



Consumer well-being a' la Maslow: A driver towards ecstatic and leisure motorcyclists' overall happiness

Professor Stefan Kruger
WorkWell Research Unit
Faculty: Economic and Management Sciences
North West University
South Africa
2531
E-mail: stefan.kruger@nwu.ac.za

Abstract

This research reports on the consumer well-being of including needs/wants of ecstatic and leisure motorcyclists' overall happiness in owning a motorcycle as a brand. A total of $N = 367$ motorcyclists who attended the Annual Harley Davidson Toy Run as a major tourism event, participated in this research. The results indicate that overall happiness, positive affect and personal values/relationships obtained the highest means. Large positive correlations exist between self-image congruence, personal values/relationships, symbolic consumption/brand personality, overall happiness, positive affect and overall happiness, negative affect. It was found that personal values/relationships as a single factor was not statistically significant due to the large correlations with other factors, which indicated a suppression effect of personal values/relationships on overall happiness. The structural equation model suggests that personal values/relationships have a unique contribution to overall happiness in combination with symbolic consumption/brand personality and self-image congruence. The results and implications are directed towards marketers of the leisure motorcycle industry. If marketers focus their marketing campaigns towards these distinct motorcyclists by including happiness, then they would reap the benefits of gaining market share in a very competitive environment.

Keywords: Consumer well-being, needs/wants, positive psychology, overall happiness, motorcycle owners

Introduction

Several attempts by tourism marketing and positive psychology scholars have been made in the past 50 years to conduct research on consumer well-being within various marketing contexts, e.g. defining consumer well-being; consumer well-being with a focus on luxury brands at macro-level; consumer well-being directed towards personal transportation; and macro-measures of consumer well-being (Ahuvia et al., 2010; Grover et al., 2016; Sirgy et al., 2006; Lee & Sirgy, 2006). However, Sirgy et al., (2010) argue that research on consumer well-being often focuses on macro-marketing approaches, e.g. incorporating a broad spectrum of numerous marketplaces in relation to consumer purchases of products, goods and services (e.g. trade associations, social responsibility, sustainability). Consumer well-being could also be explained with a focus on the self (needs and wants), including cognitive (satisfaction with life, subjective well-being, happiness) and affective (hedonic balance between positive and negative affect) assessments of one's live at a specific period in time (Daskalopoulou, 2014; Daukantaitė et al., 2016). Limited research has been conducted on consumer well-being with a direct focus on the micro-marketing level. This includes specific brands/goods and experiences for sale to a small segment of highly targeted (e.g. motorcycle owners) consumers (Mello, 2014; Shen et al., 2016).

On the other hand, the media is dominated by tourism marketing practices by marketers that could lead to "*negative influences on the well-being of leisure consumers*" (Sirgy & Lee 2006:27). Some may include misleading advertisements, poor-quality products, empty promises, poor communication skills and vague /illusive communications by telemarketers (Alfreds, 2015; Thantsha, 2013; Theron-Wepener, 2017). Therefore, a need exists that tourism marketers should focus on *ethical marketing* practices, enhancing the well-being of



leisure consumers (motorcyclists using their motorcycles in a leisure pursuit), which could lead to the overall prosperity of the tourism marketing industry at large (Sirgy & Lee 2006). Lee (2015) posits that *positive psychology* and *marketing* have a strong relationship, especially with an emphasis on the satisfaction, needs/wants and behaviour of leisure consumers. Understanding what satisfies these consumers, with a focus on needs, wants and their behaviour, could aid in helping marketers in the tourism industry to become more aware of their target market within the broader marketing context and direct their marketing initiatives towards them, with a focus on well-being and happiness (Ganglmair-Wooliscroft & Lawson, 2011). The concept *happiness* directed towards marketing stems from positive psychology and has been acknowledged by marketing scholars as *positive marketing* (practices) by including happiness in marketing research (Lerman & Kachersky, 2012; Tadajewski, 2016). According to Sääksjärvi and Hellén (2013), marketing managers should include happiness in their marketing efforts as they could then enrich the strategic goals of their businesses. Some of these strategic goals could stimulate the increase of sales. Marketers could build stronger brands and the attractiveness of their business concepts, which could then result in leisure consumers not being so sensitive towards the price of a specific brand for sale and then the businesses of marketers would reap the benefits of profit and greater market share. Sääksjärvi and Hellén (2013), likewise, confirm that, by including happiness in marketing campaigns, is a difficult process and it seems that marketers only achieve this in their advertisements and could be superficial in nature; for example, BMW, with an emphasis on *series of joy*, encouraging the joy of driving their various brands for sale; Coca-Cola's *open happiness campaign*, concentrating on their consumers, stating that life includes simple pleasures. Hugo Boss offers a tactic to male and female consumers with *orange is the fragrance of happiness* and Nesquik promotes *you cannot buy happiness, but you can drink it* (Mogilner et al., 2012; Mogilner & Norton, 2016).

It is clear based on available literature (Kruger, 2018) that there is not enough evidence about how consumer well-being and its underlying dimensions, including needs and wants, affect consumers' happiness. With a focus on leisure motorcyclists, Durrans (2016) confirms that these types of consumers are very passionate and satisfied in owning a motorcycle and those feelings of joy are often experienced while driving for leisure pursuits, which could bring about memorable experiences. It is in view of the aforementioned discussion that this research seeks to clarify how consumer well-being, based on needs/wants, could be a driver towards ecstatic and leisure motorcyclists' overall happiness.

