35 nations, international tourists</td>
</tr>
<tr>
<td>(Litvin et al. 2004)</td>
<td>Cross-cultural tourism behaviour involving Hofstede's Uncertainty Avoidance dimension</td>
<td>USA</td>
<td>58 nations, leisure visitors</td>
</tr>
<tr>
<td>(Lord et al. 2008)</td>
<td>Individualism/collectivism and other cultural influences on cross-border vacationing</td>
<td>Cross-border vacationing</td>
<td>North American, HK</td>
</tr>
<tr>
<td>(Pizam and Fleischer 2005)</td>
<td>Individualism/collectivism and other cultural influences on characteristics and preference for tourist activities</td>
<td>Active and passive tourist activities</td>
<td>11 nations (inc. Western and Asian)</td>
</tr>
<tr>
<td>(Pizam and Sussman 1995)</td>
<td>UK tour guide perceptions of influences of nationality on tourists' behaviour</td>
<td>UK tours</td>
<td>Japanese, French, Italian and American tourists</td>
</tr>
<tr>
<td>(Reisinger and Turner 1997, 1998, 1999)</td>
<td>Individualism/collectivism and other cultural influences for how collectivist tourists differ from Australian hosts</td>
<td>Australia vacation</td>
<td>Indonesian, Korean and Japanese tourists</td>
</tr>
</tbody>
</table>

continued
### Table 21.2 Empirical studies of relevance to tourist motivation that incorporate cross-cultural dimensions (non-cultural tourism-related/cultural tourism-related) (Continued)

<table>
<thead>
<tr>
<th>Authors</th>
<th>Major research objective</th>
<th>Tourism context</th>
<th>Population sampled</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Woodside and Jacobs 1985)</td>
<td>Comparative analysis of benefits derived from travelling to the same destination</td>
<td>Hawaii vacation</td>
<td>Canadians, Americans, Japanese</td>
</tr>
<tr>
<td>(Yuan and McDonald 1990)</td>
<td>Attitudes towards, preferences for and motivational determinants of selected vacation travel attributes</td>
<td>Overseas travel</td>
<td>Japan, France, West Germany and UK international tourists</td>
</tr>
</tbody>
</table>

**Cross-cultural research (cultural tourism-related)**

<table>
<thead>
<tr>
<th>Authors</th>
<th>Major research objective</th>
<th>Tourism context</th>
<th>Population sampled</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Crompton and McKay 1997)</td>
<td>On-site research of motives of visitors</td>
<td>Cultural and sporting events at San Antonio Festival, USA</td>
<td>International tourists</td>
</tr>
<tr>
<td>(Foo and Rossetto 1998)</td>
<td>Characteristics and motives on departing destination</td>
<td>Australia vacation</td>
<td>Cultural tourists</td>
</tr>
<tr>
<td>(Formica and Uysal 1996)</td>
<td>On-site cross-cultural research of behavioural, motivational and demographic characteristics of festival visitors</td>
<td>Umbria Jazz Festival, Italy</td>
<td>Umbrian Italian and out-of-region others</td>
</tr>
<tr>
<td>(Formica and Uysal 1998)</td>
<td>On-site cross-cultural research of behavioural, motivational and demographic characteristics of festival visitors</td>
<td>Spoleto Festival, Italy</td>
<td>Italian and others</td>
</tr>
<tr>
<td>(Kay 2009)</td>
<td>On-site cross-cultural research of motives towards cultural experiences</td>
<td>Performing arts on Australian vacation</td>
<td>Western (USA, UK and Ireland, NZ, Australian domestic) and Asian (Chinese- and Japanese-speaking)</td>
</tr>
<tr>
<td>(McKercher and Chow 2001)</td>
<td>Cultural distance and participation in cultural tourism experiences</td>
<td>Cultural tourism at HK destination</td>
<td>Asian (Chinese Taipei, China mainland, Singapore) and Western (UK, USA, Australia)</td>
</tr>
<tr>
<td>(Schneider and Backman 1996)</td>
<td>On-site research of festival motivation</td>
<td>Arabic cultural festival Jordan</td>
<td>Attendees</td>
</tr>
</tbody>
</table>
A multidimensional, multistage process approach to motivation

