



**CARMEM DE**  
**JESUS ALVES**  
**MARTINS MARQUES**

**FACTORES DE TOMADA DE DECISÃO DO CLIENTE,**  
**EMOÇÕES E DIMENSÕES DA EXPERIÊNCIA**  
**APLICADOS A UM CONTEXTO DE LAZER**

**CUSTOMER'S DECISION-MAKING FACTORS,**  
**EMOTIONS AND EXPERIENCE DIMENSIONS IN A**  
**LEISURE CONTEXT APPLICATION**





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Tese apresentada à Universidade de Aveiro para cumprimento dos requisitos necessários à obtenção do grau de Doutor em Marketing e Estratégia pelas Universidades do Minho, Aveiro e Beira Interior, realizada sob a orientação científica da Doutora Irina Adriana Saur Amaral, Professora Auxiliar Convidada e co-orientador Joaquim José Borges Gouveia, Professor Catedrático Aposentado do Departamento de Economia, Gestão e Engenharia Industrial, da Universidade de Aveiro



Ao meu marido, pais e irmãs

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## **palavras-chave**

Economia da Experiência, Marketing Experiencial, Atividades de Lazer, Experiência do Cliente, Fatores de Tomada de Decisão e Comportamento do Cliente.

## **resumo**

O objetivo desta tese é analisar as dimensões da experiência, aplicando o modelo dos autores Pine e Gilmore (1998) ao contexto de lazer sob a perspectiva do cliente, com o propósito de medir a relação entre o cliente e a experiência do evento. Usa-se o paradigma experimental da perspectiva do marketing, tendo em consideração, por um lado, os fatores de tomada de decisão do cliente (como sejam, características do evento, a socialização e a rede de contactos) e as emoções (prazer e entusiasmo, sentidas no início do evento) como antecedentes, e por outro lado, a avaliação da experiência (com a satisfação do cliente, memória) e o comportamento do cliente (fidelização do cliente) como resultados. Usa-se o inquérito por questionário com uma amostra de 445 participantes na 5ª Maratona BTT - Rota do Bacalhau participantes, num contexto de atividade de lazer, realizada a 1 de Junho de 2014.

Os principais resultados mostram que o modelo de Pine e Gilmore (1998) também é válido para as actividades de lazer. Os fatores de tomada de decisão selecionados (características do evento, a socialização e a rede de contactos) explicam 40,4% da variação na dimensão Educação, 19,1% na dimensão Evasão, 18,6% na dimensão Entretenimento e 13,9% na dimensão Estética. Estes resultados confirmam as dimensões da experiência proposto no Modelo de Pine e Gilmore (1998), definido em termos de nível de participação (activa / passiva) e do nível de envolvimento (mental/físico). As emoções sentidas no início do evento são de prazer e positivas.

Os resultados da avaliação da experiência pelo cliente não foram a satisfação do cliente, memória e o comportamento do cliente em termos de repetição da experiência. Em vez disso, surgiu uma nova dimensão denominada avaliação da experiência.

Os resultados mostram que todas as dimensões da experiência definidas no modelo de Pine e Gilmore (1998) explicam 43% da variação da variável avaliação da experiência. Os resultados não agrupam as dimensões segundo os eixos XX (referentes ao nível de participação activa/passiva) ou os eixos YY (referentes ao nível de envolvimento mental/físico). Em vez disso, os resultados evidenciam o contributo das dimensões de forma cruzada. Por ordem decrescente, as dimensões que mais contribuem para a explicação da avaliação da experiência são: Estética/Educação (envolvimento físico exercido de forma passiva/participação activa com estímulo mental) e o Entretenimento/Evasão (participação passiva com estímulo mental/ envolvimento físico exercido de forma activa).



## keywords

Experience economy, experiential marketing, hedonic experience, serious leisure activity, customer experience, customer decision-making factors and customer behavior.

## abstract

The purpose of this thesis is to analyze experience dimensions, using Pine and Gilmore's (1998) model applied to serious leisure context, looking at customer perspective, in order to measure the connection of the customer to the experience event. We use experiential paradigm from the marketing stream and take into account, on one hand, decision-making factors (i.e. characteristics of the event, socialization and networking) and emotions (pleasure and arousal, felt at the beginning of the activity) as antecedents and, on the other hand, the assessment of experience (using customer satisfaction and memory variables) and the customer behavior (return) as output. We perform a survey with 445 valid questionnaires collected from 5<sup>th</sup> BTT Marathon - Rota do Bacalhau participants, a serious leisure activity context, which occurred on June 1<sup>st</sup>, 2014.

The main findings show that Pine and Gilmore's (1998) model is also valid in a serious leisure activity. The participation decision-making factors selected (i.e. characteristics of event, socialization and networking) explained 40,4 per cent of the variation in Education, 19,1 per cent of the variation in Escapism, 18,6 per cent of the variation in Entertainment and 13,9 per cent of variation in Esthetics. These results confirm the experience dimensions proposed by Pine e Gilmore's (1998) model defined according to level of active participation (active /passive) and the level of connection (absorption/immersion). Positive emotions felt at the beginning of the event are positive and from pleasure.

The customer's outcomes of experience are not customer satisfaction, memory and retour. Instead, we have a new dimension called experience assessment. The results show that all the experience dimensions defined by Pine and Gilmore's (1998) Model explaining 43 per cent of the variation in the variable Experience Assessment. The results do not group the dimensions according to axis XX (related to the level of participation active/passive) or to axis YY (related to the level of connection absorption/immersion). Instead the results show the contribution of experience dimension in cross way. In descending order, the experience dimensions which contribute most to explain the Experience Assessment are: Esthetics/Education (i.e. physical connection in passive participation/active participation with a mental stimulus) and Entertainment/Escapism (i.e. passive participation with a mental stimulus/physical connection in an active participation).



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## 1. INTRODUCTION

### 1.1. Background Research

Customer experience has been widely discussed by marketing scholars (Arnold and Reynolds, 2003; Frow and Payne, 2007; Grewal, Levy and Kumar, 2009; Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros and Schlesinger, 2009) and marketing practitioners (Carbone and Haeckel, 1994; Pine and Gilmore, 1998; Poulsson and Kale, 2004; Schmitt, 1999).

Most scholars agree that the experience concept is not supposed to be applied to every service. The first examples of experience used products to create an experience for example Starbucks experience (Michelli, 2007) or coffee shop chains (Nadiri and Gunay, 2013), while most recent examples use interpretation to recreate a context and intensify the experience (Sorescu, Frambach, Singh, Rangaswamy and Bridges, 2011). This change corresponds to a paradigm shift, from transactional marketing to experiential marketing.

While transactional marketing focused on product features and benefits, assuming that consumer behavior is rational (Schmitt, 1999), experiential marketing complemented this view (Schmitt, 1999), by adding hedonic variables, like feelings, fun and fantasy (Holbrook and Hirschman, 1982).

Aubert-Gamet and Cova (1999) argue that the postmodern interest in service settings has changed. It is less for use-value (e.g. functional) and more "*linking value*" (e.g. the satisfied need of community). In other words, the changings in social values like dematerialization (Mehmetoglu and Engen, 2011) and the "*customer desires experience*" (Pine and Gilmore, 1998) has been behind this change in economy, from goods to experience.

The nature and scope of tourism sector, in which leisure activity is included, is widely used to apply experience examples. Sometimes the consumer focuses on tourism purpose, other times on the intensity of the experience, relating to the experience economy that conceptualizes customer involvement and connection.

The experience economy aroused as a consequence of globalization and the need of companies remaining competitive, and led to an increased interest in the dematerialization of economic offerings (goods or services, to experience) as a consequence of the postmodern age. A new way of looking at consumption was proposed, where company's interests no longer came first, on the contrary, customer's interests and emotional engagement prevailed.

The literature on customer experience explores company and customer perspectives, with a focus on managerial aspects (Pikkemaat, Peters, Boksberger and Secco, 2009). Customer experience, in the management field, is studied as a natural evolution of customer participation in the service process. From the company perspective, customer participation focuses on the number and the quality of customer tasks to obtain profit. Thus, focus falls on service experience creation (Jüttner, Schaffner, Windler and Maklan, 2013), and customer experience quality (Lemke, Clark and Wilson, 2011).

In the marketing field, two opposite perspectives on the customer experience coexist. From the experience company perspective, the focus is on managerial aspects, namely determinants of customer experience, like tools and the processes necessary to create an experience (Frow and Payne, 2007; Gentile, Spiller and Noci, 2007; Payne, Storbacka and Frow, 2008; Puccinelli, Goodstein, Grewal, Price, Raghubir and Stewart, 2009; Verhoef *et al.*, 2009). From the service

dominant logic (SDL) stream (Vargo and Lusch, 2004), focus falls on the building of the service experience, on the contact points and relationship with the customer (i.e. co-creation between customer and the service company). From the customer perspective, the focus is on **outcomes** resulting from the experience (Meyer and Schwager, 2007; Pine and Gilmore, 1998; Poulsson and Kale, 2004; Same and Larimo, 2012; Schmitt, 1999).

The outcomes resulting from customer experience are pointed out as a limitation. There is no consolidated theory on the antecedents and consequences to allow validate these results (Verhoef *et al.*, 2009) so the difficulty is on the lack of a clear definition and nature of experience. Concepts like fun, excitement, meaning, nostalgia, identity, authenticity, hedonism, engagement are often linked to managerial and marketing literature. Experience could also be considered as dynamic, personal and unique which makes it difficult to assess (Battarbee, 2004).

Opposite opinion have Holbrook and Hirschman (1982) when defending the hedonic consumption (e.g. fantasies, feelings, and fun) particularly in leisure situations. Underpinning these ideas are the concepts of customer engagement (i.e. the level of customer participation- passive or active participation) and the form of customer connection (i.e. the level of customer connection, absorption/intellectual or immersion/physical) (Pine and Gilmore, 1998). The hedonic variables are not used so frequently, once emotions are unstructured and difficult to measure (Shaw and Ivens, 2005). Customer experience associated to products is more usual (Verhoef *et al.*, 2009).

## **1.2. Research Purpose**

We position our research in the experiential research used in consumer behavior and marketing literature. Two streams of thought are key for our research.

Firstly, the experience economy, focused on business performance improvement (product or service differentiation via customers' experience), which includes two new dimensions: active customer participation and immersive customer connection providing a unique and memorable experience to customer (Pine and Gilmore, 1998).

Secondly, the experiential marketing, focused on the customer as human being with rational and emotional actions, whose main purpose is to seek pleasure.

Therefore, the purpose of this thesis is to analyze experience dimensions in serious leisure context, from customer's perspective, in order to measure the connection of the customer to the experience event. We use Pine and Gilmore's (1998) model due to the capability of integration of these two perspectives. These authors used the experience implementation to capture customer's attention, and above all give the possibility for customer to decide, in terms of level of participation and connection with the experience. Pine and Gilmore (1998) present five principles to achieve a memorable experience.

### **1.3. Research Problem**

It is widely accepted that customer experience concept is an effective way to keep customer's attention on their business (Gentile, Spiller and Noci, 2007; Grewal, Levy and Kumar, 2009; Meyer and Schwager, 2007; Shaw and Ivens, 2005).

In the late years scholars proposed questions like:

- *"What creates experience?"* (Mehmetoglu and Engen, 2011:241);
- *"What specific experience will my company offer?"* (Pine and Gilmore, 1998:102);



- *“What experience do we want to create in the long-term for our customers?”* (Schmitt, 1999:66);
- *“What are the ingredients of a commercial experience that are most likely to provide product differentiation and competitive advantage?”* (Poulsson and Kale, 2004:268);
- *“How can the visitor be engaged in a way that will individualize the experience, exceed their expectations, prove memorable and lead ultimately to advocate status?”* (Leighton, 2007:120);
- *“How are experiences remembered?”* (Schmitt, 2010:77).

Customer experience still remains a challenge for researchers. Tynan and McKechnie (2009) pointed out the need of marketing practitioners to take care of the academic's contributions in these matters, in spite of being the pioneers in this issue and achieving managerial success.

Several scholars (Carreira, Patrício, Natal Jorge, Magee and Hommes, 2013; Gentile, Spiller and Noci, 2007; Healy, Beverland, Oppewal and Sands, 2007; Petermans, Janssens and Van Cleempoel, 2013; Verhoef *et al.*, 2009) argue that the academic focus on efficiency process (like determinants, customer experience creation and experience dimensions) and strategy (Carbone and Haeckel, 1994; Pine and Gilmore, 1998; Schmitt, 1999). From this point of view, experience itself is an output as similar to service in which customer is considered an external element.

Other scholars (Pine and Gilmore, 1998; Poulsson and Kale 2004; Pullman and Gross, 2004; Same and Larimo, 2012; Tung and Ritchie, 2011) argue that customer experience concerns the decision-making process, customer behavior and seeks to understand customer's options. According to this point of view, customer is considered an internal element of the experience.

Most of the studies inquire experience as a holistic event. We consider decision-making process - as antecedents, experience dimensions - as experience itself, (Getz, 2008; Otto and Ritchie, 1996; Tung and Ritchie, 2011) and customer behavior - as output (Hosany and Witham, 2010; Mehmetoglu and Engen, 2011; Oh, Fiore and Jeoung, 2007).

Our research problem is related to the deep connection of customer with the experience. This research problem is potentially important to academics and practitioners. Our perspective also adopts the customer experience concept as a different way to deliver a service, considering the integrative approach. Academic perspective focuses the customer experience on managerial action of experience, and the standpoint is customer "*stimulus-reaction*". It means customer experience is designed to provoke (stimulus) an action on customer (reaction). The process is still centered in purchase benefits. In our perspective, the knowledge of the reason for customer participation in events (i.e. the motives and motivation factors, as antecedents) helps to design the experience and to enhance the customer experience. This way, academic's perspective is coming closer to the practitioner's perspective. Practitioner perspective is oriented to the principle "*from stimulus to reaction*". The focus is on customer reaction considering experience holistically and rationally, in which emotional aspects of consumer behavior are also included.

In line with the above, three research questions are explored in this thesis:

1. What decision-making factors influence customer experience?
2. What specific experience dimensions (Education, Escapism, Esthetic or Entertainment) are more valued by customers, in a leisure context?
3. What is the assessment given by the customer to the experience?

Two ideas are commonly accepted and justify this research, the purpose of experience concept is a distinct economic offering (Pine and Gilmore, 1998) and the customer desire to have pleasure (Holbrook and Hirschman, 1982). Recently, the notion that customers are willing to pay for experience (Mascarenhas, Kesavan and Bernacchi, 2006) increases the importance of this issue. Other factors related to outcomes, like value creation (Prahalad and Ramaswamy, 2004), customer loyalty (Haeckel, Carbone and Berry, 2003; Mascarenhas, Kesavan and Bernacchi, 2006; Reichheld, 2006) and customer satisfaction (Pullman and Gross, 2004), from company perspective are pointed out to explain the growing interest in customer experience (Jüttner *et al.*, 2013).

Our initial assumption is that the findings from this research have potential different applications. The main reason in the integrative approach means we use the experience dimension from company perspective and the motives and motivations (as antecedents) and customer satisfaction, memory and return (as outcomes) from customer perspectives. The understanding of customer's decision-making factors and behavior can be the starting point to future research.

#### **1.4. Methodology**

Creswell (2003) presents three different approaches to research design: qualitative, quantitative and mixed methods. Our choice is underpinning the theoretical perspective of customer experience, the strategies, the data collection methods and data analysis adopted in empirical paper present in the literature review.

In this study, we selected the quantitative approach. This choice finds justifications on the purpose of the thesis's research questions seek to obtain direct answers and the results are rigorous and objective. The survey-based questionnaire is considered the appropriate approach to collect data, and was carried out using trained personnel to obtain the information.

### **1.5. Report Outline**

This report has the following parts: literature review (chapter 2), methodology (chapter 3), empirical findings and analysis (chapter 4) and conclusions (chapter 5), which we briefly describe bellow.

Chapter 2 - Literature review: presents the theoretical grounding of the research, allowing to identify research on customer experience and to develop a conceptual model of customer experience dimensions, based on previous theories and key models. Literature review falls upon decision-making factors, experience dimensions and customer outputs. The experiential marketing paradigm is reviewed.

Chapter 3 – Methodology: describes the research design used to collect data, to test the hypotheses and answer the research questions.

Chapter 4 - Empirical Findings and Analysis: presents the statistical analyses and results obtained by testing the conceptual model in a serious leisure context.

Chapter 5 – Conclusion: Three main groups of information are presented. The first one sums up the results on each research hypothesis and research problem. The second group presents academic and managerial implications, and the last one introduces the research limitations and further research suggestions.

## 2. LITERATURE REVIEW

### 2.1. Introductory Remarks

The importance of experience is recognized by practitioners and academics in marketing research and even so, some difficulties are identified. The first one refers to experience definition. Caru and Cova (2007) argue about the lack of solid foundation, and one reason pointed is that contributions came from marketing, management, philosophy and psychology field (Gentile, Spiller and Noci, 2007; Petermans, Janssens and Van Cleempoel, 2013). Palmer (2010) presents a critical assessment of customer experience definition in marketing field and relates it to the definition's ambiguity. Sometimes, experience is considered as a noun other times as a verb (Ek, Larsen, Hornskov and Mansfeldt, 2008; Tynan and McKechnie, 2009). Other difficulty refers to the few academic research that has been done (Verhoef *et al.*, 2009) to provide models to use in practice (Grewal, Levy and Kumar, 2009).

Two different, but complementary approaches, are present in the literature review - company and customer perspective. Experience economy concept, defined by Pine and Gilmore (1998), is able to join, at the same time, these two approaches in an integrative way. The core assumption of experience economy is adding value to products or services to differentiate them and guarantee economic advantage. To do this, the authors used elements controlled by the company. The experience is focused on a concrete theme, well planned excluding negative clues and including hedonic and utilitarian aspects, to appeal to customer senses (Pine and Gilmore, 1998). Underpinning these ideas is the "*desire of experience*" from customer, already identified by Carbone and Haeckel (1994:9). The strategy used is designing a memorable experience to engage customer in a "*personal, unique and memorable experience*" (Pine and Gilmore, 1998).

The authors give examples using theme restaurants like Hard Rock Café, Plant Hollywood or House of Blues to explain the experience strategy used to engage customer.

This chapter is structured in order to present the theoretical grounding of the research, allowing the identification of research hypothesis and develop a conceptual model of customer experience dimensions, base on these main items:

- experience concept (i.e. using company perspective) and customer experience concept (i.e. using consumer perspective), to understand the complexity of the theme;
- comparative analysis of experience from marketing perspective, to define the experience boundary and justify our position;
- memorable tourism experience, to understand this concept evolution, the decision-making factors that influence customer experience and the customer outputs pointed at literature review.

## **2.2. Experience and Customer Experience Concepts**

Experience has been considered a topical issue in the last three decades and generally there are no recognized definitions of experiences. This issue interests academics (Arnold and Reynolds, 2003; Frow and Payne, 2007; Gentile, Spiller and Noci, 2007; Grewal, Levy and Kumar, 2009; Healy *et al.*, 2007; Holbrook and Hirschman, 1982; Puccinelli *et al.*, 2009; Verhoef *et al.*, 2009) and practitioners (Berry, Carbone and Haeckel, 2002; Carbone and Haeckel, 1994; Meyer and Schwager, 2007; Pine and Gilmore, 1998; Poulsson and Kale, 2004; Shaw and Ivens, 2005; Schmitt, 1999).

The concepts of experience and customer experience relate to the **same situation**, although with different perspectives. Experience concept “*refers to the process of undergoing and living through*

*an event*” (Palmer, 2010:197) and customer experience is defined as *“the internal and subjective response customers have to any direct or indirect contact with a company”* (Meyer and Schwager, 2007: 118).

The importance of experience concept emerges from the convergence of *“(1) new technology to fuel innovative experiences, (2) a more sophisticated, affluent, and demanding consumer base, and (3) escalating competitive intensity”* (Knutson, Beck, Kim and Cha, 2007:33).

The main topics that emerge from the importance of experience are personal way and experience clues (Murray, Foley and Lynch, 2010a). The experience concept brings value to service and two main differences are introduced: the consideration of the person (instead of consumer segmentation) and the use of the five senses to engage customer (Pine and Gilmore 1998). The personal way refers to the type of involvement that customer has with the experience (i.e. rational, emotional, sensorial, physical or even spiritual (Gentile, Spiller and Noci, 2007)). The last topic refers to experience clues, according to Pine and Gilmore (1998) this is the way service provider transmits a message to customer. The first three key experience-design principles, proposed by Pine and Gilmore (1998), are related to this, the exact definition of the *“theme experience”*, in order to avoid negative WOM or complaints; *“harmonize impressions with positive clues”*, to increase customer engagement and *“eliminates negative clues”* which provoke distractions from the theme.

Experience concept has different definitions adopting different aspects. In Table 1 we present some examples of experience definition, as well as the main features (as identified by Helkkula, 2011), present in each definition:

- nature - customer as subject of experience;

- scope - the subjectiveness of experience;
- content - use the phenomenological approach (i.e. is assumed to be specific to an individual and situation) and experiential approach (i.e. consider both utilitarian and emotional aspects);
- context-specific-events, activities, encountering;
- some effects on customer conditions (i.e. interaction with company, or with other customers).

Summing up, experience is “internal and subjective response” (Meyer and Schwager, 2007:118), is “a result of encountering” (Schmitt, 1999:57), is “interactions between the customer and company” (Poulsson and Kale, 2004:271). Experience, provokes effects on customer. The author Schmitt (1999) identifies the effects in terms of sensory, emotional, cognitive and behavioral while LaSalle and Britton (2003) refer a reaction. Experience results in outputs. Some internal to customer, “affects the way you feel or knowledge or skill from doing” (Same and Larimo, 2012:481), relational values (Schmitt, 1999) or memory (Pine and Gilmore, 1998), other external to customer, exchange (Day, 2000) or WOM, criticisms, advertising, news reports, reviews (Meyer and Schwager, 2007).



| Table 1: Experience and Customer Experience Definition |   |        |       |                         |                        |                  |                     |
|--|---|--------|-------|-------------------------|------------------------|------------------|---------------------|
| Authors  | Definition  | nature | scope | content -<br>phenomenon | content - experiential | Context-specific | Effects on customer |
| Pine and Gilmore (1999:12)                             | <i>"events that engage individuals in a personal way"</i>   | X      | X     | X                       | X                      | X                | X                   |
| Schmitt (1999:57)                                      | <i>"Experiences occur as a result of encountering, undergoing or living through things. Experiences provide sensory, emotional, cognitive, behavioral, and relational values that replace functional values."</i>   | X      | X     | X                       | X                      | X                | X                   |
| Day (2000)   | Experience described a relationship or goods-services experiences spectrum with a transactional exchange on one end and a collaborative exchange on the other.  | ----   | ----  | X                       | X                      | X                | X                   |
| LaSalle and Britton (2003)                             | The customer experience originates from a set of interactions between a customer and a product, a company, or part of its organization, which provoke a reaction.   | ----   | ----  | X                       | ----                   | X                | X                   |
| Poulsson and Kale (2004:271)                           | <i>"experience is a result of the interaction between the customer and company, and the act of co-creation between the two and the output is a memory of the encounter"</i>   | ----   | ----  | X                       | ----                   | X                | X                   |
| Meyer and Schwager (2007:118)                          | <i>"Customer experience is the internal and subjective response customers have to any direct or indirect contact with a company. Direct contact generally occurs in the course of purchase, use, and service and is usually initiated by the customer. Indirect contact most often involves unplanned encounters with representations of a company's products, services, or brands and takes the form of word-of-mouth, recommendations or criticisms, advertising, news reports, reviews, and so forth."</i> | X      | X     | X                       | X                      | X                | X                   |
| Same and Larimo (2012:481)                             | <i>"something that affects the way you feel or knowledge or skill from doing, seeing or feeling things"</i>   | X      | X     | ----                    | X                      | ----             | X                   |
| Source: Own Construction (2014)                        |   |        |       |                         |                        |                  |                     |

In this thesis, we adopt Pine and Gilmore’s experience definition, once it underpins important ideas. It considers an “event” as a phenomenon (i.e. one event is enough to have an experience), “engage individuals” (i.e. customer involvement during the experience), “in a personal way” corresponding to an internal and subjective response from customer. Pine and Gilmore (1998) added the feature of a successful experience, as “*unique, memorable and sustainable over time*”. These aspects pointed towards the customer experience results.

This definition leads us to another concept – the nature of experience. This concept is viewed holistically, it means experience encompasses all moments of customer interaction (i.e. with company, other customer, landscape environment) directly or not controlled by the company, which affect customer experience (Carreira *et al.*, 2013; Gentile, Spiller and Noci, 2007; Healy *et al.*, 2007; Verhoef *et al.*, 2009). In Table 2, we present the features of experience concept from literature review and adopting the Petermans, Janssens and Van Cleempoel’s (2013:3) synthesis.

| Table 2: Features of Experience Concept                               |   |
|---|---|
| Features  | Authors   |
| Experiences are a complex process, with multiple “experience realms.” | Pine and Gilmore, 1998;   |
| Experience is personal and subjective.                                | Arnould and Price, 1993; Fiore and Kim, 2007; Gentile, Spiller and Noci, 2007; Holbrook and Hirschman, 1982; Jüttner, Maklan and Klaus, 2009; Meyer and Schwager, 2007; Pine and Gilmore, 1998; Pullman and Gross, 2004; Verhoef <i>et al.</i> , 2009.        |
| Emotion is key to customer experiences                                | Arnould and Price, 1993; Berry and Carbone, 2007; Brunner-Sperdin and Peters, 2009; Fiore and Kim, 2007; Gentile, Spiller and Noci, 2007; Jüttner, Maklan and Klaus, 2009; Oh, Fiore and Jeoung, 2007; Pullman and Gross, 2004; Verhoef <i>et al.</i> , 2009. |
| Focus on experience hedonic aspects.                                  | Arnould and Price, 1993; Fiore and Kim, 2007; Frow and Payne, 2007; Gentile, Spiller and Noci, 2007; Jüttner, Maklan and Klaus, 2009; Pine and Gilmore, 1998; Oh, Fiore and Jeoung, 2007.   |
| Focus on a particular theme or narrative.                             | Alcaraz, Hume and Mort, 2009; Ali-Knight and Carlsen, 2003; Arnold, Reynolds, Ponder and Lueg, 2005; Bigné, Andreu and Gnoth, 2005; Chen, Ji and Funk, 2014; Coghlan, 2012; Oh, Fiore   |

|   |   |
|---|---|
|   | and Jeoung, 2007; Pine and Gilmore, 1998; Pullman and Gross, 2004;  |
| Experiences is defined a specific time and place.       | Petermans, Janssens and Van Cleempoel, 2013; Pine and Gilmore, 1998; Pullman and Gross, 2004; Verhoef <i>et al.</i> , 2009. |
| Focus on experience design to customers' senses appeal. | Carbone and Haeckel, 1994; Pine and Gilmore, 1998; Pullman and Gross, 2004; Quadri-Felitti and Fiore, 2012; Schmitt, 1999.  |
| Source: Petermans, Janssens and Van Cleempoel (2013)    |   |

Tynan and McKechnie (2009:502-503), after reviewing and reassessing the experience concept from marketing literature, propose that experience should be viewed as: the process, the customer participating in the activity, the effect of the experience in customer or even the outcomes. Each of these topics is analyzed into the following subchapters in order to understand the complexity of the theme.

### 2.2.1. Experience Process

The experience process itself is viewed from company perspective and is similar to service attributes approach. The experience is thought in a holistically way (Payne, Storbacka and Frow, 2008) focuses on process aspects directly controlled by the company (Grewal, Levy and Kumar, 2009) and the assessment is done through quality approach (Palmer, 2010) using specific attributes (Lemke, Clark and Wilson, 2011).

The first academics have the same logic to think of experience concept as they think of service. Grewal, Levy and Kumar (2009) developed a conceptual paper in experience-centric companies' perspective using customer experience management as the way for companies to achieve sustainable competitive advantages. The authors use macro-economic factors to explain the experience concept. In this paper, authors suggest that retailers "*should understand what customer experience actually means*". To them, experience includes "*every point of contact that*

*customers have with company.*” This approach is similar to supply chain management of service. It seems that experience is an extension of service and in this process nothing changes, the purpose (i.e. economic factors), the measure (i.e. promotion, price, merchandise, supply chain and location) and the concern with service encounter (i.e. guarantee customer satisfaction) and customer participation at the end of the process.

Knutson *et al.* (2007) propose to develop a valid and reliable Consumer Experience Index (CEI) using customer’s buying process. The components these authors selected were: (1) expectations and perceptions of service quality, (2) the consumer’s experience with the organization, (3) value, and (4) satisfaction. The whole process is designed by the company and at the end, the assessment is based on service provider criteria.

We do not consider the academic perspectives, once customer is considered an external element of experience. The experience is thought to customer and the customer participation is required at the end of the process.

The first practitioners thought about experience concept focused on managerial aspects as the way to keep customer’s attention, (see Carbone and Haeckel, 1994 or Pine and Gilmore, 1998) and customer participation in the activity (Tynan and McKechnie, 2009). The first examples of experience are products or service customization, for example Starbucks experience (Michelli, 2007) or coffee shop chains (Nadiri and Gunay, 2013) which communicated with their customer using slogans, like Burger King “*Have it your way*” (Puccinelli *et al.*, 2009: 20). Companies intend to demonstrate their respect to their customers by introducing the experience concept in Mission Statement, like Dell Computers (Verhoef *et al.*, 2009: 31). The main purpose is improving

business performance by beginning the experience as the economic offering (Pine and Gilmore, 1998).

Carbone and Haeckel (1994) advise companies to rethink their business, by incorporating customer experience concept in a management way. According to Carbone and Haeckel (1994:9) *"customer always gets an experience"*. So it is important to add design to the business, engineering customer experience and eliminate negative clues, to ensure the desired result. The authors define experience as the *"takeaway impression"* resulting from the encounters of products and services of a business. Authors do not refer a specific business to apply the experience concept. The creation of customer experience is not a new concept, however the use of experience as strategy to establish and maintain customer preference connected to a company, is. The importance is the systematic approach.

Pine and Gilmore (1998) were the pioneers in the introduction of the experience economy concept in the marketing field. The authors defined experience as *"intentionally use of service as stage and goods as purpose to engage individuals."* For these authors experience corresponds to a higher level of economic offering to improve company's competitive advantage, not excluding any economic sector, by providing personal, unique and memorable experiences to their customers. The focus is on the *interaction with the customer* through the engagement of customer's emotions. The authors define five steps to develop the experience *"1) theme the experience; 2) harmonize impressions with positive clues; 3) eliminate negative clues; 4) mix in memorabilia; and 5) engage all five senses."* The main target is following these clues in order to improve business performance.

At the same time as economy experience concept arises, Schmitt (1999) proposing other concepts the experiential marketing in opposition to traditional marketing. The main goal is providing a pleasurable experience to a customer that assumes, as a whole, rational and emotional decisions. It means that, the traditional customer decision-making process (defined with the steps: need recognition, information search, evaluation of alternatives, purchase and consumption) is no longer enough. The author proposes five different strategies: sensory experiences (sense); affective experiences (feel); creative cognitive experiences (think); physical experiences, behaviors and lifestyles (act); and social-identity experiences (relate) saved in mind the customers.

Summing up, all papers (Carbone and Haeckel, 1994; Pine and Gilmore, 1998 and Schmitt, 1999) intend to create value through experience to attract customer attention (Berry, Carbone and Haeckel, 2002:1), instead of defending the idea of “*low prices and innovative products*” (Grewal, Levy and Kumar, 2009). Practitioner authors adopt company perspective and defend the value formation process. We agree and adopted the practitioners’ perspective focusing our attention to customer participation, like Pine and Gilmore (1998) argue.

### **2.2.2. Customer Participation**

Two structural ideas depend on customer participation: customer engagement (Pine and Gilmore, 1998; Pullman and Gross, 2004; Verhoef *et al.*, 2009), and the level of customer involvement (Pine and Gilmore, 1998; Oh, Fiore and Jeoung, 2007).

The first structural idea - customer engagement - occurs, when customer perceives that experience has meaning to him/her (Same and Larimo, 2012). Although, two approaches can be

adopted, customer can feel experience (i.e. participates as internal element) or can contribute to experience (i.e. participates as external element).

Pine and Gilmore (1998) argue uses the company perspective, however leaves to customer the decision to participate (i.e. to be engaged) and the experience occurs in their mind (it is personal, unique). From this point of view, customer is considered as **internal element** of experience. Poulsson and Kale (2004) propose an operational definition of commercial experience and focus experience on "*an engaging act of co-creation between a provider and a consumer*" also with profit goals and customer interaction. The first impression of Poulsson and Kale's (2004) definition is the same idea used by Pine and Gilmore's (1998) definition, however with different words. In a second look, the perspective is opposite. Poulsson and Kale (2004:271) use the same elements of service: the customer (a subject), the experience provider (an object), and the interaction between the two (a co-creation act). This position leads authors to the need of explaining the difference between service (i.e. "*is something that is done for you, ex. hair cut*") and experience (i.e. "*does something to you, ex. entertain*") concepts. From this point of view, customer is considered as external element.

The second structural idea - customer involvement – depends on the meaning and importance of experience to customer, and the level of connection among the experience's activities, could be rational, emotional, sensorial, physical and spiritual (Gentile, Spiller and Noci, 2007; Poulsson and Kale, 2004; Schmitt, 1999; Tung and Ritchie, 2011).

Considering customer as internal element of the experience (i.e. considering engagement and involvement) it is difficult to replicate the experience, once it happens in customer's mind (Pine

and Gilmore, 1998). Summing up, customer participation in experience process sends us to research problem, i.e. customer is deeply connected with the experience.

### **2.2.3. The Effect of the Experience in Customer**

*“What creates experience?”* was a question posed by Mehmetoglu and Engen (2011:241).

Bearing in mind a positive extraordinary experience and the creation of experience through process, Mossberg (2003) proposed the inclusion of: *“1) dynamic process; 2) a strong social dimension; 3) the integration of the components; 4) the customer involvement; 5) a process dependent on the context and associated with something new; and 6) to experience output imply satisfaction”* (cited in Mehmetoglu and Engen, 2011).

Schimtt (1999) thinking about the company perspective proposes five strategies or types of experience:

- Sensory experience (SENSE) engaging customer through the five senses (sight, sound, touch, taste and smell).
- Affective experience (FEEL), the focus is the identification of stimuli that trigger the emotion, that company wants.
- Creative cognitive experience (THINK), proposes divergent thinking from customer.
- Physical experiences, behaviors and lifestyles (ACT) sometimes inspired by stars or athletes.
- Social-identity experience (RELATE) be part of something, like the Harley-Davison culture.

Poulsson and Kale (2004) pointed out, from customer perspective, the need of an objective outline of sensations of experience and mention that one or more sensations (i.e. personal relevance, novelty, surprise, learning, and engagement) have to be felt by the customer to define an encounter as an experience (Poulsson and Kale, 2004). From our perspective, personal



relevance, novelty and surprise are antecedents to experience. Poulsson and Kale (2004) define personal relevance *“as an individual's internal state of arousal, activation, and preparedness to engage in a specific experience”*. Novelty is defined *“as a change in stimulus conditions from previous experience.”* And surprise is the element that measures the expectation's final result. The other two sensations, learning, and engagement, are considered by us as part as experience itself. Poulsson and Kale (2004) mention motivation, clues, response and reinforcement which imply customer to learning. The engagement sensation adopt has the same sense that Pine and Gilmore's (1998).

The customer interaction is managed to provide customer satisfaction and to create memorable experiences (Pine and Gilmore, 1998).

#### **2.2.4. Customer Experience Outcomes**

The experience outcome refers to the result from customer's experience. From literature review, the satisfaction concept is the most researched topic (Kozak, Bigné, González and Andreu, 2003) and the different approach focuses on different perspectives and uses different theories (Ryan, 1995). Giese and Cote (2000:1) define three general components in literature review: *“1) consumer satisfaction is a response (emotional or cognitive); 2) the response pertains to a particular focus (expectations, product, consumption experience, etc.); and 3) the response occurs at a particular time (after consumption, after choice, based on accumulated experience, etc.).”*

Garg, Rahman and Kumar (2010) argue that customer experience leads to customer satisfaction, which functions as customer retention. Literature review relates the role of customer satisfaction on customer behavior is extensively explored (Kim, Suh and Eves, 2010) using word-of-mouth or

loyalty (Hosany and Witham, 2010; Wong, 2013). Satisfaction is an outcome measure, however, does not indicate the intention of customer return (Pullman and Gross, 2004).

Mediating customer satisfaction and customer return (i.e. repatronage intention) we include customer's memories. This relation is less clear (Oh, Fiore and Jeoung, 2007). From Pine and Gilmore (1998) memory perspective, is remembering a particular event. Made a parallelism with Giese and Cote (2000) of satisfaction analysis, memory corresponds to a response that respected both the cognitive and affective response. Pine and Gilmore (1998) also added the memorable experience, which included the experience's intensity.

According to this position, we adopted customer experience result as individual, and the assessment of the results is immediate as satisfaction and longitudinal as memory.

### **2.3. Experience Boundary – Comparative Analysis**

In Introduction (chapter 1) we defend two concepts as key to this thesis, economic experience and experiential marketing, which allows us to delimit our research problem. Comparative analysis are using transactional marketing and co-creation perspectives, in order to express our point of view and understand the motives to select Pine and Gilmore's (1998) Model.

#### **2.3.1. Transaction Marketing vs. Experiential Marketing**

The first boundary is related to customer behavior evolution from traditional to experiential marketing stream. Comparative analysis, according to Grundey (2008), is present in Table 3.

Transaction Marketing is thought by the company to customer and has four featured principles, which are:

- Focus: is on product's functional characteristics and superiority, it means customer looks at the product's attributes that prove to customer to have the most benefits (e.g. functional characteristics) and superiority (e.g. the best product);
- Marketing segmentation: company defines product's attributes and compares them to competitors' product, taking in consideration the nearest within its geographic limits;
- Consumption decision-making process: customer runs seven phases to purchase the product: problem, search of information, estimation of versions, purchase, consumption, estimation of versions after purchase release of the problem and decision or utilitarian value;
- Methods: focuses on the principle "stimulus-reaction", usually the methods applied are analytical, quantitative and qualitative (i.e. verbal questionnaire).

| Table 3: Transaction Marketing vs. Experiential Marketing |   |   |
|---|---|---|
| Attributes  | Transaction Marketing   | Experiential Marketing  |
| Focus   | - Oriented to product functional characteristics and superiority  | - Oriented to customer experience   |
| Marketing segmentation                                    | - Product segmentation, based in products' functional characteristics<br>- Marketing segmentation, base on geographic proximity | - Holistic experience concept   |
| Consumption decision-making process                       | - Information Processing Model (i.e. consumer as a rational thinker)<br>- Utilitarian value                                     | - Hedonic Consumption Model (i.e. consumer as rational and emotional - Hedonistic value |
| Methods   | - Focus the principle "stimulus-reaction"   | - Focus the principle "from stimulus to reaction"                                       |
| Source: Grundey (2008)                                    |   |   |

Analyzing the Experiential Marketing (see Table 3) concept in the some aspects, there are different meanings:

- Focus: is on customer engagement in a physical, mental, emotional, social and spiritual way;
- Marketing segmentation: company focuses on aspects that provoke experience in customer or other values related to life style;
- Consumption decision-making process: is divided into four major stages: pre-consumption (e.g. imagining the experience); consumption (e.g. involving the environmental space and the service encounter), core consumption experience (e.g. the transformation process) and the remembrance of consumption (e.g. re-live a past experience);
- Methods: can be used the same methods applied in traditional marketing, however the focus is not on “*stimulus*” rather on “*reaction*” considering the individuality of consumer and emotion.

In summary, the Transaction Marketing focuses on utilitarian values, with most benefit using rational point of view of consumer and Experiential Marketing focuses on hedonistic value, using both rational and emotional aspects of consumer behavior. This aspect justifies our option for the experiential marketing paradigm stream.

### **2.3.2. Experience Economy vs. Co-Creation Value**

The second boundary on customer experience is between Experience Economy and Co-Creation Value. These two approaches have some similarities and strong divergences (see Table 4).

In terms of similarities, the need of companies reinventing their business based on economic advantage and profit focus on their customers (see Table 4). The main target, in both approaches, is improving companies’ business. Company adopts strategies to provide differentiation from

competitors, using post-modern consumer's needs, i.e. the desire of experience and the outcome of experience is a pleasant memory to customer.

