

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Economics



Bachelor Thesis

Analysis of Consumer Decision

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

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BACHELOR THESIS ASSIGNMENT

Wu Zijing

Economics and Management

Thesis title

Analysis of Consumer Decision

Objectives of thesis

The market economic system is the main form of economic life of modern society. The concept of the market is the main concept in the theory of market economy. The market is an economic system aimed at the consumer. This explains the continuous interest of economic science in how an ordinary consumer behaves, what motives and rules he is guided by when making a choice in a large assortment of goods, whether there are patterns that govern his behavior in the market, methods of promotion in the market.

The relationship between the consumer and the producer is built in such a way that the consumer is in the center of the producer's interests, is his main goal and the object of purposeful influence. That is why it is important for the manufacturer to study consumer preferences from a psychological, economic, sociological, and cultural point of view.

This bachelor's thesis is devoted to the study of the problem of consumer behavior in the choice of leisure on the example of consumer behavior of students in the city of Prague. In the theoretical part of this work, the basics of consumer behavior, the factors influencing consumer behavior, as well as the characteristics of consumer behavior in the field of leisure and entertainment services will be studied. In the practical part, a study will be conducted among students living in the city of Prague on their consumer behavior in the field of leisure and recreation and on the impact of the consumption of these services on their physical and emotional health. The purpose of this thesis is to find out the characteristics of consumer behavior of students when choosing leisure and recreation services.

Methodology

The research method will be a qualitative research method, with which you can find out qualitative information and explain the position associated with the research problem, based on quantitative data. As a method for collecting data, a self-filled questionnaire method will be used.

The proposed extent of the thesis

30-40 Pages

Keywords

Consumer decision; consumer behaviour; entertainment; decision-making process; leisure activities; theory of rational choice; lifestyle

Recommended information sources

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Declaration

I declare that I have worked on my bachelor thesis titled "Analysis of Consumer Decision" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on 27.10.2022

_____ Wu ZiJing_____

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Analysis of Consumer Decision

Abstract

Due to rapid globalization and consumerism nowadays customers have lots of options that they can explore for leisure and recreational activities. There are certain business and marketing actions and plans that influence the behaviour of customers to purchase or utilize a particular product or service. Moreover, there are certain factors socioeconomic, cultural, personal, and utilitarian factors that may influence consumer behaviour to act or behave in a specified way. Therefore, this research analyzes the impact of psychological, socioeconomic, and utilitarian values factors on the consumer behaviour of students in Prague. However, the findings of the study demonstrated that psychological, socioeconomic, and utilitarian values factors have a significant impact on the consumer behaviour of students in Prague. Therefore, it is recommended that parent should support their young children both financially and mentally to have certain leisure and recreational activities. However, tourist agencies need to diminish the prices of their tourism services so that it can be affordable for young students to have leisure and recreational activities.

Keywords: Consumer decision; consumer behaviour; entertainment; decision-making process; leisure activities; theory of rational choice; lifestyle

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1. Introduction

In this modern era, lots of economies and businesses have experienced various market and customer-led developments and alterations that trigger these businesses and economies to manufacture products and services that consumers prefer in a market. Moreover, such developments and changes have created massive competition in the global market as dynamic customer preferences (Achouri and Bouslama, 2010). Therefore, it has become a need for companies and brands to devise new features and innovations to fulfil customers' preferences and to keep customers satisfied. The second stage of the consumer society, or a society of abundance, in which the consumption of things was elevated to a way of life and a reason for living, ended toward the end of the 1970s (Amatulli et al., 2018). Consuming for the emotional effect, which is defined as accumulating pleasure, gratification, and subjective well-being, emerged as a new motivator in consumer behaviour. In the fast pace of technological development, individuals felt necessary to develop such an industry that helps them recreate and relax from the daily drudgery of life. The leisure and entertainment industry provided this chance to humanity (Correia, Kozak, and Reis, 2016). The leisure and entertainment industry encompasses a wide range of occupations, including those in Arts and Entertainment, sports, recreation, health and fitness, play work, outdoor activities, tourism, shopping, and gaming industries.

Over the course of the 20th century, there have been many shifts in how leisure is conceptualized, from positivist frameworks to post-structuralist ones, from feminism and Marxism to post-colonialism and globalization, to emphasize structure and agency, class and culture, national or international trends in the production and utilization of leisure (Emilien, eitkumat, dicke, 2017). The phenomena of leisure refer to the activities within spare time, unencumbered by obligations to one's family, job, or other obligations. It is

agreed that leisure is necessary for the balance of lifestyle as it brings a possibility to enhance the well-being (mental and physical health) of a person. People are free to select from options: they can engage in a more passive activity, which is typically unpaid and self-assisted, or they can look into options to travel from home and away from their place of employment to catch up with friends, visit art galleries or museums, and take longer trips, which are activities similar to tourism and travel (Hawkins and David, 2015).

According to the Online Etymology Dictionary, the term entertainment is derived from the combination of the Latin words *tener*, which means to hold something, and French *entre*, which is derived from the Latin *entre* and both phrases imply "with or among." Since the word "entertain" literally means "to hold or maintain together," when a crowd or audience is amused, their attention is being held together (Kakhkharov and Ahunov, 2020). As a result, entertainment can be a form of activity that holds an audience's attention and interest or brings pleasure and delight. Therefore, an action intended to provide enjoyment or relaxation to an audience might be considered entertainment. The leisure and entertainment industry simply refers to the area of business that focuses on products and services relating to recreation. Globally leisure and entertainment industry is growing day by day and that is why it is widely agreed that the leisure and entertainment sector has had a significant impact on the global economy. This new economy is currently being driven by innovation and creativity to attract and fulfil the needs of consumers (Mikalauskas and Kaspariene, 2016). To create much larger money and better secure the future of their young people, nations and non-governmental organizations have embraced innovation in the form of leisure and entertainment activities.

Through archaeological pieces of evidence, it has been found that men started thinking about leisure and entertainment from the very beginning. In primitive societies, early men were engaged in warfare games as a form of sport, Music, pottery painting, and

drawings. "For a man to flourish in life, God endowed him with 2 methods, education and physical activity," said the Greek philosopher Plato. These two tools allow man to reach the peak of humanity. Additionally, according to Aristotle, "the purpose of labour is to acquire leisure". Greek philosophers' emphasized the value of integrating the mind, body, and spirit to get perfection. The fusion of one's intellectual, bodily, and spiritual development, therefore, appears to be necessary for effective life from a classical philosophical standpoint (Didham and Ofei-Manu, 2020).

With the advent of industrialization and modernization, working hours were reduced. Hence this redeployment of time has been escorted by a radical "repackaging" of leisure hours for humans. Now men have concepts of free evenings, weekends, and summer vacations, as well as a lengthy childhood and retirement so to make this time enjoyable leisure industry came to the rescue. The leisure and entertainment industry is trying its best to provide a healthy environment for 21st-century men. It is believed that the best environment for a person's successful moral, psychological, and physical development can be created through leisure, which has a great deal of promise in this regard. The phenomenon of leisure cannot be easily defined or isolated from other areas of life. The interconnectedness of several definitions of this topic demonstrates its universality and complexity. However, the core of the economics of want in our contemporary leisure society fosters the capacity for creative applications and an excess of opportunities (Edginton & Coles, 2009). It is believed that every consumer has varied needs in their everyday life, and these interests influence their decision-making. Age, sex, gender, education, and mental and psychological needs of the individuals affect the decision-making process of a consumer. Statistics show that in European countries 34 to 54-year-old individuals were most likely to watch documentaries in their leisure time as compared to

young ones (Petkovic, 2022). Further studies show that young ones are more inclined towards outdoor activities as compared to adults.

The decisions of consumers are complex because of several stages involved in it such as evaluation of a product, comparison with other market products, selection, and purchasing. Whenever a consumer chooses a service or product he tries his best to maximize his interest at the lowest cost possible (Katawetawaraks and Wang, 2011). With the tremendous growth of the leisure and entertainment industry now consumers have multiple choices to choose from per their socio-economic background and mental needs. Now there is huge pressure on the industry to fulfil the needs of the customers. As a result, these businesses share the belief that it is crucial to comprehend the fundamental issues related to the customer decision-making process to maximize their business profit.

