I Can't Buy Happiness But Could Own a Motorcycle: Does Leisure Life Matter?

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Abstract

This research sought to identify the relationship between lifestyle, leisure life and happiness with an emphasis on motorcyclists as excursionists. An availability sampling technique was used for this research. A social media campaign was launched on a motorcycle owners' group after permission was obtained from the site administrators. Participation was through a self-administrated online questionnaire, which was completed anonymously by 151 (N) respondents which were then captured and analysed using Mplus. The mediation analyses indicate that leisure negative affect latent variable is a bigger predictor towards Show goers and Bars & Betters and happiness in general and that excursions as part of a leisure activity are important to those motorcyclists' lifestyles. Each group experiences more positive affect in their leisure life, which results in their overall happiness. The results provide a better understanding of the motorcycle market for tourism stakeholders. A broader marketing approach is required for motorcycle excursionists based on their psychographic profiles. Destination marketers should focus on motorcyclists lifestyle (psychographic segmentation), e.g. Bars & Betters, Outdoors, Show goers and Sport lovers who travel as excursionists. This research provides a holistic view of South African motorcyclist market, thereby contributing to the literature on motorcycle, tourism, leisure life and happiness.

Keywords: Leisure life; happiness, lifestyle; motorcyclists; excursionist

Introduction

The motorcycle industry in South Africa is expected to expand with a growth of 3% between 2018 and 2023, and motorcycles with engine capacities of $\geq$ than 150cc are in demand (Langton, 2018; TechSciresearch, 2018). Key brands such as Honda, BMW, KTM, Yamaha, Kawasaki, and Harley Davidson seem to be very popular among motorcyclists in South Africa (TechSciresearch, 2018). Droppa (2018) has found that white males dominate the motorcycle market and that black motorcycle owners in terms of gender and lifestyle are still an under-explored territory among marketers. Harris (2018) is from the point of view that the black motorcycle market should be further explored and *biker queen* Seipei Mashugane suggests that the lifestyle of black middle-class motorcycle owners needs to be investigated, as little information is available. On the other hand, there is also a bleak side to motorcycle sales as homologation, the Uber application, safety, road conditions and food deliveries play a direct role in motorcyclists and businesses acquiring new motorcycles (Droppa, 2018; Njilo, 2020).

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The authors are also from the point of view that the COVID-19 epidemic will have a direct negative effect on motorcycle sales for years to come and the lifestyle they live. The majority of South African motorcycle owners use their motorcycles for leisure, recreation and excursion purposes which could have a direct affect on their lifestyle, leisure life and happiness. In the same vein, according to Foley (2015) and Kruger (2018a), the mainstream of South African motorcyclists are *"leisurerites"* who focus mainly on a lifestyle associated with social-related activities. This article will place an emphasis on lifestyle components (Bars & Betters, Outdoors, Show goers, Sport lover) leisure life and motorcyclists happiness. Hence, the main question that needs to be answered is: What is the relationship between motorcyclists lifestyle components, leisure life and happiness?

Literature review

Within the context of this article, tourism can be viewed as a broad concept that entails "an expression of an associated lifestyle, identified either through voluntary travel or a voluntary temporary short-term change of residence" by individuals for more than 24 hours (Hall 2008: 7; Higgins-Desbiolles, Carnicelli, Krolikowski, Wijesinghe & Boluk, 2019). The author's understanding is also that these travels could be based on inbound or outbound travel to a destination, while individuals spend income on tourism-related commodities and form part of the broader picture of leisure. On the other hand, excursionists are day visitors travelling to a destination (spending money on tourism goods and services) and return to their residence of stay in the same period of time in less than a 24-hour timeframe (Toudert & Bringas-Rábago, 2019). Therefore, motorcyclists can be viewed as excursionists.