The first divergences refer to the way, experience is applied. To experience economy concept, experience is considered the fourth stage of economic offering, i.e. corresponds to adding value to service. However, customer engagement is through emotions. To co-create value, the scope is economic advantage, using the same post-modern consumer's needs. Nevertheless, customer participates to increase organizational knowledge.

| Table 4: Comparative Analysis - Experience Economy vs. Co-Creation Value Similarities |   |  |
|---|---|--|
| Attributes  | Experience Economy  | Co-creation  |
| Definition  | It is an active and individual process, which occurs in customer's mind and involves rational and emotional aspects, in each interaction with the company.                              | It is an active and collective process, which involves collaborative interaction using rational aspects, in each interaction with the company.   |
| Approach's Purpose  | Economic profit – engaging customer in experience participation, through emotions.  | Economic profit – engaging customer through participation in value-creating activities.  |
| Business strategy   | Differentiation strategy, working to company perspective.   | Differentiation strategy, working to company perspective.  |
| Process implementation  | The experience concept is up to company. The decision of participate is up to customer (passive to active), and customer also decide the level of connection (absorption to immersion). | Customer is called to contribute to organizational knowledge processes, by using its competences and skill to create value to a new product.   |
| customer experience   | Customer is called to play the experience and get involved through emotions.  | Customer experience results in more active involvement from customer to create a value.  |
| interactive relationships   | Two types of relationships company-customer or customer-customer have an impact on experience, in a holistic way.   | The relationships established between company and customer are the active partner, possibility of building value with customer; the risk reduction because the new product is designed with customer opinions. |
| Perspective   | Phenomenological, because is concerned with each event.   | Long term dimension, as partner is sharing trust, knowledge and risk.  |
| Source: Own construction (2014)   |   |  |

The second divergence refers to the type of service to apply experience. Pine and Gilmore (1998) defend not all services are adequate to include experience. The most appropriate are those that provide pleasure. The co-creation of value is preferably applied to service / product with a high level of competitiveness, because it captures customer's attention more easily.

Summing up, both approaches are business strategies focusing on customer experience and providing interactive relationships. In both approaches customer is an internal element of experience, however, in experience economy, the experience occurs in customer's mind, and in co-creation value is internal because it contributes with ideas or belongs to a team of new product development. In both approaches, companies encourage customer towards a more active involvement. In experience economy rational and emotional aspects are valued from customer and company perspective and in co-creation of value, the rational aspect is the most considered. Based on the above explanation, experience economy is the concept used in this thesis.

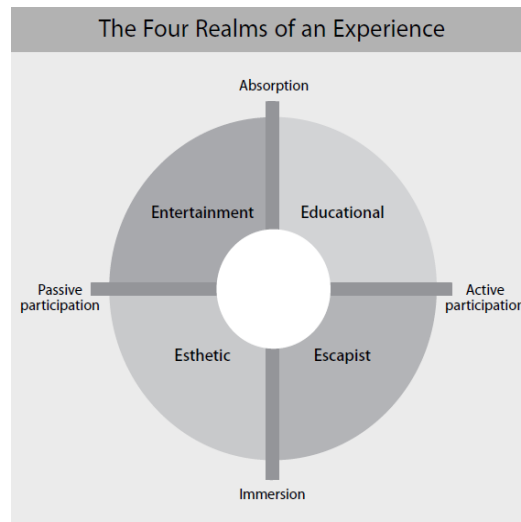
### **2.3.3. Experience Economy vs. Experiential Marketing**

In 1982, Hirschman and Holbrook introduce the hedonic consumption which considers the emotional aspect of consumer instead of rational value accepted at the time. In the same year, these authors (Holbrook and Hirschman, 1982) argued that consumer behaviour focuses on symbolic, hedonic and esthetic nature of consumption (i.e. the experiential dimension of consumer) that is directly related to fantasies, feelings and fun.

Pine and Gilmore (1998) built a model to express Experience Economy concept, with four experience dimensions education, esthetics, entertainment and escapism. This model focuses on what experience does to the customer, taking into consideration the level of customer

participation (active or passive) and the form of customer connection (absorption or immersion) as depicted in Figure 1 – The four Realms for an Experience, by Pine and Gilmore Model.

Figure 1: The Four Realms for an Experience, by Pine and Gilmore Model (1998)

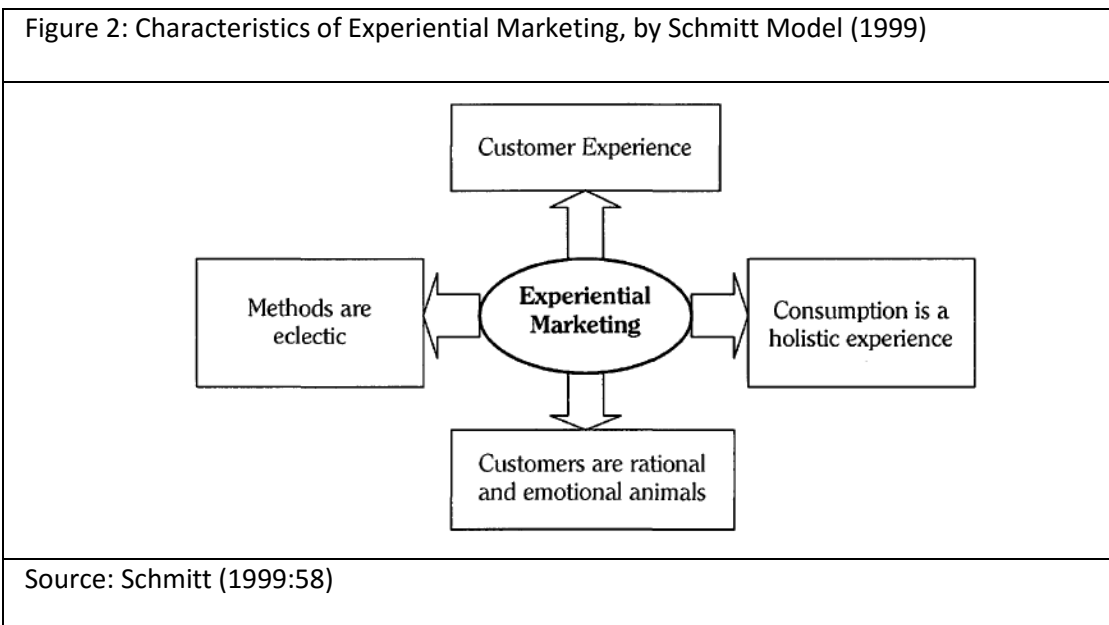


Source: Pine and Gilmore (1998:102)

The authors define absorption as *“a person’s attention by bringing the experience into the mind”* (Pine and Gilmore, 1999:31) and the utilitarian consumption decision-making process value is considered. In the other YY axis extreme – is immersion concept which corresponds to *“a physical part of the experience itself”* (Pine and Gilmore, 1999:31). The hedonic consumption is present in this dimension. The experience outcome is memorable experience, going to the same pairs of output/consequences proposed by Holbrook and Hirschman (1982): function/fun, results/enjoyment and the purpose/pleasure.

The experiential marketing concept introduces four innovations in marketing theory, presenting a model (Figure 2 – Characteristics of Experiential Marketing).

In YY axis, the author considered the customer as element of an experience and as individual person. The first innovation considered customer as human beings with both rational and emotional aspects which purpose is achieving pleasurable experience. The second innovation *focuses on consumer experiences*. The functional values present in customer decision-making processes (need recognition, information search and evaluation of alternatives, purchase and consumption) are changing.



In XX axis, Schmitt (1999) considered the experience (as a phenomenon) and the method to use. The third aspect defines *consumption as a “holistic experience”* by selling dreams and statutes with a product. And the last aspect of experiential marketing concept innovation, suggests the *“use of different methodologies”* to measure customer experience. In traditional marketing, methodologies focus on the nature of products, consumer behavior and competitive activity in the marketplace. In this approach customer is the target, however he/she only interacts in the purchase phase.



Table 5, compares the Experience Economy and Experiential Marketing concept and respective model to highlight aspects to be used in our conceptual model.

| Table 5: Experience Economy vs. Experiential Marketing |  |  |
|--|--|--|
|  | Schmitt (1999)   | Pine and Gilmore (1998)  |
| Concept  | EXPERIENTIAL MARKETING – customer are considered as rational and emotional human beings, who want to achieve a pleasurable experience.   | EXPERIENCE ECONOMY – represents the next step of the progress of value (e.g. commodities, goods, service and experience).  |
| Customer position to experience                        | Four Key Characteristics of Experiential Marketing:<br><i>1. A Focus on Customer Experiences</i><br>- “occurs as result of encountering” (e.g. customer is an external element and benefits from it.)<br>- “Experiences provide sensory, emotional, cognitive, behavior, and relational values that replace functional values.” (and service provider sees how customer reacts). | Experience occurs in the customer’s mind. (e.g. customer is an internal element of experience).<br>- Customer decides to participate active or passively and with different degrees of connection (absorption to immersion). Using Schmitt (1999) scale sensory, emotional, cognitive are present. <i>It is not explicit the behavioral and relational values.</i> |
| Holistic experience concept                            | <i>2. A Focus on Consumption as a Holistic Experience</i><br>Refers to a broad concept. The focus is not just in the isolated product, but also, socio-cultural consumption.   | Holistic experience: this concept is present. The authors do not isolate each part of the dimensions. The experience is considered as a whole.   |
| Customer choices                                       | <i>3. Customers are Rational and Emotional Animals</i><br>- customer engages in rational choice.<br>- customer driven by emotions because experience is fantasy, feelings and fun.   | Customers are Rational and Emotional: these issues are present in Pine and Gilmore’s (1998) model. Customer rationality is expressed in the level of customer participation (from passive to active) and the customer emotions are expressed in the level of involvement (from absorption to immersion).   |
| Method   | <i>4. Methods and Tools are Eclectic</i><br>Every method can be used on experiential marketing only depends on the objective.  | All methods can be used to design a Memorable Experience through the engagement of the customer’s five senses.   |
| Source: Own construction (2014)                        |  |  |

Customer experience concept is the new customer-oriented approach accepted by marketing academics and practitioners, which allow companies to achieve their goals. From this comparative analysis the Experience Economy and Experiential Marketing concepts are too similar. However, the reasons for their options are different. Experience Economy because it represents a rupture of thought, i.e. the need to add value to service, and create a new economic offering. A more detailed explanation is present in the next section. The option for Experiential Marketing was made based on the rupture with traditional consumption model that it represents, helping the understanding of Pine and Gilmore's (1998) model. However, a strong divergence is identified, the position of customer participation in the experience (i.e. as internal or external element).

#### **2.3.4. Pine and Gilmore Model Selection: Rationale**

After presenting Pine and Gilmore's model and defining the boundaries to the research problem, we present in this topic the five reasons which led us to select Pine and Gilmore (1998).

First reason: the authors understand the changes that happen in world of business and proposed an innovative competitive advantage, through "*interaction with the customer*", which they called experience. In Pine and Gilmore's words, product and service are commodities and the experience concept is the next economic offering with its own characteristics.

Second reason: the interrelation between customer and consumer behavior approach. In 1982, Holbrook and Hirschman proposed a new approach to customer decision-making factors (emotional decision makers). These authors consider consumer as both rational and emotional. Pine and Gilmore (1998) included this perspective using the customer involvement as one axis from their model. The extremes are absorption (i.e. intellectual connection) corresponding to the

rational perspective and immersion (i.e. physical connection) corresponding to the emotional decision making.

Third reason: considered the hedonic and symbolic needs of consumption benefits (Naylor, Kleiser, Baker and Yorkston, 2008). Both needs are generated internally by customer. Hedonic need focuses on adventure, pleasure, variety and cognitive stimulation (Arnold and Reynolds 2003; Holbrook and Hirschman 1982) and symbolic need represents social meaning (e.g. something to the individual and to other people) and can be seen as individual rewards or social responsibility or concerned.

Fourth reason: focus in the way these fields view consumer. Marketing field, more precisely, consumer behavior tries to segment the customer to identify the suitable feature to sell a product or service. In Pine and Gilmore's (1998) perspective, the focus is on the person, and in the experience result. The person has to consider "*personal, unique, memorable and sustainable over time.*"

The last reason is, in spite of many authors proposing models to explain experience, the main original ideas of Pine and Gilmore's (1998) paper, are still considered (Wall, Okumus, Wang and Kwun, 2011). It is a critical challenge to academic research to understand the experience's requirements, characteristics and dimensions to better interpret customer's experience result and the application to different contexts.

#### **2.4. Memorable Tourism Experience**

Tourism experience, in the social science approach, is classified in four steps (Quan and Wang, 2004). The first corresponds to the phenomenological approach, in which the focus of the

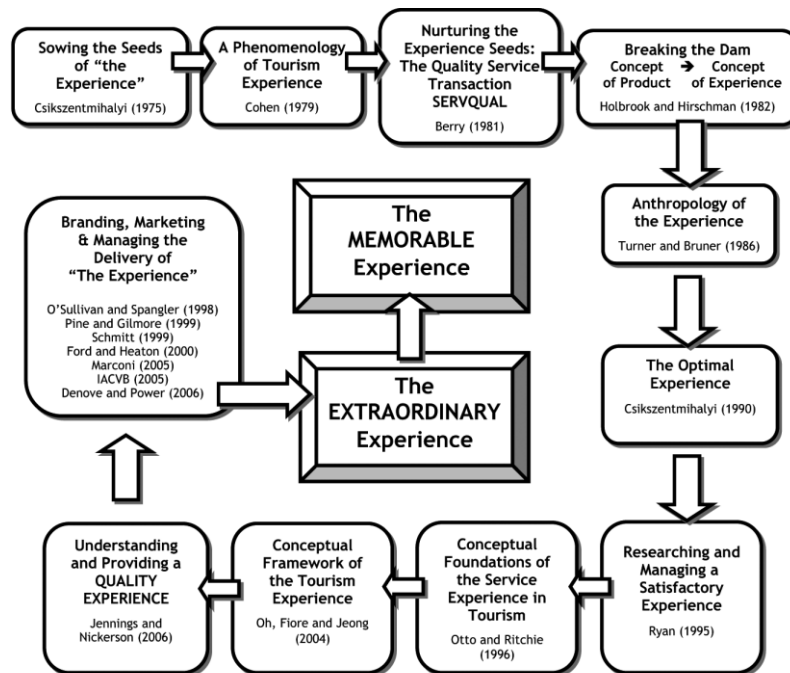
subjective experience from naive tourists. In the second, experience is treated like a quasi-religious or pilgrimage-like. The next step as a subjective psychological process, which can be studied with positivist methods, and the last one tourist experience is regarded as pleasure-seeking activity, which contributes to the status quo.

The experience concept from tourism event (i.e. serious leisure activity, sport competition, festivals or conferences) *“should provide competition, fun, entertainment, business or socializing”* (Davidson, 2003; Getz, 2008). Crompton (1979:425) defends that the *“motives are the starting point to launch the decision process and correspond to internal factors that have influence on a person’s behavior”*.

Tourism sectors are the most used contexts to apply experience. Literature review on customer experience reveals examples on the leisure sector, like heritage industry (Leighton, 2007), heritage parks (Prentice, Witt and Hamer, 1998), Disneyland (Carbone, 1998; Pine and Gilmore, 1998; Schmitt, 1999), river rafting trip (Arnould and Price, 1993) night at the casino (Poulsson and Kale, 2004), theme park experience (Bigné, Andreu, and Gnoth, 2005), cruises experiences (Hosany and Witham, 2010), wine tourism (Ali-Knight and Carlsen, 2003; Pikkemaat *et al.*, 2009; Quadri-Felitti and Fiore, 2012), on entertainment and art (Mehmetoglu and Engen, 2011; Petkus, 2004). On the hospitality sector: destination image (Chen, Ji and Funk, 2014), boutique hotel (Gross and Pullman, 2012:43), bed-and-breakfast industry (Oh, Fiore and Jeoung, 2007), hotels, airlines and tours & attractions (Otto and Ritchie, 1996), on sports events (Gibson 2005; Kaplanidou and Gibson, 2010; Yoshida and James, 2011), in tourism context (Tung and Ritchie, 2011) and tourism experiences (Mossberg, 2007) or tourism trends related to the baby boomer generation (Hudson, 2010).

The evolution of memorable tourism experience has received contributions from other approaches from other fields, to improve the tourism experience concept (see Figure 3 - The Evolution of the Memorable Tourism Experience, by Ritchie and Hudson (2009)).

Figure 3: The Evolution of the Memorable Tourism Experience, by Ritchie and Hudson (2009)



Source: Ritchie and Hudson (2009:121)

The emphasis of discussing change in the definition concerns, what is customer ordinary experience (i.e. everyday life, routines and acceptance of events) and extraordinary experience (i.e. total immersion or flow experience) (Abrahams (1986), cited in Walls, Okumus, Wang and Kwun (2011:18)). The experience emphasis on the senses, emotions, and enjoyment are also considered (Otto and Ritchie, 1996; Oh, Fiore and Jeoung, 2007), as well as the link of the five senses to memorable customer experiences (Hemmington, 2007; Kim, Ritchie and McCormick, 2012, Pine and Gilmore, 1998; Pizam, 2010; Tung and Ritchie, 2011).

#### **2.4.1. Tourism Experience Understanding**

The experience applied to tourism is a demanding task to service provider, once customer is a central element. Tung and Ritchie (2011) provide a quantitative and qualitative assessment of articles in major tourism journals and their findings pointed to the under-represented experience-related research in the tourism literature, in spite of the number of articles published, *“there was no substantial increase in experience-related papers”* and tourist experiences are assumedly under researched (Larsen, 2007; Quan and Wang, 2004).

Despite of the popularity of this issue, several gaps are pointed in literature review. The ambiguity in tourism experience definition pointed by Gnoth and Matteucci (2014) due to their nature (*“are embodied in people, felt personally and can only be expressed to and not felt by other people”*), according to Selstad (2007) and to the multi-faceted way to provide an experience, once it arises from activities, the environment, as well as the social contexts embedded in the activities (Selstad, 2007).

The lack of consensus on tourism definition brought difficulties to its operationalization (Oh, Fiore and Jeoung, 2007). As an example, Ooi (2003) pointed several approaches that are used to capture tourism experiences. The first type of experience refers to cognitive psychology of tourism experiences (i.e. this approach deals with perceptions of tourists and how their perceptions affect their experiences). The second of tourism experiences, is based on activities, which are beneficial to them personally. The third type corresponds to a state of mind, deeply engaged and also emotionally intense. The fourth refers to phenomenological approach, which corresponds to a personal and intense experience.

Chandralal and Valenzuela (2013) present a model, based on cognitive psychology type of experience, from Australian travelers' perspectives with eight constructs represent the cognitive domain-perceived and the last construct represents the affective domain. The first eight refer to meaningfulness of the experience, perceived opportunities to encounter authentic local experiences, perceived significance of the experience, perceived novelty of the experience, perceived opportunities for social interactions, perceived serendipity and surprises encountered during the experience, perceived local hospitality and perceived professionalism of local guides, and the last one represents the various emotions such as happiness and excitement associated with memorable tourism experiences. The findings analysis and conclusions of this study are managerial recommendations to service providing companies.

Kim (2014) proposes a model with 10-dimensional construct (i.e., local culture, variety of activities, hospitality, infrastructure, environment management, accessibility, quality of service, physiography, place attachment, and superstructure) found to affect individual memorable tourism experiences. The focus of our work is on customer, so we do not explore this line of thought. However, as we contested in academic marketing field, the constructs refer to aspects controlled by company and most of them are tangible. It is important to notice that the perspective of company result is also, memorable experiences.

Murray, Foley and Lynch (2010b) brought a new perspective - an integrated perspective of tourism experience. These authors suggest that a clear consensus on tourism definition could bring gains to other fields (like service, consumer behavior and marketing) and propose tourist experience definition, as:

*“tourist experience as any interaction with part of an organisation (Gentile et al., 2007) which is influenced by both the level of involvement of the individual at different levels which can be rational, emotional, sensorial, physical or spiritual (Schmitt, 1999) and also the motivation of the individual which can be depicted as an escape from the mundane everyday life (Cohen, 1972) or the consumption of the experience with the tourist as consumer (Oh et al., 2007).” (Murray, Foley and Lynch, 2010b:15)*

We adopted Murray, Foley and Lynch’s (2010b) tourist experience definition, once it allows us to consider the company (i.e. experience creation) and customer perspectives (i.e. the desires of participate-interaction) but also a response to a need (which corresponds to the reason why customer participates) and determines the motivation and involvement to do it.

Murray, Foley and Lynch (2010b) also allow us the identification of the same phases defined to experience consumption (i.e. pre-experience, real-time experience or customer experience, and post-experience) (e.g. Knutson and Beck, 2004; Poulsson and Kale, 2004; Verhoef *et al.*, 2009). We selected as pre-experience, the participation decision-making factors, as motives and motivation factors and emotions felt at the beginning of the event, as stimuli to customer’s desire to participate in the experience. Titz (2007) also view experiential consumption through the concept we use. The author’s designations are expressed in inverted commas. The three basic concepts underpinning our model are “sensation seeking” which represents the decision-making process in our model, “*absorbing experience and cognition*” as Pine and Gilmore experience dimensions, “pleasure/displeasure” (i.e. feelings result during the experience) and “*emotional response*” as the choice-actions that customer makes.



#### 2.4.2. Participation Decision-Making Factors

The relation between tourist experience and motivation factors is diverse. Prentice (2004:261) explains that motivation “*is the cause of personal action*” to shape the tourist experience. Prentice (2004:264) analyzed and discussed several models of tourist motivations, mention the intrinsic motivational-optimal arousal model, based on Iso-Ahola (1982), to argue the difficulty to understand the real motivations of tourists. Prentice (2004:267) also refers the system of leisure motives in tourism, postulated by Crompton (1979) and tested in 1990s by other authors, as: novelty, socialization/kinship, prestige, relaxation, education/knowledge, and regression. Prentice (2004) also included some benefits pointed by Stebbins (1982) such as: self-actualization, self-enrichment, self-expression, self-gratification, and image enhancement.

In a similar approach, Kim, Hallab and Kim (2012) and Kim, Ritchie and McCormick (2012) suggest that seven experiential factors (i.e. hedonism, novelty, knowledge, meaningfulness, involvement, local culture, and refreshment) lead to strong memorability on destination image. Murray, Foley and Lynch (2010b) refer emotional elements, interaction, environment to experience, involvement, motivation to experience and long term memory. In these three papers (Kim, Hallab and Kim, 2012; Kim, Ritchie and McCormick 2012; Murray, Foley and Lynch, 2010b) the reason why customer participates and the experience dimensions, like Pine and Gilmore (1998) propose, seem to be on the same line of thought.

Leighton (2007:119) suggests investigating customer’s motives, in order to define “*what constitutes the visitor experience*”. We adopt Getz (2008) who suggests paying attention to motives (i.e. for specific tourism event experience, like characteristics of event).

The following hypotheses may therefore be formulated:

Hypothesis 1: Participation decision-making motive factor (i.e. characteristics of event) positively affect experience dimension (related to active participation).

Hypothesis 2: Participation decision-making motive factor (i.e. characteristics of event) positively affect experience dimension (related to passive participation).

We also pay attention to Getz's (2008) suggestions on motivations (i.e. the underlying drive to customer events) socialization and networking once that makes customer willing to participate in experience.

Crompton and McKay (1997:425) define *socialization* as “a desire to interact with a group and its members”. Lee, Lee and Wicks (2004:66) in festival context include attributes such as “to be with people who are enjoying themselves, to be with people who enjoy the same things I do, to see the event together with a group, to see the event with my friends, to meet people from all over the world”. Yoo and Zhao (2010:183) in convention context include attributes as “*networking*” which incorporated: “*professional networking opportunities, feel a sense of a global community, peer recognition, personal interaction with colleagues or friends, seek career opportunities and seeing people I know in my field*”.

The following hypotheses may therefore be formulated:

Hypothesis 3: Participation decision-making motivation factors (i.e. socialization and networking) positively affect experience dimension (related to active participation).

Hypothesis 4: Participation decision-making motivation factors (i.e. socialization and networking) positively affect experience dimension (related to passive participation).

### 2.4.3. Emotions Before Experience

Emotion is defined “*as any mental experience with high intensity (i.e. arousal) and high hedonic content (pleasure/ displeasure)*” (Cabanac, 2002:80). We used emotions as moderator of customer experience, once each customer reacts in a different way to the same event or stimuli (Pine and Gilmore, 1998). Like Carbone and Haeckel (1994:9) state that “*customer always gets an experience*”, Mossberg (2007:60) refers tourist has an experience at “*all times during their journey*”.

The nature of tourism experience included issues like emotions (Otto and Ritchie, 1996; Holbrook and Hirschman, 1982) and customer involvement, in pre-experience, real-time experience or post-experience (e.g., Knutson and Beck, 2004). We analyze emotion in pre-experience. However, in the literature review emotions are being used as a consequence of consumption with different result in customer behavior (Westbrook, 1987). When emotion is positive, customer satisfaction increases, and the opposite is also true.

A consumption emotion set (CES) was designed by Richins (1997), to assess 16 different emotional reactions such as love, optimism, surprise and excitement (i.e. as positive emotion) and anger, discontentment, worry and sadness (i.e. negative emotions). Oh, Fiore and Jeoung (2007:123) refer that “*arousal, may be defined as the intensity of physiological response to a stimulus on the continuum from calmness to excitement*”.

Richins (1997) shows that emotions are context-specific and changing when the contexts change. So, considering the event characteristic leisure activity, we expected to find positive emotions related to pleasure and arousal.

The following hypotheses may therefore be formulated:

Hypothesis 5: Pleasure emotions positively affect experience dimension (active or passive participation).

Hypothesis 6: Arousal emotions positively affect experience dimension (active or passive participation).

#### **2.4.4. Experience Dimensions**

*“What creates experience for a customer?”* Was the question proposed by Mehmetoglu and Engen (2011:241) and support the literature review of this topic.

The dimensions education and escapism require from the customer - active participation. The difference between them is the customer's involvement level. According to Pine and Gilmore's (1998) model education dimension is located in absorption and active participation. It means that customer is actively involved at a mental level. Pine and Gilmore (1999) explain the reason why education experience is identified as a motivator, because customers *“must increase their knowledge and skills for intellectual education or physical training”* (Oh, Fiore and Jeoung, 2007:121). The escapism dimension requires a deep involvement in the experience. Customers propose themselves to perform some physical activities. From escapism experience customer intends to *“go away from daily life routine”* (Oh, Fiore and Jeoung, 2007:121).

From the service provider perspective, customer's active participation affects the performance, because customer becomes part of the experience and service provider does not control all the process (McLellan, 2000). However, from customer perspective this kind of experience provides a

high level of arousal and satisfaction. Wirtz, Mattila and Tan (2000) argue that a consumer possess desire levels of arousal, the visit to an amusement park is an example of high arousal.

The following hypothesis may therefore be formulated:

Hypothesis 7: Experience dimensions (active participation) positively affect customer satisfaction.

Esthetics and Entertainment (i.e. experience dimensions) require from the customer a passive participation. The Esthetic dimension focuses on physical environmental characteristics, i.e. customer is an external element of the experience. However, service provider should use this dimension to intensify customer's experience. The Entertainment dimension occurs when customer observes passively, the nature or activities played by others. From service provider perspective, customer's passive participation does not affect the business performance. However, it provides a lower level of arousal and customer satisfaction (Wirtz, Mattila and Tan, 2000). These authors also give examples of low level of arousal "*like a night relaxing through a fine-dining experience*" (Wirtz, Mattila and Tan, 2000:348).

The following hypothesis may therefore be formulated:

Hypothesis 8: Experience dimensions (passive participation) positively affect customer satisfaction.

#### **2.4.5. Customer Experience Assessment**

Customer assessment represents the “*takeaway impression of experience*” (Carbone and Haeckel, 1994:9) leads to an emotional response. The first aspect is customer satisfaction, then memory (i.e. the sum of all processes all interactions) and the last is the will to return.

##### **Customer satisfaction**

Customer satisfaction is the target. In transaction marketing, this variable corresponds to the service process, the assessment in terms of expectations and the value received. We still use this variable, however, in experiential marketing perspective. It means customer satisfaction depends on emotional connection to event.

The following hypothesis may therefore be formulated:

Hypothesis 9: Customer Satisfaction positively affects customer’s memory.

##### **Customer’s memory:**

According to Pine and Gilmore’s (1998) model the design of a memorable experience includes the introduction of elements that evoke experience memories (fourth principle) as well as the engagement of all five senses (fifth principle).

The reason to include customer memory, in our model, is because it corresponds to the post-experience phase and memories can be viewed passively as a stored experience in which customer only remembers the most important aspects. Or to company perspective, memories could be viewed as guidelines for action to future experiences (Selstad, 2007). Adding up, it is not

definite that what happens during the event predicts the customer wish to return (Wirtz, Mattila and Tan, 2000).

The hypotheses refer to:

Hypothesis 10: Customer's Memory positively affects customer's return.

#### **Customer return:**

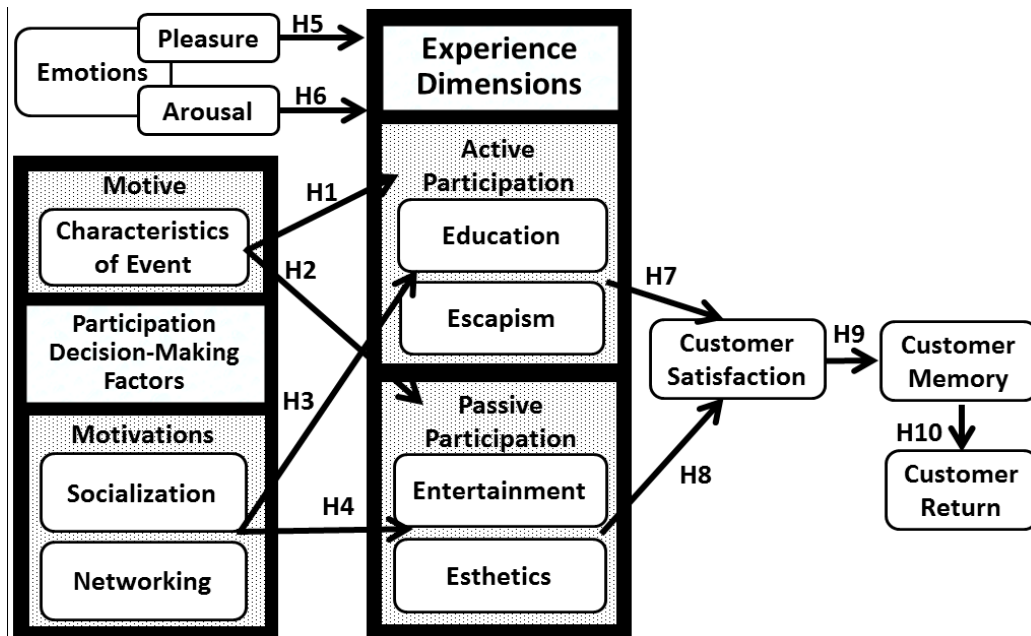
In transaction marketing, the variable used is "customer loyalty". Oliver (1999) defines this concept, customer commitment to a brand/product or service, the standardized consistency in the future. Three dimensions are included in loyalty: behavior (i.e. the purchase frequency), attitudinal (i.e. the intention to repeat purchase) and cognitive (i.e. the capability of a customer remember a brand). These dimensions have underpinning the customers' demographic characteristics based on segmentation.

We propose customer return. Same and Larino (2012) explain the three components: cognitive (mental images, understanding, interpretations) as pre-consumption, affective (feelings, emotions) resulting during the experience and conative (intentions, actions, behaviour) as consequence of experience. These perspectives help us define the three conceptual models' components and enrich the understanding of the aspects considered in each stage.

#### **2.5. Research Model of Experience Dimensions on Serious Leisure Context**

Figure 4 presents the research model of customer experience on serious leisure context developed to answer the research questions.

Figure 4: Research Model of Experience Dimensions on Serious Leisure Context



Some distinct characteristics can be highlighted from research model:

- Experience is analyzed in an integrative perspective (i.e. holistic experience approach)
- Economic advantage is a concern. So, our model thinks the whole process of consumption through: since pre-consumption (adding the customer *decision-making factors to participate in event*), the experience itself (using the features of experience dimensions) to post-consumption (with customer behavior assessment);
- Customer is the center of this process, i.e. customer decides whether he/she should participate, the level of participation, the form of participation;
- Customer involvement combines both rational and emotional aspects of the experience;
- Customer experience is internal and subjective, i.e. each person feels experience their own way;



- Experience context, should have influence on customer experience assessment.

This model is composed by four major parts:

Participation decision-making factors: is the first area proposed by the model, as antecedent condition to event participation. This step corresponds to **pre-consumption** (e.g. imagining the experience). Getz (2008) suggests that we pay attention to motives (i.e. for specific event experiences, like characteristics of event) and motivations (i.e. the underlying drive to customer participation in events, like socialization and networking), once that makes customer willing to participate in the experience.

Emotions: are considered a moderator of customer output. It is widely accepted that emotions influence pre and post-consumption stages of service encounter (Cronin, Brady and Hult, 2000). Palmer (2010) points the importance of emotion for the meaning of the event for the customer.

Experience dimensions: correspond to the second area proposed by conceptual model and the purpose is to validate empirically the experience dimensions (education, escapism, esthetic and entertainment) proposed by Pine and Gilmore (1998) into serious leisure context. This area corresponds to the core consumption experience (e.g. the transformation process). The customer is the core element of this model, by playing the experience, deciding the level of participation and the form of connection. We adopted the Oh, Fiore and Jeoung's (2007) model that uses the four experience dimensions of Pine and Gilmore's (1998) model on hospitality bed-and-breakfast context. Some years later, Hosany and Witham (2010) applied the Oh, Fiore and Jeoung's (2007) model in the cruise experience.

Customer outputs: corresponds to the third and last part of the model, which corresponds to the last phase of remembering consumption (e.g. re-lives a past experience). In this research model we purpose three outputs: customer satisfaction, customer memories and customer return. The measurement of the outputs (i.e. customer satisfaction and customer return) is influenced by customer experience, in a logic of business purpose profit (Pullman and Gross, 2004; Wong, 2013). We propose to investigate individually, the influence of active participation (Education and Escapism) and passive participation (Entertainment and Esthetics) on customer satisfaction. LaBarbera and Mazursky (1983) argue that behavioral intention (i.e. customer return) is directly influenced by customer satisfaction. In the research model customer return is not a direct output from customer experience. It is influenced by customer memories. This means that customer memories is a mediator between customer satisfaction and customer return and correspond to the response from someone who has been engaged to an experience at emotional, physical and intellectual level.

## **2.6. Final Considerations**

The main purpose of our research is to validate the theoretical argument which interrelate three concepts: customer decision-making factors, experience dimensions and customer behavior. We used marketing and tourism fields to consolidate a cohesive body of knowledge that explains a complex phenomenon and we expect to confirm that customer assesses his/her experience holistically.

The second purpose is to develop a conceptual model based on Pine and Gilmore's (1998) experience dimensions applied to the serious leisure activity context and compare it with other conceptual models (Hosany and Witham, 2010; Oh, Fiore and Jeoung, 2007) and empirical studies (Bigné, Andreu and Gnoth, 2005; Hightower Brady and Baker, 2002; Wong, 2013).

The third purpose is the relationship among experience dimensions (i.e. Education, Escapism, Esthetics and Entertainment) and customer outcomes (such as, customer satisfaction, memory and return) comparing it with previous models. The answer to this purpose will be provided in chapter 4 related to Empirical Findings and Analysis. The methodology followed in order to collect and analyze data will be presented in the next chapter.



### 3. METHODOLOGY

#### 3.1. Introductory Remarks

This chapter presents the methodology (e.g. principles) and research design (e.g. operational aspects).

We followed Frazer and Lawley's (2000) model that proved a framework with the entire research process, taking into account the necessary information to research, and the research problem.

Frazer and Lawley's (2000) include:

- research plan (event selection, questionnaire frame operationalization, questionnaire format, pre-test and questionnaire administration);
- sampling (size);
- data collection;
- data analysis, and
- recommendations.

#### 3.2. Ontological and Epistemological Position

Wahyuni (2012) refers the two philosophical dimensions of research paradigms: *ontology* is related to the nature of knowledge and *epistemology* is related to the development of that knowledge. This philosophical position has influence on the choice of methodological approaches and in the answer to research questions.

Wahyuni (2012:69) continues to explain "*Ontology is the view of how one perceives a reality.*" In this thesis, the customer experience issue has received contributes from academics and practitioners. The main goal is economic profit and the target is customer retention. The

difference is in customer participation. Research on marketing field focuses on company perspective concerned with the design and implementation of experience where customer is considered as an external element of the experience. Customer perspective is the other possibility, which concerns the customer's feelings and is considered as an internal element of the experience. The **application context**, due to its nature (i.e. pleasure), is **tourism research**.

In this thesis, the adopted view is focused on customer perspective, for two reasons. Firstly, use Pine and Gilmore's (1998) argument about experience corresponding to a higher level of economic offering so, the way customer participates in an experience context should be different from service context. Secondly, according to Pine and Gilmore (1998), experience is personal and happens in customer's mind. Every change occurs due to causes that produce effects and the strategies and methods applied by researchers have the need to address new approaches.

In this thesis, we use a quantitative approach using survey questionnaires. We ground our research on prior empirical studies (Oh, Fiore and Jeoung, 2007; Hosany and Witham, 2010), replicating the methodology in a different context.

This perspective led to the second philosophical dimensions – **epistemology**, i.e. how can we manage to understand and use the knowledge?

Creswell (2003:5) *"addresses three questions central to the design of research: 1. What knowledge claims are being made by the researcher (including a theoretical perspective)? 2. What strategies of inquiry will inform the procedures? and 3. What methods of data collection and analysis will be used?"*

Creswell (2003) discussed four schools of thought, post positivism, constructivism, advocacy/participatory and pragmatism, that claim about knowledge. According to previous knowledge on customer experience, our study has the post positivism characteristics:

1. Determination: it means that the research problems need to examine the causes that influence outcomes and apply them in a specific context.

In our study, we assume that decision-making process (like characteristics of the event, socialization and networking) and as moderator factor the emotions have direct influence on customer experience dimensions. We also assume, the consequences are in customer behavior in terms of customer satisfaction, memories and return.

2. Reductionism: it means that we use a reduced number of ideas (i.e. hypotheses) to test.
3. Empirical observation: its careful design and ethics are taken into consideration to ensure objectivity.
4. Measurement: it is numeric. We based our scales on several empirical studies (Bigné, Mattila and Andreu, 2008; Hightower, Brady, and Baker, 2002; Hosany and Witham, 2010; Lee, Lee and Wicks, 2004; Manthiou, Lee, Tang and Chiang, 2014; Oh, Fiore and Jeoung, 2007).
5. Theory verification: it means that we begin our research using Experiential Paradigm and after data analysis, there may be aspects that we confirm and others that require additional testing.

### **3.3. Delimitations of the Scope, Limitation and Key Assumptions and Their Rationale**

The delimitations of the scope help us to define the boundaries of our study. Our first delimitation was to define the research problem. We focused on customer experience position, considered as an internal element of experience. However, other research problem should be defined if we

opted for customer as an external element of experience. As we saw earlier in this chapter, academic and practitioner have different perspectives of the aspects to take care in order to provide customer experience. In our opinion, this approach (e.g. customer external element of experience) is similar to service and the potentiality of experience concept is not fully achieved.

The second delimitation refers to application context. According to Pine and Gilmore's (1998) model features, we decided to select a serious leisure context, in order to measure the connection of the customer to the experience event. We select 5<sup>Th</sup> BTT Marathon - Rota do Bacalhau event participants for several reasons:

Solidarity Event – For the last five years, the BTT Marathon has been organized with the main purpose of collecting funds to benefit a social solidarity institution. In 2014 the institution was “Obra da Criança” which supports institutionalized children.

Geographic proximity - Ílhavo is a city close to our university (8 Km), which facilitated the logistic process of coordination. We held two reunions with the event organization team. The first one intended to present the research and request permission to apply questionnaires. The second took place three days before the event, with the presence of all volunteers what worked at the event, to define all the details.

Event's Participants – are people who participate in this event. Based on previous events, most participants come from the region of Aveiro.

The selection of this event brings a limitation in terms of time. This event occurs on the 1<sup>st</sup> of June, participants are running the 55km of tour, therefore, questionnaires can only be applied or before or after the tour. Given the time constraints, the tour organization, informed us that before was



not an option. So, in order to overcome this limitation we will train a team that guarantees the number of questionnaires defined and the quality of information required.

