The Impacts of Hedonic Motives Acceptance Model Based on Consumers' Experiences—A Theme Park as An Example

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ABSTRACT

In the era of experiential economy, tourism has become an increasingly common hedonistic activity. It is worth studying whether the motivation of tourists to engage in tourism activities will affect the recommendation intention and revisiting of tourists to the destination in the future. This paper explores the influence of various factors on tourists and verifies the feasibility of the hedonic motivation system model. An online questionnaire survey conducted on a theme park happy world travel in Guangdong, China, and 235 valid questionnaires were recovered, which were verified by structural equation model. The results show that perceived ease of use can positively influence perceived usefulness, pleasure, curiosity and control in hedonic motivation. Moreover, perceived usefulness has a positive influence on tourists' behavioral intention. Finally, happiness, curiosity, and control can have a significant positive impact on immersion.

INTRODUCTION

In the era of Internet experience economy, China's tourism industry is on the rise, and travelling has gradually become a common choice of people's daily life. In recent years, the continuous growth of China's tourism consumption and cultural expenditure has significantly promoted the growth of passenger flow of China's theme parks. As the leader of China's theme park, Chimelong Paradise, Guangzhou has attracted more than 20 million tourists each year since its opening in 2006, and its direct income has exceeded 5 billion yuan per year. Its advantageous location in the center of the 5A level Chimelong resorts and its abundant tourism resources make it in the leading position among China's theme parks. Therefore, Chimelong Paradise, Guangzhou is chosen as the object in the research on the motivation of tourists to participate in tourism behavior, the degree of tourists' recommendation to the tourist destination and revisiting in the theme related industries.

At present, there are few studies on hedonic motivation in China, most of which are focused on online shopping. Therefore, the research on hedonic motivation system model has just started. Domestic scholars' research on the development of Chimelong Paradise, Guangzhou is limited to resource classification and tourists' consumption decision-making, while the research on hedonic motivation system model is relatively few. Based on the hedonic motivation system model, this paper discusses the influencing factors of tourists' experience by investigating the quality of tourists' experience in

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Chimelong Paradise, Guangzhou, from which we can explore the influence of happiness and usefulness in the hedonic motivation system model to user behavior intention, and put forward valuable suggestions for theme parks to launch unique and targeted tourism products, so as to improve the quality of tourists' experience. In summary, the purpose of this study is as follows:

(1) To explore the influence of hedonic motivation such as perceived ease of use on perceived usefulness, curiosity, happiness and control;

(2) To explore the effects of perceived usefulness, curiosity, happiness and control on tourists' immersion and behavioral intention;

LITERATURE

Motivation theory

Based on the theory of rational behavior, Davis (1989) proposed the Technology Acceptance Model (TAM). The model attempts to explain the extent to which individuals accept or use new information technologies by measuring variables such as consumers' perceived usefulness, perceived ease of use, attitudes toward using, and behavioral intentions to use. Based on the original model, Venkatesh and Davis (2000) proposed an extended TAM (TAM2) that integrates social influence and cognitive instrumental processes. Based on the empirical analysis of eight models, including the TAM, the Theory of Planned Behavior (TPB), and the Diffusion of Innovation (DOI) Theory, Venkatesh and Davis (2003) constructed the integrated TAM. Venkatesh and Bala (2008) then delineated the factors that influenced perceived ease of use in detail and proposed TAM 3, which suggested that there were two factors that affected perceived ease of use, that is, anchor factors and adjustment factors. Also, the adjustment weight was inversely proportional to the anchor.

Hedonism System Model

Benedikt and Thomas (2018) believe that if information systems stimulate users' fantasies or evoke emotional reactions, such as joy, jealousy or fear, such information systems can be classified as hedonic systems. Brown and Venkatesh (2008) believe that hedonic system is mainly used in family or leisure, while utility system is mainly used in work environment. Utility systems are designed to provide users with tool value. They are created and used to improve the productivity of individuals, groups and organizations. In contrast, the goal of hedonic systems is to provide users with self-realized value, which is used for entertainment and leisure. In 2012, Paul Benjamin Lowry et al. enriched and improved the HMS model and proposed hedonic motivation system acceptance model (HMSAM). This model further explains how to satisfy people's intrinsic motivation. Different from some models, HMSAM does not simply express intrinsic motivation through perceived enjoyment, but through some more complex cognitive absorption (CA) structures, including joy, control, curiosity, focused engagement and temporary separation. Hedonism is widely used in online consumption in China. With the development of the Internet, online shopping is becoming more and more popular, and people enjoy buying what they need without leaving home.

RESEARCH Method

This research will be based on the hedonic motivation acceptance model, combined with the empirical results of domestic and foreign scholars, to make hypothesis on the research. The variables of hedonic motivation system acceptance model include perceived ease of use, perceived usefulness, curiosity, happiness, control, user behavior intention and immersion. Based on the perceived ease of use of tourists, this paper discusses the factors that affect their tourism behavior intention and immersion.