To understand tourists' motivation for these cultural experiences, and any influence of national cultural differences, a process approach will be adopted in this conceptual model, based upon the general model of motivation from the social psychology of leisure literature (Mannell 1999; Mannell and Kleiber 1997). The applicability of motivation models across leisure, recreation and tourism, with motivation as a driving force for recreation activities and tourism behaviour, is supported by various researchers (e.g. Dunn Ross and Iso-Ahola 1991; Iso-Ahola 1980, 1982). In their review of social psychological theories of tourist motivation, Harrill and Potts (2002) assert, 'any consideration of the social psychology of tourist motivation should begin with discussion of the social psychology of leisure, within which the concept of motivation is grounded' (p. 106). More recent support for applying motivation approaches from leisure to tourism can be seen in the research that empirically tests Iso-Ahola's (1980, 1982) four-dimensional motivation theory of personal/interpersonal and escaping/seeking dimensions for similar tourism and recreation experiences (Snepenger et al. 2006). Hence, this chapter proposes applying motivation models from leisure and tourism to understand consumer motivation for the arts, especially as the primary interest is an understanding of tourists as audiences for cultural experiences while on holiday.

The incorporation of multidimensional constructs in tourist motivation models has been gaining momentum since early foundation research that mostly used scale-based motivation incorporating both push and pull items (Crompton 1979; Dann 1977, 1981). More recent studies of tourist motivation have drawn heavily on social psychology as well as leisure research. The results have produced various processing approaches to motivation that involve multidimensional constructs, often inextricably linked to expected outcomes of behaviour, and measured in ways that could be described as multistaged approaches. For example, when seeking understanding of...
the motives for leisure behaviours, Dunn Ross and Iso-Ahola (1991) studied motive and satisfaction dimensions important to sightseeing tourists. Their method used a two-stage, pre- and post-activity approach. Further support for a multistage approach to tourist motivation encompassing pre-and post-activity dimensions is empirical research of campervan tourists by Gnoth (1999). His approach tested motivational dimensions of expectations (as expectancy values) and final attitudes of satisfaction (post-activity) with the related construct of intended activities (pre-activity). It was multistage by asking tourists their reasons for choosing a campervan before they took possession of the vehicle, and then their attitudes formed after the holiday when they returned it.

Building on this previous work, this chapter explores understanding tourist motivation as audiences for cultural experiences by adopting a process approach that is multidimensional as well as multistaged and uses a similar repeat-measurement approach. As many different constructs have been used in quantitative motivation research to date with only a few studies investigating the relationship between some of these constructs, the constructs that will be incorporated in this model of tourist motivation for cultural experiences were selected from the literature as discussed later in this chapter.

While a new conceptual model is proposed for understanding tourist motivation for cultural experiences, it is a process-based model that is founded upon Mannell's (1999) motivation model from the leisure literature and a social psychological approach towards motivation from the tourism literature. Mannell's (1999) motivation model is also favoured for adoption in this study because it acknowledges that people possess a multitude of psychological dispositions that play a role in the motivational process. According to Harrill and Potts (2002), important issues to be addressed in tourist motivation models include the issue of multi-motive causation of behaviour, motivation, with a focus on the individual while also recognizing that individual experiences cannot be separated from social environments. Hence, tourist motivation models need to consider the behaviour of the individual tourist in social contexts and to identify psychological disposition-influencing social behaviour. Three stages comprise the basic components of the motivational process from the leisure literature (Mannell 1999): stage 1 - needs/preferences (drives/motives/desires/expectations); stage 2 - behaviour or activity; and stage 3 - goals or satisfaction/psychological benefits. All three stages are incorporated in the proposed conceptual model for tourists' cultural experience motivation (see Figure 21.1). Major strengths of this model are its incorporation of motivational components that have a direction and energy, producing states of disequilibrium. Motives, for example, encapsulate the fundamental internal activating factors of motivation that have been described by Mannell (1999) and others as 'drive' or 'force'. The consumer actions of experiencing and undertaking activities reduce this disequilibrium. The first and third stages of the model are the primary focus to be studied as these are the psychological dispositions before and after the activity (Figure 21.1). Stage 2 of the model recognizes that the activity itself and the consumer's behaviour experiencing this activity are influenced by the pre-experience motivations which in turn have an influence upon the post-experience outcomes.

