


Application of Hedonic and Utilitarian Values' Orientations in Predicting Satisfaction and Behavioural Intention in the Lodging Milieu

B A Mokoena *

Faculty of Management Sciences, Vaal University of Technology, Vanderbijlpark, Email, aubrey@vut.ac.za

L.A. Masitenyane 

Faculty of Management Sciences, Vaal University of Technology, Vanderbijlpark, Email, lehlohonolom3@vut.ac.za

**Corresponding Author*

How to cite this article: Mokoena, B.A. & Masitenyane, L.A. (2023). Application of Hedonic and Utilitarian Values' Orientations in Predicting Satisfaction and Behavioural Intention in the Lodging Milieu. African Journal of Hospitality, Tourism and Leisure, 12(2):607-623. DOI: <https://doi.org/10.46222/ajhtl.19770720.388>

Abstract

The view of the hospitality industry as a vital element within the service environment has been the dominant approach in the field of tourism studies, particularly lodging development, which was restricted to the bigger cities in South Africa. Huge inroads are now made to the big metros and smaller cities of the country. This study examines the influence of hedonic and utilitarian values on outcome and process service quality satisfaction, while also examining the influence of outcome and process quality satisfaction on patrons' future intentions towards revisiting the lodges. A literature review on study constructs was conducted and a conceptual model was proposed with hypotheses formulated. The proposed study model was assessed employing structural equation modelling (SEM) with data collected from 285 lodging visitors. Four of the six hypothesised relationships were supported in the estimated structural model. The relationship between utilitarian value and outcome quality satisfaction and the relationship between outcome quality satisfaction and behavioural intentions were not supported. The study offers essential theoretical contributions, as it presents scholars and researchers valuable information in examining and developing interrelated theories. Furthermore, the study provides practical implications to lodge managers and the hospitality industry as to how to improve operative strategies to increase continued lodging visitors' patronage levels.

Keywords: hedonic value; utilitarian value; outcome quality satisfaction; process quality satisfaction; behavioural intention

Introduction

South Africa's natural beauty, terrains, cultural traditions and her rich history, have steered the hospitality and tourism industry to be considered a significant contributor to the overall country's economic growth rate (Makhaola & Proches, 2017). The South African hospitality and tourism industry has developed as a vital growth driver owing to its imperceptible nature and the variety of products and services it offers (Mitchell, 2019; Olowoyo et al., 2021). The widespread hospitality value chain (Visser & Marais, 2021) as well as the wide range of hospitality practices that hold great intangibility and experiential characters are deemed valuable in enhancing the economic growth (Sucheran, 2021), The World Travel and Tourism Council (2020) affirm that the South African hospitality and tourism sector contributed around 2.8 percent of real gross domestic product (GDP), with a total of R139 billion in 2018 and an additional R145 billion in 2019. The sturdy growth witnessed over the years, particularly prior to the advent of the novel COVID-19 pandemic (Olowoyo et al., 2021), is sufficient proof that the hospitality and tourism industry is one vital contributor to the country's economic growth

(Quesada & Boekstein, 2021). The COVID-19 pandemic, which began towards the end of 2019, led to unprecedented adjustments in the general business operations (Kauatuapehi et al., 2023). and consumer behaviour around the world (Nan, 2020; Gössling et al., 2020). Mordor Intelligence (2020) reports that in South Africa, the average daily revenue growth of hotels and lodging visitors prior to the advent of the COVID-19 pandemic and restrictions, recorded 7.9 percent in 2017 and an added 1.2 percent rate was seen in 2018. Throughout 2019, guest night visitors to lodges registered a 1.5 percent increase in the overall customer occupancy usage rate and revenue per available room. Unfortunately, the COVID-19 safety protocol measures put in place by the South African government from the 27th of March 2020 in the quest to curb the spread of the virus (SABC News 24th of March, 2020), negatively affected the hospitality and tourism industry (Dube et al., 2020; Stehlik, 2020). While still reeling on the effects of the COVID-19 pandemic, the hospitality and tourism industry worldwide, is still faced with numerous challenges, some of which relate to process operations and quality service delivery (Erragcha & Babay, 2022; Gursoy, 2018), new trends and the everchanging consumer consumption patterns (Lee & Kim, 2018) that also undesirably impact on consumer purchasing behaviour. Consequently, Park et al. (2017) recommend that the hospitality operators should, therefore, consider designing innovative ideas that can better satisfy customers' needs and requirements with admiration to their offerings. The South African hospitality and tourism industry is also not exempt from this suggestion, considering that the consumer decision-making process and qualities that are likely to affect customer certitudes have been the major drivers of value creation in this industry (Lu & Gursoy, 2017). The notion that value serves as the basis for consumer behaviour and marketing activities (Gutman & Vinson, 1979; Holbrook, 1999; Wagner, 1997), has triggered continued interest in value conceptualisation. Seeing that the customers are one of the primary stakeholder groups in the hospitality and tourism market, it is important for marketers to gain knowledge in this terrain. They should first understand consumer concerns and how to satisfy and convert them to practice positive patronage behaviour (Binninger & Robert, 2008).

Numerous scholars found that hedonic and utilitarian values are usually associated with individuals' emotional arousal and sensible opinion (Chaudhuri & Ligas, 2006; Lee & Kim, 2018; Eggert & Ulaga, 2002; Vieira et al., 2018). Hirschman & Holbrook (1982) argue that hedonic value can be described as more subjective and personal than its utilitarian counterpart and resulting more from fun and playfulness than from task completion. Such statements suggest that consumers are concerned about poignant issues and realistic reflections on their purchase behaviour, especially after experiencing valuable and unique interactions with their lodging service providers. Considering that some lodge visitors, for example, prefer the experience of staying in a home rather than lodging (Guttentag, 2015), one of its significant features is the economic benefits such as cost savings related to the utilitarian value aspect of consumption (Lamberton & Rose, 2012). Ostensibly, the unpredictable levels of attention placed on the visitors' perceived value between hedonic and utilitarian value lead to questions such as, which value would be more dominant to consumers? and which factors influence consumer experiences? Such questions can be utilised to assess the impact of hedonic and utilitarian values on consumer lodging experiences in pursuit of customer satisfaction and positive behavioural patterns.

Scholars such as Basaran and Büyükyılmaz (2015); Hansaee and Rezaeyeh (2013); Lee and Kim (2018) as well as Saygılı, and Yalçıntekin (2021) investigated consumers' assessment of hedonic and utilitarian value attributes in relation to its influence on consumer satisfaction and behavioural outcomes. Thus, it is important that lodge operators, now more than ever before, should exercise innovative and competitive strategies to be sustainable (Imoagene et al., 2021; Lee & Kim, 2018), since modern consumers' lodge-visiting patterns tend to incite

low consumer spending and fewer vacations (Cohen et al., 2014; Han & Anderson, 2022). Accordingly, operational adjustments must be made to successfully meet consumer needs and gain greater value from appealing hospitality activities (Hussain et al., 2020). As such, lodge operators must understand not only what their customers perceive as important in relation to their visits, but also know how they define value derived from their visiting encounters and expectations (Zeithaml, 1988) and nudging one-time lodge visitors into regular customers.

