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Exploring Participation Motivation, Experience Value, and Perceived Value of Leisure Activity Participants at Dapeng Bay National Scenic Area

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ABSTRACT *: This study primarily examined the relationships among the factors of participation motivation, experience value, and perceived value of leisure activity participants. In this study, tourists at Dapeng Bay National Scenic Area were chosen as research participants. A total of 350 questionnaires were distributed, of which 306 questionnaires were recovered. After excludingthe invalid responses, 296 valid questionnaires were obtained, representing an effective questionnaire recovery rate of 85%. The collected data were analyzed using descriptive statistics, confirmatory factor analysis, and structural equation modeling. The results showed that, for tourists' participation in leisure activities, (1) participation motivation significantly influences experience value, (2) participation motivation significantly influences perceived value, and (3) experience value significantly influences perceived value.*

KEYWORDS: *participation motivation, experience value, perceived value*

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I. INTRODUCTION

1. Research Motivation and Background

Dapeng Bay was formed from the inflow of Linbian River and Donggang River into the bay area. The two rivers carried sediment from the upper stream into the sea, which accumulated over time and were carried further by sea currents and monsoons to form the deposition landform of a sandspit. The "Nanping Peninsula" was thus formed, separating inland waters from the open sea. The surrounded waters in the inland sea is a lagoon, covering an area of 532 hectares. It was covered by paddy fields in the early days. Today, the area is dotted with sails. The only estuary of the lagoon is where the Pengwan Crossing Bridge is located. From a bird's-eye view, the bay area is shaped like a bag. Therefore, Dapeng Bay is called the "single-estuary bag-shaped lagoon," and is also currently the largest "single-estuary bag-shaped lagoon" in Taiwan. The Dapeng Bay National Scenic Area Administration was established in 1997. Out of the 13 national scenic areas in Taiwan, Dapeng Bay was the fourth to be established. The greatest vision for Dapeng Bay in the future is for it become a premier world-class coastal leisure resort. The main recreational spots in the area include an array of options such as the Dapeng Bay Visitor Center, Pengwan Crossing Bridge, Dapeng Bay International Leisure Zone, Qingzhou Coastal Recreation Area, attractions along the cycling route around the bay, and wetland parks, covering the three recreational dimensions of sea, land, and air, and forming a one-stop resort at which one can satisfy all their recreational needs. (Dapeng Bay National Scenic Area, 2019)

Every morning and evening, many residents living around the area can be seen engaging in activities or sports at the Dapeng Bay National Scenic Area. The attraction also has its fair share of overseas tourists, especially during holiday season, when crowds and sightseeing buses could be found swarming into the scenic area. With the advancement of science and technology and reduction in number of work hours, among other factors, personal free time has increased, and leisure time has increased accordingly as well. Due to the increase in life expectancy, life planning has been adjusted accordingly. In response to the sharp growth in the unemployed population, participation in leisure activity can be treated as the cultivation of a second skill and as a regulator of emotional and psychological well-being. Along with the government's intensive implementation of two days off weekly and subsidies for national tourism, the Taiwanese now pay more attention to leisure activities than before, which has stimulated a domestic boom in leisure activity participation (Song, 2018).

The word motivation is derived from the Latin verb *movere* as the root word, which means "to move"and implies "movement" or "activation." Kotler (1991) noted that motivation is a powerful driving force that stimulates individuals to seek out satisfaction for their needs, so as to reduce psychological anxiety and tense feelings. Motivation for leisure activity participation refers to the motivation of individuals to participate in leisure activities, as well as the psychological process through which their needs are satisfied. Therefore, in the process of

leisure formation, leisure motivation is the reason for which individuals engage in leisure activities or the location where their leisure needs are situated. It is an indispensable part of the leisure experience. That is to say, motivation for leisure activity participation is an important source of motivation for the initiation, guidance, and maintenance of leisure behavior (Liu, Chen, & Sung, 2019). While actual travel experience will be gradually forgotten, the value of the experience will be remembered (Pine & Gilemore, 1998). Experience value focuses on consumer participation. The feelings experienced by the consumer in a process influences consumer evaluation, and most of these are emotional (Cheng, 2014). Perceived value is obtained by comparing perceived quality with perceived cost. When perceived quality is higher than perceived cost, perceived value becomes higher, and willingness to purchase is increased (Chen, 2004). Zeithaml (1988) defines perceived value as "a holistic assessment of the balance between what consumers pay and gain in acquiring a product."

