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Pop-Up Hotels Versus Chain Hotels: Does the Type of Hotel Accommodation Influence the Traveler's Risk-Taking Behavior?

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Abstract: This research aims to understand if the type of hotel accommodation, i.e. pop-up versus chain hotel, can have an effect on the travelers' risk-taking behavior during the staying period. It was predicted that a pop-up hotel would lead to a higher risk-taking intention in the recreational and health domains, due to a higher 'fling' perception and consequent identity change while in a pop-up environment. An experiment was conducted to test the prediction. Data analyses including an ANOVA, ANCOVA and a serial mediation model showed that the pop-up hotel leads to higher recreational risk-intentions, however, no indirect relationships of 'fling' and identity change supported the casual chain predicted. Thus, it remains unknown what caused the higher recreational risk intentions, however possible underlying mechanisms are suggested. Finally, managerial implications are discussed based on the findings regarding the connection between hotels, 'fling' relationship and identity change.

Keywords: Risk-taking behavior; Pop-up hotel; Self-identity; 'Fling' relationship; Hospitality

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1. Introduction

The hotel industry has been experiencing serious challenges and opportunities (Deloitte 2016). Challenges are imposed by new competitors, such as peer-to-peer platform (e.g Airbnb) and Online Travel Agencies (e.g Booking.com or Expedia), which became a very important distribution channel for hotels around the world (Pan, Zang and Law 2013), but take major revenue from hotel bookings (Toh, Raven and DeKay 2011) consequently having more power amongst hotel brands. However, these are not the only challenges: individuals' travelling behavior is changing and, consequently, their needs are evolving (Deloitte 2016). This is caused by "changes in how and why people travel and make use of destinations" (Lub et al. 2016, p.249), due to a wider range of available choices related to travelling. Moreover, the consumer lives in the experience economy in which the product or services' selling has been replaced by a shift of selling experiences (Pine II and Gilmore 1998). This affects tourism, as well as the type of accommodations people stay when travelling, to which research has given great importance naming it "experiential consumption of tourism" and a new trend of "experiential nature of accommodations" (McIntosh and Siggs 2005, p.74), such as the one of *lifestyle, boutique* or *pop-up* hotels. Hence, people are increasingly making the shift between traditional hotel accommodations to these "experiential" ones due to: Firstly, the desire to break from the standardization and commonization in the type of accommodation and service chain hotels usually offer, which is expectable everywhere one goes (Agget 2007; McIntosh and Siggs 2005) and the desire to experience authenticity (Kosar 2014); Secondly, the increased need for a more unique, personalized experience and "new challenges and multi-entertainment in the form of action, emotion, and (aesthetic) adventure" (Kosar 2014, p.43). Additionally, a Deloitte's report (2016) found that environments proposed by hotels tend to influence behaviors and customers use them to explore new lifestyles. As one of the person's in the study mentioned "I find myself acting differently in well considered spaces" (Deloitte 2016, p.12). Guests like to stay in places

with “personality” which offer, temporarily, opportunities for different types of living and new identities: “it offers a chance to suspend reality and try a new identity and life on for size – it’s like dress up for adults” (Deloitte 2016, p.12).

On this same note, the brand ‘fling’ relationship discussed by Alvarez and Fournier (2012) shares the same identity relevancy of hotels. A ‘fling’ is short-term relationship characterized by a highly emotional engagement. When engaged in a brand ‘fling’ relationship, consumers aim to experience different identities (Alvarez and Fournier 2016). Could it be the case that consumers in a hotel environment feel this ‘fling’ relationship and that is what leads to a temporary new self-identity?

Cho and Fesenmaier (2001) stated that travelling has now “become a means for finding personal fulfillment, identity enhancement and self-expression” (Kosar 2014, p.43). Travelling has become more the experience of, not only the place, but the self in that place (Cutler and Carmichael 2010), i.e. how tourists explore ways of building meaningful experiences (Bosangit, Hibbert and McCabe 2015) through the travelling experience which involves an “individual quest of identity and self-realization” (Selstad 2007, p.20). At the same time, travelers are found to be more eager to experience out of the regular, radical activities such as snowboarding, diving, hiking, bungee jumping or skiing (HoganInjury n.d), hence, showing higher risk-taking behavior (Rose, Keystone and Hackett 2019). Indeed, injuries caused by accidents are the most important reasons for deaths abroad amongst young people when travelling (Rose et.al 2019), accounting for around 18% to 24% of deaths. Drowning, drugs or sport injuries are amongst the leading causes (Global Guardian Air Ambulance 2017; HoganInjury n.d; Rose et.al 2019).

A question arises: may this higher risk-taking behavior be connected with the travelers’ experience of the so called “self in place” (Cutler and Carmichael 2010), thus, be connected to temporary new self-identity? More specifically, since travelers are increasingly looking to stay

in “experiential” accommodations that offer the opportunity to experience a different self, and this identity change can also be connected to a ‘fling’ relationship, is the type of hotel accommodation ultimately related to the risk-taking behavior of the individual?

Having this in mind, the aim of this research is to study if the type of hotel where the traveler stays can affect his or hers risk-taking behavior indirectly, due to a temporary highly emotional engagement with the hotel, referred to as ‘fling’ relationship (Alvarez and Fournier, 2016), and a consequent identity change during that hotel experience. Two types of hotels chosen for this research were the pop-up and chain hotels due to the fairly newness of the former and the familiarity and longstanding existent of the latter.

I believe this research will be important for two reasons: firstly, to address the question from a hotel perspective of travelers’ risk-taking behavior, since it appears to be one of the leading causes for injuries and deaths abroad. Secondly, because the pop-up hotel trend is a very current topic and emerging as an innovative way to address evolving customer needs. Moreover, this research will contribute to the risk behavior and hospitality literature in the scope of *pop-up* accommodation, which has not been examined in previous research. Additionally, it brings light to the concept of ‘fling’ relationship and self-identity in the context of hotels, previously studied in brands and interpersonal relationships. Self-identity is studied from a hotel and ‘fling’ relationship perspectives, which builds upon existing literature. Last but not least, the research will contribute with further recommendations to the *pop-up* hotel segment from a managerial perspective.

2. Literature Review

2.1. A recent trend: the pop-up hotel

Pop-up hotel is a recent trend that has emerged within the hotel industry. A *pop-up* is a concept describing something that is temporary in nature, only operating for a definite period of time (Cambridge English Dictionary). This hotel has its roots on the *pop-up* trend, previously seen

in stores (Zogaj, Olk, and Tscheulin 2019), restaurants or dining experiences (Taylor, DiPietro and So 2018), thus, constituting groundwork to define *pop-up*s in the scope of hotels. The hotel version of a pop-up shares the central temporary nature, operating only for a limited amount of time. With the motto "stay the night, gone tomorrow" (Raphael 2017), pop-up hotels close, move somewhere else or can even change its image from time to time.

According to Travel Trends (n.d), *pop-ups* are a "natural experiential trend", giving emphasis on a renewed "guest experience" (Raphael 2017), which goes in accordance with what McIntosh and Siggs (2005) named as "experiential nature of accommodations". Thus, *pop-ups* fit into the "non-box" concept introduced by Naber (2002), which include the independent, non-chained operated hotels. This concept transmits the notion that the hotel is an experience itself and that customers want to stay there in search of a certain identity (Kosar 2014).

Hence, pop-up hotels offer a very different experience as compared to the usual chain operated hotels. Chains are not temporary and appear as a reliable choice across time and locations, due to their standardization (Agget 2007) and the "feeling of security and familiarity" (Kosar 2014, p.44) with the expected guaranteed quality and brand image fitting in the "box" concept proposed by Naber (2002).

2.2. Consumer relationship and identity change in a hotel context

A 'fling relationship' is a short-term relationship described as involving highly passionate behaviors with the absence of long-term expectations (Alvarez and Fournier 2016), studied in the scope of humans and brands. Two important dimensions of a brand 'fling' are its central connection to the self-concept and short-lived relationship (Alvarez and Fournier 2012). The latter aspect is characterized by what Alvarez and Fournier (2012) named "transience", an awareness that the relationship is going to end sometime, which is automatically related to the *pop-up* hotel due to its temporary nature. Consumers know the experience has a limited time, much likely a one-time-experience, possibly leading to a highly emotional engagement that is

characteristic of the 'fling' relationship (Alvarez and Fournier 2012) with the hotel. This way, it is expected that if a consumer is engaged in a 'fling' relationship with a hotel, it will be strongly felt in a pop-up environment in comparison to its chain counterpart which does not share this temporary nature.

Additionally, the brand 'fling' relationship is characterized by being identity-relevant: making use of the brand as "sources of meanings that consumers appropriate in order to live their daily lives" or allowing consumers to experience "different possible selves (…) a variety of self-definitions at the same time" (Alvarez and Fournier 2012, p.76). Having this in mind, it might be the case that hotels, just like brands, are sources of new temporary identities when engaged in a 'fling'. Moreover, *pop-up* hotels are a great tool to explore new identities, as these easily offer the opportunity to keep on trying new ideas (Deloitte 2016). Hence, this might heighten the identity relevancy dimension of the 'fling' relationship and, consequently, elevate the overall perceived 'fling' felt in a pop-up hotel experience.

2.3. Self-concept: stable or malleable?

Recent studies have supported the idea that the self is a malleable concept (Markus and Kunda 1989; Aaker 1999; Suh 2002). On the one hand, the self is stable due to the "chronically accessible" self-conceptions (Higgins, King and Mavin 1982), which are core to the self (Markus and Kunda 1986). On the other hand, the self-concept is also malleable, consisting of an adaptable set of self-conceptions to each situation (Markus and Kunda 1986). This idea is called the *working self-concept* (Markus and Kunda 1986), which expresses the notion that the self-concept is situational dependent and, thus, people do not always express the same personality traits. These findings support the *situation model*, which argues that behaviors and attitudes are context dependent and personality traits are considered a "temporary state" rather than a "permanent state" (Aaker 1999, p.46).

2.4. Risk-Taking Behavior

There is extensive research in risk-taking behavior across various domains: financial, health (or safety), recreational, ethical and social (Figner and Weber 2015; Nicholson et.al 2005; Weber, Blais and Betz 2002). Health risk has to do with activities that might compromise individuals' health such as taking drugs, drinking, riding without a seatbelt, drunk driving, while recreational risk decisions have to do with engaging in more challenging or unfamiliar activities (Weber et. al 2002). For the current research, recreational and health risks are essential since these stand out as one of the leading sources of injuries and deaths amongst travelers (Global Guardian Air Ambulance 2017; HoganInjury n.d; Rose, Keystone and Hackett 2019) and hence, are hypothesized to be the two main domains influenced by the type of hotel, i.e. pop-up or chain. People do not consistently have the same risk attitudes across domains (Figner and Weber 2015; Weber et.al 2002), taking into account individual and situational differences affecting the perceived risk and expected benefits of the decision (Weber et.al 2002). The risk-taking interactional model (Sitkin and Weingart 1995) defends that risk-taking behavior is both influenced by the characteristics of the person and the situation. Hence, the type of hotel could impact differently the individual's risk behavior across domains since both accommodations rely on different situational factors.