The leisure and entertainment industry uses several different strategies to improve the overall experience of its consumer. Based on the location where the leisure services are employed, (Langvinien, 2012) it has been distinguished between three versions of services: home-based, recreation-based, and travel-based. The classification is similar to that used by (Winkelmann, 2012). He categorizes different types of leisure activities into three categories based on how far they are from a person's house: services used at home, services used nearby; and services and goods utilized far from home. Research shows that the location of service directly influences the behaviour of the consumer. Consumers on daily basis prefer those service outlets which are located in closer vicinities. The present research will investigate the consumer behaviour of students toward the versatile leisure and entertainment industry in Prague. Earlier research shows that several psychological factors such as motivation, perception, attitudes, and beliefs contribute to the shaping of consumer behaviour toward products or services. Therefore, in this study, the researcher

tries to document those psychological factors that shape consumer behaviour and their engagement in the leisure industry.

Another factor influencing customer behaviour and decision-making is a lifestyle (Tsauro and Yen, 2017). Today, a person's lifestyle is less dependent on his own free will and more concerned with how he presents himself to the public. In this atomized culture, individualism—a sign of human freedom and self-awareness—is the only thing that a person has left. All aspects of human existence are impacted by this individualization model, which also increases people's reliance on the market. Although many conventional life interactions are being abandoned, consumerism is causing existential forms to be standardized and unified. A lifestyle may involve many different things, including what activities consumers have and how they spend their money. To understand the consumer behaviour of the students' research will explain the lifestyle of the students while keeping a strong background knowledge of their socio-economic conditions. Because it is said that lifestyle affects consumers' decisions to choose different products and services from the market.

In the leisure industry, there are two altered forms of leisure; active leisure and passive leisure. In active leisure, a person gets into high physical and mental activities. High physical activities may involve exercise, and football and low-impact physical activities involve yoga and walking. Mental activities are based on playing chess or painting a picture etc. (Kumar and Valeri, 2021). Most of the time active leisure and recreation overlap. On the other hand, passive leisure involves activities in which no significant mental or physical energy is exerted such as watching a movie or listening to music, etc. The study will look into students' consumer choices i.e. whether they are more inclined towards active leisure or passive leisure. Thus this research will help the leisure industry to develop further modifications following the demand of the consumers in Prague.

Nowadays, relationships between consumers and brands are built based on customer satisfaction and customer eccentricity (Santos et al., 2021). Indeed, it is challenging for companies to change continuously because consumers' preferences change continuously as well. Customer eccentricity is considered while manufacturing products as one of the main objectives of a company are to fulfil and satisfy the needs and demands of customers. That is why it becomes vital for brands to comprehend the preferences and behaviour of customers and what those factors drive consumers' behaviour and preferences. A comprehension of consumer behaviour considers various aspects and fields incorporating economics, psychology, brand, management, and business. From an economic perspective, products are manufactured to fulfil the needs and demands of consumers. The core motive of any company is to fulfil the need and demands of the customers. Simultaneously, it is seen from the perspective of psychology, which states that consumer behaviours are impacted by consumers' preferences, alternatives available to consumers, and decisions of consumers (Kumar and Valeri, 2021).

Prague, Czech Republic's capital city is one of the top ten cities for students. There are presently 304,054 university students, according to data from the Ministry of Education, Youth, and Sport for the academic year 2021–2022 (Surya et al., 2022). Prague not only has stunning monuments and world-renowned architecture, but it also has four great universities that are all ranked in the top 100 by the QS World University Rankings. In Prague, one has multiple options to spend their free time as it has many historical and cultural sites. And leisure industry provides a vast opportunity to its consumers by engaging them in theatres, concerts, festivals, exhibitions, cinemas, shopping malls, galleries, clubs, botanical gardens, and casinos. That means Prague's leisure industry is capable of attracting all types of consumers having unique tastes. Tourism became the top industry in Prague in the last two decades. Williams (2006) asserts that since our

expectations for how we utilize our leisure time have changed and gained increased significance, tourism and hospitality have emerged as important worldwide economic sectors. Due to this, marketing could potentially have higher significance in the tourism industry than in other sectors, but regrettably unrealized potential (Morgan and Pritchard, 2002).

Consequently, it may be configured that the behaviour of consumers is impacted by personal, internal, and external factors. However, the company's motive should be to satisfy and fulfil the needs and demands of consumers. Earlier research shows that three factors—location, service, and peer considerations—were found to be very influential in consumers' decision-making, while another factor—the ability to participate in specific activities—had a substantial impact on a group. Customers' decisions to select a recreation provider will be more influenced by service-related variables than by other factors, especially the quality of services. Customers choose a sporting or entertainment venue closer to their house and, possibly, a means of transportation, rather than one close to their place of employment; yet, when picking an artistic or cultural venue for recreation (Sava,2015).

2. Objectives and Methodology

2.1 Objectives

The leisure and entertainment industry portrays a distinct pattern of consumer behaviour because the primary purpose of this industry is not to satisfy the basic needs and demands of consumers (Srivastava et al., 2021). Therefore, this study will evaluate the factors that influence the behaviour of students in the leisure and entertainment industry in Prague.

2.2 Aim of the research

The research aims to identify factors that influence the behaviour of students in the leisure and entertainment industry.

2.3 Research questions

The main research question of the study will incorporate the following questions:

RQ1: What is the role of psychological factors in influencing the consumer behaviour of a student in having leisure and entertainment in Prague?

RQ2: What is the role of socioeconomic factors in influencing the consumer behaviour of a student in having leisure and entertainment in Prague?

RQ3: What is the role of utilitarian values in influencing the consumer behaviour of a student in having leisure and entertainment in Prague?

2.4 Research objectives

The research will take into consideration the following objectives:

- a. To demonstrate the association between psychological factors and consumer behaviour of the student.
- b. To acknowledge the relationship between socioeconomic factors and the consumer behaviour of a student.
- c. To identify the relationship between utilitarian values and consumer behaviour of the student.

2.5 Methodology

To obtain accurate and better outcomes of research, research must have an effective and cohort research methodology. Substantive efforts are made to obtain factual data based on the actual perception of respondents so that we will be able to get real data. Hence, the research incorporates Saunder's Onion model to interpret the comprehensiveness of a research methodology. However, an illustration of Saunders' Onion model has been done in (figure no: 2.1).

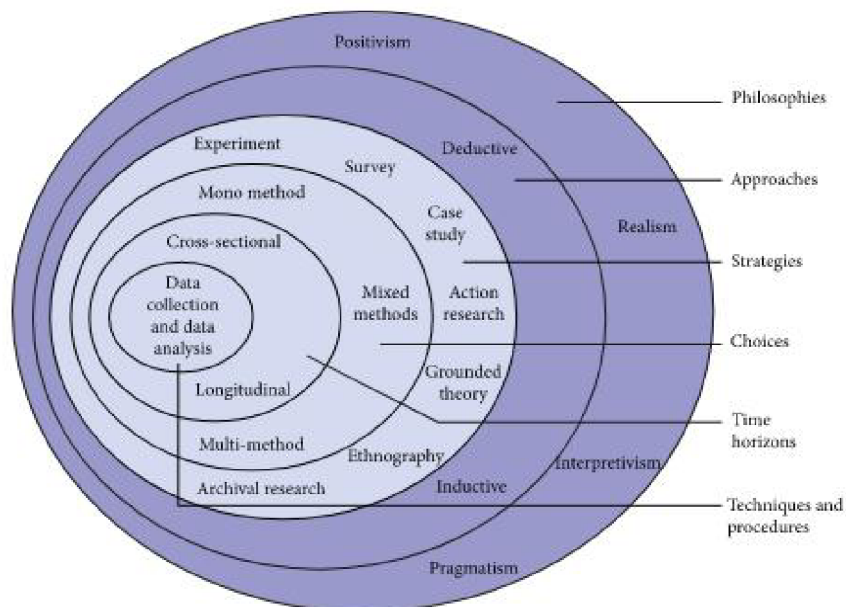


Figure 2.1 The Saunders' onion model; source: (Kamal, 2019)

2.5.1 Research Philosophy

Research philosophy is a technique that enables researchers to transform their theories into information during the study. A research philosophy entails "positivistic research philosophy," "interpretivism research philosophy," "pragmatic research philosophy," and "realistic research philosophy" which are the central topics of research philosophy that are differentiated and covered in the publications of several scholars (Vveinhardt, 2018). A positivistic philosophy of research implies that an absolute comprehension of our society and world as well is possible. Moreover, the research philosophy of positivism asserts, the researcher acts as an unbiased analyst. However, this research philosophy segregates the researcher from his ideas and beliefs so that the researcher may execute the research work in an unbiased manner. A dominant segment of positivism has been the quantitative research method however quantitative research can also be utilized. Moreover, positivism mainly accentuates research methods like surveys, experimentation or quasi-experimentation (Vveinhardt, 2018). Therefore, this research incorporates the research philosophy of positivism as this research entails a survey as a data collection tool to gather data (perception of consumer behaviour in this scenario) from respondents.

