



The study on the experiential aspects of consumption: consumer fantasies, feelings, and fun

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Abstract

Introduction: This paper aims to explore the relationship between tourist experiential aspects of consumption and their feelings, fun and fantasies.

Methods: The current study was carried out with a sample of general people. It is a questionnaire-based study which was circulated among 100 people, and the result is discussed. A Likert scale was used in the current study with values ranging from 1 (strongly agree) to 5 (strongly disagree). The data management and analysis were performed by using SPSS 16.0.

Result: The results show that there is a significant positive analysis of each consumer's experiential aspects of consumption.

Findings: The findings also indicate that consumption factor had significantly positive results with enjoyment, feelings, fun and fantasies. The findings can be used to develop the experiential aspects of consumption of consumer feelings, fun and fantasies. They further help too improve consumer's experiential aspects of consumption in terms of different strategies of enjoyment, feelings, fun and fantasies.

Keywords: experiential aspects of consumption, tourist experience, feelings, fun and fantasies, enjoyment, tourism, facilities, relationship, traveler

Introduction

An Experiential aspect of consumption of each tourist finds their own fulfillment of happiness in each activity during tour time. Tourism involves outstanding geological features and climate circumstances. Basically each tourist expect an experience at next level for that, they need to be a part of each activity based on their feelings, fun and fantasies.

It will happen more effectively if every tourism provides best facilities to each tourist in terms of their experiential aspects of consumption of consumer feelings, fun and fantasies. Thus, this study examines the relationship between tourist experience and their feelings, fun and fantasies.

This statement argues for the recognition of important experiential aspects of consumption.

Adventurers could be extreme adventurers, who may not seek commercial support to practice an activity, and may look for difficult inaccessible locations. The Adventure Tourism market Study 2013 further highlights the age of adventure travelers is younger than non-adventure travelers with an average of 36.

All tourism as a consumer inputs involved resources, task definition, search activity, type of involvement and individual difference. All consumers have different perceptions and consumption to enjoy the moment with consumption aspects like feelings, fun and fantasies. As Intervening response system Cognition, affect and behavior are the most affected criteria that tourism always tries to look for.

Literature review

(Jenny cave and Chris Ryan) Gender in backpacking and adventure tourism (2006) ^[2] The objective and purpose behind doing this research is to examining gender differences in perceptions of the backpacking experience

and to illustrating how mixed research methods aid in deriving richer understandings of a social phenomenon. The findings are to explore gender differences among visitors using backpacker accommodation in the New Zealand with some references.

(JR Brent Ritchie) Tourism experience management research: emergence, evolution and future directions (2007) The essence of tourism is the development and delivery of travel and visitation experiences. This paper aims to provide a quantitative and qualitative assessment of articles in major tourism journals in order to enhance our understanding of the tourism experience, with a special emphasis on the management issues associated with delivering these experiences to destination visitors. The findings suggest that, to see fundamental importance, experience related research which represent in other tourism literature.

(Mamon Allan) Place attachment and tourist experience in the context of desert tourism" (2005) ^[1] This paper aims to explore the relationship between tourist experience and place attachment in desert tourism experience. The findings suggest developing the tourist experience and there placing attachment in the context of its tourism experience. They further help tourism destinations Managers, planners and marketers to provide appropriate marketing strategies and enrich their offers to desert tourism participants.

(Jong-Hyeong Kim, J.R Brent Ritchie) Development of scale to measure memorable tourism experiences" (2010) ^[6] The objective and purpose behind doing this study is to develop a valid and reliable measurement scale that will assist in understanding the concept. It also helps in improving the effective management of the memorable experience. The data of this study support its dimensional structure of the memorable tourism experience as well as its internal consistency and validity.

“(Ralf Backley, Aishath Shakeela) “Adventure tourism and local livelihoods” (2014) [3] This study basically aims on the comparison of adventure tourism and local livelihoods. Therefore they cannot determine whether the boats they provide and resorts are greater opportunities to generate sustainable local livelihoods from adventure tourism. So they are trying to provide more facility for those people who belong from local area and their livelihood.

Sampling Design

Descriptive research design are undertaken when researcher is interested in knowing the characteristics of certain group such as age, sex, education, level or income, a descriptive study may be necessary other cases when a descriptive study could be taken up are when its interested in know the proportion manner, making projections of a certain things, or more variables.

Analysis

The tourists respect the natural environment while having fun.