Numerous studies confirm that the level of process quality and outcome quality satisfaction moderates the relationship between the hedonic and utilitarian value of products and services toward post-purchasing behaviour (Chen & Tsai, 2008; Saygılı & Yalçintekin, 2021). The concept of process quality satisfaction has been used to comprehend consumers' thought processes about the significance or level of interest in lodging services. Consumers' mindsets have a variety of influences on consumption experiences and customer behavioural intention. In this vein, process quality satisfaction permits lodge managers to employ a more accurate approach to serving guests based on their distinct behaviours (Park & Kim, 2010).

Therefore, this study seeks to investigate consumer behavioural intentions concerning lodging services by examining the relationship between the hedonic and utilitarian value aspects on consumer process quality and outcome quality satisfaction. Also, in the quest to understand consumer behavioural intentions relative to their previous consumption encounters, this study examines consumer process quality and outcome quality satisfaction as moderating variables leading to positive customer behavioural intention. Accordingly, the primary objective of this study is to assess the hedonic and utilitarian shopping values that exert a positive influence on customers process quality satisfaction, outcome quality satisfaction and behavioural intentions.

The main contributions of this study stem from the view that to the best of the researcher's knowledge, no known study, particularly from the South African hospitality and tourism industry, investigated the effects of both hedonic and utilitarian value variables and their association with process quality satisfaction and outcome quality satisfaction as moderators of consumer behavioural intention outcome from the lodging services context. By investigating the influence of hedonic and utilitarian value aspects on process quality and outcome quality satisfaction, the study will contribute to the existing consumer behaviour body of knowledge and marketing practitioners to know how best to satisfy consumers' expectations regarding lodging service options. The study results will assist both lodge managers and marketing practitioners to better understand how both hedonic and utilitarian value aspects impact consumer satisfaction and behavioural intentions from the lodging service perspective.

Literature review

Theoretical framework

The expectancy value theory (EVT) is a theory of motivation that has been tested in many different fields including education, health, communications, marketing and economics. It is premised on the notion that achievement-related choices are motivated by a combination of people's expectancy for success and subjective task value in particular domains (Wigfield & Cambria, 2010). Although the three EVT models (Eccles & Wigfield, 2002, Lawler & Porter, 1967, Vroom, 1964) differ in their meaning and implications for each variant, the general assumption is the existence of expectations as well as values that affect subsequent behaviour (Schunk, 2014). In addition, all three variants of EVT models are consistent with the study framework in that the two core components, being expectancy (satisfaction and future behavioural intentions) and value (hedonic and utilitarian), have been incorporated into the current study.

Definition of key study constructs

Hedonic value versus utilitarian value

In the marketing literature, many studies confirm that service value is a multidimensional notion that holds a variety of qualities across different consumption perspectives (Holbrook, 1999; Gallarza et al., 2017). However, in spite of its perseverance, many researchers, such as Boksberger and Melsen (2011); Day and Crask (2000); Dodds et al. (1991); Helkkula et al. (2012); Leroi-Werelds et al. (2014), agree that the value concept lacks constancy with respect to its conceptualisation, nature or characteristics. Hence, the value concept has continuously been re-examined and still proved to be a captivating construct (Arnould, 2014). As this study falls within the realm of an epistemology of services marketing (Gummerus, 2013; Lin et al., 2005; Nilson, 1992), measuring the influence of value and its dimensions in the hospitality industry with a particular interest in lodging services is deemed fit for the purpose of this inquiry.

With regards to consumer experiences, the hedonic measure of consumption encompasses the exclusivity of services or the emotional association it arouses in the consumer (Hanzaee & Rezaeyeh, 2013), while utilitarian value is linked with real economic benefits derived from the service encounter (Overby & Lee, 2006). Both the hedonic and utilitarian value aspects have been widely investigated to better understand the consumer consumption processes including the lodging operations (Jones et al., 2006; Lee & Kim, 2018; Li et al., 2021). Thus far, numerous studies have explored hedonic and utilitarian value in dissimilar settings such as coffee shops (Bae & Jeon, 2022); retail shopping outcomes (Jones et al., 2006); Airbnb hospitality (Lee & Kim, 2018) as well as in the fast-casual restaurants (Nejati & Moghaddam, 2012). Lee and Kim (2018) found that in the hospitality setting the hedonic effects of consumption experience occur prior and after consumption taking place. For instance, various attractions/pursuits, such as holidays on a cruise ship, are practiced essentially with hedonic objectives in mind (Kang, 2020). However, some prominent variables of utilitarian value are also specified in this domain, for example, opinions on the quality of services rendered, satisfaction levels and accessibility (Overby & Lee, 2006).

As previously mentioned, there are differing perceptions on the role of hedonic and utilitarian value regarding lodging services. Evans (2002) states that two complementary approaches to measuring customer value exist. The first approach pursues the identification of 'value' perceived by the consumers and the second approach measures the value that a consumer brings to the business as the core target of marketing campaigns. Customers consume products and/or services for two specific motives (a) consummatory affective (hedonic) pleasure from bodily attributes and (b) instrumental (utilitarian) causes (Batra & Ahtola, 1995). It is important, therefore, to note that consumers usually look to benefit when they perform consumption acts. The first benefit is hedonic value factors that inspire consumption behaviour and the second benefit is for utilitarian value consumption motives. In most cases, hedonic value is more experiential, while utilitarian value encompasses an informational variable and emphasises consumption processes (Ofori et al., 2021; Henry et al., 2004).

One school of thought postulates that utilitarian value is at the forefront of lodging services. As lodge visitors are largely driven by utilitarian values such as accessibility, process quality, outcome quality and economic benefits inspiring them to visit a particular lodge over the others. In addition, another school of thought advances that hedonic value such as unique lodging experience is the main inspiring driver to visit a certain lodge (Guttentag, 2015; Pung et al., 2022). Because of the various sentiments presented on this topic, it is important to assess how the distinct value aspects play a part in the consumers' satisfaction level based on their consumption process and experience. The consumer behaviour literature advocates that

positive or negative emotions associated to service experience play a crucial role in describing satisfaction and envisaging future behavioural intention (Allen et al., 2005).