Conceptual Background

Statements used in the questionnaire, were also used by Sirgy et al., (2006); Veenhoven (2013); as well as Brennan et al., (2014), and are guiding examples provided in the conceptual background as well as in the empirical results. The two concepts *consumer* and *well-being* will be conceptualized separately and then broadly organized within the context of consumer well-being. As a broad concept, the term *consumer* refers to individuals who purchases goods, products and services from various suppliers that are used for own consumption by end-users (Shiffman & Kanuk, 2014). In the theoretical approach in conceptualizing *well-being*, Campbell et al., (1976) view satisfaction as a *cognitive experience* in relation to well-being. Andrews and Withey (1976) conceptualized well-being as a *cognitive evaluation of one's feelings*, which could be positive or negative. Veenhoven (2013), Helliwell et al., (2014) in the same vein, confirm that well-being consists of how people evaluate their lives based on positive and negative affect and thoughts. Diener (2009), Diener and Tay (2015) state that well-being could be subjective in nature, which includes a variety of experiences with a focus on the inner-self, and positive and negative affect associated with those experiences in life domains (e.g. social life, leisure life, consumer life). On the other hand, when one refers to objective indicators of well-being, it may include concepts such as economic development, job security, general income to name some (Kim, 2002). However, for the purposes of this article the author will make use of the subjective indicator as happiness is subjective in nature (Kruger, 2018:8).



Consumer well-being is an essential societal concept in line with marketing practices with a focus on consumption experiences, which could generate social impacts with regard to consumers' well-being (Brychkov & Domegan 2017; Daskalopoulou, 2014; Davis & Pechmann 2013). Many scholars view consumer well-being as a broad multidimensional concept and this concept relates to the satisfaction of consumers directed towards the consumption experience of goods/products/services/experiences. In turn, satisfaction could address various needs, such as physiological-, safety and security-, social-, self-esteem- and self-actualization needs (Anderson et al., 2012; Daskalopoulou, 2014; Hudders et al., 2013). Lee et al., (2014) suggest that these needs are contextualized as *human developmental needs* (Maslow, 1943) within the consumer well-being context, and could further be grouped into two wide-ranging categories, i.e. *high-order needs* (self-actualization, self-esteem) and *low-order needs* (physiological, safety and security, social). Lee et al., (2014) maintain that low-order needs should first be met before consumers could move to high-order needs. Therefore, when leisure consumers based on consumption experiences reach satisfaction in this case and both categories of human developmental needs have been met, this should have a positive effect on their well-being as consumers. With a focus on ecstatic and leisure motorcyclists, the author will provide examples on how developmental needs could be met by these consumers. Shifman and Kanuk's (2014) understanding of Maslow's hierarchy of needs, guides the interpretation of these needs.

Low-order needs

Physiological consists of biogenic needs that motorcyclists would need to fulfil in owning a motorcycle (e.g. I enjoy driving my motorcycle to a breakfast rally, as I can purchase food and beverages at the destination). *Safety and security* focus on the safety and security needs of motorcyclists while driving their motorcycles (e.g. my motorcycle provides me with a sense of security and I feel safe while driving it). In addition, Shifman and Kanuk (2014) propose that safety and security needs are an essential driver towards consumer behavior, i.e. if this need is satisfied, it could bring about stability and control in consumers' lives. *Social needs*, focusing on motorcyclists, is a goal pursuit in gaining acceptance, a sense of belonging to family and friends and fostering relationships with significant others. An example of social needs would be: My motorcycle provides me with a sense of closeness to (significant) others.

High-order needs:

According to Shifman and Kanuk (2014), *self-esteem* includes needs of an egoistic nature. Self-esteem as a need to be satisfied could take an inward (need for self-acceptance) or outward (prestige or reputation) approach. Examples with respect to motorcyclists could be: Inward approach (the image of my motorcycle is consistent with the image I like others to think of me) and outward approach (The image of my motorcycle is consistent with the kind of person that others think I am). *Self-actualisation*, the last need addressed in the hierarchy of needs, is to fulfil one's desires in life and is not often achieved. However, with motorcyclists specifically in mind, examples could be: My motorcycle provides me with a sense of accomplishment in life. Various authors within the marketing context have addressed Maslow's hierarchy of needs: Cao et al., (2012) focused on the hierarchy of needs concentrating on social networking; Durmax (2014) applied Maslow's need hierarchy in relation to motivation and consumer buying behaviour; Hayashi (2016) included the hierarchical necessity of needs – understanding the underlying motives of the human being. These authors all addressed the basic five hierarchies of needs. The author is from a point of view that another need dimension could be added when self-actualization has been achieved, i.e. that of transcendental (go beyond) needs, and can be enunciated as to giving back. This could be in the form of giving back to the community, such as attending the Harley Davidson Toy Run for a good cause.