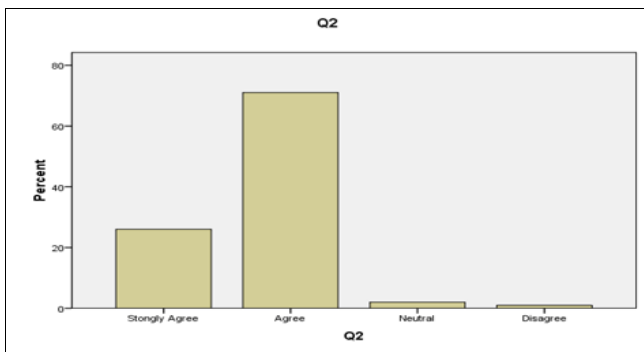


Fig 1

H0: All tourists are not treated equally in terms of their consumption aspects. **H1:** All tourists are treated equally in terms of their consumption aspects. Significant value is 0.000 which is lesser than 0.05 so null hypotheses is rejected and alternative hypotheses is accepted it means all tourists are treated equally in terms of their consumption aspects.

Providing all health care services that will take care of each tourist who is not feeling well because of some issues/reason.

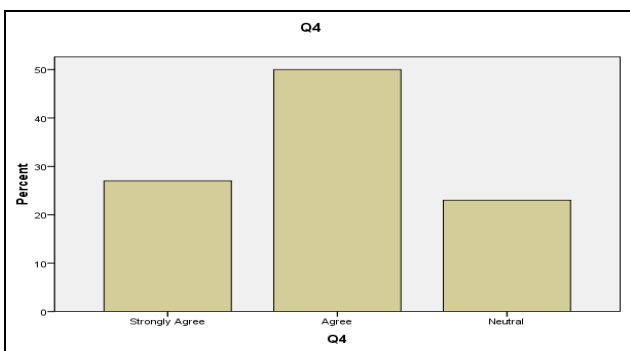


Fig 2

Table 1: One-Sample Test

Test Value = 0					
t	Df	Sig. (2-tailed)	Mean difference	95% Confidence interval of the difference	
				Lower	Upper
27.624	99	.000	1.960	1.82	2.10

H0: Providing all health care services that will not take care of each tourist who is not feeling well because of some issues/reason. **H1:** Providing all health care services that will take care of each tourist who is not feeling well because of some issues/reason. Significant value is 0.000 which is lesser than 0.05 so null hypotheses is rejected and alternative hypotheses is accepted it means Providing all health care services that will not take care of each tourist who is not feeling well because of some issues/reason.

Lack of good surroundings (neatness, temperature,).

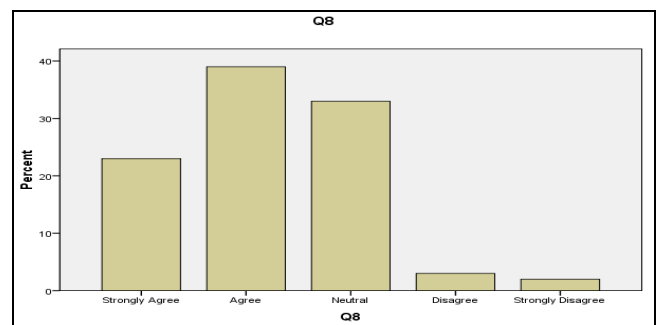


Fig 3

Table 2: One-Sample Test

Test Value = 0					
t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
24.519	99	.000	2.220	2.04	2.40

H0: Good surroundings (neatness, temperature,).

H1: Lack of good surroundings (neatness, temperature,). Significant value is 0.000 which is lesser than 0.05 so null hypotheses is rejected and alternative hypotheses are accepted it means Lack of good surroundings (neatness, temperature,).

Quickness to obtain an answer to each tourist request.

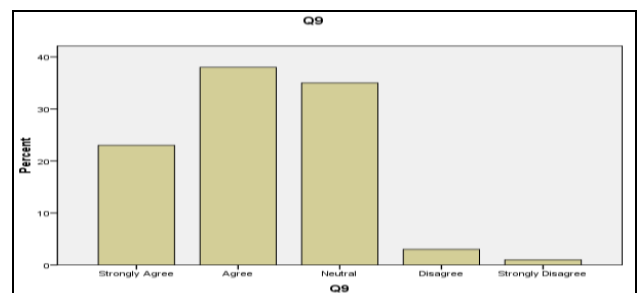


Fig 4

Table 3: One-Sample Test

Test Value = 0					
T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
25.461	99	.000	2.210	2.04	2.38

H0: Quickness to obtain an answer to each tourist request is not there.
H1: Quickness to obtain an answer to each tourist request. Significant value is 0.000 which is lesser than 0.05 so null hypotheses is rejected and alternative hypotheses is accepted it Quickness to obtain an answer to each tourist request. Match each tourist with appropriate clinic and physician when they are not feeling well.