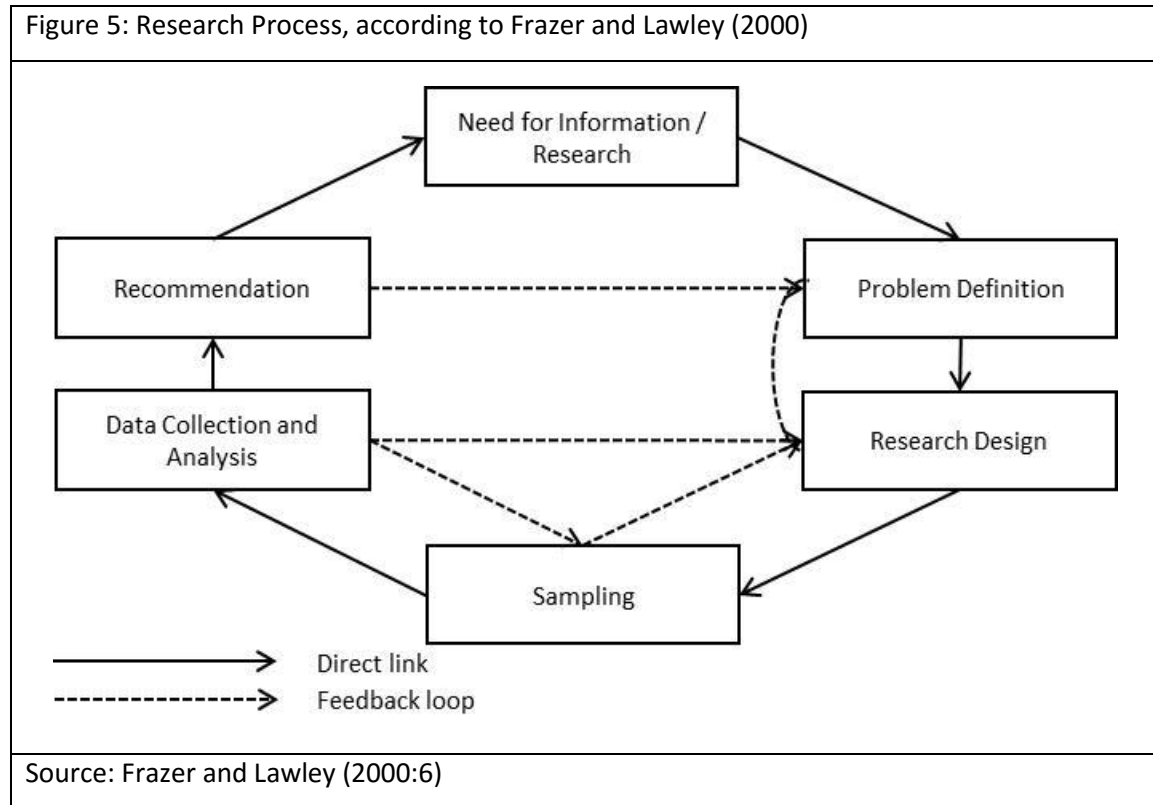
According to Leedy and Ormrod (2005:59) *“assumptions are so basic that, without them, the research problem itself could not exist”* and the researcher must consider these assumptions as true, otherwise the study does not continue. In this research, the major assumptions correspond to the customer perspective. This is the base of experiential marketing paradigm. On conceptual model researches the focus is on customer. We believe that, factors like motives, motivations and emotions are pre-conditions to customer participation. We believe the four experience dimensions (Education, Escapism, Entertainment and Esthetics) can be applied to any situation. As Hosany and Witham (2010) and Oh, Fiore and Jeoung (2007) apply on cruise experience and hospitality in bed-and-breakfast context respectively, we expect to well succeed in the serious leisure context. We believe that customer’s experience outcomes are customer satisfaction, memories and customer return.

The other paradigmatic assumptions defined by Schmitt (1999) respected by us: define a holistic experience – i.e. experience depends on several factors; define the rational and emotional aspects in the experience, depending on the level of connection of customer to the event (from absorption to immersion) and we adopted a traditional methodology – questionnaire-based survey.

### **3.4. Research Process**

The research process (see Figure 5) is organized so as to answer the question *“Why are we doing this research?”*, which corresponds to the first step of Frazer and Lawley’s (2000) model (section

3.4.1.). The second step is the clear definition of the research problem (e.g. the identification of research questions) (section 3.4.2.).



The third step is the research design with the indication of the method used - survey by questionnaire (section 3.4.3.). The sampling section (3.4.4.) corresponds to the population target, from whom we obtain the information required. The next section (3.4.5.) corresponds to the data collection and data analysis and the last step concerns the report writing and recommendations. This process is cyclical and feedback may occur.

### 3.4.1. Need for Information / Research

From chapters below, the customer experience issue is discussed in terms of company and customer perspective. Our option was the customer perspective, although, Pine and Gilmore's (1998) defined experience economy concept as an economic advantage, to company, which still

corresponds to our choice. In Pine and Gilmore's model the customer decides the level of involvement in terms of level of participation (e.g. passive to active) and the form of connection (e.g. from absorption/mental to immersion/physical).

### **3.4.2. Problem definition**

We use Pine and Gilmore's argument i.e. experience as economic offering and customer's involvement is the primary target to any context. However, companies may think the experience to provide to the customer and the outputs are defined according to their criteria.

In this thesis, we considered customer as an internal element of experience (e.g. where the experience occurs) and the experience's assessment reflects what customer brings from the event, in order to answer these three questions:

- What decision-making factors influence customer experience?
- What specific experience dimensions (Education, Escapism, Esthetic and Entertainment) are more valued by customers in leisure context?
- What is the assessment given by the customer to the experience?

### **3.4.3. Research Design**

Research design has two reasons to be explained. The first one corresponds to the blueprinting or planning of the research process defined in order to achieve our goal. The second reason is the use of other authors' empirical studies and recommendations, to justify our options (Frazer and Lawley, 2000).

The blueprinting included five phases: event selection, questionnaire frame operationalization, questionnaire format, pre-test and questionnaire administration.

#### **3.4.3.1. Event Selection**

The first phases refer to the selection of leisure event 5<sup>th</sup> BTT Marathon - Rota do Bacalhau that is occurred on 1<sup>st</sup> of June 2014. The main activity was the BTT Marathon with 55km length, although other complementary activities like reception of participants, routing and points of support along the route were also planned.

#### **3.4.3.2. Questionnaire Frame Operationalization**

Questionnaire was the instrument selected to obtain the answers to research objectives. The second phase - questionnaire frame operationalization and third phase - questionnaire format refers to the research instrument.

The questionnaire information used focuses in three major groups: decision-making factors and emotions, experience dimensions and customer's output (satisfaction, memory and return) findings in literature review. Previous studies on customer experience are also considered to select the item to the questionnaire (Pine and Gilmore, 1998; Oh, Fiore and Jeoung, 2007; Hosany and Witham, 2010).

#### **3.4.3.3. Questionnaire Design**

The third phase corresponds to the questionnaire design, both in native language (Portuguese), to be personally administered and in English, to be considered as an appendix to this thesis (see Appendix I – Questionnaire in Portuguese and see Appendix II – Questionnaire in English). This process takes in consideration the forward translation, reconciliation, back translation, pilot testing (Wild, Grove, Martin, Eremenco, McElroy, Verjee-Lorenz and Erikson, 2005). Some experts

are invited to participate in his process. Two concerns are expressed in the questionnaire, the research purpose and confidential statements, on the front page.

The questionnaire comprised 85 items divided into 31 items related to socio-demographic data, 18 items related to pleasure and arousal emotions, 12 items related to decision-making factors, 16 items to customer experience and 8 items to customers' outcomes.

The first 31 items refers to socio-demographic data. The demography data included in the questionnaire has two proposes, first understanding if this experience was "*personally relevant*" Poulsson and Kale (2004) and establishing the connection with the motivational factors.

The first question refers to emotions (pleasure and arousal) felt at the beginning of the activity, as antecedents to customer experience (see Table 6 - Measurement of research constructs – Emotions). We use the items of Russell's (1980) scale in terms of pleasure and arousal, considereing both options positive and negative emotions that fit to this specific context. Participants have to choose the 3 emotions (from 18 items) felt at arrival to the event.

| Table 6: Measurement of research constructs – Emotions            |                 |   |                 |
|---|-----------------|---|-----------------|
| Constructs  | Number of items | Measurement   | Main sources    |
| Emotions:<br><br><b>pleasure</b><br><br>and<br><br><b>arousal</b> | 18 items        | Pleasure:<br>Content-angry<br>Happy-unhappy<br>Pleased-displeased<br>Delighted-disappointed<br>Entertained-bored<br><br>Arousal:<br>Cheerful-depressed<br>Enthusiastic-calm<br>Nervous-relaxed<br>Surprised-indifferent | (Russell, 1980) |

The set of questions used, closely defined the answers' alternatives and the measure scales respect the five Likert-type scale, ranking from 1- Strongly Disagree to 5- Strongly Agree. A number from Likert scale should correspond to each questionnaire option.

The second question is “What make you attend 5<sup>Th</sup> BTT Marathon - Rota do Bacalhau?”. This question refers to the participation decision-making factors (see Table 7). The scales are taken from several papers used in different context in tourism.

| Table 7: Measurement of Research Constructs – Participation Decision-Making Factors |                                    |  |   |
|---|------------------------------------|--|---|
| Constructs  | Number of items                    | Measurement  | Main sources                            |
| In terms of the characteristics of the event:                                       | 4 items, 5-point Likert type scale | Event program with solidarity features                               | (Rittichainuwat, Beck and LaLopa, 2001) |
|   |                                    | The desire to acquire knowledge by participating in leisure activity | (Yoo and Zhao, 2010)                    |
|   |                                    | Keep me up with changes  |   |
|   |                                    | Self-esteem enhancement  | (Rittichainuwat, Beck and LaLopa, 2001) |
| In terms of the socialization:  | 4 items, 5-point Likert type scale | To be with people who are enjoying themselves                        | (Woo, Yolal, Cetinel and Uysal, 2011)   |
|   |                                    | To be with people who enjoy the same things I do                     |   |
|   |                                    | Personal interaction with colleagues or friends and strangers        | (Lee, Lee and Wicks, 2004)              |
|   |                                    | To meet people from all over the country                             |   |
| In terms of the networking:   | 4 items, 5-point Likert type scale | Opportunity of networking with other participants                    | (Yoo and Zhao, 2010)                    |
|   |                                    | The recognition by other participants                                |   |
|   |                                    | Looking for career opportunities                                     |   |
|   |                                    | Feel a sense of a global community                                   |   |

The third question is “How do you define your 5<sup>th</sup> BTT Marathon - Rota do Bacalhau experience?”. This question refers to the four experience dimensions defined by Pine and Gilmore (1998) model

(see Table 8). The scales were adopted from several authors, to better adjust to BTT specific context.

| Table 8: Measurement of research constructs- Experience Dimensions |                                    |   |                                     |
|--|------------------------------------|---|-------------------------------------|
| Constructs   | Number of items                    | Measurement   | Main sources                        |
| In terms of Education:   | 4 items, 5-point Likert type scale | I really think it was a very enriching experience   | (Oh, Fiore and Jeoung, 2007)        |
|  |                                    | I stimulate my curiosity to learn more  | (Manthiou <i>et al.</i> , 2014)     |
|  |                                    | I was sensitive to new skills   |                                     |
|  |                                    | I improve my ability to understand my own feelings and motivations                                  |                                     |
| In terms of entertainment:   | 4 items, 5-point Likert type scale | I enjoyed the various events associated to 5 <sup>th</sup> BTT Marathon - Rota do Bacalhau          | (Hightower, Brady, and Baker, 2002) |
|  |                                    | I enjoy the streetmosphere provided by 5 <sup>th</sup> BTT Marathon - Rota do Bacalhau              |                                     |
|  |                                    | I enjoy the planned activities  |                                     |
|  |                                    | I have really enjoyed myself in 5 <sup>th</sup> BTT Marathon - Rota do Bacalhau                     | (Bigné, Mattila and Andreu, 2008)   |
| In terms of esthetic:  | 4 items, 5-point Likert type scale | 5 <sup>th</sup> BTT Marathon - Rota do Bacalhau physical environment pleases me                     | (Hightower, Brady, and Baker, 2002) |
|  |                                    | Pleased by support services (reception of participants, routing, points of support along the route) |                                     |
|  |                                    | I liked the established route   |                                     |
|  |                                    | The relationship between physical space and the number of participants allowed me feel comfortable  |                                     |
| In terms of Escapism:  | 4 items, 5-point Likert type scale | To get away from routine life   | (Lee, Lee and Wicks, 2004)          |
|  |                                    | To relieve daily stress   |                                     |
|  |                                    | Looking for a change of pace from everyday life   |                                     |
|  |                                    | Banish boredom  |                                     |

The two last questions (see Table 9) refer to customer experience assessment is “How do you assess your experience at the 5<sup>th</sup> BTT Marathon - Rota do Bacalhau?” and “How will I remember this experience at the 5<sup>th</sup> BTT Marathon - Rota do Bacalhau?”.

| Table 9: Measurement of research constructs - Customer Experience Assessment |                                    |  |                                   |
|--|------------------------------------|--|-----------------------------------|
| Constructs   | Number of items                    | Measurement  | Main sources                      |
| Customer Satisfaction  | 4 items, 5-point Likert type scale | I am satisfied with my decision to participate in 5 <sup>th</sup> BTT Marathon - Rota do Bacalhau  | (Bigné, Mattila and Andreu, 2008) |
|  |                                    | It was exciting to participate in 5 <sup>th</sup> BTT Marathon - Rota do Bacalhau                  |                                   |
|  |                                    | I am happy with the experiences that 5 <sup>th</sup> BTT Marathon - Rota do Bacalhau have given me |                                   |
|  |                                    | My experience, in general, was surprising  |                                   |
| In terms of memory and return  | 4 items, 5-point Likert type scale | I will have wonderful memories about this experience   | (Oh, Fiore and Jeoung, 2007)      |
|  |                                    | I will remember living pleasant moments  |                                   |
|  |                                    | I will remember this experience different from previous  |                                   |
|  |                                    | I will want come back to participate in next year's edition  | (Loureiro, 2014)                  |

#### 3.4.3.4. Pre-test

The fourth phase corresponds to the application of the pre-test. The pre-test purpose is to refine questionnaire, guarantee that no doubts were found in the word selection, question sequencing or layout issues, by any of the respondents. To research, the pre-test purpose is recording the data with no problem.

In this case, we did not administrate pre-test to 5<sup>Th</sup> BTT Marathon - Rota do Bacalhau participants. This questionnaire was applied in a different leisure context, TEDxOPorto, 2014 with 56 valid questionnaires. Although the form of connection is the opposite (TEDxOPorto – absorption - occupied customer's mind attention and 5<sup>Th</sup> BTT Marathon - Rota do Bacalhau – immersion – requires a physical involvement) the purpose of research model is the same. From companies perspective the focus is the same, on the interaction with the customer through the engagement of customer's emotions and from customer perspective the desire of experience.



#### **3.4.3.5. Questionnaire Administration**

The last step is the individual administration of the questionnaire to the BTT Marathon - Rota do Bacalhau participants. The data collection was performed to the participants that finished their BTT trial. The questionnaire took no more than five minutes.

The trained team administrated 445 valid questionnaires. The number of questionnaires is higher than what we need, but there are two reasons for that precaution. First of all, we do not know if all questionnaires are valid and the other reason is the credibility of this study.

#### **3.4.4. Sampling Frame**

The population is the 5<sup>th</sup> BTT Marathon - Rota do Bacalhau 2014 participants. In this context there were 832 direct registrations in event webpage. It was not possible to know the characteristics of the population on beforehand, as registration was open until the day before the event.

Although all participants were invited to have lunch after finishing their BTT trial, some of them did not attend. The people who stayed for lunch were our sample and were randomly selected to answer.

#### **Sample Size**

The sample size is 445 participants. We use 5% margin of error (e.g. the risk the researcher is willing to accept in the study). According to Table 10, our estimated response rate is between 800 participants (that corresponds a sample of 363 questionnaires) and 900 participants (that corresponds a sample of 382 questionnaires).

Table 10: Determination of sample size, by Bartlett, Kotrlik and Higgins (2001)

| Population Size  | Sample Size                                |                       |                        |   |                  |                  |
|--|--|-----------------------|------------------------|---|------------------|------------------|
|  | Continuous data<br>(margin of error =0,03) |                       |                        | Categorical data<br>(margin of error =0,05) |                  |                  |
|  | alpha =0,1;<br>t=1,65                      | alpha =0,5;<br>t=1,96 | alpha =0,01;<br>t=2,58 | p=0,5;<br>t=1,65                            | p=0,5;<br>t=1,96 | p=0,5;<br>t=2,58 |
| 100  | 46   | 55                    | 68                     | 74  | 80               | 87               |
| 200  | 59   | 75                    | 102                    | 116   | 132              | 154              |
| 300  | 65   | 85                    | 123                    | 143   | 169              | 207              |
| 400  | 69   | 92                    | 137                    | 162   | 196              | 250              |
| 500  | 72   | 96                    | 147                    | 176   | 218              | 286              |
| 600  | 73   | 100                   | 155                    | 187   | 235              | 316              |
| 700  | 75   | 102                   | 161                    | 196   | 249              | 341              |
| 800  | 76   | 104                   | 166                    | 203   | 260              | 363              |
| 900  | 76   | 105                   | 170                    | 209   | 270              | 382              |
| 1.000  | 77   | 106                   | 173                    | 213   | 278              | 399              |
| 1.500  | 79   | 110                   | 183                    | 230   | 306              | 461              |
| 2.000  | 83   | 112                   | 189                    | 239   | 323              | 499              |
| 4.000  | 83   | 119                   | 198                    | 254   | 351              | 570              |
| 6.000  | 83   | 119                   | 209                    | 259   | 362              | 598              |
| 8.000  | 83   | 119                   | 209                    | 262   | 367              | 613              |
| 10.000   | 83   | 119                   | 209                    | 264   | 370              | 623              |
| <b>NOTE:</b> The margins of error used in the table were 0,03 for continuous data and 0,05 for categorical data. Researchers may use this table if the margin of error shown is appropriate for their study. However, the appropriate sample size must be calculated if these error rates are not appropriate. Table developed by Bartlett, Kotrlik & Higgins. |  |                       |                        |   |                  |                  |

Source: Bartlett, Kotrlik and Higgins (2001: 48).

### 3.4.5. Data Analysis

Frazer and Lawley (2000) suggest the elaboration of summary table (see Table 11) which connects the several stages of the research process. The importance of the two columns (research question and questionnaire questions) is to ensure that the information required by the research questions is present in the questionnaire's questions and there is no repeated information. The third column classifies data in nominal, ordinal, intervals or ratio. The last column refers to the analysis techniques.

| Table 11: Table Resume of Research Process Stage  |                         |              |                              |
|---|-------------------------|--------------|------------------------------|
| Research Question   | Questionnaire Questions | Type of Data | Proposed Analysis Techniques |
| Identification of emotions felt at the beginning of the event   | Q1                      | nominal      | Basic Statistics             |
| Identification of decision-making factors influence customer experience   | Q2                      | ordinal      | Advanced Statistics          |
| Identification of specific experience dimension (Education, Escapism, Esthetic and Entertainment) is more valued by customers, in leisure context | Q3                      |              |                              |
| Identification customer experience assessment   | Q4<br>Q5                |              |                              |

We apply descriptive statistics (means, percentages and frequencies), to characterize the sample data (i.e socio-demographic data and emotions). The exploratory factorial analysis (EFA) to reduce data and to underlying factors that made up the sub-dimensions. The main focus of exploratory factorial analysis is on the internal relationships of a set of variables (factors) by explaining the correlation between them and simplifying data by reducing the number of variables necessary to describe (i.e. the number of constructs and the underlying factor structure of the variables are identify) Pestana and Gageiro (2003). We apply two statistic procedures Kaiser-Meyer-Olkin (KMO) and the Bartlett's Test indicates the validity / suitability of your data for structure detection (<http://www-01.ibm.com/support/knowledgecenter>). Reliability is an approach to assessing the degree of consistency between multiple measurements of a variable (i.e. "the stability of test scores"). According to Hair, Black, Babin and Anderson (2010) this research method can be repeated and the results obtained can be the same. Cronbach's Alpha is the standard reliability measurement for quantitative data collection. The values of Cronbach's Alpha vary between zero (there is no measurement) to one (all items measure the true score). Pestana and Gageiro (2003:528) classify as inadequate Alpha  $\leq$  of 0.60; weak  $0,6 < \text{Alpha} < 0,7$ ; adequate  $0,7 = < \text{Alpha}$

< 0,8; good 0,8 = < Alpha < 0,9 and very good Alpha >= 0,9. We use the Statistical Package for Social Sciences (SPSS) (version 22) for data analysis and interpretation.

After performing Exploratory Factor Analysis (EFA), we complement the analysis by applying the Structural Equation Modeling (SEM) with a confirmatory assessment of dimensionality, convergent validity, reliability, and discriminant validity, under the principles of SEM. The Structural Equation Modeling is used to determine whether there is empirical support for the proposed factor structure and the casual relationship between variables of the measured model, in order to test the hypotheses of this research. We use the AMOS Software (version 22).

### **3.5. Final Considerations**

In this chapter we propose to present and justify our methodology. According to research questions we used quantitative research method. The population of the study is composed of the participants on the 5<sup>th</sup> BTT Marathon - Rota do Bacalhau 2014 that occurred on 1<sup>st</sup> of June 2014, and the sampling frame corresponds to the participants who stayed for lunch. In order to meet the sample size classify as good (over 300 and under 500) a trained team applied the questionnaire, which had been previously tested in another leisure event.

## **4. EMPIRICAL FINDINGS AND ANALYSIS**

### **4.1. Introductory Remarks**

This part of the thesis presents the findings from the questionnaire-based survey. We use the Statistical Package for Social Sciences (SPSS) (version 22) as well as AMOS software (version 22) for analysis. The data was analyzed according to hypotheses, in order to answer the research questions. We use basic and advanced statistic techniques to assess data. Basic statistics (4.2) are applied to socio-demography data and emotions felt at the beginning of the event.

Advanced techniques are used to assess the remaining data of the questionnaire. We apply the exploratory factorial analysis (EFA) (4.3.) to reduce data and to underlying factors that made up the sub-dimensions. A two-step approach was conducted to Structural Equation Modeling (4.4.). First, a confirmatory factor analysis (CFA) measurement model was assessed, by allowing the latent constructs to correlate freely. Once a suitable measurement model was obtained, a path model was identified.

Ten people are trained, before the event, to perform face-to-face questionnaire properly. The purpose of the study was explained and a copy of the questionnaire was distributed to all participants. Each question of questionnaire was read, and their meaning explained as well as the results we expected to obtain.

Other considerations about the approach to the BTT Marathon participants were made:

- Participants were encouraged to answer the questionnaire, suggesting improvement in the next year's edition;

- Mentioned the purpose of the questionnaire and the length of time taken;
- Guarantee the anonymity and confidentiality;
- Participants aged 18 and over were invited to answer and participants under 16 years old were excluded because of legal aspects.

This study only uses valid questionnaires, it means, questionnaires with all questions answered, corresponding to 445 valid questionnaires. The number of questionnaires is higher than what we need, but there are two reasons for that precaution. First of all, we do not know if all questionnaires are valid and the other reason is the credibility of this study. We intend to get the biggest sample as possible.

## **4.2. Descriptive statistics**

We use descriptive analysis of socio-demographic data to defined participants profile and emotions felt at the beginning of the 5<sup>th</sup> BTT Marathon - Rota do Bacalhau.

### **4.2.1. Participants Profile**

We divided socio demographic data in two major groups:

- Participants' Features – selected gender and age, geographic residence location, civil status, education and work environment variables;
- Training Features – particularly sports practice and training length variables.

92,6% of the participants are male and 7,4% female with 35 and 44 years old. 53,9% of the participants are married and 39,1% are single (see Table 12 – Participants' Socio-Demographic Data).

| Table 12: Participants' Socio-Demographic Data |       |         |  |       |         |
|--|-------|---------|--|-------|---------|
| Variable                                       | Freq. | Percent | Variable   | Freq. | Percent |
| Gender (N=445)                                 |       |         | Civil Status (N=445)   |       |         |
| Male   | 412   | 92,6%   | Single   | 174   | 39,1%   |
| Female   | 33    | 7,4%    | Married  | 240   | 53,9%   |
|  |       |         | Divorced   | 30    | 6,7%    |
|  |       |         | Widower  | 1     | 0,2%    |
| Age (N=445)                                    |       |         | Education (N=445)  |       |         |
| Under 18                                       | 8     | 1,8%    | Less than High School  |       |         |
| Between 18-24                                  | 26    | 5,8%    | Degree   | 129   | 29,0%   |
| Between 25-34                                  | 145   | 32,6%   | High School Degree   | 146   | 32,8%   |
| Between 35-44                                  | 166   | 37,3%   | Graduation   | 170   | 38,2%   |
| Between 45-54                                  | 78    | 17,5%   |  |       |         |
| Between 55-64                                  | 17    | 3,8%    |  |       |         |
| Major than 65                                  | 5     | 1,1%    |  |       |         |
| Geog. Residence Location (N=445)               |       |         | Work Environment (N=445)   |       |         |
| Águeda   |       |         | Employee (services sector)   | 209   | 47,0%   |
| Alb-a-Velha                                    | 34    | 7,6%    |  |       |         |
| Anadia   | 21    | 4,7%    | Employee (Services related to artistic activities, entertainment, sports and leisure activity) | 13    | 2,9%    |
| Aveiro   | 3     | 0,7%    | Employee (trade sector)  | 49    | 11,0%   |
| Estarreja                                      | 157   | 35,3%   | Employee (industry)  | 130   | 29,2%   |
| Ílhavo   | 1     | 0,2%    | Student  | 27    | 6,1%    |
| Oli. Bairro                                    | 67    | 15,1%   | Unemployed   | 13    | 2,9%    |
| Ovar   | 11    | 2,5%    | Retired  | 4     | 0,9%    |
| Sever Vouga                                    | 4     | 0,9%    |  |       |         |
| Vagos  | 1     | 0,2%    |  |       |         |
| Others   | 21    | 4,7%    |  |       |         |
|  | 125   | 28,1%   |  |       |         |

The education item is balanced, which means 38,2% of participants are graduated, 32,8% have a high school degree and 29% of participants did not conclude high school. Only 2,9% of participants are unemployed; 47% are employed in the service sector and 29,2% are employed in the industry sector. For the analysis, we considered two groups of participants. The first one includes the participants from Aveiro (35,3%), Ílhavo (15,1%) and Vagos (4,7%) adding up to 245 participants that represents 55,1%. The second group includes the remaining residence location, adding up to 200 participants which represent the remaining 44,9%.

The majority of participants only cycling at the weekend 36,9%, however 30,6% practice 3 times a week. In 48,8% of the cases the length of training is 1 and 2 hours, and 43,4% of cases trains between 2 and 3 hours (see Table 13 – Training Features).

| Table 13: Training Features |       |       |                         |       |       |
|-----------------------------|-------|-------|-------------------------|-------|-------|
| Variable                    | Freq. | %     | Variable                | Freq. | %     |
| Sports Practice (N=445)     |       |       | Training Length (N=445) |       |       |
| Only at weekend             | 164   | 36,9% | from 1 and 2 h          | 217   | 48,8% |
| Every day of the week       | 74    | 16,6% | from 2 and 3 h          | 193   | 43,4% |
| 3 times / week              | 136   | 30,6% | over 3h                 | 35    | 7,9%  |
| 2 times / week              | 71    | 16,0% |                         |       |       |

Using cross tabulation to sports practice and training length (see Table 14) we find that training from 1 and 2 hours occurs in the frequencies of 3 times of week (16%). Only during the weekend training length goes from 2 and 3 hours (17%) (see Table 14 – Cross tabulation between Sports Practice and Training Length).

| Sports Practice * Training Length Cross tabulation |                       |                    |     |                    |     |             |    |       |      |
|--|-----------------------|--------------------|-----|--------------------|-----|-------------|----|-------|------|
|  |                       | Training Length    |     |                    |     |             |    | Total |      |
|  |                       | from 1 and 2 hours |     | from 2 and 3 hours |     | over 3hours |    |       |      |
|  |                       | Freq.              | %   | Freq.              | %   | Freq.       | %  | Freq. | %    |
| Sports Practice                                    | 2 times / week        | 37                 | 8%  | 30                 | 7%  | 4           | 1% | 71    | 16%  |
|  | 3 times / week        | 69                 | 16% | 63                 | 14% | 4           | 1% | 136   | 31%  |
|  | Every day of the week | 44                 | 10% | 23                 | 5%  | 7           | 2% | 74    | 17%  |
|  | Only at weekend       | 67                 | 15% | 77                 | 17% | 20          | 4% | 164   | 37%  |
| Total  |                       | 217                | 49% | 193                | 43% | 35          | 8% | 445   | 100% |

Regarding the BTT Marathon - Rota do Bacalhau' features, the participants do not earn a living with this kind of event. Considering their age (35-44 year old) and the work environment



(employed in service sector). The sports practice that occurs 3 times /week with training length between 1 and 2 hours, suggests that participants compete for a reward and belong to a cycling association. The participants that train between 2 and 3 hours or just during the weekend lead us to believe that BTT is a hobby.

#### 4.2.2. Emotions

The emotions felt at beginning of the event have the purpose to understand the meaning of the event to the customer (Palmer, 2010; Poulsson and Kale, 2004), establish connection with the motivational factors (i.e. Socialization (C3) and Networking (C8)) as well as the influence on customer satisfaction and long-term behavioral intention (Cronin, Brady and Hult, 2000).

Figure 6: Pleasure Emotions

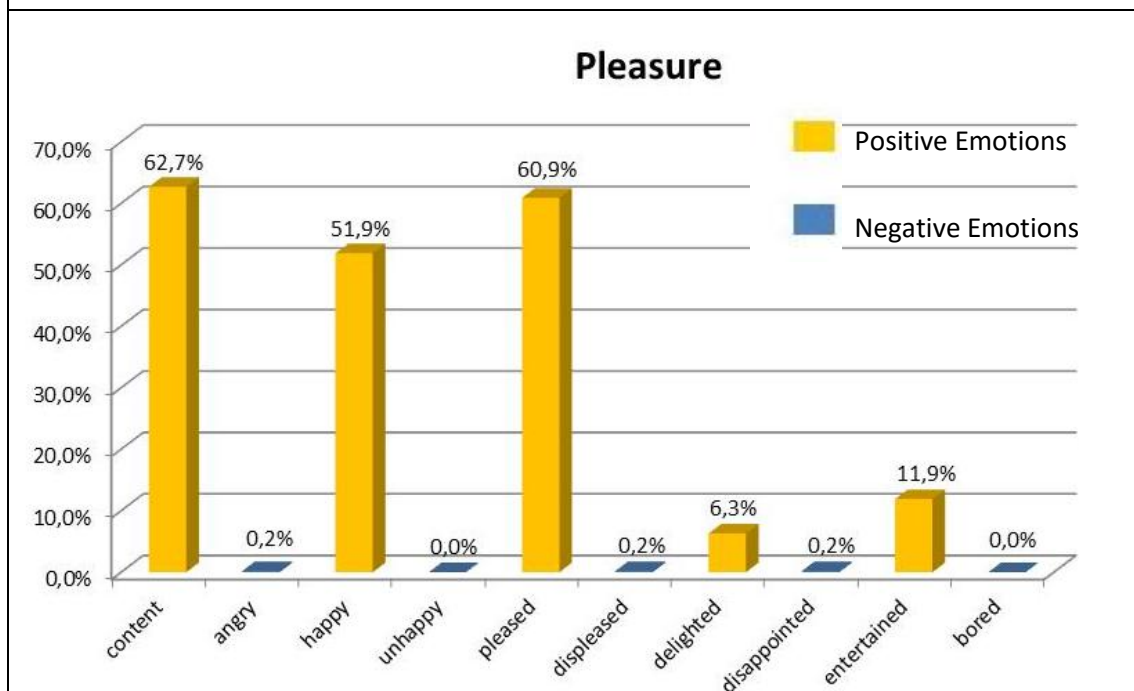


Figure 6 shows the most intense pleasure emotion referred by participants at the beginning of the event were content (62,7%), pleased (60,9%) and happy (51,9%) (i.e. positive emotions). Only

three people mentioned anger (0,2%), unpleasantness (0,2%) or disappointment (0,2%) (i.e. negative emotions).

Figure 7: Arousal Emotions

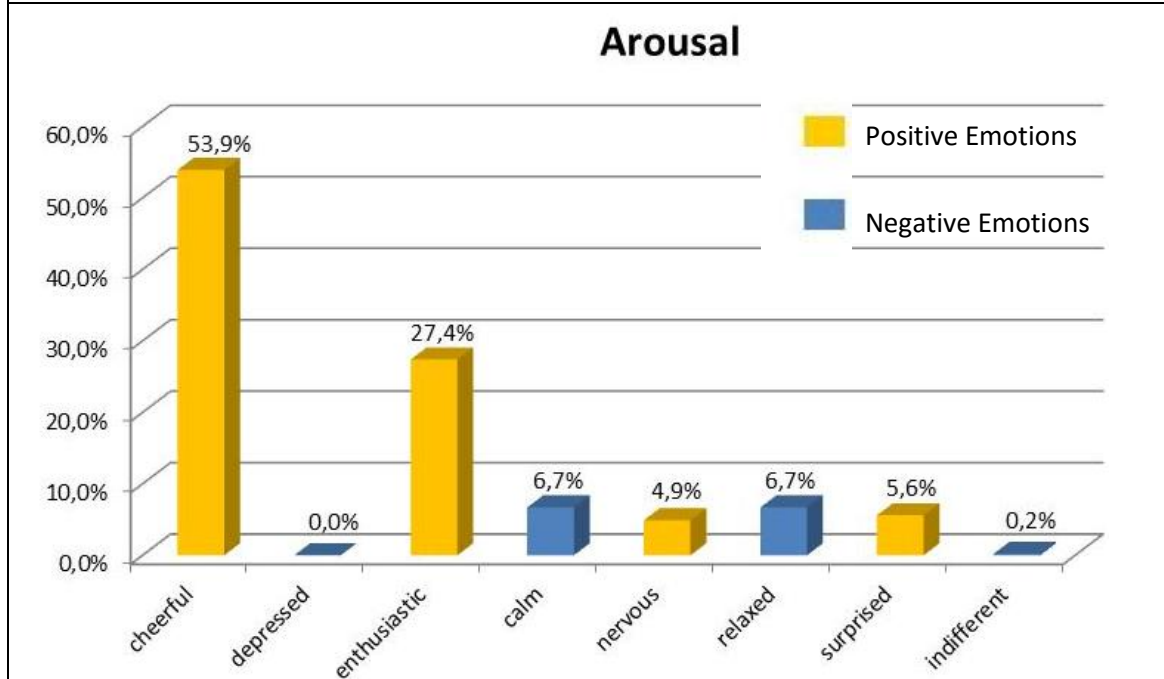


Figure 7 shows the most intense arousal emotions referred by participants at the beginning of the event were cheerful (53,9%) and enthusiastic (27,4%) (i.e. positive emotions) and third place participants selected the option being calm (6,7%) or relaxed (6,7%) (i.e. negative emotions).

From emotion results we are able to argue that the BTT Marathon - Rota do Bacalhau has a positive hedonic meaning (i.e. customer feels content, pleased and happy), as well as positive arousal intensity emotions (i.e. cheerful and enthusiastic). Once, customer's emotions are positive, we expect that participant's desire to interact with other people (i.e. motivational factors, Crompton (1979) and a positive influence on the experience assessment.

### **4.3. Exploratory Factory Analysis**

The main purpose to use exploratory factorial analysis is reducing the data to a manageable size by the elimination of redundant variables, guaranteeing however the original information, as much as possible. From literature review, we find questionnaire questions (variables) that explain what we want to study: decision-making factors that influence customer experience using 12 variables; specific experience dimension (Education, Escapism, Esthetic or Entertainment) using 16 variables and 8 variables to customers' outcomes (customer satisfaction, memories and return). We do not consider the 31 items related to socio-demographic data or the 18 items that concern emotions.

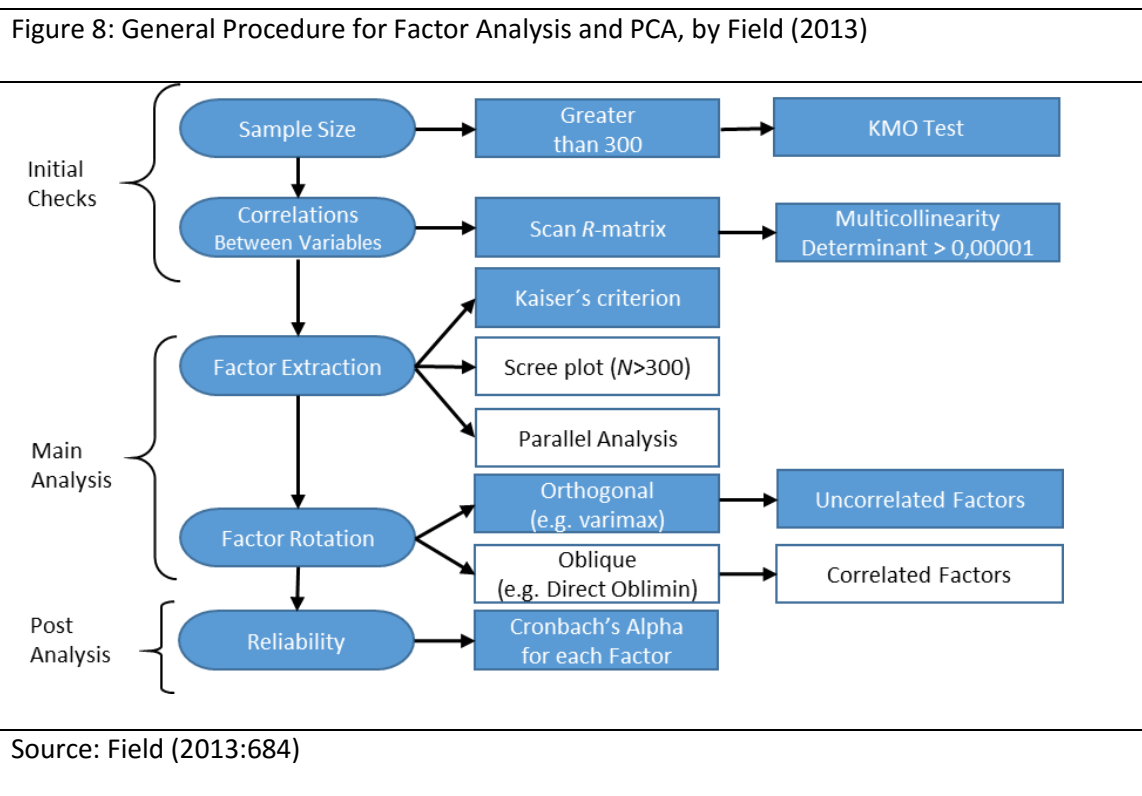
#### **4.3.1. Preliminary Analysis**

Exploratory factorial analysis focuses on correlations between variables without determining if the results fit the theoretical model. Two techniques are usually applied: the factorial analysis and the principal component analysis (PCA). These techniques have the same purpose (i.e. developing a small number of linear combinations resulting from initial variables) but use different ways. Factorial analysis drives from a mathematical model and "factors" are estimates. Principal Component Analysis decomposes the original variables that are transformed in linear variables "components" Field (2013). Our option is to use PCA because the papers we adopted (Oh, Fiore and Jeoung, 2007; and Hosany and Witham, 2010) apply this method.

#### **PRELIMINARY ANALYSIS**

According to Field (2013), there are two initial precautions to confirm before starting the factorial analysis: the sample size and the correlations between variables (See Figure 8 - General Procedure for Factor Analysis and PCA).

According to Figure 8, the sample size must be greater than 300. In terms of questionnaires number (445) our sample is appropriate. The correlation between variables is the other important aspect to take into account in order to ensure the transformation of a large number of variables into a small set of factors.



The sample is adequate if the value of KMO is greater than 0,5 (Field, 2013). Our result is 0,877, which means we can proceed with the factorial analysis, because there are relations among the variables. Bartlett's Test of Sphericity tests the correlation between variables and assumes that correlation matrix is the identity matrix, this means that variables are independent and unsuitable for detection structure. Significance level less than 0,05 indicates that factor analysis may be used (Field, 2013). Our significance value is 0,000, therefore factorial analysis can be used.

We applied the Kaiser-Meyer-Olkin (KMO) test to measure the sample adequacy.