In the process of reviewing previous studies of tourism, participation motivation, experience value, and perceived value have all been key variables in the research of tourist behavior. Some studies have explored the correlations between pairs of factors of participation motivation, experience value, and perceived value, or the relationships between the above and other factors. However, only a small number of studies have explored the relationships among all three factors at the same time, and few studies have explored the behavior of tourists at scenic attractions. The aim of this study was to study the relationships among the factors of participation motivation, experience value, and perceived value of leisure activity participants, with the hope that results can provide reference for the relevant administrative departments.

II. OBJECTIVES

The primary objectives of this study were as follows: (1) to study the factors of participation motivation, experience value, and perceived value of leisure activity participants at Dapeng Bay National Scenic Area, and (2) to verify the relationships of influence among the factors of participation motivation, experience value, and perceived value of leisure activity participants at Dapeng Bay National Scenic Area.

III. HYPOTHESES

Based on the research aims and theoretical reasoning in this study, the research framework (Figure 1) and hypotheses proposed in this study were as follows:

(1) Participation motivation significantly influences experience value.
(2) Participation motivation significantly influences perceived value.
(3) Experience value significantly influences perceived value.

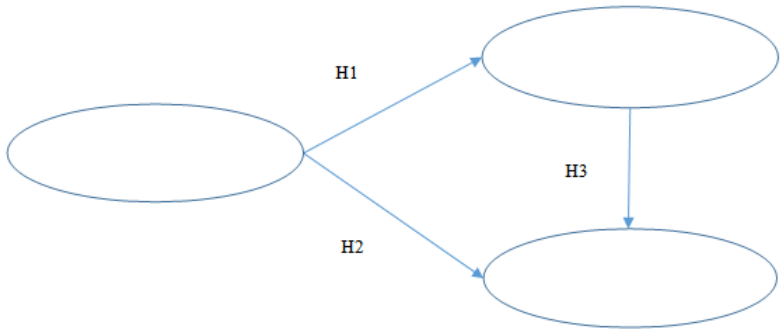

Figure 1. Research framework.

IV. EXPLANATION OF TERMS

(1) Participation motivation

Kelly (1990) divided motivation for leisure activity participation into intrinsic motivation and extrinsic motivation. Intrinsic motivation refers to the intrinsic psychological need or desire driving individual behavior, where one participates in leisure purely for the purpose of satisfying one's needs for comfort and joy. Extrinsic motivation refers to external environmental stimulus, where individuals engage in leisure due to external factors or for reasons related to other people. Wang and Chih (2016) defined participation motivation as the motivation driving individuals to want to travel or participate in an activity, due to the tension and psychological anxiety felt in life, for the purpose of satisfying their psychological desires and needs. Tourism participation motivation is also generated due to attraction from the destination of travel or a certain activity. Participation motivation is summarized into four aspects of "stress relief," "experiencing life," "cultural learning," and "social purposes." Chang (1989) sees it as follows, "Motivation refers to an internal process that stimulates individual activity, maintains the stimulated activity, and guides the activity towards a certain goal." Wang and Wang (2015)

summarized tourism participation motivation into four aspects of "experiencing life," "cultural learning," "stress relief," and "social needs." Chao, Huang, and Wu (2015) divided the participation motivation scales in their research into the aspects of "social interaction," "exercise and fitness," "personal growth," and "stress relief." Fang and Ma (2015) defined participation motivation as the force driving individuals to voluntarily participate in a certain activity. It was divided into three aspects of "external adjustment," "personal fulfillment," and "psychological benefit." In this study, with reference to the studies mentioned above, participation motivation was defined as the motivation driving leisure activity participants at Dapeng Bay National Scenic Area to participate in a certain leisure activity due to intrinsic motivation or external stimulation.