From a plethora of research, it is evident that participating in leisure in its various forms contributes to individuals' subjective wellbeing and can bring about positive affect in their lives (Kruger, Sirgy, Lee & Yu, 2015; Sato, Yoshida, Wakayoshi & Shonk, 2017; Sirgy, Uysal & Kruger, 2017). Subjective wellbeing is thought to be a long-term enduring state that is affective and includes components such as the experience of happiness (*joy*) in a salient life domain (in this case leisure life) excluding negative affect (*anxiety*) and the evaluation of one's life overall (Sirgy, 2012). Therefore, participation in leisure could be therapeutic in nature, and releases positive chemicals (*dopamine*) in the brain that could enhance the wellbeing of society at large (Anderson & Heyne, 2016; Hinchliffe, 2016). The benefits derived from participating in leisure-related activities are associated with promoting overall physical and psychological wellbeing that provides a variety of pleasures (optimal functioning) in life (Kwon, Pickett, Lee & Lee, 2019). Leisure activities are related to social habits and can bring about a sense of closeness and belonging to individuals sharing mutual interests (Cassar & Clark, 2019). De Vos (2019) argues that a travel trip as part of a leisure activity could have a positive indirect affect on tourists' (excursionists) wellbeing or in this case happiness. Satisfaction with leisure and social-related activities while embarking on a travel trip could furthermore enhance psychological wellbeing, e.g. detachment from work-related pressures, experiencing control of freedom in life, adding value to life in general and engagement with others that accompany an individual on such a trip (De Vos, 2019; Mantero, 2000; Newman, Tay & Diener, 2014). Consider research done by Saunders (1981), which emphasise that different spheres of life such as work, individuals (e.g. motorcyclists) who engage in various forms of leisure after work is a vitally important contributor to their overall wellbeing. Thus when motorcyclists go on an excursion it could enhance their wellbeing as a leisure activity. Participating in various forms of leisure often result in good memories which can bring about nostalgia and positive emotions (Kuykendall, Tay & Ng, 2015; Cho, 2020).

With a focus on the aforementioned of leisure and wellbeing, the authors can conceptualise leisure life. The leisure life domain is nestled basically in a hierarchy triangle of

needs to be fulfilled (Kruger, 2018b), e.g. motorcyclists who go on an excursion with a focus attending a motorcycle event. The activity is associated with an affective experience, which could be positive (*I am the kind of person who is sociable; I feel good to relax mentally driving my motorcycle while on leisure excursions*) or negative (*I feel bad not relaxing mentally driving my motorcycle on leisure excursions; I feel bad not enjoying driving my motorcycle on leisure excursions*) (Lambert, Lomas, van de Weijer, Passmore, Joshanloo, Harter, Isikawa, Lai, Kitagawa, Chen, Kawakami, Miyata & Diener, 2020). This activity is fragmented in a life domain; in this case, leisure life. Leisure life could then spill-over to the top of the triangle that of overall wellbeing or happiness (Sirgy et al., 2017). Leisure life in tourism-related research has been explored in the South African context with a focus on military festival visitors (Venter & Kruger, 2019). Another avenue was to investigate overnight visitors to a National Park's intrinsic and extrinsic motivation and the affect thereof on their leisure life (Cini, Kruger & Ellis, 2012). Kruger, Rootenberg and Ellis (2013) centred their research around tourists attending a wine festival. It was found that leisure life plays a significant role when visitors (tourists, excursionists) attend a wine festival, which ultimately contributes to their wellbeing. Thus guided by previous research in South Africa on leisure life, it was deemed suitable to be included in this research.

The concept of happiness has been on a research agenda for many scholars in the field of social sciences and psychology (Kruger, Saayman & Ellis, 2014; Liu & Da, 2020; Sääksjärvai, Hellén & Desmet, 2017; Tiefenbach & Kohlbacher, 2015). The theory of happiness is difficult to describe and is often seen as synonymous with wellbeing, satisfaction with life and quality of life (Newman et al., 2014). It is a concept often used to describe that all is good in life. Psychological happiness is considered as a state of mind that includes a variety of feelings/moods/emotions that could be positive (*accomplishment*) or negative (*irritation*) and are subjective in nature (Diener, Biswas-Diener, Tove, Kim-Prieto, Choi, & Oishi, 2009; Kruger, 2018b). It is viewed that prudential happiness could be reached when a person experiences an extraordinary state of wellbeing, positive mental health or quality of life. Happiness can furthermore be divided into hedonic and eudaimonia components (Lyubomirsky, 2011). The hedonic part is centred on emotional wellbeing, which includes positive affect (*life gives me pleasure; I feel at peace with life*) with the absence of negative affect (*I worry about the life I lead; I feel pain about my life*) (Sirgy, 2012). Eudaimonia is frequently referred to as psychological wellbeing (e.g. *flourishing, self-actualisation*). As a final thought, happiness should be the end goal in life to flourish as an individual based on positive and the nonexistence of negative affect. It appears that happiness is also popular in tourism-related research and is slowly gaining momentum. McCabe and Jonson (2013) found amongst a sample of tourists that sociodemographic variables (lifestyle) contributes to their happiness while on holiday. Tourists travel activities, and their travel experiences can enhance their happiness while doing so (Gillet, Schmitz & Mitas, 2016).