**KMO and Bartlett's Test**

|  |                    |          |
|--|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    | ,877     |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square | 8389,442 |
|  | df                 | 630      |
|  | Sig.               | ,000     |

Once factorability of the data is confirmed we look at the inter-correlation between variables (see Appendix III – Anti-Image Correlation) to find variables there are not correlated with each other (i.e. values less than 0,05) or the opposite that they are very high correlated (i.e. values high then 0,9) or even perfectly correlated (i.e. value is equal to 1). We identified some situations, but we did not eliminate any variable. We also tested the measurement of sample adequacy (MSA) for each of the variables used in the factorial analysis. From the data collected, it is possible to see that all the variables have a  $MSA > 0,5$  suggesting that there is no need to be removed before proceeding with the factorial analysis.

#### **4.3.2. Main Analysis**

Main analysis has two core steps: factor extraction (i.e. to reduce data and structure factors) and factor rotation (i.e. to find an easier interpretation of the loading matrix).

To factor extraction we chose eigenvalues that exceed a specified value (e.g.  $> 1$ ) to determine the number of factors to retain (see Table 15 – Total Variance Explained).

Table 15: Total Variance Explained

| Total Variance Explained |                     |               |              |                                     |               |              |                                   |               |              |
|--------------------------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| Component                | Initial Eigenvalues |               |              | Extraction Sums of Squared Loadings |               |              | Rotation Sums of Squared Loadings |               |              |
|                          | Total               | % of Variance | Cumulative % | Total                               | % of Variance | Cumulative % | Total                             | % of Variance | Cumulative % |
| 1                        | 9,101               | 25,281        | 25,281       | 9,101                               | 25,281        | 25,281       | 4,081                             | 11,336        | 11,336       |
| 2                        | 3,275               | 9,096         | 34,378       | 3,275                               | 9,096         | 34,378       | 3,169                             | 8,803         | 20,139       |
| 3                        | 2,842               | 7,895         | 42,273       | 2,842                               | 7,895         | 42,273       | 3,162                             | 8,782         | 28,921       |
| 4                        | 2,254               | 6,261         | 48,534       | 2,254                               | 6,261         | 48,534       | 3,097                             | 8,603         | 37,524       |
| 5                        | 1,828               | 5,077         | 53,611       | 1,828                               | 5,077         | 53,611       | 2,523                             | 7,009         | 44,533       |
| 6                        | 1,622               | 4,504         | 58,116       | 1,622                               | 4,504         | 58,116       | 2,516                             | 6,988         | 51,521       |
| 7                        | 1,383               | 3,841         | 61,956       | 1,383                               | 3,841         | 61,956       | 2,494                             | 6,929         | 58,450       |
| 8                        | 1,184               | 3,288         | 65,244       | 1,184                               | 3,288         | 65,244       | 2,369                             | 6,580         | 65,030       |
| 9                        | 1,006               | 2,794         | 68,038       | 1,006                               | 2,794         | 68,038       | 1,083                             | 3,008         | 68,038       |
| 10                       | ,913                | 2,537         | 70,575       |                                     |               |              |                                   |               |              |
| 11                       | ,832                | 2,310         | 72,886       |                                     |               |              |                                   |               |              |
| 12                       | ,794                | 2,206         | 75,092       |                                     |               |              |                                   |               |              |
| 13                       | ,722                | 2,006         | 77,098       |                                     |               |              |                                   |               |              |
| 14                       | ,670                | 1,862         | 78,960       |                                     |               |              |                                   |               |              |
| 15                       | ,627                | 1,741         | 80,701       |                                     |               |              |                                   |               |              |
| 16                       | ,564                | 1,566         | 82,267       |                                     |               |              |                                   |               |              |
| 17                       | ,514                | 1,428         | 83,695       |                                     |               |              |                                   |               |              |
| 18                       | ,484                | 1,345         | 85,040       |                                     |               |              |                                   |               |              |
| 19                       | ,452                | 1,256         | 86,295       |                                     |               |              |                                   |               |              |
| 20                       | ,443                | 1,229         | 87,525       |                                     |               |              |                                   |               |              |
| 21                       | ,419                | 1,164         | 88,689       |                                     |               |              |                                   |               |              |
| 22                       | ,396                | 1,100         | 89,789       |                                     |               |              |                                   |               |              |
| 23                       | ,385                | 1,070         | 90,858       |                                     |               |              |                                   |               |              |
| 24                       | ,364                | 1,011         | 91,870       |                                     |               |              |                                   |               |              |
| 25                       | ,357                | ,992          | 92,861       |                                     |               |              |                                   |               |              |
| 26                       | ,316                | ,878          | 93,740       |                                     |               |              |                                   |               |              |
| 27                       | ,296                | ,822          | 94,562       |                                     |               |              |                                   |               |              |
| 28                       | ,279                | ,775          | 95,337       |                                     |               |              |                                   |               |              |
| 29                       | ,253                | ,703          | 96,040       |                                     |               |              |                                   |               |              |
| 30                       | ,245                | ,681          | 96,721       |                                     |               |              |                                   |               |              |
| 31                       | ,241                | ,668          | 97,389       |                                     |               |              |                                   |               |              |
| 32                       | ,217                | ,602          | 97,991       |                                     |               |              |                                   |               |              |
| 33                       | ,196                | ,544          | 98,535       |                                     |               |              |                                   |               |              |
| 34                       | ,191                | ,531          | 99,067       |                                     |               |              |                                   |               |              |
| 35                       | ,175                | ,486          | 99,552       |                                     |               |              |                                   |               |              |
| 36                       | ,161                | ,448          | 100,000      |                                     |               |              |                                   |               |              |

Extraction Method: Principal Component Analysis.

The first column lists the initial eigenvalues which represent the variance explained by each linear component, and must be as many as the variables. The first nine components explain 68,04% of total variance. The last column (i.e. Rotation Sums of Squared Loadings) shows the eigenvalues after rotation, optimizing the factor structure by equalizing the importance of the nine factors.

Through the analysis of communalities (see Table 16 – Total Communalities), it is possible to see that, with exception of the questions “2.1.1 Event program with solidarity feature” (position nº1), “2.3.3. Looking for career opportunities” (position nº11) and “5.4. I will want come back to participate in next year’s edition” (position nº36) which shows an extraction value inferior to 0,5, the nine factors explain approximately 68% of each variable variability. Removal of these items is controversial, as such we will proceed with data analysis including items with communalities < 0,5. However, a different option can be taken when we run the confirmatory factor analysis.

Table 16: Communalities

| Communalities |   |                         |
|---------------|---|-------------------------|
|               |   | Initial      Extraction |
| 1             | [2.1.1. Event program with solidarity feature]  | 1,000      ,476         |
| 2             | [2.1.2. The desire to acquire knowledge by participating in leisure activity]           | 1,000      ,704         |
| 3             | [2.1.3. Keep me up with changes ]   | 1,000      ,764         |
| 4             | [2.1.4. Self-esteem enhancement]  | 1,000      ,687         |
| 5             | [2.2.1. To be with people who are enjoying themselves]                                  | 1,000      ,726         |
| 6             | [2.2.2. To be with people who enjoy the same things I do]                               | 1,000      ,778         |
| 7             | [2.2.3. Personal interaction with colleagues or friends and strangers]                  | 1,000      ,752         |
| 8             | [2.2.4. To meet people from all over the country]                                       | 1,000      ,681         |
| 9             | [2.3.1. Opportunity to networking with other participants]                              | 1,000      ,650         |
| 10            | [2.3.2. The recognition by other participants]  | 1,000      ,639         |
| 11            | [2.3.3. Looking for career opportunities]   | 1,000      ,488         |
| 12            | [2.3.4. Feel a sense of a global community]   | 1,000      ,556         |
| 13            | [3.1.1. I really thing it was a very enriching experience]                              | 1,000      ,643         |
| 14            | [3.1.2. I stimulat my curiosity to learn more]  | 1,000      ,781         |
| 15            | [3.1.3. I was sensitive to new skills]  | 1,000      ,819         |
| 16            | [3.1.4. I improve my ability to understand my own feelings and motivations]             | 1,000      ,779         |
| 17            | [3.2.1. I enjoyed the various events associated to 5Th BTT Marathon - Rota do Bacalhau] | 1,000      ,644         |
| 18            | [3.2.2. I enjoy the streetmosphere provided by 5Th BTT Marathon - Rota do Bacalhau]     | 1,000      ,733         |
| 19            | [3.2.3. I enjoy the planned activities ]  | 1,000      ,761         |
| 20            | [3.2.4. I have really enjoyed myself in 5Th BTT Marathon - Rota do Bacalhau]            | 1,000      ,688         |

|  | (cont.)  | Initial | Extraction |
|--|--|---------|------------|
| 21   | [3.3.1. 5Th BTT Marathon - Rota do Bacalhau physical environment pleases me]                                 | 1,000   | ,711       |
| 22   | [3.3.2. Pleased by support services (reception of participants, routing, points of support along the route)] | 1,000   | ,639       |
| 23   | [3.3.3. I liked the established route]   | 1,000   | ,744       |
| 24   | [3.3.4. The relationship between physical space and the number of participants allowed me feel comfortable]  | 1,000   | ,615       |
| 25   | [3.4.1. To get away from routine life]   | 1,000   | ,777       |
| 26   | [3.4.2. To relieve daily stress]   | 1,000   | ,822       |
| 27   | [3.4.3. Looking for a change of pace from everyday life]   | 1,000   | ,813       |
| 28   | [3.4.4. Banish boredom]  | 1,000   | ,727       |
| 29   | [4.1. I am satisfied with my decision to participate in 5Th BTT Marathon - Rota do Bacalhau]                 | 1,000   | ,641       |
| 30   | [4.2. It was exciting to participate in 5Th BTT Marathon - Rota do Bacalhau]                                 | 1,000   | ,606       |
| 31   | [4.3. I am happy with the experiences that 5Th BTT Marathon - Rota do Bacalhau have given me]                | 1,000   | ,658       |
| 32   | [4.4. My experience, in general, was surprising]   | 1,000   | ,588       |
| 33   | [5.1. I will have wonderful memories about this experience]  | 1,000   | ,703       |
| 34   | [5.2. I will remember living pleasant moments]   | 1,000   | ,674       |
| 35   | [5.3. I will remember this experience different from previous]   | 1,000   | ,540       |
| 36   | [5.4. I will want come back to participate in next year's edition]   | 1,000   | ,486       |
| Extraction Method: Principal Component Analysis. |  |         |            |

## Factor Rotation

After the determination of the number of factors to use, the factor solution is “rotated” and factors can be interpreted. We use the Varimax Method to rotate the factor solution, because we expected them to be correlated. The Rotated Component Matrix (see Table 17) shows factor loading for each variable onto each factor after rotation. Two considerations had to be done about this matrix format. First, we display factor loading higher than 0,4 (justifying the blank spaces) and the second, is that the variables are sorted by size.

Based on these results we are able to argue that 8 of the dimensions extracted are defined in the conceptual model, with exception of the 9<sup>th</sup> factor which will not be considered because has only one item.



Table 17: Rotated Component Matrix

| Rotated Component Matrix <sup>a</sup>  |           |      |      |      |      |      |      |      |      |
|--|-----------|------|------|------|------|------|------|------|------|
|  | Component |      |      |      |      |      |      |      |      |
|  | 1         | 2    | 3    | 4    | 5    | 6    | 7    | 8    | 9    |
| [5.1. I will have wonderful memories about this experience]  | ,776      |      |      |      |      |      |      |      |      |
| [5.2. I will remember living pleasant moments]   | ,744      |      |      |      |      |      |      |      |      |
| [4.2. It was exciting to participate in 5Th BTT Marathon - Rota do Bacalhau]                                 | ,723      |      |      |      |      |      |      |      |      |
| [4.3. I am happy with the experiences that 5Th BTT Marathon - Rota do Bacalhau have given me]                | ,713      |      |      |      |      |      |      |      |      |
| [4.1. I am satisfied with my decision to participate in 5Th BTT Marathon - Rota do Bacalhau]                 | ,656      |      |      |      |      |      |      |      |      |
| [4.4. My experience, in general, was surprising]   | ,539      |      |      |      |      |      |      |      |      |
| [5.4. I will want come back to participate in next year edition]   | ,510      |      |      |      |      |      |      |      |      |
| [5.3. I will remember this experience different from previous]   | ,506      |      |      |      |      |      |      |      |      |
| [3.4.2. To relieve daily stress]   |           | ,875 |      |      |      |      |      |      |      |
| [3.4.3. Looking for a change of pace from everyday life]   |           | ,862 |      |      |      |      |      |      |      |
| [3.4.1. To get away from routine life]   |           | ,854 |      |      |      |      |      |      |      |
| [3.4.4. Banish boredom]  |           | ,803 |      |      |      |      |      |      |      |
| [2.2.3. Personal interaction with colleagues or friends and strangers]                                       |           |      | ,835 |      |      |      |      |      |      |
| [2.2.2. To be with people who enjoy the same things I do]  |           |      | ,827 |      |      |      |      |      |      |
| [2.2.1. To be with people who are enjoying themselves]   |           |      | ,760 |      |      |      |      |      |      |
| [2.2.4. To meet people from all over the country]  |           |      | ,642 |      |      |      |      |      |      |
| [3.1.3. I was sensitive to new skills]   |           |      |      | ,829 |      |      |      |      |      |
| [3.1.2. I stimulat my curiosity to learn more]   |           |      |      | ,819 |      |      |      |      |      |
| [3.1.4. I improve my ability to understand my own feelings and motivations]                                  |           |      |      | ,805 |      |      |      |      |      |
| [3.1.1. I really thing it was a very enriching experience]   |           |      |      | ,635 |      |      |      |      |      |
| [2.1.3. Keep me up with changes ]  |           |      |      |      | ,778 |      |      |      |      |
| [2.1.4. Self-esteem enhancement]   |           |      |      |      | ,728 |      |      |      |      |
| [2.1.2. The desire to acquire knowledge by participating in leisure activity]                                |           |      |      |      | ,725 |      |      |      |      |
| [2.1.1. Event program with solidary feature]   |           |      |      |      | ,433 |      |      |      |      |
| [3.3.3. I liked the established route]   |           |      |      |      |      | ,811 |      |      |      |
| [3.3.1. 5Th BTT Marathon - Rota do Bacalhau physical environment pleases me]                                 |           |      |      |      |      | ,744 |      |      |      |
| [3.3.2. Pleased by support services (reception of participants, routing, points of support along the route)] |           |      |      |      |      | ,730 |      |      |      |
| [3.3.4. The relationship between physical space and the number of participants allowed me feel comfortable]  |           |      |      |      |      | ,622 |      |      |      |
| [3.2.2. I enjoy the streetmosphere provided by 5Th BTT Marathon - Rota do Bacalhau]                          |           |      |      |      |      |      | ,779 |      |      |
| [3.2.1. I enjoyed the various events associated to 5Th BTT Marathon - Rota do Bacalhau]                      |           |      |      |      |      |      | ,748 |      |      |
| [3.2.4. I have really enjoyed myself in 5Th BTT Marathon - Rota do Bacalhau]                                 |           |      |      |      |      |      | ,735 |      |      |
| [2.3.1. Opportunity to networking with other participants]   |           |      |      |      |      |      |      | ,705 |      |
| [2.3.2. The recognition by other participants]   |           |      |      |      |      |      |      | ,679 |      |
| [2.3.4. Feel a sense of a global community]  |           |      |      |      |      |      |      | ,624 |      |
| [2.3.3. Looking for career opportunities]  |           |      |      |      |      |      |      | ,516 |      |
| [3.2.3. I enjoy the planned activities ]   |           |      |      |      |      |      |      |      | ,828 |
| Extraction Method: Principal Component Analysis.   |           |      |      |      |      |      |      |      |      |
| Rotation Method: Varimax with Kaiser Normalization.  |           |      |      |      |      |      |      |      |      |
| a. Rotation converged in 8 iterations.   |           |      |      |      |      |      |      |      |      |

Other interesting aspect is that each factor is composed by the four variables (questions) present in the questionnaire. There are no mixes variables. So, we will maintain the same name of theoretical dimension on each component. Component 1 is called – Experience Assessment, as it contains the 8 variables present in questionnaire. Component 2 is designated – Escapism,

component 3 – Socialization, component 4 is called – Education, component 5 Characteristics of Event, component 6 - Esthetic, component 7 - Entertainment, component 8 - Networking.

#### 4.3.3. Post Analysis

In the sequence of these results, we tested the coefficient internal consistency reliability of the items using Cronbach's alpha (see Table 18 - Internal Consistency - Alpha Cronbach). In this table we can verify the variability of the Cronbach Alpha, demonstrating that all variables appear to contribute well to each alpha (see Appendix IV).

| Table 18: Internal Consistency - Alpha Cronbach |                          |                |                   |
|---|--------------------------|----------------|-------------------|
| Component                                       | Designation              | Cronbach alpha | Reliability Scale |
| C1  | Experience Assessment    | 0,837          | Good              |
| C2  | Escapism                 | 0,889          | Good              |
| C3  | Socialization            | 0,845          | Good              |
| C4  | Education                | 0,878          | Good              |
| C5  | Characteristics of Event | 0,777          | Acceptable        |
| C6  | Esthetic                 | 0,762          | Acceptable        |
| C7  | Entertainment            | 0,797          | Acceptable        |
| C8  | Networking               | 0,654          | Questionable      |

The four higher values correspond to active participation dimensions (Escapism (C2) and Education (C4)), to decision-making factor (Socialization (C3)) and to Experience Assessment (C1).

The four lower values correspond to customer experience with passive participation (Entertainment (C7) and Esthetics (C6)) and the decision-making factors (Characteristics of Event (C5) and Networking (C8)). Cronbach's alpha values prove that all the items are good or acceptable, demonstrating that all variables are closely related, except Network (C8). However, we decide to maintain this item and the initial model.

## **INTERPRETATION**

Summarizing, KMO test is 0,877 reveals sample adequacy, and Bartlett's Test of Sphericity has a significance 0,000, which together with MSA>0,5 in all variables, indicates that factor analysis is an adequate approach. All theoretical dimensions are present in factors, with overall good internal consistency.

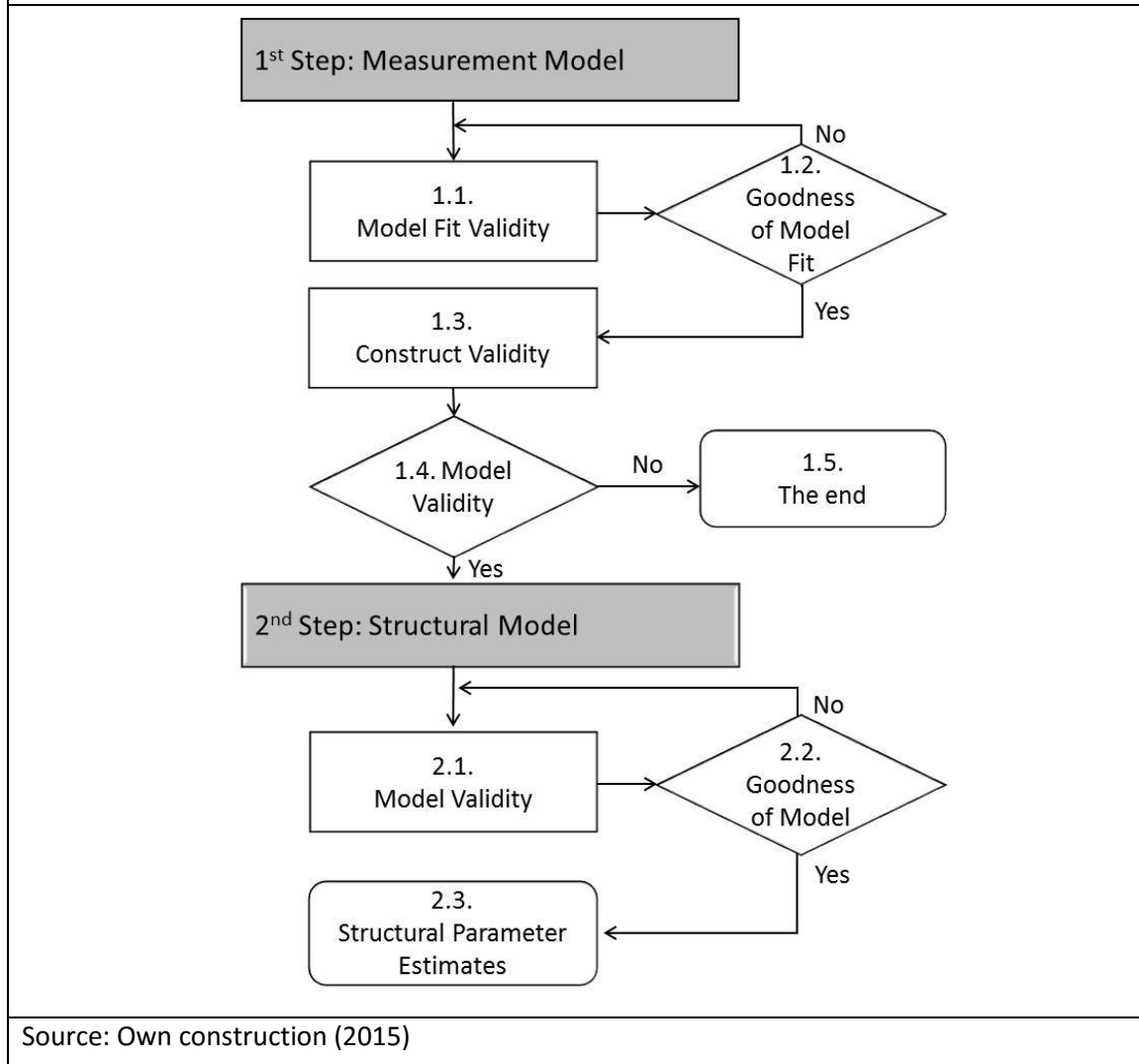
### **4.4. Structural Equation Modeling**

Structural Equation Modeling (SEM) designed to test a conceptual or theoretical model and explain the relationships among variables it can be visualized by a graphical path diagram. The structural equation modeling is used to determine whether there is empirical support for the proposed factor structure and the casual relationship between variables of the measured model, in order to test the hypothesis of this research.

#### **4.4.1. Theoretical Procedure**

A two-step approach was conducted to structural equation modeling: the Measurement Model, that defines latent variables using one or more observed variables and the Structural Model, which links latent variables together (Anderson and Gerbing, 1988) (see Figure 9 - Structural Equation Modeling's Flowchart).

Figure 9: Structural Equation Modeling's Flowchart



### 1<sup>st</sup> Step - Measurement Model

The first step approach corresponds to Measurement Model (CFA) construction which includes several operations. It begins with the confirmatory factor analysis to obtain a more rigorous investigation of reliability and validity of the scales, based on the results of exploratory factor analysis. In exploratory factor analysis, the model is arbitrary (i.e. all variables and all factors were considered) and the Varimax Rotation (i.e. the transformation method) is used to improve the interpretation of the results. In confirmatory factor analysis the model is imposed on the data,

and we used the research model to test. Two main goals are achieved. The first one is the values of estimates of the parameters of the model (i.e. factor loadings) the variance and covariance of the factor and the residual error variances of the observed variables. The second goal is to assess the fit of the model (i.e. assess whether the model itself provides a good fit for the data).

Then, the confirmatory factor analysis measurement model was assessed, by allowing the latent constructs to correlate freely. Once a suitable measurement model was obtained, a path model was identified using the maximum likelihood criterion in AMOS. The maximum likelihood estimation method is used, as it is robust with regards to possible violations of normality (Chou and Bentler, 1993).

### **1.1. Measurement Model Fit Validity**

The measurement of the model fit, points out two opposite operations related to the model's validity. If the validity is not guaranteed, there is the necessity of examining goodness of the fit (GOF) of this model on its own (1.2.). However, if the fit of model is not adequate, the model has to be modified, by deleting parameters that are not significant, to obtain a superior good of the fit. In terms of Figure 9, it means being in (1.2.) and returning to (1.1.) to validate the model fit again. When the model is validated (i.e. the values of GOF are adequate (1.2.)), the measure model construction moves on to step construct analysis (1.3.).

### **1.2. Examine Goodness of Model Fit**

Goodness of the fit indices have been used to assess, simultaneously fit and the simplicity of the model (see Table 19 - Goodness-of-fit indices used).

Table 19: Goodness-of-fit indices used

| Fit Index   | Description   |
|-------------|---|
| $\chi^2/df$ | <b>Ratio of <math>\chi^2</math> to degrees of freedom:</b><br>Because the chi-square test is sensitive to sample size and is only meaningful if the degrees of freedom are taken into account, its value is divided by the number of degrees of freedom |
| CFI         | <b>Comparative Fit Index:</b><br>Shows how much better the model fits, compared to a baseline model, normally the null model, adjusted for the degrees of freedom.  |
| TLI         | <b>Tucker-Lewis Index:</b><br>Shows how much better the model fits, compared to a baseline model, normally the null model, adjusted for the degrees of freedom (can take values greater than one).  |
| RMSEA       | <b>Root Mean Square Error of Approximation:</b><br>Shows how well the model fits the population covariance matrix, taken the number of degrees of freedom into consideration.   |
| GFI         | <b>Goodness of Fit Index:</b><br>Comparison of the squared residuals from prediction with the actual data, not adjusted for the degrees of freedom.   |

Source: Hair, Black, Babin and Anderson (2010)

For TLI, CFI, and GFI a cut-off point of 0,9 and above was taken to indicate model fit (Hair *et al.*, 2010). However, values of 0,8 or higher for GFI are considered acceptable (Hu and Bentler, 1999). A value than 0,08 for RMSEA and a value than 3 for  $\chi^2/df$  would signify reasonable model fit (Hair *et al.*, 2010).

### **Modification model**

The model may need to be modified in order to improve the fit or the simplicity. When the model is considered acceptable, we should examine the results. Modifications therefore, must make sense with the theory adopted or represent acknowledged limitations. However, the changes to the measurement model are needed when the items/data are impure indicators of the latent variables specified by theory.

The model fit assessment it is also an important task, in order to determine how well the model respects the data. This is a basic task in SEM: forming the basis for accepting or rejecting models and, more usually, accepting one competing model over another.

### **1.3. Examine Construct Validity**

Two types of assessment of construct validity are done to model and model fit: the convergent validity to assess how well each variable correlates each other and the discriminant validity to assess the correlation between the variables within their parent factor.

The first assessment is the most important step in the model building sequence, however, it is also one of the most overlooked. In this thesis, convergent validity was assessed by: factor loading, Composite Reliability (CR) and Average Variance Extracted (AVE) (Fornell and Larcker, 1981). According to Hair *et al.* (2010), an acceptable factor loading value is more than 0,5 and when it is equal to 0,7 and above it is considered good for one indicator. According to Hair *et al.* (2010) the acceptable value of CR is 0,7 and above. The last method to check convergent validity is applying AVE. It measures the level of variance captured by a construct versus the level due to

measurement error and its values more than 0,7 are considered very good, whereas, the level of 0,5 and above is acceptable (Hair *et al.*, 2010).

Discriminant validity is a test to ensure there is no significant variance among different variables that could have the same reason. Discriminant validity indicates the differentiation between one construct and another in the same model. A method to assess discriminant validity is comparing AVE and the squared correlation between two constructs. Fornell and Larcker (1981) argue that to check the discriminant validity, the level of AVE should be greater than the squared correlations involving the constructs.

#### **1.4. Construct Validity**

From construct validity two opposite results can emerge. Either construct validity model is not guaranteed (1.5.), or model validity is guaranteed and the second step approach (i.e. Structural Model) can be run.

#### **1.5. Construct Validity no Guarantee**

When construct validity model is not guaranteed there is the necessity to re-analyze the literature review in order to establish a new perspective to assessing the model.

### **2<sup>nd</sup> Step - Structural Model**

The **second step approach** corresponds to the development of a full structural equation model.

#### **2.1. Structural Model Validity**

Structural Model Validity involved the assessment of goodness of fit (2.2.) of the structural model.

If the fit of model is not adequate, the model has to be modified, it means being at (2.2.) and



returning to (2.1.). If the model is adequate, it follows the guidelines outlined for the structural model and evaluation of the significance, direction, and size of the structural parameter estimates (2.3.).

Analyzing regression weights we evaluated the strength and direction of the relationship between the variables. When positive indicates a positive influence; when is negative, the value indicates a negative influence.

#### **4.4.2. Analytical Procedure**

##### **1<sup>st</sup> Setp: Measurement Model Analysis**

A confirmatory factor analysis (CFA), based on the 35 items from the principal component analysis, was carried out. See the outputs in Appendix V – Confirmatory Factory Analysis Results. The initial measurement model failed to achieve acceptable values of the goodness of fit indices, suggesting poor model fit ( $\chi^2/df = 3,293$ ; CFI = 0,847; GFI = 0,786; TLI = 0,829 and RMSEA = 0,072). So, a stepwise removal of items was performed based on modification indices and standardized regression weights to improve the model fit.

Three items (C5\_1 “Event program with solidarity feature”, C8\_3 “Looking for career opportunities” and C1\_8 “I will want come back to participate in next year's edition”) with factor loadings of less than 0,5 were removed. Based on the review of the Modification Indices for the regression weights, suggesting cross-loadings, three items (i.e. C6\_4 “The relationship between physical space and the number of participants allowed me feeling comfortable”, C3\_4 “To meet people from all over the country” and C1\_1 “I am satisfied with my decision to participate in 5<sup>th</sup> BTT Marathon - Rota do Bacalhau”) were removed from the initial model.

The Modification Indices indicated that the fit could be improved by allowing errors of the items that belong to the same factor to be correlated (e25-e26, e28-e29, e26-e28, e26-e30- from Experience Assessment (C1); e16-e17 from Education (C4); e2-e4 – from Characteristics of Event (C1) and e34-e35 from Escapism (C2)).

The fit of the re-specified model improved to  $\chi^2/df = 2,526$ ; CFI = 0,923; GFI = 0,877; TLI = 0,909 and RMSEA = 0,059. Since all the goodness of fit indices showed the fitness of this model, it is considered as the final model.

The AVE estimates were above the cut-off value of 0,50 except for C1-Experience Assessment only slightly lower than the recommended cut-off as shown in Table 20 – Construct Validity.

| Table 20: Construct Validity  |                 |                          |              |              |              |              |              |              |              |
|---|-----------------|--------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Construct   | CR <sup>a</sup> | C1                       | C2           | C3           | C4           | C5           | C6           | C7           | C8           |
| C1- Exp. Assess.  | 0,83            | <b>0,455<sup>b</sup></b> |              |              |              |              |              |              |              |
| C2 - Escapism   | 0,90            | 0,073                    | <b>0,684</b> |              |              |              |              |              |              |
| C3 - Socialization  | 0,87            | 0,095                    | 0,142        | <b>0,696</b> |              |              |              |              |              |
| C4 - Education  | 0,88            | 0,258                    | 0,066        | 0,071        | <b>0,656</b> |              |              |              |              |
| C5 - Charact. Event   | 0,82            | 0,150                    | 0,107        | 0,096        | 0,336        | <b>0,608</b> |              |              |              |
| C6 - Esthetic   | 0,80            | 0,271                    | 0,055        | 0,097        | 0,057        | 0,055        | <b>0,571</b> |              |              |
| C7 - Entertainment  | 0,81            | 0,223                    | 0,007        | 0,099        | 0,128        | 0,106        | 0,223        | <b>0,591</b> |              |
| C8 - Networking   | 0,76            | 0,242                    | 0,061        | 0,227        | 0,231        | 0,310        | 0,060        | 0,095        | <b>0,510</b> |
| <sup>a</sup> Composite Reliability  |                 |                          |              |              |              |              |              |              |              |
| <sup>b</sup> Average Variance Extracted (AVE) on the diagonal in bold; squared correlation between two constructs on the off-diagonal |                 |                          |              |              |              |              |              |              |              |
| Source: AMOS 22, own construction (2015)  |                 |                          |              |              |              |              |              |              |              |

Discriminant validity was further investigated by comparing the average variance extracted (AVE) with the square construct correlation between any of the two constructs. This comparison

provided strong evidence for good discriminant validity of the eight constructs (Table 20 - Construct Validity).

## 2<sup>nd</sup> Step: Structure Model Analysis and Hypotheses Testing

The structural model indicated good fit indices:  $\chi^2/df = 2,668$ ; CFI = 0,914; GFI = 0,867; TLI = 0,900 and RMSEA = 0,061. The outputs of Structural Equation Model are in Appendix VI. The results pertaining to the individual hypotheses are detailed and summarized in Table 21 – Hypotheses Tests Results.

Characteristics of event (C5) positively influenced both active participation dimensions Escapism (C2) ( $\beta=0,22$ ,  $p < 0,001$ ) and Education (C4) ( $\beta=0,48$ ,  $p < 0,001$ ) supporting H1a and H1b. Both, passive participation dimensions (H2a and H2b) were supported because the impact of Characteristics of event (C5) on Esthetics (C6) ( $\beta=0,15$ ,  $p < 0,05$ ) and Entertainment (C7) ( $\beta=0,23$ ,  $p < 0,001$ ) were both significant and positive.

| Table 21: Hypotheses Tests Results                                      |      |      |    |        |          |          |               |
|---|------|------|----|--------|----------|----------|---------------|
| Hypotheses  | Path |      |    | Beta   | <i>t</i> | <i>p</i> | Result        |
| H1a: Characteristics of event (C5) positively affect Escapism (C2)      | C2   | <--- | C5 | 0,217  | 3,364    | ***      | Supported     |
| H1b: Characteristics of event (C5) positively affect Education (C4)     | C4   | <--- | C5 | 0,483  | 7,012    | ***      | Supported     |
| H2a: Characteristics of event (C5) positively affect Esthetics (C6)     | C6   | <--- | C5 | 0,150  | 2,162    | 0,031    | Supported     |
| H2b: Characteristics of event (C5) positively affect Entertainment (C7) | C7   | <--- | C5 | 0,231  | 3,367    | ***      | Supported     |
| H3a: Socialization (C3) positively affect Escapism (C2)                 | C2   | <--- | C3 | 0,342  | 5,765    | ***      | Supported     |
| H3b: Socialization (C3) positively affect Education (C4)                | C4   | <--- | C3 | 0,022  | 0,430    | 0,667    | Not supported |
| H3c: Networking (C8) positively affect Escapism (C2)                    | C2   | <--- | C8 | -0,033 | -0,433   | 0,665    | Not supported |
| H3d: Networking (C8) positively affect                                  | C4   | <--- | C8 | 0,215  | 3,095    | 0,002    | Supported     |

| Table 21: Hypotheses Tests Results                                   |      |      |    |       |       |       |               |
|--|------|------|----|-------|-------|-------|---------------|
| Hypotheses   | Path |      |    | Beta  | t     | p     | Result        |
| Education (C4)   |      |      |    |       |       |       |               |
| H4a: Socialization (C3) positively affect Esthetics (C6)             | C6   | <--- | C3 | 0,236 | 3,692 | ***   | Supported     |
| H4b: Socialization (C3) positively affect Entertainment (C7)         | C7   | <--- | C3 | 0,197 | 3,194 | 0,001 | Supported     |
| H4c: Networking (C8) positively affect Esthetics (C6)                | C6   | <--- | C8 | 0,085 | 1,038 | 0,299 | Not supported |
| H4d: Networking (C8) positively affect Entertainment (C7)            | C7   | <--- | C8 | 0,120 | 1,520 | 0,129 | Not supported |
| H7a: Escapism (C2) positively affect experience assessment (C1)      | C1   | <--- | C2 | 0,098 | 2,024 | 0,043 | Supported     |
| H7b: Education (C4) positively affect experience assessment (C1)     | C1   | <--- | C4 | 0,322 | 5,728 | ***   | Supported     |
| H8a: Esthetics (C6) positively affect experience assessment (C1)     | C1   | <--- | C6 | 0,349 | 6,142 | ***   | Supported     |
| H8b: Entertainment (C7) positively affect experience assessment (C1) | C1   | <--- | C7 | 0,234 | 4,344 | ***   | Supported     |
| Source: AMOS 22, own construction (2015)                             |      |      |    |       |       |       |               |

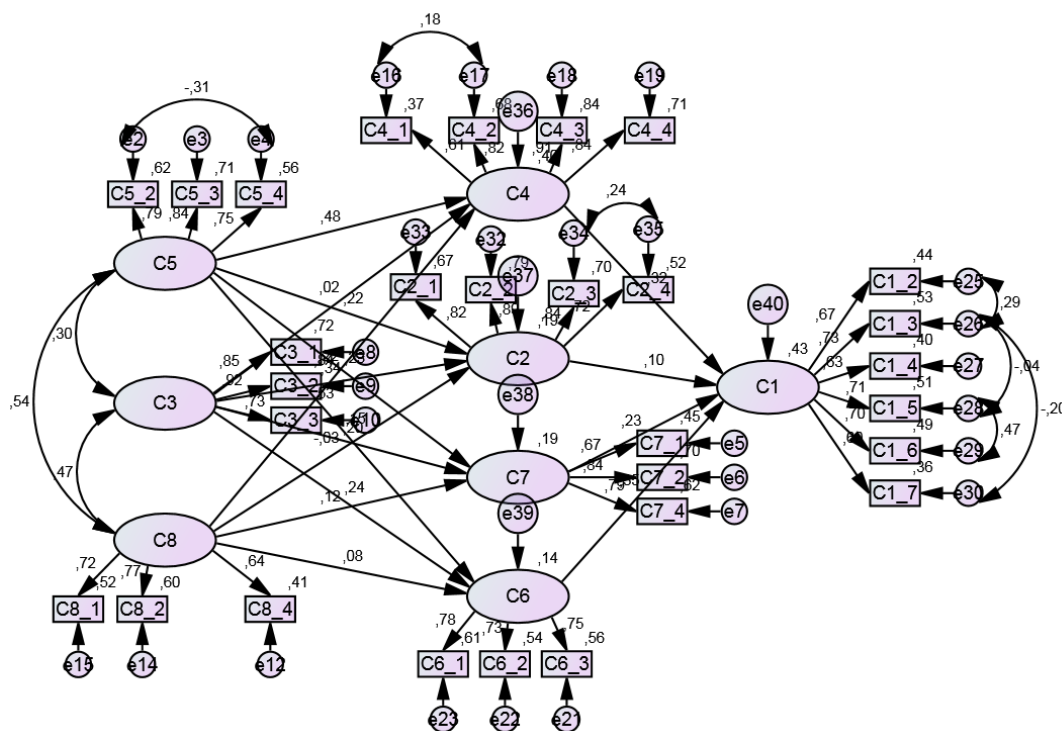
In active participation, Socialization (C3), positively affected Escapism (C2) ( $\beta=0,34$ ,  $p < 0,001$ ) supporting H3a, but H3b was not supported as Socialization (C3) did not significantly influence Education (C4) ( $\beta=0,02$ ,  $p > 0,05$ ). In addition, Networking (C8) positively affected Education (C4) ( $\beta=0,22$ ,  $p < 0,01$ ), but did not significantly influence Escapism (C2) ( $\beta=-0,03$ ,  $p > 0,05$ ). Thus, H3c was rejected and H3d was supported.

In passive participation, Socialization (C3) positively influenced Esthetics (C6) ( $\beta=0,23$ ,  $p < 0,001$ ) and Entertainment (C7) ( $\beta=0,20$ ,  $p < 0,01$ ) supporting H4a and H4b. Networking (C8) did not significantly influence Esthetics (C6) ( $\beta=0,09$ ,  $p > 0,05$ ) nor Entertainment (C7) ( $\beta=0,12$ ,  $p > 0,05$ ). Hence, H4c and H4d were rejected.

In active participation, both H7a and H7b were supported because the impact of Escapism (C2) ( $\beta=0,10$ ,  $p < 0,05$ ) and Education (C4) ( $\beta = 0,32$ ,  $p < 0,001$ ) on Experience Assessment were both significant and positive. As hypothesized, in passive participation, Esthetics (C6) ( $\beta=0,35$ ,  $p < 0,001$ ) and Entertainment (C7) ( $\beta=0,23$ ,  $p < 0,001$ ) positively influenced Experience Assessment. Thus, H8a and H8b were supported.

The Path Diagram is presented in Figure 10. According to the SEM's result, we can conclude that Pine and Gilmore's (1998) model is valid in a serious leisure activity, as well as in hospitality bed-and-breakfast context (Oh, Fiore and Jeoung, 2007) and in the cruise experience context (Hosany and Witham, 2010).