2.5.2 Research Approach

The deductive research approach has been incorporated as a research approach. The main goal of the deductive research approach is to examine existing studies and theories. A deductive research approach might be useful in assessing the research theories put forth by other researchers. As a consequence, research questions are developed to determine the findings of the study. The deductive research approach is defined as transmitting from specific reasoning to a universal one. If any research seems to imply causation or correlation between variables it may be valid in certain cases. However, a deductive

research approach may be used in order to demonstrate whether this connection or association is held under more actual conditions. Research questions may be constructed from the scientific theories' premises that may be employed latterly to illustrate the deductive research approach (Arifin, 2018).

2.5.3 Research Strategy

A research strategy for this research has been defined using the survey research strategy. It is generally defined as the gathering of data from a portion of a large population through filling out survey questions. This research strategy incorporates multiple methods, instrumentations, and data collection techniques to obtain relevant data from respondents. A survey research strategy has the option to incorporate both qualitative and quantitative research strategies such as quantifiable data using questionnaires and open-ended research questions (Kamal, 2019). This research strategy is mainly encompassed identifying the behaviour, attitude, or perception of the respondent, therefore, the survey is mostly used in researchers where the researcher intends to define the behaviour and perception of any individual. Therefore, in this research online questionnaire has been employed to gather information and to do the data analysis.

2.5.4 Research Choice

Mainly, the research incorporates three research choices incorporating "mono research choice," "mix research choice," and "multiple research choice (Vizcarguenaga and López-Robles, 2020). In this research, the mono research choice has been incorporated as a research choice as the research comprises only quantitative research techniques.

2.5.5 Time Horizon

This study incorporates theoretical and philosophical paradigms that have already been utilized by researchers in a past to arrive at its conclusions, as a result, the study uses

a cross-sectional time horizon. Other time horizons also include "longitudinal time horizon" and "cross-sectional time horizon," depending on the characteristics and duration of the study.

2.6 Data Collection and Analysis

2.6.1 Qualitative Research Method

A qualitative research method mainly encompasses open-ended questions and in-person interviews to gather information. The qualitative research method generally incorporates in-depth participatory engagement and investigation. A researcher asks the individuals to react, and while they did, a researcher attempts to grasp their perceptions and sentiments. Understanding the perspectives of the target demographic may help the researcher in interpreting the results of consumer research. Debates, in-depth questionnaires, open-ended questions, observation methods, epidemiological studies, deductive strategies, thematic analyses, and case study research are a few of the data collection techniques that are generally incorporated in qualitative research methods.

2.6.2 Survey

The research incorporates a survey as the data collection tool, online questionnaires have been sent to respondents so that data can be collected. Self-report assessments are often used in survey research, as a quantitative strategy depends on a particular sampling technique. It is a versatile method that may be implied to a broad range of fundamental and practical fields of study. Both qualitative and quantitative research tactics are encompassed in survey data collection techniques such as concrete facts collected through surveys and open-ended hypotheses, which can be incorporated into a survey research plan (Story and Tait, 2019). Surveys are frequently employed by researchers who want to characterize the

actions and perspectives of any person since this research approach is primarily concerned with identifying the behaviour, sentiment, or perspective of the responder. As a result, in this study, an online questionnaire has been used to collect data and conduct data analysis (Wagner et al., 2020). Lots of times surveys are mailed to the target audience or respondents thus it takes time so it making it complex for a researcher to execute research well in time. But now a day questionnaires are sent to respondents digitally using the internet. Online surveys are a time-effective and cost-efficient data collection tool to collect data in a short period. But the major disadvantage of online questionnaires is that online questionnaires cannot be sent to these respondents that do not have digital existence.

2.6.3 Sampling

The sample population of this study comprises university-level students and other individuals visiting the cafeterias or libraries of universities in Prague. A time limitation and distribution of online questionnaires have been taken into account to bring efficiency and effectiveness to the data collection process (Story and Tait, 2019). A sample of 100 students in universities around Prague to evaluate their perception and behaviour. Sufficient time was awarded to respondents so that sampling error could be avoided. Simple language is entailed so that it is understandable for respondents to avoid research ambiguity. In terms of demography, the locality of the research is Prague because the study intends to evaluate the consumer behaviour of students in Prague.

2.6.4 Design of online questionnaire

An online questionnaire is developed with a clear consideration to fulfil a research's requirements. Questions are generated on a framework of existing studies on factors influencing consumer buying behaviour in the leisure and tourism industry. Moreover, the self-devised question has also been incorporated to meet the themes of this research.

Various main questions are subcategorized into sub-questions where there is a need for them. Moreover, questionnaires are developed on the Likert scale data analysis (Bauer and Falade, 2021). It is a scale that is mostly used in conducting various surveys as this study relied on the survey so it is suitable for us to do the data interpretation. A Likert scale data tool is easy to use and accessible in terms of collecting various types of information. Moreover, SPSS is employed as the statistical data analysis tool to analyze and evaluate the collected data for interpretation. It is utilized by various kinds of researchers to compute various complex statistical data. It is usually done by researchers conducting various research in the field of social sciences.

2.6.5 Validity and Reliability

The validity and reliability of research have been undertaken to ensure appropriateness and unambiguity in the collected data. The validity of collected data is considered as the questions of research are designed based on previous research accentuating consumer behaviour in the tourism and leisure industry (Bauer and Falade, 2021). A sensitivity of respondents has been undertaken as primary and personal information such as the age and income level of respondents are asked in the lower section of the questionnaire so that respondents may not feel exhausted and unsecured (Sivertsen, 2019). Questionnaires are sent to those respondents that have buying experience in the past and have a stable digital profile so that accurate data can be collected for the data analysis.

2.6.6 Ethical Consideration

The personal information of respondents is preserved and protected so that the private data of respondents may not be leaked or misused. Moreover, all ethical aspects of the research have been considered so that there would not be any unethical concerns raised by respondents concerning their private data. Additionally, the data of respondents is

secured in the authorized database and it would be removed once all research requirements are met to full the ethical obligations of the research.

3. Literature Review

The literature study in this chapter expands and combines the self- and consumer-behaviour ideas that were introduced in Chapter 1. We investigate how self-concept affects customer behaviour and other factors that have been identified as influencing product ratings. Finally, we look at the study's probable flaws and constraints.

The study by Sameeni, Ahmad, and Filieri (2022) evaluated the relationship between leisure services, family backing, affordability, personal income, travel policies and consumer behaviour. The findings of the study demonstrated that factors such as income, family backing, and affordability have a significant impact on changing the behaviour of consumers. Hence, it is recommended that students should be encouraged and backed by parents in terms of care and finance so that they will be able to explore new leisure opportunities in their lives (Sameeni, Ahmad, and Filieri, 2022).

The study of Santos et al. (2021) stated that personal, socioeconomic, and other possible factors have a significant role in impacting the behaviour of consumers. The study found a positive and significant relationship between personal and socioeconomic factors and consumer behaviour (Santos et al., 2021). The study of Qiao et al. (2021) demonstrated the impact of utilitarian and hedonic values on consumer behaviour. The findings of the study found that there is a positive and significant relationship between hedonic and utilitarian values and consumer behaviour. Therefore, the study recommended enhancing the utility, affordability, and accessibility of leisure and entertainment products and services. Taking effective measures may promote the entertainment and leisure industry.