(2) Experience value

The concept of "experience value" was first proposed by Holbrook (1996). It refers to a situation whereby the tangible product value and intangible emotional value that consumers gain in the process of their experience exceed their original expectations, leaving behind a deep impression and elucidating their perceptions and preferences for a certain product or service. Mathwick, Malhotra, and Rigdon (2001) noted that experience value refers to the interaction between consumers and the context of consumption, which generates the perception and corresponding preference for a product or service. Gallarza and Saura (2006) proposed that experience value is a factor that directly affects customer satisfaction, can determine the value of consumer experience, and creates the appropriate experiential sensations and emotions in consumers. Mathwick, Malhorta, and Rigdon (2002) integrated other studies to form the belief that experience value should encompass the four aspects of interesting appeal, aesthetic experience, returns on consumer investment, and service excellence. Kuo, Hsueh, Tsung, Liang, and Huang (2015) believe that experience value can be measured through the four aspects of personal nostalgia, historical nostalgia, fostering of emotions, and social interaction. In a study by Huang and Lu (2015), the experience value scale consists of investment returns, interesting appeal, quality service, and fostering of emotions. Chung and Li (2019) divided the experience value scale into aspects such as enjoyment, relaxation, pleasure and satisfaction, and excellent value for money. Based on the aforementioned studies, experience value in this study was defined as the perception and corresponding preference of leisure activity participants for a product or service after experiencing the facilities or services at Dapeng Bay National Scenic Area.

(3) Perceived value

Zeithaml (1988) defines perceived value as "a holistic assessment of the balance between what consumers pay and gain in acquiring a product." Tsai (2005) noted that perceived value refers to the consumer's perception of a product or service, which then generates a holistic assessment that is subjectively determined by the consumer. Consumers obtain their perception of the value of a product or service by measuring the balance between what they pay and gain, and in turn rely on perceived value as the basis for their willingness to consume and purchase. Blackwell and Paul (2001) believe that value is the difference between the time, money, labor, and other kinds of resources that consumers expend to obtain a product, and the benefits that they receive. Oliver and DeSarbo (1988) noted that the perceived value of consumers originates from the basic principles of equity theory. When the outcome-to-input ratio of consumers is higher than that of manufacturers, they will naturally feel that a product is value for money, and thus develop a higher perceived value. Lin, Tiao, Wang, and Guo (2014) defined the perceived value of consumers as the perceived benefit derived from the product or its quality, in relation to the sacrificed cost in the price paid. Perceived value consists of four aspects of emotional value, social value, functional value in terms of price, and functional value in terms of quality. Petrick (2004) reviewed relevant studies and empirical research of the past and proposed that perceived value should encompass the five aspects of quality, emotional response, monetary price, behavioral price, and reputation. Li and Chiou (2015) proposed that the measurement variables and aspects of perceived value include the five aspects of quality, emotional response, money, behavior, and reputation. Parasuraman and Grewal (2000) believed that perceived value can be summarized into the four aspects of acquired value, transactional value, use value, and residual value. Based on the studies mentioned above, perceived value in this study was defined as the holistic assessment of the balance between what is paid and gained by leisure activity participants in experiencing the facilities or services at Dapeng Bay National Scenic Area.

V. METHODS

1. Research participants

The research participants in this study consisted of tourists who engaged in leisure activities at Dapeng Bay National Scenic Area. A questionnaire survey was conducted by means of convenience sampling. A total of 350 questionnaires were distributed in this study, and the formal period of study lasted from July 1st, 2019, to October 30th, 2019. A total of 306 questionnaires were recovered. After excluding the invalid questionnaires, 296 valid questionnaires were obtained, representing an effective questionnaire recovery rate of 85%.

2. Research tools

(1) Based on studies by Wang and Wang (2015), Chao, et al. (2015), Fang and Ma (2015), and Wang and Chih (2016), the participation motivation scale was divided into the four aspects of "stress relief," "cultural learning," "social needs," and "psychological benefits." A total of 12 questions were developed and scored on a seven-point Likert scale.

(2) Based on studies by Mathwick et al. (2002), Kuo et al. (2015), Huang and Lu (2015), and Chung and Li (2019), the experience value scale was divided into the four aspects of "returns on consumer investment," "historical nostalgia," "quality service," and "aesthetic experience." A total of 12 questions were developed and scored on a seven-point Likert scale.

(3) Based on studies by Parasuraman and Grewal (2000), Petrick (2004), Lin et al. (2014), and Li and Chiou (2015), the perceived value scale was divided into the four aspects of "emotional value," "quality," "monetary value," and "reputation." A total of 12 questions were set up, which were developed and scored on a seven-point Likert scale.