Figure 10: Path Diagram



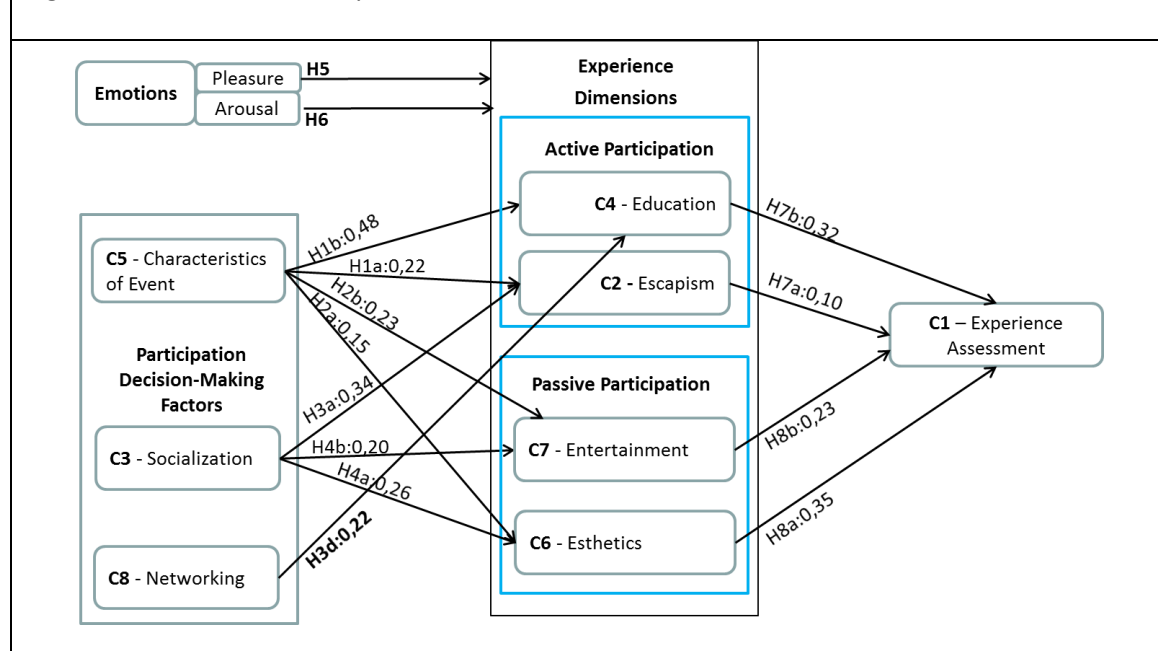
Source: AMOS 22, own construction (2015)

In our model, Participation Decision-Making Factors explained 19,1 per cent of the variation in Escapism, 40,4 per cent of the variation in Education, 13,9 per cent of variation in Esthetics and 18,6 per cent of the variation in Entertainment. Further, the relevance of Experience Dimensions (Active and Passive Participation) is demonstrated in turn by it explaining 43 per cent of the variation in the variable Experience Assessment.

#### 4.5. Discussion and Implications

In this section we justify our data, using literature review and identifying the implication of the findings results. We begin with an initial analysis of the results, then the analysis of individual hypothesis results, and finally a global conclusion (see Figure 11 – Final Model of Experience Dimensions on Serious Leisure Context).

Figure 11: Final Model of Experience Dimensions on Serious Leisure Context



In terms of antecedents of the experience dimensions (i.e. what makes customer willing to participate in the event) all factors (characteristics of event, socialization and networking) have influence, in different proportions, on customer participation in an active and passive way. The motive Characteristics of event (C5) has the main influence in customer experience dimensions, validates the four hypotheses. In opposite way, the motivation factor Networking (C8) has the least influence, it only validates the Education (C4) hypothesis. The second motivation factor Socialization (C3) validates three hypothesis, except the customer experience dimension Education (C4). It seems that Socialization (C3) and Networking (C8) are the opposite of each other.

In terms of output the esthetics (C6-  $H8a: \beta=0,35$ ) and education (C4-  $H7b: \beta=0,32$ ) appeared to be dominant determinant of experience assessment, when the factors are considered individually. Yet, absorption dimensions (Education (C4) and Entertainment (C7)) corresponding to the form of customer's connection contribute to the customer experience assessment.

The first four hypotheses are related to the factors that makes customer willing to participate in the experience. The motive proposes were Characteristics of event (C5) and was related to active participation (C4-Education and C2- Escapism) in hypothesis 1 and passive participation (C6-Esthetics and C7 – Entertainment) hypothesis 2. In the motivation aspects, the factors selected were socialization and networking. And for both of these factors the four dimensions of Pine and Gilmore's Model were analyzed, active participation (in hypothesis 3) and passive participation in (hypothesis 4).

**H1: Participation decision-making motive factor (i.e. characteristics of event) positively affect experience dimension (related to active participation)**

In this case, the motive to participate by the Characteristics of event (C5) has a positive influence on the active level of customer participation. The 5<sup>th</sup> BTT Marathon - Rota do Bacalhau stimulates the sense of customer at mental (Absorption – Education (C4)) and physical (Immersion – Escapism (C2)) levels.

From customer perspective, education means this experience has a meaning to him/her and that customer plays a determinant role in his/her experience (because it is an active participation and requires mental connection). This engagement is consistent with the questionnaire options need to “keep me up with changes” and “the desire to acquire knowledge by participating in leisure activity”. At physical level (Escapism), the customer is actively and deeply involved (i.e. immersion) and the main purpose is to escape from daily routine (Uriely, 2005). Considered the beta values (education: 0,48 and escapism: 0,22) the mental level is higher, once 5<sup>th</sup> BTT Marathon is a competition event which required physical skills.

From company perspective, it means that the characteristics of the event (i.e. serious leisure event) have a symbolic meaning to the customer (Holbrook and Hirschman, 1982) and should be considered at both rational and emotion decisions from customer (Schmitt, 1999), at intellectual and physical levels (Pine and Gilmore, 1998), even in an event that applies a physical effort, like BTT.

**H2: Participation decision-making motive factor (i.e. Characteristics of event) positively affect experience dimension (related to passive participation).**

In this case, the motive to participate has a positive influence on Entertainment (C7) and on Esthetics (C6) dimensions.



From customer perspective, this means that they seek out and engaging experience (i.e. expected to enjoy the event myself) (Oh, Fiore and Jeoung, 2007) confirm that Entertainment (C7) remains an important dimension of customer experience, associated to the streetmosphere provided by BTT Marathon.

The reason to the Esthetic (C6) (i.e. physical environmental characteristics are rich in sensations) pleases customers in terms of the “physical environment” and the “established route”. This factor (Esthetic (C6)) was the lowest considered by customer deciding to participate. It may refer to the geographic location of residence. Almost half of the participants are from Aveiro region, so they are familiar with the landscape, or because some of these participants have participated in previous Marathons.

From the company perspective, although BTT Marathon is an individual sport, participants appreciate the entertainment and esthetic activity planned within this event (Oh, Fiore and Jeoung, 2007; Pine and Gilmore, 1998).

**H3: Participation decision-making motivation factors (i.e. Socialization and Networking) positively affect experience dimension (related to active participation).**

The H3 tests at same time the motivational factors (Socialization (C3) and Networking (C8)) and customer active participation (Education (C4) and Escapism (C2)). Socialization (C3) has a positive influence on participants who are involved at a physical level, it means Escapism (C2) dimension. In an opposite way, Networking (C8) only influences participants who are involved at a mental level (Education (C4)).

Using the participants' training features data to understand the motivational factors. The first type of participant (36,9%) practices only at the weekend with training length between 2 and 3 hours. This type of participation suggests that participants intend to "*relieve the daily stress*", related to Escapism (C2) dimension. The second type of participant (30,6%) practices only at the weekend with training length between 1 and 2 hours. These participants belong to cycling associations, and they use the practice with the purpose of developing physical skills. However, aspects like team unity and team spirit are worked through socialization aspect and at the same time improve their physical skills.

The Networking (C8) explanation is different. Participants, whose motivation factor is networking, appreciate the mental stimulus (related to Education (C4) dimension). It means that participants establish new contacts to improve their knowledge and the focus is on the value of the information.

To company's perspective, these results mean that the event design must consider time and space to customer socialization and network, thus responding to their emotional and rational needs.

**H4: Participation decision-making motivation factors (i.e. Socialization and Networking) positively affect experience dimension (related to passive participation).**

This hypothesis tests simultaneously the motivational factors (Socialization (C3) and Networking (C8)) and customer passive participation (Entertainment (C7) and Esthetic (C6)). Motivational factors are the cause for personal actions (Prentice, 2004). Socialization (C3) as a motivation factor has positive influence on Entertainment (C7) and Esthetic (C6) dimensions. Adding to the

above explanation, we use *“the subjective mental state felt by customer”* present in tourism experience definition (Otto and Ritchie, 1996:166) to argue that even in a leisure event with high level of physical demand (i.e. rational aspect) customer is also looking for the emotional aspects. In passive participation, customer receives different stimulation through the senses, in this case related to the streetmosphere of the event and the physical environment.

From company's perspective, this result means that in a serious leisure event context, the pleasure aspects involving landscape as decision making factors but also the streetmosphere provided by the event.

The other motivational factor Networking (C8) does not support any of customer passive participation (Entertainment (C7) and Esthetic (C6)).

#### **H5/H6. Pleasure and Arousal Emotions affect experience dimension (active or passive participation).**

At the beginning of the event, customer felt positive emotional reactions related to pleasure (i.e. hedonic content) and arousal (i.e. experience with high intensity).

This event has a positive meaning to participants, given the fact that more than 60% felt contentment and pleasantness. Cross this information with results from sports practice (i.e. only at weekend) and training length (i.e. from 2 and 3 hours) participants faced this event like a hobby and link to life style aspects (Hosany and Witham, 2010), which explains the pleasure emotions from participants who like to socialize and enjoy the presence of other participants. Although 54% of participants felt cheerful, the intensity of physical response to a stimulus is the higher level of

excitement (Oh, Fiore and Jeoung, 2007). For the participants that compete for a reward, the arousal experience endures memories and this is a central aspect to cruise experience is point out by Hosany and Witham (2010).

**H7: Experience dimensions (active participation) positively affect experience assessment.**

From exploratory factorial analysis, the output of experience is not the customer satisfaction, memory and return. Instead, we have a new dimension – experience assessment.

In Oh, Fiore and Jeoung's (2007) results, it is not possible relate each experience dimension to a specific consequence, and the reason pointed is the experience offering. Our results show that active participation positively influences experience assessment. And the higher value is from Education (C4) dimension. It means customer is actively involved with the experience, at a mental level. Confirming Tynan and Mckechnie (2009) the need to customer has learned and development of new skills.

**H8: Experience dimensions (passive participation) positively affect experience assessment.**

Esthetics (C6) dimension has a positive influence on experience assessment than Entertainment (C7).

**Summing up**

The participation decision-making factors, considering the BTT Marathon nature (i.e. means serious leisure event which requires a physical involvement from the customer), are the characteristics of event and socialization. The three participation decision-making factors selected

explain 40 per cent of variation in education dimension (C4) and almost 20 per cent of variation in escapism dimension (C2).

Experiences are inherently personal (Pine and Gilmore, 1998) which explains the two positive and different emotional reactions to the same event. The pleasure emotion (related to hedonistic feelings and fun) expected by customers at the beginning of the event and arousal emotion (related to the physical response) need to run the BTT Marathon.

In terms of experience assessment, is expected that immersion dimensions (i.e. Escapism (C2) and Esthetics (C6)) had the most contribution, particularly the Escapism (C2) due to physical involvement, or the Education (C4) and Escapism (C2) dimensions once they require from the customer an active participation, especially Escapism (C2). Our results show a different distribution. The four dimensions contribute to customer's experience assessment by this decreasing order Esthetics (C6), Education (C4), Entertainment (C7) and the last one Escapism (C2).

#### **4.6. Final Considerations**

This chapter presents the empirical results of 5<sup>th</sup> BTT Marathon - Rota do Bacalhau, 2014 questionnaire, as well as the discussion, in accordance with the research plan and the methodology defined in Chapter 3.

The descriptive statistics were conducted in the beginning, using basic statistics (like: means, percentages and frequencies) to characterize the sample. This information relates to participants' features (like: gender and age, residence geographic location, civil status, education and work environment variables) and training features (like: sports practice and training length) variables.

The next step was verifying the preliminary conditions in terms of reliability and validity of the data. This allows us to use more advanced statistical test. Exploratory factorial analysis tells us that there are linear combinations and data reduction (from 36 variables to 9 component) keeping 68% of each variable variability. The model produced maintains the 8 dimensions, however, the dimension of customer assessment included in the hypothesis refers to customer satisfaction (H7-active participation and H8-passive participation), customer memory (H9) and customer return (H10).

The structural equation model supports the research model that proposes to analyze the application of Pine and Gilmore's (1998) model to a serious leisure context. The results support 12 from 16 hypotheses.

Our results do not respect either the dimension related to the XX axis (passive/active participation) or the dimension related YY axis (absorption/immersion involvement). Instead, we obtained cross-dimensions results.

The first pair is Esthetics (C6) with Education (C4). Customer appreciates the sensation (i.e. stimulus) provided by physical environment and then the knowledge he/she gets from education (i.e. that engaging their mind) once they increase, both their knowledge and physical skills, by intellectual education (Kim, Hallab and Kim, 2012; Kim, Ritchie and McCormick, 2012; Pine and Gilmore, 1998).

The second cross axis is Entertainment (C7) with Escapism (C2), means customer is actively involved with the experience, at mental and physical levels. Customer looks for emotional

aspects, like enjoying the event and having fun. Confirming Tynan and Mckechnie (2009) need to customer having entertained and enjoyment as an outcomes of the experience, instead of running BTT Marathon in a competitive way, justifying Escapism (2) dimension.





## **5. CONCLUSIONS**

### **5.1. Introductory Remarks**

The purpose of this thesis was to analyze experience dimensions, using Pine and Gilmore's (1998) model applying it to serious leisure context, looking at customer perspective, in order to measure the connection of customer to the experience event. This study confirms the viability of Pine and Gilmore's (1998) model applied to serious leisure activities. It is also a contribution to the customer experience, confirming the academic knowledge and empirical results from previous studies. Our model confirms in a balanced way the hedonic pleasures and the utilitarian aspects, once the four dimensions proposed by Pine and Gilmore explain the variance of customer experience assessment in a crossed way. The first side corresponds to Esthetic and Education dimensions and the second one to Entertainment and Escapism dimensions.

The "what" and "why" questions are proposed by Prentice (2004) to understand the tourist deep motivations approach in a visit destination. We did this reflection as well. The first question is "What is experience?". We assumed that a phenomenological perspective (i.e. the phenomena directly concerned with the event) was taken and the main characteristics are Pine and Gilmore (1998) experience dimensions (i.e. education, escapism, esthetic and entertainment). The second question is "why". The question made is "Why use experience?" we analyzed the company and customer perspectives. These two opposite and at the same time complementary perspectives allow us to identify the tools and processes that are used by companies, the antecedent conditions customer brings to the experience and feelings, the customer's engagement that takes place during the experience encounter (Poulsson and Kale, 2004) and use them in our conceptual model.

The importance of customer experience is recognized by academic and practitioners, from marketing field. The company purpose (i.e. the intention to create an experience) should correspond to customer experience goals. It means, customers are looking for “*fantasies, feelings and fun*” (Holbrook and Hirschman, 1982:132) as motivation to participate in experience; “*dazzle their senses*”, “*engage them personally*”, “*touch their hearts*” and “*stimulate their minds*” (Schmitt, 1999:57) during the experience, and customer experience as unique, memorable and sustainable over time (Pine and Gilmore, 1999) as output of experience. From customer perspective, Tynan and McKechnie (2009:509) define a successful experience has having “*entertained and enjoyment*” and also “*learned and development of new skills*”. Therefore, we propose customer experience as personal with subjective responses (Gentile, Spiller and Noci, 2007; Holbrook and Hirschman, 1982; Meyer and Schwager, 2007; Pine and Gilmore, 1998; Pullman and Gross, 2004).

Our empirical study supports these arguments. 832 people that travelled from all around the country to participate in the 5<sup>th</sup> BTT Marathon – Rota do Bacalhau in 2014, a number that has been increasing throughout the years. Since the first edition, the Rotary Club of Ílhavo chooses a different route, bearing in mind the sensation that physical environmental characteristics provokes. Our results also show that the desire of experience from customer are associated to the characteristics of events (as motive) and socialization (as motivational) decision-making factors.

Although experience economy concept defined by Pine and Gilmore arose almost two decades ago, and received significant contributions (Helkkula, 2011), there are some gaps difficult to solve: the ambiguity of definition, the holistic nature of the experience and the limited number of empirical papers.

We assume the ambiguity of experience definition. Which means, assuming customer as subject of experience, the subjectivity of experience, a specific event considers both utilitarian and emotional aspects of experience, and as a result a holistic assessment. Given the nature of the experience, we do not propose any contribution.

The quantity of conceptual papers in this theme is not proportional to the progression made Helkkula (2011). Our first concern was finding empirical papers in tourism context, which apply Pine and Gilmore's (1998) model, to find the author that published, the research issue, the methodologies adopted and the results obtained, in order to better adjust previous knowledge to BTT specific context.

Other gaps are pointed to Tynan and McKechnie (2009:503), which correspond to our concern and have some contribution through our findings:

1) *the customer participation it is not clear if it is active or passive participation.* We show customer physically present in the event (any virtual option was included). From our data, the experience dimension related to passive and active participation are both present and were selected in a cross way (i.e. esthetics/education and entertainment/escapism). In sum, even in a BTT Marathon with a physical involvement, customer also identifies items from passive participations.

2) *if customer experience required interaction or not.* We choose and test an example where interaction is needed. Our data is based solely on BTT Marathon participants' opinion.

3) *the customer outcomes related to (...).* The empirical results do not allow an individualized analysis of outcomes like satisfaction, memories and return. From exploratory factorial

analysis we only have a global assessment. Our results show that experience dimensions explain 43 per cent of the variation of the customer experience assessment.

We use two statements, which defend that experience can be used as economic and marketing tool. The first statement is defended by Janiszewski (2009:2) by arguing that *“interdisciplinary as a way to make progress”* and the second one by Gentile, Spiller and Noci (2007:404) by arguing that *“regardless the context, customers want to live positive consumption experience.”* So, the motivations and subjective responses from customers have to be the main concern of the company.

## **5.2. Conclusions about each research question and suggestions**

In this section we present the main conclusion about the research questions.

The first research question is “What decision-making factors influence customer experience?”

In a holistic experience point of view, the decision-making factors have underpinning, objective and subjective purposes. The objective purpose of this event is competing in the BTT Marathon, assuming the experience at an individual level and in a specific context. Our results show that the active dimensions (i.e. Education and Escapism) receive the highest influence from participation decision-making factors. Competing in the BTT Marathon from customer perspective requires a mental and physical stimulus (i.e. beginning and finish the race) with an active participation, with or without an individual competitive purpose.

The subjective purpose refers to social and relational aspects that occur in experience contexts (Pullman and Gross, 2004). The motivation factor – socialization – as subjective purpose has an influence on Escapism (C2), Entertainment (C7) and Esthetics (C6). Participants do this as a hobby,

hedonic pleasure and to be together. The second motivation factor - networking – only influences Education (C4) dimension, justifying the need of learning and develop skills by practicing.

The emotions felt at the beginning of the event are positive pleasant emotions and help us define the profile of participants. The level of emotional impact decreases when the experience is always the same (Shaw and Ivens, 2005). Similar to what has been done in previous events we propose a different route for next BTT Marathon edition, reinforcing both the Esthetic (C6) dimension and the emotions.

The second research question is “What specific experience dimensions (Education, Escapism, Esthetic or Entertainment) are more valued by customers in a leisure context?”

This question has two different answers, considering the context before, and after, customer participates in the BTT Marathon. Before customer’s participation, and according to the participation decision-making factors selected, Education, Escapism, Entertainment, and Esthetics dimensions are valued in this order. After the BTT Marathon participation, the order that dimension contributes to customer experience assessment is different. The dimensions, in descending order, that are more valued are Esthetics, Education, Entertainment and Escapism. This is an interesting conclusion that could be taken by companies. Although it confirms the previous knowledge about the different levels of engagement present in any experience due to personal character (Schmitt, 1999).

From our results, we confirm the presence of: rational, emotional, sensorial and physical levels; in terms of esthetic dimension, the BTT Marathon establishes a route exploring the diversity of physical environment of 55km of the Aveiro region, from the plains along Ria de Aveiro to

mountains. Consumer enjoys just being in a sensory-rich environment, without affecting or altering the nature of the environment (Oh, Fiore and Jeoung, 2007).

The desire of experience has different purposes. The first is the desire of experience that could be a strategy to improve knowledge in a pleasant way and consequently self-improvement (Prentice, 2004). Considering the higher educational level of the participants (i.e. graduation) this reason could explain the wish of self-improvement is underpinning their options. The second idea refers to enjoying good times with family and friends (Lee, Lee and Wiks, 2004). This idea gives meaning to our results.

As a suggestion to the organization of next year's BTT Marathon, we mentioned the focus on esthetical aspects (i.e. the route definition seeing diversity of physical environment). The marketing strategy adopted for the promotion of next BTT Marathon is another suggestion.

Chandralal and Valenzuela (2013) identify the relation between emotions, more specifically happiness and social interactions and activities. This idea, also gives meaning to the results regarding emotions felt at the arrival to the event. The emotions like, contentment, pleasure and happiness present the highest values. As Palmer (2010) argues it could mean the importance that customers give to the event, but also, the contribution of these moments to bring happiness to life.

Summing up, to each customer the participation in the BTT event could be a clever strategy. It means, spending time with other people (family, friends or strangers) and simultaneously improve personal skills.

The third question is “What is the assessment given by the customer to the experience?”

We expected to see from these experiences, changes in attitude or behaviour. Our model does not provide individualized values for customer satisfaction, customer memories and customer return. All these aspects are included in the assessment experience. The memories process is a constructive or reconstructive process which implies some detachment and this question is made just after the end of the Marathon, so participants have other intense concerns, as they are tired.

Our suggestion to the BTT organization is continuing to promote the event. The customer experience, in serious activities highlights the esthetics dimension, take into consideration the need to define time and a place to social interactions occurs as well as personal improvement. Next year's edition should provide a different route and link important villages in the itinerary as the Bicycle Tour of Portugal. The crowd along the roads can applaud the participants and have, at same time, the possibility to visit the region and find cultural interests. The benefits from these aspects bring more tourists to the city of Ílhavo, increase the number of participants in the event. This option intensifies the sense of pleasure and promotes the tourism nature.

### **5.3. Conclusions about the research problem**

The research problem proposal to this thesis is related to the deep connection of customer to an event's experience. This concern came from the underpinning assumptions of experience economy proposed by Pine and Gilmore, which are, the need to add value to service and create a new economic offering called experience.

We assume experience is the value of service. Our focus is on customer engagement, and not in the economic profit to the company. This first perspective taken was company in academic

research. This approach is similar to the service. The customer participation is seen as customer role and supply chain management from service literature. However, a different approach is proposed by experience practitioners' researches. The interaction with customer engages through emotions. In this perspective, the conscience is on hedonic and symbolic benefits associated to experience.

Pine and Gilmore's (1998) model is conceived based on two axis, the customer participation (XX axis) and customer connection (YY axis). Using BTT Marathon context and company perspective it is expected to obtain an immersion customer (i.e. physical connection) with a high level of participation, corresponding to escapism dimension's characteristics. The empirical result shows, BTT Marathon participants are deeply connected in a passive way (i.e. esthetic). From customer perspective, perhaps the issue mentioned on questions is not important for them, and the level of participation is a natural consequence of this activity.

Our results confirm, once again, from company perspective the subjectivity and multifaceted customer responses encompass "*cognitive, affective, emotional, social and physical*" (Verhoef *et al.*, 2009: 32), and also, from customer perspective the seeking of experiences which are "*engaging, robust, compelling*" (Gilmore and Pine, 2002:10).

#### **5.4. Academic Implications**

Pine and Gilmore proposal of creation a new economic offering called experience is an ambitious purpose, once experience does not have a clear definition. Experience is a recent and complex concept, which still requires a solid research by academic and practitioner's research.



To us, the main academic implication of this research is the challenge launched to companies. This means, company has to put aside the logic of service provided based on service/marketing segmentation, to focus on individual and social values, related to hedonic and emotional aspects. These aspects are supported by Cova and Dallı (2009:17) when they state *“consumers work in order to feel satisfied, gratified (on the personal level) and, sometimes, socially recognized”*.

In tourism literature review, the individual value systems are pointed to the choice of touristic destination rose as motives push factor. In this study we define the characteristics of the event, socialization and networking as an antecedent of experience dimension. This point could be better explored, once it brings important information to the company in terms of options for the experience design.

For the research model of experience dimension on serious leisure context we defined three assessment outputs: customer satisfaction, customer memory and customer return. The logic of assessment constructs was, measure the satisfaction of experience dimension (that is a present state); predict future intention (return) from service provider’s perspective, once the sustainability of the business must be ensured; the third and last output defined was customer memory, considering customer perspective and respect one of Pine and Gilmore’s (1988) outputs suggested (i.e. memorable experience).

However, from the questionnaire analysis, the research model’s output was experience assessment (C1). In academic perspective, it could point to the difficulty of measuring the customer experience, once we are dealing with personal and subjective outputs. We suggest different constructs, with other outcomes asking contributions from other fields, especially to sociological field. Satisfaction is related to the differential between previous expectations and

final results, in the same logic of service quality defined by Parasuraman, Zeithaml and Berry (1988). According to our results, the pairs of output/consequences propose by Holbrook and Hirschman (1982): function/fun, results/enjoyment and purpose/pleasure could be better outputs to measure memorable experience.

Other suggestion is to measure memory after a period of time and ask for conceptual aspects, like physical environment or social aspects (Larsen, 2007). And at the end of the event, measure emotion variables.

### **5.5. Managerial Implications**

This model could be considered as an instrument to other situations, considering the holistic experience. Managerial implications of these findings confirm the mega-trend of customer experience desire, in 5<sup>th</sup> BTT Marathon event.

Assuming a lack of generalized experience concept, we considered holistic experience as an important way to explain customer experience. This position is defended in literature review (Petermans, Janssens and Van Cleempoel, 2013; Tynan and McKechnie, 2009; Verhoef *et al.*, 2009).

The results of this type of events - serious leisure activity show that participation decision-making factors (like characteristics of event and networking) have influence on education experience dimension. However, to managerial implication we consider the need of an in-depth knowledge assessment of the factors that lead to participate, the function of experience dimension in customer's mind and the output in the way customer assesses its experience. This scale can be used as managerial tool to evaluate future events.

The 5<sup>th</sup> BTT Marathon - Rota do Bacalhau design and implementation does not use the Pine and Gilmore's principles related to a memorable experience. This study offers an opportunity to consolidate knowledge, but also applies new understandings in different and real context (BTT Marathon).

The emotions considered at the beginning of the event influence positively the level of customer participation. The design of experience could be influenced by emotions, bearing in mind the positive clues. From a managerial standpoint, and using Carbone and Haeckel (1994: 9) word "*customer always gets an experience*". In terms of marketing information, it can be used as information to future events, including in promotional dissemination.

We agree with these authors' opinions, when they argue that experiences are no longer an optional added value but a mandatory benefit of any tourism offer (Larsen, 2007) and "*tourism experiences are shaped by its utilitarian, social and emotional values*" (Pikkemaat *et al.*, 2009: 241). We also agree with Ritchie and Hudson (2009) when they argue that an effort is needed to achieve better understanding of the types of tourism experiences. This issue could be a start to another research avenue.

## **5.6. Limitations**

This study presents some limitations. The first one refers to the sample. We use a sample of participants from the 5<sup>th</sup> BTT Marathon - Rota do Bacalhau. As we saw in Empirical Findings and Analysis (chapter 4), two main groups are formed 55,1% from Aveiro, Ílhavo and Vagos regions and 44,9% from other geographic locations.

This study was based on a single event that took place in the Region of Aveiro, Portugal. It would be interesting to apply this questionnaire to different leisure activities in different parts of the country and compare the results.

As mentioned on Methodology (chapter 3) we do not do a pre-test of the questionnaire close to the participants 5<sup>th</sup> BTT Marathon - Rota do Bacalhau, as time would not have allowed the adaptation of the questionnaire. Nonetheless, the internal consistency reliability, (i.e. the Cronbach's values) demonstrates that all variables are closely related.

Other limitation is time. The survey team only had the interval of time between the participants' arrival to the lunch location and the lunch itself. The participants arrived to the lunch location, took some time to rest and to restore their energies, then they cleaned their bicycles; took a quick bath and kept in line to eat. The ten elements of a trained training team used this time to collect information.

We still call for further research (theoretical and empirical) on this issue in order to clarify the customer tourism experience in an academic way, and provide better experience to retain in customer assessment.

### **5.7. Directions and Further Research**

In the management field, customer experience is a natural evolution of customer participation on the service process. In previous research, customer participation focused on the number or quality of customer's tasks to achieve profit. In a broader view, this thesis may reveal some points that could be taken into account in the service field, based on academic research of experience.

We argue that experience concept is close to service as economic offering, considering the way companies face their activity.

We saw experience from companies' perspective, and we argue that the attributes of service, in the service encounter context, contribute greatly for the success of customer experience. Even in service sector and pondering upon the management perspective, we suggest, for further research, the focus on customer, once the next research avenue is customer experience. Nowadays, the experience concept is seen as a strategic advantage by companies and a demand of customer (consequence of postmodern age).

Customer-to-customer interaction is a service research issue. It encapsulates two types of relationships that are always present: the company-customer interaction and customer-to-customer interaction. Nicholls (2010) argues that it is one of the ten new directions of CCI research. In services where customer is physically present, customer interaction contributes to the overall service experience. Other customers' presence and their behavior (e.g. their pleasantness, diversity, approachability, etc.) contribute to the overall quality of customer's service experience (Bitner, 1990; Lehtinen and Lehtinen, 1991).

We argue that customer experience is a personal matter, following Pine and Gilmore's (1998) argue. The 5<sup>Th</sup> BTT Marathon - Rota do Bacalhau 2014 had 816 participants and the experience of one customer can be influenced by the presence of another. The ease of social experiences among family members, friends or strangers, is determinant. From literature review, the main reasons pointed out the importance of customer interaction refer to the frequency (Grove and Fisk, 1997) and the wide diversity of customer interaction contexts (Baron, Patterson, Harris and Hodgson, 2007; Coghlan, 2012; Grove and Fisk, 1997; McGrath and Otnes, 1995; Nicholls, 2009;

Wu and Liang, 2009). Offering experiences cannot be duplicated even if we play the same experience with the same people.

All the reasons pointed above, assume the service provider's perspective, in terms of the service process, the customer behavior and roles they play. From a customer's perspective, the changes in the value they associate to the service, and the appreciation of the service experience, justify the interest in researching this theme.

One of the assumptions of experience economy is the engagement of customer through emotions. Other topic to future research is the identification of factors that influence the relationships between emotions and experience. We analyze the emotion as a predictor of customer experience. However, other authors propose emotions as mediator between customer experience and customer satisfaction (Jaeger, Cardello and Schutz, 2013). The third possibility is analyzing emotion during the event. According to Schmitt (2010), the next step of experience marketing research is the relationship between experience and happiness. Murray, Foley and Lynch (2010a) formulate a broader question, with which we agree *"How does the level of emotional involvement from pre-experience to post-experience have an impact on the perceived overall experience of the tourist?"*

Regardless of emotions analysis being prior, during or after event, further research is necessary. Emotions are closely related to subjective response of customer. Thus, future research on service experience should not ignore that the motives and motivation factors have to be the main concern to the company. The contribution can come from other field, like tourism for instance, by comparing the social exchange theory (commonly used in management field) and social identity theory (used in tourism field) focus on patterns of customer involvement with an activity. The

tourism experience is a powerful avenue for future research with implications on management of the tourism sector.

Other topic for future research is creative tourism. According to UNESCO's (2006:3) definition creative tourism is the "*authentic experience*". Using customer behavior output on serious leisure activity to introduce creative tourism (i.e. create a new interest on the subject of serious leisure activity related with a tourism destination or region). In the same direction of our data, tourists' desire of fulfilling and meaningful experiences (Prentice, 2001) and improve "*self-personal development and identity creation*" (Richards and Marques, 2012:2).

Taking into consideration "*the need of tourism to re-invent itself*" pointed out by Richards and Marques (2012:2) we suggest the analysis to different issues below tourism: the *serious leisure* and *creative experience*. This means, using support activities to promote the geographic region, which is the main motive for the participation of local people. Like other economic sector, this event could use "*volunteer labor force strategy*", in spite of recruiting only local volunteers. In addition, we "*adopt experiences related to everyday life of one community*" as Tan, Kung and Luh (2013:153) suggest.

From literature review, there is a meaningful number of conceptual models to explain the complexity of experience. However, we suggest a reduction of the complexity of conceptual models, focus on fewer variables, and test them in order to obtain suitable results. This advice would be valid also for us, if we started now. However, we propose for future research a further validation of this model, using different serious activity context.

We agree with Helkkula (2011) when she says that a lot of papers are published, however, the increase of knowledge is not proportional. Two reasons are pointed for the companies' slow adoption of customer experience concept, *"lack of literature models, interpretation and conceptualization"* from academic perspective, and *"lack of structure management approach"* from practice perspective (Gentile, Spiller and Noci, 2007:397).

It was our assumption when we began this thesis that we could contribute with a robust model, and at the end of the work done, the feeling is that we made an incremental contribution sharing the notion of the experience concept complex, with all other authors that support our argument.

Some positive ideas define author's personal interest on the concept of this thesis. First of all, it is a matter of personal accomplishment, considering the complexity of the PhD process, softened however, by my supervisors' support; also the knowledge specialization on the customer experience topics, given the fact that it is an emergent issue with a great number of challenges to solve, and indirectly in the development of other skills concerning the PhD process; another aspect is, through empirical data analysis, to discover new links among variables; transform customer perception and contribute to build an emotional way to engage customers in the business world; and finally, sharing the new knowledge with scholars and entrepreneurial community.



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<http://rotadobacalhau.net> – Official site of the event **BTT Marathon - Rota do Bacalhau, 2014**;

<http://www-01.ibm.com> – IBM Knowledge Center;





## APPENDICES

### Appendix I - Questionnaire in Portuguese



O presente questionário é realizado no âmbito de uma tese de doutoramento. As respostas são anónimas e confidenciais. Não há respostas certas ou erradas. Só queremos a sua opinião. Muito obrigada.

| Dados socio-demográficos   |  |   |  |                                    |                          |
|--|--|---|--|------------------------------------|--------------------------|
| <b>Sexo</b>  |  |   |  |                                    |                          |
| <input type="checkbox"/> Masculino   | <input type="checkbox"/> Feminino  |   |  |                                    |                          |
| <b>Idade</b>   |  |   |  |                                    |                          |
| <input type="checkbox"/> <18 anos  | <input type="checkbox"/> 18-24 anos  | <input type="checkbox"/> 25-34 anos           | <input type="checkbox"/> 35-44 anos    |                                    |                          |
| <input type="checkbox"/> 45-54 anos  | <input type="checkbox"/> 55-64 anos  | <input type="checkbox"/> 65 ou mais           |  |                                    |                          |
| <b>Concelho de Residência</b>  |  |   |  |                                    |                          |
| <input type="text"/>   |  |   |  |                                    |                          |
| <b>Prática Desportiva</b>  |  |   |  |                                    |                          |
| <input type="checkbox"/> Só ao Fim-de-Semana   | <input type="checkbox"/> Todos os dias da Semana   | <input type="checkbox"/> 3vezes/Semana        | <input type="checkbox"/> 2vezes/Semana |                                    |                          |
| <b>Duração do treino</b>   |  |   |  |                                    |                          |
| <input type="checkbox"/> entre 1 a 2 horas   | <input type="checkbox"/> entre 2a 3 horas  | <input type="checkbox"/> mais de 3horas       |  |                                    |                          |
| <b>Estado civil</b>  |  |   |  |                                    |                          |
| <input type="checkbox"/> Solteiro  | <input type="checkbox"/> Casado  | <input type="checkbox"/> Divorciado           | <input type="checkbox"/> Viúvo         |                                    |                          |
| <b>Escolaridade</b>  |  |   |  |                                    |                          |
| <input type="checkbox"/> até 12º Ano   | <input type="checkbox"/> 12º Ano Concluído   | <input type="checkbox"/> Habilitação Superior |  |                                    |                          |
| <b>Situação Laboral</b>  |  |   |  |                                    |                          |
| <input type="checkbox"/> Empregado (sector serviços)   | <input type="checkbox"/> Empregado (Serviços ligados a actividades artísticas, de espectáculos, desportivas e recreativas) |   |  |                                    |                          |
| <input type="checkbox"/> Empregado (sector comércio)   | <input type="checkbox"/> Empregado (indústria)   | <input type="checkbox"/> Estudante            | <input type="checkbox"/> Desempregado  | <input type="checkbox"/> Reformado |                          |
| <b>1. Quais foram as três emoções mais intensas que sentiu quando chegou ao evento da Rota do Bacalhau?</b>        |  |   |  |                                    |                          |
| <input type="checkbox"/> Contente  | <input type="checkbox"/> Zangado   | <input type="checkbox"/> Bem-Disposto         | <input type="checkbox"/> Deprimido     |                                    |                          |
| <input type="checkbox"/> Feliz   | <input type="checkbox"/> Infeliz   | <input type="checkbox"/> Entusiasmado         | <input type="checkbox"/> Calmo         |                                    |                          |
| <input type="checkbox"/> Satisfeito  | <input type="checkbox"/> Insatisfeito  | <input type="checkbox"/> Nervoso              | <input type="checkbox"/> Relaxado      |                                    |                          |
| <input type="checkbox"/> Encantado   | <input type="checkbox"/> Desapontado   | <input type="checkbox"/> Surpreendido         | <input type="checkbox"/> Indiferente   |                                    |                          |
| <input type="checkbox"/> Entretido   | <input type="checkbox"/> Aborrecido  |   |  |                                    |                          |
| <b>2. O que o fez participar no evento da Rota do Bacalhau?</b>  |  |   |  |                                    |                          |
| <b>1 - Discordo totalmente; 2 - Discordo; 3 - Nem discordo nem concordo; 4 - Concordo; 5 - Concordo totalmente</b> |  |   |  |                                    |                          |
| <b>Em termos das características do evento:</b>  | <b>1</b>   | <b>2</b>                                      | <b>3</b>                               | <b>4</b>                           | <b>5</b>                 |
| O programa do evento de carácter solidário   | <input type="checkbox"/>   | <input type="checkbox"/>                      | <input type="checkbox"/>               | <input type="checkbox"/>           | <input type="checkbox"/> |
| O desejo de adquirir conhecimento participando em actividades lúdicas  | <input type="checkbox"/>   | <input type="checkbox"/>                      | <input type="checkbox"/>               | <input type="checkbox"/>           | <input type="checkbox"/> |
| Manter-me actualizado  | <input type="checkbox"/>   | <input type="checkbox"/>                      | <input type="checkbox"/>               | <input type="checkbox"/>           | <input type="checkbox"/> |
| Aumentar a minha auto-estima   | <input type="checkbox"/>   | <input type="checkbox"/>                      | <input type="checkbox"/>               | <input type="checkbox"/>           | <input type="checkbox"/> |
| <b>Em termos de socialização:</b>  | <b>1</b>   | <b>2</b>                                      | <b>3</b>                               | <b>4</b>                           | <b>5</b>                 |
| Estar com pessoas que se estão a divertir  | <input type="checkbox"/>   | <input type="checkbox"/>                      | <input type="checkbox"/>               | <input type="checkbox"/>           | <input type="checkbox"/> |
| Estar com as pessoas que gostam das mesmas coisas que eu   | <input type="checkbox"/>   | <input type="checkbox"/>                      | <input type="checkbox"/>               | <input type="checkbox"/>           | <input type="checkbox"/> |
| Interagir com colegas ou amigos e desconhecidos  | <input type="checkbox"/>   | <input type="checkbox"/>                      | <input type="checkbox"/>               | <input type="checkbox"/>           | <input type="checkbox"/> |
| Conhecer pessoas de todo o país  | <input type="checkbox"/>   | <input type="checkbox"/>                      | <input type="checkbox"/>               | <input type="checkbox"/>           | <input type="checkbox"/> |
| <b>Em termos de rede de contactos:</b>   | <b>1</b>   | <b>2</b>                                      | <b>3</b>                               | <b>4</b>                           | <b>5</b>                 |
| A oportunidade de relacionamento com outros participantes  | <input type="checkbox"/>   | <input type="checkbox"/>                      | <input type="checkbox"/>               | <input type="checkbox"/>           | <input type="checkbox"/> |
| O reconhecimento por outros participantes  | <input type="checkbox"/>   | <input type="checkbox"/>                      | <input type="checkbox"/>               | <input type="checkbox"/>           | <input type="checkbox"/> |
| A procura de oportunidades de carreira   | <input type="checkbox"/>   | <input type="checkbox"/>                      | <input type="checkbox"/>               | <input type="checkbox"/>           | <input type="checkbox"/> |
| Um sentimento de pertença a uma comunidade   | <input type="checkbox"/>   | <input type="checkbox"/>                      | <input type="checkbox"/>               | <input type="checkbox"/>           | <input type="checkbox"/> |

| 3. Como caracteriza a sua experiência no evento da Rota do Bacalhau?  |  |                          |                          |                          |                          |                          |                          |                          |                          |
|---|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 - Discordo totalmente; 2 - Discordo; 3 - Nem discordo nem concordo; 4 - Concordo; 5 - Concordo totalmente |  |                          |                          |                          |                          |                          |                          |                          |                          |
| <b>Em termos de aprendizagem:</b>   |  |                          |                          |                          | <b>1</b>                 | <b>2</b>                 | <b>3</b>                 | <b>4</b>                 | <b>5</b>                 |
|   | Foi realmente uma experiência muito enriquecedora  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|   | Estimulou a minha curiosidade para aprender mais   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|   | Fiquei desperto para novas competências  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|   | Melhorou a minha capacidade de compreensão dos meus sentimentos e motivações   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Em termos de entretenimento:</b>   |  |                          |                          |                          | <b>1</b>                 | <b>2</b>                 | <b>3</b>                 | <b>4</b>                 | <b>5</b>                 |
|   | Gostei dos vários eventos associados ao evento Rota do Bacalhau  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|   | Gostei do ambiente informal em que decorreu o evento   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|   | Gostei da organização das actividades planeadas  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|   | Diverti-me muito no evento Rota do Bacalhau  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Em termos de espaço físico:</b>  |  |                          |                          |                          | <b>1</b>                 | <b>2</b>                 | <b>3</b>                 | <b>4</b>                 | <b>5</b>                 |
|   | Agradou-me o espaço físico em que decorreu o evento  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|   | Agradaram-me os serviços de apoio (recepção dos participantes, encaminhamento, pontos de apoio ao longo do percurso) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|   | Agradou-me o percurso estabelecido   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|   | A relação entre o espaço físico e o número de participantes permitiu que me sentisse confortável                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Em termos de escapadinha:</b>  |  |                          |                          |                          | <b>1</b>                 | <b>2</b>                 | <b>3</b>                 | <b>4</b>                 | <b>5</b>                 |
|   | Fugir à rotina diária  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|   | Aliviar o stress diário  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|   | Procurar uma mudança do ritmo da vida cotidiana  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|   | Banir o tédio  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| 4. Como avalia a sua experiência no evento da Rota do Bacalhau?   |  |                          |                          |                          |                          |                          |
|---|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 - Discordo totalmente; 2 - Discordo; 3 - Nem discordo nem concordo; 4 - Concordo; 5 - Concordo totalmente |  |                          |                          |                          |                          |                          |
|   |  | <b>1</b>                 | <b>2</b>                 | <b>3</b>                 | <b>4</b>                 | <b>5</b>                 |
|   | Estou satisfeito com a decisão de participar no evento da Rota do Bacalhau | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|   | Foi emocionante participar no evento da Rota do Bacalhau                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|   | Fiquei feliz com as experiências proporcionadas                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|   | A minha experiência, de uma forma geral, foi surpreendente                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| 5. Como vai recordar esta experiência no evento da Rota do Bacalhau?  |   |                          |                          |                          |                          |                          |
|---|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 - Discordo totalmente; 2 - Discordo; 3 - Nem discordo nem concordo; 4 - Concordo; 5 - Concordo totalmente |   |                          |                          |                          |                          |                          |
|   |   | <b>1</b>                 | <b>2</b>                 | <b>3</b>                 | <b>4</b>                 | <b>5</b>                 |
|   | Vou ter lembranças memoráveis desta experiência                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|   | Vou lembrar-me de ter momentos de convívio agradáveis               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|   | Vou lembrar-me de ter sido uma experiência diferente das anteriores | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|   | Vou querer voltar a participar no próximo ano                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**Agradecemos a sua colaboração!**