Process quality satisfaction versus outcome quality satisfaction

Oliver (1997) outlines satisfaction as a judgment that a product or service feature, or the product or service itself, provides pleasurable consumption related fulfillment. Satisfaction is, therefore, regarded as a fulfilling reaction used to evaluate and understand customer experiences. In addition, customer satisfaction is an attitude change ensuing from the consumption act (Jiu & Daliang, 2009). The service management literature contends that customer satisfaction is “the result of a customer’s perception of the value received in a transaction or relationship – where value equals perceived service quality relative to price and customer acquisition costs – relative to the value expected from transactions or relationships with competing vendors” (Hallowell, 1996).

Quality is a measurable attribute that is comparable to accomplishing or surpassing customer expectations. It can be assembled into a performance of administering, designing, delivering and maintenance of product and/or service processes (Foster & Gardner, 2022; Odek, 2020). Although, process intricacies can affect the capacity to constantly improve process efficacy, there is a discord as to how processes are monitored. Process quality can be described as ‘how’ satisfying is the service delivered (Marley et al., 2004). In essence, process quality is customer valuations of their encounter with their service provider (Heinonen et al., 2010). It comprises making the lodge visitor’s experience continue proficiently and efficiently. Examples of process variables include, accuracy of information, accessibility and ease of use, physical appearance of the rooms, an enabling environment and satisfying visitors’ perception of having been treated well or not (Collier & Bienstock, 2006). In most cases, it is easier for lodging customers to evaluate the level of process quality paralleled to outcome quality. For instance, customers may not be convinced of the service quality received from their visit, but they certainly know that they were served satisfactorily or not (Mmutle & Shonhe, 2017).

Outcome quality is what a customer takes away from the end of the transaction and plays a crucial role in the valuation of their overall satisfaction (Chen & Kao, 2012). The outcome of a satisfying service encounter is the fundamental reason why customers revisit the lodge. Issues relating to order timelines in receiving the service within an expected period, order accuracy and processing to the precise specifications given by the customer in relation to price, room size and the place of receipt (Collier & Bienstock, 2006; Mmutle & Shonhe, 2017), are key in ensuring customer satisfaction. However, owing to the special qualities of lodging services, for example, intangibility and perishability, the elements of order timelines and conditions are pertinent from a lodge services context and are, therefore, considered in this study.

Behavioural intentions

Fishbein and Ajzen (1975) describe behavioural intention as the extent to which an individual has created cognisant ideas to act or not to act on a specific future behaviour. Based on the theory of reasoned action (TRA), behavioural intention is an inspiring component of a desirable behaviour associated with the behaviour itself (Liu & Jang, 2009). Ladhari (2009) states that behavioural intentions can be characterised as favourable or unfavourable acts. Favourable behavioural intentions comprise paying premium price, positive word-of-mouth and continuously patronising a particular service provider. Contrariwise, unfavourable behavioural intentions involve spreading negative word-of-mouth and switching to another service provider. Zeithaml (1988) signifies that perceived value plays a critical part in customers’ purchase decision making, advocating that behavioural intentions are moments of perceived

value. If the customers perceive the service providers value offering to be of high standard, they tend to display positive behavioural intentions.

As for the relationship between the study variables, prior inquiries proved the mediating and resultant association between customer satisfaction and post-purchase behavioural intentions do exist (Lin et al., 2022). It is well-known that the services rendered to customers influence their satisfaction levels (Baker & Crompton, 2000; Dhurup & Mokoena, 2017) and that satisfaction is a direct precursor of behavioural intentions (Cronin et al., 2000; Nethengwe et al., 2018).

Model development

Built on the review of previous studies, this study proposes the conceptual model shown in Figure 1 and the hypotheses are stated as follows:

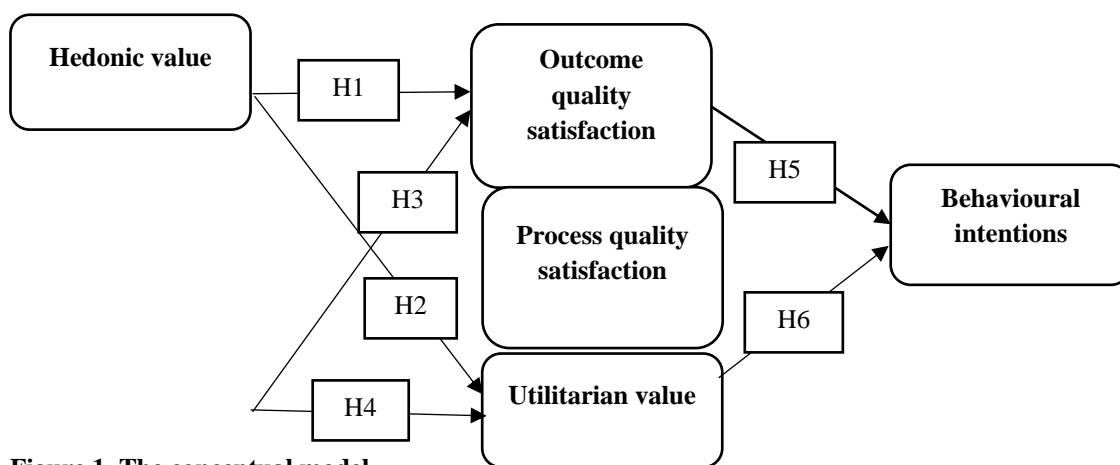


Figure 1. The conceptual model

H1: Hedonic value has a positive influence on outcome quality satisfaction among lodge visitors.

H2: Hedonic value has a positive influence on process quality satisfaction among lodge visitors.

H3: There is a positive relationship between utilitarian value and outcome quality satisfaction among lodge visitors.

H4: There is a positive relationship between utilitarian value and process quality satisfaction among lodge visitors.

H5: Outcome quality satisfaction has a positive influence on behavioural intentions among lodge visitors.

H6: Process quality satisfaction has a positive influence on behavioural intentions among lodge visitors.

Methodology

Research design

A combination of a descriptive and causal research design was deemed appropriate using sample surveys representing the target population. The descriptive research design was applied in analysing the demographic profile of respondents, while causal research was utilised in addressing the predictive relationships between the various research constructs. In light of the exploratory nature of the study, a quantitative approach was chosen for the conduct of the study in order to prove the hypothesis related to the effect of value on customer satisfaction and behavioural intentions in a lodging setting. The rationale for selecting a quantitative study was

that it allows replication of the research procedure, thus enhancing validity and reliability of the research findings (Malhotra, 2010).