The activity and consumer behaviour of interest (Stage 2) are tourists' motivations towards attending cultural experiences at the destination. The activity itself is measured indirectly through pre- and post-activity psychological dispositions (Stages 1 and 3). The proposed context chosen for testing the model in subsequent research is to sample general tourists from major regional geographic markets of Eastern and Western tourists for the destination at the Queen Victoria Market (QVM) which is a produce market uniquely located in the Melbourne central business district. As well as incorporating heritage listed buildings and entertainment events, it
functions as one of Melbourne's most popular tourist attractions, as listed in the top 15 activities for visitors to Victoria (Tourism Victoria 2010). The resultant data set to be used in subsequent research for testing the model and cultural differences for Western and Eastern regional geographic markets will comprise four major English-speaking, Western tourist markets from six nationality groups (Australians, New Zealanders, North Americans from the United States of America and Canada, and residents from the United Kingdom and Ireland) and two Eastern tourist markets of Chinese-speaking and Japanese-speaking international tourists.

The proposed conceptual model for cultural experience motivation presented in this chapter will enable three research objectives to be pursued: (1) to test the underlying dimensionality of the motivational process constructs of attitudes, motives, expectations (benefits sought) and benefits gained for selected major markets of Eastern and Western tourists; (2) to model the relationships between the constructs, specifically testing the mediating role of the pre-experience antecedent constructs of attitudes, motives and benefits sought on each other and on the post-experience outcome of benefits gained; and (3) to test culture as a moderating variable on the resultant model constructs and their interrelationships.

The motivation-benefit model for cultural experiences

The conceptual model constructs, literature and hypotheses

The literature on tourist motivation is vast, yet the conceptual development of an integrated social psychological approach has yet to be achieved (Harrill and Potts 2002). In response to this identified gap in the tourist motivation research, a new conceptual model based on four constructs of relevance to the motivational process for cultural experiences derived from the literature is proposed (Figure 21.1): attitudes, motives, benefits sought (expectations) and benefits gained (behavioural outcome). These four psychological dispositions have featured strongly as individual constructs of interest within the vast body of tourism research in general, and some of the four constructs have been included in previous quantitative research of motives for cultural attendance (e.g. Bouder-Pailler 1999) and motives for cultural tourism (e.g. Foo and Rossetto 1998; McKercher et al. 2002; Richards and Queiros 2005). Each of these four constructs has been discussed extensively in the literature from the different perspectives of consumer behaviour, cultural attendance, leisure or tourism as the review of the literature in this section will show, but no previous studies have examined the structural relationships among these four variables simultaneously. This is a gap in existing research to which this proposed model aims to make a contribution.

Each of the key constructs in the proposed model is based on motivational dispositions which have been described as similar to the idea of personality traits that influence our aroused motives (Mannell 1999). Attitudes are incorporated in this model as one type of relevant motivational predisposition that influences motives and are defined as the affective or feeling responses that consumers have toward an object or a general evaluation of an object (Fishbein and Ajzen 1975), whereas motives are summarized as an internal factor that arouses, directs and integrates a person's behaviour (Iso-Ahola 1980). Expectations are included in the form of benefits sought because expectations have been conceptualized as the motivational force underlying leisure behaviour (Manfredo et al. 1983). Benefits sought are one type of expectation that has been widely researched in the tourism context both cultural and non-cultural related (see Table 21.3). Benefits gained have also been widely researched in a tourism context both cultural and non-cultural related (as also seen in Table 21.3) and in this model represent one type of post-activity psychological disposition that is closely linked to the activity predisposition expectation of
Table 21.3 Empirical studies of relevance to tourist motivation that incorporate tourist benefits (sought/gained; non-cultural-related/cultural-related)

