

The Influence of Individualistic-Oriented and Collective-Oriented Values on Travel Motivations

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ABSTRACT

The main purpose of the study is to explore how travel motivations are related to individualistic-oriented materialistic values and collective-oriented family and community values, which are believed to have conflicting influences on well-being. To test the general hypotheses, a survey was conducted using adapted scales with 287 college students in Macao, China. The results support general relationships between travel motivations and both individual-oriented and collective-oriented values. Further analyses also show that the strength of relationships vary across different values and different travel motivations. The exploratory findings provide future research directions on how various values affect different motivations as well as managerial implications.

JEL Classification: M3, Z3

Keywords: travel motivations, materialistic values, individualism, collectivism

I. INTRODUCTION

Travel motivations form the foundations that dictates how consumers make travel-related decisions. Personal values have been viewed as importance factors that form consumer motivations. Rokeach (1968) defines values as centrally held, enduring beliefs that guide actions and judgments, while forming cognitive representations, e.g., concepts and goals, with emotional attitudes that have positive or negative valence. Personal values are believed to be related to personal growth, family, close relationships with others, leading to higher well-being and happiness. Once formed, values affect various aspects of human perceptions and behavior, including consumer needs and motivations. Among various personal values, certain values might be in conflict. For example, individual-oriented materialistic values are in direct contrast with collective-oriented family values and community values (Burroughs and Rindfleisch, 2002). Such conflicting influences could also be found in travel-related perceptions, attitudes, and behaviors. In the pursuit of personal happiness and inner peace, travel is a popular means of relieving pressure while satisfying various needs, from social to self-actualization needs (Gonzalez and Bello, 2002; Moscardo, 2011). However, travel could also lead to unwanted consequences, such as the consumption of resources and negative impact on the natural environment. Simultaneous possession of different travel motivations is evident among travelers (Kong and Chang, 2012), though one might choose to act on some motivations while downplaying others. To date, few studies have investigated how conflicting values affect travel motivations.

II. LITERATURE REVIEW

In this section, we review past literature in related personal values and travel motivations in the context of the anticipated research sample: college students in Macao, China. The relevance of personal values is examined and explored, followed by their links to travel motivations.

A. Personal Values

Personal values have been defined as desirable trans-situational goals, varying in importance, which guide our lives and social entities (Schwartz, 1992) and serve as general expressions of what are important. Rokeach (1973) deemed personal values as a set of stable beliefs that emerge from society's norms and an individual's core psychological needs and sense of self. They are learned beliefs, formed gradually while growing up under the influence of the environment and personality traits, such as openness/intellect, agreeableness, conscientiousness, and extraversion (Olver and Mooradian, 2003). Personal values are diverse, help form perceptions of products and service (Oliver, 1996; Huber et al., 2001), and have been studied extensively in various disciplines, e.g., social psychology and consumer research. For in-depth discussions on personal values, Schwartz (1992) provides a comprehensive overview and synthesis. With a series of studies across over 40 countries, Schwartz (1992, 1994) developed a set of basic human values, including power, achievement, hedonism, stimulation, self-direction, universalism, benevolence, tradition, conformity, and security. Burroughs and Rindfleisch (2002) extended Schwartz's research by providing links to individualistic-

oriented materialistic values and collective-oriented values (family values, community values, and religious values). They contend that the individualistic-oriented materialistic values conflict with collective-oriented values, e.g., family and community values, and empirically report a negative association with well-being. In travel, such conflicting influences are evident as travel activities not only benefit self-well-being, but also lead to undesirable consequences, e.g., impact on the natural environment.

In travel research, three types of value-related research emerge: (1) the impact of values on travel behavior, (2) segmentation of tourists by values, and (3) the impact of personal values to tourist motivation (Liutikas, 2017). Lue et al. (1993) contend that the decision to visit a destination is influenced by values. Albayrak and Caber (2018) present a value-based approach to predict the influence of values on motivations and behavior, as well as segmentation by values. Li et al. (2010) offer evidence that tourist satisfaction and expectations of service quality include culturally embedded norms and values by showing that Chinese tourists demonstrate collective values by purchasing gifts as an obligation to their personal networks. Based on a study on 60 students, Pizam and Calantone (1987) found that values successfully predicted between 41% and 81% of travel behavior. In an attempt to understand Norwegian tourists with different value systems on hedonic consumption, Mehmetoglu et al. (2010) identified one personal value affects their willingness to behave environmentally friendly at a holiday setting. Budi et al. (2021) found that values affect the buying and purchase intentions among Chinese tourists in Bali. In short, personal values have important influence in buying choices and behavior, including travel-related products and services.