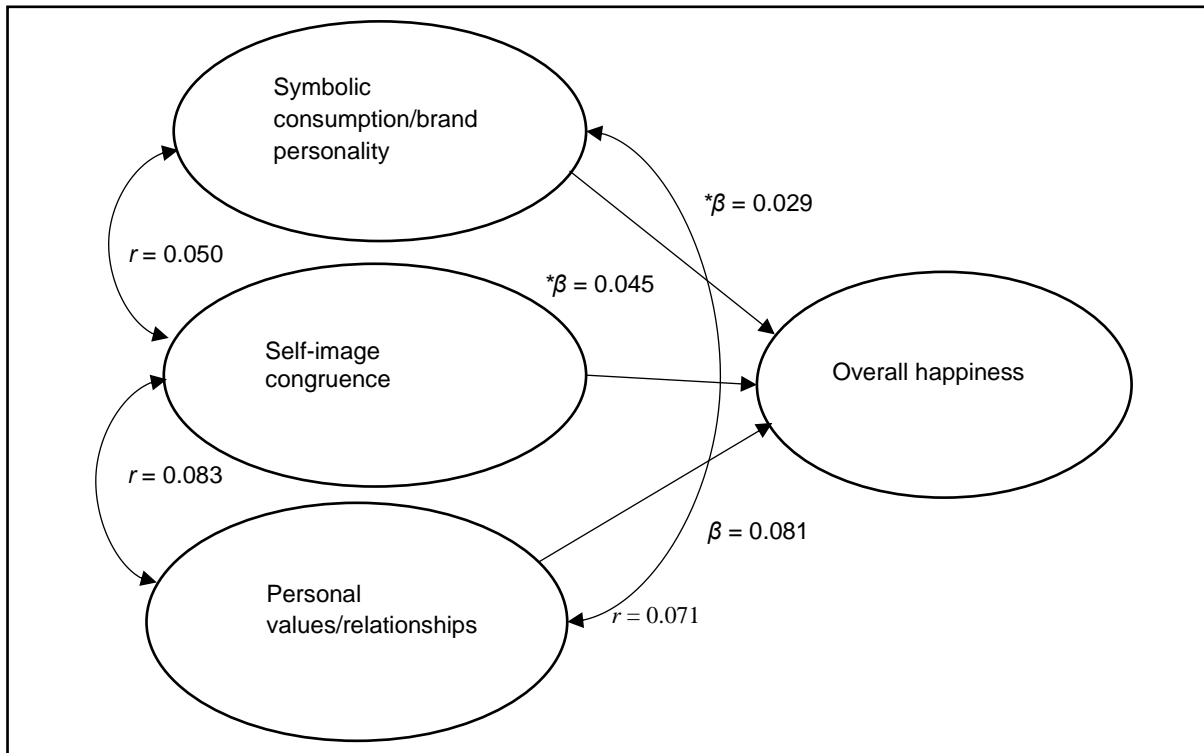


Figure 1 SEM of the relationship between factors measuring the underlying dimensions of consumer well-being and overall happiness. *Statistically significant $p \leq 0.05$.

The underlying dimensions of consumer well-being in Figure 1, for the purposes of this research, include constructs such as *symbolic consumption/brand personality*, *self-image congruence*, *personal values/relationships* and ultimately *overall happiness*. These constructs fall under a broad umbrella, as they all relate to *Maslow's hierarchy of needs*, except overall happiness as a result. These constructs will be discussed in the following section.

Symbolic consumption may possibly occur within the marketing context, when leisure consumers as previously mentioned choose and purchase a specific brand/product for their use, assisting in the creation, confirmation and communication of the self or identity (Ravasi & Rindova, 2008). Therefore, owning a brand/product could symbolize who the leisure consumer is as an individual (Gazley & Watling, 2015; Lanier & Rader, 2017). Considering a study by Wang and Chan (2012), confirms that symbolic consumption is not only based on valuable purchases of a brand or services and satisfaction obtained by consumers, but also what meaning this has to acquaintances and others. Phrased differently, when a leisure consumer purchases a Harley Davidson motorcycle, feelings could be expressed about how this motorcycle shows a symbolic message (could afford purchasing an expensive motorcycle) in a way, as well as the kind of person the owner is to others. Along the same line, Belk (1988), Chaudhuri and Majumdar (2010) highlight that symbolic consumption could be further extended, that these leisure consumers purchased belongings could form an extension of the self, which proposes that they could reflect an image pertaining to what they own. From a different perspective, the notion that symbolic consumption and *brand personality* are often linked in the broader consumer research is evident. Aquirre-Rodriguez (2014) focused on ten propositions of brand personalities within the cross-cultural context. Huang et al., (2012) confirm that brand choice reflects consumers' brand personality and that a significant relationship was found between brand choice (symbolic dimension) and functional dimensions of leisure consumers personalities. Lieven et al., (2014) confirm that gender has an effect on brand personality and brand equity within the context of symbolic and utilitarian products as they purchase brands/goods/experiences that fit their personality. Aaker (1997), and Srivastava and Sharma (2016) view brand personality as various characteristics, e.g. *personal*



characteristics, lifestyle choices, emotional attachment attributing to the association, such as preference, and choice of a specific brand.