3.1 Value Perceptions of Consumer Luxury Buying Behavior

The social and personal worth of luxury goods is a common reason for their acquisition, and these items are largely shown as status symbols. These perceived values have an impact on purchases. Schiffman and Kanuk (1997) claims that a set of attitudes known as purchasing behaviour characterizes customer choice and decision-making processes. Customers' preferences for interactions with stakeholders frequently influence their purchasing habits. According to Kamal (2019), consumers' choices and purchasing decisions are also thought to be influenced by societal, cultural, individual, and psychological factors.

According to Shukla and Purani (2011), researchers disagree on the issue of consumer value. In their study, Shukla and Purani (2011) included research on a variety of taxonomies of values conducted by various researchers. According to Woodall (2003), there are four primary types of value: the value of use, intrinsic value, and trade value. According to Johnson and Vigneron (2004), there are two primary dimensions of worth: personal perception (hedonistic value and perceived extended self) and impersonal perception (perceived distinctiveness, originality, and quality). Wiedmann et al. (2009) used his four dimensions to improve Vigneron and Johnson's (2004) theoretical framework for luxury. Social value (notoriety, conspicuousness), functional value (usability, quality, distinctiveness), individual value (self-identity, enjoyment, material value), and monetary value are all examples of value (price worth).

Berthon's and co.2009) Three-Dimensional Luxury Value Conceptualization: In 2011 saw the evaluation of Objective (Material), Subjective (Personal), and Collective (Social) by Shukla and Purani. He was also contrasted with Tynan and other people. Based on Smith and Colgate's results (2007). Smith and Colgate (2007) identified four main

components of luxury value: symbolic/expressive, experiential/hedonistic, utilitarian/functional, and pricing. Shukla and Purani agreed (or value at risk). The latter further split "Symbolic/representative" values into two sub-dimensions: "other-oriented" and "self-oriented," according to Tynan et al (2010). According to Shukla and Purani (2011), their arguments can be summed up by stating that social factors may have a significant impact on people's perceptions of the value of luxury (explanations of oneself and others), in addition to the individual component, which is concerned with enjoyment and experience; the social context in which people are exposed to luxury may also have an impact.

3.2 Self-Concept in Consumer Behaviour

As mentioned in Chapter 1, self-concept is how a person believes and perceives himself or herself. Consuming products is one method a person maintains his sense of self. Products and possessions contribute to the establishment of identity and self-definition (Richins, 1994). "By purchasing and using products, consumers define, maintain, and improve their self-concept" (Grotts and Johnson, 2013). It underlines how crucial the idea of the self is to understanding consumer behaviour and how we must first look at how assets (i.e., products) and the self are related in order to properly understand consumer behaviour.

3.3 Role of Products as Social Stimuli

The notion that products are not used purely for their utilitarian benefits is one of the fundamental principles for retaining self-concept through product consumption. Solomon (1983) asserted that goods might operate as social triggers based on symbolic interactionism. Consumers, he claims, pick products not just for their utility but also for

their social significance. The value of anything is determined by what it signifies (Richins, 1994). "Symbolic buying behaviour" refers to the act of consuming goods or services depending on the significance assigned by culture (Topçu, 2018). This idea contends that product symbols' meanings are culturally specific and might reveal details about an individual, such as their place in society. Keep up a proper social performance using iconic items to direct conduct in the face of a changing script and changing roles.

In addition to being used for social importance, products also help people define who they are. According to Solomon (1983), people utilise the social symbolic meaning of things to both improve how they perform in their roles and to alter how they see themselves. Belk (1988) asserts that "We learn, define, and remember who we are through our belongings." According to O'Cass and McEwen (2006), people characterize not just one another but also themselves in terms of their things. Consuming things may help someone develop their self-concepts and help them recognise themselves and others (Souiden, M'Saad, and Pons, 2011). Grubb and Grathwohl (1967) claim that buying items that he feels boosts his self-esteem and are frequently acknowledged by others.

Conspicuous consumerism, as defined by Veblen (1899) and Souiden, M'Saad, and Pons (2011), is the practice of buying visually arresting goods to indicate social status and wealth, convey a sense of one's own identity, and raise one's self-esteem. Ways to make more Veblen (1899) was the first to define extravagant expenditure as "luxury" spending on goods and services to exhibit and promote money and affluence. Since then, studies have demonstrated that consumers utilise conspicuous buying to boost their sense of self-worth, inform others, and show off their affluence (O'Shaughnessy 2002; Souiden 2011).

3.4 Self-Image

According to studies, a person's level of self-image conformity affects their inclination to use in public. The relationship between maintaining a constant self-image and using branded fashion accessories was examined by Souiden, M'Saad, and Pons in 2011. According to a poll that was sent to individuals from both collectivist and individualistic civilizations, conspicuous expenditure rises with a person's self-image match. Both collectivist and individualist civilizations have accepted these findings. Based on these findings, Achouri and Bouslama (2010) did a literature study to look at the consequences of self-image congruence. They discovered that customer attitudes, preference levels, and future intentions that were deemed to be advantageous for the purchase of the product was connected with greater levels of self-image congruence. The requirement to display several features of one's personality (ideality, sociability, etc.) can also have an impact on purchases.

The relationship between self-image, ideal self-image and purchase behaviour has been the subject of several research. Medved et al (2018) found that the chosen brand and the ideal self-image are both equally consistent using the semantic differential scale. However, compared to the self-image, the ideal self-image was more distant from the least well-liked companies. These findings suggest that one's preferred brands help to strengthen and improve their sense of self. Kakhkharov and Ahunov (2020) conducted a study to determine how consumers' actual and ideal self-images affect their purchasing inclinations.

Participants were asked to score their present self-image, ideal self-image, and intent to purchase various things using an approach similar to a Q-sort. The images demonstrated a significant link. There are varying relationships between purchase intention and self-image or ideal self-image, depending on the level of product awareness.

According to Sirgy (1982) and O'Cass & McEwen (2006), consumers consume brands not only to improve their self-esteem but also to demonstrate their social standing to others. Buying decisions have an impact on one's self-esteem, according to Townsend and Sood (2012). Participants were allowed to select from a variety of items with varying aesthetic and functional merits after determining whether the experiment had confirmed their sense of self.

The results indicate that the need to confirm confidence was linked to the choice of highly aesthetic products because those who felt their confidence had been underwhelmed before making a purchase were more likely to select highly aesthetic items. According to Southern, M'Saad, and Pons (2011), consumers' extravagant purchases of branded fashion accessories are linked to their desire to represent their social standing and boost their self-esteem. We conducted a survey, and the results showed that ostentatious consumption and displaying social status were strongly correlated. The strong correlation between social status and self-esteem suggests a tethered connection between social status and conspicuous spending. Additionally, the findings suggest that participants in visible usage are more likely to be self-conscious.

3.5 Influences on Consumer Behaviour

According to studies on self-concept and consumer behaviour, there is a reciprocal link between the two. Conspicuous usage can impact self-concept, and vice versa, self-concept can affect conspicuous use. However, other factors outside self-concept affect consumption. It has been demonstrated that several factors interact with self-concept to affect consumer behaviour.

3.6 Social Influence

According to Burkrant & Cousineau (1975), the social effect is one factor that influences customers' prominent purchasing decisions. Examples of this impact include ratings from other people or reference groups, as well as ratings that are anticipated or envisioned. Solomon argues that indirect consumption is best since a person's self-concept is significantly impacted by the real and imagined views of others. People go to the advice of their friends and family when deciding what to buy and which brands to buy. Consumer behaviour was affected by three different reference groups.

Data, a statement of values, and utilitarianism when ingested, many goods can have a range of outcomes. Brand associations from consumers' own (ingroup) and outgroup (groups they do not belong to) groups have an impact on their purchasing decisions (Escalas and Bettman, 2005). Escalas and Bettman used a Visual Basic application to conduct their survey, and they discovered that participants preferred items with graphics that resembled in-group products and shunned those with images that matched out-group products. These findings imply that customer behaviour and individual shop brand loyalty may be influenced by peer groups.

According to research, reference groups or other well-known individuals do not always influence how consumers perceive and use products. Patsiaouras and Fitchett (2012) looked at the effects of normative social norms and knowledge on consumer behaviour. They discovered that customers gave things higher ratings when they thought that prior purchasers had likewise given the item high marks (even without knowing who rated the product). The findings suggested that informal influence was the most lucrative social influence strategy. Participants consulted reviews of other people's products as references for their reviews.