The motorcycle market currently experiences many changes and has a direct effect on the competitiveness between business either selling new, second-hand or custom-built motorcycles. Some of these are online sales, techno-sales (*smartphones*) as well as social media, and are well sought by motorcycle marketers (*sales*) to understand the motorcycle lifestyle-related segment (Frash, Blose, Smith & Scherhag, 2018). Therefore, segmenting markets has become an essential tool to distinguish types of tourists (excursionists) into sub-categories (Can & Saldamli, 2019). Psychographic segmentation (*lifestyle*) is one of those popular measures used by researchers to classify a study population into diverse groups (Tüfekyapan, 2016). The literature on market segmentation shows strong correlations between leisure and happiness (Fu, Ridderstraat & Jia, 2020; Mansfield, Daykin & Kay, 2020), thereby supporting the importance of this research.

Single indicator models (SIM) are slowly gaining momentum and have been used in previous research with a focus on tourism, such as Bozorovich and Qizi (2019), as part of their methodology focused on tourism development. Gómez-Vega and Picazo-Tadeo (2019) made use of SIM depicting the relationship between competitive tourism destinations. Müller, Schuberth and Hensler (2018) investigated the relationship between technology and various tourist behaviours. It is evident that although SIM has been used within various contexts (tourism-related), it has not yet been used to investigate the relationship between lifestyle, leisure life and happiness. It is not yet clear what these relationships are.

Method of research
This research followed an availability sampling technique. Contact was made with the social media group administrator, and the content of the research was discussed. The measuring battery had been explained and that ethical clearance had been obtained to conduct this research. This study was considered as minimal risk (*NWU-00792-19-A4*). The administrator has agreed that the survey could commence and informed members of the social media group (motorcycle owners) that research would be conducted and invited motorcyclists to participate. The measuring battery was programmed in Google Forms (Google.com, 2019), and a link was posted on the landing page of the social media group. Motorcyclists could only complete the measuring battery once. The measuring battery was administered to a small social media group of motorcyclists from November 2019 to February 2020. A total of *n*=151 represents the study population.

Measuring battery
The title of the survey was A happiness framework for motorcycle owners in South Africa. The measuring battery had been completed by motorcyclists and included three sections. Section A included the demographic characteristics of the participating motorcyclist, e.g. Lifestyle (What type of lifestyle do you lead? [1] Bars & Betters – enjoy social activities; [2] Outdoors – enjoy a variety of outdoor activities such as braai & bird watching; [3] Show goers – enjoy visiting different types of performances and shows; and [4] Sport lover – involved in a wide range of sporting activities, including adventure. Gender, Occupation, Year of birth, Length of ownership, Highest qualification, Brand, Engine size of motorcycle, Model, Primary colour of motorcycle and Home language (Bruwer & Li, 2017; Kruger 2018a).

Section B introduced motorcyclists to the leisure life domain positive and negative affect, e.g. "I feel good to relax mentally driving my motorcycle while on leisure excursions"; "I feel bad not relaxing mentally driving my motorcycle on leisure excursions". Section C concentrated on happiness positive and negative affect, which concluded the measuring battery and motorcyclists rated statements, e.g. "Life gives me pleasure"; "I feel pain about my life". Statements in sections B & C had been rated on a labelled Likert scale, e.g. 1 = Strongly disagree – 5 = Strongly agree (Kruger et al., 2013; Simsek, 2009; Venter, 2019).

Statistical analyses
For the statistical analyses, Mplus version 8.4 software (Muthén & Muthén, 2019) was used to compute the calculations for the structural equation model (SEM). These calculations include: Cronbach alpha (α), correlation coefficients (r), and regression analyses (β). For the purposes of this research, mediation (indirect effects) was tested between the following latent variables (happiness positive affect - Happiness $^{+LV}$; happiness negative affect - happiness $^{-LV}$ and leisure life negative affect - Leisure $^{-LV}$). It appears, based on literature, that methodologists taking into account focusing on single indicator models, especially with small study samples, have gained popularity in social sciences research (Cumming, 2014; Hayduk & Littvay 2012; Rose,

Wagner, Mayer & Nagengast 2019; Westfall & Yarkoni, 2016). This is an altered approach as to traditional overall goodness-of-fit indices in SEM (Savalei, 2018). As is the case of this research, the SEM as depicted in Figure 1 was subjected to the calculation of a single indicator composite score of all items to establish latent variables (Happiness $^{+LV*}$ (Happiness positive affect latent variable); Happiness $^{-LV***}$ (Happiness negative affect latent variable) and Leisure $^{-LV***}$ (Leisure life negative affect latent variable). However, the residual variance constrains with 1 minus the (α) estimates of the dimension. Phrased differently, each latent variable has a single composite indicator, e.g. happiness and leisure life with their (α) secured to a reasonable value (Savalei, 2018). The interpretation of the SEM results in Figure 2 is based on r and $β$ values as a single indicator model (do Valle & Assaker, 2016). Lifestyle factors, as shown in Figure 1, e.g. Bars & Betters, Outdoors, Show goers, Sport lovers are considered as nominal variables, as these factors were measured by only one question. Therefore, dummy variables had been computed for lifestyle factors, e.g. if a respondent rated Bars & Betters as a lifestyle choice then the value of [1] has been assigned and all the other lifestyle factors as [0]. Lifestyle factors had been computed as such and included as single indicators in the SEM.