We set forth to examine how the conflicting influences of an individualistic-oriented value, materialism and two collective-oriented values, family values and community values, affect travel motivations. The findings are expected to shed light on how selected values help form different travel motivations with research and managerial implications. Managers could develop effective communication messages and promotional campaigns by understanding how different values affects certain travel motivations. Among the three collective-oriented values used by Burroughs and Rindfleisch (2002), religious values are not scrutinized in the present study due to the intended use of Chinese student subjects who might be subject to the prevailing political and social environment that advocates atheism. Religion is also a lesser factor for managerial decisions due to its social and political sensitivity.

1. Materialism: Individualistic-Oriented Values

Materialism has been defined as a personality trait associated with the possession of material goods and the lack of generosity and envy (Belk, 1984, 1985). Considered as a life value, it refers to the importance that a person attaches to material goods (Richins and Dawson, 1992). Burroughs and Rindfleisch (2002) view materialism as the value a consumer attaches to the ownership of material objects in that a highly materialistic individual believes that one's well-being could be enhanced by the acquisition and possession of material goods. Kassim et al. (2016) found a positive association between materialistic values and product status signalling among Saudis subjects. While materialistic values are likely to be formed and evolved under the influence of family, friends, and personal reference networks, prior research has shown that there is a negative association between materialism and satisfaction with family and friends (Richins and

Dawson, 1992).

2. Family and Community Values: Collective-Oriented Values

Family is the root of one's upbringing. Much of one's early value system is derived from the interaction with parents, siblings, and other family members who often serve as a source of life purposes. It is the main source of one's perceptions, beliefs, and behaviors. Family values are about developing and maintaining desirable relations with one's family. However, as the society progresses, so do the definition of family and family values. In a close review of the Traditional Family Scale (Glezer, 1984), Burroughs and Rindfleisch (2002) reveal that some of the items were out of date, e.g., the gender inequality item. Furthermore, the definition of family is slowly evolving as the society adapts to modern variations of family compositions.

Community is also an evolving concept that has been defined by two characteristics: a shared geographic area and a shared social relationship (Glynn, 1986). However, similar to the definition of family, such definition could be out of date as well because of the evolution in how people communicate and move about. With ever greater mobility and communication power, one's communities are expected to go beyond traditional geographical boundary to include a network of people that we care about, are willing to spend time and effort in nurturing and maintaining relationships with, and are willing to contribute financially for common causes and issues. As a result, community values are to develop and maintain ties with one's communities by sharing ideas for and making contributions to community improvement (Davidson and Cotter, 1997; Burroughs and Rindfleisch, 2002). Based on a student sample, Burroughs and Rindfleisch (2002) found that subjects with strong community values were more likely to know others by their first name, give more time, and volunteer in community events.

B. Travel Motivations

Travel motivations are a set of intrinsic needs that influence how one chooses to participate in travel activities (Pizam et al., 1979, Moscardo et al., 2001). Wahab (1975) suggests that travel motivations are fundamental knowledge in tourism studies and crucial to tourism development and destination marketing strategies. Knowledge of travel motivations plays a significant role in developing marketing plans and delivering the required level of service (Prebensen et al., 2010). Previous studies have established relationships between travel motivations and various aspects of travel management, including choices of destinations, modes of travel, shopping, information sources, among others (e.g., Poria et al., 2004). Treating shopping as a primary travel motivation, Timothy (2005) contends that travel motivations influence decisions regarding types of shopping centers to visit. Travel motivations have been found to be associated with destination choice decisions (González and Bello, 2002) and travel activities (Moscardo et al., 2001). Kong and Chang (2012) found that travelers who sought to relieve from life pressure or who are interested in local culture spent more on souvenirs. Swanson and Horridge (2006) cited nature, escape, and seeing the country as travel motivations that affect souvenir shopping, evaluation of shopping venues, and the choice of destinations. Khan et al. (2019) found a moderating effect of travel motivations, which were weakened by the negative relationships between physical risk, structural constraints, and visit

intentions. Li and Cai (2012) found that the novelty dimension of travel motivation directly affects behavioral intention.