## Appendix II - Questionnaire in English

This questionnaire is done in the PhD thesis context. The responses are anonymous and confidential. There is no right or wrong answers. We just want your opinion. Thank you.



| Socio-demographic profiles  |                                       |   |   |  |                          |
|---|---------------------------------------|---|---|--|--------------------------|
| <b>Gender</b>   |                                       |   |   |  |                          |
| <input type="checkbox"/> Male   |                                       | <input type="checkbox"/> Female   |   |  |                          |
| <b>Age</b>  |                                       |   |   |  |                          |
| <input type="checkbox"/> Under 18   |                                       | <input type="checkbox"/> Between 18-24  | <input type="checkbox"/> Between 25-34  | <input type="checkbox"/> Between 35-44                                 |                          |
| <input type="checkbox"/> Between 45-54  |                                       | <input type="checkbox"/> Between 55-64  | <input type="checkbox"/> Major than 65  |  |                          |
| <b>Geography Residence Location</b> <input type="text"/>  |                                       |   |   |  |                          |
| <b>Sports practice</b>  |                                       |   |   |  |                          |
| <input type="checkbox"/> Only the End-of-Week   |                                       | <input type="checkbox"/> Everyday of the Week   | <input type="checkbox"/> 3 times / week | <input type="checkbox"/> 2 times / week                                |                          |
| <b>Training Length</b>  |                                       |   |   |  |                          |
| <input type="checkbox"/> from 1 and 2 hours   |                                       | <input type="checkbox"/> from 2 and 3 hours   | <input type="checkbox"/> over 3hours    |  |                          |
| <b>Civil Status</b>   |                                       |   |   |  |                          |
| <input type="checkbox"/> Single   |                                       | <input type="checkbox"/> Married  | <input type="checkbox"/> Divorced       | <input type="checkbox"/> Widower                                       |                          |
| <b>Education</b>  |                                       |   |   |  |                          |
| <input type="checkbox"/> Less than High School Degree   |                                       | <input type="checkbox"/> High School Degree   | <input type="checkbox"/> Graduation     |  |                          |
| <b>Work Environment</b>   |                                       |   |   |  |                          |
| <input type="checkbox"/> Employee (services sector)   |                                       | <input type="checkbox"/> Employee (Services related to artistic activities, entertainment, sports and leisure activity) |   |  |                          |
| <input type="checkbox"/> Employee (trade sector)  |                                       | <input type="checkbox"/> Employee (industry)  | <input type="checkbox"/> Student        | <input type="checkbox"/> Unemployment <input type="checkbox"/> Retired |                          |
| <b>1. What were the three most intense emotions, that you felt when you got to the 5Th BTT Maratho</b>  |                                       |   |   |  |                          |
| <input type="checkbox"/> Content  | <input type="checkbox"/> Angry        | <input type="checkbox"/> Cheerful   | <input type="checkbox"/> Depressed      |  |                          |
| <input type="checkbox"/> Happy  | <input type="checkbox"/> Unhappy      | <input type="checkbox"/> Enthusiastic   | <input type="checkbox"/> Calm           |  |                          |
| <input type="checkbox"/> Pleased  | <input type="checkbox"/> Displeased   | <input type="checkbox"/> Nervous  | <input type="checkbox"/> Relaxed        |  |                          |
| <input type="checkbox"/> Delighted  | <input type="checkbox"/> Disappointed | <input type="checkbox"/> Surprised  | <input type="checkbox"/> Indifferent    |  |                          |
| <input type="checkbox"/> Entertained  | <input type="checkbox"/> Bored        |   |   |  |                          |
| <b>2. What make you attend 5Th BTT Marathon - Rota do Bacalhau?</b>                                     |                                       |   |   |  |                          |
| <b>1- Strongly disagree; 2- Disagree; 3- Neither disagree nor agree; 4- Agree and 5- Strongly agree</b> |                                       |   |   |  |                          |
| <b>In terms of the characteristics of the event:</b>  | <b>1</b>                              | <b>2</b>  | <b>3</b>                                | <b>4</b>   | <b>5</b>                 |
| Event program with solidarity features  | <input type="checkbox"/>              | <input type="checkbox"/>  | <input type="checkbox"/>                | <input type="checkbox"/>   | <input type="checkbox"/> |
| The desire to acquire knowledge by participating in leisure activity                                    | <input type="checkbox"/>              | <input type="checkbox"/>  | <input type="checkbox"/>                | <input type="checkbox"/>   | <input type="checkbox"/> |
| Keep me up with changes   | <input type="checkbox"/>              | <input type="checkbox"/>  | <input type="checkbox"/>                | <input type="checkbox"/>   | <input type="checkbox"/> |
| Self-esteem enhancement   | <input type="checkbox"/>              | <input type="checkbox"/>  | <input type="checkbox"/>                | <input type="checkbox"/>   | <input type="checkbox"/> |
| <b>In terms of the socialization:</b>   | <b>1</b>                              | <b>2</b>  | <b>3</b>                                | <b>4</b>   | <b>5</b>                 |
| To be with people who are enjoying themselves   | <input type="checkbox"/>              | <input type="checkbox"/>  | <input type="checkbox"/>                | <input type="checkbox"/>   | <input type="checkbox"/> |
| To be with people who enjoy the same things I do  | <input type="checkbox"/>              | <input type="checkbox"/>  | <input type="checkbox"/>                | <input type="checkbox"/>   | <input type="checkbox"/> |
| Personal interaction with colleagues or friends and strangers   | <input type="checkbox"/>              | <input type="checkbox"/>  | <input type="checkbox"/>                | <input type="checkbox"/>   | <input type="checkbox"/> |
| To meet people from all over the country  | <input type="checkbox"/>              | <input type="checkbox"/>  | <input type="checkbox"/>                | <input type="checkbox"/>   | <input type="checkbox"/> |
| <b>In terms of the networking:</b>  | <b>1</b>                              | <b>2</b>  | <b>3</b>                                | <b>4</b>   | <b>5</b>                 |
| Opportunity of networking with other participants   | <input type="checkbox"/>              | <input type="checkbox"/>  | <input type="checkbox"/>                | <input type="checkbox"/>   | <input type="checkbox"/> |
| The recognition by other participants   | <input type="checkbox"/>              | <input type="checkbox"/>  | <input type="checkbox"/>                | <input type="checkbox"/>   | <input type="checkbox"/> |
| Looking for career opportunities  | <input type="checkbox"/>              | <input type="checkbox"/>  | <input type="checkbox"/>                | <input type="checkbox"/>   | <input type="checkbox"/> |
| Feel a sense of a global community  | <input type="checkbox"/>              | <input type="checkbox"/>  | <input type="checkbox"/>                | <input type="checkbox"/>   | <input type="checkbox"/> |

| 3. How do you define your 5Th BTT Marathon - Rota do Bacalhau experience?                           |                          |                          |                          |                          |                          |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1- Strongly disagree; 2- Disagree; 3- Neither disagree nor agree; 4- Agree and 5- Strongly agree    |                          |                          |                          |                          |                          |
| In terms of Education:  | 1                        | 2                        | 3                        | 4                        | 5                        |
| I really thing it was a very enriching experience   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I stimulat my curiosity to learn more   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I was sensitive to new skills   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I improve my ability to understand my own feelings and motivations                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| In terms of entertainment:  | 1                        | 2                        | 3                        | 4                        | 5                        |
| I enjoyed the various events associated to 5Th BTT Marathon - Rota do Bacalhau                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I enjoy the streetmosphere provided by 5Th BTT Marathon - Rota do Bacalhau                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I enjoy the planned activities  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I have really enjoyed myself in 5Th BTT Marathon - Rota do Bacalhau                                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| In terms of esthetic:   | 1                        | 2                        | 3                        | 4                        | 5                        |
| 5Th BTT Marathon - Rota do Bacalhau physical environment pleases me                                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Pleased by support services (reception of participants, routing, points of support along the route) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I liked the established route   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The relationship between physical space and the number of participants allowed me feel comfortable  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| In terms of Escapism:   | 1                        | 2                        | 3                        | 4                        | 5                        |
| To get away from routine life   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| To relieve daily stress   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Looking for a change of pace from everyday life   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Banish boredom  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| 4. How do you assess your experience at the 5Th BTT Marathon - Rota do Bacalhau?                 |                          |                          |                          |                          |                          |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1- Strongly disagree; 2- Disagree; 3- Neither disagree nor agree; 4- Agree and 5- Strongly agree |                          |                          |                          |                          |                          |
|  | 1                        | 2                        | 3                        | 4                        | 5                        |
| I am satisfied with my decision to participate in 5Th BTT Marathon - Rota do Bacalhau            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| It was exciting to participate in 5Th BTT Marathon - Rota do Bacalhau                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I am happy with the experiences that 5Th BTT Marathon - Rota do Bacalhau have given me           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| My experience, in general, was surprising  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| 5. How will I remember this experience at the 5th BTT Marathon - Rota do Bacalhau?               |                          |                          |                          |                          |                          |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1- Strongly disagree; 2- Disagree; 3- Neither disagree nor agree; 4- Agree and 5- Strongly agree |                          |                          |                          |                          |                          |
|  | 1                        | 2                        | 3                        | 4                        | 5                        |
| I will have wonderful memories about this experience   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I will remember living pleasant moments  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I will remember this experience different from previous  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I will want come back to participate in next year's edition                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Thank you for your assistance.

## Appendix III - Anti-Image Correlation

|                        |  |        |       |       |       |       |       |       |       |       |       |       |       |       |       |       |          |       |       |       |       |       |       |       |       |          |       |       |       |       |       |       |       |       |       |       |       |
|------------------------|--|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|----------|-------|-------|-------|-------|-------|-------|-------|-------|----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Anti-Image Correlation | (1.1.1. I went program with<br>colleague)  | 0.164* | -.223 | -.001 | .003  | -.007 | .009  | -.109 | .004  | -.029 | -.041 | .026  | -.008 | -.046 | .092  | -.009 | .030     | -.062 | .044  | .023  | -.005 | .006  | -.067 | -.019 | .019  | -.034    | -.023 | .031  | .026  | -.108 | .000  | .009  | -.003 | .018  | -.109 | -.040 | -.007 |
|                        | (1.1.2. The desire to<br>acquire knowledge by<br>participating in leisure<br>activities)                                 | -.223  | .071* | -.413 | -.062 | -.041 | .006  | .176  | -.009 | .002  | -.137 | -.071 | .003  | .019  | -.007 | -.008 | -.015    | .032  | -.108 | -.023 | .015  | .012  | .005  | -.134 | .006  | .016     | -.039 | -.014 | .007  | .034  | -.038 | .012  | -.034 | -.005 | .026  | -.014 | .009  |
|                        | (1.1.3. Keep me up with<br>changes)  | -.001  | -.413 | .000* | -.388 | .028  | -.001 | -.011 | -.037 | -.008 | -.004 | .000  | -.017 | .007  | -.017 | -.000 | .007     | -.070 | .039  | -.012 | -.011 | .001  | -.025 | .032  | -.050 | .048     | .007  | -.104 | -.074 | .138  | -.029 | -.016 | -.040 | -.009 | -.007 | -.027 | -.009 |
|                        | (1.1.4. Self-esteem<br>enhancement)  | .003   | -.062 | -.388 | .000* | .005  | -.040 | -.031 | -.150 | .004  | .031  | -.001 | -.037 | -.037 | -.026 | .000  | -.154    | -.003 | .047  | -.004 | -.030 | -.150 | .006  | .046  | .075  | .065     | .009  | -.059 | -.130 | -.005 | -.044 | .116  | -.024 | .060  | -.043 | .007  | .015  |
|                        | (1.1.5. To be with people<br>who are enjoying<br>themselves)   | -.007  | -.041 | .028  | .005  | .007* | -.063 | -.076 | -.005 | -.044 | -.016 | .005  | .008  | -.005 | .075  | -.032 | -.004    | .011  | .042  | -.043 | -.005 | -.112 | .002  | .029  | .008  | -.004    | -.147 | .078  | -.037 | -.038 | .006  | .036  | .023  | .014  | -.001 | .022  | .025  |
|                        | (1.1.6. To be with people<br>who enjoy the same<br>things I do)  | .009   | .005  | -.001 | -.040 | -.063 | .007* | -.174 | -.135 | -.044 | .022  | -.008 | -.003 | -.005 | -.008 | -.009 | .045     | -.005 | -.039 | -.018 | .008  | .001  | -.007 | -.002 | .017  | .021     | -.034 | -.030 | .077  | -.011 | -.027 | -.002 | .003  | .105  | -.047 | -.016 | -.104 |
|                        | (1.2.3. Personal<br>enrichment for<br>colleague or friends and<br>colleagues)  | -.109  | .176  | -.011 | -.031 | -.076 | -.174 | .040* | -.418 | -.060 | .018  | .002  | -.135 | .003  | -.005 | .018  | -.012    | .077  | -.110 | -.042 | -.008 | -.003 | -.007 | .072  | .142  | .025     | -.016 | -.029 | .009  | -.161 | .118  | -.005 | -.119 | .044  | .002  | .025  | .040  |
|                        | (1.2.4. To meet people<br>from other<br>backgrounds or friends and<br>colleagues)  | .004   | -.009 | -.037 | -.150 | -.005 | -.135 | -.418 | .070* | .021  | -.101 | -.009 | .007  | .002  | -.024 | -.018 | -.021    | -.033 | .046  | .026  | .031  | .047  | .032  | .007  | -.105 | .037     | .142  | -.029 | -.004 | .102  | -.006 | -.076 | .044  | -.050 | .028  | .000  | .020  |
|                        | (1.3.1. The opportunity to<br>networking with other<br>participants)   | -.029  | .002  | -.000 | .004  | -.044 | -.044 | -.060 | .021  | .040* | -.400 | .035  | -.263 | -.021 | -.146 | .135  | .023     | -.103 | .061  | .050  | -.020 | .014  | .079  | -.029 | -.031 | -.024    | -.058 | .007  | .004  | .008  | .020  | .007  | -.111 | .133  | -.127 | .019  | .017  |
|                        | (1.3.2. The recognition by<br>other participants)  | -.041  | -.137 | -.004 | .031  | -.015 | .022  | .018  | -.101 | -.400 | .000* | -.163 | -.127 | -.029 | -.032 | -.045 | .040     | .044  | -.004 | -.024 | -.022 | .008  | -.002 | .031  | -.039 | -.003    | .002  | .070  | -.153 | .011  | .012  | .006  | -.004 | -.002 | .071  | -.002 | -.040 |
|                        | (1.3.3. Looking for career<br>opportunities)   | .028   | -.071 | .000  | -.001 | .005  | -.008 | .002  | -.009 | .002  | -.005 | -.071 | -.002 | -.040 | .001  | .040  | .000     | -.009 | .012  | -.025 | .005  | -.041 | .071  | -.108 | .105  | .006     | .030  | -.052 | .035  | .070  | -.072 | .024  | -.002 | .024  | -.002 | -.040 |       |
|                        | (1.3.4. Find a sense of a<br>global community)   | -.008  | .003  | -.017 | -.037 | .008  | -.003 | -.135 | .007  | -.263 | -.127 | -.156 | .040* | -.022 | .179  | -.119 | -.112    | -.037 | .040  | -.070 | .113  | .031  | .009  | .020  | -.108 | -.011    | .000  | -.019 | .021  | -.004 | -.045 | -.040 | .101  | -.151 | -.022 | .044  | .003  |
|                        | (1.3.5. I really thing I mean<br>a new experience)   | -.045  | .018  | .007  | -.037 | -.005 | -.005 | .003  | .002  | -.021 | -.029 | .007  | -.022 | .000* | -.204 | -.114 | -.008    | -.029 | -.104 | .007  | -.003 | -.075 | .008  | .115  | -.044 | -.017    | .077  | -.000 | .072  | -.001 | -.001 | -.019 | .042  | -.000 | .040  | -.046 | -.013 |
|                        | (1.3.6. I feel that my<br>community is better than)  | .002   | -.007 | -.017 | -.028 | .075  | -.008 | -.005 | -.024 | -.146 | -.032 | -.003 | .179  | -.104 | .040* | -.423 | -.178    | .041  | -.002 | -.004 | .006  | .003  | -.032 | -.121 | -.009 | -.132    | -.036 | .006  | .041  | -.011 | .040  | -.074 | .021  | .004  | -.001 | -.040 | .044  |
|                        | (1.3.7. I have sensitive to<br>new ideas)  | -.009  | -.008 | -.000 | .000  | -.032 | -.009 | .018  | -.018 | .135  | -.045 | -.006 | -.119 | -.114 | -.423 | .040* | -.449    | -.000 | .071  | .040  | -.004 | -.017 | -.007 | .125  | .036  | .000     | -.007 | .006  | .006  | .001  | -.005 | -.029 | -.008 | .002  | -.027 | .005  | -.031 |
|                        | (1.3.8. I improve my ability<br>to understand my own<br>feelings and motivations)  | .030   | -.015 | .007  | -.154 | -.004 | .045  | -.012 | -.021 | .023  | .040  | -.071 | -.112 | -.008 | -.178 | -.449 | .040*    | .009  | -.024 | .033  | -.024 | -.020 | .108  | -.008 | .019  | 3.0040-5 | .000  | -.143 | -.007 | -.021 | -.038 | .025  | -.116 | -.018 | .038  | .031  | .034  |
|                        | (1.3.9. I enjoyed the<br>various events<br>associated to the BTT<br>Marathon - Rota do<br>Baixadouro)                    | .062   | .032  | -.070 | -.003 | .011  | -.005 | .077  | -.033 | -.103 | .044  | -.002 | -.037 | -.029 | .041  | -.000 | .009     | .000* | -.172 | -.007 | -.102 | -.013 | -.039 | .002  | .018  | .006     | .046  | -.036 | -.000 | -.016 | -.027 | .010  | .104  | -.004 | -.022 | -.008 | .047  |
|                        | (1.3.10. I enjoy the<br>atmosphere created by<br>the BTT Marathon - Rota do<br>Baixadouro)                               | .044   | -.108 | .039  | .047  | .042  | -.039 | -.110 | .046  | .001  | -.034 | -.049 | .040  | -.104 | -.052 | .071  | -.024    | -.312 | .000* | -.000 | -.448 | -.040 | -.048 | -.040 | -.034 | .043     | -.028 | -.035 | .062  | -.035 | -.008 | .007  | .035  | -.022 | .000  | .035  | -.007 |
|                        | (1.3.11. I enjoy the planned<br>activities)  | .023   | -.023 | -.012 | -.004 | -.043 | -.018 | -.042 | .020  | .000  | -.024 | .001  | -.070 | .007  | -.004 | .040  | .033     | -.007 | -.008 | .740* | -.025 | .042  | .036  | -.074 | .017  | .031     | -.074 | .040  | .025  | .047  | .033  | .021  | .003  | -.115 | .009  | -.003 | .040  |
|                        | (1.3.12. I have really<br>enjoyed myself in the<br>BTT Marathon - Rota do<br>Baixadouro)                                 | -.005  | .015  | -.011 | -.030 | -.005 | .008  | -.008 | .031  | -.020 | -.022 | .049  | .113  | -.003 | .006  | -.004 | -.026    | -.102 | -.448 | -.025 | .070* | -.001 | .028  | .001  | -.001 | -.009    | -.005 | .004  | .055  | -.071 | .024  | -.138 | .031  | .018  | .033  | -.143 | -.009 |
|                        | (1.3.13. I enjoyed the<br>various events<br>associated to the BTT<br>Marathon - Rota do<br>Baixadouro)                   | .005   | .012  | .001  | -.150 | -.112 | .001  | -.063 | .047  | .014  | .008  | .000  | .011  | -.075 | .003  | -.017 | -.020    | -.013 | -.040 | .042  | -.001 | .044* | -.337 | -.368 | .006  | -.047    | .005  | .003  | -.002 | -.006 | .044  | -.000 | .007  | -.006 | .001  | .007  | -.161 |
|                        | (1.3.14. I enjoyed the<br>various events<br>associated to the BTT<br>Marathon - Rota do<br>Baixadouro)                   | -.007  | .005  | -.025 | .008  | .002  | -.007 | -.007 | .032  | .078  | -.002 | -.009 | .009  | .008  | -.032 | -.007 | .108     | -.039 | -.048 | .036  | .028  | -.337 | .070* | -.223 | -.130 | .002     | -.000 | -.006 | .074  | -.021 | -.004 | .020  | .004  | -.036 | -.001 | .037  | .005  |
|                        | (1.3.15. I loved the<br>atmosphere created<br>along the route)   | -.018  | -.134 | .032  | .040  | .029  | -.002 | .072  | .007  | -.029 | .031  | .012  | .020  | .111  | -.121 | .125  | -.006    | .002  | -.040 | -.074 | .001  | -.368 | -.223 | .070* | -.304 | .006     | -.032 | -.005 | .018  | .039  | -.018 | -.002 | -.035 | -.107 | .105  | -.071 | .017  |
|                        | (1.3.16. The relationship<br>between physical action<br>and the number of<br>participants allowed me<br>to be confident) | .019   | .000  | -.000 | .070  | .008  | .017  | .142  | -.105 | -.031 | -.039 | -.025 | -.108 | -.044 | -.009 | .036  | .019     | .019  | -.034 | .017  | -.001 | .006  | -.130 | -.304 | .070* | -.023    | .046  | -.018 | -.009 | .047  | .042  | .018  | -.176 | .142  | -.073 | -.111 | -.047 |
|                        | (1.4.1. To get away from<br>routines and<br>stress)  | -.034  | .016  | .040  | .005  | -.004 | .021  | .025  | .037  | -.024 | -.003 | .005  | -.011 | -.017 | -.132 | .000  | 3.0040-5 | .008  | .043  | .031  | -.009 | -.047 | .002  | .006  | -.023 | .070*    | -.302 | -.279 | -.127 | .032  | .000  | -.024 | -.133 | -.025 | .008  | -.033 | .005  |
|                        | (1.4.2. To release daily<br>stress)  | -.023  | -.039 | .007  | .009  | -.147 | -.034 | -.016 | .142  | -.006 | .002  | -.041 | .000  | .077  | -.035 | -.007 | .000     | .045  | -.025 | -.074 | -.005 | .005  | -.009 | -.032 | .046  | -.302    | .002* | -.374 | -.232 | -.001 | -.014 | -.040 | .023  | .006  | .008  | .008  | .007  |
|                        | (1.4.3. Looking for a<br>change of pace from<br>workdays)  | .031   | -.014 | -.104 | -.009 | .076  | -.030 | -.029 | -.029 | .007  | .070  | .071  | -.019 | -.050 | .008  | .006  | -.143    | -.036 | -.035 | .046  | .064  | .063  | -.006 | -.005 | -.018 | -.279    | -.374 | .000* | -.308 | .104  | -.021 | .011  | .035  | -.001 | .042  | .029  | -.008 |
|                        | (1.4.4. I am satisfied with<br>my decision to<br>participate in the BTT<br>Marathon - Rota do<br>Baixadouro)             | .025   | .007  | -.074 | -.130 | -.037 | .077  | .009  | -.004 | .004  | -.113 | -.108 | .021  | .072  | .045  | .008  | -.007    | -.000 | .042  | .025  | .005  | -.002 | .074  | .018  | -.009 | -.127    | -.232 | -.308 | .000* | -.035 | .048  | -.034 | .019  | .038  | -.009 | -.027 | -.015 |
|                        | (1.4.5. I was willing to<br>participate in the BTT<br>Marathon - Rota do<br>Baixadouro)                                  | -.108  | .034  | .138  | -.005 | -.038 | -.011 | -.161 | .102  | .008  | .011  | .105  | -.004 | -.001 | -.011 | .001  | -.021    | -.018 | -.035 | .047  | -.071 | -.008 | -.021 | .039  | .047  | .032     | -.001 | .104  | -.038 | .000* | -.102 | -.275 | -.023 | -.100 | .017  | .007  | -.100 |
|                        | (1.4.6. I am happy with the<br>experience and the BTT<br>Marathon - Rota do<br>Baixadouro has given me)                  | .000   | -.038 | -.029 | -.044 | .008  | -.027 | .118  | -.008 | .020  | .012  | .005  | -.045 | -.001 | .040  | -.005 | -.039    | -.027 | -.008 | .033  | .024  | .044  | -.004 | -.018 | .042  | .050     | -.014 | -.021 | .048  | -.162 | .071* | -.305 | -.164 | -.076 | -.008 | -.009 | .021  |
|                        | (1.4.7. My experience, in<br>general, was wonderful)   | .009   | .012  | -.016 | .118  | .038  | -.002 | -.005 | -.076 | .007  | .006  | .030  | -.040 | -.019 | -.074 | -.029 | .025     | .010  | .067  | .021  | -.138 | -.000 | .020  | -.002 | .018  | -.024    | -.040 | .011  | -.034 | -.275 | -.305 | .000* | -.173 | -.001 | -.005 | .104  | -.008 |
|                        | (1.4.8. I had fun wonderful<br>moments about this<br>experience)   | .003   | .034  | -.040 | -.024 | .023  | .003  | -.118 | .044  | -.111 | -.004 | -.002 | .101  | .043  | .021  | -.008 | -.116    | .014  | .035  | .003  | .031  | .007  | .004  | -.035 | -.176 | -.133    | .023  | .035  | .018  | -.023 | -.164 | -.173 | .010* | .001  | -.005 | -.144 | .004  |
|                        | (1.4.9. I will remember<br>this experience forever)  | .019   | -.005 | -.009 | .009  | .014  | .105  | .044  | -.050 | .133  | -.052 | .035  | -.101 | -.040 | .004  | .062  | -.018    | -.004 | -.022 | -.115 | .018  | -.006 | -.036 | -.107 | .142  | -.025    | .006  | -.001 | .038  | -.100 | -.076 | -.001 | -.001 | .002* | -.142 | -.161 | -.106 |
|                        | (1.4.10. I will remember this<br>experience different from<br>previous)  | -.109  | .025  | -.007 | -.043 | -.001 | -.047 | .002  | .026  | -.127 | .071  | .070  | -.022 | .040  | -.001 | -.027 | .039     | -.022 | .000  | .009  | .033  | .001  | -.001 | .105  | -.073 | .008     | .008  | .042  | -.009 | .017  | -.008 | -.005 | -.055 | -.142 | .000* | -.139 | .026  |
|                        | (1.4.11. I had great<br>fun to participate in<br>this event)   | -.048  | -.014 | -.027 | .007  | .022  | -.016 | .025  | .000  | .018  | -.002 | -.072 | .044  | -.046 | -.040 | .005  | .031     | -.009 | .035  | -.003 | -.143 | .007  | .037  | -.071 | -.111 | -.033    | .038  | .029  | -.027 | .007  | -.039 | .016  | -.144 | -.161 | -.139 | .000* | -.009 |
|                        |  | -.007  | .009  | -.009 | .015  | .025  | -.104 | .040  | .020  | .017  | -.040 | .024  | .003  | -.013 | .044  | -.031 | .034     | .047  | -.007 | .046  | -.009 | -.101 | .005  | .017  | -.047 | .005     | .007  | -.00  |       |       |       |       |       |       |       |       |       |



## Appendix IV - Analysis of Cronbach Alpha

Scale: C1 - Experience's Assessment

### Reliability Statistics

|            |            |
|------------|------------|
| Cronbach's |            |
| Alpha      | N of Items |
| ,837       | 8          |

### Item-Total Statistics

|   | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| [4.1. I am satisfied with my decision to participate in 5Th BTT Marathon - Rota do Bacalhau]  | 31,78                      | 10,537                         | ,534                             | ,824                             |
| [4.2. It was exciting to participate in 5Th BTT Marathon - Rota do Bacalhau]                  | 31,92                      | 9,657                          | ,648                             | ,809                             |
| [4.3. I am happy with the experiences that 5Th BTT Marathon - Rota do Bacalhau have given me] | 31,91                      | 9,740                          | ,677                             | ,807                             |
| [4.4. My experience, in general, was surprising]  | 32,13                      | 9,157                          | ,528                             | ,827                             |
| [5.1. I will have wonderful memories about this experience]                                   | 32,00                      | 9,282                          | ,724                             | ,798                             |
| [5.2. I will remember living pleasant moments]  | 31,95                      | 9,437                          | ,698                             | ,802                             |
| [5.3. I will remember this experience different from previous]                                | 32,18                      | 8,970                          | ,491                             | ,839                             |
| [5.4. I will want come back to participate in next year's edition]                            | 31,75                      | 10,705                         | ,395                             | ,837                             |

Scale: C2 - Escapism

Reliability Statistics

|            |            |
|------------|------------|
| Cronbach's |            |
| Alpha      | N of Items |
| ,889       | 4          |

Item-Total Statistics

|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| [3.4.1. To get away from routine life]                   | 11,99                      | 7,664                          | ,744                             | ,862                             |
| [3.4.2. To relieve daily stress]                         | 11,88                      | 7,748                          | ,798                             | ,847                             |
| [3.4.3. Looking for a change of pace from everyday life] | 12,11                      | 7,214                          | ,807                             | ,838                             |
| [3.4.4. Banish boredom]                                  | 12,24                      | 6,748                          | ,712                             | ,884                             |



Scale: C3 - Socialization

Reliability Statistics

|                  |            |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| ,845             | 4          |

Item-Total Statistics

|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| [2.2.1. To be with people who are enjoying themselves]                 | 13,16                      | 3,938                          | ,679                             | ,809                             |
| [2.2.2. To be with people who enjoy the same things I do]              | 13,16                      | 3,820                          | ,772                             | ,777                             |
| [2.2.3. Personal interaction with colleagues or friends and strangers] | 13,23                      | 3,578                          | ,746                             | ,777                             |
| [2.2.4. To meet people from all over the country]                      | 13,45                      | 3,122                          | ,618                             | ,862                             |

Scale: C4 - Learning

Reliability Statistics

|            |            |
|------------|------------|
| Cronbach's |            |
| Alpha      | N of Items |
| ,878       | 4          |

Item-Total Statistics

|   | Scale Mean if<br>Item Deleted | Scale Variance if<br>Item Deleted | Corrected Item-Total<br>Correlation | Cronbach's Alpha if Item Deleted |
|---|-------------------------------|-----------------------------------|-------------------------------------|----------------------------------|
| [3.1.1. I really thing it was a very enriching experience]                  | 11,77                         | 6,806                             | ,596                                | ,894                             |
| [3.1.2. I stimulat my curiosity to learn more]                              | 12,09                         | 5,538                             | ,786                                | ,824                             |
| [3.1.3. I was sensitive to new skills]                                      | 12,16                         | 5,106                             | ,826                                | ,807                             |
| [3.1.4. I improve my ability to understand my own feelings and motivations] | 12,25                         | 5,439                             | ,757                                | ,836                             |

Scale: C5 - Event's characteristics

Reliability Statistics

|                  |            |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| ,777             | 4          |

Item-Total Statistics

|   | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| [2.1.1. Event program with solidarity feature]                                | 11,634                     | 6,598                          | ,387                             | ,809                             |
| [2.1.2. The desire to acquire knowledge by participating in leisure activity] | 12,130                     | 5,168                          | ,643                             | ,690                             |
| [2.1.3. Keep me up with changes ]   | 12,151                     | 4,709                          | ,734                             | ,635                             |
| [2.1.4. Self-esteem enhancement]  | 12,018                     | 5,279                          | ,575                             | ,727                             |

Scale: C6 - Esthetic

#### Reliability Statistics

|                  |            |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| ,762             | 4          |

#### Item-Total Statistics

|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| [3.3.1. 5Th BTT Marathon - Rota do Bacalhau physical environment pleases me]                                 | 13,74                      | 2,359                          | ,584                             | ,702                             |
| [3.3.2. Pleased me support services (reception of participants, routing, points of support along the route)] | 13,73                      | 2,299                          | ,593                             | ,695                             |
| [3.3.3. I liked the established route]   | 13,78                      | 2,037                          | ,689                             | ,637                             |
| [3.3.4. The relationship between physical space and the number of participants allowed me feel comfortable]  | 13,99                      | 1,926                          | ,461                             | ,797                             |

Scale: C7 - Entertainment

#### Reliability Statistics

|            |            |
|------------|------------|
| Cronbach's |            |
| Alpha      | N of Items |
| ,797       | 3          |

#### Item-Total Statistics

|   | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| [3.2.1. I enjoyed the various events associated to 5Th BTT Marathon - Rota do Bacalhau] | 9,18                       | 1,271                          | ,586                             | ,801                             |
| [3.2.2. I enjoy the streetmosphere provided by 5Th BTT Marathon - Rota do Bacalhau]     | 8,97                       | 1,350                          | ,701                             | ,660                             |
| [3.2.4. I have really enjoyed myself in 5Th BTT Marathon - Rota do Bacalhau]            | 8,91                       | 1,523                          | ,659                             | ,715                             |

Scale: C8 - Networking

Reliability Statistics

|                  |            |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| ,654             | 4          |

Item-Total Statistics

|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| [2.3.1. Opportunity to networking with other participants] | 10,10                      | 6,846                          | ,490                             | ,563                             |
| [2.3.2. The recognition by other participants]             | 10,48                      | 5,786                          | ,586                             | ,480                             |
| [2.3.3. Looking for career opportunities]                  | 11,87                      | 6,258                          | ,256                             | ,750                             |
| [2.3.4. Feel a sense of a global community]                | 10,27                      | 6,416                          | ,498                             | ,548                             |

Scale: Total

#### Reliability Statistics

|            |            |
|------------|------------|
| Cronbach's |            |
| Alpha      | N of Items |
| ,890       | 36         |

#### Item-Total Statistics

|   | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| [2.1.1. Event program with solidarity feature]                                | 148,802                    | 202,573                        | ,435                             | ,887                             |
| [2.1.2. The desire to acquire knowledge by participating in leisure activity] | 149,299                    | 198,593                        | ,514                             | ,885                             |
| [2.1.3. Keep me up with changes ]   | 149,319                    | 195,898                        | ,590                             | ,884                             |
| [2.1.4. Self-esteem enhancement]  | 149,187                    | 197,747                        | ,524                             | ,885                             |
| [2.2.1. To be with people who are enjoying themselves]                        | 148,643                    | 204,284                        | ,488                             | ,887                             |
| [2.2.2. To be with people who enjoy the same things I do]                     | 148,636                    | 204,426                        | ,498                             | ,887                             |
| [2.2.3. Personal interaction with colleagues or friends and strangers]        | 148,710                    | 204,283                        | ,439                             | ,887                             |
| [2.2.4. To meet people from all over the country]                             | 148,930                    | 199,470                        | ,497                             | ,886                             |
| [2.3.1. Opportunity to networking with other participants]                    | 149,004                    | 200,950                        | ,455                             | ,887                             |
| [2.3.2. The recognition by other participants]                                | 149,384                    | 195,471                        | ,557                             | ,884                             |
| [2.3.3. Looking for career opportunities]                                     | 150,775                    | 206,841                        | ,121                             | ,896                             |
| [2.3.4. Feel a sense of a global community]                                   | 149,180                    | 198,296                        | ,496                             | ,886                             |
| [3.1.1. I really thing it was a very enriching experience]                    | 148,829                    | 202,295                        | ,500                             | ,886                             |
| [3.1.2. I stimulat my curiosity to learn more]                                | 149,142                    | 198,014                        | ,577                             | ,884                             |
| [3.1.3. I was sensitive to new skills]  | 149,220                    | 196,825                        | ,575                             | ,884                             |
| [3.1.4. I improve my ability to understand my own feelings and motivations]   | 149,303                    | 197,586                        | ,563                             | ,885                             |

## Item-Total Statistics (contine)

|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| [3.2.1. I enjoyed the various events associated to 5Th BTT Marathon - Rota do Bacalhau]                      | 148,798                    | 204,252                        | ,418                             | ,887                             |
| [3.2.2. I enjoy the streetmosphere provided by 5Th BTT Marathon - Rota do Bacalhau]                          | 148,584                    | 205,410                        | ,429                             | ,887                             |
| [3.2.3. I enjoy the planned activities ]   | 148,508                    | 201,642                        | ,146                             | ,903                             |
| [3.2.4. I have really enjoyed myself in 5Th BTT Marathon - Rota do Bacalhau]                                 | 148,526                    | 206,412                        | ,416                             | ,888                             |
| [3.3.1. 5Th BTT Marathon - Rota do Bacalhau physical environment pleases me]                                 | 148,474                    | 208,070                        | ,365                             | ,889                             |
| [3.3.2. Pleased by support services (reception of participants, routing, points of support along the route)] | 148,458                    | 207,614                        | ,380                             | ,888                             |
| [3.3.3. I liked the established route]   | 148,512                    | 206,440                        | ,411                             | ,888                             |
| [3.3.4. The relationship between physical space and the number of participants allowed me feel comfortable]  | 148,726                    | 205,217                        | ,352                             | ,888                             |
| [3.4.1. To get away from routine life]   | 149,063                    | 202,145                        | ,388                             | ,888                             |
| [3.4.2. To relieve daily stress]   | 148,957                    | 201,937                        | ,428                             | ,887                             |
| [3.4.3. Looking for a change of pace from everyday life]   | 149,182                    | 200,077                        | ,445                             | ,887                             |
| [3.4.4. Banish boredom]  | 149,310                    | 199,832                        | ,371                             | ,889                             |
| [4.1. I am satisfied with my decision to participate in 5Th BTT Marathon - Rota do Bacalhau]                 | 148,407                    | 209,089                        | ,332                             | ,889                             |
| [4.2. It was exciting to participate in 5Th BTT Marathon - Rota do Bacalhau]                                 | 148,544                    | 206,023                        | ,440                             | ,888                             |
| [4.3. I am happy with the experiences that 5Th BTT Marathon - Rota do Bacalhau have given me]                | 148,537                    | 205,848                        | ,483                             | ,887                             |
| [4.4. My experience, in general, was surprising]   | 148,762                    | 201,952                        | ,490                             | ,886                             |
| [5.1. I will have wonderful memories about this experience]  | 148,629                    | 204,599                        | ,501                             | ,887                             |
| [5.2. I will remember living pleasant moments]   | 148,580                    | 204,244                        | ,535                             | ,886                             |
| [5.3. I will remember this experience different from previous]   | 148,811                    | 202,793                        | ,403                             | ,888                             |
| [5.4. I will want come back to participate in next year's edition]   | 148,380                    | 209,741                        | ,243                             | ,890                             |