Moreover, the content of the *working self-concept* depends on three things: the previously active subset of the self-identity, the feelings derived from the situation itself and what the event demanded (Markus and Kunda, 1986). Therefore, one's *working self-concept* might call in momentarily for a different set of self-conceptions depending on the hotel experience, i.e pop-up or chain. These active self-conceptions can highly impact one's mood, thoughts and actions (Markus and Kunda 1986). Thus, an influence on travelers' risk-taking behavior could potentially be due to an identity change. In the same way, a 'fling' relationship may also mediate this effect since it is expected to lead to new experienced identities.

Spitzkat and Fuentes (2019) studied the temporary effect of pop-up sales in consumers' shopping mode, causing what these researchers called "frenzy shopping": characterized for being emotional-intense, agitated, disordered and wild due to a sense of urgency. Consumers engaged in a "wild, partly disorderly shopping practice connected with strong emotions" (Spitzkat and Fuentes 2019, p.203). Since a 'fling' relationship shares the same temporary dimension of the *pop-ups*, it might be able to lead to a similar "wild" and behavior in the form of higher risk-taking behavior in a pop-up hotel environment.

3. Hypotheses

Considering everything discussed above, the hypotheses are formalized as follows:

***H_1**: The type of hotel accommodation, i.e. pop-up versus chain hotel, will influence the risk-taking behavior in the recreational and health domains. More specifically, a higher risk-taking intention in the mentioned domains is expected in pop-up hotels in comparison to chain hotels*

***H_2**: The pop-up hotel experience is more likely to be perceived as a 'fling' relationship compared to a chain hotel experience.*

***H_3**: The perceived 'fling' relationship hypothesized in H_2 is expected to lead to a temporary change in self-identity*

***H_4**: This temporary change in self-identity will lead to a higher propensity for risk-taking in both recreational and health domains in pop-up hotels in comparison to chain ones.*

The statistical model implies a serial mediation model with two mediators being 'fling' relationship and self-identity change between the effect of the type of hotel on risk-taking behavior. A summary of the hypothesis can be seen in the conceptual diagram below:

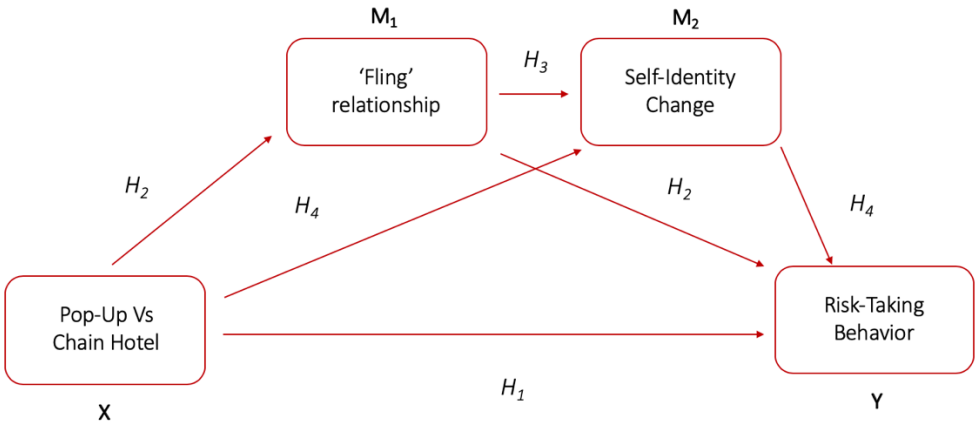

Figure 1. Conceptual framework.

4. Methodology

4.1. Sample

The sample consisted of 108 participants *(N=108)* from 13[1] different nationalities and was randomly assigned in order to have a balanced number of participants in each of the two groups of the independent variable, i.e pop-up or chain hotel condition. The most representative nationality was Portuguese, illustrating 77.3% of the sample. Out of the 108 responses, 97 agreed to indicate their age and gender. Thus, gender distribution indicates 27.8% male and 72.2% female[2], while age distribution indicates a major concentration in the 21-24-year-old group representing 71.13% of the cases. 17-20, 25-28, 50+ age groups indicate a 15.46%, 8.25%, 5.15% distribution respectively[3].

4.2. Design and Procedure

The current research employed a single factor 2 (pop-up vs. chained hotel experience) between-subjects design. Participants were randomly assigned to one of the two conditions. They were asked to imagine they were travelling and staying in the assigned pop-up or chain hotel,

[1] Appendix 1.1
[2] Appendix 1.2
[3] Appendix 1.3 and 1.4

mentioning real brands for both: The Good Hotel Brand and Sheraton, respectively. For each condition, a brief description was given as well as a picture in order for the participant to visually imagine the scenario. The pop-up hotel description focused on the short-term aspect of the experience: "(…) the *pop-up* concept characterizes something temporary, i.e. the pop-up hotel only exists for a limited period of time, "popping up" in another place or changing its image over time. It offers a one-time experience". On the contrary, the description of the chain hotel transmitted reliability: "You chose to stay in this hotel, because you know you will get the same expected good quality and standardized service of the Sheraton chain, everywhere in the world". The hotel condition was shown again at the beginning of the 'fling' relationship and 'self-identity change' questions to remind participants of the scenario.

Location, price and the absence of a social aspect were controlled for in the questionnaire itself, keeping them constant in both scenarios[4].

Risk-taking measure. Respondent's risk-taking behavior in the recreational and health domains were measured separately. For recreational risk, participants were shown four activities that they can consider doing including a ski day, exploring different parts of the city and bungee jumping[5]; for each activity two options were provided, among which, one option is risker than the other. For example, going down a ski run that is wide and with a low slope grade versus going down a ski run that is narrow, with frequent obstacles and a higher slope grade. Participants indicated which option they preferred on a 7-point Likert scale: (1- "Strongly prefer option A"; 7- "Strongly prefer option B"). For the health domain, participants were given a set of actions to rate the likeliness of engaging in each one. For example, how likely was one to buy an illegal drug for use (1- "Not likely at all"; 7- "Very likely"), with the exception of the drinking item which was measured separately since it is a categorical variable (figure 3).

[4] See the questionnaire in Appendix 2

[5] A camping day with two different levels of risk was also part of the recreational risk measure in the beginning. However, it was erased after realizing it could be confounded with another type of accommodation and did not make sense to engage in that type of activity while staying in a hotel already. Thus, making it harder to answer from a hotel perspective.

All the items measuring the dependent variable are presented in the figures below:

Recreational Risk Items

"You have two options. Which option do you prefer?"

1. Ski Day
Option A: Go down a ski run that is very wide and groomed with a slope grade of 10%
Option B: Go down a ski run that is narrow, with frequent obstacles and a slope grade of 45%

2. Explore the City
Option A: Explore a more touristy, well known part of the city
Option B: Expore an unkown part of the city

3. Bungee Jumping
Option A: Jump from 50 meters
Option B: Jump from 150 meters

4. Camping Day
Option A: Going camping in a common campground
Option B: Going camping in the wilderness beyond the civilization of a campground

*Item 4 was posteriorly erased form the analysis because it could be confounded with another type of acommodation and did not make sense to ask this in a hotel context

Figure 2. Recreational Risk Items.

Health Risk Items

"How likely are you to..."

1. Buy an illegal drug for your own use
2. Walking home via a somewhat unsafe part of the city
3. Driving home after you have had three drinks or more in the last two hours
4. How many drinks do you think you will have?

*Item 4 was ranked from 1-5 in a categorical manner: 1. None; 2. 1-3; 3. 3-5; 4. 5-7; 5. More than 7

Figure 3. Health Risk Items

Fling perception. *After the risk-taking measure,* items aiming to measure the 'fling' relationship and the 'self-identity change' followed. These were inspired on the literature of Alvarez and Fournier (2012) and posteriorly adapted to this research. 'Fling' and 'self-identity' items were measured on a 5-point Likert Scale (1- "Strongly disagree"; 5- "Strongly agree"). 'Self-identity' scale included two items: "being in this hotel makes me feel a little bit different about myself" and "by staying at this hotel, I can play with a different aspect of myself". 'Fling' scale was measured across six the items; sample items include[6]: "I experience a short-lived but intense passion towards this hotel", "when I choose this type of hotel I am impulsive", "my relationship with this hotel is short-lived", "I feel no commitment to this type of hotel".

[6] Check all six items of 'fling' relationship scale in Appendix 2, Q3.

Control variables. Last but not least, individual differences were measured. These were gender; age; nationality; individual risk tendency in both the health and recreational domains using an adaptation of Weber et.al (2002)[7] risk-taking behavior psychometric scale, measured on a 7-point discrete scale; regular type of traveler; usual accommodation when travelling and openness to experience[8] measured on a 5-point discrete scale, based on the Big Five Inventory scale (Fetzer Institute n.d)[9] items relative to this trait. Some of the scale's items included: "I see myself as someone who…is original, comes up with new ideas; values artistic, aesthetic experiences; is curious about many different things".

Gender was controlled for because it is a high differentiator in attitudes towards risk, with females being less likely to incur in risky behavior (Weber et.al 2002). Age is important to be controlled for because Millennials are the most common target market for *pop-up*s (Taylor et al. 2019). In the same way, adolescents are proven to be more eager to incur in risk behavior (Arnett 1995; Gullone et.al 2000). Openness to experience is related with a pre-disposition to experience new things (Whitbourne 1986) and it is inversely correlated with intolerance of ambiguity, which was found to be an individual difference for risk-taking behavior (Weber et. al 2002). Individual tendency for risk-taking seem only natural to control for since the goal is to highlight the influence of the hotel groups in risk-taking behavior.

Scale's mean score. Finally, the dependent variable, risk-taking behavior, was calculated as the mean score given to each item in each one of the respective domains. Thus, each individual ended up with a mean score for the recreational, health and drinking risk-taking. The same method was applied to the other variables composed by different items measured on a scale: 'fling', self-identity, openness to experience, individual recreational and health risk tendency.