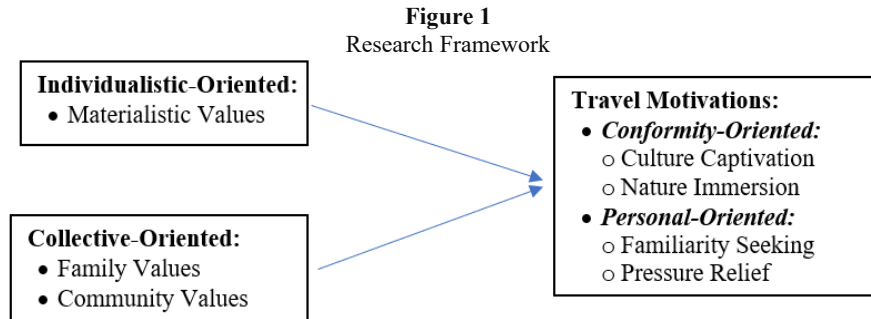
As travel motivations vary, segmentation by travel motivations is an essential tool in tourism marketing. Aligning travelers with similar travel motivations and needs can help tourism practitioners segment tourists based on their interests and benefits and reach target markets more efficiently (Kinley et al., 2012; Prebensen, 2005). Yousaf et al. (2021) provided a typology of motivations that shape the behaviours of millennials. Based on a survey on a group of Chinese travelers to Macao, Kong and Chang (2012) classified travel motivations into four distinctive categories based on travellers' preferences for various travel activities that are related to culture, nature, familiar objects and activities, and relaxation, respectively. Among them, familiarity and relaxation related motivations are considered more for personal enjoyments than nature and culture related motivations.

The present study sets forth to investigate how individualistic-oriented materialistic values and collective-oriented family and community values play a role in the formation of travel motivations. First, propositions are developed to depict how values are related to travel motivations. A survey was carried out to empirically test the propositions. The results are expected to add empirical evidence in how various personal values affect travel motivations with research and managerial implications. Such knowledge could help further our understanding how motivations are formed and what values yield stronger influence in the formation process. For managers, such knowledge could be used in developing positioning and targeting strategies, preparing communication messages and promotional campaigns that are effective and efficient, and designing travel portfolios to attract target customers based on values and motivations.

III. RESEARCH PROPOSITIONS

Consumers are prompted by motivations to evaluate goods and services, make purchase decisions, and assess post-purchase performance (Sirgy, 1982). As personal values have direct influence on motivations, it is imperative to learn which and how relevant personal values could have affected motivations. Pizam et al. (1979) view travel motivations as a set of needs that dictate travelers' participation in tourist activities. Kim and Prideaux (2005) suggest the importance of understanding the personal values that underpin travel motivations, which are essential managerial considerations in tourism marketing and management. The present study examines the influence of personal values on the four categories of travel motivations proposed by Kong and Chang (2012), i.e., culture captivation, nature immersion, familiarity seeking, and pressure relief. The four travel motivations provide distinctive reasons for Chinese travelers to Macao and could be used to segment travelers based on the relative importance of each travel motivation.

The three personal values, family, community, and material possessions, form collectivism and individualism dimensions of our value system. The four travel motivations identified by Kong and Chang (2012) are likely to be influenced by the individualistic-oriented values and collective-oriented values to various degrees. Individualistic-oriented values are likely to influence more on motivations that are for personal enjoyment and comfort, i.e., familiarity seeking and pressure relief. Collective-oriented values might influence more on motivations related to shared welfare, e.g., culture captivation and nature immersion. Figure 1 illustrates the overall research framework.



First, we propose that there is a general relationship between travel motivations and personal values as represented by individual-oriented materialistic values and collective-oriented values of family and community. Motivations are formed based on needs and wants, either necessary for sustaining life or essential for well-being and personal growth (Maslow, 1954), while guided by the personal value system to achieve internal harmony and general happiness (Parks & Guay, 2009; Siwek, et al., 2017). Therefore, there is a relationship between personal values and travel motivations.

Proposition 1: There is a general relationship between travel motivations and personal values, composed of individual-oriented values and collective-oriented values.