Results

Study sample

In relation to the motorcycle owners' demographic profile, the majority indicated that Harley Davidson (21%), Yamaha (19%) and BMW (11%) are the most popular brands they own. The vast majority drove a motorcycle with an engine capacity of 1050 to 1900cc (62%). More than two-thirds of respondents' (69%) motorcycle year models were between 2013 and 2020. Nearly half of the respondents' motorcycles' primary colour was black (44%). With regard to lifestyle, nearly three quarters indicated that they live a lifestyle of Outdoors (25%), Show goers (25%) Bars & Betters (23%) and Sport lover (22%). The majority of respondents owned their motorcyclist less than a year (33%), followed by (28%) one to four years and (25%) five to 10 years. Gender represented males (72%) and females (28%) motorcyclists that attended the South Africa Bike Festival as an event in 2018 revealed to be male dominated by ownership. Males and females have different expectations of what they need in terms of motorcycle ownership (Borstlap & Saayman, 2018). Thirty-four percent of motorcyclists' ages ranged between 38 and 48 years which is a relatively young age as millennials. The highest qualification was that of a diploma/degree (50%). With a focus on occupation, more than a quarter of respondents represent a professional (28%) occupation, followed by marketing (23%). Box (2007) and McIntosh (2013) found that many motorcyclists are well educated with some holding blue-colour jobs. The majority spoke English (50%), Afrikaans (43%), Setswana (4%), isiXhosa (1%) and isiZulu (1%). As suggested by Kruger (2018b), it would be a valuable addition to literature when a variety of South African cultures participate in motorcycle research. However, they still represent the minority (Setswana, isiXhosa & isiZulu) who own a motorcycle. Kruger (2018a; 2018b) has suggested that ethnicity should be added in research with a focus on motorcyclists to paint a bigger picture of the motorcycle market in South Africa. Therefore, this research provides a more holistic, although small overview based on demographics of South African motorcyclists. An implication of these findings would be that marketers of tourism destinations should take notice thereof to include a broader approach to the diverse motorcycle market who embark on excursions. Different cultures, genders, ages and occupations may not have the same needs and wants to satisfy especially with a focus on motorcyclists' lifestyles, leisure life and happiness (Pakasi & Tumiwa, 2016).

Table 1: Standardised factor loadings and reliabilities of the latent variables

Variables	Loading $^\lambda$	S.E.	(ρ)	(α)
Happiness $^{+LV*}$ *by*				
Happiness $^{+**}$	0.998	0.001	0.001	0.92
Happiness $^{-LV***}$ *by*				
Happiness $^{-****}$	0.995	0.001	0.001	0.90
Leisure $^{+LV*}$ *by*				
Leisure $^{+**}$	0.925	0.009	0.001	0.64
Leisure $^{-LV***}$ *by*				
Leisure $^{-****}$	0.976	0.003	0.001	0.82

Note: * $^{+LV}$ Positive affect latent variable; $^{+**}$Positive affect; $^{-***LV}$ Negative affect latent variable; $^{-****}$ Negative affect. *Thus* Happiness $^{+LV*}$ donates (Happiness positive affect latent variable); Happiness $^{+**}$ (Happiness positive affect); Happiness $^{-LV***}$ (Happiness negative affect latent variable); Happiness $^{-****}$ (Happiness negative affect); Leisure $^{+LV*}$ (Leisure life positive affect latent variable); Leisure $^{+**}$ (Leisure life positive affect); Leisure $^{-LV***}$ (Leisure life negative affect latent variable); Leisure $^{-****}$ (Leisure life negative affect): Same acronyms are used for Tables 1 – 4 and reporting the statistical calculations.

Table 1 reflects the standardised factor loadings and α coefficients. The factors Happiness $^{+LV}$; Happiness $^{-LV}$; Leisure $^{+LV}$ and Leisure $^{-LV}$ were all statistically significant at $\rho \leq 0.001$. Happiness $^{+LV}$ attained the highest loading ($^\lambda$=0.998), followed by Happiness $^{-LV}$ ($^\lambda$=0.995) and Leisure $^{-LV}$ ($^\lambda$=0.976). All factor loadings were ≥ 0.05 as a satisfactory cut-off loading value (Turen, 2018). In relation to the standard error, the smaller values are the more representative in the sample of the study population, which is the case in this research (Kenton, 2019). Based on the standard error values in Table 2, an interpretation would be that the sample of n=151 is a true reflection of the sample drawn based on the study population. All latent variables attained acceptable α, which is indicative that the short five-point Likert scales (psychometric properties) used in this research were deemed acceptable to be used and that statements could be rated thereon.