<table>
<thead>
<tr>
<th>Authors</th>
<th>Major research objective</th>
<th>Tourism context</th>
<th>Population sampled</th>
<th>Benefits sought (non-cultural tourism-related)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Frochot 2005)</td>
<td>Benefit segmentation and relationship with activities preferences</td>
<td>2 rural areas, Scotland</td>
<td>Overnight visitors</td>
<td></td>
</tr>
<tr>
<td>(Hsieh et al. 1997)</td>
<td>Travel decision pattern based on multistage segmentation by travel benefit sought, travel philosophy and travel product preferences</td>
<td>Vacation choice</td>
<td>Japanese leisure</td>
<td></td>
</tr>
<tr>
<td>(Heung et al. 2001)</td>
<td>Travel decision-making and choice of destination based on 5 vacation factors including benefits sought</td>
<td>Hong Kong</td>
<td>Japanese leisure</td>
<td></td>
</tr>
<tr>
<td>(Jang et al. 2002)</td>
<td>Benefit segmentation and identification of optimum target market</td>
<td>USA destination</td>
<td>Japanese leisure</td>
<td></td>
</tr>
<tr>
<td>(Lang and O'Leary 1997)</td>
<td>Multi-segmentation of benefits sought (motivation), activities; destination attributes and travel philosophy</td>
<td>Nature travellers outbound vacation</td>
<td>Australian travellers</td>
<td></td>
</tr>
<tr>
<td>(Loker and Perdue 1992)</td>
<td>Vacation benefit segmentation and identification of optimum target market</td>
<td>Travel in North Carolina, Non-resident leisure USA</td>
<td>State park visitors</td>
<td></td>
</tr>
<tr>
<td>(McCool and Reilly 1993)</td>
<td>Benefit segmentation and relationship with preferences for setting attributes and expenditure patterns</td>
<td>3 state parks, USA</td>
<td>State park visitors</td>
<td></td>
</tr>
<tr>
<td>(Moscardo et al. 1996)</td>
<td>Benefit segmentation (motivation) and relationship with activities</td>
<td>Outbound vacations</td>
<td>Australian travellers</td>
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</table>

Benefits sought (cultural tourism-related)

<table>
<thead>
<tr>
<th>Authors</th>
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<th>Tourism context</th>
<th>Population sampled</th>
<th>Benefits sought (cultural tourism-related)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Alzua et al. 1998)</td>
<td>Multidimensional segmentation using benefits sought and activities to understand vacation motives</td>
<td>Culture and heritage tourism</td>
<td>UK outbound</td>
<td></td>
</tr>
<tr>
<td>(Frochot 2004)</td>
<td>Benefit segmentation (motivation) and influence on quality evaluation</td>
<td>3 historic houses, UK</td>
<td>Historic property visitors</td>
<td></td>
</tr>
</tbody>
</table>

continued
Table 21.3  Empirical studies of relevance to tourist motivation that incorporate tourist benefits (sought/ gained; non-cultural-related/cultural-related) (Continued)

<table>
<thead>
<tr>
<th>Authors</th>
<th>Major research objective</th>
<th>Tourism context</th>
<th>Population sampled</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Tian et al. 1996)</td>
<td>Benefit segmentation (benefits measured were a mix of motives, interests and benefits) and relationship with selected independent variables to identify potential target markets by cross-tabulation of benefits and constraint clusters</td>
<td>Museums, Texas, USA</td>
<td>Museum visitors</td>
</tr>
<tr>
<td>(Weaver et al. 2002)</td>
<td>Benefit segmentation</td>
<td>Heritage sites, USA</td>
<td>US travellers</td>
</tr>
<tr>
<td>Shoemaker 1994</td>
<td>Benefit segmentation of image of last destination visited attributes and comparison with ideal destination planning concerns</td>
<td>Domestic vacations</td>
<td>US populations</td>
</tr>
<tr>
<td>Woodside and Jacobs 1985</td>
<td>Multidimensional benefit segmentation based on benefits and experiences realized</td>
<td>Hawaii</td>
<td>Canadians, Americans, Japanese</td>
</tr>
<tr>
<td>Prentice et al. 1998</td>
<td>Benefit segmentation defined by benefits derived and experiences, and then with groups described by motivations and socio-economic profile</td>
<td>Industrial heritage park, UK</td>
<td>UK leisure, non-leisure tourists and day trippers</td>
</tr>
</tbody>
</table>

benefits sought. Some of these previous tourist studies have used benefits sought or pursued or benefits gained or realized as a method for operationalizing the measurement of motivations or motives. For example, Frochot (2004: 227) states, 'in order to evaluate the motivational profile of visitors, benefit segmentation was applied'. (See Table 21.3 for a summary of studies that link tourist benefits to motivation or motives in their research.)