Family has the early influence in most people's travel experience as one's first travel is likely to be with own immediate family. Growing up, family travel is often part of life, from visiting faraway relatives to seeing the great world wonders. A young traveler builds stronger bond and shares common life experience with family members, while forming own value system via shared knowledge, interests, and opinions, which are likely to have profound influence on the formation of future travel motivations. With family, one finds stability in familiarity. On one hand, family is the most enduring unit of social groups as we gain much knowledge and experience from it. On the other hand, family could also be a source of pressure as meeting family expectations is often seen as an obligation and has been one of the key characteristics of a collective culture. We expect family values exert varying degrees of influence among the four types of travel motivations. As the present study is exploratory in nature, we form general propositions, allowing future research to formulate specific hypothesis related to different values and different travel motivations based on the general relationships. Nonetheless, we speculate that family nurtures and defines who we are, as well as brings nostalgias feeling so that family values may have stronger influence in familiarity seeking and culture appreciation. Furthermore, family is often a source of life pressure so that family values could have a positive association with the need for pressure relief. In summary, the effect of family values is expected to vary across the four travel motivations.

Proposition 2: Family values have a significant relationship with travel motivations.

Proposition 2a: Family values have varying degrees of relationships with different travel motivations.

As the young generation starts to develop relationships beyond own family through neighborhood, schools, religious institutions, social clubs, among others, they are subject to the influence of various community groups so that they can be accepted by peer groups and others. Within a community, members may be exposed to similar external stimuli and events, while developing coherent views with their peers. With community members, one is likely to share certain cultural views and develop congruent opinions about certain social issues, e.g., climate changes. Among the four motivations, community values are likely to be associated with culture captivation and nature immersion as embracing both are often considered as doing something good socially. In addition to a general relationship, the effect of community values varies across the four travel motivations.

*Proposition 3: Community values have a significant relationship with travel motivations.
Proposition 3a: Community values have varying degrees of relationships with different travel motivations.*

Materialism is the pursuit of material goods for self-pampering and personal well-being. One way to comfort self is by finding objects that are familiar, like eating familiar comfort foods that resembled something from home or buying souvenirs that share commonality with those from hometown. Another possibility is to acquire objects to relieve pressure, e.g., shopping as way to achieve relaxation and happiness while building self-enhancement. In comparison, materialistic values are less to do with culture and nature, or non-material goods in general. In summary, the effect of materialistic values differs among the four travel motivations.

*Proposition 4: Materialistic values have a significant relationship with travel motivations.
Proposition 4a: Materialistic values have varying degrees of relationships with different travel motivations.*

Family values and community values together form collective-oriented values. Taken together, collective-oriented values are also expected to have a significant association with travel motivations. Such relationship is expected to be different across the four travel motivations

*Proposition 5: There is an overall relationship between collective-oriented values and travel motivations.
Proposition 5a: Collective-oriented values have varying degrees of relationships with different travel motivations.*

IV. METHODOLOGY

Established scales were adapted and used to measure study constructs. Materialistic value items are borrowed from Richins (2004), while scale items for family and community values are adapted from Faver's (1981) and Burroughs and Rindfleisch's (2002) scales. Travel motivation items are provided by Kong and Chang (2012). All items are adapted to the context of the present study and measured by a seven-point Likert scale. An English

version of the survey questionnaire was first developed, followed by a translated version in Chinese. Several rounds of forward and back translations, as well as parallel translations, were conducted with the help of several travel researchers and travel industry practitioners to derive the final version of the survey questionnaire. Subjects were students at a public college in Macao, China. Chinese tend to be collectivistic, long-term oriented, and masculine, with high power distance and uncertainty avoidance (Hofstede et al., 2005). The choice of student subjects has the disadvantage in generalizability but compensated by enhanced internal validity due to sample homogeneity as well as convenience access to study subjects. Subjects were asked to participate in a travel interest survey. Upon receiving approval, the questionnaire was distributed. The survey was deemed non-interventional by a Human Subjects Review Committee so that the requirement for approval was waived. A total of 310 responses were returned resulting in an effective sample size of 287 after screening.

V. DATA ANALYSIS

Materialism was measured by a nine-item scale. A factor analysis failed to replicate the three-component structure found by Richins (2004). As a result, a single factor solution is retained with the single factor score surrogating the overall tendency towards materialism. Similarly, a single factor score was used to estimate both family values and community values. Travel motivations are measured by 12 items. A factor analysis successfully retains the four common factors: culture captivation, nature immersion, familiarity seeking, and pressure relief, with a satisfactory sampling adequacy KMO value of 0.73. Culture captivation is the interest in local cultures, customs, churches, history, etc. Nature immersion is the general interest with the natural environment. Familiarity seeking is the behaviour that seeks something familiar to those at home. Finally, pressure relief is to seek relief from daily life or work (Kong and Chang, 2012). Factor loadings vary from 0.681 to 0.933 (Table 1).