Table 2: Correlations between lifestyle, leisure life and happiness

Factors	1	2	3	4	5	6	7	8
^{1}Happiness $^{+LV*}$	1.00							
^{2}Happiness $^{-LV***}$	-0.34	1.00						
^{3}Leisure $^{+LV*}$	0.03	0.01	1.00					
^{4}Leisure $^{-LV***}$	-0.31	0.52	0.17	1.00				
^{5}Bars & Betters	0.06	-0.10	0.14	-0.11	1.00			
^{6}Outdoors	0.01	-0.07	0.01	0.07	-0.31	1.00		
^{7}Show goers	0.02	-0.07	-0.15	-0.10	-0.32	-0.33	1.00	
^{8}Sport lover	0.05	-0.01	0.12	-0.03	-0.26	-0.27	-0.27	1.00

Cohen (1998) guidelines as 0.10 - 0.29 = small, 0.30 – 0.49 = medium and 0.50 – 1.0 = large; Lifestyle components (Bars & Betters; Outdoors; Show goers & Sport lover). The correlations in Table 2 indicate the strength of the relationships between the latent and nominal variables. In Table 2, correlations had been computed among the four latent variables' Likert scales and four nominal variables on data obtained from ($n = 151$) motorcyclists. The results furthermore suggest in Table 2 that 9 r was statistically significant ($\rho = \leq 0.05$). Happiness $^{+LV}$ was positively related to Leisure $^{+LV}$ [$r = 0.03$], Bars & Betters [$r = 0.06$], Outdoors [$r = 0.01$], Show goers [$r = 0.02$], Sport lover [$r = 0.05$] and negatively related to Happiness $^{-LV}$ [$r = -0.34$], Leisure $^{-LV}$ [$r = -0.31$]. A positive r exists between Happiness $^{-LV}$, Leisure $^{+LV}$ [$r = 0.01$], Leisure $^{-LV}$ [$r = 0.52$], and a negative r with Bars & Betters $r = $ [-0.10], Outdoors [$r = -0.07$], Show goers [$r = -0.07$] and Sport lover [$r = -0.01$]. In the same vein, Leisure $^{+LV}$ relates positively to Leisure $^{-LV}$ [$r = 0.17$], Bars & Betters [$r = 0.14$], Outdoors [0.01, Sport lover [$r = 0.12$] and negatively with Show goers [$r = -0.15$]. On the other hand, Leisure $^{-LV}$ r relates positively with Outdoors [$r = 0.07$] and negatively with Bars & Betters [$r = 0.11$], Show goers [$r = -0.10$] and Sport lover [$r = -0.03$]. Bars & Betters relates negatively with Outdoors [$r = -0.31$], Show goers [$r = -0.32$] and Sport lover [$r = -0.26$]. Outdoors also relates negatively

with Show goers $[r = -0.33]$ and Sport lover $[r = -0.27]$. In Table 2, Show goers also relates negatively with Sport lover $r = [-0.27]$. Lastly, Sport lover r relates positively with Leisure $^{+LV}$ $[r = 0.12]$, Happiness $^{+LV}$ $[r = 0.05]$ and negatively with Show goers $[r = -0.27]$, Outdoors $[r = -0.27]$, Bars & Betters $[r = -0.26]$, Leisure $^{-LV}$ $[r = -0.03]$. Overall, the results of r can be interpreted that the lifestyles that motorcyclists live are inclined to allow them to experience positive affect in their happiness while going on a leisurely excursion as part of their leisure life. Smith (2016) confirms that a positive lifestyle tourists (excursionists) lead does contribute to their overall happiness and enhance psychological functioning such as flourishing in life. These motorcyclists also experience more positive affect in relation to their leisure life. However, motorcyclists with a lifestyle of outdoors experience more positive affect in their leisure life than the other lifestyles based on the correlations.

Sport lovers indicated that they experience more negative affect in their leisure life. Therefore, they might prefer more sport-related activities in general as excursionists. The correlations between the latent and nominal variables were small to medium, thereby indicating practically visible effects between correlations. Bruwer and Li (2007; 2017) confirm that lifestyle is the way in which individuals live their lives, while spending time and income on various consumables (services). Motorcyclists could link their lifestyle to a service-oriented offering and also a perception of value attached to that offering (Bruwer, Li & Reid, 2002; Weddell, 2014). Implications of these findings for marketers of tourism destinations would be to enhance the positive experiences of their service offerings. Motorcyclists, for example, while going on leisurely excursions, might enjoy a variety of outdoor activities as part of their lifestyle. They often go on breakfast-runs or attend rallies, because they might prefer more social-related undertakings. Then tourism marketers should make sure that the tourism industry role players provide services attached to value as motorcyclists are often big spenders, which ultimately would result in a positive affect in their leisure life and overall happiness (Sykes & Kelly, 2014).