Ratner and Kahn (2002) observed that consumers' assumptions of how other people will judge their consumption choices had an impact on their decision to buy. Ratner and Kahn (2002) discovered in their research that people, even if it means avoiding their preferred things, utilize diversity in their shopping selections to look more imaginative and interested in others. It's interesting to note that the choice to boost diversity was based on perceived peer review, indicating that peer groups' direct influence is not the sole factor influencing consumers' purchase decisions. It implies that it has no impact on how possible reviews are taken into account.

3.7 Motivation, personality and emotion

3.7.1 Motivation

Motives, personality quirks, and emotions are all factors that affect customer choices as well as marketing tactics. It's crucial to be aware of these three aspects to better comprehend customer purchasing behaviour. According to Hawkins and Mothersbaugh (2015), motivation is the "inciting factor" that initiates a certain activity. This provides such acts with a goal and a direction. In other words, it investigates the mechanisms that trigger particular behaviours. You can provide an explanation for "why" consumers behave in a particular manner. On the other hand, personality represents the behavioural patterns that a person displays in many contexts. Marketers can contribute to the resolution of the customer satisfaction issue. Last but not least, emotions are perceived as strong, uncontrolled feelings that affect conduct.

These ideas are all connected and difficult to distinguish. What motivates humans has been a conundrum for psychologists for hundreds of years. The many ideas that explain motivation are numerous. Action is spurred forward by motivation. Three qualities are supposed to exist: perseverance, effort, and direction. (Correia, Kozak, and Reis, 2016).

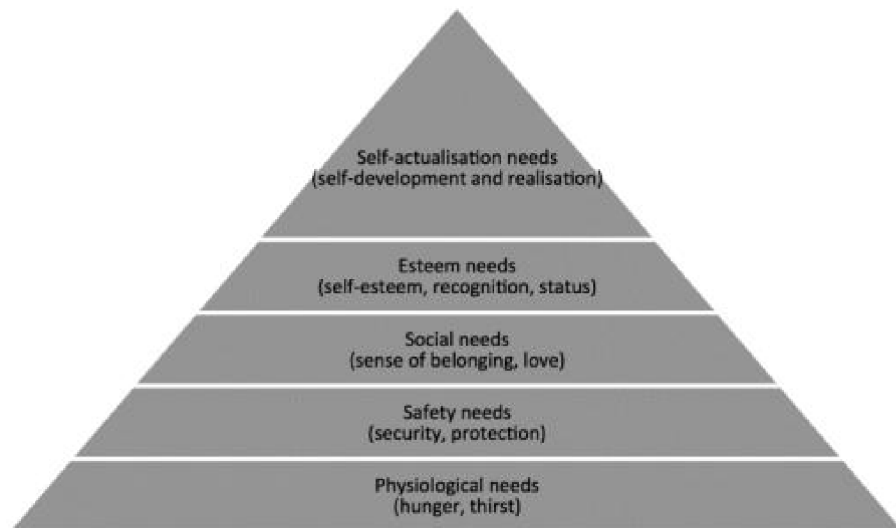
Direction identifies what a person wants to accomplish, while Effort and Persistence refer to the amount of time they are willing to put in to accomplish a job. According to characterization, it all stems from a fundamental need that is triggered whenever there is a discrepancy between the intended and real condition of affairs (Amatulli et al., 2015). Increased arousal results when this disparity widens. It's referred to as a drive. The response is more immediate the stronger the need. Certain behavioural patterns develop into wants over time since it is believed that they are more successful at bringing about fulfilment than other patterns.



Motivation Process (Adapted from Engel et al. 1995)

This simple example demonstrates how needs affect actions and behaviours and how motivational dynamics work. Consumers' demands and motivations, which might have an effect on their feelings and emotions, influence how they perceive what is significant. Over time, several psychologists have developed a variety of motivational theories. Some can be compared because they have similar theoretical underpinnings, but others cannot. Two of his approaches that provide insight into consumer behaviour are McGuire's Psychological Motivation and Maslow's Hierarchy of Needs. Maslow's Hierarchy of Wants, a macro theory, emphasises how fundamental human wants may be what drives consumerism in the end (Janson Boyd, 2010). It is supported by four principles (Maslow, 1970). The first premise holds that via social interactions and genetic composition, all individuals come to have the same motivations. Third, "the basic motives

can develop after the basic motives are met, but the basic motives must be fulfilled before the other motives can be activated." In Mallow (1970).



Maslow's Hierarchy of Needs (Adapted from Maslow, 1970)

From the most fundamental physiological demands to more complex psychological needs, each level is briefly outlined. Think about your body's demands for food, drink, sleep, and other physiological factors. It meets all of the fundamental requirements for human survival. Security is the next step up. This comprises a stable environment, physical security, and comfort. It emphasizes enjoying and feeling secure in one's surroundings. Health insurance and buying a house in a secure area are two instances of customers achieving their safety demands. A psychological necessity is an affiliation, which is the next step. The urge to fall in love, keep friendships, and fit in with society are reflections of this. Attending a concert or touring a museum might help customers feel connected. Since gratitude emphasises status and self-esteem, it is directly tied to this level. The sensation of satisfaction and accomplishment a person feels are tied to these needs. Self-actualization is

the last stage, which is found at the triangle's tip. People desire self-actualization and work to realise their greatest potential during this stage. (1970 Maslow).

3.8 Utilitarian Moderating Factors

When it comes to purchasing used items, price is not the only consideration for the buyer. According to Kristofferson's (2015) research, several respondents thought that the costs for new clothing at conventional retailers were excessively expensive compared to those for used clothing. can think about the financial advantages of buying worn clothing. Having access to consumer-preferred, gorgeous, and properly-sized apparel further discourages people from buying used clothing (Kstofferfsson, 2015). Aspects of fashion and product quality judgments are also crucial determinants of second-hand buying intentions (Guiot and Roux, 2010).

3.9 Product perception and buying decision

Value, not features, is what essentially determines what a product means to consumers. According to Emilien, Weitkunat, and dicke (2017), values play a crucial role in customer interpretation, appraisal, and purchasing choices (Et al. 1999, p. 317). Values are ideas or convictions about idealised outcomes or courses of action that transcend particular situations, direct the choice or assessment of courses of action or occurrences, and are ranked according to their relative importance. (2017), page 284 of (Emilien, Weitkunat, and Dicke). Values have a significant role in a customer's identity, making them essential to comprehending consumer impressions. Customers can benefit from shopping.

As a result of a more deliberate pursuit of the real fulfilment of desire, this is tied to the practical and concrete features of things (Babin and Zikmund, 2015). Consumption, however, may also entail imagination, feelings, and pleasures and be connected to actual events and hedonistic processes (Hirschman and Holbrook, 1982). So, when buying, you can find both values. It is critical to take into account basic beliefs of why people purchase clothing because this study focuses on secondhand stores. The research identifies a number of reasons why consumers purchase clothing. According to Katawetawaraks and Wang (2011) Factors related to biology, society, culture, the individual, psychology, and logic. Family and friends, the workplace, geography, culture, age, career, life stage, economic position, way of life, and personality may all have an impact on these variables.

4. Results and Discussion

4.1 Introduction

Data analysis and interpretation of psychological (Motivation, perception, learning and attitude), socioeconomic and utilitarian values of consumer behaviour is a complex field that requires extensive research and understanding. The purpose of this research is to understand the motivations behind a person's decision-making process when it comes to purchasing products or services. By using data analysis and interpretation of psychological, socioeconomic and utilitarian values, we can gain insight into why people purchase certain products or services, when they purchase them, how much they are willing to spend and other factors that influence their decisions. By understanding these factors, businesses can better tailor their marketing strategies to target their desired audience in a more effective manner, leading to an increase in sales. Data analysis and interpretation of psychological, socioeconomic and utilitarian values is a critical part of any successful marketing strategy. With the right data analysis, businesses can gain by insight into their target audience's preferences, needs and behaviours, allowing them to create the best possible strategies.

4.1.1 Reliability

Cronbach's alpha is a 'coefficient used to measure internal consistency' in tests of reliability, that is, consistency between different forms of the same test. It ranges from 0 to 1. Null values are typically taken as 0, and positive values generally range from .70 on the low end to 1 on the high end. Cronbach's alpha can be used to assess internal consistency in multiple forms of measures or across several scores or measures of the same single construct (Alkhadim, 2022). The results of the study show that overall the result is strong

reliability. The findings would be believable because psychological (Motivation, perception, learning and attitude), socio-economic factors and utilitarian values are reliable.