Data Analysis

The data of this study are mainly collected through online survey and collection. A total of 239 questionnaires were collected. After manual identification and screening, the invalid questionnaires with too short answer time and too consistent contents were eliminated. Finally, 235 valid questionnaires were collected, with a recovery rate of 98.3%. In terms of gender ratio, male accounted for 40.40% of the sample and female accounted for 59.50%. In terms of age, they mainly concentrated in the period of 18-25 years old, accounting for 51.84%, followed by 26-35 years old, accounting for 22.11%. The education level is mainly undergraduate, accounting for more than half of the total sample

size, followed by technical college degree, accounting for 20.80%. In this study, the reliability of the whole scale was tested, and the α values of each dimension of the Cronbach's were 0.822 in perceived usefulness, 0.749 in control, 0.817 in immersion, 0.929 in curiosity, 0.794 in perceived ease of use, 0.735 in happiness, and 0.797 in user behavior intention. The consistency of the seven dimensions was very high, and the reliability of the questionnaire was basically good, which can be used as data support for this study.

The reliability and validity analysis based on the data of valid questionnaire shows that each dimension constructed in this study has high reliability and validity. Therefore, this study takes the perceived ease of use, perceived usefulness, happiness, curiosity, control, user behavior intention and immersion as the seven potential variables of the structural model. The data analysis results of each dimension of the questionnaire used in this paper are the observation variables of the structural model. In the analysis process, AMOS22.0 was used to verify the structural equation model, and the standard factor load of each structure was between 0.541 and 0.924, which reached significant level, and there was no negative value of measurement error. Therefore, as far as the overall model is concerned, it meets the basic adaptation criteria.

In terms of absolute fitness measurement, the indicators of the overall theoretical model are: RMSEA = 0.103, GFI = 0.837, RMR = 0.029, $\chi 2/d.f=3.044$. Although only RMR reaches the ideal level, other values are close to the ideal level. In terms of incremental fitness measurement, the indicators of the overall theoretical model are: AGFI = 0.790, NFI = 0.864, CFI = 0.904. PNFI = 0.737, PGFI = 0.649 all meet the standard. In order to verify whether the research hypothesis is tenable, this paper sorts out the path coefficient and research hypothesis of the global structural equation model.

Conclusions

Firstly, perceived ease of use has a significant positive impact on perceived usefulness, curiosity, happiness and control, with the greatest impact on perceived usefulness and the least impact on happiness. This shows that tourists who experience in Chimelong Paradise, Guangzhou will feel curious, happy and have a beneficial impact on themselves or feel that everything is in their own hands because of the ease of use of the amusement park's amusement projects.

Secondly, perceived usefulness positively affects tourists' behavioral intention. Amusement projects have a great influence on tourists' behavior intention to a great extent. Tourists pay more attention to whether the amusement projects have a positive impact on their own emotions and spirits, and are willing to play some amusement projects that can enjoy physical and mental health or eliminate fatigue. This requires that Chimelong Paradise can improve the playability and pleasure of the amusement projects, make the tourists have the pleasure motivation for the amusement projects the desire to actively participate in the theme park amusement, thus making the tourists have a positive tourism experience.

Thirdly, happiness, curiosity and control can significantly affect tourists' immersion. Chimelong Paradise should make rational use of experiential marketing means to promote tourists' demand and motivation of happiness, curiosity and control. Only by using sensory marketing and emotional marketing, accurate communication and creating a clear emotional theme, can tourists be more willing to consume products and services in the scenic spot. The staff of tourist attractions should establish the sense of emotional service and let every tourist feel happy from the service.

Practical Implications

First, perceived ease of use performance has a significant positive impact on perceived usefulness, curiosity, happiness and control. This shows that tourists who experience in Chimelong Paradise will feel curious, happy and have a beneficial impact on themselves or feel that everything is in their own hands because of the ease of use of the amusement park's amusement projects. The operators can improve the operation of scenic spots from the aspect of perceived ease of use. First of all, they can improve the management of the parking lot and set up humanized instructions, so as to improve the efficiency of tourists entering and leaving the parking lot, and leaving them with a good first impression. Secondly, they should set up rest area and sunshade umbrella at the entrance, so that tourists can wait happily and patiently when entering the park. Intelligent recognition facilities such as face recognition should be installed so as to improve the efficiency of tourists' ticket checking in and fundamentally solve the problem of slow entry into the park. Finally, they can

design simple and easy guiding maps and guide signs in the park, so that tourists can play in the park more easily and gain a sense of control.

Second, since that tourists' behavior intention is positively and significantly affected by perceived usefulness, scenic area operators can set up different amusement facilities for different groups of people, and more parent-child games can be set up for family tourists to increase tourists' sense of pleasure. What's more, staff wearing mascots or character costumes can be set up in the park and interact with tourists, so that tourists can have more sense of participation and eliminate physical and mental fatigue. The staff of tourist attractions should establish the sense of emotional service and make every tourist feel happy from the service.

Third, happiness, curiosity and control can significantly affect tourists' immersion. The operator of Chimelong Paradise can publicize the amusement park items through various channels, such as using Tiktok celebrity effect to attract tourists, through which they will feel happy and curious. Then, they should set up water heaters and restaurants in the park and make rational layout, so that visitors can drink hot water and eat conveniently, thus getting a certain sense of control. Clever use of color matching can create visual effects.

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