Sample and data collection method

A non-probability purposive sampling method was followed to randomly select qualifying respondents within the Vaal region of Gauteng province in South Africa. A screening question was posed upon approaching potential respondents to ensure that visitors who had not previously visited lodges around the Vaal were excluded. The reason being that they had no reference point to assess the lodges within the ambit of the variables under investigation. This exercise was also intended to identify and include respondents who had visited the lodges in the past six months prior to questionnaire administration, which was conducted during August and November 2022. A structured self-administered questionnaire was used to collect data for this study. The researcher distributed 360 questionnaires with the aid of three trained field workers to obtain maximum participation of respondents for data collection. Of these distributed questionnaires, only 285 questionnaires (response rate of approximately 79%) were useful in the final analysis of the results.

Measuring instrument

The questionnaire was designed as a survey instrument to investigate the hypotheses of interest, including adapted scales (to fit the current context) from previous studies for all the constructs measured. A total of 27 items were used to measure the five constructs applied in the study model. All the items were extracted from previously validated scales identified during the literature review. Hedonic and utilitarian value scales consisted of seven items each, which were adapted from the study undertaken by Voss et al. (2003). The measures for outcome quality satisfaction, process quality satisfaction and behavioural intentions were adapted from a scale developed by Chou and Hsu (2016) and consisted of four, three and six items respectively. The sections on the study constructs were varied, using Likert and semantical differential scales to address issues of common method bias in scale construction. In addition, the measuring instrument consisted of a section that elicited respondents' biographical information.

Data analysis

First, the frequency analysis was used in the respondents demography study. Secondly, the descriptive and correlation analyses were operated in the Statistical Package for the Social Sciences (SPSS) 26.0 to analyse data. Finally, structural equation modelling (SEM) was used to test the proposed hypotheses that were presented in the proposed research model in AMOS 26.0.

Results

Demographics

An analysis of the demographic profile of respondents shows that the majority of respondents (59.5%; n=172) were females while the rest were males (40.5%; n=117). In terms of the age groups, the majority (71.6%; n=207) consisted of respondents who were under 30 years of age, followed by (20.4%; n=59) respondents who ranged from 30 to 40 years of age, followed by respondents who ranged from 41 to 50 years of age (4.5%; n=13) and finally, those over 50 years of age (3.4%; n=10). Of the 289 respondents, the majority (73%; n=211) were Africans, while 10.4 percent (n=30) were white, 8 % n=23 were Indian/Asians and the remaining participants (8.7%; n=25) were coloured. More than half (71.6%; n=207) earned salaries below



R10 000 per month while the remaining (28.4%;n=82) earned a salary above R10 000 per month.

Correlations and descriptive statistics

Tests for normality in the data were concluded prior to the correlation analysis. It emerged that the data were not normally distributed, hence the non-parametric Spearman’s correlation procedure was utilised (Malhotra, 2010). The results of the correlation analysis are reported in Table 1.

Table 1: Correlations between constructs and descriptive statistics

FACTORS	HED	UTL	OQS	PQS	BIN	MEANS	SD
HED	1	.709**	.617**	.646**	.490**	3.62	1.153
UTL	.709**	1	.604**	.651**	.576**	3.80	1.199
OQS	.617**	.604**	1	.762**	.623**	3.50	1.089
PQS	.646**	.651**	.762**	1	.671**	3.48	1.112
BIN	.490**	.576**	.623**	.671**	1	3.59	1.102

** Correlation is significant at the 0.01 level (2-tailed)

The results in Table 1 indicate moderate ($r=.490$) to strong positive ($r=.762$) correlation relationships among the constructs under investigation at $p < 0.01$). Regarding descriptive statistics, Table 1 indicates that all mean scores returned (3.62, 3.80, 3.50, 3.48 and 3.59 respectively) for all the construct were all above the score of three on the Likert scale. The recorded means suggest that the respondents recognise the significance of these constructs within the lodges setting. In addition, the standard deviations are also very similar across the constructs relative to the means.

Measurement instruments analysis

The measurement instruments analysis for reliability and validity values are reported below.

Table 2 Measurement instruments analysis

Research construct		Reliability tests			Validity tests		
		Item-total	Cronbach α Value	CR	AVE	Square root of AVE	Outer loadings
Hedonism (HED)	HED ₁	.671	0.875	0.874	0.501	0.71	.744
	HED ₂	.629					.673
	HED ₃	.633					.711
	HED ₄	.641					.700
	HED ₅	.709					.759
	HED ₆	.645					.653
	HED ₇	.661					.670
Utilitarian (UTL)	UTL ₁	.619	0.855	0.854	0.511	0.707	.674
	UTL ₂	.609					.643
	UTL ₃	.557					.603
	UTL ₄	.677					.725
	UTL ₅	.691					.762
	UTL ₆	.580					.624
	UTL ₇	.695					.709
Process quality satisfaction (PQS)	PQS ₁	.680	0.854	0.853	0.590	0.77	.813
	PQS ₂	.695					.732
	PQS ₃	.695					.737
	PQS ₄	.716					.795
Outcome quality satisfaction (OQS)	OQS ₁	.695	0.847	0.841	0.611	0.78	.803
	OQS ₂	.707					.792
	OQS ₃	.743					.825
Behavioural intention (BIN)	BIN ₁	.726	0.912	0.911	0.630	0.79	.756
	BIN ₂	.776					.802
	BIN ₃	.759					.822



Research construct	Reliability tests			Validity tests			
	Item-total	Cronbach α Value	CR	AVE	Square root of AVE	Outer loadings	
	BIN ₄	.728				.765	
	BIN ₅	.774				.824	
	BIN ₆	.760				.805	
		≥0.50	≥0.70	≥0.70	≥0.50	≥0.50	≥0.60

Note: C.R= Composite reliability; AVE= Average variance extracted; Factor loadings computed through a confirmatory factor analysis (CFA) approach using AMOS (26.0). Descriptive and reliability values (Cronbach α) values were computed using SPSS.

Reliability results

Table 2 reports that the internal consistency reliability was met by both Cronbach’s alpha values (ranging between 0.847 and 0.912) and the composite reliability (CR) values above 0.70 (ranging between 0.841 and 0.911) (McDaniel & Gates, 2015). In addition, the item-to-total correlation values reported are all above the customary cut-off value of 0.5, as suggested by Hair et al. (2017).

Measurement model

The measurement model was assessed through convergent validity and discriminant validity. To warrant convergent validity of the measurement model, the researcher verified the factor loadings, AVE and CR thresholds in line with Hair et al. (2017). As can be seen, Table 2 reported that the outer loadings were greater than 0.7. It was also reported that AVE values ranged between 0.51 and 0.630, while similarly, CR items were above the 0.70 threshold.

With regard to discriminant validity, Fornell and Larcker’s (1981) criterion was used by comparing the square root of AVE with the inter-construct correlations. As shown in Table 2, all square roots of AVE were greater than the correlation coefficients displayed in Table 1. Additionally, based on the inter-construct correlations (<0.85 cut-off) reported in Table 1, it can be concluded that the measurement model also demonstrated sufficient discriminant validity.