Prominent research done on *self-image congruence* suggests that this concept is viewed by scholars in a variety of different ways, e.g. self-congruence (Japutra et al., 2016), self-congruity (Wang et al., 2016) and image congruence (Lantos, 2011). In line with this research, the author will use self-image congruence as a universal concept, which is mostly cited in literature (Campbell, 2017). Academic work on self-image congruence recommends that this concept is a counterpart of a brand/product *value-expressive attribute* such as the image of owning a specific brand/product by leisure consumers that reflects the self, including thoughts and feelings, and, in turn, could influence their behavior towards purchases (Claiborne & Sirgy, 2015; Klipfel et al., 2014). Empirical results propose that marketers in the broader context should target their consumers with gaining psychological knowledge on *self-image congruence*, which is in-depth and complex in scope and not only with their personal characteristics in mind. This will increase sales of a brand/product due to the image portrayed (Arvery, 2012; Branaghan & Hildebrand, 2011; Klipfel et al., 2014). More recently, Shu and Stormbeck (2017) found, among young leisure consumers, that self-image congruence had a significant influence on *brand attachment/preferences*. They therefore could associate themselves with the image of a popular brand. In addition, Antón et al., (2013) highlight that consumers' *hedonic values* (physical attributes of a product) in the use of a specific product, compliments usefulness (e.g. ease of use based on software and technology), thereby creating a favorable attitude towards self-image congruence, and that knowledge gained in using a product is essential to associate themselves with the image that a product represents as a brand in media. Cowan and Dai (2014), and Schembri (2010) affirm that consumers as end-users could use a brand to their advantage, in creating a *symbolic image* based on congruence of the self and that they would associate themselves with what a specific brand resembles and portrays to various others. An example of self-image congruence could be within the context of this research as the image of owning my BMW motorcycle bears a resemblance to the kind of person one is.

Social scientists conducting research on *personal values* suggest that this concept could be divided into two broad psychological dimensions:

Security and social affiliation personal values, e.g. *self-respect, inner harmony, pleasure, family security, sense of security, enjoyment and closeness to others*.

Growth and achievement personal values, e.g. *social recognition, a sense of accomplishment, a comfortable life, self-fulfillment and a sense of belonging* (Henrique & Matos, 2014: 577; Pinto et al., 2012). Examples of personal values, based on this research could be: *My Honda motorcycle provides me with a sense of self-fulfillment; My Suzuki motorcycle provides me with a sense of closeness to others*. In addition, personal values/relationships could be viewed as beliefs with a focus on the inner-self, which influence decisions, eliciting behaviors such as a *sense of accomplishment, fun and enjoyment attending a tourism event*, which could be shared with *family and friends* (Goldsmith & Goldsmith, 2012; Schwartz & Bilsky, 1990). Simpson et al., (2012) are of the view that research on personal values is mostly done with an aim to include individuals, and the inclusion of *relationships* with personal values is scarce. Simpson et al., (2012) suggest that future research on personal values should also include the relationship component, as many decisions and choices elicit behavior that involves individuals who have relationships. Decisions with regard to what consumers want to purchase (e.g. brand/product), are often guided by *psychological processes* based on cultural and personal characteristic differences (e.g. gender, income and age). The relationship between personal values and how individuals feel based on purchasing a brand/product could have a direct effect on their behavior in a positive or negative way (Pimenta, 2016).

Ladhardi and Tchegnana (2014) postulate that individuals' preferences and decisions made in the marketplace are based on personal values and needs/wants, which could have an effect on their ultimate behaviors. This, however, could influence their intention or persuasion to



purchase and that the brand/product they purchase should meet *environmental* and *social standards* (e.g. social development, supplier protection and acceptable price ranges provided by suppliers and brand/product attachment). Personal values, in this instance (not attitudes), would serve as a guideline for marketers of the larger leisure sector towards consumption behaviour, which could be imperative to them in understanding how individuals react towards a specific brand/product based on needs/wants, deeper psychological reasons (e.g. overall happiness), as well as environmental and social standards (Kilbourne & LaForge, 2010).

Overall happiness is often referred to by positive psychologists as being a sense of subjective well-being or well-being, which is a state of mind, consisting of various feelings experienced in the past, present and possibly in the future (Parackal, 2015; Sirgy & Uysal, 2016). According to May (2012), subjective well-being can furthermore be classified into two broader concepts, i.e. that of *affective well-being* (happiness positive and negative affect) and *positive psychological and social functioning* (personal growth, purpose in life). The concept *overall happiness* could moreover be approached by narrowing it down as *eudaimonic happiness*, e.g. living a good life, flourishing, and *hedonic happiness*, e.g. self-preservation, personal freedom (Kuykendall & Diener, 2015; May, 2012; Sirgy & Uysal, 2016). Overall happiness, introduced by the author, will focus on the positive and negative affect measures thereof. Positive affect is expressed as *life gives me many pleasures owning a motorcycle; the life I lead excites me owning a motorcycle* and sources of negative affect could be, *owning a motorcycle makes me feel upset about my life; I worry about the life I lead owning a motorcycle*.

