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**Mestrado em Estatística e Gestão de Informação**  
Master Program in Statistics and Information Management

## **The Extended Model of Goal-Directed Behavior on Tourists' Behavioral Intentions**

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NOVA Information Management School  
Instituto Superior de Estatística e Gestão de Informação  
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**THE EXTENDED MODEL OF GOAL-DIRECTED BEHAVIOR ON  
TOURISTS' BEHAVIORAL INTENTIONS**

by

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Dissertation presented as partial requirement for obtaining the master's degree in Statistics and Information Management, with specialization in Marketing Research and CRM

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## **Abstract**

Amusement parks and their integration with tourism have been growing since the last few decades. However, there are still limited empirical studies that analyze the behavioral intentions of the amusement park visitors. To contribute to the existing gap in the literature, this study broadened the model of goal-directed behavior (MGB), offering a conceptual framework that shed light on the impact of hedonism, experience and innovativeness on tourists' desire and intention to visit. An online questionnaire administered to 236 tourists from Europe supported the proposed hypotheses. The results report the good explanatory power of the extended MGB model, particularly, showing a significant influence of hedonism, innovativeness, and experience on tourists' desire, which in turn, drives their intention to visit an amusement park. The findings have implications for tourism managers, along with the theoretical contributions of the study.

## **Keywords**

Model of goal-directed behavior; hedonism; experience; innovativeness; amusement park

## **Papers originated from this Thesis**

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## 1. Introduction

During last few decades, tourism has increasingly grown and became one of the largest and main economic industries of the world (Williams, 1998). According to the United Nations World Tourism Organization (UNWTO, 2017), about 16% of the world population travels to different countries each year. Research has also provided support for the importance of tourism in the economic growth of countries (e.g., Horng et al., 2012; Stylos et al., 2016). The economic relevance of tourism is especially true in Europe, the leading region in terms of international tourist arrivals (616 million tourists) and revenues (404.100 Million Euros), corresponding to half of global tourism (UNWTO, 2017). Amusement parks became the main section of European tourism industry exceeding 300 parks in total and hosting more than 149.5 million tourists annually (IAAPA, 2017). During the last few decades, amusement parks have spread to the main tourism destinations of Europe, like Paris, Barcelona, and Copenhagen. There is a growing interest in touristic attractions such as amusement parks because they are suitable to experience both entertainment and leisure for several target consumers.

Despite the importance of amusement parks in tourism industry, the research about the behavioral intentions of tourists is rare. Past research indicates that it is not an easy task to predict travelers' behavior, especially in the specific travelling contexts (Lee et al., 2012). A review of literature showed that model of goal-directed behavior (MGB) is the most appropriate theory for analyzing the behavioral intentions of tourists (e.g., Song et al. 2014; Meng and Choi, 2016). The model was proposed by Perugini and Bagozzi (2001) to enhance the capacity of its antecedents by including additional variables (e.g., emotions and desire). Perugini and Bagozzi (2001) also indicated that it is necessary to expand the MGB model with appropriate socio-psychological factors that are important in the investigated context. Although the scholars have already tested the extended model of goal-directed behavior (MGB) in various tourism contexts (Han and Ryu, 2012; Song et al., 2014; Meng and Cho, 2016), the applicability of the extended MGB in the amusement park context is still remaining as a gap.

This study aims to broaden the model of goal-directed behavior (MGB) in the context of amusement parks. To that end, we develop a conceptual model that analyzes the impact of hedonism, experience, and innovativeness in the decision-making process of the tourists. According to Pikkemaat and Schuckert (2007), these variables are the crucial factors maintaining the attraction of visitors to amusement parks. Our study aims to define the importance of these factors (hedonism, experience and innovativeness) from tourists' point of view.

By doing so, this research makes three important contributions to the literature. First, prior research has applied the constructs of hedonism in understanding behavioral intention of consumers in different contexts such as festivals (Grappi and Montanari, 2016) and volunteer travels (Strzelecka et al. 2017). However, research did not explore the role of hedonism on the model of goal-directed behavior. Therefore, the first contribution of the study is to develop a conceptual model that incorporates the model of goal-directed behavior with hedonism to examine the behavioral intention of tourists visiting an amusement park. Second, the present study also contributes to the literature by investigating the influence of experience on the decision-making process of tourists. Past research has employed the experience construct in different tourism contexts, such as downtown areas (Beckman et al. 2013), hotels (Khan and Rahman, 2015), tourism destinations (Barnes et al. 2014). However, the integration between experience construct and the model of goal-directed behavior has not been explored. Thus, including experience into the model of goal-directed behavior is the second theoretical

contribution of present study. Third, the study also investigates the impact of innovativeness in forming desire and intention to visit an amusement park. A review of literature showed that research on innovativeness in the tourism context is extremely rare – exceptions for the studies of Couture et al. (2015) and Ganglmair-Wooliscroft and Wooliscroft (2016). Thus, involving innovativeness construct in the model of goal-directed behavior as a predictor of behavioral intentions is the third contribution of the study. Furthermore, this research discusses the implications for tourism managers, by using hedonism, experience, and innovativeness to predict tourists' intention to visit amusement parks.

## 2. Tourism and Amusement parks

Tourism is a compelling industry in which many countries' economy rely upon, becoming major tourist destinations (Page, 2003). According to Weaver (2010), tourism industry is a combination of commercial and industrial activities that provides visitors the desired services and goods. The tourism system begins with tourists' departing from a generating region, continues with their travelling through transit region to the destination place, and ends with returning to their residence (Leiper, 2004). Furthermore, Leiper (2004) also mentioned that the destination is a place with a combination of services, products, natural and artificial resources to attract a significant amount of visitors. The destination could be also accepted as an area where tourism occupies the major part of economic industries and its revenues influence the economy of the region or country (Weaver, 2010).

The availability of tourist attractions is a key factor of a destination in order to have constant visitors. There are two main roles of tourist attractions in this industry: first, they encourage tourists to travel to a specific destination, second, they fulfil the expectations of the visitors (Gunn, 1994). There were many authors that tried to define and classify the system of attractions. For instance, Halloway and Humphreys (2012) state that any site that makes people leave their residence and travel to the specific location, it is accepted as "tourist attraction". Both Halloway and Humphreys (2012) and Weaver (2010) acknowledged that all attractions could be divided into 4 groups based on their inventories: natural sites, natural events, cultural sites, and cultural events. In particular interest to this research, cultural attractions are human-made or constructed. These attractions mostly located in urbanized locations are the main cultural representative of the region or nation that lives there (Halloway and Humphreys, 2012). Most of the human-made tourism resources were not built with the purpose of a tourist attraction (e.g., Brandenburg wall in Berlin, Big Ben in London, and Taj Mahal in Agra) and despite this, they became a tourism resource after many years. Other attractions, such as, golf courses or ski resorts, amusement parks were constructed specifically for satisfying the tourist needs.