Benefits are considered one major approach to tourist motivation research, due to a widely held belief of some association between tourists' motivations and benefits (sought or gained), although the exact link is still to be tested and proven (Frochot and Morrison 2000). Similarly, Alzua et al. (1998: 3, 6) further claim a link between benefits and expectations, which has been under-researched from an international perspective and in relation to cultural and heritage tourists in particular, with 'relatively little [is] known of cultural and heritage tourists' characteristics, benefits pursued in travel activities or expectations'. Their definition of benefits sought as an attitude 'which may influence travellers' in their choice of activity participation and frequency
also suggests associations between benefit expectations and tourist behaviour. Other tourist motivation process conceptual frameworks link expectation formulation to motivations and identify expectations as influences on tourist choice processes as well as perceptions of experiences (Gnoth 1997) which in turn can influence the tourist satisfaction process (Rodríguez del Bosque et al. 2009).

This previous research identifies benefits sought and gained as key dimensions of relevance to the tourist consumer motivational process. The proposed motivation-benefit model for tourist cultural experiences when applied in later research will empirically test this, with the further objective of testing the relationships between the four motivational process constructs proposed in the model. Hence, the new use of benefits constructs in this research is to include them as two separate constructs in the cultural experience motivational process (one as pre-activity expectations and the other as post-activity behavioural outcome). It will measure the underlying dimensionality of these two benefit constructs and consider the relationships between the two separate benefits constructs and the other two constructs in the motivational process model of attitudes and motives towards cultural experiences.

Although some directional links between these constructs were suggested conceptually within the previous discussion, as a new conceptual model in the cultural experience context, the hypotheses for the directional influences between the four constructs are largely sequential but inclusive. Attitudes are associated with motives (H1) and the expectation of benefits sought (H3) as well as the post-activity variable of benefits gained (H5). Similarly, motives are influenced by attitudes (H1), and are then associated with expectation of benefits sought (H2) as well as benefits gained (H4). In turn, the expectation of benefits sought has been influenced by attitudes (H3) and motives (H2) and is associated with benefits gained (H6).

H1. Stronger attitudes towards cultural experiences are associated with stronger motives for partaking in these experiences.
H2. Stronger motives to partake in cultural experiences are associated with higher expectations of benefits sought.
H3. Stronger attitudes towards cultural experiences are associated with higher expectations of benefits sought.
H4. Stronger motives to partake in cultural experiences are associated with greater benefits gained.
H5. Stronger attitudes towards cultural experiences are associated with greater benefits gained.
H6. Higher expectations for benefits sought are associated with greater benefits gained.

**Mediating role of pre-experience psychological dispositions on post-experience outcome**

In subsequent research, the mediating role of some of the pre-experience antecedent constructs of attitudes, motives and benefits sought on each other and on the post-experience outcome of benefits gained would be also explored as proposed within the conceptual model (Figure 21.1). These mediation paths (e.g. H1 and H2 = H3, H1 and H4 = H5, H2 and H6 = H4, H3 and H6 = H5) are based upon the basic causal chain involved in mediation as outlined by Baron and Kenny (1986) which in turn draws upon the most generic formulation of a mediation hypothesis whereby an active organism intervenes between stimulus and response as recognized by Woodworth (1928 cited in Baron and Kenny 1986).
Tourist attitudes are proposed as antecedents that can affect other psychological antecedents such as intentions and then external behaviours, similar to the theory of planned behaviour (Ajzen 1991; Ajzen and Fishbein 1980). Modified versions of this theory have been widely applied in tourism research to examine various human behaviours to predict future behaviour of tourists, for example, leisure choice (Ajzen and Driver 1992), travel destination choice (Bamberg et al. 2003; Lam and Hsu 2006), nature-based tourist behaviour (H. T. Lee 2009) and wine tourist behaviour (Sparks 2007). Conflicting empirical results, however, are suggested by these studies with some using this behavioural theory to argue that tourist attitude significantly affects behavioural intention (Ajzen and Driver 1992; Bamberg et al. 2003; H. T. Lee 2009), while others found no significant relationship between attitude and behaviour intention (Lam and Hsu 2006; Sparks 2007).