There is much data suggesting that overall happiness has a direct influence on marketing activities (Kruger, 2018). Wang and Doong (2017) provide evidence that social media advertising in line with overall happiness as an outcome at the micro-level induces changes in the brain activity of consumers. As a result, the brain releases *neurochemicals*, predicting how individuals react to social media advertisements. These types of advertisements should be noted by the marketing industry as a large number of individuals could be targeted to purchase a brand/product and that they could become loyal to the company offering the brand/product. Costa et al., (2006) conducted an *electroencephalographic* experiment among individuals, viewing an emotional movie and as a result confirm that feelings of sadness have a negative effect on their overall happiness, which is detected to be centering in the frontal areas of the brain. In contrast, Lim et al., (2016) managed a large-scale study, revealing that specialized consumer's needs/wants are affected by the healthcare service industry, as satisfaction/dissatisfaction therewith has a direct effect on the market share among consumers of 56 countries' national overall happiness. There is some evidence suggesting that overall happiness could also be achieved; when marketers identify and assist with consumer requirements by introducing brands/products with a core focus on enhancing their experiences associated with basic needs/wants (Conchar, 2015).

Method

The research design for this article was quantitative, which included a self-administered questionnaire and involved humans. Ethical clearance was obtained from the university to conduct this research. Quantitative research is structured around statements, close-ended and open-ended questions and often includes comprehensive Likert scales, contributing to methodology, conceptual development and theory (Creswell & Clark, 2010; Herz & Brunk, 2017).

Participants and procedure

The Harley Davidson Toy Run is annually one of the biggest charity events that motorcycle owners attend at the end of November in South Africa. These motorcyclists donate toys after the charity event to children in disadvantaged circumstances. The study population included all motorcycle owners who attended the annual Harley Davidson Toy Run. Four hundred questionnaires were distributed during this charity event, of which 367 fully completed



questionnaires had been received, with a significant return rate of 92%. Israel (2009) confirms that a study population size $N = 400$ with precision levels of 5%; 7%; 10% and equation 3, 150 fully completed questionnaires are sufficient to represent a study population of four hundred. The 357 fully completed questionnaires were sufficient to represent the study sample, consisting of motorcycle owners who participated in this research.

Prior to the charity event, contact was made with management of the Harley Davidson Toy Run and the intended research communicated to them. It was explained that the questionnaires would be completed anonymously and that ethical clearance had been obtained to conduct the research. Management of the charity event granted permission to conduct the research. A convenience sampling technique was followed administering the questionnaires to motorcycle owners attending the Harley Davidson Toy Run. Fieldworkers were centred at main spots such as bars, tents with music entertainment, areas where toys were donated and motorcycle demonstrations during the charity event. The goal of the research was communicated to the respondents and that they could participate at free will. The three hundred and sixty seven completed questionnaires were retained and used in the statistical analyses.

Measures

The questionnaire contained measures based on previous research conducted by a number of authors, as represented in Table 1. Likert scales used by the authors in Table 1 on consumer well-being and overall happiness obtained Cronbach alphas of ≥ 0.70 ; therefore, it could be included in this research. The questionnaire consisted of three main headings: Section A, personal characteristics of respondents; Section B, measures of consumer well-being; and Section C, overall happiness.

Table 1: Summary of research consulted in designing the questionnaire

Author	Area of research application
Sirgy et al. (2006); Sirgy and Lee, (2006)	Consumer well-being
Kruger et al. (2014); Kruger (2018); Simsek (2009) & Sirgy (2012)	Overall happiness and personal characteristics
Kruger et al. (2014)	Lifestyle

Personal characteristics of respondents

Section A introduced respondents to *personal characteristics*, and contained open- and close-ended (10) measures, some of which are: *Length of ownership, qualification, ethnicity, income and motorcycle characteristics* (brand, engine size, model year and primary colours).

Measures of consumer well-being containing needs/wants

Section B contained (17) measures on three broad constructs, measuring consumer well-being: *Symbolic consumption/brand personality* (e.g. *How do you feel about the safety of your motorcycle? How do feel about the color of your motorcycle; How do you feel about your motorcycle in the way it symbolizes who you are as a person*) [Measured on a labelled 5-point Likert scale 1 = Very negative – 5 = Very positive].

Self-image congruence contained statements (e.g. *The image of my motorcycle reflects the kind of person I am; The image of my motorcycle is consistent with the kind of person that others think I am*) [Consisted of a labelled 5-point Likert scale 1 = Strongly disagree – 5 = Strongly agree].

The last construct measured in Section B was *personal values/relationships* (e.g. *My motorcycle provides me with a sense of self-fulfilment; My motorcycle provides me with a sense of closeness to others*) [Included a labelled 5-point Likert scale 1 = Strongly disagree – 5 = Strongly agree].



Overall happiness measures

Section C contained measures on *overall happiness*, *positive affect* (e.g. *life excites me*) and *negative affect* (e.g. *I worry about the life I lead*) and included (11) statements [Statements in Section C were measured on a labelled 5-point Likert scale 1 = Strongly disagree – 5 = Strongly agree].

Results and implications

The results and implications will be based on the statistical analyses and include *descriptive statistics* of the *personal characteristics of motorcycle owners*; *reliabilities of Likert scales* used pertaining the factors; *Spearman rank order correlations*, *Cluster analyses*, *t-tests* and the *structural equation model* (SEM). The software that has been used in the statistical analyses was: SPSS software version 23.0.0 (SPSS Inc. 2017), STATISTICA, version 13.2, (DELL Inc. 2017) and AMOS Development Company, version 24.0.0, Build 817, (AMOS, 2017).