The roots of Amusement park industry go back to 1583 when Bakken park opened in Copenhagen, which is still operating with its status of "oldest amusement park in the world" (Pearce, 1988). Moreover, author also indicated that "*Amusement parks are extreme examples of capital intensive, highly developed, user-oriented, man-modified, recreational environments*" (Pearce, 1988, p.60). Wilmeth (1982) pointed out that major development of this industry began in the USA with Columbian Exhibition in Chicago in 1893, where amusement midway and the "Ferris Wheel" were introduced to the world and following this exhibition, Paul Bayton opened Water Chutes in Chicago and Coney Island in New York. These parks were the first ones that established rides and charged visitors by admission fee (Kyriazi, 1976). In the middle of the 20<sup>th</sup> century, this industry experienced a rapid growth by opening the Walt Disney's Disneyland in Anaheim, California. This new amusement park was completely different from its antecedents, as all the amusement rides, shows, areas were constructed around specific themes (Milman, 2010). This new concept became famous very fast and attracted more visitors, because of its service quality, safety, cleanliness and appealing image. After these major changes in the concept of amusement parks, everybody began to call them as Theme parks and a new term was found. According to Sun (1994), the difference between Theme parks and their precursors is that they are operating in a bigger scale with a specific theme. The author also added that recently an amount of small amusement parks decreased while theme parks increased.

Currently, amusement parks can be found almost all over the world and they are some of the leading attractions of the tourism industry (Formica and Olsen 1998). The international and national companies attempted to develop unique parks for constantly attracting visitors. According to Wylson and Wylson (1994), there are two characteristics of amusement park: the primary objective is to amuse and provide an extraordinary experience, which requires various attractions with unique motives, and the second purpose is to give recreation experience, which requires having food & beverage, relaxation areas, natural and social environments. Milman (2008) affirmed that diversity of attraction types and experiences plays a crucial role in the success of an amusement park. Moreover, Pikkemaat and Schuckert (2007) attempted to assess the success factors of an amusement park by analyzing the opinion of managers from amusement parks in Germany, Switzerland, and Austria. Most of the managers mentioned that quality and safety is the most important aspect of this industry, following by emotions (hedonism), experiences, and innovativeness. To analyze these key factors in visitor level, this study will conduct a conclusive research.

The research in the area of amusement parks can be considered as a recent field. Most of the studies are limited to Walt Disney's company and to the perspectives of American theme parks (Cornelis P, 2010). Furthermore, almost all research papers mostly analyzed the opinion of the visitors from the existing parks. However, there was not found any empirical study that was conducted for prediction of prospective visitors' behavioral intentions. Hence, this study sheds more light on the predicting behavioral intention of tourists in the context of amusement parks by employing an extended model of goal-directed behaviour (EMGB).

### 3. Research model and hypotheses

One of the main concern of tourism destination managers is to understand the future behaviors, which are mainly predicted by visitor intentions (Perugini and Bagozzi, 2001). The model of goal-directed behavior (MGB) became a well-known and applicable method among tourism researcher suggesting revising the existing socio-psychological theories to improve the explanatory power of the MGB in specific occasions (Ajzen, 1991; Taylor, 2007). Perugini and Bagozzi (2001) proposed a new model of goal-directed behavior (MGB) by incorporating desire, past behavior, and emotional components with original the theory of planned behavior (TPB) (Ajzen, 1985). Compared to its antecedents, MGB contains more explanatory power and predictive ability (Taylor, 2007; Poels and Dewitte, 2008; Taylor et al., 2009).

Even though several tourism studies (Lee and Back, 2008; Han and Ryu, 2012; Choi and Park, 2017) have employed and approved the model of goal-directed behavior, some empirical results showed non-significance of original MGB variables in tourism contexts, such as subjective norms in outdoor recreation (Park et al., 2017), perceived behavioral control in duty-free shops (Choi and Park, 2017), negative emotions in festivals (Song et al., 2012), frequency of past behavior in international travels (Lee et al., 2012). Considering the findings of previous research, this study incorporate the dependent variables of original MGB (desire and intentions to visit) with three new variables (hedonism, experience, and innovativeness), which were specified as the important success factors of the amusement parks (Pikkemaat and Schuckert, 2007). The main objective is to develop a conceptual model that could demonstrate the impact of hedonism (Babin et al., 1994), experience (Brakus et al., 2009), and innovativeness (Goldsmith and Hofacker, 1991) on the tourists' intention to visit an amusement park. In other words, we aim to propose a new MGB framework explaining the behavioral intention of tourists visiting amusement parks.

#### **Hedonism**

The main reason to travel and consume tourism products is to get pleasure, enjoyment, entertainment or relaxation, in another word, to get hedonic experiences (Hirschman and Holbrook, 1982). Babin et al. (1994) considered hedonism as an important aspect that affects an individual's evaluating the consumption experiences. In the last few decades, numerous authors conducted empirical studies to analyze the hedonism in different tourism contexts, such as theme parks (Bigné et al. 2005), restaurant services (Babin et al. 2005; Han et al., 2010), festivals (Grappi and Montanari, 2011), casino-hotels (Io, 2016), volunteer travels (Strzelecka et al., 2017) etc. A review of the literature suggests that the hedonic experience is an essential element to understand tourist's satisfaction, behavioral intention and word of mouth (e.g., Gnoth, 1997; Zins, 2002). Moreover, researchers considered the positive emotions (Bigné et al. 2005; Kwortnik and Ross, 2007; Io, 2016), emotional involvement (Huang et al., 2013) and enjoyment (Babin et al., 2005; Grappi and Montanari, 2011) as essential elements of the hedonic experience in tourism studies. This study adopted three hedonic constructs (positive emotions, enjoyment, and emotional involvement) from Huang et al. (2013), and another one (hedonism) from Grappi and Montanari (2011).

Recently, more studies have focused on emotional experiences and their relations with satisfaction and decision-making process (Han et al., 2010). Bigné et al. (2005) indicated that positive emotions linked with tourists' behavioral intentions, as tourists continuously interacted with

surrounding environments during the consumption experience. Pearce (2009) pointed out that emotions play a crucial role in shaping tourists' hedonic experiences. Furthermore, Grappi and Montanari (2011) investigated the role that emotional experiences play in the festival attendees' behaviors, suggesting that positive emotions have a significant impact on hedonism. In a line with previous literature, following hypothesis is proposed:

H1: Positive emotions will positively influence hedonism.