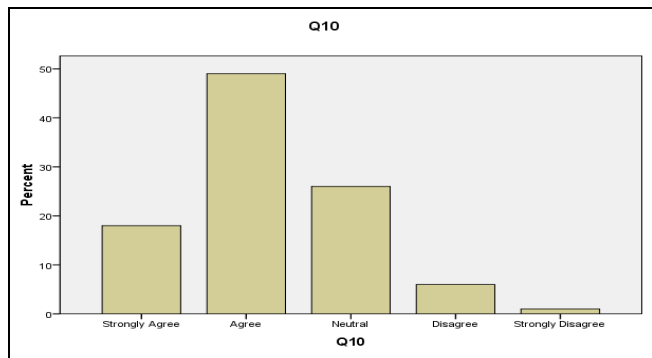


Fig 5

Table 4: One-Sample Test

Test Value = 0					
T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
26.202	99	.000	2.230	2.06	2.40

H0: They are not Match each tourist with appropriate clinic and physician when they are not feeling well.
H1: Match each tourist with appropriate clinic and physician when they are not feeling well. Significant value is 0.000 which is lesser than 0.05 so null hypotheses is rejected and alternative hypotheses is accepted it means match each tourist with appropriate clinic and physician when they are not feeling well. Adventure activities have been on the basis of their enjoyment, feelings, fun and fantasies.

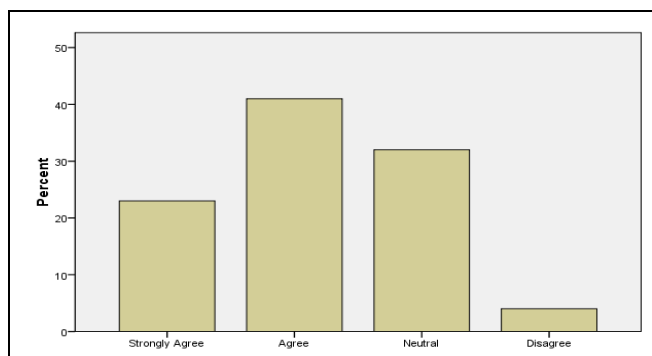


Fig 6

Table 5: One-Sample Test

Test Value = 0					
T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
26.162	99	.000	2.170	2.01	2.33

H0: Adventure activities have not been on the basis of their enjoyment, feelings, fun and fantasies.
H1: Adventure activities have been on the basis of their enjoyment, feelings, fun and fantasies. Significant value is 0.000 which is lesser than 0.05 so null hypotheses is rejected and alternative hypotheses is accepted it means Adventure activities have been on the basis of their enjoyment, feelings, fun and fantasies. All promises are fulfilled by them at the right time regarding their experiential consumption.

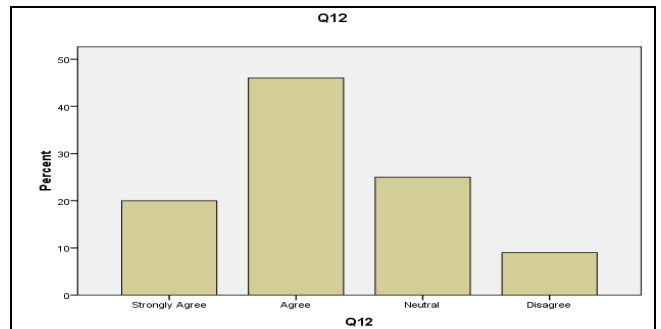


Fig 7

Table 6: One-Sample Test

Test Value = 0					
t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
25.500	99	.000	2.230	2.06	2.40

H0: All promises are not fulfilled by them at the right time regarding their experiential consumption
H1: All promises are fulfilled by them at the right time regarding their experiential consumption. Significant value is 0.000 which is lesser than 0.05 so null hypotheses is rejected and alternative hypotheses is accepted it means All promises are fulfilled by them at the right time regarding their experiential consumption.

Each location which tour operators provide should be regarding tourist fantasies, feelings and fun.

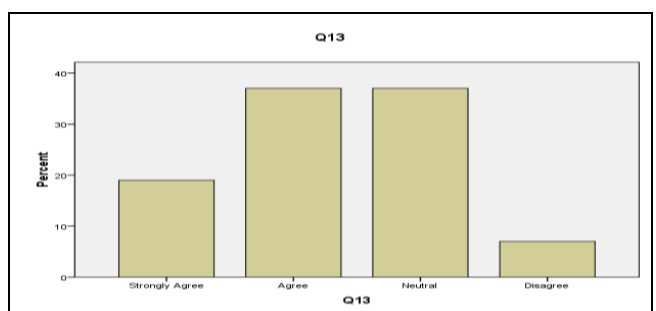


Fig 8

Table 7: One-Sample Test

Test Value = 0					
T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
26.878	99	.000	2.320	2.15	2.49

H0: Each location which tour operators provide should not be regarding tourist fantasies, feelings and fun.
H1: Each location which tour operators provide should be regarding tourist fantasies, feelings and fun. Significant value is 0.000 which is lesser than 0.05 so null hypotheses is rejected and alternative hypotheses is accepted it means Each location which tour operators provide should be regarding tourist fantasies, feelings and fun.