[7] Appendix 3
[8] Check Appendix 2, Q5.
[9] Appendix 4

4.3. Outliers and missing data

SPSS was the software used to analyze the data. Observations with ID variables 51 and 55 were found to be outliers in recreational risk, as observed in the boxplot[10] . These observations were removed from the sample because they contained values outside the boxplot range, which are considered SPSS outliers (Pallant 2011). Health and drinking risk also presented outliers according to SPSS's boxplots[11]. However, since these values were not as extreme as the ones in recreational risk, they were kept in order to preserve the sample size. Lastly, responses missing crucial data to measure the dependent variable were removed. The data set resulted in the 108 responses and was ready for further analysis.

4.4. Reliability analysis

In order to interpret the data accurately, a reliability analysis was conducted to check the internal consistency of the psychological scales. The measures used were Cronbach's alpha, mean inter-item correlations and the Cronbach's alpha if an item is removed.

According to DeVellis (2003), Cronbach's alpha is ideally bigger than 0.7, but values above 0.8 are even more desirable. For scales with few items, i.e less than 10 such as the ones in the study, it is recommended to look at the mean inter-item correlations (DeVellis 2003), being the optimal range between 0.2 and 0.4 (Briggs and Cheek 1986). The criteria used to accept reliability was Clark's and Watson's (1995) average inter-item correlation: 0.15 to 0.50.

Item number 6 and 7[12] of the openness to experience scale were reversed before checking for reliability, since these were negatively worded as proposed by Pallant (2011).

In the current study, all scales presented a Cronbach alpha coefficient roughly equal to 0.7 or above[13], except for the 'fling' scale. Hence, in order to increase the reliability of the scale, as proposed by Pallant (2011), the item "I feel no commitment with this type of hotel" was

[10] Appendix 5.1
[11] Appendices 5.2 and 5.3
[12] Appendix 2 - Q5.
[13] Appendices 6.1 to 6.5

deleted[14] because the Cronbach alpha coefficient increased to 0.660 and the respective inter-item correlation to 0.273, positioned within the optimal range of Briggs and Cheek (1986). Moreover, lack of commitment in a 'fling' relationship is normally characteristic in an interpersonal perspective, but not from a brand perspective, even though it is short-term (Alvarez and Fournier 2012). Thus, the lack of commitment was not considered to be central.

Additionally, all psychological scales, with the exception of 'self-identity'[15], present a mean inter-item correlation within the optimal range discussed by Briggs and Cheek (1986) showing that the items are fairly correlated and measure the same idea overall. 'Self-identity' scale was above the range criteria proposed by Clark and Watson (1995) potentially presenting similarity in the respective set of items (Pallant 2011). However, the prevalent criteria of Cronbach alpha being above 0.7 for reliability is verified.

5. Main analyses

5.1. ANOVA: Variables

The study that follows involves one independent variable, the type of hotel accommodation, which is a categorical variable with two groups: pop-up and chain hotel; one dependent variable, risk-taking behavior, which is divided into two subsets[16]: health and recreational domains, which are continuous variables.

5.2. One-way ANOVA: Results and Analysis

A one-way between-groups analysis of variance (ANOVA) was conducted to explore the impact of the type of hotel accommodation on the levels of risk behavior, as measured by the recreational and health risk scales constructed. The goal is to verify if there is a statistically significant difference among the means of the two groups. All assumptions of ANOVA were

[14] Appendix 7
[15] Appendix 6.2
[16] Drinking risk-taking results are not reported. It had to be measured apart from health risk (a scale variable) due to its categorical nature. Thus, because it was only one item it did not seem a reliable measure for the dependent variable.

checked first, including normality[17] and homogeneity of variances[18]. Normality of the health risk distribution was not verified, possibly due to the outliers that were kept, whereas the one of recreational risk was. However, since the sample was random the test was still performed for both subsets of the dependent variable.

Participants in the pop-up hotel condition indicated higher intentions of risk-taking behavior in comparison to their chain hotel counterpart. This is represented by a statistically significant difference at the $p < .05$ level in recreational risk scores for the two hotel groups: ($M_{\text{pop-up}}$ = 3.97 vs. M_{chain}= 3.48, F (1, 106) = 4.348, p = .039, η^2 = .039).

Notwithstanding, there was no significant difference in the mean scores for health risk-taking behavior between participants subject to the pop-up and chain hotel condition at the $p < .05$ level: ($M_{\text{pop-up}}$ = 2.071 vs. M_{chain} = 1.865, F (1, 106) = 1.140, p = .288, $\eta^2 = 0.01$).

5.3 ANCOVA: Variables

Following a one-way ANOVA, a one-way ANCOVA was performed in order to control for potential variables which might influence our dependent variable and, thus, draw a more accurate conclusion. As mentioned, the covariates for the analysis of covariance (ANCOVA) included individual's risk tendency, openness to experience, gender and age.

5.4. One-way ANCOVA: Results and Analysis

Assumption of normality is reported in the ANOVA study. Homogeneity of variances is verified for both subsets of the dependent variable in the Leven's Test of Equality of Error Variances[19].

There was a marginally significant difference between the two hotel conditions on risk behavior in the recreational domain at $p<0.05$: ($M_{\text{pop-up}} = 3.899$ vs. $M_{\text{chain}} = 3.547$, F (1, 95) = 3.163, $p = .079$, $\eta^2 = 0.034$). Hence, participants in the pop-up hotel condition still indicated higher

[17] Test of normality used was Shapiro-Wilk, because the sample size < N=2000.
[18] Appendices 8 and 9 for ANOVA statistical output
[19] Appendices 10 and 11 for ANCOVA statistical output

intentions of risk-taking behavior in comparison to the ones subject to the chain condition, even when controlling for individual differences. As expected, individual tendency for recreational risk was a significant predictor of recreational risk-taking *(p = .000).*

There was not a significant difference at $p<0.05$ between the intentions of health risk-taking in the two type of hotels: *(M pop-up = 2.057 vs. M chain = 1.916, F (1, 95) = 1.250, p = .266,* η^2 *= 0.014).* As expected, individual tendency for health risk was significant to predict risk-taking in the health domain *(p = .000).*

Overall, the results corroborate the findings of ANOVA[20]. Based on ANCOVA and ANOVA results, H_1 is supported for the recreational risk. The statistically significant difference between the two hotel groups shows that a pop-up hotel environment leads to a higher recreational risk-taking intention compared to a chain hotel environment.

5.5. Mediation analysis

A serial multiple mediator analysis (model 6; Hayes (2013)) was conducted to examine whether the conditional indirect effect of the independent variable (type of hotel: pop-up versus chained hotel) on the dependent variable (recreational risk taking and health risk taking) followed the mediation chain through mediator 1 ('fling' relationship perception) and mediator 2 (self-identity change). The test was done separately for the recreational and health risk-taking. Covariates used were the same as in ANCOVA, in order to keep consistency.

This mediation chain was examined applying a bootstrap analysis with 5,000 draws using Process Model 6 of Hayes (2013). The null hypothesis, H_0, states that the indirect effect is equal to zero, therefore, only if zero lies outside the bootstrap limits we are able to reject H_0. Thus, the most important results to take into account are the ones of the indirect effects of the type of hotel (X) on risk-taking behavior (Y).

[20] Appendices 10 and 11 for ANCOVA statistical output

Recreational Risk. There was no significant indirect effect of both 'fling' relationship perception (95% CI: - 0.0487, 0.2216) and identity change (95% CI: -0.0214, 0.2400) on recreational risk-taking. Moreover, the indirect effect through the predicted causal chain: 'fling' relationship perception → identity change → recreational risk taking was not significant (95% CI: -0.1395, 0.0151). The significant effects found were of 'fling' perception on identity change (β = 0.6963, p < .001), the hotel condition on 'fling' perception (β = 0.5189, p < .05) and the hotel condition on identity change (β = -0.5892, p < .05)[21].

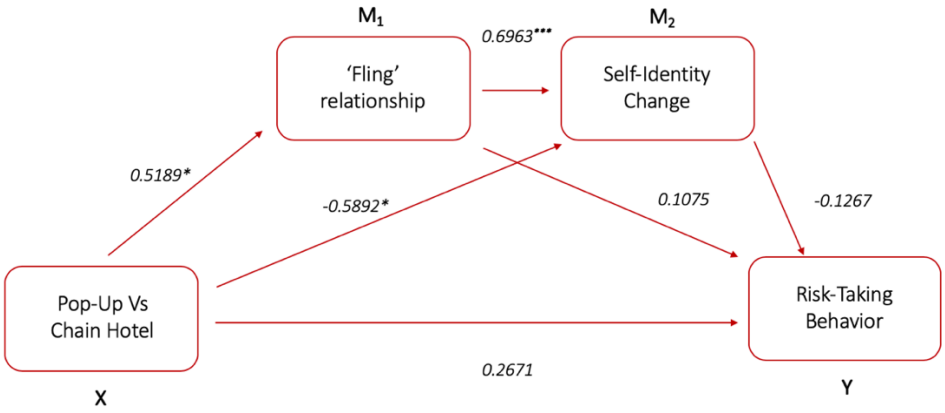

Figure 4. Statistical Diagram. Mediation model 6 (Hayes 2013) for recreational risk.

Health Risk. There was no significant indirect effect of both 'fling' relationship perception (95% CI: - 0.0631, 0.0990) and identity change (95% CI: -0.0315, 0.1146) on health risk-taking. Moreover, the indirect effect through the predicted causal chain: 'fling' relationship perception → identity change → recreational risk taking was not significant (95% CI: -0.0714, 0.0162). The only significant effects found were of 'fling' perception on identity change (β = 0.6532, p < .001) and of hotel condition on 'fling' perception (β = 0.4784, p < .05). The hotel condition on identity change was only marginally significant (β = -0.5341, p < .10)[22].

[21] For more information please refer to mediation analysis output on Appendix 12.1
[22] For more information please refer to mediation analysis output on Appendix 12.2

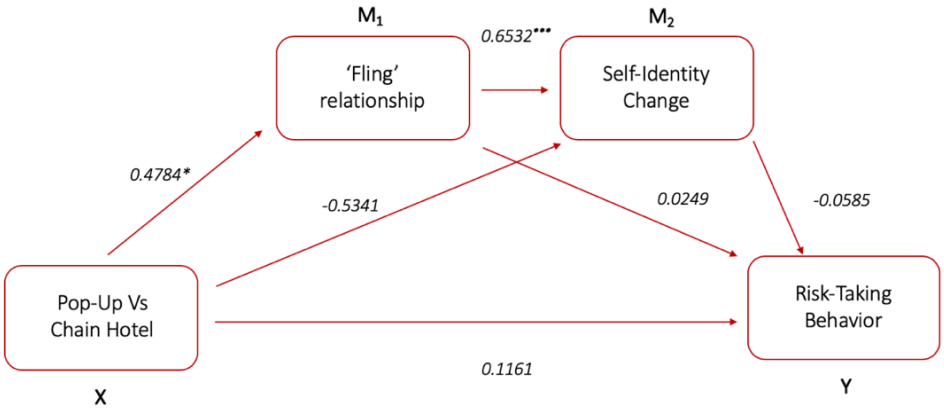

Figure 5. Statistical Diagram. Mediation model 6 (Hayes 2013) for health risk.