The conclusion that the research model has a good overall fit was supported by a Chi-square = 1.785 χ^2/df (<0.3). If the more suitable goodness-of-fit indices recommended by Hu and Bentler (1999) are applied, the model is well within acceptable parameters CMIN/DF = 1.785 (<3.0), Increment Fit Index = 0.958 (IFI>0.90), Comparative Fit Index = 0.948 (CFI>0.90), Goodness of fit index = 0.929 (GFI>0.90) and the Root Mean Square Error of Approximation = 0.051 (RMSEA<0.08).

Structural model

Having established a reliable and valid measurement model, a structural model was performed to test the predictive relationships between the study constructs. The results of the main effects are reported in Table 3.

Table 3: Results of SEM analysis

Path	Hypothesis	Path coefficient estimate B	S.E	CR (t values)	P	Decision
HED→SO	H1	.573	.134	4.287	***	Supported
HED→SP	H2	.545	.128	4.255	***	Supported
UTL→SO	H3	.259	.135	1.919	0.055	Not Supported
UTL→SP	H4	.399	.134	2.974	0.003	Supported
SO→BIN	H5	.080	.173	.447	0.655	Not supported
SP→BIN	H6	.615	.179	3.562	***	Supported

Note 1*** p- value 0.01; 2. Using a significance level of 0.05 critical ratios (t-value) that exceed 1.96 would be called significant.

Note: SE = Standard error; CR= Critical value; P= Probability value

Discussion of results

Regarding the hypothesis tests, as shown in Table 3, four of the six hypothesised relationships are supported in the estimated structural model. The relationship between utilitarian value and outcome quality satisfaction and the relationship between outcome quality satisfaction and behavioural intentions were not supported.

Hedonic value standard coefficients ($\beta = 0.573$, $t=4.287$; $p<0.005$) and ($\beta = 0.545$, $t=4.255$; $p<0.000$) posed the strongest and significant direct influence over outcome quality satisfaction and process quality satisfaction, respectively. Therefore, hypotheses 1 and 2 were supported. In terms of correlations, hedonic value was strongly correlated to both outcome quality satisfaction and process quality satisfaction service quality with significant Pearson's coefficients of 0.617 and 0.646 at 0.05 level respectively (see Table 2). The findings from this study are also consistent with the research carried out by Widagdo and Roz (2021), which states that customer satisfaction is influenced by existent factors in the individual, namely the hedonic nature.

However, both, the path between utilitarian value and outcome quality satisfaction ($\beta = 0.259$, $t=1.919$; $p<0.055$) as well as the path between outcome quality satisfaction and behavioural intentions ($\beta = 0.080$, $t=0.447$; $p<0.655$) posed the weakest and most insignificant direct influence, thereby rejecting hypotheses 3 and 5 respectively. Although the mentioned study constructs did not have a significant relationship with each other, the association among these study constructs tends towards that direction on the basis of the correlation analysis. Significant correlations coefficients were reported in Table 2 to support this finding (Pearson's coefficient of 0.604 between utilitarian value and outcome quality satisfaction and 0.623 between outcome quality satisfaction and behavioural intentions. Additionally, utilitarian value is a direct determinant of customer satisfaction (Evelina et al., 2020); however, the findings showed the contrary, meaning that the level of the utilitarian value of lodge visitors does not have a significant impact on the level of outcome quality satisfaction

Finally, both the paths between utilitarian value and process quality satisfaction ($\beta = 0.399$; $t=2.974$; $p<0.003$) and process quality satisfaction and behavioural intentions ($\beta = 0.615$, $t=3.562$; $p<0.000$) were supported in this study, thereby validating support for hypotheses 4 and 6 respectively. In terms of correlations, utilitarian value was strongly correlated to process quality satisfaction as well as process quality satisfaction to behavioural intentions with significant Pearson's coefficients of 0.651 and 0.671 at 0.05 level respectively (see Table 2). These findings reinforced the earlier empirical evidence by Chen and Kao (2010) and are in line with previous studies by Foroughi et al. (2019), which reveal the importance of process quality satisfaction in the process of creating a positive behavioural intention.

Limitations and future research opportunities

While the research has achieved its objectives, its limitations should be considered for mitigation by future studies. Cognisance is taken of the convenience non-probability sampling used in the study, which is potentially not representative of the population being researched and thus has a limited ability to generalise the results. The findings of the study should, therefore, be interpreted with caution and viewed as exploratory results. To this end, it is recommended that a randomised probability sample be utilised with a view to confirm the efficacy of the research framework. The short-term (cross-sectional) nature crises may also contribute to the non-significant exploratory results obtained and thus, longitudinal research with longer intervention periods is recommended.

This research (even though of high complexity with structural equation modelling analysis) is also limited by only performing a quantitative study, which raises important implications associated with quantitative studies, such as information bias. To remedy this, a

qualitative research design may be helpful in making follow-ups to the responses provided in the quantitative research design; thus, employing both paradigms to supplement each other. Furthermore, for a better understanding of the role of key variables that designate satisfaction and behavioural intentions, researchers can explore the role of other variables within the context of lodges such as engagement value, perceived value and customer loyalty, to name a few.

Conclusions and implications of the study

The current study is one of the pioneers that reveals a correlation between consumer motivation values, customer quality satisfaction and consequently future behavioural (revisiting) intentions among visitors in the lodging setting within the Vaal Region. Although similar papers exist that discussed the impact of these value motivations on customer satisfaction and future behavioural intentions, investigations on the hospitality industry are still sparse. Therefore, the current study expands the understanding of owners or managers in the hospitality industry (specifically in the lodging setting) about the influence of distinct value types on customers' satisfaction and behavioural intentions of visitors or patrons of these facilities. This suggests that lodge managers in South Africa should concentrate more on consumer values regarding aspects of quality satisfaction experience in order to inculcate positive revisiting intentions; in other words, the higher the utilitarian and hedonic values of a customer after visiting the facilities, the higher his satisfaction level, which would consequently result in his higher intention to revisit the facilities.

This research has provided helpful insights for hospitality researchers and practitioners (including restaurant and hotel managers) by enhancing their understanding of the influence of values on satisfaction and behavioural intentions of customers towards lodges in South Africa. The primary motivation among service providers for investing effort in evaluating and improving their quality of performance and seeking to enhance the level of satisfaction, is that such improvements will result in increased consumption (revisiting intentions, in this instance). From a practical point of view, the entertaining and emotive nature of the lodging facilities constitutes a differentiation factor, which impacts on satisfaction evaluation and intention to revisit the facilities. Therefore, to enhance future behavioural intentions, the hospitality management are compelled to provide opportunities for utilitarianism and hedonism as well as quality satisfaction for the patrons of hospitality facilities. It is indeed important, to note that the success of lodges within the hospitality industry depends on the extent to which the lodge managers or owners address customer's needs and keep them fascinated (i.e. in value creation).