Ragheb (1996) have supported the idea of enjoyment as one of the core component of the hedonic experience. However, the studies regarding the enjoyment in the context of experience are limited (Wang et al., 2009). Moreover, previous studies defined the enjoyment as a benefit received from hedonic experiences (Babin et al. 1994; Holbrook & Hirschman, 1982). A literature review shows that enjoyment was mainly used in the context of technology and virtual worlds (David et al., 1992; Yi and Hwang, 2003). Childers et al. (2001) defined the enjoyment as a major predictor of understanding the attitude of the online retail customers. A study conducted by Shen and Eder (2009) investigated the behavioral intentions of users in business-oriented virtual worlds, suggesting that users will be more motivated on using 3D virtual worlds, if they enjoyed their prior experiences. Additionally, Barnes (2011) found a positive effect of perceived enjoyment on the consumers' intention to use the virtual worlds. Thus, according to previous literature, this study proposes following hypothesis:

H2: Enjoyment will positively influence hedonism

Another determinant of hedonic experiences is emotional involvement (Holbrook, 1980). Zaichkowsky (1985) defined the involvement (personal) as perceived motivation of a person to an object based on the inherent values, needs and interests. At the same time, Holsapple and Wu (2007) described involvement (emotional) as a term, which is used to define the behavior of individuals who involve their emotions in their acts. Britto and Alencar (2013) studied this inventory in the context of adventure tourism and noted that adventure tourists are usually anxious, and they have a previous interest in doing these activities. The researcher defined this state as the emotional involvement of the consumer in the purchase process characterized by their motivation and excitement from previous experiences. Furthermore, emotional involvement could be defined as one of the main aspects influencing the audience of a TV show to visit the film destinations (Kim, 2012). The author concluded that emotional involvement has a significant impact on the audiences' destination choice process. Above all, Huang et al. (2013) suggested that emotional involvement could be accepted as a key factor influencing the behavior intention of tourist. Based on the above discussion, it is hypothesized that:

H3: Emotional involvement will positively influence hedonism.

Furthermore, in accordance with the hedonism theories discussed above (Hosany and Gilbert 2010; Grappi and Montanari, 2011; Malone et al. 2014; Io, 2016), it is possible to propose the following hypothesis.

H4: Hedonism will positively influence desire.

## **Experience**

Experience construct is the second key component of the conceptual model of this study. Schmitt et al. (2015) indicated that consumers are not only buying products, but also buying the experiences, which play a crucial role in their satisfaction and future behavioral intentions. Brakus et al. (2009, p.53) explained the experience as “subjective, internal consumer responses (sensation, feeling, and cognition) as well as behavioral responses that are evoked by brand-related experiential attributes when consumers interact with brands, shop for them and consume them”. Brakus et al (2009) did not agree with the results of all the existing experience scales, because of their incomplete approach to the experience received from brand-related stimuli. Therefore, authors developed a new experience construct by including emotional and cognitive components: sensory, affective, behavioral, intellectual.

The experience has already been examined in different frameworks, such as products, services, places, retailing, as well as tourism destinations. For instance, Moreira et al. (2017) examined the influence of sensory stimuli on purchase intention, provided that catering brands can get a significant advantage from it by considering experience and equity as moderators. Khan and Rahman (2015) suggested that managers should mainly focus on the guest-to-guest relations including their privacy while generating the hotel experience for consumers. Furthermore, the experience was studied for both a place (Beckman et al., 2013) and destination (Barnes et al., 2014) by employing the scale from Brakus et al. (2009). Both studies indicated that experience has a significant impact on behavioral intentions; especially the sensory experience is a key factor in shaping tourists’ decision-making process. Bearing in mind the above arguments, following hypothesis was formulated:

H5: Experience will positively influence desire.

## **Innovativeness**

The roots of innovativeness concept can be traced back to Roger (1962), who was mainly recognized as the discoverer of Innovativeness (diffusion) theory (e.g., Goldsmith and Hofacker, 1991; Ganglmair-Wooliscroft and Wooliscroft, 2016). Subsequently, innovation has been described as an influencing element on behavior, in a way that the willingness to adopt a new services or products increases (Hirschman, 1980). During the last few decades, numerous scholars attempted to create a particular scale for measuring innovativeness and Roehrich (2004) divided them into two groups. The first one is life innovativeness (Kirton, 1976; Hurt et al., 1977), which mainly analyzes the interest to any novelty, and the other adoptive innovativeness (Raju, 1980; Goldsmith and Hofacker, 1991; Roehrich, 1994), which focus on a new product adoption (Roehrich, 2004). Goldsmith and Hofacker (1991) criticized the global (life) innovativeness for its low predictive power in specific products. Hence, authors developed a new scale called “domain-specific innovativeness” (DSI), which can be used to predict the innovation within narrow domain of interest. More and more researchers supported these ideas (Goldsmith and Hijacker, 1991) by confirming the domain-specific innovativeness as a stronger predictor of innovativeness instead of its antecedents (Roerich, 2004; Hoffman and Soyuz, 2010; Bartels and Reindeers, 2011).

Innovativeness has been implemented in various studies. For example, in the context of information technologies, in many studies researchers (Agarwal and Prasad, 1998) recognized innovativeness as a major moderator between salient perceptions (ease of use, usefulness) and usage



## 4. Method

The primary purpose of the study is to develop a research framework investigating the behavioral intention of the tourists visiting amusement parks. We employed the quantitative research method to analyze the extended model of goal-directed behavior (EMGB) expanded based on the objectives of the research. Jennings G. (2010) described quantitative research as a deductive approach with following aspects: structured research design, which is mainly conducted by surveys, random sampling usage, quantitative data and statistical analysis, report with tables and graphs. The details of the chosen method presented in following sections.

### 4.1. Measures

The construct items were generated based on the extensive review of literature regarding the human behavior, hedonism, experience and innovativeness theories (Babin et al., 1994; Goldsmith and Hofacker, 1991; Perugini and Bagozzi, 2001; Brakus et al., 2009; Huang et al., 2013; Barnes et al., 2014; Song et al., 2014; Couture et al., 2015; Grappi and Montanari, 2016; Meng et al., 2016). To test the questionnaire's understandability, the researcher conducted a pretest with 14 participants with similar backgrounds as target population. After validation of the questions based on the existing literature and pretest, the author created original questionnaire for the quantitative survey. Since the questions originally came from different studies, they were all modified for amusement park context. The author presented items of each construct below with an appropriate source of literature (Table 2).

The questionnaire began with a brief description of the study and the main and filter question, in which respondents indicated if they visited an amusement park or not. As the aim of the study was to achieve tourists' behavioral intention to visit amusement parks, the filter question was set up to assess the eligibility of the respondents. Hence, participants of the survey would consider as the potential target population, if they visited an amusement park at least once in their life. In other words, the study invited to participate in the questionnaire, only the respondents who had already experienced amusement parks. They were redirected to the following three sections where they indicated the level of agreement with the appropriate statements from the research constructs. The author measured all research variables on seven-point Likert scale, where "1" is significant to *strongly disagree* and "7" to *strongly agree*. Moreover, respondents also answered questions about socio-demographic factors in the fifth section of the survey.