Taking everything into account, the casual mediation chain by 'fling' relationship perception and self-identity change on risk-taking behavior cannot be verified. Nor can H_4 be supported because identity change showed no significant influence on any type of risk-behavior.

On the other hand, H_3 was supported because perceived 'fling' relationship suggests being significant in leading to temporary change in self-identity. This goes in accordance with what Alvarez and Fournier (2012;2016) discussed about the brand 'fling' relationship being identity-relevant, i.e. using the brand as a tool to experience a variety of identities when engaged in this relationship. This finding is insightful to the latter from a hotel perspective, i.e. findings suggest a perception of the 'fling' relationship as identity-relevant in a hotel context as well.

Moreover, since the effect of the type of hotel on 'fling' relationship perception showed to be significant, a one-way ANOVA was conducted to explore the veracity of H_2, i.e. whether or not the 'fling' relationship is perceived to be felt more strongly in a pop-up hotel environment than in a chain. Results showed that participants in the pop-up hotel condition indicated higher 'fling' perceptions in comparison to the ones in the chain hotel. This is represented by a statistically significant difference at the $p < .05$ level in 'fling' relationship perception scores

for the two hotel groups: *(M pop-up = 4.3925 vs. M chained = 3.9167, F (1, 99) = 4.348, p = .049, η^2 = .0386)*[23]. *H_2* is hence supported.

The total effect[24] of the type of hotel on recreational risk was marginally significant *(β = 0.3518, p = .0787).* This enlightens the findings of ANOVA and ANCOVA regarding the effect of hotel condition on recreational risk: the marginally significant effect of X on Y has to do with the total effect and not a direct effect. As such, what led to the total effect of the type of hotel on recreational risk-taking behavior still remains unknown.

In line with ANOVA and ANCOVA results, there was no total significant effect of X on Y in the health risk domain[25]. *H_1* is then supported for recreational risk-taking, considering results from ANOVA, ANCOVA and the marginally significant effect of the total effect of X on Y.

6. Post-Hoc Analysis

In order to explore the reported significant direct effects of the hotel condition on 'fling' relationship and self-identity change, a deeper post-hoc analysis was conducted.

During this research it has been expected that a self-identity change would happen during the consumption of both type of hotels (Deloitte, 2016). Nevertheless, it was expected to be different because both hotels rely on different situational factors and, thus, a higher 'fling' perception was expected in a pop-up hotel. In order to understand if the experienced new identity differed between a pop-up or chain hotel, a one-way ANOVA was conducted. The results show no statistically significant difference in the strength of the identity change experienced between hotel groups[26] *(M pop-up = 3.4906 vs. M chain = 3.7188, F (1, 99) = .508 p = .478, η^2 = .005).* This may the reason why *H_4* was not verified, i.e. an identity change leading to higher risk-taking behavior in a pop-up versus chain hotel. Furthermore, a one-way ANOVA was pursued to understand which items of the 'fling' relationship scale actually make

[23] Appendix 13
[24] Total effect is calculated by the sum of the total indirect effect and direct effect of X on Y: TE = Total IE + DE. Appendix 12.1 for more information on the mediation analysis output.
[25] Refer to Appendix 12.2 for more information on the mediation analysis output.
[26] Appendix 14

a significantly difference in 'fling' perceptions between hotel groups. The only item found to make a difference was "I experience an intense but short-lived passion towards this hotel" *(M pop-up = 4.57 vs. M chain = 3.79, F (1, 99) = 4.075 p = .046, η^2 = .0395)*[27], which supports the high emotional engagement and temporary aspects of the 'fling' relationship from a pop-up hotel perspective. Nevertheless, the item "when I choose this type of hotel, I am impulsive" presented a higher mean score for the pop-up hotel *(M pop-up = 3.45 vs. M chain = 2.85, F (1, 99) = 2.699, p = .104, η^2 = .0265)*[28] but not strong enough to support higher impulsiveness in a pop-up environment.

7. General Discussion

7.1. Summary of findings

When in a context of travelling and staying in a hotel, participants in the pop-up condition showed higher intentions of incurring in recreational risk-taking comparing to the ones subject to the chain hotel experience. This was true even when controlling for individual differences. While the prediction was that this effect would be due to the perception of a 'fling' relationship with the hotel, which in turn would lead to an identity change and impact travelers' risk behavior, this casual chain was not supported by the results of the mediation analysis. As such, the justification of what caused the higher recreational risk-taking intentions in a pop-up hotel remains unknown. Perhaps, it can be solely due to a time scarcity factor, proven by Aggarwal, Jun and Huh (2011) to influence consumer behavior because it triggers a feeling of urgency and "hype" (Zogaj et.al 2019) which may lead to wilder behaviors such as the ones seen in pop-up sales (Spitzkat and Fuentes 2019) in the form of risk-taking. This is because 'fling' relationship perception as a whole, which has a time limit dimension but not only, did not show any direct or indirect effect on risk behavior. Other factors such as feeling excited or enthusiastic in a new environment, such as the one of pop-up hotels which may be a recent concept for many, could

[27] Appendix 15
[28] Appendix 15

also have had an instant effect on the risk-taking behavior.

Nevertheless, a pop-up environment showed stronger perceptions of a 'fling' relationship in comparison to chain hotels, which in turn suggest an identity change. However, there was no difference between hotels regarding this new identity perception.

7.2. Managerial implications

Based on these findings, there are a few managerial recommendations deserving attention. Since a pop-up hotel environment leads to a higher willingness to engage in challenging activities, managers can explore the recreational side of risk-taking within pop-up accommodations. This can be done by offering a set of curated radical experiences while capitalizing on this consumer behavior. In this scope, pop-up hotel managers should also perceive the importance of ensuring their clients' safety during the stay. As reported, some of the travelers' accidents or injuries are derived from practicing more radical sports. Thus, if the disposition for the latter is heightened by the pop-up condition one should have no doubt in ensuring highly reliable suppliers of these activities.

The overall non-significance and lower mean scores for risk-taking in the health domain might suggest that individuals' willingness to perform actions that compromise their safety or well-being is less subject to situational factors. These are found to be mostly explained by the individual's tendency for health risk. Thus, hotel managers should not be very preoccupied in addressing this type of risk since it is not heightened by the hotel situational factor.

Pop-up hotel managers can also take advantage of the stronger perceived 'fling' relationship in comparison to chain hotels by focusing the pop-up's communication around this 'fling' concept, hence, targeting travelers' "short-lived but intense passion" with the hotel. Using emotional advertising conveying the "once-in-a-life-time-experience" and short-lived experience message should trigger customers' urge to experience the hotel. Emotional appeals in advertising have shown to be more effective in services that have low awareness (Mattilda

1999), which may be the case of pop-up hotels since it a recent trend. In the same line, managers should study the guests' price elasticity given that travelers might have a higher willingness to pay for something that is unique and possibly only lived once.

This short-lived passion can trigger a lack of rationality in purchases characteristic of the 'fling' relationship (Alvarez and Fournier 2016) relationship and previously seen in pop-up sales. Thus, hotel managers should explore this by incentivizing purchases through having, amongst other ways, pop-up stores or spot sales inside the pop-up hotel only for hotel customers. Besides creating a feeling of exclusivity for customers, it can potentially bring new streams of revenues. Lastly, since hotels can indeed lead to a self-identity change, pop-up hotel managers should explore how to arrange the hotel spaces in order to influence positively the new identity experienced by the guest. Well considered hotel spaces can influence impacts one's mood and actions positively (Deloitte 2016).

8. Limitations and Future Research Directions

A limitation of the study relates to the difficulty in setting a hotel context for consumers throughout a survey. Some of the feedback received was how some participants forgot they were supposed to be answering questions while imagining themselves in a hotel. However, by controlling for individual differences this limitation ended up being, hopefully, addressed.

The fact that the sample was comprised of mostly people within the 21-24 years old range might impose a limitation because younger people are proven to show higher tendency for risk (Arnett 1995; Gullone et.al 2000). While age and individual risk tendency was controlled for, it would be beneficial for future research to have a sample with a broader age range in order to understand if and how different ages would exhibit different behaviors. The same method is suggested for culture since the sample was mostly comprised by Portuguese and other Western participants.

However, Western and Eastern cultures have been proven to influence self-identity consistency (Suh 2002) and risk-taking behavior differently (Sitkin and Weingart 1995).

The casual chain mediation by 'fling' relationship and 'identity change' was not supported. Perhaps one of the limitations may have been the fact that the 'fling' and self-identity change scales were constructed based on insights taken from Alvarez and Fournier (2012) study and not compared to an existing scale. Maybe using the support of other existing scales could be beneficial to further study this casual chain model, instead of disregarding it right away.

Although not having shown great variation between hotels in this research, impulsiveness would be an interesting factor to study in the scope of pop-up hotels. A suggestion would be to use a multi-item scale to capture the effect of impulsiveness alone, instead of using just one item within the 'fling' scale. It could be insightful to managers knowing how to play with the temporary lack of rationality in decision making from the perspective of impulsive shopping. For instance, possibly increasing prices of stays or even selling products and services that fuel consumer engagement in the temporary hotel experience. Hence, it would benefit not only the consumer, but also experimenting new ways to increase the hotel's bottom line. Moreover, impulsiveness can be tested as a possible mediator of the effect of pop-up hotels on the higher recreational risk-taking intentions, instead of the present hypothesized mediators.

Location of the pop-up hotels should be studied from the perspective of recreational risk-taking in order to understand if it is also connected with the willingness to practice radical activities. This way, managers are able to get the bigger picture of what type of experiences to offer during the travelers' stay and how best to communicate them. Indeed, travelers are increasingly seeking authentic local experiences better than traditional sightseeing (Li, Lee and Yang 2019), due to a need of authenticity (Kosar 2014), and as such they want to engage more with the local scene (Deloitte 2016). Pop-up hotels can leverage from this due to their high flexibility of being placed in varied locations or be moved around. Thus, matching the recreational experiences

offered to the specificities of the location can leverage the local experience and build the bridge between the evolving consumer needs and this new trend of hotels.

In the present research, participants imagined themselves travelling alone. However, it would be interesting to study how travelling with someone, i.e. friends, family, a partner or even social interactions developed during the travel, could affect differently one's recreational risk-behavior in the scope of both hotels. This is because the social aspect influences individuals' self-concept and, consequently, molds their behaviors to each situation (Aaker 1999). Swann and Read (1981) defended the *self-verification theory* "people actively try to verify, validate, and sustain their existing self-views in social contexts" (Suh 2002, p.1379). Exploring these social interactions could give insights on how pop-up hotel managers can take advantage of different groups of guests through personalized activities and how to communicate them.