To investigate the reliability of the scales in the study, the reliability and normality analyses are carried out to check the internal consistency of the items measured. Nunnally and Bernstein (1994) suggest that a Cronbach alpha greater than 0.70 is moderately reliable but also contend that alpha coefficients for scales with few items (six or less) could be much smaller (0.6 or higher). Schmitt (1996) also advises that, in some cases, measures with alpha as low as 0.5 could be acceptable. In summary, the adapted measurement scales, after removing some items due to poor loading, are found to be satisfactory. Cronbach alpha values are reported in Table 2. Validity is assessed by considering its reliability and its performance over a minimal set of criteria (Bollen, 1989) by examining the overall convergent validity, which can be gauged by its average variance extracted (AVE) with a value of 0.5 or above (Dillon and Goldstein, 1984; Fornell and Larcker, 1981). All but one AVE values are above the suggested 0.5 level. The AVE value for Familiarity Seeking is .468, close to 0.5. Based on the overall results, we consider the results provide support for validity.

Table 1
Factor Structure for Travel Motivations

TRAVEL MOTIVATIONS	<i>Culture Captivation</i>	<i>Nature Immersion</i>	<i>Familiarity Seeking</i>	<i>Pressure Relief</i>
Questions:				
1. I always visit a church, temple, castle, or historic city center when I'm on vacation.	.809			
2. I like it when a guide tells stories and things worth knowing about nature.	.770			
3. For me vacation means totally immersing myself in other cultures.	.776			
4. On vacation I like to learn something about the local culture and customs.	.789			
5. I search for wilderness and original landscapes where I won't meet anybody.		.795		
6. On vacation I like to be alone in nature for hours on end.		.824		
7. Once it becomes too touristic, I don't go back again.		.681		
8. I like to eat food from my own country on vacation.			.859	
9. I like to hear my own languages spoken when I'm on vacation.			.859	
10. I have such a stressful job that I need to escape once in a while.				.789
11. I have to go on vacation at least once a year to recover.				.933
12. It takes me the first few days of a vacation to unwind and forget my job or housework.				.709

Note: n=287

Table 2
Cronbach's Alphas (α) and Average Variance Extracted (AVE)

	Items retained	Items deleted	Cronbach's α	AVE
Family Value	6	1	.788	.513
Community Value	9	0	.873	.502
Materialistic Value	8	1	.837	.472
Culture Captivation	4	0	.790	.608
Nature Immersion	3	0	.652	.549
Familiarity Seeking	2	0	.643	.468
Pressure Relief	3	0	.665	.592

Note: n=287

Proposition 1 posits that there is an overall relationship between two sets of variables, travel motivations and personal values of materialism and collective-oriented values. The canonical correlation analysis is appropriate for testing such general relationship between two variable sets. To support the proposition, at least one canonical dimension must be statistically significant. The results show that among the three canonical dimensions, the first two are significant. Therefore, the proposition is

supported that travel motivations are related to the personal values of materialism and collectivism.

Propositions 2-4 speculates a general relationship between travel motivations and each of the three personal values examined, family values, community values, and materialistic values. Each proposition is tested with its corresponding canonical correlation analysis. The results show support for all three propositions (Table 4). Among the three values, travel motivations have a strongest correlation with community values, followed by material values and family values. Individually, all three values are significantly correlated with travel motivations.

Propositions 2a, 3a, and 4a contend that each value has varying degrees of associations across the four travel motivations. A correlational analysis is performed to test the three propositions (Table 5). Materialistic values have significant relationships with pressure relief and familiarity seeking, but not with culture captivation or nature immersion. Family values have significant association with all but one travel motivation (culture captivation), while community values lack significant relationship with pressure relief. The results show support for all three propositions.

Proposition 5 contends that there is an overall relationship between travel motivations and collective-oriented values. To test the proposition, both family values and community values are included in the corresponding canonical correlation analysis. The results show that one of the two canonical dimensions is significant at the 0.01 level. Therefore, the proposition is supported that travel motivations are related to the collective-oriented values.