Table 3: β analyses between lifestyle, leisure life and subjective happiness

Factors	β	S.E.	ρ
Happiness $^{+LV}$ *ON*			
Leisure $^{+LV}$	0.06	0.09	0.494
Leisure $^{-LV}$	-0.30	0.08	**0.001**
Happiness $^{-LV}$ *ON*			
Leisure $^{+LV}$	-0.04	0.08	0.611
Leisure $^{-LV}$	0.47	0.07	**0.001**
Leisure $^{+LV}$ *ON*			
Bars & Betters	0.30	0.14	**0.031**
Outdoors	0.20	0.14	0.165
Show goers	0.09	0.14	0.542
Sport lover	0.27	0.13	**0.040**
Leisure $^{-LV}$ *ON*			
Bars & Betters	-0.40	0.13	**0.002**
Outdoors	-0.27	0.13	**0.043**
Show goers	-0.39	0.13	**0.003**
Sport lover	-0.31	0.12	0.013
Happiness $^{+LV}$ *ON*			
Bars & Betters	0.13	0.14	0.337
Outdoors	0.14	0.13	0.295
Show goers	0.12	0.13	0.367
Sport lover	0.14	0.13	0.284
Happiness $^{-LV}$ *ON*			
Bars & Betters	-0.36	0.12	**0.002**
Outdoors	-0.41	0.11	**0.001**
Show goers	-0.37	0.12	**0.002**
Sport lover	-0.30	0.11	**0.006**

It is evident from Figure 1 and Table 3 that a linear relationship subsists between motorcyclists' lifestyles (Bars & Betters, Outdoors, Show goer, Sport lover), Leisure $^{+LV}$; Leisure $^{-LV}$; Happiness $^{+LV}$ and Happiness $^{-LV}$. Leisure $^{-LV}$ were positively related to Happiness $^{-LV}$ [β = 0.47] and negatively with Happiness $^{+LV}$ [β = -0.30]. Leisure $^{+LV}$ relates positively with Happiness $^{+LV}$ [β = 0.06] and a negative relationship exists with Happiness $^{-LV}$ [β = -0.30]. Therefore, Leisure $^{-LV}$ had a greater effect on Happiness $^{-LV}$ than Leisure $^{+LV}$, which is indicative that the linear relationship between leisure life and happiness is a positive outcome. Bars & Betters as well as Show goers are greater negatively related to Leisure $^{-LV}$ [β = -0.40; -0.39] than other lifestyles and can be interpreted that they experience more positive affect in the leisure life domain and tend to be generally happier in owning a motorcycle. On the contrary, Sport lover relates to Leisure $^{-LV}$ [β = -0.31] and Happiness $^{-LV}$ [β = 0.47], which suggests that this lifestyle group is less happy in owning a motorcycle than other lifestyles led by motorcyclists. As foreseen, those motorcyclists living an outdoor lifestyle relate to Leisure $^{-LV}$ [β = -0.27] and Happiness $^{-LV}$ [β = 0.47]. The overall happiness of individuals (e.g. excursionists) is dependent on various factors. These may include social-related activities; contact with nature and green spaces as well as leisure life (Weil, 2013). On the other hand, motorcyclists with a lifestyle of Sport lover, and Bars & Betters relate to Leisure $^{+LV}$ [β = 0.27; 0.30]. Between these two lifestyle categories, Bars & Betters relate higher with Leisure $^{+LV}$ than all the other lifestyles led by motorcyclists who participated in this research. Based on these findings, marketers of tourism destinations should focus their marketing activities at the destination around Bars & Betters, Show goers and Sport lover when motorcyclists visit these destinations as excursionists. These could be to market the destinations as leisure happiness destinations and would reap the benefits based on spending patterns (Fjelstul & Fyall, 2015; Tourism Research Australia, 2017).
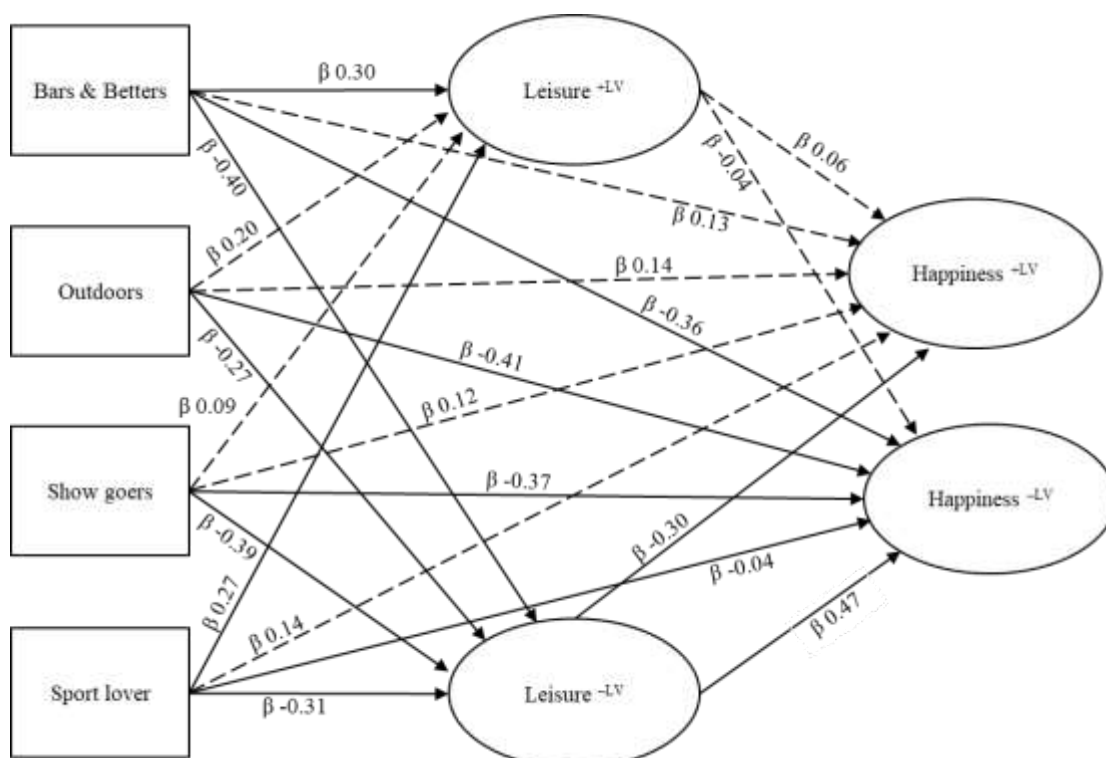