3. Data processing

The data collected from the questionnaires in this study were analyzed using the SPSS 18.0 statistical software suite. A basic data analysis of the overall data collected from the questionnaire was performed and the LISREL 8.7 software was used to analyze and verify the hypotheses of this study.

VI. RESULTS

1. Basic data of research participants

Table 1 shows that, in terms of gender, there were 152 male (51.35%) and 144 female (48.64%) respondents; in terms of age, respondents were mostly between the ages of 36 and 55 years, with 143 (48.31%) respondents being in this age group; in terms of education level, most had university-level education, with 83 (28.04%) respondents at this level; in terms of occupation, most were working in military fields, with 81 (27.36%) respondents falling under this category; and in terms of income level, most were concentrated in the income band of NT$30,001 to NT$50,000, with a total of 143 (48.31%) respondents being in this income band (Table 1).

2. Reliability analysis

Jöreskog and Sörborn (1989) suggested that the reliability value R2 of individual observable variables must be greater than 0.20. In this study, the R2 values of the 12 observable variables from 0.51 to 0.88, meeting this requirement. The constructed reliability values of the three latent variables in this study were 0.92, 0.89, and 0.90 (Table 2), respectively, which meets the requirements recommended by scholars for the reliability index value to be 0.5 or greater (Hair, Anderson, Tatham, & Black, 1998). Aggregation validity can be determined from the average variance extracted (AVE) of latent variables and the factor loading (λ) value of the observable variables on its latent variables. The AVE values in Table 2 were 0.76, 0.68, and 0.69, respectively, all of which are greater than 0.5, indicating that for the three latent variables, the contribution of the observable variables from which the latent variables are constructed was greater than the contribution of measurement error. Bentler and Wu (1993) suggested that the factor loading (λ) of all observable variables on their latent variables should be greater than the threshold value of 0.45. In this study, these values ranged from 0.72 to 0.94 (Table 3), indicating that all of the observable variables were sufficient to reflect the latent variables constructed from them.

Table 1. Analysis of basic data of survey objects.

		Number of people	Percentage			Number of people	Percentage
Gender	Male	152	51.35		Agriculture	28	9.45
	Female	144	48.64		Industry	41	13.85
Age	Under 25	38	12.83		Commerce	49	16.55
	26–35	56	18.91	Occupation	Military	81	27.36
	36–45	75	25.33		Student	36	12.16
	46–55	68	22.97		Homemaker	18	6.08
	Above 56	59	19.93		Other	43	14.52
Education level	Secondary school and below	12	4.05	Income	Below NT$23,099	36	12.16
	High school and vocational school	76	25.67		NT$23,100–NT$30,000	59	49.93
	Specialized school	59	19.93		NT$30,001–NT$40,000	65	21.95
	University	83	28.04		NT$400,01–NT$50,000	78	26.35

Graduate school	66	22.29	Over NT$50,001	58	19.59

Table 2. R^2 and constructed reliability.

Aspect	Standardized parameters	R^2	Constructed reliability	Average variance extraction
Participation motivation			0.92	0.76
Social needs (PM1)	0.88	0.77		
Cultural learning (PM2)	0.74	0.55		
Stress relief (PM3)	0.94	0.88		
Psychological benefits (PM4)	0.91	0.83		
Experience value			0.89	0.68
Historical nostalgia (EV1)	0.88	0.77		
Returns on consumer investment (EV2)	0.75	0.56		
Quality service (EV3)	0.72	0.51		
Aesthetic experience (EV4)	0.93	0.87		
Perceived value			0.90	0.69
Quality (PV1)	0.82	0.67		
Monetary value (PV2)	0.88	0.77		
Emotional value (PV3)	0.77	0.59		
Social value (PV4)	0.85	0.73		

Table 3. Model parameter estimates.