In conclusion, this is a trial study since there is still little research on pop-up hotels and no prior research from this model perspective. Hence, generalizing conclusions might be a bit premature taking into consideration the limitations, but it can definitely act as a guide for further research on the topic. However, results can be considered a good first effort to understand the relationship between the type of hotel and recreational risk-behavior, as well as, the dynamics between the self-concept and 'fling' relationship form a hotel perspective.

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10. Appendices

Appendix 1. Sample

Appendix 1.1. Nationality distribution

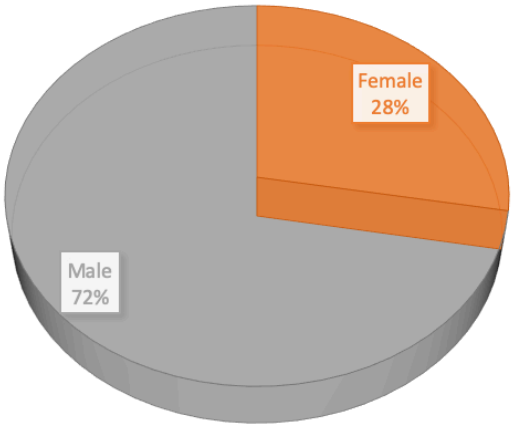
coded_nation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Portuguese	75	69.4	77.3	77.3
	Canadian	3	2.8	3.1	80.4
	Spanish	3	2.8	3.1	83.5
	Irish	1	.9	1.0	84.5
	German	5	4.6	5.2	89.7
	Latinos	4	3.7	4.1	93.8
	Indian	1	.9	1.0	94.8
	Dutch	1	.9	1.0	95.9
	Russian	1	.9	1.0	96.9
	French	1	.9	1.0	97.9
	Italian	1	.9	1.0	99.0
	Unkown	1	.9	1.0	100.0
	Total	97	89.8	100.0	
Missing	System	11	10.2		
Total		108	100.0		

Appendix 1.2. Gender distribution

Gender

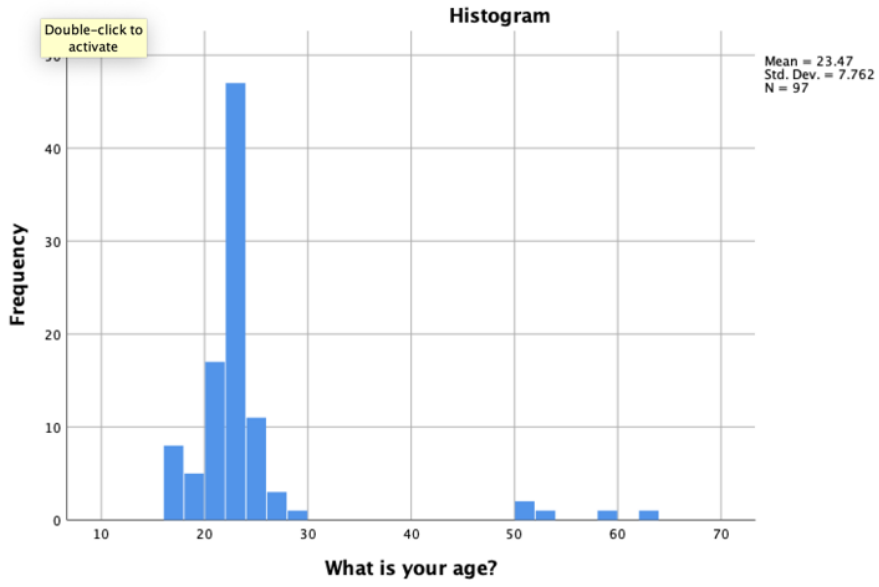
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	27	25.0	27.8	27.8
	Female	70	64.8	72.2	100.0
	Total	97	89.8	100.0	
Missing	System	11	10.2		
Total		108	100.0		



Appendix 1.3. Age distribution

What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17	8	7.4	8.2	8.2
	18	1	.9	1.0	9.3
	19	4	3.7	4.1	13.4
	20	2	1.9	2.1	15.5
	21	15	13.9	15.5	30.9
	22	38	35.2	39.2	70.1
	23	9	8.3	9.3	79.4
	24	7	6.5	7.2	86.6
	25	4	3.7	4.1	90.7
	26	3	2.8	3.1	93.8
	28	1	.9	1.0	94.8
	50	1	.9	1.0	95.9
	51	1	.9	1.0	96.9
	53	1	.9	1.0	97.9
	58	1	.9	1.0	99.0
	63	1	.9	1.0	100.0
	Total	97	89.8	100.0	
Missing	System	11	10.2		
Total		108	100.0		



Appendix 1.4 – Age distribution in groups

Age Groups	Percentage
17-20	15,46%
21-24	71,13%
25-28	8,25%
50+	5,15%

Appendix 2. **Questionnaire**

Understanding the influence of the type of hotel accommodation on consumer risk behavior

Start of Block: Introduction

Introduction

Dear participant,

My name is Marta Clemente and I'm a MSc's in International Management student at Nova School of Business and Economics. This following questionnaire aims to collect data for the purpose of my master's thesis regarding the influence of the type of hotel accommodation on consumer's risk behavior and self-identity.

All the data will be collected **anonymously** and remain like that**.** It will not take more than 6 minutes to complete. Your help is **extremely important** in order to finish my thesis!

It is very important that you **imagine each scenario described along the questionnaire**.

Thank you very much in advance for your time and help! I really appreciate it!

Marta Diniz Clemente

End of Block: Introduction

Start of Block: Pop-up hotel

Scenario Imagine you're staying at this pop-up hotel for the duration of your travels, from The Good Hotel brand. It is located in the heart of Geneva, in Switzerland, and you paid 100€ per night. If you are not familiar, the Pop-Up concept characterizes something temporary, i.e, the pop-up hotel only exists for a limited period of time, "popping up" in another place or change its image over time. It offers a one-time experience.

End of Block: Pop-up hotel

Start of Block: Chain hotel

Scenario
Imagine you're staying at this chain hotel, by Sheraton, for the duration of your travels. It is located in the heart of Geneva, in Switzerland, and you paid 100€ per night. You chose to stay in this hotel, because you know you will get the same expected good quality and standardized service of the Sheraton chain, everywhere in the world.

End of Block: Chain hotel

Start of Block: Risk-taking measure

Q1 You're in your hotel room trying to decide upon some activities for the next days. Answer the following questions

Page Break

Q1.1
Activity 1: Ski day

You have 2 options:

Option A: Go down a ski run that is very wide and groomed with a slope grade of 10%
Option B: Go down a ski run that is narrow, with frequent obstacles and a slope grade of 45%

Which option do you prefer?

- ○ 1 strongly prefer option A (1)
- ○ 2 (2)
- ○ 3 (3)
- ○ 4 (4)
- ○ 5 (5)
- ○ 6 (6)
- ○ 7 strongly prefer option B (7)

Q1.2
Activity 2: Explore the city
You have 2 options:

Option A: Explore a more touristy, well known part of the city
Option B: Explore an unknown part of the city

Which option do you prefer?

- ○ Strongly prefer option A (1)
- ○ 2 (2)
- ○ 3 (3)
- ○ 4 (4)
- ○ 5 (5)
- ○ 6 (6)
- ○ Strongly prefer option B (7)

Q1.3
Activity 3: Bungee Jumping
You have 2 options:

Option A: Jump from 50 meters
Option B: Jump from 150 meters

Which option do you prefer?

- ○ Strongly prefer option A (1)
- ○ 2 (2)
- ○ 3 (3)
- ○ 4 (4)
- ○ 5 (5)
- ○ 6 (6)
- ○ Strongly prefer option B (7)

Page Break

Q1.4
Activity 4: Camping day
You have 2 options:

Option A: Going camping in a common campground
Option B: Going camping in the wilderness, beyond the civilisation of a campground

Which option do you prefer?

- ○ Strongly prefer option A (1)
- ○ 2 (2)
- ○ 3 (3)
- ○ 4 (4)
- ○ 5 (5)
- ○ 6 (6)
- ○ Strongly prefer option B (7)

Q2 After you've made the decisions about the activities, you decide to go for a drink. Answer the following questions

Page Break

Q2.1
Drinking

How many drinks do you think you will have?

- None (1)
- 1-3 (2)
- 3-5 (3)
- 5-7 (4)
- More than 7 (5)

Page Break

Q2.2
Drugs
How likely are you to....

Buy an illegal drug for your own use

- Not likely at all (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- Very likely (7)

Q2.3
Walking home
How likely are you to...

Walk home via a somewhat unsafe part of the city

- ○ Not likely at all (1)
- ○ 2 (2)
- ○ 3 (3)
- ○ 4 (4)
- ○ 5 (5)
- ○ 6 (6)
- ○ Very likely (7)

Page Break

Q2.4
Driving home under the substance of alcohol
How likely are you to...

Driving home after you've had three drinks or more in the last two hours

- ○ Not likely at all (1)
- ○ 2 (2)
- ○ 3 (3)
- ○ 4 (4)
- ○ 5 (5)
- ○ 6 (6)
- ○ Very likely (7)

Page Break

End of Block: Risk-taking measure

Start of Block: Excitement, fling, temporary identity

Display This Question:

Imagine you're staying at this pop-up hotel for the duration of your travels, from The Good Hotel... Is Displayed

Scenario Now imagine you're enjoying your time at the pop-up hotel again.

Display This Question:

Imagine you're staying at this chain hotel, by Sheraton, for the duration of your travels. It is... Is Displayed

Scenario Now imagine you're enjoying your time at the Sheraton hotel again.

Q3. Please indicate how you feel when staying in this hotel:

	Strongly disagree (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Strongly agree (7)
Being in this hotel makes me feel a little bit different about myself (1)	○	○	○	○	○	○	○
By staying at this hotel, I can play with a different aspect of myself (2)	○	○	○	○	○	○	○
My relationship with this hotel is short-lived (3)	○	○	○	○	○	○	○
I experience an intense but short-lived passion towards this hotel (4)	○	○	○	○	○	○	○
I feel no commitment to this type of hotel (5)	○	○	○	○	○	○	○
When I choose this hotel, I plan to experiment something different from the last hotels I've been (6)	○	○	○	○	○	○	○

My experience with this hotel gives me high emotional rewards (7)	○	○	○	○	○	○	○
When I choose this type of hotel, I am impulsive (8)	○	○	○	○	○	○	○

Page Break

Q4. How do you feel in this environment?