Figure 1: The single indicator model depicting the relationship between lifestyle, leisure life and subjective happiness with a focus on motorcyclists. ➤ Statistical significance ρ = ≤ 0.05)

Table 4: Mediation analyses between lifestyle, subjective happiness and Leisure $^{-LV***}$

Standardised β	Estimates	95% [L CI]	95% [U CI]
Effects from Sport lover to Happiness $^{-LV}$ [indirect]	-0.14	**-0.31**	**-0.02**
Leisure $^{-LV}$	-	-	-
Effects from Show goers to Happiness $^{-LV}$ [indirect]	-0.19	**-0.38**	**-0.05**
Leisure $^{-LV}$	-	-	-
Effects from Outdoors to Happiness $^{-LV}$ [indirect]	-0.13	-0.31	0.02
Leisure $^{-LV}$	-	-	-
Effects from Bars & Betters to Happiness $^{-LV}$ [indirect]	-0.19	**-0.37**	**-0.05**
[SIE] *Leisure* $^{-LV}$	-	-	-
Effects from Sport lover to Happiness $^{+LV}$ [indirect]	0.09	**0.01**	**0.26**
[SIE] *Leisure* $^{-LV}$	-	-	-
Effects from Show goers to Happiness $^{+LV}$ [indirect]	0.12	**0.02**	**0.31**
[SIE] *Leisure* $^{-LV}$	-	-	-
Effects from Outdoors to Happiness $^{+LV}$ [indirect]	0.08	-0.01	0.25
[SIE] *Leisure* $^{-LV}$	-	-	-
Effects from Bars & Betters to Happiness $^{+LV}$ [indirect]	0.12	**0.03**	**0.30**
[SIE] *Leisure* $^{-LV}$	-	-	-

β= Standardised regression coefficient;   [L CI]= Lower Confidence Interval; [U CI]= Upper Confidence Interval; [indirect]= indirect effects; [SIE]= Specific Indirect Effect.