Table 4.1: Reliability Statistics

Distribution	Cronbach's Alpha	N of Items
Overall	.924	14
Psychological Factors	.786	4
Socio-economic Factors	.851	6
Utilitarian Values	.746	4

Table 4.1 Reliability statistics; source: own work

N=100

4.1.2 Descriptive Statistics

Descriptive statistics is the analysis of collected data to summarize variables in a way that gives us insight into their characteristics, distribution and central tendencies. Descriptive statistics can also be used to identify their possible relationship to other variables. The Descriptive Statistics of the questionnaire is to measure the individual or group, who is supposed to fill out the questionnaire. The purpose of conducting descriptive statistics is to learn the characteristics of a set of data.

Table 4.2: Descriptive Statistics

Statements	Mean	Std. Deviation
Premium services provided by leisure and entertainment brands trigger me to spend money on leisure and entertainment activities.	3.67	1.295
Self-recognition and self-esteem direct me to pursue leisure and entertainment services.	3.60	1.110
Knowledge of advanced cinematographic features and new digital technologies in upcoming films and drama series attracts me towards them.	3.59	1.264
The brand image of consumer behaviour and entertainment companies enables me to experience their services.	4.00	.471
Your level of income restricts you from utilizing entertainment and leisure activities.	3.75	.657
A lack of family support restricts you from leisure and entertainment services.	3.75	.770
The country's entertainment policies create hurdles for leisure services.	3.64	1.133
High spending of entertainment, hospitality and entertainment companies on brand image and promotion of services influence you to utilize their services.	3.85	1.158
Your gender restricts you from travelling to international leisure entertainment.	4.07	.728

Your marital status restricts you from travelling to international leisure entertainment.	3.79	.880
Travelling preferences restrict you from travelling to particular leisure entertainment places.	3.86	.995
Travelling needs allow you to travel to most of the entertainment and leisure places.	3.70	.905
Schedules and work restrictions have posed complexities for you to utilize entertainment and leisure activities.	4.19	.761
Non-accessibility to various leisure memberships such as student clubs, gathering places, and concerts restrict you from utilizing and purchasing leisure activities.	3.34	1.273

Table 4.2 Descriptive statistics; source: own work

Table 4.2 shows that certain variable averages are more significant than 3, suggesting that participants agreed. This research utilized a “5-point Likert scale to collect data”. The scores ranged from 1-5, with being 'disagrees' and "agree”. Scores on this scale signified the extent to which someone agreed or disagreed with the statement. In the current investigation, values below 3 signify disagreement and those above 3 signify agreement. All respondents agreed that consumer decisions with psychological, socio-economic factors and utilitarian values indicated significant averages. Job schedule from utilitarian shows a high average value (4.19) as compared to gender restriction from socio-economic factor (4.07) and brand image of companies from psychological entertainment item four (4.0) respectively. It means the utilitarian average shows the most significant results from consumer decisions. The study indicates that utilitarian factors, such as job schedules, can play a major role in consumer decisions. Factors such as brand image and gender

restriction are still important, but this study shows that utilitarian factors can often be the deciding factor when a customer is making a choice. This means that businesses should focus on providing an easy job schedule to attract more customers. Consumers need to pay attention to the psychological (Motivation, perception, learning and attitude) and socio-economic factors that influence consumer decision-making. By understanding consumer decision needs and values, businesses can create a product or service that meets their customers' needs and appeals to their values. By doing this, businesses have a better chance of winning over the customer and making a decision in their favour. Therefore, businesses should emphasize providing an optimal job schedule that meets their customers' needs and values. Additionally, businesses need to pay attention to the psychological and socio-economic factors that influence consumer decision-making. In standard deviation, the value of the brand image of tourism companies from psychological factors is very low (.471) as compared to all other factors.

4.2 Chi Square Analysis

The findings of the Chi-square investigation showed that the statistical significance of psychological factors, socio-economic factors and utilitarian values was significant. Simulated psychological factors showed statistically significant differences from actual conditions, but socio-economic factors show this relationship. This could be attributed to less variation among socio-economic groups, especially in utilitarian and psychological variables.

Table 4.3: Chi-Square Test of Psychological Factors

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	211.794 ^a	16	.000
Likelihood Ratio	172.181	16	.000
Linear-by-Linear Association	45.149	1	.000

a. "19 cells (76.0%) have an expected count less than 5. The minimum expected count is .81".

In the study, the findings showed that the psychological factors (Motivation, perception, learning and attitude) of decision makers and applications used have a significant role in the fit between decision makers and applications used. The chi-square value of the psychological factors shown in Table 4.3 was 211.794, which was significant at the .05 level of significance as $p=.000$. It means psychological factors played a significant role in the fit between decision makers and applications that they use in their work. Therefore, this study demonstrates that psychological learning should be taken into account when selecting applications for decision-makers. These psychological motivation can help make sure that the applications used are well-suited to the decision-makers, which will help them to make more effective decisions. This study shows that decision-makers should be aware of their own psychological needs and the psychological motivation of the application they are using. This can help them to select applications that are better suited to their needs and make sure that the application is used effectively.

Table 4.4: Chi-Square Test of Socio-economic Factors

Test	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	59.645 ^a	9	.000
Likelihood Ratio	64.973	9	.000
Linear-by-Linear Association	30.354	1	.000

a. "10 cells (62.5%) have an expected count less than 5. The minimum expected count is .18".

Table 4.4 in a recent study conducted on socio-economic factors reveals the chi-square computed value to be 59.645, with a p-value of .000. This clearly shows that socio-economic factors are statistically significant at a 5% level of significance. This means that socioeconomic factors have a significant impact on the outcome of the study. The chi-square value of 59.645 indicates a strong association between socioeconomic factors and the outcome of the study. Additionally, the p-value of .000 suggests that the results are highly reliable. Therefore, it can be concluded that socio-economic factors have a strong influence on the outcome of the study. The study could be further improved by studying the various socio-economic factors in more detail and exploring their individual effects on the outcome. This could provide further insight into the influence of socioeconomic factors on the outcome of the study.

Table 4.5: Chi-Square Test of Utilitarian Values

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	59.700 ^a	12	.000
Likelihood Ratio	69.020	12	.000
Linear-by-Linear Association	9.635	1	.002

a. "12 cells (60.0%) have an expected count less than 5. The minimum expected count is .10".

Utilitarian values are those that seek to maximize benefits for the greatest number of people. A chi-square value is a statistic used to measure the significance of observed differences between two or more sets of data. In this case, Table 4.5 shows the chi-square value of utilitarian values as 59.700. This is 'significant at the 5% level of significance' since the $p = .000$. This indicates that there is a statistically significant difference between the observed and expected results. This means that there is a 'strong correlation' between utilitarian values and the observed outcomes. Therefore, it can be concluded that utilitarian values do influence the outcomes in a meaningful way. It is important to note that the chi-square value should be interpreted in the context of the study. The results may not apply to other studies or circumstances.

4.3 Multiple Regression Analysis

This research analyzes a multiple regression analysis of the relationship between psychological factors, socio-economic and utilitarian values. Using SPSS, we tested the effect of psychological factors, and socioeconomic and utilitarian values independently. Our findings show that psychological factors (Motivation, perception, learning and attitude)

and socioeconomic have a strong effect on consumer decisions while utilitarian values affect this impact marginally.

Table 4.6: Model Summary of Psychological Factors

Model	R	R Square	Adjusted R Square	Std. error of the Estimate
1	.749 ^a	.562	.548	.871

Table 4.6 Model Summary of Psychological factors; source: own work

In multiple regression analysis from table 4.6 psychological factors (Motivation, perception, learning and attitude) R= .749 shows a moderate to strong relationship between them and these factors are linearly related to each other. “R-Square displays the percentage of variation in the dependent variable that can be predicted by using various factors”. This result suggests that 56% of the variation can be predicted by psychological characteristics. It is significant to note that this assessment serves as an "overall indicator" rather than a measure of how closely a specific evaluation of "psychological factors" such as motivation, perception, learning and attitude is connected to the endogenous variables to the degree of the association. Each assertion is statistically significant when considered individually, and the overall model of regression offers a strong match for the dataset.