	Strongly disagree (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Strongly agree (7)
Enthusiastic (1)	○	○	○	○	○	○	○
Excited (2)	○	○	○	○	○	○	○
Adventurous (3)	○	○	○	○	○	○	○
Fun (4)	○	○	○	○	○	○	○
Fresh (5)	○	○	○	○	○	○	○

End of Block: Excitement, fling, temporary identity

Start of Block: Individual differences

Q5. I see myself as someone who...

	Strongly disagree (1)	2 (2)	3 (3)	4 (4)	Strongly agree (5)
Is original, comes up with new ideas (1)	○	○	○	○	○
Is curious about many different things (2)	○	○	○	○	○
Has an active imagination (3)	○	○	○	○	○
Is inventive (4)	○	○	○	○	○
Values artistic, aesthetic experiences (5)	○	○	○	○	○
Prefers work that is routine (6)	○	○	○	○	○
Has few artistic interests (7)	○	○	○	○	○
Likes to reflect, play with ideas (8)	○	○	○	○	○
Is sophisticated in art, music or literature (9)	○	○	○	○	○

Page Break

Q6. Normally, I would...

	Extremely unlikely (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Extremely likely (7)
Go camping in the wild (2)	○	○	○	○	○	○	○
Go on a two-week vacation to a foreign country without booking accommodations ahead (4)	○	○	○	○	○	○	○
Go down a ski run that is too hard (5)	○	○	○	○	○	○	○
Periodically engage in a dangerous sport (e.g mountain climbing or sky diving) (6)	○	○	○	○	○	○	○
Try out bungee jumping at least once (7)	○	○	○	○	○	○	○
Explore an unknown city or section of town (8)	○	○	○	○	○	○	○
Buy an illegal drug for my own use (1)	○	○	○	○	○	○	○
Engage in binge drinking (3)	○	○	○	○	○	○	○
Drive home after having three or more drinks (9)	○	○	○	○	○	○	○
Walking home alone in a somewhat unkown area of the city (11)	○	○	○	○	○	○	○
Taking a legal drug, but with possible negative effects (12)	○	○	○	○	○	○	○

Page Break

Q7. What type of traveler would you describe yourself as?

- ○ Backpacker (1)
- ○ Business traveller (2)
- ○ A weekend traveller (3)
- ○ Regular holiday traveller (4)

Page Break

Q8. In what type of accommodation do you normally stay, when travelling?

- ○ Chain hotels (1)
- ○ Boutique or Lifestyle hotels (2)
- ○ Pop-Up hotels (3)
- ○ Airbnb (4)
- ○ Hostels (5)
- ○ Other (6) _____

Page Break

End of Block: Individual differences

Start of Block: Demographics

Q9. What is your age?

_____

Page Break

Q10. Gender

- ○ Male (1)
- ○ Female (2)

Page Break

Q11. What is your nationality?

_____

Page Break

Thank you so much for your help! Please click to submit your response.

End of Block: Demographics

Appendix 3. Risk-taking behavior psychometric scale items (Weber, Blais and Betz 2002)

APPENDIX C

For each of the following statements, please indicate your **likelihood** of engaging in each activity or behavior. Provide a rating from **1 to 5**, using the following scale:

1	2	3	4	5
Very unlikely	Unlikely	Not sure	Likely	Very likely

1. Admitting that your tastes are different from those of your friends. (S) _____
2. Going camping in the wilderness, beyond the civilization of a campground. (R) _____
3. Betting a day's income at the horse races. (G) _____
4. Buying an illegal drug for your own use. (H) _____
5. Cheating on an exam. (E) _____
6. Chasing a tornado or hurricane by car to take dramatic photos. (R) _____
7. Investing 10% of your annual income in a moderate growth mutual fund. (I) _____
8. Consuming five or more servings of alcohol in a single evening. (H) _____
9. Cheating by a significant amount on your income tax return. (E) _____
10. Disagreeing with your father on a major issue. (S) _____
11. Betting a day's income at a high stake poker game. (G) _____
12. Having an affair with a married man or woman. (E) _____
13. Forging somebody's signature. (E) _____
14. Passing off somebody else's work as your own. (E) _____
15. Going on a vacation in a third-world country without prearranged travel and hotel accommodations. (R) _____
16. Arguing with a friend about an issue on which he or she has a very different opinion. (S) _____
17. Going down a ski run that is beyond your ability or closed. (R) _____
18. Investing 5% of your annual income in a very speculative stock. (I) _____
19. Approaching your boss to ask for a raise. (S) _____
20. Illegally copying a piece of software. (E) _____
21. Going whitewater rafting during rapid water flows in the spring. (R) _____
22. Betting a day's income on the outcome of a sporting event (e.g. baseball, soccer, or football). (G) _____
23. Telling a friend if his or her significant other has made a pass at you. (S) _____
24. Investing 5% of your annual income in a conservative stock. (I) _____
25. Shoplifting a small item (e.g. a lipstick or a pen). (E) _____
26. Wearing provocative or unconventional clothes on occasion. (S) _____
27. Engaging in unprotected sex. (H) _____
28. Stealing an additional TV cable connection off the one you pay for. (E) _____
29. Not wearing a seatbelt when being a passenger in the front seat. (H) _____
30. Investing 10% of your annual income in government bonds (treasury bills). (I) _____
31. Periodically engaging in a dangerous sport (e.g. mountain climbing or sky diving). (R) _____
32. Not wearing a helmet when riding a motorcycle. (H) _____
33. Gambling a week's income at a casino. (G) _____
34. Taking a job that you enjoy over one that is prestigious but less enjoyable. (S) _____
35. Defending an unpopular issue that you believe in at a social occasion. (S) _____
36. Exposing yourself to the sun without using sunscreen. (H) _____
37. Trying out bungee jumping at least once. (R) _____
38. Piloting your own small plane, if you could. (R) _____
39. Walking home alone at night in a somewhat unsafe area of town. (H) _____
40. Regularly eating high cholesterol foods. (H) _____

Note: E = ethical, I = investment, G = gambling, H = health/safety, R = recreational, and S = social items.

Risk-Behavior Scale (Weber, Blais and Betz 2002).

Appendix 4. Big Five Inventory (BFI) items (Fetzer institute n.d)

Scale:

The Big Five Inventory (BFI)

Here are a number of characteristics that may or may not apply to you. For example, do you agree that you are someone who likes to spend time with others? Please write a number next to each statement to indicate the extent to which you agree or disagree with that statement.

Disagree strongly	Disagree a little	Neither agree nor disagree	Agree a little	Agree Strongly
1	2	3	4	5

I see Myself as Someone Who...

____1. Is talkative

____2. Tends to find fault with others

____3. Does a thorough job

____4. Is depressed, blue

____5. Is original, comes up with new ideas

____6. Is reserved

____7. Is helpful and unselfish with others

____8. Can be somewhat careless

____9. Is relaxed, handles stress well

____10. Is curious about many different things

____11. Is full of energy

____12. Starts quarrels with others

____13. Is a reliable worker

____14. Can be tense

____15. Is ingenious, a deep thinker

____16. Generates a lot of enthusiasm

____17. Has a forgiving nature

____18. Tends to be disorganized

____19. Worries a lot

____20. Has an active imagination

____21. Tends to be quiet

____22. Is generally trusting

____23. Tends to be lazy

____24. Is emotionally stable, not easily upset

____25. Is inventive

____26. Has an assertive personality

____27. Can be cold and aloof

____28. Perseveres until the task is finished

____29. Can be moody

____30. Values artistic, aesthetic experiences

____31. Is sometimes shy, inhibited

____32. Is considerate and kind to almost everyone

____33. Does things efficiently

____34. Remains calm in tense situations

____35. Prefers work that is routine

____36. Is outgoing, sociable

____37. Is sometimes rude to others

____38. Makes plans and follows through with them

____39. Gets nervous easily

____40. Likes to reflect, play with ideas

____41. Has few artistic interests

____42. Likes to cooperate with others

____43. Is easily distracted

____44. Is sophisticated in art, music, or literature

Scoring:

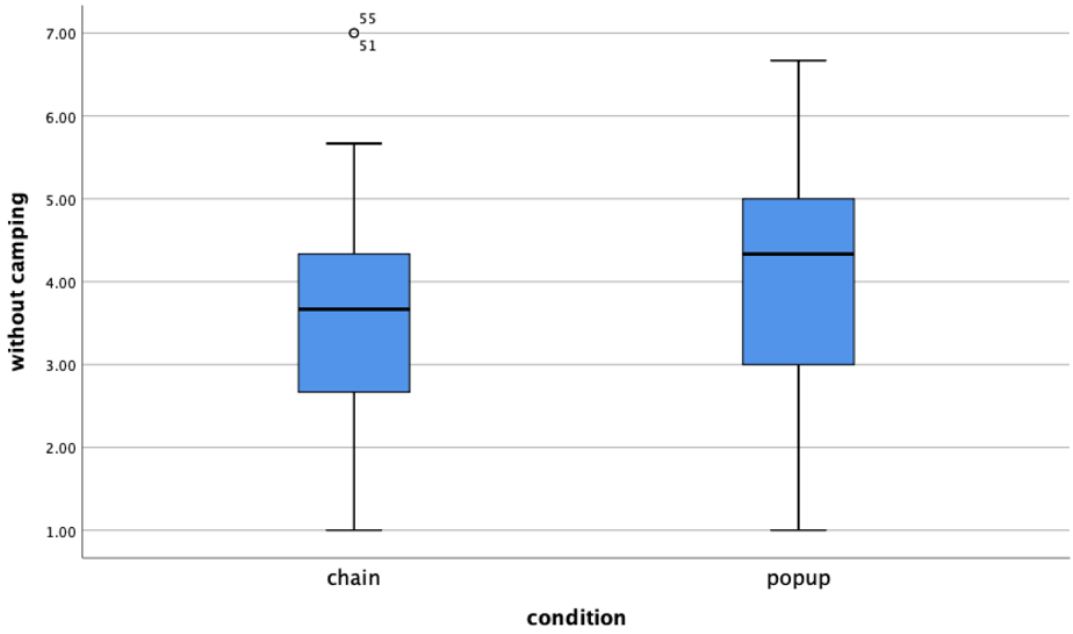
BFI scale scoring ("R" denotes reverse-scored items):

Extraversion: 1, 6R, 11, 16, 21R, 26, 31R, 36
Agreeableness: 2R, 7, 12R, 17, 22, 27R, 32, 37R, 42
Conscientiousness: 3, 8R, 13, 18R, 23R, 28, 33, 38, 43R
Neuroticism: 4, 9R, 14, 19, 24R, 29, 34R, 39
Openness: 5, 10, 15, 20, 25, 30, 35R, 40, 41R, 44