Parameter	Non-standardized parameter	Std. Deviation	t-value	Standardized parameters
λ1	1.00	------	------	0.88
λ2	0.82	0.05	15.47	0.74
λ3	0.82	0.06	14.50	0.94
λ4	1.03	0.05	21.48	0.91
λ5	1.00	------	------	0.88
λ6	1.32	0.08	17.24	0.75
λ7	1.11	0.08	14.52	0.72
λ8	1.33	0.08	16.76	0.93
λ9	1.00	------	------	0.82
λ10	1.09	0.07	15.73	0.88
λ11	1.25	0.05	24.40	0.77
λ12	0.79	0.03	23.14	0.85
γ1	0.24	0.05	5.22	0.32
γ2	0.20	0.04	4.56	0.30
β1	0.13	0.06	2.16	0.14

Note: t-value >1.96 (* p<0.05); t-value >2.58 (** p<0.010).

3. Overall model evaluation

At least three of the following indices were adopted as evaluation indices for the fit of the overall model (Huang, 2002). From the overall model fit evaluation indices, it was found in this study that the GFI value was 0.95, which is greater than the acceptable value of 0.90; RMR=0.019, which is smaller than the acceptable value of 0.05; and the RMSEA value was 0.067, which falls between 0.05 and 0.08; and given these values, the model can thus be considered to have "reasonable fit," indicating that this model is acceptable. In terms of relative fit indices, the NNFI value was 0.97, which is greater than the acceptable value of 0.90; and the CFI value was 0.98, which is greater than the acceptable value of 0.90, indicating that this model is acceptable. In terms of parsimonious fit indices, the PNFI value was 0.63, which is greater than the acceptable value of 0.5; and the PGFI value was 0.52, which is greater than the acceptable value of 0.5. The ratio of chi-square to degree of freedom was 2.32, which meets the requirement that this value has to be smaller than the threshold value of 3, indicating that the model is acceptable (Table 4).

Table 4. Overall model goodness-of-fit evaluation.

Evaluation indices		Fit indices	Results
Absolute fit indices			
	Goodness of Fit Index (GFI)	>0.9	0.95
	Root Mean Square Residual (RMR)	<0.05	0.019
	Root Mean Square Error of Approximation (RMSEA)	<0.05	0.067
Relative fit indices			
	Non-Normed Fit Index (NNFI)	>0.9	0.97
	Comparative Fit Index (CFI)	>0.9	0.98
Parsimonious fit indices			
	Parsimony Normed Fit Index (PNFI)	>0.5	0.63

Parsimony Goodness of Fit Index (PGFI)	>0.5	0.52
Normed Chi-Square	1<NC<3	2.32

Figure 2 shows the empirical results of this study. From the estimation of parameters, the following findings were revealed. (1) In the analysis of the impact of participation motivation on experience value, the results showed that the fully standardized coefficient reached significance with a value of 0.32 (t=5.22, p<0.05), so H1 is supported and the impact is verified; (2) In the analysis of the impact of participation motivation on perceived value, the results showed that the fully standardized coefficient reached significance with a value of 0.30 (t=4.56, p<0.05), so H2 is supported and the impact is verified. (3) In the analysis of the impact of experience value on perceived value, the results showed that the fully standardized coefficient reached significance with a value of 0.14 (t=2.16, p>0.05). All three hypotheses in this study were verified, indicating that the empirical results aligned with expectations.