Lack of well management and well behavior.

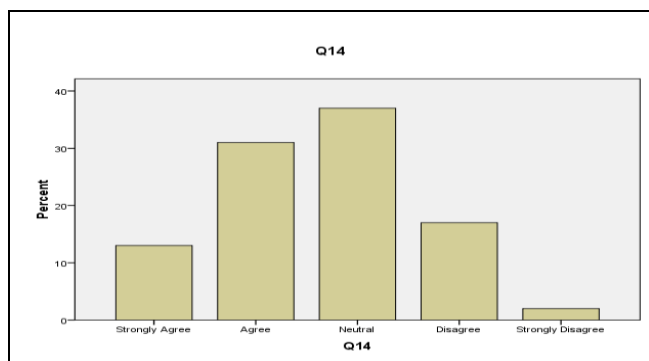


Fig 9

Table 8: One-Sample Test

Test Value = 0					
t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
26.944	99	.000	2.640	2.45	2.83

H0: Well management and well behavior.
H1: Lack of well management and well behavior. Significant value is 0.000 which is lesser than 0.05 so null hypotheses is rejected and alternative hypotheses is accepted it means Lack of well management and well behavior.

Implementation of the risk activities should be there. (Air based, water based, and land based)

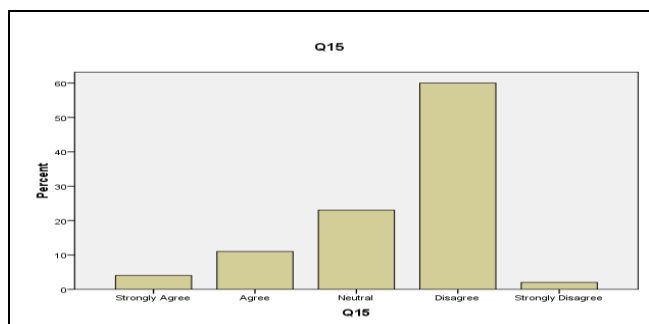


Fig 10

Table 9: One-Sample Test

Test Value = 0					
T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
39.704	99	.000	3.450	3.28	3.62

H0: Implementation of the risk activities should not be there. (Air based, water based, and land based)
H1: Implementation of the risk activities should be there. (Air based, water based, and land based) Significant value is 0.000 which is lesser than 0.05 so null hypotheses is rejected and alternative hypotheses is accepted it means Implementation of the risk activities should be there. (Air based, water based, and land based)

Lack of entertainment in terms of films festivals, night life and casinos).

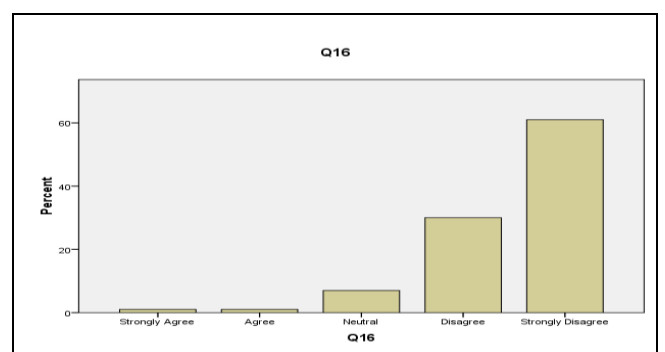


Fig 11

Table 10: One-sample test

Test Value = 0					
T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
59.179	99	.000	4.490	4.34	4.64

H0: Entertainment in terms of films festivals, night life and casinos).
H1: Lack of entertainment in terms of films festivals, night life and casinos). Significant value is 0.000 which is lesser than 0.05 so null hypotheses is rejected and alternative hypotheses is accepted it means Lack of entertainment in terms of films festivals, night life and casinos).

Conclusion

Conclusion and the actual results of the study, it will guide each tourist for their experiential aspects of consumption and their feelings, fun and fantasies. Each service that will provide for tourist will be in terms of their experiential aspects of consumption. By analyzing the data, researcher can surely say that tourist experiential aspects of consumption towards adventure and tour trip is completely positive. Here, all services which tour trip provides to each tourist will not create any kind of harm or negative results so that people can easily trust them in terms of their safety providence. The study also aimed to explore the relationship between the tourist experience and the place attachment in

terms of their feelings and fun.

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