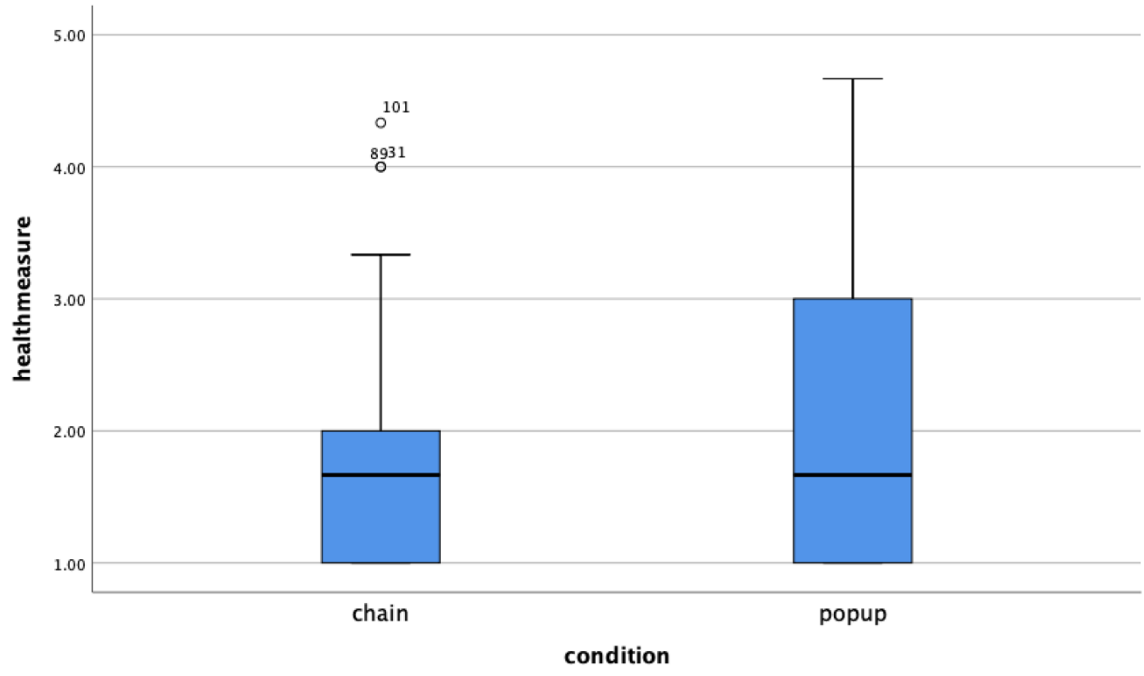
The Big Five Inventory Scale (Fetzer Institute n.d).

Appendix 5. Outliers

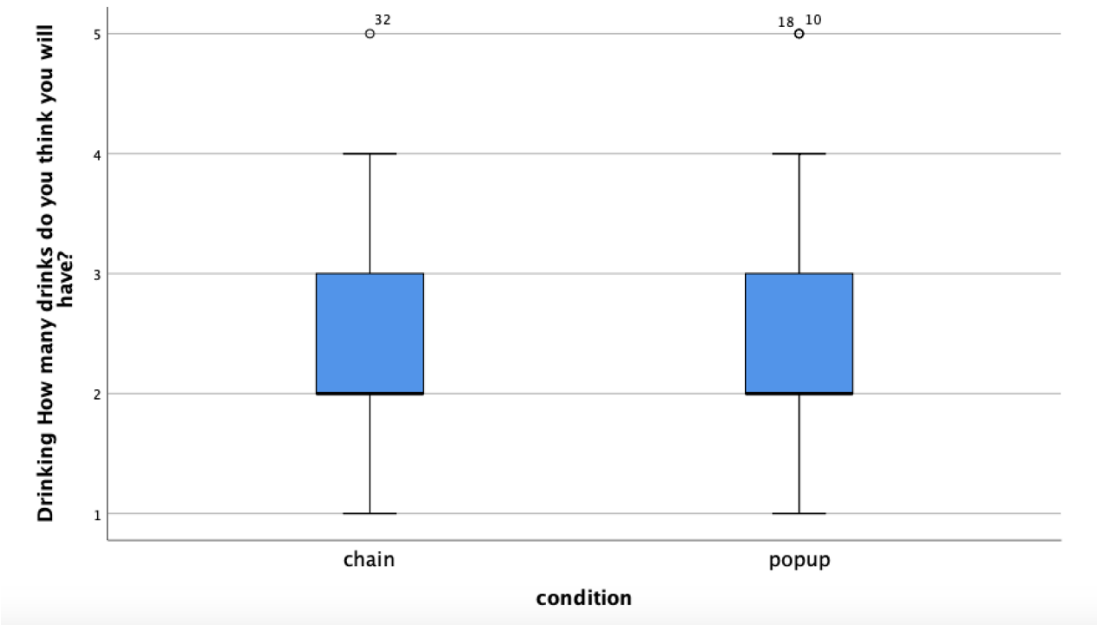
Appendix 5.1. Recreational risk-taking



Appendix 5.2. Health risk-taking



Appendix 5.3. Drinking risk-taking



Appendix 6. Reliability Analysis Outputs

Appendix 6.1. 'Fling' Relationship Scale

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.568	.581	6

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	.188	-.181	.482	.663	-2.659	.045	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Please indicate how you feel when staying in this hotel:-I experience an intense but short-lived passion towards this hotel	20.93	26.905	.563	.393	.397
Please indicate how you feel when staying in this hotel:-I feel no commitment to this type of hotel	20.83	36.861	.018	.127	.660
Please indicate how you feel when staying in this hotel:-When I choose this hotel, I plan to experiment something different from the last hotels I've been	20.43	29.207	.454	.333	.455
Please indicate how you feel when staying in this hotel:-My experience with this hotel gives me high emotional rewards	21.15	31.808	.322	.371	.517
Please indicate how you feel when staying in this hotel:-When I choose this type of hotel, I am impulsive	21.96	32.438	.300	.128	.527
Please indicate how you feel when staying in this hotel:-My relationship with this hotel is short-lived	20.35	33.489	.278	.241	.535

Appendix 6.2. 'Self-identity' Scale

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.739	.739	2

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	.586	.586	.586	.000	1.000	.000	2

Appendix 6.3. 'Openness to Experience' Scale

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.723	.739	9

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	.240	-.085	.603	.688	-7.094	.021	9

Appendix 6.4. 'Individual Recreational Risk Tendency' Scale

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.682	.684	6

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	.265	.091	.579	.488	6.356	.025	6

Appendix 6.5. 'Individual Health Risk Tendency' Scale

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.708	.704	5

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	.322	.169	.466	.296	2.749	.012	5

Appendix 7. **Reliability Analysis Output for 'Fling' Scale Without the Item "I Feel No Commitment to This Type of Hotel"**

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.660	.653	5

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	.273	-.069	.482	.550	-7.015	.031	5

Appendix 8. **One-Way ANOVA Statistical Output for Recreational Risk**

Descriptives

without camping

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
chain	52	3.4808	1.12297	.15573	3.1681	3.7934	1.00	5.67
popup	56	3.9702	1.30156	.17393	3.6217	4.3188	1.00	6.67
Total	108	3.7346	1.23782	.11911	3.4984	3.9707	1.00	6.67

Tests of Normality

		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	condition	Statistic	df	Sig.	Statistic	df	Sig.
without camping	chain	.108	52	.187	.979	52	.474
	popup	.146	56	.005	.973	56	.231

a. Lilliefors Significance Correction

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
without camping	Based on Mean	1.172	1	106	.281
	Based on Median	.699	1	106	.405
	Based on Median and with adjusted df	.699	1	100.536	.405
	Based on trimmed mean	1.119	1	106	.292

ANOVA

without camping

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.460	1	6.460	4.348	.039
Within Groups	157.487	106	1.486		
Total	163.947	107			

Appendix 9. **One-Way ANOVA Statistical Output for Health Risk**

Descriptives

healthmeasure

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
chain	52	1.8654	.90330	.12526	1.6139	2.1169	1.00	4.33
popup	56	2.0714	1.08565	.14508	1.7807	2.3622	1.00	4.67
Total	108	1.9722	1.00272	.09649	1.7809	2.1635	1.00	4.67

Tests of Normality

		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	condition	Statistic	df	Sig.	Statistic	df	Sig.
healthmeasure	chain	.210	52	.000	.841	52	.000
	popup	.217	56	.000	.860	56	.000

a. Lilliefors Significance Correction

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
healthmeasure	Based on Mean	4.433	1	106	.038
	Based on Median	2.057	1	106	.154
	Based on Median and with adjusted df	2.057	1	102.580	.155
	Based on trimmed mean	3.845	1	106	.053

ANOVA

healthmeasure

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.145	1	1.145	1.140	.288
Within Groups	106.439	106	1.004		
Total	107.583	107			

Appendix 10. One-Way ANCOVA for Recreational Risk

Tests of Between-Subjects Effects

Dependent Variable: without camping

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	58.920[a]	5	11.784	12.749	.000	.412
Intercept	.532	1	.532	.576	.450	.006
ind_risk_rec	50.650	1	50.650	54.799	.000	.376
Age_Groups	1.009	1	1.009	1.092	.299	.012
gender	.443	1	.443	.480	.490	.005
openness_to_experienc e	.005	1	.005	.005	.943	.000
condition	2.924	1	2.924	3.163	.079	.034
Error	84.111	91	.924			
Total	1494.000	97				
Corrected Total	143.031	96				

a. R Squared = .412 (Adjusted R Squared = .380)

Estimated Marginal Means

condition

Dependent Variable: without camping

condition	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
chain	3.547[a]	.143	3.264	3.830
popup	3.899[a]	.135	3.630	4.168

a. Covariates appearing in the model are evaluated at the following values: ind_risk_rec = 3.9124, Grouping ages = 2.0309, Gender = 1.72, openess to experience items = 3.6048.

Levene's Test of Equality of Error Variances[a]

Dependent Variable: without camping

F	df1	df2	Sig.
.041	1	95	.839

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + ind_risk_rec + Age_Groups + gender + openness_to_experience + condition

Appendix 11. One-Way ANCOVA for Health Risk

Tests of Between-Subjects Effects

Dependent Variable: healthmeasure

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	68.728[a]	5	13.746	36.041	.000	.664
Intercept	.065	1	.065	.170	.681	.002
Age_Groups	.074	1	.074	.194	.661	.002
gender	.382	1	.382	1.003	.319	.011
openness_to_experienc e	.077	1	.077	.203	.653	.002
ind_risk_health	61.051	1	61.051	160.076	.000	.638
condition	.477	1	.477	1.250	.266	.014
Error	34.707	91	.381			
Total	487.444	97				
Corrected Total	103.434	96				

a. R Squared = .664 (Adjusted R Squared = .646)

Estimated Marginal Means

condition

Dependent Variable: healthmeasure

condition	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
chain	1.916[a]	.091	1.734	2.097
popup	2.057[a]	.087	1.884	2.229

a. Covariates appearing in the model are evaluated at the following values: Grouping ages = 2.0309, Gender = 1.72, openess to experience items = 3.6048, ind_risk_health = 2.5464.