Table 4 presents the indirect effects (mediation analyses) conducted between Lifestyle, Happiness $^{-LV}$; Happiness $^{+LV}$ and Leisure $^{-LV}$. Of the eight indirect effects, only six were statistically significant, that is, those six did not include 0. For the purposes of this research, mediation was only tested via Leisure $^{-LV}$, considering the effects from Sport lover to Happiness $^{-LV}$. A significant negative indirect relationship was found between Sport lover and Happiness $^{-LV}$ lifestyles through Leisure $^{-LV}$ -0.14, 95% CI [-0.31; -0.02]. The indirect effects from Show goers to Happiness $^{-LV}$. A significant relationship exists between Show goers and Happiness $^{-LV}$ via Leisure $^{-LV}$. This indirect relationship was also negative -0.19, 95% CI [-0.38; -0.05], with a focus on the effect from Bars & Betters to Happiness $^{-LV}$. A statistically significant negative indirect effect is visible between Bars & Betters to Happiness $^{-LV}$ through Leisure $^{-LV}$ -0.19, 95% CI [-0.37; -0.05]. In terms of the indirect effects between Lifestyle, Happiness $^{-LV}$ through Leisure $^{-LV}$ it can be seen that the CI was much higher for Show goers than other lifestyle types, followed by Bars & Betters. A possible interpretation could be that Leisure $^{-LV}$ is a bigger predictor towards Show goers and Bars & Betters Happiness in general and that excursions as part of a leisure activity are important to those motorcyclists' lifestyles. Lifestyle led by motorcyclists could in addition be viewed as a commitment and a status symbol participating in leisurely rides as it provides camaraderie and social cohesion (Thompson, 2010). Can and Saldamli (2019), Ehrnrooth and Grönroos (2013), and Poon (1993) confirm that tourists and excursionists have changed their way of thinking based on lifestyle. These individuals want to experience new or different things, having good times while on leisure, are adventurous, knowledgeable about products that tourism destinations offer (Lewis, Patterson & Pegg, 2013). Implications of this finding would be that tourism marketers of destinations should be aware that distinct motorcyclists on excursions are knowledgeable about the tourism product on offer. Motorcyclists are inclined to be misunderstood by service providers of tourism destinations, based on biker self-identity (Ahumada & Jung, 2013). If Bars & Betters and Sport lovers visit a tourism destination based to view a rugby or a football match in a pub, then ensure that service providers stock up on their favourite food and beverages, provide good

service, which will bring about return on investment. These service providers will then contribute to motorcyclists' overall happiness and leisure life in general.

The effect from Show goers to Happiness $^{+LV}$. Conversely, in Table 4, a positive relationship is present between Show goers and Happiness $^{+LV}$, which was significant through Leisure $^{-LV}$ 0.12, 95% CI [0.02; 0.31]. The effects from Bars & Betters to Happiness $^{+LV}$. It is evident that a statistically positive indirect effect subsists between Bars & Betters and Happiness $^{+LV}$ passing through Leisure $^{-LV}$ 0.12, 95% CI [0.03; 0.30]. Regarding the indirect effects between motorcyclists' lifestyles and Happiness $^{+LV}$ through Leisure $^{-LV}$ it is evident that the indirect effects and the CI are closely scored between Show goers and Bars & Betters and Happiness $^{+LV}$, experiencing a higher positive affect in relation to their Happiness than Sport lover and Outdoor lifestyles. Implications for tourism destination marketers would be to focus on themes that may incorporate activities to promote social relationships. According to Venter (2018), humans are social beings that require social and physical interaction with others, which contributes to their emotional and intellectual wellbeing through social interaction with others. These motorcyclists often travel in groups enjoying their positive leisure experiences (leisure wellbeing; leisure life) and therefore flourish in their overall happiness (Cho, 2020).

Conclusion, limitations and suggestions for future research

The study population is unique to the setting, and the findings can therefore not be applied to other population groups. An availability sampling technique was used for this research, which was deemed appropriate based on the online questionnaire used. This research is not without limitation, namely the small sample size based on the small social media motorcyclist group who participated in this research. This assisted the author's to compile a SI model, which contributes highly to methodology in tourism research. This brings us to the main question this research wanted to address. What is the relationship between motorcyclists lifestyle components, leisure life and happiness? Based on the statistical analyses it is evident that a linear relationship exists between lifestyle components, leisure life and happiness of motorcyclists that participated in this research. The findings point to a more diverse motorcyclist market as excursionists than previously thought, grounded on lifestyle, leisure life and their happiness. The lifestyle components led by motorcyclists their leisure life and overall happiness should be used as a guide to tourism destination marketers. This could assist them in designing or developing products and services tailor-made for this specialised group of excursionists (motorcyclists) to offer (Thackeray, 2009; Walker, 2011). Future research should focus on other related lifestyle types as part of psychographic segmentation and include in this type of research a focus on the broader motorcycle community. Another avenue would be to include social life, the self in prospect future research to identify more life domains that could influence motorcyclists happiness. Another suggestion would be to include serious leisure measures in the measuring battery and flow, e.g. self-actualisation, feelings of belonging, self-image, self-expression, feelings of accomplishment and regeneration of the self-directed towards motorcyclists participating in serious leisure (Frash & Blose, 2019). As a final thought, happiness is not a destination but a way of life.

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