Table 3
Canonical Correlations – Motivations and Values

	Correlation	Eigenvalue	Wilks	F	d.f.	Denom D.F.	Sig.
1	.464	.274	.732	7.6	12	736	.000
2	.260	.072	.932	3.7	6	558	.003
3	.019	.000	1.0				

Note: H0 for Wilks tests is that the correlations in the current and following rows are zero.

Table 4
Canonical Correlations – Motivations and Individual Values

	Canonical Correlation	Eigenvalue	Wilks	F	d.f.	Denom D.F.	Sig.
Family Values	.244	.063	.941	4.431	4	281	.002
Community Values	.388	.177	.849	12.458	4	281	.000
Materialistic Values	.319	.114	.898	7.948	4	280	.000

Table 5
Correlational Analysis of Personal Values and Travel Motivations

	CC	PR	FS	NI
Materialism (Mat.)	.107	.277**	.174**	-.016
Family Values (FV)	.163**	.171**	.127*	.104
Community Values (CV)	.303**	.107	.197**	.283**
Collective Values (LV)	.321**	.162**	.208**	.276**

Note: * $p < 0.05$; ** $p < 0.01$; $n = 287$

Table 6
Canonical Correlations – Motivations and Collective-Oriented Values

	Correlation	Eigenvalue	Wilks	F	d.f.	Denom D.F.	Sig.
1	.40	.191	.826	7.03	8	560	0.000
2	.13	.017	.983	1.601	3	281	.189

VI. DISCUSSIONS AND IMPLICATIONS

The present study strengthens the existing literature by providing support in how travel motivations could be influenced by conflicting values of individual-oriented materialistic values and collective-oriented family and community values. As speculated, an overall relationship between travel motivations and personal values (as represented by material values, family values, and community values) is supported. Furthermore, travel motivations are also found to be linked to family values, community values, and material values individually. Collective-oriented family and community values also correlate with travel motivations. In summary, travel motivations are found to correlate with all values examined in the present study.

The results also show that different values have varying degrees of associations with the four distinctive travel motivations. The present study is exploratory so that there is potential to further develop more specific working hypotheses in follow-up studies. Ad hoc analyses found that family values have a statistically significantly stronger influence on pressure relief and culture captivation, while lack a significant relationship with nature immersion. Community values have a statistically stronger association with culture captivation and nature immersion than with the remaining two. Finally, materialistic values have the strongest relationship with pressure relief, followed by familiarity seeking. Overall, pressure relief and familiarity seeking are more likely to connect to individual-oriented values. Culture captivation and nature immersion are probably more likely to be associated with collective-oriented values. Future research could use current findings to develop more specific hypotheses in how various travel motivations may be influenced by different values.

For practitioners, the findings have important findings that offer managerial insights on how to target unique values and motivations to effectively and efficiently communicate with target customers. Destinations that attract visitors with nature and/or culture, they could prepare communication campaigns with a strong focus in one's community values as nature immersion is only linked to community values. Destinations with a strong culture emphasis could aim at community values also. For facilities that offer pressure relief, they could focus on the individual-oriented materialistic values. All three values have moderately significant association with familiarity seeking. It suggests that familiarity seeking has less differentiation power among the three values scrutinized in the present study.

The present study is limited in its selected sample subjects, college students in Macao, a unique subset of Generation Z, thus limiting its generalizability, while maintaining a stronger internal validity within the unique sample. The choices of the three values are relevant but might omit some equally important values. Nevertheless, the results extend existing literature by linking travel motivations with individual-oriented materialistic values and collective-oriented family and community values that might have disagreeing impact on general well-being (Burroughs and Rindfleisch, 2002; Kassim et

al., 2016). The present study sets out to explore the general relationship and empirically tested related general propositions. While propositions were developed and empirically tested, there is a need to further develop specific hypotheses in how various values affect different travel motivations. Future studies could look deeper into interrelationships between different values and motivations, as well as contextual influences of such interrelationships.

There are important managerial implications and applications. Destination managers could develop strategies by capturing specific personal values in meeting travellers' needs. A destination could position itself as a niche tourist attraction by offering products and services that are consistent with certain chosen values and motivations. This present study provides empirical support for destination practitioners to position their offerings in consistent with selected personal values and travel motivations. A stronger understanding of the relationship between the travel motivations and personal values will be helpful in planning an effective communication campaign.

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