Table 4.7: Model Summary of Socio-economic Factors

Model	R	R Square	Adjusted R Square	Std. error of the Estimate
1	.778 ^a	.606	.585	.423

Table 4.7 Model Summary of Socio-economics; source: own work

Table 4.7 indicates the results of multiple regression as R= .778, which demonstrated a strong correlation between socioeconomic factors. R-Square displays a value of .606 for the proportion of variation found in the dependent variable that could be forecast using various

factors. This result shows that the socio-economic factors that influence can predict 60% of the variation. The entire model fits the data well and is statistically significant. Additionally, each component is statistically significant when examined separately. Thus, it can be concluded that socio-economic factors are a major influence in determining the dependent variable.

Table 4.8: Model Summary of Utilitarian Values

Model	R	R Square	Adjusted R Square	Std. error of the Estimate
1	.679 ^a	.461	.444	.742

Table 4.8 Model Summary of Utilitarian Values; source: own work

Table 4.8 indicates the results of multiple regression as $R = .679$, which demonstrated a moderate to strong correlation between utilitarian values. R-Square displays a value of .461 for the “percentage of variation in the dependent variable that may be predicted” using various parameters. This result shows that the utilitarian values that influence can predict 46% of the variation. The entire model fits the data well and is statistically significant. Additionally, each component is statistically significant when examined separately.

4.4 Analysis of Variance

To investigate differences between psychological factors, socio-economic factors and utilitarian values means (or averages), use the Analysis of Variance (ANOVA) technique. ANOVA is a statistical method used to examine the relationship between two or more categorical variables. The analysis begins with the null hypothesis. This is a simple statement that there is no difference or no association between the variables being analyzed (Chen et al., 2022). Everyone agrees there is a small difference between means, but no one has found any significant differences between groups. If this assumption is correct, then a

given experiment will yield normal results even if there are serious problems in data collection and processing.

Table 4.9: ANOVA of Psychological Factors

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	93.302	3	31.101	41.007	.000 ^b
Residual	72.808	96	.758		
Total	166.110	99			

Table 4.9 ANOVA of Psychological factor; source: own work

The calculation of the "F-value is the Mean Square Regression" (31.101) distributed by the "Mean Square Residual" (.758), yielding $F=41.007$, as shown in Table 4.9. A relatively small amount of the "p-value corresponding to this F value" (0.000b). The p-value is analysed to the alpha level at 0.05, and it is established that psychological elements (Motivation, perception, learning and attitude) may successfully predict the underlying characteristics of the predictor variables. It demonstrates that there is a "statistically significant relationship" between psychological variables.

Table 4.10: ANOVA of Socio-economic Factors

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	25.908	5	5.182	28.920	.000 ^b
Residual	16.842	94	.179		
Total	42.750	99			

Table 4.10 ANOVA of Socio-economic factor; source: own work

Table 4.10 shows the "p-value related to this F value" as opposed to the "F-value is the Mean Square Regression" (5.182) averaged by the "Mean Square Residual" (.179),

which equates to $F=28.920$ with ($p= 0.000b$). When “the p-value is compared to the alpha level at 0.05”, socio-economic factors can correctly determine the trends of the predictor variables. It indicates that socioeconomic factors are linearly related to each other and statistically significant.

Table 4.11: ANOVA of Utilitarian Values

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	45.211	3	15.070	27.386	.000 ^b
Residual	52.829	96	.550		
Total	98.040	99			

Table 4.11 ANOVA of Utilitarian values factor; source: own work

Table 4.11 presents the results of a hypothesis test. The calculated value of F is 27.386, and the p-value is .000. “Hypothesis testing is a statistical procedure used to determine if there is a significant difference between two populations or groups”. The calculated F-ratio (F) is used to determine if the difference in means between two populations is statistically significant. In this case, the F-ratio (F) of 27.386 indicates that there is a ‘statistically significant difference between the two populations. The p-value of .000 indicates that the difference in means is very unlikely to have occurred by chance alone. Therefore, this hypothesis test provides strong evidence that the two populations are significantly different from each other. This evidence supports the conclusion that the two populations are significantly different from each other. It is important to note that hypotheses should be tested to draw valid conclusions. The results of a hypothesis test should be interpreted in the context of the research question being studied.

4.5 Correlation Analysis

Any statistical relationship, whether causative or not, between psychological factors, socio-economic factors and utilitarian values is referred to in statistics as correlation or dependence. Correlation and dependence are two important concepts in statistics. They describe the relationship between variables and how changes in one variable affect the other. Correlation is a measure of the strength of the relationship between two variables, whereas dependence is a measure of how much one variable depends on another (Pereira et al., 2018). It is important to note that correlation does not necessarily imply causation. This means that the presence of correlation does not mean that one variable is causing changes in the other. Understanding the difference between correlation and dependence can help you make better decisions in data analysis.

Table 4.12 Correlations

	Correlation	Sig.
Psychological Factors	.708**	.000
Socio-economic Factors	.554**	.000
Utilitarian Values	.312**	.002

Table 4.12 Correlations; source: own work

Psychological factors (Motivation, perception, learning and attitude) play an important role in determining the success of an individual. Table 4.12 indicates that the relationship between psychological factors and success has a high positive strong correlation of .708 as compared to socio-economic factors (.554) and utilitarian values (.312). This means that an individual's psychological factors can influence their ability to succeed. It is important to understand the role of psychological motivation, perception,

learning and attitude to maximize a person's potential. It is also important to recognize that psychological factors can also hurt an individual's success. It is essential to have a clear understanding of what psychological factors are, and how they can influence success. Additionally, it is important to develop strategies for managing the psychological motivation, perception, learning and attitude that might cause hindrances. These strategies can help an individual reach their full potential and achieve their goals.

5. Findings and Discussion

This section underpins the discussion concerning factors influencing the consumer behaviour of students by incorporating existing literature and the findings of the study. Therefore, this section of the research underpinned the findings of various studies to demonstrate the impact of psychological, socioeconomics, and utilitarian values factors on consumer behaviours so that by aligning with the findings of these studies, the findings of this research can be found.

5.1 Findings & Discussions

Sameeni, Ahmad, and Filieri (2022) demonstrated that certain factors such as family income, support, and affordability significantly influence consumer behaviour. Therefore, the findings stated that if consumers especially university students or youngsters are financially and socially backed by their families then they can intend to have some recreational and leisure activities such as travelling or being to various tourist destinations both domestically and internationally. In this way, they will be exploring new destinations and learning new learning as well. Similarly, the study by Sameeni, Ahmad, and Filieri (2022) investigated the relationships between leisure services, family support, accessibility, disposable income, travel regulations, and customer behaviour. The study's results showed that variables including income, support from the household, and accessibility significantly affect how customers behave. Therefore, it is advised that families support their children by providing financial support and encouragement so that they can discover different leisure options (Sameeni, Ahmad, and Filieri, 2022). However, one of the findings of our study aligned with the findings of Sameeni, Ahmad, and Filieri (2022) as the significant value of a socioeconomic factor is less than (0.05) which is found to be (0.000). Therefore,

by aligning with the findings of Sameeni, Ahmad, and Filieri (2022) we accepted the significance level of socioeconomic factors indicating that financial support and family support may positively and significantly influence students to have leisure and recreational activities. Therefore, the findings of our study align with the findings of Sameeni, Ahmad, and Filieri (2022) for the socioeconomic factor. Thus, we accepted our hypothesis for the socioeconomic factor by aligning with findings of (Sameeni, Ahmad, and Filieri, 2022).

Similarly, the finding by Santos et al. (2021) stated the behaviour of consumers is significantly influenced by personal, economic, and other aspects. The study discovered a favourable and strong correlation between socioeconomic and individual characteristics and purchasing behaviour (Santos et al., 2021). However, it is demonstrated by Qiao et al. (2021) that how hedonic and utilitarian values affect purchasing decisions. Hedonic and utilitarian values and consumer behaviour are positively and significantly correlated, according to the study's findings. The findings suggested that there is a need to raise the usefulness, availability, and affordability of recreation and entertainment goods and services. Effective action could help the leisure and entertainment sectors. The findings of our study aligned with the findings of Qiao et al. (2021) demonstrating that utilitarian values have a significant influence on consumer behaviour therefore it may be stated that utilitarian values are more likely to influence the consumer behaviour of students for having recreational and leisure activities. However, the significance value of the utilitarian values factor has been found to be less than 0.005 which is 0.002, therefore, the study accepted the hypothesis of the utilitarian values factor and aligned with the findings of Qiao et al. (2021). Therefore, the findings of our study can be related with the findings of (Qiao et al. 2021; Sameeni, Ahmad, and Filieri 2022)

Similarly, the findings by Kstofferferson (2015) demonstrated that customers may take other factors into account when buying secondhand goods in addition to the cost.