That attitudes towards behaviour (i.e. attending cultural attractions and experiences in this research) may influence other psychological antecedents, behaviour and behavioural outcomes, either directly or indirectly, is supported by researchers (e.g. Eagly and Chaiken 1993) using an extended model of Fishbein and Ajzen's (1975) Theory of Reasoned Action (TRA). In the TRA model, utilitarian outcomes associated with behaviour are expressed as behavioural beliefs which from the perspective of the information-processing approach, are formed by evaluating certain attributes of performing the behaviour (Ajzen 1991). People will favour the behaviours that they believe have positive attributes and vice versa. In addition, researchers using the modified theory of planned behaviour in a tourism context and with a mediating variable of satisfaction have found that attitude significantly and directly affects satisfaction, while also significantly and indirectly affecting behavioural intention (e.g. H. T. Lee 2009). Hence these studies of the causal relationships among tourist attitude, satisfaction and behavioural intentions also suggest that attitudes' influence on other variables may be direct and indirect.

Motives have been considered primary drivers of tourist behaviour (Eagles 1992; Fodness 1994). Understanding tourist motivation has also been acknowledged as being complex and generally multifaceted (Crompton 1979; Uysal et al. 1993). The proposed model in the current study suggests that tourist attitudes towards a behaviour, and their motives driving them to experience the behavioural activity, are interrelated. It further suggests that motives driving a particular behaviour will further influence tourists' expectations in relation to the behaviour such as the benefits they will get and, in turn, this will influence the behavioural outcome of benefits gained from the behaviour. A structural model linking these motivational process constructs and considering the associations between them is a new model proposed for empirical testing.

**Underlying dimensionality of cultural experience motivation constructs**

Each of the four constructs in the model has extensive literature of relevance to their underlying dimensionality as will be discussed briefly below with details outlined in separate papers (e.g. Kay 2009). In summary, the literature suggested multidimensions for each construct that draw upon Iso-Ahola's (1989) seeking/avoiding tourist motivation theory, Haley's (1968) utilitarian-based benefit segmentation dimensions, and hedonic-related items because of their relevance to aesthetic products (Hirschman and Holbrook 1982; Holbrook and Hirschman 1982) which are the context of this study. Tian et al. (1996) further claim a conceptual shift in the literature toward experiential and psychological outcomes and away from activities and amenities in their research of benefits from museum attractions for responsive target markets. The inclusion of both types of dimensions within each construct in this study will enable this conceptual shift to be tested. More recent qualitative cultural experience research explores the increasing complexity
of visitor cultural experiences and indicates that they seek bundled products delivering composite experiences such as edutainment and the like (Addis 2005; Geissler et al. 2006). The inclusion of some attribute-based motives within some dimensions is contrary to the trend acknowledged in the literature of a conceptual shift away from activities and amenities and toward experiential and psychological outcomes (Tian et al. 1996). It is, however, consistent with recent exploratory research of cultural experiences where the provision of ancillary services such as cafes and gift shops are considered to enhance the sociable aspects of the experience (Geissler et al. 2006; Swanson and Davis 2006). This quantitative research would seek to test these exploratory findings.

**National culture as an influence on consumer motivation**

In tourism and many other contexts, Hofstede's (1980, 2001) five cultural values indices have become the most accepted means to quantify dominant national cultural values (Reisinger and Crotts 2010). Of the five indices, Hofstede's individualism/collectivism cultural measure is possibly the most applied and cited in cross-cultural tourism studies, particularly wherever research incorporates Western and Asian samples (see Table 21.2 for examples of cross-cultural tourist motivation studies incorporating the individualism/collectivism dimension). Although the findings from the extant cross-cultural research of relevance to tourist motivation are diverse and divergent, one consistent finding is significant difference between Eastern and Western cultures. Some of these comparative studies evidencing significant cultural differences between Eastern and Western cultures in a tourism context focus on individual constructs of interest to this study such as motives or motivation (e.g. Kay 2009; C.-K. Lee 2000) or benefits realized (e.g. Woodside and Jacobs 1985). None of them, however, specifically study culture as a moderating variable on a cultural experience motivational process of four interrelated constructs as proposed in this study. This presents a gap in the understanding of tourists' motivational process for cultural experiences, and the influence of national culture as represented by regional geographic tourist markets in this proposed research, to which this model aims to make a contribution.