It is also interesting to note that global measures applied in this study fit very well in the South African lodging context, judging by the reported measurement instruments analysis in the study. Besides, measures of the hedonic and utilitarian value dimensions provide scholars and managers with fresh insights on modelling tourism as well as marketing challenges related to the lodging and hospitality industry. Finally, future studies should attempt to replicate this study in different hospitality settings in order to generalise the conceptual framework that the study proposes.

References

- Allen, C.T., Machleit, K.A., Kleine, S.S. & Notani. A.S. (2005). A Place for Emotion in Attitude Models. *Journal of Business Research* 58 (1), 494–499.
- Arnould, E.J. (2014). Rudiments of a Value Praxeology. *Marketing Theory*,10(1),129-133.

- Bae, J.H. & Jeon, H.M. (2022). Exploring the Relationships Among Brand Experience, Perceived Product Quality, Hedonic Value, Utilitarian Value, and Brand Loyalty in Unmanned Coffee Shops During the Covid-19 Pandemic. *Sustainability* 14, 117-123.
- Baker, D.A. & Crompton, J.L. (2000) Quality, Satisfaction and Behavioral Intentions. *Annals of Tourism Research*, 27, 785-804.
- Basaran, U. & Büyükyılmaz, O. (2015). The Effects of Utilitarian and Hedonic Values on Young Consumers' Satisfaction and Behavioral Intentions. *Eurasian Journal of Business and Economics* 8(16), 1-18.
- Batra R, & Ahtola O.T. (1990). Measuring the Hedonic and Utilitarian Sources of Consumer Attitudes. *Mark. Lett.* 2, 159-170.
- Binninger, A.S. & Robert, I., (2008). Consommation et Développement Durable: Vers Une Segmentation Des Sensibilités et Des Comportements. *La Revue Des Sciences De Gestion*, (1), 51-59.
- Boksberger, P.E. & Melsen, L. (2011). Perceived Value: A Critical Examination of Definitions, Concepts and Measures for the Service Industry, *Journal of Services Marketing*, 35(3), 229-240.
- Chaudhuri, A. & Ligas, M. (2006). The Role of Emotion and Reason in Brand Attitude Formation. *2006 American Marketing Association Winter Educators' Conference Proceedings*,17, 195-201.
- Chen, C. & Kao, Y. (2010). The Relationships Between Process Quality, Outcome Quality, Satisfaction and Behavioural Intentions for Online Travel Agencies – Evidence from Taiwan *The Service Industries Journal*, 30 (2), 2081–2092.
- Chen, C.F. & Tsai, D. (2007), How Destination Image and Evaluative Factors Affect Behavioral Intentions? *Tourism Management*, 28(4), 1115-1122.
- Chin, W.W. (1998). The Partial Least Squares Approach to Structural Equation Modeling. In G. A. Marcoulides (Ed.), *Modern Methods for Business Research* (pp. 295-336). Mahwah, NJ: Lawrence Erlbaum Associates
- Chou, S.W. & Hsu, C.S. (2016). Understanding Online Repurchase Intention: Social Exchange Theory and Shopping Habit. *Information Systems and E-Business Management*, 14,19-45.
- Cohen, S.A., Prayag, G. & Moital, M. (2014). Consumer Behaviour in Tourism: Concepts, Influences and Opportunities. *Current issues in Tourism*, 17(10),872-909.
- Collier, J.E. & Bienstock, C.C. (2006). Measuring Service Quality in E-Retailing. *Journal of Service Research*, 8(3), 260–275.
- Cronin, J. J., Brady, M. K. & Hult, G. T. M. (2000). Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments. *Journal of Retailing*, 76(2), 193-218.
- Day, E. & Crask, M.R. (2000), Value Assessment: The Antecedent of Customer Satisfaction, *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 13,42-50.
- Dhurup, M. & Mokoena, B.A. (2021). The Influence of Service Quality Variables in Predicting Satisfaction and Behavioural Intentions in a University Campus Recreation Setting. *African Journal of Hospitality, Tourism and Leisure*,6 (1),1-19.

- Dube, K., Nhamo, G. & Chikodzi, D. (2020). COVID-19 Cripples Global Restaurant and Hospitality Industry. *Current Issues in Tourism*, 1-4.
- Eccles, J. S. & Wigfield, A. (2002). Motivational Beliefs, Values, and Goals. *Annual Review of Psychology*, 53,109-132.
- Eggert, A. & Ulaga, W. (2002). Customer Perceived Value: A Substitute for Satisfaction in Business Markets?. *Journal of Business and Industrial Marketing*, 17(2/3),107-118
- Erragcha, N. & Babay, H. (2022). Effects of Media Coverage and Perceived Risk During Covid-19: Moderated Mediation Model. *African Journal of Hospitality, Tourism and Leisure*, 11(6),1824-1841.
- Evans, G. (2002). Measuring and Managing Customer Value. *Work Study*. 51(3),134-139.
- Evelina, T.Y., Kusumawati, A. & Nimran, U. (2020). The Influence of Utilitarian Value, Hedonic Value, Social Value, and Perceived Risk on Customer Satisfaction: Survey of E-Commerce Customers in Indonesia. *Business Theory and Practice*, 21(2),613-622.
- Fishbein, M. & Ajzen, I. 1975. *Belief, Attitude, Intention and Behaviour: An Introduction to Theory and Research*. Massachusetts: Addison-Wesley.
- Fornell, C. & Larcker, D.F. (1981). Structural Equation Models with Unobservable Variables and Measurement Error: Algebra and Statistics. *Journal of Marketing Research*, 18, 382-388.
- Foroughi, B., Iranmanesh, M., Gholipour, F. & Hyun, S.S. (2019). Examining Relationships Among Process Quality, Outcome Quality, Delight, Satisfaction and Behavioural Intentions in Fitness Centres in Malaysia. *International Journal of Sports Marketing & Sponsorship*.20, (3),374-389
- Foster, S.T. & Gardner, J.W. (2022). *Managing Quality: Integrating the Supply Chain*. John Wiley & Sons.
- Gallarza, M.G., Arteaga, F., Del Chiappa, G., Gil-Saura, I. & Holbrook, M.B. (2017), A Multidimensional Service-Value Scale Based on Holbrook's Typology of Customer Value: Bridging the Gap Between the Concept and Its Measurement. *Journal of Service Management*, 28 (4),724-762.
- Gössling, S., Scott, D. & Hall, C.M. (2020). Pandemics, Tourism and Global Change: A Rapid Assessment of COVID-19. *Journal of Sustainable Tourism*, 29(1),1-20.
- Gummerus, J. (2013), Value Creation Processes and Value Outcomes in Marketing Theory: Strangers or Siblings? *Marketing Theory*, 13(1),19-46.
- Gursoy, D. (2018). A Critical Review of Determinants of Information Search Behaviour and Utilization of Online Reviews in Decision-Making process. *International Journal of Hospitality Management*, 5(6), 56-60.
- Gutman, J. & Vinson, D.E. (1979), Value Structures and Consumer Behavior, in NA - *Advances in Consumer Research* Volume 06 (Eds). William L. Wilkie, Ann Abor, MI : Association for Consumer Research, pp 335-339.
- Guttentag, D. (2015). Airbnb: Disruptive Innovation and The Rise of an Informal Tourism Accommodation Sector , *Current Issues in Tourism*,18(12),1192-1217.
- Hair, J., Hult, G. & Ringle, C., (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. 2nd Edition, Sage Publications, Thousand Oaks.