Therefore, it is believed that the prices for new apparel at retail stores were unreasonably high in contrast to the prices for used clothing hence considering the cost benefits of purchasing used apparel. Having access to attractive, specifically designed, and customer clothes deter consumers from buying old clothing even more (Kstoffoffersson, 2015). Components of fashion and customer satisfaction assessments are also significant factors that influence people's willingness to purchase used goods. Therefore, it may be expected that if products and offerings are offered and designed according to the preferences and demands of customers then it may indirectly influence consumer behaviour of students to have leisure activities. Similarly, the findings of Emilien, Weitkunat, and dicke (2017), demonstrated that values are essential to how customers understand, evaluate, and make decisions about what to buy. Values are beliefs or thoughts about desired results or action plans that surpass specific circumstances and guide the selection or evaluation of actions or events. Values play a crucial part in a customer's identification, which makes values crucial for understanding customer perceptions (Emilien, Weitkunat, and Dicke, 2017). Browsing various brands simultaneously could be advantageous for consumers as it is likely to direct students to possess recreational and leisure activities in their free time. Again, the findings of our study for the hypothesis of utilitarian values factor align with findings of Emilien, Weitkunat, and dicke (2017) therefore we accepted the hypothesis for the utilitarian values factor.

The findings by Qiao et al. (2021) attempted to investigate the key elements affecting visual impairments in people's leisure entertainment behaviour. The study accentuates certain major variables impacting the leisure entertainment behaviour of individuals with visual impairments incorporating support of the community, offers given by various leisure entertainment, psychological factors faced by students during entertainment, and certain socioeconomic factors. The findings of Qiao et al. (2021),

demonstrated that students who are blind or possess visual impairments have great needs for audible, sensory, and bodily interaction. Especially, those leisure entertainment that have some sort of visual impairments should take into account supportive variables including young friends or guides, and travel agencies who explicitly cater their practical offers to leisure place having visual impairments. Additionally, the study's findings demonstrated that people with visual impairments engage in holidaymakers to improve them possess capabilities, lessen the strain on their households, dispel preconceptions about visual impairments, and raise awareness of the requirement for increased tourism growth that is especially geared toward people with visual impairments (Qiao et al., 2021). Moreover, the findings suggested a theoretical framework defining the variables affecting leisure entertainment with visual impairments for having some recreational activities. Therefore, by aligning with the findings of Qiao et al. (2021) we accepted the significance level of our psychological factor however it possesses a significance value of (0.000) which is less than (0.05). Hence, it can be contemplated the psychological factor may positively and significantly influence the consumer behaviour of students for having recreational activities and leisure. Hence, by relating the findings of our study for the psychological factor we accepted our hypothesis for the psychological factor.

6. Conclusion and Recommendations

6.1 Introduction

This section of the study incorporates the conclusion and recommendations of the study based on our findings so that relevant stakeholders can be concerned and benefit in making effective relevant policies. All relevant and major findings have been concluded in this chapter so that the study can undertake accurate findings and outcomes therefore below section demonstrates the conclusion and recommendations of the study.

6.2 Recommendations

This section of the study undertakes the proposed recommendations based on the findings and conclusion of the research so that relevant stakeholders can be benefitted.

- a. Consumer behavior and leisure entertainment agencies are recommended to devise their leisure policies and guidelines according to the requirements and needs of students so that it can be easy for them to access and afford major entertainments.
- b. Both public and private sectors should consider the main drivers of rural tourist growth incorporating the expansion of transportation infrastructure, rising environmentalism, assistance from the localities and governmental authorities, accessibility of subsidies from the governmental authorities, and the private business sector's involvement.
- c. Leisure entertainment should set affordable prices for their travel and hospitality services so that the majority of youngsters and students can afford leisure places, hotels, and rental places while their stay at entertainment places.
- d. Parents should assist their children to explore diverse recreational activities by giving them monetary support and backing. Consequently, it is recommended that key

stakeholders must take psychological, socioeconomic, and utilitarian values into consideration while developing policies for recreational students.

6.3 Conclusion

The findings of the study concluded that psychological, socioeconomic, and utilitarian values factors positively and significantly influence the consumer behaviour of students in having entertainment, recreational, and leisure activities. Therefore, by aligning with the findings of Kstofferferrsson (2015); Emilien, Weitkunat, and dicke (2017); Qiao et al. (2021); Sameeni, Ahmad, and Filieri (2022) the findings of the study are accepted as well. Such as the findings of Qiao et al. (2021) stated that students that are blind or possess visual impairments have great needs for audible, sensory, and bodily interaction. Moreover, those leisure entertainments that have some sort of visual impairments should take into account supportive variables including young friends or guides, and leisure agencies who explicitly cater their practical offers to students having visual impairments. However, the findings of Sameeni, Ahmad, and Filieri (2022) recommended that families support their children by providing financial support and encouragement so that they can discover different leisure options. Therefore, it can be concluded that psychological, socioeconomic, and utilitarian values must be considered by relevant stakeholders while devising policies for recreational students. The findings of Emilien, Weitkunat, and dicke (2017) concluded that the cost advantages of buying used clothing believing that the costs for nice clothes at retailers were excessively expensive in comparison to the charges for used clothing. Providing access to fashionable, custom-made apparel discourages people from purchasing used clothing even more. Therefore, based on conclusion certain recommendation have been made in above section to assist policymakers.

7. References

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Appendix

Survey Questionnaire

a. Psychological factors

1. Premium services provided by leisure and entertainment brands trigger me to spend money in leisure and entertainment activities.

A) Strongly disagree B) disagree C) neutral D) agree E) strongly agree

2. Self-recognition and self-esteem direct me to pursue leisure and entertainment services.

A) Strongly disagree B) disagree C) neutral D) agree E) strongly agree

3. Knowledge of advanced cinematographic features and new digital technologies in upcoming films and drama series attract me towards them.

A) Strongly disagree B) disagree C) neutral D) agree E) strongly agree

4. Brand image of leisure and entertainment companies enable me to experience their services.

A) Strongly disagree B) disagree C) neutral D) agree E) strongly agree

b. Socio economic factors

1. Your level of income restrict you from utilizing entertainment and leisure activities.

A) Strongly disagree B) disagree C) neutral D) agree E) strongly agree

2. A lack of family support restricts you from travelling to leisure destinations.

A) Strongly disagree B) disagree C) neutral D) agree E) strongly agree

3. The country's leisure entertainment policies create hurdles for visiting leisure places.

A) Strongly disagree B) disagree C) neutral D) agree E) strongly agree

4. High spending of entertainment, hospitality and entertainment companies on brand image and promotion of services influence you to utilize their services.

A) Strongly disagree B) disagree C) neutral D) agree E) strongly agree

5. Your gender restricts you from travelling to international leisure entertainment destinations.

A) Strongly disagree B) disagree C) neutral D) agree E) strongly agree

6. Your marital status restricts you from travelling to international leisure entertainment destinations.

A) Strongly disagree B) disagree C) neutral D) agree E) strongly agree

Utilitarian values

Travelling preferences restrict you from travelling to particular leisure entertainment places.

A) Strongly disagree B) disagree C) neutral D) agree E) strongly agree

Travelling needs allow you to travel to most of the entertainment and leisure places.

A) Strongly disagree B) disagree C) neutral D) agree E) strongly agree

Schedules and work restrictions have posed complexities for you to utilize entertainment and leisure activities.

A) Strongly disagree B) disagree C) neutral D) agree E) strongly agree

Non-accessibility to various leisure memberships such as student clubs, gathering places, and concerts restrict you from utilizing and purchasing leisure activities

A) Strongly disagree B) disagree C) neutral D) agree E) strongly agree