Construct	Items	Questions	Reference	
Enjoyment	EN1	I enjoy experiencing Amusement park very much	Huang et al. (2013)	
	EN2	I think experiencing Amusement park is quite enjoyable		
	EN3	I would describe experiencing Amusement park as very interesting		
	EN4	Experience in Amusement park is fun		
Positive Emotions	PE1	Amusement	Huang et al. (2013)	
	PE2	Interest		
	PE3	Contentment		
	PE4	Joy		
	PE5	Pride		
	PE6	Cheerfulness		
	PE7	Delight		
Emotional Involvement	E11	When I visit Amusement park, I feel carried off by the environment	Huang et al. (2013)	
	E12	When I visit Amusement park, I feel as if I am part of entire environment		
	E13	When I visit Amusement park, I feel deeply about environment		
Hedonism	HE1	The experience in Amusement park is truly enjoyable	Grappi and Montanari (2011)	
	HE2	I truly feel visiting Amusement park as an escape		
	HE3	I truly enjoy the Amusement park for its own sake		
	HE4	I truly feel delighted while visiting Amusement park		
Experience	Sensory Experience	SE1	Amusement park makes strong impression on my senses, visually and in other ways	Barnes et al. (2014)
		SE2	I find Amusement parks interesting in sensory way	
		SE3	Amusement park does not appeal to my senses ®	
	Affective Experience	AE1	Amusement park induces feelings and sentiments	
		AE2	I do not have strong emotions for Amusement park ®	
		AE3	Amusement park is an emotional area	
	Behavioral Experience	BE1	I engage in physical activities and behaviors when I am in Amusement park	
		BE2	Amusement park give s me bodily experiences	
		BE3	Amusement park is not activity oriented ®	
	Intellectual Experience	IE1	I engage in a lot of thinking when I am in Amusement park	
		IE2	Amusement park does not make me think ®	
		IE3	Amusement park stimulates my curiosity and problem solving	
Innovativeness	IN1	If I heard about a new attraction was available, I would be interested enough to experiment it	Couture et al. (2015)	
	IN2	In general, I am among the first in my circle of friends to experiment a new attraction when it appears		
	IN3	I experiment more new attractions than my friends do.		
	IN4	In general, I am ready to experiment new attractions, even if I haven't heard of it yet		
	IN5	In general, I am the first in my circle of friends to know the new attractions		
	IN6	I know more about new attractions than most people do		
Desire	DE1	I would like to visit an Amusement park while travelling	Song et al. (2014)	
	DE2	I wish to visit an Amusement park while travelling		
	DE3	I hope to visit an Amusement park while travelling		
	DE4	I want to have an extraordinary experience when visiting an Amusement Park		
Intention to visit	IV1	I am willing to visit an Amusement park when travelling	Song et al. (2014)	
	IV2	I intend to visit an Amusement park when travelling		
	IV3	I plan to visit an Amusement park when travelling		

**Table 1:** Construct Items and references (*Note:* ® = reverse items.)

## 4.2. Data Collection and analysis

This study conducted an online survey with European tourists from different nationalities. Recently, most of the tourism studies use online survey methods, to reach a broader range of target population with an effective response rate (Han et al., 2009; Lee et al., 2012). The European tourists were approached using a convenience sampling method. The survey was distributed in major social networking websites (Facebook, Messenger etc.) and through a mailing list of a major University in Europe. The author collected the data between November 23 and December 13, 2017. About one thousand tourists were contacted, of which four hundred (about 40% response rate) participated in the survey. The final sample was composed of European tourists that have visited an amusement park in the last 10 years. Eighty-one respondents were screened out from the questionnaire from the first question since they have never visited an amusement park. Moreover, during the data preparation process, seventy-one answers were eliminated due to the incomplete responses. Furthermore, twelve tourists visited amusement park more than ten years ago were not considered in the analysis, because in this research we explore the emotional experiences of consumers that might be forgotten after several years. After excluding the inconsistent responses, 236 valid questionnaires were coded for the analysis

Partial least square (PLS) method of Structural Equation Modeling (SEM) was employed using the SmartPLS 3.0 software (Ringle et al. 2014) PLS SEM method is the most appropriate one for using both the reflective and formative constructs in same research model (Hair et al. 2014). The study followed the procedure suggested by Henseler et al (2015), which indicated that assessment of the measurement model should be achieved for evaluation of the structural model. Since the model has a second-order latent variable, the researcher implemented two stage analyzing method (Becker et al. 2012). As a first step, the indicators of the outer model were assessed, and the latent variable scores were derived for assessment of structural model in the second step. The following sections present the findings for the PLS SEM model.

## 5. Results

### 5.1. Sample characteristics

The demographic characteristics of the respondents were shown in Table 3. The gender ratio for the sample was skewed towards a higher proportion of females (69%). The most frequently reported age group was between 21-25 (39%) and 25-34 (40%), while other groups were represented in smaller proportions. Our sample is consistent with the majority of amusement park visitors that are between 22 and 55 (Editorial, 2006). Moreover, most of the respondents held an undergraduate (33%) or a postgraduate (49%) degree, as majority of the sample were above 25 years. With a regard to marital status, more than half of the sample reported that they were single (55%), following by respondents already in a relationship (33%) and married (11%). Europeans, travelling within continent, accounted for a greater number of the sample with 82%, followed by attendees from Asia & Pacific (7%), America (6%) and Middle East & Africa (6%). The monthly income distribution was 0-550 (31%), 551-950 (27%), 951-1350 (21%), and higher income (21%).

Gender	Frequency	Percentage
Male	74	31%
Female	162	69%

AGE	Frequency	Percentage
18-21	20	8%
21-25	91	39%
25-34	94	40%
35-44	18	8%
45+	13	6%

Monthly Income (in Euros)	Frequency	Percentage
0-550	73	31%
551-950	62	27%
951-1350	48	21%
1351-2500	31	13%
>2500	18	8%

Education level	Frequency	Percentage
High School	26	11%
Skill/professional	18	8%
Undergraduate	77	33%
Postgraduate	115	49%

Marital Status	Frequency	Percentage
Single	130	55%
Married	25	11%
Relationship	77	33%
Divorced/widowed	4	2%

Regions	Frequency	Percentage
America	13	6%
Asia & Pacific	16	7%
Europe	193	82%
Middle East & Africa	14	6%

**Table 2:** Respondents profile

The respondents had previously visited the amusement park and done an international travelling (Table 4). Respondents were travelling at least once (22%) twice (41%) or more than 3 times (35%) a year with a large percentage having travel duration as one to two weeks (53%) or less than a week (31%). Respondents were also questioned regarding their amusement park visiting, where most them indicated that they had visited amusement park 4 to 6 times (41%), while others had been 1 to 3 times (28%), 6 to 9 times (13%) or more than ten times (18%). Accordingly, their last visit to the amusement park was not also a long time ago, as 69% of participants had been to amusement park less than 5 years ago. Moreover, average money that respondents willing to spend in an amusement park was 92 euros.

Number of trips	Frequency	Percentage	Number of Amusement p. visits	Frequency	Percentage
Less than once a year	4	2%	1-3 times	66	28%
Once a Year	53	22%	4-6 times	96	41%
Twice a Year	97	41%	6-9 times	31	13%
3+ times a Year	82	35%	10+ times	43	18%

Duration of trips	Frequency	Percentage	Last visit to Amusement p.	Frequency	Percentage
Less than a Week	74	31%	Within last year	74	31%
One to Two Weeks	124	53%	1-3 years ago	90	38%
Two Weeks to a Month	36	15%	3-5 years ago	39	17%
More than a Month	2	1%	5-10 years ago	33	14%

**Table 3:** Respondents' travelling and amusement park visiting habits

## 5.2. Measurement model

To confirm the validity of the used model, reliability and validity measures were established from existing literature. As all the measurement model was developed based on reflective constructs, researcher evaluated model by internal consistency, indicator reliability, convergent validity, and discriminant validity (Henseler et al., 2009), except the latent variable-experience since it consisted of repetition indicators and was a second-order reflective-reflective construct (Becker et al., 2012).