Levene's Test of Equality of Error Variances[a]

Dependent Variable: healthmeasure

F	df1	df2	Sig.
.004	1	95	.947

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Age_Groups + gender + openness_to_experience + ind_risk_health + condition

Appendix 12. **Serial Mediation Model (Model 6; Hayes 2013) Statistical Output**

Appendix 12.1. **Recreational Risk-Taking Behavior**

Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 3.4 *****************

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

****
Model : 6
Y: recreational
X : condition
M1 : Fling
M2 : identity

Covariates:
Age_Grou ind_risk openness gender

Sample
Size: 97

****
OUTCOME VARIABLE:
Fling

Model Summary
R R-sq MSE F df1 df2 p

.2987	.0892	1.4246	1.7826	5.0000	91.0000	.1243

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.4631	1.0767	2.2876	.0245	.3243	4.6019
condition	.5189	.2455	2.1136	.0373	.0312	1.0067
Age_Grou	.0480	.1903	.2525	.8013	-.3300	.4260
ind_risk	-.0704	.1045	-.6730	.5026	-.2780	.1373
openness	.4662	.2171	2.1475	.0344	.0350	.8975
gender	-.0370	.2717	-.1361	.8920	-.5767	.5027

****
*****
OUTCOME VARIABLE:
identity

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5396	.2912	1.9787	6.1620	6.0000	90.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-.3430	1.3049	-.2628	.7933	-2.9354	2.2495
condition	-.5892	.2964	-1.9880	.0498	-1.1780	-.0004
Fling	.6963	.1235	5.6360	.0000	.4508	.9417
Age_Grou	-.0819	.2243	-.3649	.7161	-.5276	.3638
ind_risk	.1751	.1235	1.4175	.1598	-.0703	.4205
openness	.0778	.2623	.2968	.7673	-.4432	.5989
gender	.2892	.3203	.9029	.3690	-.3471	.9254

****
*****
OUTCOME VARIABLE:
recreational

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6575	.4323	.9124	9.6804	7.0000	89.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.3861	.8864	.4356	.6642	-1.3752	2.1474
condition	.2671	.2056	1.2989	.1973	-.1415	.6757
Fling	.1075	.0976	1.1016	.2736	-.0864	.3014
identity	-.1267	.0716	-1.7700	.0801	-.2689	.0155
Age_Grou	.1489	.1525	.9764	.3315	-.1541	.4518

ind_risk	.6469	.0848	7.6282	.0000	.4784	.8154
openness	.0134	.1782	.0749	.9404	-.3407	.3674
gender	.1889	.2185	.8649	.3894	-.2451	.6230

********** DIRECT AND INDIRECT EFFECTS OF X ON Y **********

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
.2671	.2056	1.2989	.1973	-.1415	.6757

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
TOTAL	.0847	.0867	-.0526	.2903
Ind1	.0558	.0691	-.0487	.2216
Ind2	.0747	.0670	-.0214	.2400
Ind3	-.0458	.0401	-.1395	.0151

Indirect effect key:
Ind1 condition -> Fling -> recreational
Ind2 condition -> identity -> recreational
Ind3 condition -> Fling -> identity -> recreational

********** ANALYSIS NOTES AND ERRORS **********

Level of confidence for all confidence intervals in output:
95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

NOTE: Variables names longer than eight characters can produce incorrect output.
Shorter variable names are recommended.

------ END MATRIX -----

Appendix 12.2. **Health Risk-Taking Behavior**

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Version 3.4 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

****

Model: 6
Y: healthmeasure
X: conditio
M1: Fling_Fi
M2: identity

Covariates:
Age_Grou openness gender ind_risk

Sample
Size: 97

****

OUTCOME VARIABLE:
Fling

Model Summary

R	R-sq	MSE	F	df1	df2	p
.3361	.1130	1.3875	2.3181	5.0000	91.0000	.0497

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.7159	1.0047	1.7080	.0911	-.2797	3.7116
condition	.4784	.2406	1.9889	.0497	.0006	.9563
Age_Grou	.0942	.1809	.5206	.6039	-.2651	.4534
openness	.4023	.2145	1.8760	.0639	-.0237	.8283
gender	.0676	.2725	.2482	.8045	-.4736	.6088
ind_risk	.1766	.1036	1.7041	.0918	-.0293	.3825

****

OUTCOME VARIABLE:
identity

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5392	.2908	1.9799	6.1498	6.0000	90.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.0408	1.2192	.0334	.9734	-2.3814	2.4630
condition	-.5341	.2935	-1.8194	.0722	-1.1172	.0491
Fling	.6532	.1252	5.2160	.0000	.4044	.9019
Age_Grou	-.1535	.2164	-.7095	.4799	-.5834	.2763
openness	.0944	.2611	.3616	.7185	-.4243	.6131
gender	.3415	.3256	1.0489	.2970	-.3053	.9883
ind_risk	.1759	.1258	1.3986	.1654	-.0740	.4258

****

OUTCOME VARIABLE:

healthmeaure

Model Summary

R	R-sq	MSE	F	df1	df2	p
.8189	.6706	.3829	25.8802	7.0000	89.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.1688	.5362	.3148	.7536	-.8965	1.2341
condition	.1161	.1314	.8836	.3793	-.1450	.3773
Fling	.0249	.0628	.3968	.6924	-.0999	.1498
identity	-.0585	.0464	-1.2620	.2103	-.1506	.0336
Age_Grou	.0340	.0954	.3565	.7223	-.1556	.2236
openness	.0615	.1149	.5354	.5937	-.1668	.2898
gender	-.1222	.1440	-.8481	.3987	-.4084	.1641
ind_risk	.7002	.0559	12.5241	.0000	.5891	.8113

********** DIRECT AND INDIRECT EFFECTS OF X ON Y **********

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
.1161	.1314	.8836	.3793	-.1450	.3773

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
TOTAL	.0249	.0511	-.0712	.1363
Ind1	.0119	.0387	-.0631	.0990
Ind2	.0312	.0367	-.0315	.1146
Ind3	-.0183	.0222	-.0714	.0162

Indirect effect key:
Ind1 condition -> Fling -> healthmeaure
Ind2 condition -> identity -> healthmeasure
Ind3 condition -> Fling -> identity -> healthmeasure

********** ANALYSIS NOTES AND ERRORS **********

Level of confidence for all confidence intervals in output:
95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

NOTE: Variables names longer than eight characters can produce incorrect output.
Shorter variable names are recommended.

------ END MATRIX -----

Appendix 13. One-way ANOVA: Hotel Condition and 'Fling' Relationship

Descriptives

Fling_adapted_more

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
chain	48	3.9167	1.32397	.19110	3.5322	4.3011	1.00	6.80
popup	53	4.3925	1.06840	.14676	4.0980	4.6869	2.20	6.20
Total	101	4.1663	1.21427	.12082	3.9266	4.4060	1.00	6.80

ANOVA

Fling_adapted_more

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.702	1	5.702	3.982	.049
Within Groups	141.744	99	1.432		
Total	147.446	100			

Appendix 14. One-way ANOVA: Hotel condition and 'Self-identity' Change

Descriptives

first 2 fling items

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
chain	48	3.7188	1.84479	.26627	3.1831	4.2544	1.00	7.00
popup	53	3.4906	1.35693	.18639	3.1166	3.8646	1.00	6.00
Total	101	3.5990	1.60315	.15952	3.2825	3.9155	1.00	7.00

ANOVA

first 2 fling items

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.311	1	1.311	.508	.478
Within Groups	255.698	99	2.583		
Total	257.010	100			

Appendix 15. One-way ANOVA: Hotel Condition and 'Fling' items individually

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Please indicate how you feel when staying in this hotel:–My relationship with this hotel is short–lived	chain	48	4.50	1.845	.266	3.96	5.04	1	7
	popup	53	5.04	1.617	.222	4.59	5.48	1	7
	Total	101	4.78	1.741	.173	4.44	5.13	1	7
Please indicate how you feel when staying in this hotel:–I experience an intense but short–lived passion towards this hotel	chain	48	3.79	1.890	.273	3.24	4.34	1	7
	popup	53	4.57	1.956	.269	4.03	5.11	1	7
	Total	101	4.20	1.955	.194	3.81	4.58	1	7
Please indicate how you feel when staying in this hotel:–When I choose this hotel, I plan to experiment something different from the last hotels I've been	chain	48	4.48	2.073	.299	3.88	5.08	1	7
	popup	53	4.91	1.724	.237	4.43	5.38	1	7
	Total	101	4.70	1.900	.189	4.33	5.08	1	7
Please indicate how you feel when staying in this hotel:–My experience with this hotel gives me high emotional rewards	chain	48	3.96	2.052	.296	3.36	4.55	1	7
	popup	53	4.00	1.721	.236	3.53	4.47	1	7
	Total	101	3.98	1.876	.187	3.61	4.35	1	7
Please indicate how you feel when staying in this hotel:–When I choose this type of hotel, I am impulsive	chain	48	2.85	1.833	.265	2.32	3.39	1	7
	popup	53	3.45	1.825	.251	2.95	3.96	1	7
	Total	101	3.17	1.844	.184	2.80	3.53	1	7

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Please indicate how you feel when staying in this hotel:–My relationship with this hotel is short–lived	Between Groups	7.283	1	7.283	2.437	.122
	Within Groups	295.925	99	2.989		
	Total	303.208	100			
Please indicate how you feel when staying in this hotel:–I experience an intense but short–lived passion towards this hotel	Between Groups	15.104	1	15.104	4.075	.046
	Within Groups	366.936	99	3.706		
	Total	382.040	100			
Please indicate how you feel when staying in this hotel:–When I choose this hotel, I plan to experiment something different from the last hotels I've been	Between Groups	4.582	1	4.582	1.272	.262
	Within Groups	356.507	99	3.601		
	Total	361.089	100			
Please indicate how you feel when staying in this hotel:–My experience with this hotel gives me high emotional rewards	Between Groups	.044	1	.044	.012	.912
	Within Groups	351.917	99	3.555		
	Total	351.960	100			
Please indicate how you feel when staying in this hotel:–When I choose this type of hotel, I am impulsive	Between Groups	9.027	1	9.027	2.699	.104
	Within Groups	331.111	99	3.345		
	Total	340.139	100			