**Culture as a moderating variable on cultural experience motivation**

The conceptual model proposed for testing in subsequent research (Figure 21.1) focuses on the effect of culture on the motivation-benefit process model for attending cultural experiences while on holiday. Culture will be measured primarily by using two proxies of regional affiliation which is a culture assessment approach commonly used in the business literature (Lenartowicz and Roth 1999). Language spoken at home will be one measure of culture used in this study to divide the sample into two cultural groups – Eastern and Western culture. Within the Western culture sample, English language spoken at home overlaid two tourist groups (domestic and international) and four Western consumer markets: Australian tourists who are interstate domestic tourists to Melbourne, and three major international tourist markets (North America, New Zealand, and United Kingdom and Ireland). This Western culture sample further corresponds to the Anglo cluster as categorized by Hofstede (2001) and others (Ronen and Shenkar 1985), where there is an underlying assumption of cultural value similarity representing attitudinal and behavioural similarity. Within the Eastern culture sample, two language backgrounds (Chinese- or Japanese-speaking) will be used as the screening question to identify this major group of international tourists to Australia. The model suggests a culture effect in terms of the attitudes, motives and benefits sought associated with attending cultural experiences as well as the benefits
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gained from these experiences, while at the same time suggesting that culture will moderate the relationship between these four constructs.

Furthermore, Hofstede’s (1980, 2001; Hofstede and Bond 1988) theory of cultural differences in attitudes towards work suggests that the differences between these two groups of Eastern international tourists from Chinese- and Japanese-speaking backgrounds and Western tourists (domestic and international) will be substantial. Although the English-speaking Western tourists comprise six nationality groups (Australians, New Zealanders, North Americans from the United States of America and Canada, and residents from the United Kingdom and Ireland), Hofstede (2001: 500-502) considered them to be largely similar in terms of cultural characteristics based upon each of his five cultural indices, whereby he presented them together as a psychically close Anglo group. Asian culture patterns were found by Hofstede to be similar on the individualist/collectivist culture index for Japan and China as independent country clusters and a Far East cluster of seven other Asian nations at the time of his research that included Hong Kong and Taiwan. The Asian culture patterns for these groups and independents were all characterized by low individualism, in contrast with the close Anglo group whose culture was noted for high individualism.

Therefore when the proposed model is then further tested for differences between Eastern and Western tourists (Figure 21.1), the following hypotheses are proposed:

H7. Cultural experiences will differ for Eastern and Western tourists.
H8a. Attitude levels will differ for Eastern and Western tourists.
H8b. Motive levels will differ for Eastern and Western tourists.
H8c. Benefits sought levels will differ for Eastern and Western tourists.
H8d. Benefits gained levels will differ for Eastern and Western tourists.

While the primary aim of this study would be the comparison of Eastern and Western tourists, gender and age differences would also be tested, as tourism and marketing research has previously shown these differences can be significant, especially in terms of tastes for cultural products (Holbrook and Schindler 1994). It would also be possible to test for subtle differences within the Western tourists as the data sample to be used in the next stage of the testing of the conceptual model includes English-speaking tourists from four geographical markets that correspond to the Anglo cluster, as characterized by Hofstede (2001) and others (e.g. Ronen and Shenkar 1985). For destination marketers of countries such as Australia whose major tourist markets include those categorized as the Anglo cluster, understanding even subtle differences within this cluster can have valuable implications for developing successful operational communication campaigns and offering suitable cultural experiences at the destination.

**Conclusion and future research**

This chapter proposes a new motivation-benefit process model adapted from the leisure and tourist motivation literature for understanding arts motivation, especially tourist motivation towards cultural experiences. The incorporation of attitudes, motives, benefits sought and gained in this new motivation-benefit conceptual model for tourist motivation can, thus, be considered a justifiable variant of the motivation-satisfaction approach identified as the dominant approach of social psychological theories of tourist motivation by Harrill and Potts (2002). As these authors further claim that the conceptual development of tourist motivation is still in a transitional period and an integrated social psychological approach has yet to be achieved, the
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proposed new model in this study seeks to make a further contribution to models and theories explaining this phenomenon in a cultural experience context. As this is a new motivation-benefit process model for tourist motivation towards cultural experiences, modelling the relationships between the constructs is one research objective. The moderating effect of culture on the cultural experience motivation process with comparisons between selected major markets of Eastern and Western cultures is another research objective. Quantitative research using structural equation modelling and invariance testing are highly suitable research methods for testing the research objectives and specific hypotheses proposed in this new motivation-benefit conceptualization of cultural experience motivation and the influence of personal characteristics such as culture.

References


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