Firstly, the indicator reliability had been measured by t-statistic results (obtained by bootstrapping with 5000 iterations) and factor loadings. All indicator loadings were statically significant ( $p < 0.01$ ) Henseler et al., (2009) illustrated that factor loadings of each indicator should be higher than 0.70, while Hair et al) pointed out 0.5 as a minimum threshold. In this model, all factor loadings were above 0.70, except BE3, IE2, and PE5. As the values were above 0.50 acceptable threshold, variables remained in the model for examination with other measurement factors. To achieve the complete results of internal consistency, composite reliability (CR) was also assessed with a minimum value of 0.80, which all the variables are above the criteria determined by Henseler et al. (2009). Since the loadings were between acceptable threshold (above 0.50), statistically significant ( $p < 0.01$ ) and the CR values were above the minimum threshold, along with the fact that there were no serious changes in the results by exclusion, all variables remained in the model. Table 5 shows the results of t-statistics and factor loadings, suggesting internal consistency (CR results in Table 6).

Latent Variable	Indicator	Loadings	Mean	SD	t-statistics
Enjoyment (EN)	EN1	0.932	4.66	1.63	64.113**
	EN2	0.906	5.65	1.18	27.406**
	EN3	0.854	5.48	1.27	33.179**
	EN4	0.929	2.81	1.45	72.886**
Positive Emotions (PE)	PE1	0.803	4.62	1.66	17.481**
	PE2	0.8	4.97	1.35	24.014**
	PE3	0.82	5.15	1.40	25.852**
	PE4	0.862	4.99	1.72	35.726**
	PE5	0.629	4.70	1.78	15.676**
	PE6	0.768	4.62	1.83	18.296**
	PE7	0.823	5.58	1.55	30.458**
Emotional Involvement (EI)	EI1	0.842	5.41	1.29	26.894**
	EI2	0.918	5.16	1.47	63.098**
	EI3	0.919	4.72	1.55	83.48**
Hedonism (HE)	HE1	0.857	5.31	1.34	40.63**
	HE2	0.798	3.12	1.68	26.485**
	HE3	0.831	4.93	1.48	24.95**
	HE4	0.89	5.30	1.26	51.729**
Sensory Experience (SE)	SE1	0.848	4.93	1.71	29.22**
	SE2	0.89	4.37	1.81	52.714**
	SE3	0.781	4.11	1.87	19.536**
Affective Experience (AE)	AE1	0.786	5.85	1.26	22.657**
	AE2	0.768	5.88	1.13	19.341**
	AE3	0.812	5.58	1.31	26.22**
Behavioral Experience (BE)	BE1	0.859	6.08	1.12	34.083**
	BE2	0.857	5.99	1.14	33.885**
	BE3	0.585	5.42	1.34	6.861**
Intellectual Experience (IE)	IE1	0.76	5.43	1.22	14.945**
	IE2	0.668	2.81	1.50	8.69**
	IE3	0.859	3.43	1.60	30.665**
Innovativeness (IN)	IN1	0.822	4.38	1.66	44.221**
	IN2	0.86	4.05	1.61	46.286**
	IN3	0.892	5.18	1.61	65.428**
	IN4	0.713	3.86	1.89	17.701**
	IN5	0.842	3.88	1.79	37.443**
	IN6	0.811	4.61	1.78	31.816**
Desire (DE)	DE1	0.943	5.54	1.17	87.193**
	DE2	0.952	5.94	1.11	143.109**
	DE3	0.931	4.00	1.60	95.153**
	DE4	0.759	5.65	1.22	20.27**
Intention to Visit (IV)	IV1	0.888	3.43	1.73	42.815**
	IV2	0.956	3.03	1.63	132.008**
	IV3	0.937	5.57	1.28	102.579**

**Table 4:** Mean, standard deviation, loadings and t-statistics of measurement model (Note: \*\*p<0.01)

Secondly, the convergent validity was evaluated by average variance extracted (AVE). It was assumed that values of AVE should be more than 0.50 for explaining at least half of the variance of the original indicators (Henseler et al., 2009; Götz et al., 2010). All the AVE values were above the minimum threshold of 0.50, as it was summarized in Table 6.

Construct	Mean	SD	AE	BE	DE	EI	EN	HE	IN	IE	IV	PE	SE
<b>AE</b>	4.45	1.78	<b>0.789</b>										
<b>BE</b>	4.51	1.80	0.506	<b>0.778</b>									
<b>DE</b>	4.97	1.76	0.503	0.458	<b>0.900</b>								
<b>EI</b>	4.85	1.56	0.445	0.472	0.542	<b>0.893</b>							
<b>EN</b>	5.85	1.22	0.451	0.510	0.546	0.530	<b>0.906</b>						
<b>HE</b>	5.08	1.47	0.513	0.517	0.677	0.543	0.700	<b>0.844</b>					
<b>IN</b>	4.00	1.88	0.397	0.407	0.665	0.500	0.488	0.615	<b>0.825</b>				
<b>IE</b>	3.95	1.67	0.359	0.213	0.370	0.357	0.333	0.326	0.346	<b>0.766</b>			
<b>IV</b>	4.47	1.83	0.450	0.371	0.878	0.494	0.457	0.596	0.632	0.394	<b>0.928</b>		
<b>PE</b>	5.42	1.42	0.486	0.548	0.592	0.579	0.819	0.770	0.561	0.351	0.524	<b>0.790</b>	
<b>SE</b>	4.64	1.84	0.591	0.538	0.515	0.505	0.591	0.572	0.412	0.297	0.485	0.625	<b>0.841</b>
<b>CR</b>	-	-	0.832	0.817	0.944	0.922	0.948	0.908	0.927	0.808	0.949	0.920	0.879
<b>AVE</b>	-	-	0.622	0.817	0.944	0.922	0.948	0.713	0.681	0.586	0.860	0.624	0.707

Note: Diagonal values are the square root of the average variance extracted (AVE).

AE – Affective Experience; BE – Behavioral Experience; DE – Desire; EI – Emotional Involvement; EN – Enjoyment; HE – Hedonism; IN – Innovativeness; IE – Intellectual Experience; PE – Positive Emotions; SE – Sensorial Experience

**Table 5:** Reliability and validity measures (CR, AVE and Fornell-Larcker) of variables

Finally, the discriminant validity was assessed by three different criteria: Fornell-Larcker criterion (Fornell and Larcker, 1981), Cross-loadings (Hair et al, 2010) and the heterotrait-monotrait ratio (HTMT, Henseler et al., 2015). The first measure of discriminant validity was presented in Table 7 by calculating the square root of AVE and ensuring that the estimated values are greater than the correlations between variables (Fornell and Larcker, 1981). Another indicator was cross loading assessment, which specifies that all the loadings should be larger than its cross-loadings (Hair et al, 2010). The results of the analysis were reported an issue with PE5 variable (Appendix 1), which is below its cross-loadings (enjoyment and hedonism indicators). Moreover, Henseler et al., (2015) developed a new measure called heterotrait-monotrait ratio (HTMT) for discrimination of two factors of the model. The maximum threshold was defined as one, which also proved in Table 7 (Henseler et al., 2016). Eventually, discriminant validity of the model was proved, based on the above-mentioned criteria from literature.