Respondents indicated that they have owned their motorcycles for nine years (21%), followed by seven years (16%). In terms of their qualification, respondents who have obtained a degree were 29%, a high school senior certificate 24% and a post-graduate degree 20%. The majority of motorcycle owners' ethnicity was white (90%) and black (10%). Thirty-six percent indicated that they earn an annual gross income of ZAR 1000 to 499 999, followed by ZAR 500 000 to 999 999, (36%) and ZAR 1 000 000 to 1 999 999 (20%). Popular motorcycle brands they own include Honda (24%), BMW (16%), Suzuki (16%), Kawasaki, (12%) Yamaha (6%) and Harley Davidson (6%). Most of their motorcycles' engine sizes were, $\geq 801\text{cc}$ (28%), and 400 to 800cc, (13%). The year models of their motorcycles were as follows: 2002 to 2012, (59%); 2013 to 2015, (26%) and 1991 to 2001, (10%). The primary colours of their motorcycles were black (23%), red (16%), blue (12%) and white (12%). Schiffman and Kanuk (2014) assert that the personal characteristics of consumers could empower marketers in identifying additional business opportunities, with a specific target market in mind. Rundle-Thiele et al., (2017) are of the opinion that a rich database based on personal characteristics of consumers should be valuable to marketers as they could design effective marketing strategies, which, in turn, would meet the needs/wants of highly segmented consumers. An implication of this research, based on the personal characteristics of motorcycle owners, is that marketers of motorcycles could use this information as a knowledge base within their marketing promotions focussing on socio-economic price ranges or sales to attract motorcycle owners in purchasing new motorcycles. This could be done at especially large motorcycle events and rallies as well as advertisements in popular motorcycle magazines.

Table 2: Reliabilities of the factors measured by Likert scales

Factors	Cronbach alpha (α)	Mean inter-item correlations	Mean & standard deviation
Symbolic consumption/brand personality	$\alpha = 0.71$	0.36	0.350 ± 0.052
Self-image congruence	$\alpha = 0.76$	0.40	0.371 ± 0.087
Personal values/relationships	$\alpha = 0.89$	0.35	0.401 ± 0.066
Overall happiness	$\alpha = 0.88$	0.40	0.395 ± 0.080
Overall happiness positive affect	$\alpha = 0.89$	0.56	0.404 ± 0.084
Overall happiness negative affect	$\alpha = 0.90$	0.64	0.372 ± 0.087

All factors obtained an acceptable α , which ranged between 0.71 and 0.90. Pallant (2010) suggested an acceptable α should be ≥ 0.70 . For *overall happiness*, in Table 2, the Likert scale of *overall happiness, negative affect* was reverse scored and a compensate score was calculated between *overall happiness, positive affect* and *overall happiness, negative affect*, thereby achieving a factor for *overall happiness*. *Overall happiness [positive affect]*, portrayed



in Figure 2 obtained the highest mean, closely followed by *personal values/relationships*, suggesting that motorcyclists experience more positive affect in terms of their overall happiness owning a motorcycle and that *personal values/relationships* are also important to these motorcyclists. An implication of these results would be that marketers of motorcycles could start in their advertising approaches a happiness marketing campaign as well as including personal values/relationships with a specific motorcycle brand in mind. An example would be, *owning a Honda motorcycle creates a happy lifestyle and builds a sense of belonging to various others*. In his article, dealing with personal values/relationships and overall happiness, Ryan (2014) is of the opinion that including personal values/relationships and overall happiness in strategic marketing practices can be beneficial to both consumers and marketers of business. Targeting consumers with the aforementioned in mind at their inner motivations (e.g. satisfying their psychological needs) will result in an increase of purchases. These purchases will also be shared with others such as their whole network of family and friends, which could be done via social media and word-of-mouth.

Table 3 indicates the strength and linear relationship between the (*r*) factors. Cohan's (1988) guidelines were used for interpretation among these linear relationships.

Table 3: Spearman rank order correlations between factors

Factors		Self-image congruence	Personal values/relationships	Symbolic consumption/brand personality	Overall happiness positive affect	Overall happiness negative affect (<i>r</i>)
Self-image congruence	Correlation Coefficient	1.000	0.703**	0.578**	0.528**	0.273**
	Sig. (2-tailed)		0.001	0.001	0.001	0.001
	N	367	367	367	367	367
Personal values/relationships	Correlation Coefficient	0.703**	1.000	0.602**	0.494**	0.208**
	Sig. (2-tailed)	0.001		0.001	0.001	0.001
	N	367	367	367	367	367
Symbolic consumption/brand personality	Correlation Coefficient	0.578**	0.602**	1.000	0.499**	0.323**
	Sig. (2-tailed)	0.001	0.001		0.001	0.001
	N	367	367	367	367	367
Overall happiness positive affect	Correlation Coefficient	0.528**	0.494**	0.499**	1.000	0.432**
	Sig. (2-tailed)	0.001	0.001	0.001		0.001
	N	367	367	367	367	367
Overall happiness negative affect	Correlation Coefficient	0.273**	0.208**	0.323**	0.432**	1.000
	Sig. (2-tailed)	0.001	0.001	0.001	0.001	
	N	367	367	367	367	367

(*r*) = Likert scale reverse scored; ** Correlation is significant at the $p \leq 0.001$ level (2-tailed). Cohen, (1988) values used for interpretation strength of relationships: [$r = 0.10$, small; $r = 0.30$, medium; $r = 0.50$, large].