- Hallowell, R. (1996). The Relationships of Customer Satisfaction, Customer Loyalty, and Profitability: An Empirical Study. *International Journal of Service Industrial Management*, 7, 27-42
- Han, S. & Anderson, C.K. (2022). The Dynamic Customer Engagement Behaviors in the Customer Satisfaction Survey. *Decision Support Systems*, 154, 113708.
- Hanzaee, K.H. & Rezaeyeh, S.P. (2013). Investigation of the Effects of Hedonic Value and Utilitarian Value on Customer Satisfaction and Behavioural Intentions. *African Journal of Business Management*, 7(11), 818-825.
- Heinonen, K., Strandvik, T., Mickelsson, K.J., Edvardsson, B., Sundström, E. & Andersson, P. (2010). A Customer-Dominant Logic of Service. *Journal of Service management*, 21(4),531-548.
- Helkkula, A., Kelleher, C. & Pihlström, M. (2012). “Characterizing Value as an Experience: Implications for Service Researchers and Managers”. *Journal of Service Research*, 15(1), 59-75.
- Henry, A., Nigel, P., Linda, B. & Kevin, V. (2004), *Consumer Behavior: A Strategic Approach*, Houghton Mifflin Company, Boston, MA
- Hirschman, E. & Holbrook, M. (1982). Hedonic Consumption Emerging Concepts, Methods and Propositions. *Journal of Marketing*, 46, 92-101.
- Holbrook, M.B. (1999). *Consumer value: A Framework for Analysis and Research*. Routledge. Boston, MA.
- Hu, L. T. & Bentler, P. M. (1999). Cutoff Criteria for Fit Indexes in Covariance Structure Analysis: Conventional Criteria Versus New Alternatives. *Structural Equation Modeling*, 6, 1-55.
- Hussain, K., Jing, F., Junaid, M., Zaman, Q.U. & Shi, H. (2020). The Role of Co-Creation Experience in Engaging Customers with Service Brands. *Journal of Product & Brand Management*, 30(1), 12-27.
- Imoagene, G., Oladeji, S.O. & Adetola, B.O. (2021). Socio-Demographic Characteristics and Customers' Visitation Pattern to Selected Ecolodges in Cross River State, Nigeria. *African Journal of Hospitality, Tourism and Leisure*, 10(4), 1283-130
- Jones, M.A., Reynolds, K.E. & Arnold, M.J. (2006), Hedonic and Utilitarian Shopping Value: Investigating Differential Effects on Retail Outcomes”. *Journal of Business Research*, 59(9), 974-981.
- Lamberton, C.P. & Rose, R.L. (2012), When Is Ours Better Than Mine? A framework for Understanding and Altering Participation in Commercial Sharing Systems. *Journal of Marketing*, 76(4),109-125.
- Lee, S. & Kim, D.Y. (2018). The Effect of Hedonic and Utilitarian Values on Satisfaction and Loyalty of Airbnb Users”. *International Journal of Contemporary Hospitality Management*, 30(3), 1332-1351.
- Leroi-Werelds, S., Streukens, S., Brady, M.K. & Swinnen, G. (2014), Assessing the Value of Commonly Used Methods for Measuring Customer Value: A Multi-Setting Empirical Study. *Journal of the Academy of Marketing Science*, 42(4), 430-451.

- Li, J., Hudson, S. & So, K.K.F. (2021). Hedonic Consumption Pathway vs. Acquisition-Transaction Utility Pathway: An Empirical Comparison of Airbnb and Hotels. *International Journal of Hospitality Management*, 94(1), 28-44.
- Lin, B., Chen, Y. & Zhang L. (2022) Research on the Factors Influencing the Re-Purchase Intention on Short Video Platforms: A Case of China. *PLoS ONE* 17(3),1-14 .
- Lin, C.H., Sher, P.J. & Shih, H.Y. (2005), Past Progress and Future Directions in Conceptualizing Customer Perceived Value. *International Journal of Service Industry Management*, 16(4), 318-336.
- Kang, J. (2020). Identifying Antecedents and Consequences of Well-Being: The Case of Cruise Passengers. *Tourism Management Perspectives* 33 (1),1-13.
- Kauatuuapehi, C., Abel, S., Mukarati, J., Abel, D.Z. & Le Roux, P. (2023). Covid-19 and the Performance of Hotels and Lodges in Windhoek, Namibia. *African Journal of Hospitality, Tourism and Leisure*, 12(1),226-238
- Ladhari, R. (2009). Service Quality, Emotional Satisfaction, and Behavioural Intentions: A Study in the Hotel Industry. *Managing Service Quality*, 19(3), 308-331.
- Lawler, E. & Porter, L. (1967) The Effects of Performance on Job Satisfaction. *Industrial Relations*, 7, 20-28.
- Liu, Y. & Jang, S.S. (2009). Perceptions of Chinese Restaurants in the US: What Affects Customer Satisfaction and Behavioral Intentions?. *International Journal of Hospitality management*, 28(3), 338-348.
- Lu, L. & Gursoy, D. (2017) Does Offering an Organic Food Menu Help Restaurants Excel in Competition? An Examination of Diners' Decision-Making. *International Journal of Hospitality Management*, 63,72–81.
- Makhaola, L.J. & Proches, C.N.G. (2017). The Significance of Domestic Tourism in Durban, South Africa. *African Journal of Hospitality, Tourism and Leisure*, 6(4), 1-15.
- Malhotra, N. K. (2010). *Marketing Research: An Applied Orientation*. Sixth Edition, Global Edition. Boston Amsterdam Dubai: Pearson.
- Marley, K.A., Collier, D.A. & Goldstein, S.M. (2004). The Role of Clinical and Process Quality in Achieving Patient Satisfaction in Hospitals. *Decision Sciences*, 35(3),349-369.
- Miao, L., Lehto, X. & Wei, W. (2014), The Hedonic Value of Hospitality Consumption: Evidence from Spring Break Experiences. *Journal of Hospitality Marketing & Management*, 23(2), 99-121.
- Mitchell, J.G.B. (2019). *Value Chain Analysis in Pro-Poor Tourism: Towards a Critical Understanding of the Contribution of Tourism to Poverty Reduction*, Unpublished Doctoral Dissertation, University of Brighton.
- Mmutle, T. & L. Shonhe. (2017). Customers' Perception of Service Quality and Its Impact on Reputation in the Hospitality Industry. *African Journal of Hospitality, Tourism and Leisure* 6 (3), 1–25.
- Mordor Intelligence (2020). *Hospitality Industry in South Africa – Growth, Trends, Covid-19 impact, and Forecasts (2023 - 2028)*. Available at <https://www.mordorintelligence.com/industry-reports/hospitality-industry-in-south-africa>. [Retrieved 15 June 2023]