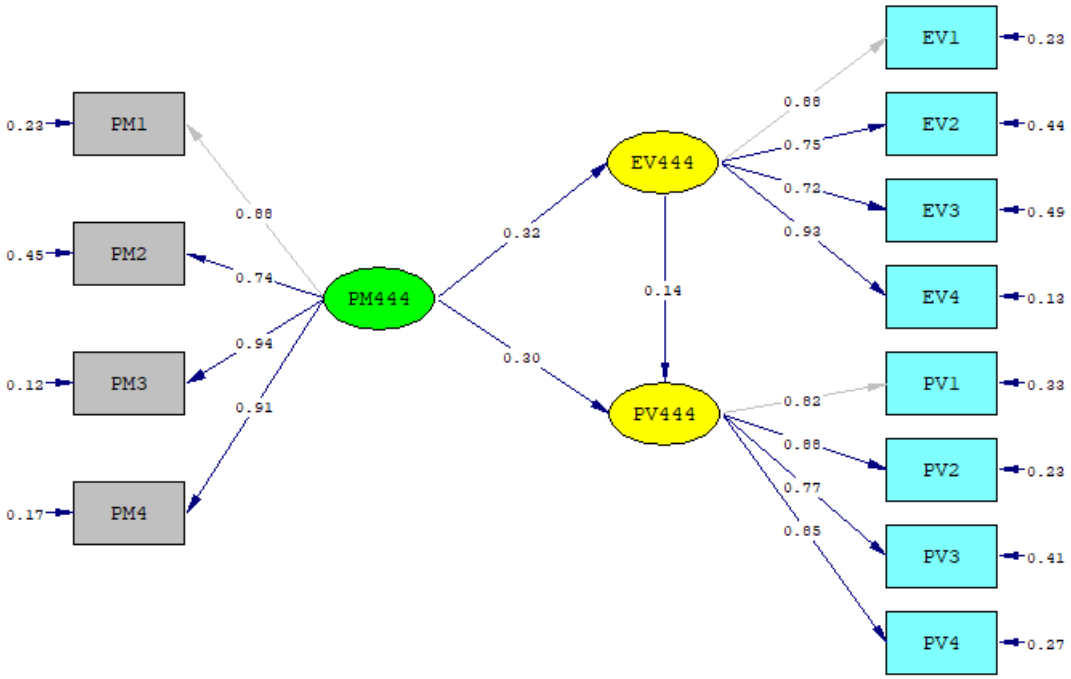

Figure 2. Standardized path diagram of this study

VII. CONCLUSIONS AND RECOMMENDATIONS

1. Conclusions

People of the modern day are engaging more and more in leisure and entertainment. Coupled with the government's all-round implementation of two days off weekly and encouragement for people to engage in outdoor leisure activities and more closely with nature, it can be seen that leisure-related activities are gaining increasing attention. Therefore, leisure activity participants at Dapeng Bay National Scenic Area were adopted as research participants in this study, with the hope of further exploring the influencing relationships among the factors of participation motivation, experience value, and perceived value of leisure activity participants.

(1) Impact of participation motivation on experience value

It was revealed through this study that participation motivation has a positive impact on experience value. This finding is consistent with the findings of Koa, Chan, and Chung (2018). In this study, participation motivation comprised the four indices of social needs, cultural learning, stress relief, and psychological benefits. The regression coefficient for stress relief was 0.94, which is greater than that of psychological benefits (0.91), social needs (0.88), and cultural learning (0.74). These findings show that tourists engage in leisure activities at the Dapeng Bay National Scenic Area primarily to relieve stress and relax physically and spiritually.

(2) Impact of participation motivation on perceived value

This study revealed that participation motivation has a positive impact on perceived value. This finding is consistent with the findings of Kuo (2019). In this study, perceived value comprised the four indices of quality, monetary value, emotional value, and social value. The regression coefficient of monetary value was 0.88, which is greater than that of social value (0.85), quality (0.82), and emotional value (0.77). The following can be inferred from these findings: the tourists who engaged in leisure activities at the Dapeng Bay National Scenic Area

believed that the benefits of leisure activities at Dapeng Bay outweighed the cost of what they have given up or sacrificed; that is, through leisure activities, they were not only able to relax their muscles and exercise their bodies, but also regulate their emotions and satisfy their psychological needs.

(3) Impact of experience value on perceived value

This study revealed that experience value has a positive impact on perceived value. This finding is consistent with the findings of Tsai and Wu (2017). In this study, experience value comprised the four indices of historical nostalgia, returns on consumer investment, quality service, and aesthetic experience. The regression coefficient of aesthetic experience was 0.93, which is greater than that of historical nostalgia (0.88), returns on consumer investment (0.75), and quality service (0.72). It was found in this study that, in addition to enjoying the beautiful scenery and lagoon of Dapeng Bay, many tourists also visitedDapeng Bay's historical military sites as tourist attractions.

2. Recommendations

There are many kinds of leisure activities. Some can strengthen the body, some can broaden one's scope of knowledge, and some can cultivate one's temperament. The leisure activity participants who visit Dapeng Bay mainly did so to participate in water leisure activities. The sea view boardwalk, scenic viewing area, and beach recreational area at the Dapeng Bay National Scenic Area are among the best activity spots for summer activities, surfing, water activities, and beach buggy rides. It is recommended for the Dapeng Bay National Scenic Area Administration to open up all of the military facilities within the park, so as to tap into the values and feelings associated with the nostalgicsentiments of visitors.

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