Symbolic consumption/brand personality in Table 3 reached a large positive unique correlation with self-image congruence, personal values/relationships, overall happiness, positive affect and a medium correlation with overall happiness, negative affect. Symbolic consumption seems to be associated with brand personality that ethnic minority individuals feel positive,



and good about themselves based on the brand purchased (Gbadamosi, 2015). The results could indicate that motorcyclists feel very positive about the safety, fuel consumption, design; reliability of their motorcyclists, their motorcycles fit their personality and are overall happy with owning their motorcycles.

Personal values/relationships in Table 3 achieved a large positive correlation with self-image congruence, and symbolic consumption/brand personality, overall happiness, positive affect, and a small correlation with overall happiness, negative affect. It is evident in Table 3, those correlations of personal values/relationships; self-image congruence and symbolic consumption with overall happiness positive affect are higher than with overall happiness, negative affect in all cases. An interpretation could be that when individuals purchase brands/goods, it is often transferred to their personal values, including relationships with others, which could be related to how social order perceives them based on their overall happiness (Kressmann et al., 2006; O’Cass & Muller, 2015). The results are suggestive that motorcyclists experience a sense of self-fulfilment, self-respect, fun, enjoyment, closeness to others and that they are more overall happy (positive affect) than unhappy (negative affect) in relation to all factors, with their motorcycles represented in Table 3.

In Table 3, self-image congruence obtained a large positive linear correlation with personal values/relationships, with symbolic consumption/brand personality, overall happiness positive affect and a medium correlation with overall happiness negative affect. Shakeri and Aghaei (2016) argue and empirically demonstrate that self-image congruence has a direct considerable effect on consumers’ association (emotional attachment) with a specific brand, which could have a positive impact on their overall happiness. These results are indicative that motorcyclists experienced a positive self-image congruence, such as that their *motorcycle reflects the kind of person they are; the image of their motorcycle is consistent with the kind of person others think of them*, associated with their motorcycles as a brand and therefore the positive correlations with all the other factors in Table 3.

Table 4: A *t*-test between clusters identified in the hierarchical cluster analysis

Factors (Ward Method)	Cluster	N	Mean	Std. deviation	<i>p</i> -value
*Self-image congruence	Ecstatic motorcyclists	146	4.27	0.60	≤ 0.001
	Leisure motorcyclists	221	3.34	0.81	
*Personal values/relationships	Ecstatic motorcyclists	146	4.37	0.39	≤ 0.001
	Leisure motorcyclists	221	3.78	0.69	
**Symbolic consumption/brand personality	Ecstatic motorcyclists	146	3.81	0.28	≤ 0.001
	Leisure motorcyclists	221	3.28	0.52	
*Overall happiness negative affect (<i>r</i>)	Ecstatic motorcyclists	146	4.77	0.34	≤ 0.001
	Leisure motorcyclists	221	3.28	1.05	
*Overall happiness positive affect	Ecstatic motorcyclists	146	4.60	0.39	≤ 0.001
	Leisure motorcyclists	221	3.67	0.85	
***Length of ownership	Ecstatic motorcyclists	146	6.16	8.25	≤ 0.001
	Leisure motorcyclists	219	4.81	4.38	

Likert Scales used: *1 = Strongly disagree - 5 = Strongly agree; **1 = Very negative – 4 = Very positive; [*p* ≤ 0.05]; ***Open-ended question; (*r*) = Likert scale reverse scored.



The self-image congruence, personal values/relationships and symbolic consumption/brand personality data was subjected in SPSS to a Ward's cluster analysis with squared Euclidean distance. This procedure calculates distances between data points and allocates respondents to a specific group (Kruger 2014). The results of the cluster analyses depicted in the Dendrogram in Figure 2 among motorcyclists have been classified into two exclusive groups. The two groups were labelled *ecstatic motorcyclists* and *leisure motorcyclists*, as indicated by the means of self-image congruence, personal values/relationships and symbolic consumption/brand personality in Table 3. *Ecstatic motorcyclists* could be explained as follows: The Oxford Advanced Learner's online dictionary (n.d. a) indicates that the term *ecstatic* means to be very excited or an individual that shows great enthusiasm towards something. Therefore, *ecstatic motorcyclists* could be defined as individuals who are very excited and show great enthusiasm towards owning a motorcycle. However, the Oxford Advanced Online Learner's Dictionary (n.d. b) also refers to *leisure* as time spent by individuals relaxing or for recreational purposes, who are not working at a period in time. Therefore, *leisure motorcyclists* could be viewed as individuals who use their motorcycles to relax or for recreational purposes, while not working.