## Appendix V – Confirmatory Factor Analysis Results

### Notes for Model (Default model)

#### Computation of degrees of freedom (Default model)

Number of distinct sample moments: 630

Number of distinct parameters to be estimated: 98

Degrees of freedom (630 - 98): 532

#### Result (Default model)

Minimum was achieved

Chi-square = 1752,128

Degrees of freedom = 532

Probability level = ,000

### Model Fit Summary

#### CMIN

| Model              | NPAR | CMIN     | DF  | P    | CMIN/DF |
|--------------------|------|----------|-----|------|---------|
| Default model      | 98   | 1752,128 | 532 | ,000 | 3,293   |
| Saturated model    | 630  | ,000     | 0   |      |         |
| Independence model | 35   | 8578,076 | 595 | ,000 | 14,417  |

#### RMR, GFI

| Model              | RMR  | GFI   | AGFI | PGFI |
|--------------------|------|-------|------|------|
| Default model      | ,052 | ,786  | ,747 | ,664 |
| Saturated model    | ,000 | 1,000 |      |      |
| Independence model | ,187 | ,288  | ,246 | ,272 |

### Baseline Comparisons

| Model              | NFI<br>Delta1 | RFI<br>rho1 | IFI<br>Delta2 | TLI<br>rho2 | CFI   |
|--------------------|---------------|-------------|---------------|-------------|-------|
| Default model      | ,796          | ,772        | ,848          | ,829        | ,847  |
| Saturated model    | 1,000         |             | 1,000         |             | 1,000 |
| Independence model | ,000          | ,000        | ,000          | ,000        | ,000  |

### Parsimony-Adjusted Measures

| Model              | PRATIO | PNFI | PCFI |
|--------------------|--------|------|------|
| Default model      | ,894   | ,711 | ,757 |
| Saturated model    | ,000   | ,000 | ,000 |
| Independence model | 1,000  | ,000 | ,000 |

### NCP

| Model | NCP | LO 90 | HI 90 |
|-------|-----|-------|-------|
|-------|-----|-------|-------|

| Model              | NCP      | LO 90    | HI 90    |
|--------------------|----------|----------|----------|
| Default model      | 1220,128 | 1097,052 | 1350,770 |
| Saturated model    | ,000     | ,000     | ,000     |
| Independence model | 7983,076 | 7686,946 | 8285,638 |

#### **FMIN**

| Model              | FMIN   | F0     | LO 90  | HI 90  |
|--------------------|--------|--------|--------|--------|
| Default model      | 3,946  | 2,748  | 2,471  | 3,042  |
| Saturated model    | ,000   | ,000   | ,000   | ,000   |
| Independence model | 19,320 | 17,980 | 17,313 | 18,661 |

#### **RMSEA**

| Model              | RMSEA | LO 90 | HI 90 | PCLOSE |
|--------------------|-------|-------|-------|--------|
| Default model      | ,072  | ,068  | ,076  | ,000   |
| Independence model | ,174  | ,171  | ,177  | ,000   |

#### **AIC**

| Model              | AIC      | BCC      | BIC      | CAIC     |
|--------------------|----------|----------|----------|----------|
| Default model      | 1948,128 | 1965,422 | 2349,739 | 2447,739 |
| Saturated model    | 1260,000 | 1371,176 | 3841,787 | 4471,787 |
| Independence model | 8648,076 | 8654,253 | 8791,509 | 8826,509 |

#### **ECVI**

| Model              | ECVI   | LO 90  | HI 90  | MECVI  |
|--------------------|--------|--------|--------|--------|
| Default model      | 4,388  | 4,110  | 4,682  | 4,427  |
| Saturated model    | 2,838  | 2,838  | 2,838  | 3,088  |
| Independence model | 19,478 | 18,811 | 20,159 | 19,492 |

#### **HOELTER**

| Model              | HOELTER<br>.05 | HOELTER<br>.01 |
|--------------------|----------------|----------------|
| Default model      | 149            | 155            |
| Independence model | 34             | 36             |

**Scalar Estimates (Group number 1 - Default model)**

**Maximum Likelihood Estimates**

**Regression Weights: (Group number 1 - Default model)**

|                         |      |    | Estimate | S.E. | C.R.   | P   | Label |
|-------------------------|------|----|----------|------|--------|-----|-------|
| Program211              | <--- | C5 | 1,000    |      |        |     |       |
| Desire212               | <--- | C5 | 1,944    | ,222 | 8,753  | *** |       |
| Keep_me_up213           | <--- | C5 | 2,378    | ,261 | 9,107  | *** |       |
| Self_esteem214          | <--- | C5 | 1,894    | ,221 | 8,559  | *** |       |
| Events_associated321    | <--- | C7 | 1,000    |      |        |     |       |
| streetmosphere322       | <--- | C7 | 1,104    | ,082 | 13,420 | *** |       |
| Really_Enjoye324        | <--- | C7 | ,955     | ,072 | 13,255 | *** |       |
| Enjoying221             | <--- | C3 | 1,000    |      |        |     |       |
| Same_Things222          | <--- | C3 | 1,050    | ,048 | 21,724 | *** |       |
| Interaction223          | <--- | C3 | 1,010    | ,056 | 17,894 | *** |       |
| Meet_people224          | <--- | C3 | 1,127    | ,079 | 14,231 | *** |       |
| Sense_Community234      | <--- | C8 | 1,000    |      |        |     |       |
| OporCareer233           | <--- | C8 | ,572     | ,114 | 5,009  | *** |       |
| Peer_recognition232     | <--- | C8 | 1,279    | ,106 | 12,113 | *** |       |
| Opportunity231          | <--- | C8 | ,981     | ,085 | 11,566 | *** |       |
| Experience311           | <--- | C4 | 1,000    |      |        |     |       |
| Curiosity312            | <--- | C4 | 1,579    | ,110 | 14,415 | *** |       |
| New_Skills313           | <--- | C4 | 1,844    | ,122 | 15,133 | *** |       |
| Ability314              | <--- | C4 | 1,653    | ,115 | 14,378 | *** |       |
| NParticipants334        | <--- | C6 | 1,000    |      |        |     |       |
| Route333                | <--- | C6 | 1,124    | ,111 | 10,128 | *** |       |
| support_services332     | <--- | C6 | ,952     | ,097 | 9,856  | *** |       |
| physical_environment331 | <--- | C6 | ,950     | ,095 | 10,008 | *** |       |
| Satifation41            | <--- | C1 | 1,000    |      |        |     |       |
| Exciting42              | <--- | C1 | 1,479    | ,125 | 11,855 | *** |       |
| Happy43                 | <--- | C1 | 1,445    | ,118 | 12,203 | *** |       |
| Surprising44            | <--- | C1 | 1,651    | ,162 | 10,188 | *** |       |
| Memories51              | <--- | C1 | 1,733    | ,136 | 12,789 | *** |       |
| Pleasant_moments52      | <--- | C1 | 1,663    | ,131 | 12,648 | *** |       |
| Expdiferente53          | <--- | C1 | 1,710    | ,177 | 9,668  | *** |       |
| Come_back54             | <--- | C1 | ,865     | ,103 | 8,382  | *** |       |
| RelieveSress342         | <--- | C2 | 1,000    |      |        |     |       |
| routine_life341         | <--- | C2 | ,999     | ,048 | 20,636 | *** |       |
| Change343               | <--- | C2 | 1,116    | ,049 | 22,942 | *** |       |
| Banish_boredom344       | <--- | C2 | 1,159    | ,062 | 18,803 | *** |       |

**Standardized Regression Weights: (Group number 1 - Default model)**

|                         |      |    | Estimate |
|-------------------------|------|----|----------|
| Program211              | <--- | C5 | ,443     |
| Desire212               | <--- | C5 | ,743     |
| Keep_me_up213           | <--- | C5 | ,874     |
| Self_esteem214          | <--- | C5 | ,698     |
| Events_associated321    | <--- | C7 | ,656     |
| streetmosphere322       | <--- | C7 | ,839     |
| Really_Enjoye324        | <--- | C7 | ,799     |
| Enjoying221             | <--- | C3 | ,831     |
| Same_Things222          | <--- | C3 | ,902     |
| Interaction223          | <--- | C3 | ,761     |
| Meet_people224          | <--- | C3 | ,638     |
| Sense_Community234      | <--- | C8 | ,650     |
| OporCareer233           | <--- | C8 | ,270     |
| Peer_recognition232     | <--- | C8 | ,782     |
| Opportunity231          | <--- | C8 | ,709     |
| Experience311           | <--- | C4 | ,635     |
| Curiosity312            | <--- | C4 | ,837     |
| New_Skills313           | <--- | C4 | ,907     |
| Ability314              | <--- | C4 | ,834     |
| NParicipants334         | <--- | C6 | ,521     |
| Route333                | <--- | C6 | ,779     |
| support_services332     | <--- | C6 | ,727     |
| physical_environment331 | <--- | C6 | ,754     |
| Satification41          | <--- | C1 | ,605     |
| Exciting42              | <--- | C1 | ,708     |
| Happy43                 | <--- | C1 | ,738     |
| Surprising44            | <--- | C1 | ,578     |
| Memories51              | <--- | C1 | ,793     |
| Pleasant_moments52      | <--- | C1 | ,779     |
| Expdiferente53          | <--- | C1 | ,541     |
| Come_back54             | <--- | C1 | ,456     |
| RelieveSress342         | <--- | C2 | ,866     |
| routine_life341         | <--- | C2 | ,809     |
| Change343               | <--- | C2 | ,870     |
| Banish_boredom344       | <--- | C2 | ,761     |

**Covariances: (Group number 1 - Default model)**

|            | Estimate | S.E. | C.R.  | P    | Label |
|------------|----------|------|-------|------|-------|
| C5 <--> C3 | ,074     | ,014 | 5,314 | ***  |       |
| C5 <--> C8 | ,147     | ,024 | 6,188 | ***  |       |
| C5 <--> C4 | ,108     | ,017 | 6,392 | ***  |       |
| C5 <--> C2 | ,097     | ,019 | 4,998 | ***  |       |
| C5 <--> C7 | ,064     | ,013 | 4,870 | ***  |       |
| C5 <--> C6 | ,042     | ,011 | 3,954 | ***  |       |
| C5 <--> C1 | ,035     | ,007 | 4,799 | ***  |       |
| C3 <--> C8 | ,175     | ,025 | 6,978 | ***  |       |
| C3 <--> C4 | ,076     | ,015 | 5,005 | ***  |       |
| C3 <--> C2 | ,159     | ,024 | 6,522 | ***  |       |
| C7 <--> C3 | ,083     | ,016 | 5,167 | ***  |       |
| C3 <--> C6 | ,065     | ,014 | 4,665 | ***  |       |
| C3 <--> C1 | ,053     | ,009 | 5,688 | ***  |       |
| C8 <--> C4 | ,160     | ,024 | 6,676 | ***  |       |
| C8 <--> C2 | ,127     | ,031 | 4,023 | ***  |       |
| C7 <--> C8 | ,100     | ,022 | 4,623 | ***  |       |
| C8 <--> C6 | ,078     | ,019 | 4,201 | ***  |       |
| C8 <--> C1 | ,079     | ,013 | 5,914 | ***  |       |
| C4 <--> C2 | ,097     | ,021 | 4,554 | ***  |       |
| C7 <--> C4 | ,085     | ,015 | 5,562 | ***  |       |
| C4 <--> C6 | ,051     | ,012 | 4,128 | ***  |       |
| C4 <--> C1 | ,059     | ,009 | 6,335 | ***  |       |
| C7 <--> C2 | ,032     | ,021 | 1,530 | ,126 |       |
| C6 <--> C2 | ,074     | ,019 | 3,848 | ***  |       |
| C1 <--> C2 | ,055     | ,013 | 4,356 | ***  |       |
| C7 <--> C6 | ,095     | ,016 | 6,030 | ***  |       |
| C7 <--> C1 | ,065     | ,010 | 6,518 | ***  |       |
| C6 <--> C1 | ,060     | ,009 | 6,341 | ***  |       |

**Correlations: (Group number 1 - Default model)**

|            | Estimate |
|------------|----------|
| C5 <--> C3 | ,369     |
| C5 <--> C8 | ,587     |
| C5 <--> C4 | ,592     |
| C5 <--> C2 | ,332     |
| C5 <--> C7 | ,349     |
| C5 <--> C6 | ,271     |
| C5 <--> C1 | ,337     |
| C3 <--> C8 | ,485     |
| C3 <--> C4 | ,289     |
| C3 <--> C2 | ,376     |
| C7 <--> C3 | ,313     |
| C3 <--> C6 | ,294     |
| C3 <--> C1 | ,349     |
| C8 <--> C4 | ,492     |
| C8 <--> C2 | ,241     |
| C7 <--> C8 | ,305     |
| C8 <--> C6 | ,285     |
| C8 <--> C1 | ,421     |
| C4 <--> C2 | ,256     |
| C7 <--> C4 | ,358     |
| C4 <--> C6 | ,257     |
| C4 <--> C1 | ,433     |
| C7 <--> C2 | ,084     |
| C6 <--> C2 | ,231     |
| C1 <--> C2 | ,249     |
| C7 <--> C6 | ,472     |
| C7 <--> C1 | ,473     |
| C6 <--> C1 | ,523     |

**Variances: (Group number 1 - Default model)**

|     | Estimate | S.E. | C.R.   | P   | Label |
|-----|----------|------|--------|-----|-------|
| C5  | ,140     | ,031 | 4,585  | *** |       |
| C7  | ,241     | ,034 | 7,175  | *** |       |
| C3  | ,290     | ,028 | 10,319 | *** |       |
| C8  | ,449     | ,065 | 6,896  | *** |       |
| C4  | ,236     | ,033 | 7,211  | *** |       |
| C6  | ,167     | ,031 | 5,388  | *** |       |
| C1  | ,079     | ,012 | 6,682  | *** |       |
| C2  | ,613     | ,055 | 11,084 | *** |       |
| e1  | ,575     | ,040 | 14,330 | *** |       |
| e2  | ,431     | ,037 | 11,752 | *** |       |
| e3  | ,244     | ,034 | 7,088  | *** |       |
| e4  | ,529     | ,042 | 12,535 | *** |       |
| e5  | ,319     | ,025 | 12,692 | *** |       |
| e6  | ,124     | ,016 | 7,626  | *** |       |
| e7  | ,124     | ,013 | 9,212  | *** |       |
| e8  | ,130     | ,012 | 10,732 | *** |       |
| e9  | ,073     | ,010 | 7,276  | *** |       |
| e10 | ,215     | ,017 | 12,471 | *** |       |
| e11 | ,538     | ,039 | 13,737 | *** |       |
| e12 | ,613     | ,050 | 12,167 | *** |       |
| e13 | 1,857    | ,127 | 14,617 | *** |       |
| e14 | ,467     | ,052 | 8,978  | *** |       |
| e15 | ,427     | ,039 | 11,052 | *** |       |
| e16 | ,349     | ,025 | 13,926 | *** |       |
| e17 | ,252     | ,022 | 11,317 | *** |       |
| e18 | ,173     | ,022 | 7,974  | *** |       |
| e19 | ,283     | ,025 | 11,411 | *** |       |
| e20 | ,449     | ,033 | 13,734 | *** |       |
| e21 | ,137     | ,014 | 9,902  | *** |       |
| e22 | ,135     | ,012 | 11,269 | *** |       |
| e23 | ,115     | ,011 | 10,617 | *** |       |
| e24 | ,137     | ,010 | 13,799 | *** |       |
| e25 | ,171     | ,013 | 12,968 | *** |       |
| e26 | ,137     | ,011 | 12,592 | *** |       |
| e27 | ,427     | ,031 | 13,942 | *** |       |
| e28 | ,139     | ,012 | 11,627 | *** |       |
| e29 | ,140     | ,012 | 11,913 | *** |       |
| e30 | ,555     | ,039 | 14,109 | *** |       |
| e31 | ,224     | ,016 | 14,400 | *** |       |
| e32 | ,205     | ,021 | 9,965  | *** |       |
| e33 | ,323     | ,027 | 11,832 | *** |       |
| e34 | ,246     | ,025 | 9,783  | *** |       |
| e35 | ,599     | ,047 | 12,702 | *** |       |

**Squared Multiple Correlations: (Group number 1 - Default model)**

|                         | Estimate |
|-------------------------|----------|
| Banish_boredom344       | ,579     |
| Change343               | ,756     |
| routine_life341         | ,654     |
| RelieveSress342         | ,749     |
| Come_back54             | ,208     |
| Expdiferente53          | ,293     |
| Pleasant_moments52      | ,608     |
| Memories51              | ,629     |
| Surprising44            | ,334     |
| Happy43                 | ,545     |
| Exciting42              | ,502     |
| Satifation41            | ,365     |
| physical_environment331 | ,568     |
| support_services332     | ,529     |
| Route333                | ,606     |
| NParicipants334         | ,271     |
| Ability314              | ,695     |
| New_Skills313           | ,823     |
| Curiosity312            | ,700     |
| Experience311           | ,404     |
| Opportunity231          | ,503     |
| Peer_recognition232     | ,611     |
| OporCareer233           | ,073     |
| Sense_Community234      | ,422     |
| Meet_people224          | ,407     |
| Interaction223          | ,579     |
| Same_Things222          | ,814     |
| Enjoying221             | ,690     |
| Really_Enjoye324        | ,639     |
| streetmosphere322       | ,703     |
| Events_associated321    | ,430     |
| Self_esteem214          | ,487     |
| Keep_me_up213           | ,764     |
| Desire212               | ,552     |
| Program211              | ,196     |



**Modification Indices (Group number 1 - Default model)**

**Covariances: (Group number 1 - Default model)**

|              | M.I.   | Par Change |
|--------------|--------|------------|
| e35 <--> C4  | 6,499  | -,041      |
| e35 <--> C7  | 4,510  | -,038      |
| e35 <--> C5  | 9,909  | ,039       |
| e34 <--> C1  | 4,619  | -,015      |
| e34 <--> C5  | 14,959 | ,034       |
| e34 <--> e35 | 7,130  | ,060       |
| e33 <--> C1  | 5,046  | ,016       |
| e33 <--> C5  | 13,251 | -,034      |
| e32 <--> C3  | 6,488  | ,031       |
| e32 <--> C7  | 5,415  | ,027       |
| e32 <--> C5  | 10,003 | -,025      |
| e32 <--> e33 | 8,282  | ,044       |
| e31 <--> C6  | 4,168  | ,018       |
| e31 <--> C4  | 4,472  | -,020      |
| e30 <--> C3  | 14,008 | -,066      |
| e30 <--> C7  | 9,001  | ,050       |
| e29 <--> C3  | 5,359  | ,022       |
| e28 <--> C3  | 8,046  | -,027      |
| e28 <--> e31 | 4,864  | ,021       |
| e28 <--> e30 | 7,575  | ,041       |
| e28 <--> e29 | 64,635 | ,064       |
| e27 <--> C4  | 13,745 | ,048       |
| e27 <--> C8  | 5,506  | ,046       |
| e27 <--> C3  | 6,886  | -,041      |
| e27 <--> C7  | 10,739 | -,048      |
| e27 <--> e33 | 4,985  | ,045       |
| e27 <--> e31 | 12,376 | -,054      |
| e27 <--> e30 | 7,636  | ,067       |
| e27 <--> e28 | 6,462  | -,033      |
| e26 <--> C4  | 4,225  | ,016       |
| e26 <--> C5  | 6,945  | -,016      |
| e26 <--> e30 | 10,516 | -,047      |
| e26 <--> e29 | 17,585 | -,032      |
| e26 <--> e28 | 26,177 | -,039      |
| e26 <--> e27 | 6,061  | ,031       |
| e25 <--> e29 | 7,617  | -,023      |
| e25 <--> e28 | 8,618  | -,025      |
| e25 <--> e27 | 5,779  | ,034       |
| e25 <--> e26 | 39,810 | ,052       |
| e24 <--> C3  | 24,521 | ,044       |

|              | M.I.   | Par Change |
|--------------|--------|------------|
| e24 <--> C7  | 5,670  | ,020       |
| e24 <--> C5  | 12,718 | -,021      |
| e24 <--> e34 | 10,990 | -,035      |
| e24 <--> e32 | 8,685  | ,029       |
| e24 <--> e31 | 22,337 | ,041       |
| e24 <--> e30 | 19,077 | -,060      |
| e24 <--> e29 | 6,324  | -,019      |
| e24 <--> e27 | 8,752  | -,036      |
| e24 <--> e26 | 29,105 | ,039       |
| e24 <--> e25 | 4,285  | ,016       |
| e23 <--> C8  | 6,396  | -,029      |
| e23 <--> e31 | 17,616 | ,037       |
| e23 <--> e30 | 6,939  | -,037      |
| e23 <--> e27 | 4,399  | -,026      |
| e23 <--> e24 | 9,848  | ,022       |
| e22 <--> C3  | 6,156  | ,023       |
| e22 <--> e27 | 5,353  | -,030      |
| e21 <--> C3  | 4,880  | -,022      |
| e21 <--> e30 | 4,908  | ,035       |
| e21 <--> e29 | 6,505  | -,022      |
| e21 <--> e27 | 6,757  | ,036       |
| e21 <--> e24 | 7,772  | -,022      |
| e20 <--> C8  | 26,955 | ,106       |
| e20 <--> C3  | 9,697  | -,050      |
| e20 <--> e32 | 5,863  | -,043      |
| e20 <--> e30 | 14,170 | ,094       |
| e20 <--> e27 | 22,310 | ,104       |
| e20 <--> e24 | 14,195 | -,047      |
| e20 <--> e23 | 15,768 | -,050      |
| e20 <--> e21 | 18,117 | ,060       |
| e19 <--> C2  | 7,804  | ,059       |
| e19 <--> C7  | 5,097  | -,029      |
| e19 <--> e35 | 6,463  | ,059       |
| e19 <--> e34 | 14,086 | ,062       |
| e19 <--> e32 | 7,929  | -,042      |
| e19 <--> e27 | 10,167 | ,060       |
| e19 <--> e22 | 7,495  | -,032      |
| e19 <--> e21 | 5,302  | ,028       |
| e18 <--> e21 | 5,554  | -,026      |
| e18 <--> e19 | 4,538  | ,030       |
| e17 <--> e35 | 4,341  | -,046      |
| e17 <--> e34 | 4,953  | -,035      |
| e17 <--> e33 | 9,778  | ,052       |

|              | M.I.   | Par Change |
|--------------|--------|------------|
| e17 <--> e23 | 4,223  | -,021      |
| e17 <--> e21 | 7,198  | ,031       |
| e16 <--> C1  | 11,443 | ,024       |
| e16 <--> C7  | 21,551 | ,062       |
| e16 <--> e35 | 7,956  | -,068      |
| e16 <--> e31 | 4,480  | ,029       |
| e16 <--> e27 | 8,417  | -,056      |
| e16 <--> e24 | 11,962 | ,038       |
| e16 <--> e23 | 4,864  | ,025       |
| e16 <--> e21 | 6,567  | -,032      |
| e16 <--> e19 | 4,637  | -,037      |
| e16 <--> e17 | 7,994  | ,046       |
| e15 <--> C3  | 6,461  | ,042       |
| e15 <--> C5  | 5,919  | -,027      |
| e15 <--> e35 | 4,914  | -,064      |
| e15 <--> e33 | 5,003  | ,049       |
| e15 <--> e29 | 6,174  | ,035       |
| e15 <--> e28 | 5,122  | -,032      |
| e15 <--> e18 | 8,485  | -,054      |
| e15 <--> e17 | 9,855  | ,061       |
| e14 <--> C3  | 6,754  | -,049      |
| e14 <--> C5  | 4,320  | ,025       |
| e14 <--> e35 | 8,572  | ,094       |
| e14 <--> e27 | 8,311  | ,075       |
| e13 <--> C1  | 25,513 | -,080      |
| e13 <--> C4  | 9,300  | ,081       |
| e13 <--> C3  | 13,433 | -,116      |
| e13 <--> e35 | 10,138 | ,172       |
| e13 <--> e33 | 4,376  | -,086      |
| e13 <--> e31 | 4,798  | -,069      |
| e13 <--> e30 | 6,317  | ,125       |
| e13 <--> e27 | 5,739  | ,105       |
| e13 <--> e24 | 19,113 | -,109      |
| e13 <--> e23 | 4,558  | -,054      |
| e13 <--> e20 | 6,131  | ,112       |
| e13 <--> e19 | 6,336  | ,097       |
| e13 <--> e18 | 7,369  | ,095       |
| e13 <--> e16 | 13,859 | -,148      |
| e13 <--> e15 | 8,295  | -,136      |
| e13 <--> e14 | 9,848  | ,167       |
| e12 <--> C1  | 6,562  | ,025       |
| e12 <--> e28 | 11,756 | ,057       |
| e12 <--> e27 | 9,100  | -,081      |

|              | M.I.   | Par Change |
|--------------|--------|------------|
| e12 <--> e20 | 4,446  | ,059       |
| e12 <--> e19 | 7,045  | ,063       |
| e12 <--> e17 | 14,734 | -,086      |
| e12 <--> e14 | 7,617  | -,088      |
| e11 <--> C2  | 6,329  | -,068      |
| e11 <--> C8  | 8,413  | ,065       |
| e11 <--> C7  | 6,666  | -,043      |
| e11 <--> C5  | 31,237 | ,064       |
| e11 <--> e35 | 15,376 | ,117       |
| e11 <--> e34 | 8,127  | ,061       |
| e11 <--> e33 | 8,376  | -,065      |
| e11 <--> e32 | 26,498 | -,099      |
| e11 <--> e31 | 5,460  | -,040      |
| e11 <--> e27 | 8,012  | ,069       |
| e11 <--> e24 | 11,616 | -,047      |
| e11 <--> e20 | 19,495 | ,110       |
| e11 <--> e19 | 5,220  | ,049       |
| e11 <--> e16 | 15,899 | -,087      |
| e11 <--> e14 | 8,023  | ,084       |
| e11 <--> e13 | 11,217 | ,166       |
| e10 <--> e30 | 5,484  | -,042      |
| e10 <--> e24 | 11,943 | ,031       |
| e10 <--> e21 | 4,658  | -,022      |
| e10 <--> e16 | 5,888  | -,035      |
| e10 <--> e12 | 6,395  | ,051       |
| e10 <--> e11 | 46,423 | ,122       |
| e9 <--> e35  | 6,456  | -,036      |
| e9 <--> e31  | 4,596  | ,018       |
| e9 <--> e27  | 8,377  | -,033      |
| e9 <--> e22  | 4,058  | ,014       |
| e9 <--> e19  | 4,090  | -,020      |
| e9 <--> e16  | 4,730  | ,023       |
| e9 <--> e14  | 4,777  | -,031      |
| e9 <--> e11  | 6,350  | -,032      |
| e8 <--> C2   | 15,094 | ,056       |
| e8 <--> e34  | 9,262  | -,035      |
| e8 <--> e33  | 8,638  | ,036       |
| e8 <--> e32  | 17,366 | ,043       |
| e8 <--> e23  | 7,484  | ,020       |
| e8 <--> e20  | 8,100  | -,038      |
| e8 <--> e16  | 9,268  | ,036       |
| e8 <--> e13  | 9,748  | -,083      |
| e8 <--> e11  | 17,137 | -,060      |

|    |          | M.I.   | Par Change |
|----|----------|--------|------------|
| e8 | <--> e10 | 7,507  | -,026      |
| e8 | <--> e9  | 10,913 | ,021       |
| e7 | <--> C1  | 6,665  | ,012       |
| e7 | <--> e34 | 4,910  | -,026      |
| e7 | <--> e30 | 4,896  | ,033       |
| e7 | <--> e26 | 8,890  | ,023       |
| e7 | <--> e24 | 5,409  | ,017       |
| e7 | <--> e16 | 4,158  | ,024       |
| e7 | <--> e13 | 4,691  | -,058      |
| e7 | <--> e12 | 4,844  | -,037      |
| e7 | <--> e11 | 4,152  | -,030      |
| e7 | <--> e8  | 5,952  | ,020       |
| e6 | <--> C1  | 7,433  | -,014      |
| e5 | <--> C6  | 7,460  | -,030      |
| e5 | <--> C8  | 4,553  | ,038       |
| e5 | <--> e29 | 6,001  | ,029       |
| e5 | <--> e27 | 6,044  | -,047      |
| e5 | <--> e21 | 7,871  | -,035      |
| e5 | <--> e19 | 4,108  | -,034      |
| e4 | <--> C8  | 4,152  | -,047      |
| e4 | <--> C3  | 8,972  | ,054       |
| e4 | <--> e35 | 15,575 | ,121       |
| e4 | <--> e33 | 5,937  | -,056      |
| e4 | <--> e23 | 11,880 | ,049       |
| e4 | <--> e19 | 18,300 | ,094       |
| e4 | <--> e15 | 4,139  | -,055      |
| e4 | <--> e11 | 11,169 | ,094       |
| e4 | <--> e10 | 7,113  | ,049       |
| e3 | <--> C4  | 4,983  | -,028      |
| e3 | <--> e35 | 4,766  | ,056       |
| e3 | <--> e34 | 7,282  | ,050       |
| e3 | <--> e32 | 6,785  | -,043      |
| e3 | <--> e24 | 13,147 | -,043      |
| e3 | <--> e11 | 5,104  | ,053       |
| e3 | <--> e4  | 5,153  | ,052       |
| e2 | <--> C4  | 6,591  | ,036       |
| e2 | <--> C3  | 19,188 | -,072      |
| e2 | <--> C7  | 6,526  | ,040       |
| e2 | <--> e35 | 4,183  | -,058      |
| e2 | <--> e30 | 5,007  | ,058       |
| e2 | <--> e24 | 6,349  | -,033      |
| e2 | <--> e22 | 4,437  | -,029      |
| e2 | <--> e21 | 13,624 | ,054       |

|    |      |     | M.I.   | Par Change |
|----|------|-----|--------|------------|
| e2 | <--> | e15 | 8,404  | -,072      |
| e2 | <--> | e14 | 12,451 | ,098       |
| e2 | <--> | e13 | 6,804  | ,122       |
| e2 | <--> | e10 | 13,761 | -,063      |
| e2 | <--> | e6  | 9,791  | ,047       |
| e2 | <--> | e4  | 8,565  | -,077      |
| e1 | <--> | C1  | 5,859  | ,021       |
| e1 | <--> | C3  | 10,674 | ,058       |
| e1 | <--> | C7  | 4,376  | ,035       |
| e1 | <--> | C5  | 5,058  | -,026      |
| e1 | <--> | e34 | 5,119  | -,049      |
| e1 | <--> | e31 | 5,885  | ,043       |
| e1 | <--> | e29 | 9,853  | ,047       |
| e1 | <--> | e26 | 5,435  | -,034      |
| e1 | <--> | e25 | 8,415  | -,047      |
| e1 | <--> | e24 | 10,509 | ,045       |
| e1 | <--> | e19 | 4,804  | -,048      |
| e1 | <--> | e16 | 7,247  | ,060       |
| e1 | <--> | e13 | 5,387  | -,117      |
| e1 | <--> | e8  | 9,164  | ,045       |
| e1 | <--> | e3  | 4,757  | -,052      |
| e1 | <--> | e2  | 4,021  | ,053       |

**Variances: (Group number 1 - Default model)**

|  | M.I. | Par Change |
|--|------|------------|
|--|------|------------|

**Regression Weights: (Group number 1 - Default model)**

|                   |                              | M.I.   | Par Change |
|-------------------|------------------------------|--------|------------|
| Banish_boredom344 | <--- C7                      | 4,958  | -,195      |
| Banish_boredom344 | <--- Curiosity312            | 4,403  | -,090      |
| Banish_boredom344 | <--- Experience311           | 8,601  | -,151      |
| Banish_boredom344 | <--- Peer_recognition232     | 5,795  | ,086       |
| Banish_boredom344 | <--- OporCareer233           | 11,207 | ,093       |
| Banish_boredom344 | <--- Meet_people224          | 6,245  | ,103       |
| Banish_boredom344 | <--- Really_Enjoye324        | 5,617  | -,159      |
| Banish_boredom344 | <--- streetmosphere322       | 5,653  | -,145      |
| Banish_boredom344 | <--- Self_esteem214          | 14,211 | ,146       |
| Banish_boredom344 | <--- Keep_me_up213           | 4,896  | ,086       |
| Change343         | <--- C4                      | 4,146  | ,123       |
| Change343         | <--- C5                      | 11,515 | ,272       |
| Change343         | <--- Satifation41            | 10,977 | -,200      |
| Change343         | <--- Ability314              | 12,109 | ,101       |
| Change343         | <--- Enjoying221             | 5,685  | -,103      |
| Change343         | <--- Self_esteem214          | 12,285 | ,097       |
| Change343         | <--- Keep_me_up213           | 14,057 | ,103       |
| Change343         | <--- Desire212               | 6,158  | ,071       |
| routine_life341   | <--- C5                      | 7,453  | -,233      |
| routine_life341   | <--- Surprising44            | 7,210  | ,100       |
| routine_life341   | <--- OporCareer233           | 4,476  | -,044      |
| routine_life341   | <--- Meet_people224          | 5,783  | -,075      |
| routine_life341   | <--- Self_esteem214          | 11,593 | -,100      |
| routine_life341   | <--- Keep_me_up213           | 8,342  | -,084      |
| routine_life341   | <--- Desire212               | 4,105  | -,062      |
| RelieveSress342   | <--- C3                      | 4,034  | ,100       |
| RelieveSress342   | <--- C5                      | 5,784  | -,175      |
| RelieveSress342   | <--- Satifation41            | 7,859  | ,153       |
| RelieveSress342   | <--- Ability314              | 4,267  | -,054      |
| RelieveSress342   | <--- Meet_people224          | 6,822  | -,070      |
| RelieveSress342   | <--- Same_Things222          | 4,925  | ,090       |
| RelieveSress342   | <--- Enjoying221             | 13,188 | ,142       |
| RelieveSress342   | <--- Really_Enjoye324        | 5,642  | ,103       |
| RelieveSress342   | <--- Self_esteem214          | 7,070  | -,066      |
| RelieveSress342   | <--- Keep_me_up213           | 8,471  | -,072      |
| Come_back54       | <--- C4                      | 6,975  | -,130      |
| Come_back54       | <--- Surprising44            | 7,786  | -,079      |
| Come_back54       | <--- Satifation41            | 13,280 | ,179       |
| Come_back54       | <--- physical_environment331 | 13,502 | ,163       |

|                    |                           | M.I.   | Par Change |
|--------------------|---------------------------|--------|------------|
| Come_back54        | <--- Ability314           | 7,874  | -,066      |
| Come_back54        | <--- New_Skills313        | 5,889  | -,056      |
| Come_back54        | <--- Curiosity312         | 7,186  | -,067      |
| Come_back54        | <--- OporCareer233        | 6,629  | -,041      |
| Come_back54        | <--- Sense_Community234   | 4,714  | -,048      |
| Expdiferente53     | <--- C3                   | 6,645  | -,182      |
| Expdiferente53     | <--- C7                   | 7,991  | ,227       |
| Expdiferente53     | <--- C5                   | 4,429  | ,218       |
| Expdiferente53     | <--- Surprising44         | 4,810  | ,099       |
| Expdiferente53     | <--- Happy43              | 4,166  | -,135      |
| Expdiferente53     | <--- Satifation41         | 11,357 | -,263      |
| Expdiferente53     | <--- NParticipants334     | 12,518 | ,163       |
| Expdiferente53     | <--- Curiosity312         | 4,214  | ,081       |
| Expdiferente53     | <--- OporCareer233        | 6,555  | ,065       |
| Expdiferente53     | <--- Meet_people224       | 4,077  | -,077      |
| Expdiferente53     | <--- Interaction223       | 10,718 | -,166      |
| Expdiferente53     | <--- Same_Things222       | 5,300  | -,133      |
| Expdiferente53     | <--- Enjoying221          | 5,174  | -,127      |
| Expdiferente53     | <--- Really_Enjoye324     | 10,272 | ,198       |
| Expdiferente53     | <--- streetmosphere322    | 4,237  | ,115       |
| Expdiferente53     | <--- Events_associated321 | 6,754  | ,126       |
| Expdiferente53     | <--- Keep_me_up213        | 4,075  | ,072       |
| Expdiferente53     | <--- Desire212            | 7,982  | ,104       |
| Pleasant_moments52 | <--- C3                   | 6,342  | ,096       |
| Pleasant_moments52 | <--- Memories51           | 20,353 | ,144       |
| Pleasant_moments52 | <--- Happy43              | 7,143  | -,095      |
| Pleasant_moments52 | <--- Route333             | 5,838  | -,080      |
| Pleasant_moments52 | <--- Opportunity231       | 8,029  | ,060       |
| Pleasant_moments52 | <--- Sense_Community234   | 6,136  | ,047       |
| Pleasant_moments52 | <--- Same_Things222       | 5,296  | ,072       |
| Pleasant_moments52 | <--- Enjoying221          | 8,658  | ,089       |
| Pleasant_moments52 | <--- Program211           | 11,072 | ,077       |
| Memories51         | <--- C3                   | 6,774  | -,100      |
| Memories51         | <--- Expdiferente53       | 5,164  | ,051       |
| Memories51         | <--- Pleasant_moments52   | 21,982 | ,154       |
| Memories51         | <--- Surprising44         | 4,116  | -,050      |
| Memories51         | <--- Happy43              | 10,674 | -,117      |
| Memories51         | <--- Opportunity231       | 4,160  | -,043      |
| Memories51         | <--- Meet_people224       | 4,085  | -,042      |
| Memories51         | <--- Interaction223       | 6,351  | -,069      |
| Memories51         | <--- Same_Things222       | 7,340  | -,085      |
| Surprising44       | <--- C2                   | 4,108  | ,087       |
| Surprising44       | <--- C4                   | 22,001 | ,322       |



|              |                           | M.I.   | Par Change |
|--------------|---------------------------|--------|------------|
| Surprising44 | <--- C8                   | 12,489 | ,188       |
| Surprising44 | <--- C5                   | 16,463 | ,371       |
| Surprising44 | <--- routine_life341      | 7,564  | ,091       |
| Surprising44 | <--- Come_back54          | 9,527  | -,185      |
| Surprising44 | <--- Expdiferente53       | 5,160  | ,082       |
| Surprising44 | <--- Satifation41         | 5,214  | -,157      |
| Surprising44 | <--- NParicipants334      | 16,806 | ,167       |
| Surprising44 | <--- Ability314           | 28,259 | ,176       |
| Surprising44 | <--- New_Skills313        | 18,112 | ,137       |
| Surprising44 | <--- Curiosity312         | 18,226 | ,149       |
| Surprising44 | <--- Opportunity231       | 9,745  | ,108       |
| Surprising44 | <--- Peer_recognition232  | 15,850 | ,116       |
| Surprising44 | <--- OporCareer233        | 9,904  | ,071       |
| Surprising44 | <--- Events_associated321 | 7,803  | -,119      |
| Surprising44 | <--- Self_esteem214       | 7,106  | ,084       |
| Surprising44 | <--- Keep_me_up213        | 13,650 | ,116       |
| Surprising44 | <--- Desire212            | 12,674 | ,116       |
| Happy43      | <--- Expdiferente53       | 7,140  | -,057      |
| Happy43      | <--- Pleasant_moments52   | 5,884  | -,077      |
| Happy43      | <--- Memories51           | 8,140  | -,088      |
| Happy43      | <--- Exciting42           | 17,943 | ,137       |
| Happy43      | <--- Satifation41         | 17,455 | ,170       |
| Happy43      | <--- Program211           | 7,055  | -,059      |
| Exciting42   | <--- Happy43              | 15,966 | ,152       |
| Exciting42   | <--- Program211           | 5,550  | -,058      |
| Satifation41 | <--- C4                   | 8,046  | -,111      |
| Satifation41 | <--- C3                   | 9,676  | ,110       |
| Satifation41 | <--- C5                   | 15,347 | -,204      |
| Satifation41 | <--- Change343            | 5,802  | -,043      |
| Satifation41 | <--- Come_back54          | 17,200 | ,142       |
| Satifation41 | <--- Expdiferente53       | 12,898 | -,074      |
| Satifation41 | <--- Surprising44         | 5,519  | -,053      |
| Satifation41 | <--- Happy43              | 11,568 | ,112       |
| Satifation41 | <--- NParicipants334      | 10,646 | -,075      |
| Satifation41 | <--- Ability314           | 6,834  | -,049      |
| Satifation41 | <--- New_Skills313        | 9,039  | -,055      |
| Satifation41 | <--- Curiosity312         | 6,167  | -,049      |
| Satifation41 | <--- Peer_recognition232  | 5,280  | -,038      |
| Satifation41 | <--- OporCareer233        | 21,556 | -,059      |
| Satifation41 | <--- Interaction223       | 18,752 | ,110       |
| Satifation41 | <--- Same_Things222       | 9,611  | ,090       |
| Satifation41 | <--- Enjoying221          | 11,058 | ,093       |
| Satifation41 | <--- Really_Enjoye324     | 5,214  | ,071       |