Construct	AE	BE	DE	EI	EN	HE	IN	IE	IV	PE	SE
AE											
BE	0.726										
DE	0.628	0.569									
EI	0.571	0.579	0.609								
EN	0.56	0.625	0.594	0.591							
HE	0.657	0.65	0.761	0.623	0.77						
IN	0.487	0.483	0.718	0.554	0.522	0.681					
IE	0.507	0.347	0.421	0.431	0.382	0.379	0.387				
IV	0.562	0.449	0.948	0.55	0.494	0.667	0.684	0.459			
PE	0.62	0.672	0.657	0.658	0.892	0.861	0.615	0.421	0.581		
SE	0.797	0.728	0.606	0.602	0.686	0.681	0.466	0.355	0.568	0.734	

Note: AE – Affective Experience; BE – Behavioral Experience; DE – Desire; EI – Emotional Involvement; EN – Enjoyment; HE – Hedonism; IN – Innovativeness; IE – Intellectual Experience; PE – Positive Emotions; SE – Sensorial Experience

**Table 6:** Heterotrait-Monotrait Ratio (HTMT)

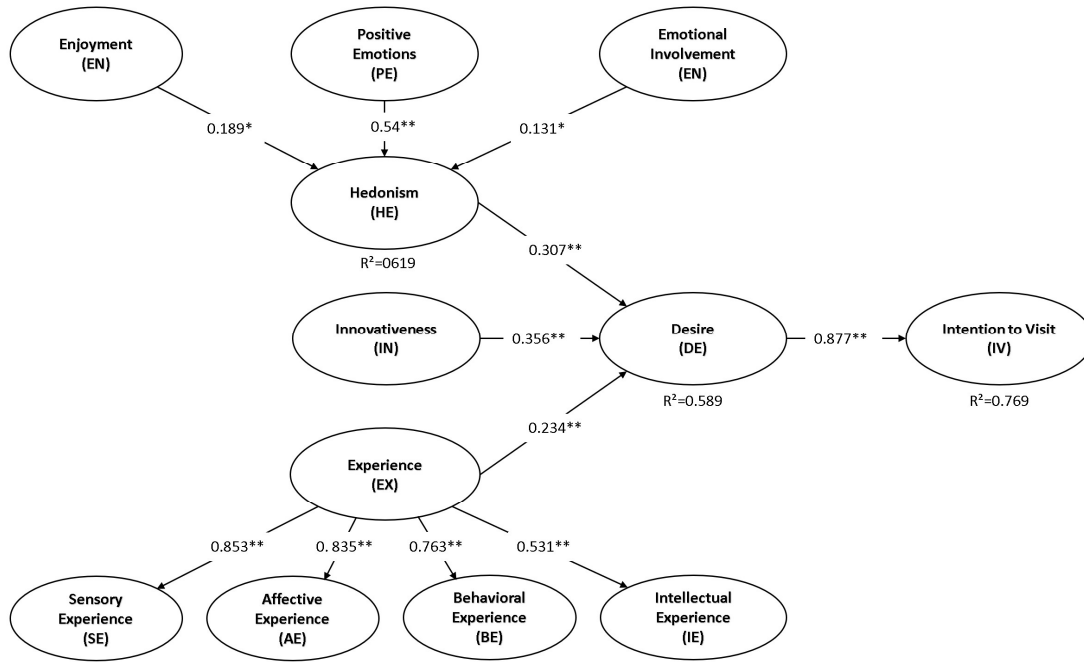
Due to internal consistency and discriminant validity issues, the model was tested by eliminating PE5 indicator of positive emotions. As there was not any significant difference in the results, the proposed model was kept with all the measurement indicators.

### 5.3. Structural model

As all the reliability and validity measures were achieved positively, it was possible to begin the structural model analysis. In this part of the research, the model was examined with three different criteria: multicollinearity checking (VIF; Hair et al., 2010), explained variation criteria ( $R^2$ ; Chin, 1998), and significance of the path coefficients (t-statistics). The results indicated that there was not multicollinearity issue as the values were below 10, ranging between 1.523 and 3.317 (Hair et al., 2010). Secondly, the  $R^2$  values of dependent variables were also far above the minimum threshold (0.2) that was suggested by Chin (1998).

Finally, the bootstrapping tool (5000 iterations) launched in order to achieve the degree of significance of path coefficients. All the direct effects were statistically significant in predicting the Hedonism (HE) as follows: Enjoyment ( $\beta_{EN \rightarrow HE} = 0.189$ ,  $p < 0.05$ ); positive emotions ( $\beta_{PE \rightarrow HE} = 0.54$ ,  $p < 0.01$ ); Emotional involvement ( $\beta_{EI \rightarrow HE} = 0.131$ ,  $p < 0.05$ ), which support H1, H2, and H3. Moreover, the findings indicated that hedonism ( $\beta_{HE \rightarrow DE} = 0.189$ ,  $p < 0.01$ ), experience ( $\beta_{EX \rightarrow DE} = 0.234$ ,  $p < 0.01$ ), and innovativeness ( $\beta_{IN \rightarrow DE} = 0.356$ ,  $p < 0.01$ ) positively affect desire. Furthermore, the results also showed that there is significant positive relationship between desire and intention to visit ( $\beta_{DE \rightarrow IV} = 0.189$ ,  $p < 0.01$ ). Thus, H4, H5, H6 and H7 were supported.

Overall, the model explains 76.9% of the variation of intention to visit (IV) and all the presented hypotheses were supported. An overview of the research model and achieved results has been depicted in Figure 2.



**Figure 2:** Structural model with path coefficients and *r*-squares (Note: \* $p < 0.05$ ; \*\* $p < 0.01$ )

Additionally, researcher also investigated the indirect and total effects of each variable and the results were summarized in Table 8. Enjoyment and emotional involvement were the only indicators showed non-significance in indirect and total effects. Regarding the prediction of intention to visit, desire was the most powerful factor with the largest total effect ( $\beta_{DE \rightarrow IV} = 0.877$ ,  $p < 0.01$ ), followed by innovativeness ( $\beta_{IN \rightarrow IV} = 0.313$ ,  $p < 0.01$ ), hedonism ( $\beta_{HE \rightarrow IV} = 0.269$ ,  $p < 0.01$ ), experience ( $\beta_{EX \rightarrow IV} = 0.205$ ,  $p < 0.01$ ) and positive emotions ( $\beta_{PE \rightarrow IV} = 0.145$ ,  $p < 0.01$ ). The same trend was also followed in the prediction of latent variable desire with slightly higher effects and indicating innovativeness as the most powerful antecedent.