Cluster 1, *ecstatic motorcyclists*, comprises 78.7% and cluster 2, *leisure motorcyclists*, 21.3% of the total study population of 367 motorcyclists who participated in this research. In addition, the *t*-test in Table 4 is indicative of statistically significant differences between *ecstatic motorcyclists* and *leisure motorcyclists* for all overall happiness factors as well as for length of ownership, as the $p \leq 0.05$. *Ecstatic motorcyclists* had higher overall happiness mean scores than *leisure motorcyclists* did, and they owned motorcycles longer than *leisure motorcyclists* did. Neill (2014) confirms that owning a motorcycle for many years is a passion sought after, which also contributes to overall happiness, resulting from focusing on the present and not worrying about the future. Often, motorcyclists experience feelings of excitement and being self-centred while driving. An implication of the results pertaining to the *t*-test is that marketers could use this niche market (*ecstatic motorcyclists*) in their marketing strategies in designing programs to reach out to them. These could be in the form of loyalty tiers, based on length of ownership, which could include a benefits-and-rewards program, not just focusing on discounts based on length of ownership, but also obtaining rewards directed towards charity, which could also induce overall happiness.

In Figure 1, the SEM specification is presented. Strong empirical evidence in the SEM is provided based on the goal of this research, to clarify how consumer well-being (symbolic consumption/brand personality, self-image congruence, personal values/relationships), including needs/wants, is a drivers towards *ecstatic* and *leisure motorcyclists*' overall happiness.

The regression weights for symbolic consumption and self-image congruence were statistically significant ($p \leq 0.05$); however, that of personal values/relationships as a single factor were not statistically significant ($p \geq 0.05$), due to large correlations with other factors. This indicates a suppression effect (Cohen & Cohen, 1975) of personal values/relationships on overall happiness, as indicated by the correlations in Table 2. The correlation between personal values/relationships and self-image congruence is ($r = 0.083$) and between personal values/relationships and symbolic consumption/brand personality is ($r = 0.050$). Although the correlations of personal values/relationships and overall happiness, positive and negative affect, are comparable with those of self-image congruence and symbolic consumption/brand personality (Table 2), personal values/relationships have a unique contribution to overall happiness in combination with symbolic consumption/brand personality and self-image congruence.

Symbolic consumption/brand personality (see Figure 1) had a statistically medium positive causal relationship with overall happiness ($\beta = 0.029$). A large unique positive underlying relationship had been observed between self-image congruence and overall happiness ($\beta =$



0.045). Personal values/relationships had a large positive non-statistically significant causal relationship with overall happiness ($\beta = 0.081$). In terms of the correlations, Figure 1 portrays that symbolic consumption/brand personality, self-image congruence and personal values/relationships had large statistically significant correlations with each other [$r = 0.050$; $r = 0.083$].

Arbuckle (2006) confirms that three broad classes of fit indices should be used for the interpretation of the SEM model fit and will serve as a guideline for interpretation. These are minimum sample discrepancy functions (Chi-square divided by its degrees of freedom; $X^2/df = 0.02-0.05$), comparisons to a baseline model (Comparative Fit Index; CFI = values close to 0.10 indicates a very good fit) and measurers based on the population discrepancy (root mean square error of approximation; RMSEA = values should be close or ≤ 0.010). The SEM goodness-of-fit statistics yielded $X^2/df = 0.44$, CFI = 0.87, and RMSEA = 0.096, with a 90% confidence interval of [0.088; 0.104]. Therefore, it is accepted that the data fits the SEM well. Marketers in the motorcycle industry could use the results of the SEM in the following manner, by starting an overall happiness promotion, including needs/wants, testing the motorcycle market with a focus on personal values/relationships. Furthermore, marketers could include as an extension of their marketing promotions symbolic consumption/brand personality and self-image congruence. In doing so, marketers would reap the benefits in that motorcyclists would be more willing to purchase a motorcycle, based on the suggested marketing promotions, especially with overall happiness as an encouragement. Lee (2016) confirms that when the needs/wants of motorcyclists are addressed in leisure marketing promotions, they are inclined to be happier and can boost the purchases of a brand/product.

Conclusion

The results of this research provide empirical support of the goal that a consumer's well-being a' la Maslow, is a driver towards ecstatic and leisure motorcyclists' overall happiness. This research contributes to marketing and positive psychology literature, introducing a SEM, which included factors such as symbolic consumption/brand personality, self-image congruence, personal values and their linear relationship with overall happiness. High positive correlations were found between these factors, which is indicative that these three factors (excluding overall happiness) are very interrelated, including the needs/wants of motorcyclists attending the Harley Davidson Toy Run. An interesting result is that of personal values/relationships, which have a distinctive relationship with overall happiness, but also in conjunction with the other two factors. The two identified clusters, i.e. ecstatic and leisure motorcyclists are another contribution this research made in the field of marketing and positive psychology, which could be beneficial to inspire further research on motorcycle owners and marketing.

Some suggestions for future research would be to focus on the Likert scales measuring symbolic consumption/brand personality, self-image congruence and personal values/relationships, as the high correlations between these factors could be indicative that possibly respondents might not have understood the Likert scales in rating the statements in the questionnaire. Neuroscience and marketing are very competitive research areas, which hold many promises for the future. Maslow's needs/wants as well as consumer well-being and overall happiness could be used as concepts directing neuroscience research with an aim on motorcycle brands and the effect thereof on the non-conscious components of consumer behaviour. It is hoped that this research would be used (questionnaire) by social scientists to enhance research within the broader context of marketing and positive psychology.

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