- Nan, J. (2020). Under Covid-19, Challenges and Opportunities for Hospitality and Tourism Industry of China. *Journal of Tourism and Hospitality*, 9,1-3.
- Nejati, M. & Moghaddam, P.P. (2012). The Effect of Hedonic and Utilitarian Values on Satisfaction and Behavioural Intentions for Dining in Fast-Casual Restaurants in Iran. *British Food Journal*, 115(11),1583-1596.
- Nethengwe, T., Nengovhela, M. & Shambare, R (2018). Perception of Service Quality: Voices of Guests and Lodge Managers in Vhembe District Municipality of South Africa. *African Journal of Hospitality, Tourism and Leisure*, 7 (1),1-17.
- Nilson, T.H. (1992), *Value-Added Marketing: Marketing Management for Superior Results*, McGraw Hill, Berkshire, NY.
- Odek, K. O. (2020) Poor Road Infrastructure: An Impediment to Tourism in Nigeria . *African Journal of Hospitality, Tourism and Leisure*, 9(2),1-6.
- Ofori, K.S., Anyigba, H., Adeola, O., Junwu, C., Osakwe, C.N. & David-West, O. (2021). Understanding Post-Adoption Behaviour in the Context of Ride-Hailing Apps: The Role of Customer Perceived Value. *Information Technology & People*, 35(5),1540-1562
- Oliver, R.L. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. New York: Irwin/McGraw-Hill.
- Olowoyo, M., Ramaila, S. & Mavuru, L. (2021). Challenges and Growth Trajectory of the Hospitality Industry in South Africa (1994-2020). *African Journal of Hospitality, Tourism and Leisure*, 10(3),1077-1091.
- Overby, J.W. & Lee, E.J. (2006). The Effects of Utilitarian and Hedonic Online Shopping Value on Consumer Preference and Intentions. *Journal of Business Research*, 59(10-11),1160-1166.
- Park, S. & Kim, D.Y. (2010). A Comparison of Different Approaches to Segment Information Search Behaviour of Spring Break Travellers in the USA: Experience, Knowledge, Involvement and Specialisation Concept. *International Journal of Tourism Research*, 12 (1), 49-64.
- Park, S.Y., Lee, C.K. & Kim, H. (2018). The Influence of Corporate Social Responsibility on Travel Company Employees. *International Journal of Contemporary Hospitality Management*, 1, 178-196.
- Pung, J.M., Del Chiappa, G. & Sini, L. (2022). Booking Experiences on Sharing Economy Platforms: An Exploration of Tourists' Motivations and Constraints. *Current Issues in Tourism*, 25(19), 3199-3211.
- Quesada, L.L. & Boekstein, M. (2021). Reflecting on the Effects of Disruptive Innovation in South Africa's Accommodation Subsector: A Focus on Emerging Black-Owned Businesses. *African Journal of Hospitality, Tourism and Leisure*, 10(6),1959-1971.
- Schunk, D.H. (2014). *Learning Theories: An Educational Perspective*. 6th Edition, Pearson Prentice Hall, Upper Saddle River
- Stehlik, G. (2020). How Hotel Management Companies Should Prepare Hotel Owners for Crises. Available at www.hospitality360africa.org [Retrieved 18 November 2022].
- South African Broadcasting Corporation (SABC 2). (2020). News Monitored on the National Television on the 24th of March 2020.



- Sucheran R. (2021). Preliminary Economic Impacts of the COVID-19 Pandemic on the Hotel Sector in South Africa. *African Journal of Hospitality, Tourism and Leisure*, 10 (1), 115 – 130.
- Saygılı, M. & Yalçıntekin, T. (2021). The Effect of Hedonic Value, Utilitarian Value, and Customer Satisfaction in Predicting Repurchase Intention and Willingness to Pay a Price Premium for Smartwatch Brands. *Journal of Contemporary Management Issues*, 26(2),179-195.
- Vieira, V., Santini, F.O. & Araujo, C.F. (2018) A Meta–Analytic Review of Hedonic and Utilitarian Shopping Values. *Journal of Consumer Marketing* 35 (1),426–437.
- Visser, G. & Marais, M. (2021). The Impact of COVID-19 on Safari Lodges in Northern KwaZulu-Natal, South Africa. *African Journal of Hospitality, Tourism and Leisure*, 10(5),1683-169
- Voss, K. E., Spangenberg, E. R. & Grohmann, B. (2003). Measuring the Hedonic and Utilitarian Dimensions of Consumer Attitude. *Journal of Marketing Research*, 40(3), 310–320.
- Vroom, V. H. (1964). *Work and Motivation*. New York: Wiley
- Wagner, J. (1999). Aesthetic Value: Beauty in Art and Fashion. In Holbrook, M, Consumer value: *A Framework for Analysis and Research* (pp. 126-146). Routledge, Fla.: Taylor & Francis
- Widagdo, B & Roz, K. (2021). Hedonic Shopping Motivation and Impulse Buying: The Effect of Website Quality on Customer Satisfaction. *Journal of Asian Finance, Economics and Business*, 8 (1), 395–405
- Wigfield, A., & Cambria, J. (2010). Expectancy-Value Theory: Retrospective and Prospective. In: Urdan, T.C. & Karabenick, S.A. (Eds.) *Advances in Motivation and Achievement* (pp. 35-70.). New York: Emerald Group Publishing.
- World Travel and Tourism Council. (2018). *Travel and Tourism Economic Impact*. Available at <https://www.wttc.org> [Retrieved 18 November 2022].
- Zeithaml, V.A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence, *Journal of Marketing*,52(3),2-22.