Variables	Direct effects	Indirect effects	Total effects
Enjoyment -> Desire		0.058	0.058
Enjoyment -> Hedonism	0.189*		0.189*
Enjoyment -> Intention to visit		0.051	0.051
Positive Emotions -> Desire		0.165**	0.165**
Positive Emotions -> Hedonism	0.54**		0.54**
Positive Emotions -> Intention to visit		0.145**	0.145**
Emotional Involvement -> Desire		0.04	0.04
Emotional Involvement -> Hedonism	0.131*		0.131*
Emotional Involvement -> Intention to visit		0.035	0.035
Hedonism -> Desire	0.307**		0.307**
Hedonism -> Intention to visit		0.269**	0.269**
Experience -> Desire	0.234**		0.234**
Experience -> Intention to visit		0.205**	0.205**
Innovativeness -> Desire	0.356**		0.356**
Innovativeness -> Intention to visit		0.313**	0.313**
Desire -> Intention to visit	0.877**		0.877**

**Table 7:** Direct, Indirect and Total effects of latent variables (Note: \* $p < 0.05$ ; \*\* $p < 0.01$ )

## 6. Discussion

The findings indicate that the new conceptual model has strong predictive power on the behavioral intention of amusement park visitors. A key contribution of the research is broadening the model of goal-directed behavior (Perugini and Bagozzi, 2001) by including hedonism, experience and innovativeness contents to account for full understanding of tourists' behavior on visiting an amusement park. It should be also mentioned that, in comparison with other investigations used EMGB in tourism researches, the results show significantly better predictive power over behavioral intention (e.g., See et al., 2012; Meng and Choi, 2016). Nevertheless, consistent with the previous studies (e.g., Perugini and Bagozzi, 2001; Song et al., 2012), desire is considered as a predominant factor explaining the tourist's behavior, meaning that tourists are more likely to visit an amusement park if they have a desire to do it.

### 6.1. Theoretical Implications

Theoretically, this research makes four important contributions to the literature. First, the results suggest that proposed conceptual model has significant predictive power in explaining the intention. This new EMGB incorporating hedonism, experience and innovativeness explains 76.9% of tourists' behavioral intention. These findings accomplish the primary goal of the study, in terms of extending the model of goal-directed behavior (MGB) for amusement parks studies.

Second, previous literature has already acknowledged the importance of hedonic experience on the tourists' behavioral intentions (Grappi and Montanari, 2011; Huang et al., 2013). This study advances this idea by conceptualizing three elements of hedonism, meaning enjoyment, positive emotions and emotional involvement, in the context of amusement park visitors. The findings indicate that hedonism, in general, has a strong influence on tourists' desire and intention to visit an amusement park while travelling. Particularly, Positive emotions, persistent to the previous literature (e.g., Perugini and Bagozzi, 2001; Grappi and Montanari, 2011) seem to play a crucial role in forming both the hedonism and the decision-making process of tourists.

Third, another theoretical implication of the study is that results provide meaningful insights into the experience as a predictor of behavioral intention. Unlike the previous researches analyzing the experiential concepts, it is the first study extending the utilization of experience to a general amusement park context, rather than the specific brand of product or service (e.g., Brakus et al., 2009; Zarantonello and Schmitt, 2010). The results show that experience will lead tourists to visit amusement park, if managers develop sensorial and affective commitment between park and its visitors. One of the possible reason of these findings is that tourists seek for more emotional and cognitive experiences, instead of receiving the intellectual or behavioral meaning from the trip (Bigne et al., 2005).

Finally, the fourth contribution of the study is that innovativeness indeed exerts a significant influence on their desire and intention to visit amusement park while travelling. The results extend the previous research (Couture et al. 2015) on the role of indicating innovativeness as a predictor of tourists' intentions. As all the people travelling internationally seek for something new, inexperienced and innovative, this conclusion is comprehensible. Since innovativeness was mostly examined in the studies of information technology, even if it is related to tourism (e.g., online purchasing, searching),

this research sheds a light on the influence of innovativeness over tourists' decision-making process. It seems that highly innovative tourists would have more desire and intention to visit amusement parks compare to non-innovative ones.

## **6.2. Managerial Implications**

Beside its substantial theoretical contributions, this study also reveals practical implications not only for the amusement park designers but also for the tourism managers. The findings firstly confirm that desire is the most important factor that induce tourists to decide about their future travel plans. Managers should focus on effective global advertisements or online social media, in order to inspire the desire to visit an amusement park while travelling to the tourism destination. Managing the experiences within the park and making it hedonically valuable is the another key factor that managers should concentrate. They can take advantage of the research findings, considering the positive impact of hedonism on forming the desire to visit an amusement park. Particularly, positive emotions should be considered as a focal point of attracting tourists to the proposed park. Initiating the desire on tourist who is going to travel to the destination, can encourage them to visit the park. For example, amusement park marketers should include these positive emotions and sensitive factors of the park in their global advertising campaigns using emotional videos or posters. Most of the studies examining the tourist behavior and satisfaction also suggest that it is important to shape experiences in a way that it will meet, or exceed, the emotional expectations of tourists (e.g., Bigne et al., 2005; Hosany and Gilbert, 2010).

The findings of the study also indicate that managers should carefully build the brand image of the park by considering the significance of sensorial and affective experiences. This can be achieved by including unique features and services that will change tourists' preferences on visiting other entertainment facilities. In regard to brand building, Beckman et al.(2013) suggested to design elements in a way that it will allow visitors to feel the five senses from the destination: sight, sound, touch, smell, and taste. Managers should combine all the senses in the park features and try to pursue the peculiarities in their marketing campaigns.

Furthermore, managers should also design the amusement park in a way that it will give an extraordinary experience with innovative attractions, unique motifs, which will firstly attract the innovative tourists. Innovativeness should in fact be considered very well by managers, being an important factor of desire. For instance, Jung et al. (2015) suggested that augmented reality recently became the main trend in amusement park industry and it shouldn't be neglected while building or reshaping the amusement park. Authors also mentioned that highly innovative tourists will be more interested in experiencing the new technologies. Furthermore, Ozturk et al. (2016) mentioned that Marriot hotels chain created an application which allows users to visit different cities and get Marriot points and use them in the hotel chains. It is assumed that this kind of gamification (online indirect advertisements) can also lead innovative consumers to visit the amusement park

### **6.3. Limitations and Future Research**

Although the research provides significant contributions to tourism management, particularly to amusement park industry, there are several limitations that should be addressed in the future studies. Firstly, small sample size can cause some issues on generalizing the results to the larger target population. Nevertheless, according to Hair et al. (2014), the PLS-SEM results are supported even if the sample size is small. Secondly, future research is needed to conduct a field survey in an already existing amusement park. This will broaden the research with a comparison between the real time and past experiences. Thirdly, it would be interesting to examine the model with different age groups and compare the opinions of each generation. Fourthly, future research should investigate the model with a sample that represents different cultures, especially American and Asian tourists, as these continents have already been dominating in amusement park industry for a long time. Fifthly, the model can be examined with other touristic attractions in order to assess the eligibility of employment in all tourism industry. Finally, according to the feedback received from the respondents of a pretest, the scale items of experience, especially behavioral experience questions, may be rephrased in future studies, as it causes a confusion in comprehending.

## **7. Conclusion**

Amusement parks and their integration with tourism have been growing since the last few decades. However, there are still limited empirical studies that analyze the behavioral intentions of the amusement park visitors. To contribute to the existing gap in the literature, this study broadened the model of goal-directed behavior (MGB), offering a conceptual framework that shed light on the impact of hedonism, experience and innovativeness on tourists' desire and intention to visit. The research findings illustrated three main conclusions. First, the behavioral intention of tourists visiting an amusement park is contingent on their hedonism and positive emotions. Second, sensorial and emotional experiences are important factors in setting up a relationship between an amusement park and its visitors. Finally, innovativeness is the most important factor that forms the desire on amusement park experience, which, in turn, increases tourists' desire and intentions to visit.

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## 9. Appendixes

### Appendix 1 – Cross Loadings table

Items	AE	BE	DE	EI	EN	HE	IN	IE	IV	PE	SE
AE1	<b>0.79</b>	0.40	0.33	0.40	0.41	0.37	0.29	0.28	0.30	0.43	0.46
AE2	<b>0.77</b>	0.40	0.46	0.30	0.38	0.48	0.30	0.23	0.41	0.39	0.53
AE3	<b>0.81</b>	0.39	0.39	0.35	0.28	0.36	0.36	0.34	0.35	0.33	0.41
BE1	0.41	<b>0.86</b>	0.51	0.46	0.52	0.52	0.43	0.28	0.41	0.59	0.48
BE2	0.47	<b>0.86</b>	0.33	0.44	0.40	0.40	0.35	0.16	0.27	0.42	0.46
BE3	0.26	<b>0.58</b>	0.19	0.13	0.23	0.23	0.10	0.01	0.14	0.20	0.30
DE1	0.49	0.43	<b>0.94</b>	0.51	0.54	0.66	0.62	0.34	0.86	0.57	0.53
DE2	0.47	0.40	<b>0.95</b>	0.50	0.50	0.58	0.61	0.38	0.85	0.53	0.48
DE3	0.45	0.37	<b>0.93</b>	0.48	0.47	0.58	0.63	0.35	0.85	0.51	0.42
DE4	0.39	0.47	<b>0.75</b>	0.47	0.46	0.63	0.53	0.25	0.56	0.52	0.43
EI1	0.39	0.42	0.44	<b>0.84</b>	0.46	0.46	0.41	0.22	0.39	0.49	0.43
EI2	0.40	0.40	0.49	<b>0.92</b>	0.47	0.48	0.48	0.36	0.45	0.53	0.47
EI3	0.40	0.44	0.52	<b>0.92</b>	0.49	0.51	0.45	0.37	0.48	0.53	0.45
EN1	0.43	0.49	0.54	0.49	<b>0.93</b>	0.68	0.48	0.33	0.46	0.77	0.57
EN2	0.36	0.45	0.44	0.44	<b>0.91</b>	0.57	0.40	0.27	0.35	0.70	0.51
EN3	0.44	0.43	0.54	0.54	<b>0.85</b>	0.60	0.47	0.33	0.44	0.70	0.51
EN4	0.40	0.47	0.46	0.46	<b>0.93</b>	0.68	0.41	0.28	0.40	0.78	0.55
HE1	0.43	0.48	0.61	0.46	0.70	<b>0.86</b>	0.52	0.27	0.49	0.74	0.53
HE2	0.38	0.33	0.61	0.47	0.50	<b>0.80</b>	0.53	0.28	0.53	0.50	0.40
HE3	0.42	0.43	0.45	0.42	0.52	<b>0.83</b>	0.46	0.20	0.45	0.61	0.40
HE4	0.49	0.49	0.59	0.49	0.62	<b>0.89</b>	0.56	0.34	0.54	0.72	0.57
IN1	0.46	0.45	0.69	0.54	0.54	0.66	<b>0.82</b>	0.36	0.63	0.60	0.51
IN2	0.31	0.33	0.54	0.38	0.38	0.48	<b>0.86</b>	0.32	0.55	0.46	0.35
IN3	0.34	0.34	0.54	0.35	0.40	0.50	<b>0.89</b>	0.26	0.51	0.45	0.34
IN4	0.33	0.32	0.49	0.30	0.35	0.50	<b>0.71</b>	0.21	0.40	0.44	0.31
IN5	0.25	0.27	0.51	0.42	0.37	0.43	<b>0.84</b>	0.26	0.51	0.39	0.25
IN6	0.23	0.26	0.46	0.44	0.32	0.41	<b>0.81</b>	0.27	0.48	0.37	0.20
IE1	0.23	0.08	0.19	0.30	0.21	0.18	0.23	<b>0.76</b>	0.22	0.24	0.17
IE2	0.22	0.08	0.15	0.11	0.11	0.12	0.08	<b>0.67</b>	0.18	0.10	0.09
IE3	0.34	0.27	0.42	0.36	0.37	0.37	0.40	<b>0.86</b>	0.43	0.38	0.35
IV1	0.39	0.36	0.80	0.48	0.46	0.58	0.57	0.32	<b>0.89</b>	0.52	0.46
IV2	0.45	0.35	0.85	0.47	0.43	0.55	0.60	0.38	<b>0.96</b>	0.48	0.47
IV3	0.41	0.31	0.79	0.43	0.38	0.52	0.59	0.40	<b>0.94</b>	0.45	0.42
PE1	0.38	0.48	0.48	0.44	0.73	0.65	0.47	0.24	0.39	<b>0.80</b>	0.54
PE2	0.33	0.35	0.49	0.47	0.69	0.59	0.47	0.28	0.43	<b>0.80</b>	0.46
PE3	0.41	0.42	0.45	0.45	0.67	0.58	0.37	0.27	0.39	<b>0.82</b>	0.52
PE4	0.38	0.47	0.48	0.48	0.74	0.68	0.45	0.25	0.41	<b>0.86</b>	0.52
PE5	0.40	0.38	0.42	0.46	0.48	0.46	0.48	0.41	0.43	<b>0.63</b>	0.37
PE6	0.35	0.47	0.43	0.41	0.58	0.61	0.41	0.23	0.34	<b>0.77</b>	0.46
PE7	0.45	0.45	0.53	0.50	0.61	0.65	0.47	0.30	0.52	<b>0.82</b>	0.56
SE1	0.53	0.41	0.39	0.41	0.43	0.44	0.31	0.26	0.41	0.47	<b>0.85</b>
SE2	0.49	0.51	0.47	0.53	0.58	0.54	0.42	0.32	0.43	0.63	<b>0.89</b>
SE3	0.47	0.43	0.44	0.32	0.47	0.47	0.29	0.16	0.39	0.46	<b>0.78</b>

Notes: AE - Affective Experience; BE – Behavioral Experience; DE – Desire; EI – Emotional Involvement; EN – Enjoyment; HE – Hedonism; IN – Innovativeness; IE – Intellectual Experience; PE – Positive Emotions; SE – Sensorial Experience