|                         |                              | M.I.   | Par Change |
|-------------------------|------------------------------|--------|------------|
| Satification41          | <--- Keep_me_up213           | 20,384 | -,080      |
| Satification41          | <--- Desire212               | 18,077 | -,079      |
| physical_environment331 | <--- C8                      | 4,580  | -,065      |
| physical_environment331 | <--- Come_back54             | 14,244 | ,130       |
| physical_environment331 | <--- Expdiferente53          | 4,201  | -,042      |
| physical_environment331 | <--- Satifation41            | 6,467  | ,100       |
| physical_environment331 | <--- NParticipants334        | 10,970 | -,077      |
| physical_environment331 | <--- OporCareer233           | 6,551  | -,033      |
| support_services332     | <--- C3                      | 4,418  | ,080       |
| support_services332     | <--- Interaction223          | 4,613  | ,058       |
| support_services332     | <--- Same_Things222          | 6,026  | ,076       |
| Route333                | <--- Satifation41            | 5,845  | -,107      |
| Route333                | <--- NParticipants334        | 12,661 | ,093       |
| Route333                | <--- Interaction223          | 7,511  | -,079      |
| Route333                | <--- Enjoying221             | 5,012  | -,071      |
| Route333                | <--- Events_associated321    | 8,367  | -,079      |
| Route333                | <--- Desire212               | 8,078  | ,059       |
| NParticipants334        | <--- C8                      | 18,009 | ,232       |
| NParticipants334        | <--- C5                      | 4,624  | ,203       |
| NParticipants334        | <--- Expdiferente53          | 11,712 | ,127       |
| NParticipants334        | <--- Surprising44            | 16,794 | ,168       |
| NParticipants334        | <--- Satifation41            | 6,405  | -,179      |
| NParticipants334        | <--- physical_environment331 | 5,372  | -,148      |
| NParticipants334        | <--- Route333                | 5,378  | ,129       |
| NParticipants334        | <--- Opportunity231          | 12,489 | ,125       |
| NParticipants334        | <--- Peer_recognition232     | 16,036 | ,120       |
| NParticipants334        | <--- OporCareer233           | 11,535 | ,079       |
| NParticipants334        | <--- Sense_Community234      | 15,698 | ,126       |
| NParticipants334        | <--- Meet_people224          | 6,823  | ,090       |
| NParticipants334        | <--- Enjoying221             | 5,164  | -,115      |
| NParticipants334        | <--- Keep_me_up213           | 5,549  | ,076       |
| Ability314              | <--- C2                      | 6,880  | ,099       |
| Ability314              | <--- C7                      | 6,144  | -,155      |
| Ability314              | <--- Banish_boredom344       | 11,824 | ,081       |
| Ability314              | <--- Change343               | 13,906 | ,105       |
| Ability314              | <--- OporCareer233           | 5,435  | ,046       |
| Ability314              | <--- Really_Enjoye324        | 4,095  | -,097      |
| Ability314              | <--- streetmosphere322       | 4,062  | -,088      |
| Ability314              | <--- Events_associated321    | 8,581  | -,110      |
| Ability314              | <--- Self_esteem214          | 11,136 | ,093       |
| New_Skills313           | <--- C1                      | 6,610  | -,248      |
| New_Skills313           | <--- C6                      | 7,615  | -,189      |
| New_Skills313           | <--- routine_life341         | 5,788  | -,063      |

|                     |                              | M.I.   | Par Change |
|---------------------|------------------------------|--------|------------|
| New_Skills313       | <--- Memories51              | 6,926  | -,110      |
| New_Skills313       | <--- Satifation41            | 7,600  | -,152      |
| New_Skills313       | <--- physical_environment331 | 4,060  | -,100      |
| New_Skills313       | <--- Route333                | 10,396 | -,139      |
| New_Skills313       | <--- Opportunity231          | 5,355  | -,064      |
| New_Skills313       | <--- OporCareer233           | 5,826  | ,043       |
| Curiosity312        | <--- Route333                | 7,372  | ,123       |
| Curiosity312        | <--- Experience311           | 4,558  | ,074       |
| Curiosity312        | <--- Opportunity231          | 5,445  | ,067       |
| Curiosity312        | <--- Sense_Community234      | 5,684  | -,062      |
| Experience311       | <--- C1                      | 23,443 | ,530       |
| Experience311       | <--- C6                      | 11,156 | ,259       |
| Experience311       | <--- C3                      | 6,142  | ,140       |
| Experience311       | <--- C7                      | 36,041 | ,385       |
| Experience311       | <--- Banish_boredom344       | 6,064  | -,060      |
| Experience311       | <--- Come_back54             | 15,491 | ,214       |
| Experience311       | <--- Expdiferente53          | 10,333 | ,105       |
| Experience311       | <--- Pleasant_moments52      | 13,164 | ,175       |
| Experience311       | <--- Memories51              | 20,994 | ,216       |
| Experience311       | <--- Happy43                 | 11,759 | ,181       |
| Experience311       | <--- Exciting42              | 7,997  | ,139       |
| Experience311       | <--- Satifation41            | 29,385 | ,338       |
| Experience311       | <--- physical_environment331 | 12,723 | ,200       |
| Experience311       | <--- support_services332     | 6,345  | ,136       |
| Experience311       | <--- OporCareer233           | 10,780 | -,067      |
| Experience311       | <--- Same_Things222          | 8,004  | ,130       |
| Experience311       | <--- Enjoying221             | 11,904 | ,154       |
| Experience311       | <--- Really_Enjoye324        | 29,675 | ,269       |
| Experience311       | <--- streetmosphere322       | 28,866 | ,240       |
| Experience311       | <--- Events_associated321    | 16,585 | ,157       |
| Experience311       | <--- Program211              | 5,016  | ,076       |
| Opportunity231      | <--- C4                      | 5,389  | -,173      |
| Opportunity231      | <--- C5                      | 5,818  | -,239      |
| Opportunity231      | <--- Ability314              | 7,559  | -,099      |
| Opportunity231      | <--- New_Skills313           | 8,777  | -,104      |
| Opportunity231      | <--- OporCareer233           | 7,599  | -,067      |
| Opportunity231      | <--- Interaction223          | 4,486  | ,102       |
| Opportunity231      | <--- Enjoying221             | 4,410  | ,112       |
| Opportunity231      | <--- Self_esteem214          | 8,583  | -,100      |
| Opportunity231      | <--- Desire212               | 11,860 | -,121      |
| Peer_recognition232 | <--- Surprising44            | 4,732  | ,106       |
| Peer_recognition232 | <--- NParicipants334         | 5,060  | ,111       |
| Peer_recognition232 | <--- OporCareer233           | 9,049  | ,083       |

|                     |                              | M.I.   | Par Change |
|---------------------|------------------------------|--------|------------|
| Peer_recognition232 | <--- Sense_Community234      | 4,049  | -,076      |
| Peer_recognition232 | <--- Same_Things222          | 5,826  | -,150      |
| Peer_recognition232 | <--- Desire212               | 11,160 | ,133       |
| OporCareer233       | <--- C1                      | 19,724 | -1,096     |
| OporCareer233       | <--- C6                      | 4,314  | -,364      |
| OporCareer233       | <--- C3                      | 13,708 | -,472      |
| OporCareer233       | <--- Come_back54             | 14,656 | -,470      |
| OporCareer233       | <--- Pleasant_moments52      | 17,157 | -,451      |
| OporCareer233       | <--- Memories51              | 13,712 | -,394      |
| OporCareer233       | <--- Happy43                 | 16,442 | -,482      |
| OporCareer233       | <--- Exciting42              | 11,571 | -,379      |
| OporCareer233       | <--- Satifation41            | 34,763 | -,828      |
| OporCareer233       | <--- physical_environment331 | 7,072  | -,336      |
| OporCareer233       | <--- Ability314              | 6,980  | ,179       |
| OporCareer233       | <--- New_Skills313           | 5,780  | ,159       |
| OporCareer233       | <--- Interaction223          | 10,191 | -,291      |
| OporCareer233       | <--- Same_Things222          | 12,395 | -,366      |
| OporCareer233       | <--- Enjoying221             | 19,836 | -,448      |
| OporCareer233       | <--- Really_Enjoye324        | 4,828  | -,244      |
| OporCareer233       | <--- Desire212               | 5,634  | ,158       |
| Sense_Community234  | <--- C1                      | 4,104  | ,308       |
| Sense_Community234  | <--- Pleasant_moments52      | 6,524  | ,171       |
| Sense_Community234  | <--- Memories51              | 11,499 | ,222       |
| Sense_Community234  | <--- Ability314              | 4,059  | ,084       |
| Sense_Community234  | <--- Interaction223          | 7,569  | ,154       |
| Meet_people224      | <--- C4                      | 15,767 | ,308       |
| Meet_people224      | <--- C8                      | 26,571 | ,309       |
| Meet_people224      | <--- C5                      | 43,533 | ,682       |
| Meet_people224      | <--- routine_life341         | 4,275  | -,077      |
| Meet_people224      | <--- RelieveSress342         | 7,540  | -,109      |
| Meet_people224      | <--- Surprising44            | 5,856  | ,109       |
| Meet_people224      | <--- Satifation41            | 5,955  | -,190      |
| Meet_people224      | <--- NParticipants334        | 14,642 | ,176       |
| Meet_people224      | <--- Ability314              | 18,447 | ,161       |
| Meet_people224      | <--- New_Skills313           | 13,799 | ,135       |
| Meet_people224      | <--- Curiosity312            | 9,488  | ,121       |
| Meet_people224      | <--- Opportunity231          | 4,509  | ,083       |
| Meet_people224      | <--- Peer_recognition232     | 25,939 | ,167       |
| Meet_people224      | <--- OporCareer233           | 19,818 | ,113       |
| Meet_people224      | <--- Sense_Community234      | 14,443 | ,133       |
| Meet_people224      | <--- Interaction223          | 17,066 | ,208       |
| Meet_people224      | <--- Enjoying221             | 4,223  | -,114      |
| Meet_people224      | <--- Self_esteem214          | 42,572 | ,231       |

|                      |                          | M.I.   | Par Change |
|----------------------|--------------------------|--------|------------|
| Meet_people224       | <--- Keep_me_up213       | 38,401 | ,219       |
| Meet_people224       | <--- Desire212           | 27,825 | ,194       |
| Interaction223       | <--- Expdiferente53      | 4,985  | -,060      |
| Interaction223       | <--- Satifation41        | 5,360  | ,118       |
| Interaction223       | <--- Route333            | 4,006  | -,080      |
| Interaction223       | <--- Sense_Community234  | 5,766  | ,055       |
| Interaction223       | <--- Meet_people224      | 25,964 | ,127       |
| Interaction223       | <--- Desire212           | 6,199  | -,060      |
| Same_Things222       | <--- Banish_boredom344   | 7,557  | -,039      |
| Same_Things222       | <--- Surprising44        | 8,047  | -,060      |
| Same_Things222       | <--- Ability314          | 4,349  | -,037      |
| Same_Things222       | <--- Peer_recognition232 | 6,093  | -,038      |
| Same_Things222       | <--- Desire212           | 5,317  | -,040      |
| Enjoying221          | <--- C2                  | 10,105 | ,083       |
| Enjoying221          | <--- routine_life341     | 16,109 | ,081       |
| Enjoying221          | <--- RelieveSress342     | 19,246 | ,094       |
| Enjoying221          | <--- Pleasant_moments52  | 4,875  | ,072       |
| Enjoying221          | <--- Satifation41        | 4,932  | ,093       |
| Enjoying221          | <--- NParicipants334     | 4,488  | -,052      |
| Enjoying221          | <--- OporCareer233       | 11,604 | -,047      |
| Enjoying221          | <--- Sense_Community234  | 4,428  | -,040      |
| Enjoying221          | <--- Meet_people224      | 9,671  | -,063      |
| Enjoying221          | <--- Self_esteem214      | 4,440  | -,040      |
| Enjoying221          | <--- Program211          | 4,314  | ,048       |
| Really_Enjoye324     | <--- Expdiferente53      | 7,840  | ,062       |
| Really_Enjoye324     | <--- Happy43             | 10,314 | ,115       |
| Really_Enjoye324     | <--- Satifation41        | 8,351  | ,123       |
| Really_Enjoye324     | <--- OporCareer233       | 5,723  | -,033      |
| Really_Enjoye324     | <--- Sense_Community234  | 5,411  | -,044      |
| Really_Enjoye324     | <--- Meet_people224      | 4,486  | -,044      |
| streetmosphere322    | <--- C1                  | 4,635  | -,172      |
| streetmosphere322    | <--- Pleasant_moments52  | 4,471  | -,074      |
| streetmosphere322    | <--- Surprising44        | 4,641  | -,057      |
| streetmosphere322    | <--- Happy43             | 6,489  | -,098      |
| Events_associated321 | <--- C8                  | 9,020  | ,143       |
| Events_associated321 | <--- C5                  | 6,392  | ,207       |
| Events_associated321 | <--- Banish_boredom344   | 4,089  | ,048       |
| Events_associated321 | <--- Route333            | 6,667  | -,125      |
| Events_associated321 | <--- Opportunity231      | 7,918  | ,087       |
| Events_associated321 | <--- OporCareer233       | 4,378  | ,042       |
| Events_associated321 | <--- Sense_Community234  | 9,729  | ,086       |
| Events_associated321 | <--- Same_Things222      | 4,049  | ,092       |
| Events_associated321 | <--- Keep_me_up213       | 7,197  | ,075       |

|                      |                              | M.I.   | Par Change |
|----------------------|------------------------------|--------|------------|
| Events_associated321 | <--- Program211              | 5,866  | ,082       |
| Self_esteem214       | <--- C2                      | 6,532  | ,127       |
| Self_esteem214       | <--- C3                      | 6,513  | ,184       |
| Self_esteem214       | <--- Banish_boredom344       | 17,981 | ,131       |
| Self_esteem214       | <--- Change343               | 8,535  | ,107       |
| Self_esteem214       | <--- physical_environment331 | 5,371  | ,166       |
| Self_esteem214       | <--- Ability314              | 6,820  | ,100       |
| Self_esteem214       | <--- Meet_people224          | 16,241 | ,156       |
| Self_esteem214       | <--- Interaction223          | 11,912 | ,178       |
| Self_esteem214       | <--- Same_Things222          | 4,825  | ,129       |
| Keep_me_up213        | <--- C4                      | 4,153  | -,137      |
| Keep_me_up213        | <--- C7                      | 4,710  | -,150      |
| Keep_me_up213        | <--- Satifation41            | 12,719 | -,239      |
| Keep_me_up213        | <--- physical_environment331 | 4,004  | -,121      |
| Keep_me_up213        | <--- Ability314              | 4,341  | -,067      |
| Keep_me_up213        | <--- Experience311           | 5,751  | -,098      |
| Keep_me_up213        | <--- Really_Enjoye324        | 4,487  | -,113      |
| Keep_me_up213        | <--- streetmosphere322       | 5,348  | -,112      |
| Desire212            | <--- C2                      | 7,445  | -,125      |
| Desire212            | <--- C4                      | 4,264  | ,151       |
| Desire212            | <--- C3                      | 15,963 | -,266      |
| Desire212            | <--- C7                      | 5,260  | ,173       |
| Desire212            | <--- Banish_boredom344       | 10,330 | -,092      |
| Desire212            | <--- Change343               | 4,695  | -,073      |
| Desire212            | <--- routine_life341         | 4,932  | -,078      |
| Desire212            | <--- RelieveSress342         | 4,408  | -,079      |
| Desire212            | <--- Expdiferente53          | 4,019  | ,077       |
| Desire212            | <--- Route333                | 5,676  | ,137       |
| Desire212            | <--- New_Skills313           | 5,166  | ,078       |
| Desire212            | <--- Curiosity312            | 4,453  | ,078       |
| Desire212            | <--- Opportunity231          | 4,551  | -,078      |
| Desire212            | <--- OporCareer233           | 5,655  | ,057       |
| Desire212            | <--- Interaction223          | 26,239 | -,244      |
| Desire212            | <--- Same_Things222          | 15,500 | -,214      |
| Desire212            | <--- Enjoying221             | 8,242  | -,151      |
| Desire212            | <--- streetmosphere322       | 9,719  | ,164       |
| Program211           | <--- C1                      | 15,140 | ,539       |
| Program211           | <--- C6                      | 4,901  | ,218       |
| Program211           | <--- C8                      | 8,817  | ,181       |
| Program211           | <--- C3                      | 19,992 | ,320       |
| Program211           | <--- C7                      | 12,611 | ,288       |
| Program211           | <--- Come_back54             | 14,427 | ,262       |
| Program211           | <--- Expdiferente53          | 6,136  | ,102       |

|            |                           | M.I.   | Par Change |
|------------|---------------------------|--------|------------|
| Program211 | <--- Pleasant_moments52   | 21,555 | ,284       |
| Program211 | <--- Memories51           | 13,332 | ,218       |
| Program211 | <--- Satifation41         | 22,206 | ,372       |
| Program211 | <--- support_services332  | 6,084  | ,169       |
| Program211 | <--- Experience311        | 4,623  | ,103       |
| Program211 | <--- Opportunity231       | 7,692  | ,110       |
| Program211 | <--- Peer_recognition232  | 4,705  | ,072       |
| Program211 | <--- Sense_Community234   | 7,382  | ,096       |
| Program211 | <--- Interaction223       | 17,310 | ,213       |
| Program211 | <--- Same_Things222       | 13,305 | ,213       |
| Program211 | <--- Enjoying221          | 25,132 | ,283       |
| Program211 | <--- Really_Enjoye324     | 11,211 | ,209       |
| Program211 | <--- streetmosphere322    | 6,204  | ,141       |
| Program211 | <--- Events_associated321 | 10,545 | ,159       |

**RESULTS CFA – Without itens C5 1, C8, C1 8, C6 4, C3 4 and C1 1, correlating errors from variables C1 2 and C1 3, C1 5 and C1 6, C1 3 and C1 5, C1 3 and C1 7, C4 1 and C4 2, C5 2 and C5 4, and C2 3 and C2 4**

**Notes for Model (Default model)**

**Computation of degrees of freedom (Default model)**

Number of distinct sample moments: 435

Number of distinct parameters to be estimated: 93

Degrees of freedom (435 - 93): 342

**Result (Default model)**

Minimum was achieved

Chi-square = 864,003

Degrees of freedom = 342

Probability level = ,000

**Model Fit Summary**

**CMIN**

| Model              | NPAR | CMIN     | DF  | P    | CMIN/DF |
|--------------------|------|----------|-----|------|---------|
| Default model      | 93   | 864,003  | 342 | ,000 | 2,526   |
| Saturated model    | 435  | ,000     | 0   |      |         |
| Independence model | 29   | 7192,902 | 406 | ,000 | 17,717  |

**RMR, GFI**

| Model              | RMR  | GFI   | AGFI | PGFI |
|--------------------|------|-------|------|------|
| Default model      | ,038 | ,877  | ,844 | ,690 |
| Saturated model    | ,000 | 1,000 |      |      |
| Independence model | ,201 | ,301  | ,251 | ,281 |

**Baseline Comparisons**

| Model              | NFI<br>Delta1 | RFI<br>rho1 | IFI<br>Delta2 | TLI<br>rho2 | CFI   |
|--------------------|---------------|-------------|---------------|-------------|-------|
| Default model      | ,880          | ,857        | ,924          | ,909        | ,923  |
| Saturated model    | 1,000         |             | 1,000         |             | 1,000 |
| Independence model | ,000          | ,000        | ,000          | ,000        | ,000  |

**Parsimony-Adjusted Measures**

| Model              | PRATIO | PNFI | PCFI |
|--------------------|--------|------|------|
| Default model      | ,842   | ,741 | ,778 |
| Saturated model    | ,000   | ,000 | ,000 |
| Independence model | 1,000  | ,000 | ,000 |



**NCP**

| Model              | NCP      | LO 90    | HI 90    |
|--------------------|----------|----------|----------|
| Default model      | 522,003  | 439,205  | 612,475  |
| Saturated model    | ,000     | ,000     | ,000     |
| Independence model | 6786,902 | 6515,075 | 7065,130 |

**FMIN**

| Model              | FMIN   | F0     | LO 90  | HI 90  |
|--------------------|--------|--------|--------|--------|
| Default model      | 1,946  | 1,176  | ,989   | 1,379  |
| Saturated model    | ,000   | ,000   | ,000   | ,000   |
| Independence model | 16,200 | 15,286 | 14,674 | 15,912 |

**RMSEA**

| Model              | RMSEA | LO 90 | HI 90 | PCLOSE |
|--------------------|-------|-------|-------|--------|
| Default model      | ,059  | ,054  | ,064  | ,002   |
| Independence model | ,194  | ,190  | ,198  | ,000   |

**AIC**

| Model              | AIC      | BCC      | BIC      | CAIC     |
|--------------------|----------|----------|----------|----------|
| Default model      | 1050,003 | 1063,481 | 1431,124 | 1524,124 |
| Saturated model    | 870,000  | 933,043  | 2652,662 | 3087,662 |
| Independence model | 7250,902 | 7255,104 | 7369,746 | 7398,746 |

**ECVI**

| Model              | ECVI   | LO 90  | HI 90  | MECVI  |
|--------------------|--------|--------|--------|--------|
| Default model      | 2,365  | 2,178  | 2,569  | 2,395  |
| Saturated model    | 1,959  | 1,959  | 1,959  | 2,101  |
| Independence model | 16,331 | 15,719 | 16,958 | 16,340 |

**HOELTER**

| Model              | HOELTER<br>.05 | HOELTER<br>.01 |
|--------------------|----------------|----------------|
| Default model      | 199            | 209            |
| Independence model | 29             | 30             |

**Scalar Estimates (Group number 1 - Default model)**

**Maximum Likelihood Estimates**

**Regression Weights: (Group number 1 - Default model)**

|                         |      |    | Estimate | S.E. | C.R.   | P   | Label  |
|-------------------------|------|----|----------|------|--------|-----|--------|
| Desire212               | <--- | C5 | 1,000    |      |        |     |        |
| Keep_me_up213           | <--- | C5 | 1,122    | ,076 | 14,857 | *** | par_1  |
| Self_esteem214          | <--- | C5 | ,991     | ,073 | 13,577 | *** | par_2  |
| Events_associated321    | <--- | C7 | 1,000    |      |        |     |        |
| streetmosphere322       | <--- | C7 | 1,104    | ,082 | 13,410 | *** | par_3  |
| Really_Enjoye324        | <--- | C7 | ,954     | ,072 | 13,247 | *** | par_4  |
| Enjoying221             | <--- | C3 | 1,000    |      |        |     |        |
| Same_Things222          | <--- | C3 | 1,051    | ,049 | 21,513 | *** | par_5  |
| Interaction223          | <--- | C3 | ,950     | ,055 | 17,181 | *** | par_6  |
| Sense_Community234      | <--- | C8 | 1,000    |      |        |     |        |
| Peer_recognition232     | <--- | C8 | 1,247    | ,105 | 11,830 | *** | par_7  |
| Opportunity231          | <--- | C8 | 1,005    | ,087 | 11,585 | *** | par_8  |
| Experience311           | <--- | C4 | 1,000    |      |        |     |        |
| Curiosity312            | <--- | C4 | 1,618    | ,110 | 14,669 | *** | par_9  |
| New_Skills313           | <--- | C4 | 1,929    | ,136 | 14,149 | *** | par_10 |
| Ability314              | <--- | C4 | 1,728    | ,127 | 13,627 | *** | par_11 |
| Route333                | <--- | C6 | 1,000    |      |        |     |        |
| support_services332     | <--- | C6 | ,901     | ,067 | 13,439 | *** | par_12 |
| physical_environment331 | <--- | C6 | ,931     | ,067 | 13,934 | *** | par_13 |
| Exciting42              | <--- | C1 | 1,000    |      |        |     |        |
| Happy43                 | <--- | C1 | 1,018    | ,068 | 14,868 | *** | par_14 |
| Surprising44            | <--- | C1 | 1,313    | ,117 | 11,244 | *** | par_15 |
| Memories51              | <--- | C1 | 1,129    | ,094 | 11,997 | *** | par_16 |
| Pleasant_moments52      | <--- | C1 | 1,088    | ,091 | 11,998 | *** | par_17 |
| Expdiferente53          | <--- | C1 | 1,377    | ,129 | 10,634 | *** | par_18 |
| RelieveSress342         | <--- | C2 | 1,000    |      |        |     |        |
| routine_life341         | <--- | C2 | ,990     | ,047 | 21,162 | *** | par_19 |
| Change343               | <--- | C2 | 1,052    | ,049 | 21,440 | *** | par_20 |
| Banish_boredom344       | <--- | C2 | 1,073    | ,063 | 16,930 | *** | par_21 |

**Standardized Regression Weights: (Group number 1 - Default model)**

|                         |      |    | Estimate |
|-------------------------|------|----|----------|
| Desire212               | <--- | C5 | ,783     |
| Keep_me_up213           | <--- | C5 | ,846     |
| Self_esteem214          | <--- | C5 | ,749     |
| Events_associated321    | <--- | C7 | ,656     |
| streetmosphere322       | <--- | C7 | ,839     |
| Really_Enjoye324        | <--- | C7 | ,799     |
| Enjoying221             | <--- | C3 | ,845     |
| Same_Things222          | <--- | C3 | ,918     |
| Interaction223          | <--- | C3 | ,728     |
| Sense_Community234      | <--- | C8 | ,650     |
| Peer_recognition232     | <--- | C8 | ,762     |
| Opportunity231          | <--- | C8 | ,726     |
| Experience311           | <--- | C4 | ,612     |
| Curiosity312            | <--- | C4 | ,826     |
| New_Skills313           | <--- | C4 | ,913     |
| Ability314              | <--- | C4 | ,839     |
| Route333                | <--- | C6 | ,740     |
| support_services332     | <--- | C6 | ,736     |
| physical_environment331 | <--- | C6 | ,790     |
| Exciting42              | <--- | C1 | ,669     |
| Happy43                 | <--- | C1 | ,729     |
| Surprising44            | <--- | C1 | ,642     |
| Memories51              | <--- | C1 | ,722     |
| Pleasant_moments52      | <--- | C1 | ,712     |
| Expdiferente53          | <--- | C1 | ,609     |
| RelieveSress342         | <--- | C2 | ,887     |
| routine_life341         | <--- | C2 | ,821     |
| Change343               | <--- | C2 | ,840     |
| Banish_boredom344       | <--- | C2 | ,722     |

**Covariances: (Group number 1 - Default model)**

|              | Estimate | S.E. | C.R.   | P    | Label  |
|--------------|----------|------|--------|------|--------|
| C5 <--> C3   | ,125     | ,024 | 5,177  | ***  | par_22 |
| C5 <--> C8   | ,278     | ,038 | 7,269  | ***  | par_23 |
| C5 <--> C4   | ,216     | ,027 | 7,938  | ***  | par_24 |
| C5 <--> C2   | ,184     | ,035 | 5,221  | ***  | par_25 |
| C5 <--> C7   | ,127     | ,024 | 5,384  | ***  | par_26 |
| C5 <--> C6   | ,083     | ,020 | 4,143  | ***  | par_27 |
| C5 <--> C1   | ,111     | ,019 | 5,767  | ***  | par_28 |
| C3 <--> C8   | ,174     | ,025 | 6,865  | ***  | par_29 |
| C3 <--> C4   | ,067     | ,015 | 4,584  | ***  | par_30 |
| C3 <--> C2   | ,171     | ,025 | 6,703  | ***  | par_31 |
| C7 <--> C3   | ,085     | ,016 | 5,208  | ***  | par_32 |
| C3 <--> C6   | ,074     | ,014 | 5,158  | ***  | par_33 |
| C3 <--> C1   | ,065     | ,013 | 5,036  | ***  | par_34 |
| C8 <--> C4   | ,150     | ,023 | 6,453  | ***  | par_35 |
| C8 <--> C2   | ,131     | ,032 | 4,018  | ***  | par_36 |
| C7 <--> C8   | ,101     | ,022 | 4,639  | ***  | par_37 |
| C8 <--> C6   | ,072     | ,019 | 3,816  | ***  | par_38 |
| C8 <--> C1   | ,125     | ,020 | 6,371  | ***  | par_39 |
| C4 <--> C2   | ,095     | ,021 | 4,483  | ***  | par_40 |
| C7 <--> C4   | ,080     | ,015 | 5,388  | ***  | par_41 |
| C4 <--> C6   | ,047     | ,012 | 3,868  | ***  | par_42 |
| C4 <--> C1   | ,090     | ,013 | 6,733  | ***  | par_43 |
| C7 <--> C2   | ,037     | ,022 | 1,706  | ,088 | par_44 |
| C6 <--> C2   | ,083     | ,020 | 4,046  | ***  | par_45 |
| C1 <--> C2   | ,086     | ,019 | 4,643  | ***  | par_46 |
| C7 <--> C6   | ,101     | ,015 | 6,628  | ***  | par_47 |
| C7 <--> C1   | ,092     | ,014 | 6,572  | ***  | par_48 |
| C6 <--> C1   | ,089     | ,013 | 7,093  | ***  | par_49 |
| e28 <--> e29 | ,083     | ,013 | 6,350  | ***  | par_50 |
| e25 <--> e26 | ,049     | ,012 | 4,189  | ***  | par_51 |
| e26 <--> e28 | -,005    | ,008 | -,678  | ,498 | par_52 |
| e26 <--> e30 | -,049    | ,015 | -3,381 | ***  | par_53 |
| e16 <--> e17 | ,053     | ,018 | 2,926  | ,003 | par_54 |
| e2 <--> e4   | -,125    | ,034 | -3,676 | ***  | par_55 |
| e34 <--> e35 | ,106     | ,031 | 3,418  | ***  | par_56 |

**Correlations: (Group number 1 - Default model)**

|              | Estimate |
|--------------|----------|
| C5 <--> C3   | ,298     |
| C5 <--> C8   | ,541     |
| C5 <--> C4   | ,600     |
| C5 <--> C2   | ,299     |
| C5 <--> C7   | ,338     |
| C5 <--> C6   | ,248     |
| C5 <--> C1   | ,370     |
| C3 <--> C8   | ,475     |
| C3 <--> C4   | ,262     |
| C3 <--> C2   | ,389     |
| C7 <--> C3   | ,315     |
| C3 <--> C6   | ,311     |
| C3 <--> C1   | ,304     |
| C8 <--> C4   | ,478     |
| C8 <--> C2   | ,243     |
| C7 <--> C8   | ,308     |
| C8 <--> C6   | ,246     |
| C8 <--> C1   | ,476     |
| C4 <--> C2   | ,254     |
| C7 <--> C4   | ,347     |
| C4 <--> C6   | ,230     |
| C4 <--> C1   | ,489     |
| C7 <--> C2   | ,095     |
| C6 <--> C2   | ,236     |
| C1 <--> C2   | ,275     |
| C7 <--> C6   | ,472     |
| C7 <--> C1   | ,477     |
| C6 <--> C1   | ,522     |
| e28 <--> e29 | ,464     |
| e25 <--> e26 | ,301     |
| e26 <--> e28 | -,034    |
| e26 <--> e30 | -,188    |
| e16 <--> e17 | ,171     |
| e2 <--> e4   | -,304    |
| e34 <--> e35 | ,235     |

**Variances: (Group number 1 - Default model)**

|     | Estimate | S.E. | C.R.   | P   | Label  |
|-----|----------|------|--------|-----|--------|
| C5  | ,589     | ,068 | 8,632  | *** | par_57 |
| C7  | ,241     | ,034 | 7,174  | *** | par_58 |
| C3  | ,300     | ,029 | 10,463 | *** | par_59 |
| C8  | ,448     | ,065 | 6,853  | *** | par_60 |
| C4  | ,219     | ,032 | 6,805  | *** | par_61 |
| C6  | ,191     | ,023 | 8,183  | *** | par_62 |
| C1  | ,153     | ,021 | 7,194  | *** | par_63 |
| C2  | ,644     | ,057 | 11,366 | *** | par_64 |
| e2  | ,372     | ,042 | 8,895  | *** | par_65 |
| e3  | ,296     | ,040 | 7,428  | *** | par_66 |
| e4  | ,453     | ,046 | 9,776  | *** | par_67 |
| e5  | ,319     | ,025 | 12,687 | *** | par_68 |
| e6  | ,124     | ,016 | 7,593  | *** | par_69 |
| e7  | ,124     | ,013 | 9,202  | *** | par_70 |
| e8  | ,120     | ,013 | 9,609  | *** | par_71 |
| e9  | ,062     | ,011 | 5,558  | *** | par_72 |
| e10 | ,240     | ,019 | 12,878 | *** | par_73 |
| e12 | ,613     | ,051 | 12,050 | *** | par_74 |
| e14 | ,505     | ,054 | 9,426  | *** | par_75 |
| e15 | ,406     | ,039 | 10,457 | *** | par_76 |
| e16 | ,366     | ,026 | 13,829 | *** | par_77 |
| e17 | ,268     | ,023 | 11,423 | *** | par_78 |
| e18 | ,162     | ,022 | 7,236  | *** | par_79 |
| e19 | ,274     | ,025 | 11,113 | *** | par_80 |
| e21 | ,158     | ,015 | 10,626 | *** | par_81 |
| e22 | ,132     | ,012 | 10,735 | *** | par_82 |
| e23 | ,100     | ,011 | 9,042  | *** | par_83 |
| e25 | ,190     | ,016 | 12,022 | *** | par_84 |
| e26 | ,140     | ,014 | 10,168 | *** | par_85 |
| e27 | ,377     | ,029 | 12,859 | *** | par_86 |
| e28 | ,180     | ,016 | 10,918 | *** | par_87 |
| e29 | ,176     | ,015 | 11,549 | *** | par_88 |
| e30 | ,494     | ,039 | 12,826 | *** | par_89 |
| e32 | ,174     | ,022 | 8,072  | *** | par_90 |
| e33 | ,304     | ,027 | 11,129 | *** | par_91 |
| e34 | ,298     | ,029 | 10,142 | *** | par_92 |
| e35 | ,681     | ,055 | 12,428 | *** | par_93 |

**Squared Multiple Correlations: (Group number 1 - Default model)**

|                         | Estimate |
|-------------------------|----------|
| Banish_boredom344       | ,521     |
| Change343               | ,705     |
| routine_life341         | ,675     |
| RelieveSress342         | ,787     |
| Expdiferente53          | ,371     |
| Pleasant_moments52      | ,507     |
| Memories51              | ,521     |
| Surprising44            | ,412     |
| Happy43                 | ,531     |
| Exciting42              | ,447     |
| physical_environment331 | ,624     |
| support_services332     | ,541     |
| Route333                | ,547     |
| Ability314              | ,705     |
| New_Skills313           | ,834     |
| Curiosity312            | ,682     |
| Experience311           | ,374     |
| Opportunity231          | ,527     |
| Peer_recognition232     | ,580     |
| Sense_Community234      | ,422     |
| Interaction223          | ,531     |
| Same_Things222          | ,842     |
| Enjoying221             | ,714     |
| Really_Enjoye324        | ,638     |
| streetmosphere322       | ,704     |
| Events_associated321    | ,430     |
| Self_esteem214          | ,561     |
| Keep_me_up213           | ,715     |
| Desire212               | ,613     |

**Modification Indices (Group number 1 - Default model)**

**Covariances: (Group number 1 - Default model)**

|              | M.I.   | Par Change |
|--------------|--------|------------|
| e35 <--> C4  | 6,284  | -,038      |
| e35 <--> C7  | 4,698  | -,039      |
| e35 <--> C5  | 9,004  | ,077       |
| e34 <--> C5  | 12,231 | ,064       |
| e33 <--> C1  | 5,765  | ,024       |
| e33 <--> C5  | 10,942 | -,064      |
| e32 <--> C3  | 5,637  | ,029       |
| e32 <--> C7  | 5,190  | ,026       |
| e32 <--> C5  | 6,695  | -,042      |
| e30 <--> C3  | 6,553  | -,045      |
| e30 <--> C7  | 10,389 | ,052       |
| e29 <--> C3  | 18,636 | ,039       |
| e28 <--> C3  | 6,797  | -,024      |
| e27 <--> C4  | 7,488  | ,033       |
| e27 <--> C3  | 4,250  | -,031      |
| e27 <--> C7  | 13,810 | -,053      |
| e27 <--> e33 | 5,596  | ,045       |
| e27 <--> e28 | 4,151  | -,024      |
| e26 <--> C5  | 10,721 | -,039      |
| e25 <--> e30 | 6,133  | -,037      |
| e23 <--> e35 | 4,464  | ,031       |
| e23 <--> e26 | 4,604  | ,015       |
| e21 <--> C3  | 7,028  | -,028      |
| e21 <--> e30 | 4,480  | ,034       |
| e21 <--> e29 | 7,889  | -,023      |
| e21 <--> e27 | 6,881  | ,036       |
| e19 <--> C2  | 5,771  | ,051       |
| e19 <--> C7  | 4,652  | -,028      |
| e19 <--> e34 | 10,919 | ,054       |
| e19 <--> e32 | 6,225  | -,037      |
| e19 <--> e27 | 8,954  | ,054       |
| e19 <--> e22 | 6,720  | -,030      |
| e19 <--> e21 | 4,811  | ,028       |
| e18 <--> e21 | 7,704  | -,032      |
| e17 <--> e33 | 6,859  | ,043       |
| e17 <--> e23 | 5,472  | -,023      |
| e17 <--> e21 | 9,430  | ,036       |
| e16 <--> C1  | 6,689  | ,026       |
| e16 <--> C7  | 22,976 | ,063       |
| e16 <--> e35 | 5,820  | -,057      |



|              | M.I.   | Par Change |
|--------------|--------|------------|
| e16 <--> e28 | 6,499  | ,028       |
| e16 <--> e27 | 8,481  | -,054      |
| e16 <--> e23 | 4,959  | ,024       |
| e16 <--> e21 | 7,345  | -,035      |
| e15 <--> C5  | 7,667  | -,062      |
| e15 <--> e29 | 9,900  | ,041       |
| e15 <--> e28 | 10,337 | -,043      |
| e15 <--> e18 | 6,278  | -,046      |
| e15 <--> e17 | 9,150  | ,058       |
| e14 <--> C3  | 9,032  | -,058      |
| e14 <--> C5  | 7,111  | ,069       |
| e14 <--> e35 | 10,409 | ,105       |
| e14 <--> e29 | 5,056  | -,034      |
| e14 <--> e27 | 6,791  | ,067       |
| e12 <--> e28 | 8,962  | ,047       |
| e12 <--> e27 | 7,956  | -,074      |
| e12 <--> e19 | 7,222  | ,064       |
| e12 <--> e17 | 14,351 | -,085      |
| e10 <--> C8  | 7,524  | ,042       |
| e10 <--> e30 | 5,296  | -,042      |
| e10 <--> e27 | 4,317  | ,033       |
| e10 <--> e21 | 4,460  | -,023      |
| e10 <--> e16 | 6,810  | -,039      |
| e10 <--> e12 | 7,359  | ,057       |
| e9 <--> C2   | 7,434  | -,035      |
| e8 <--> C2   | 14,411 | ,055       |
| e8 <--> e34  | 6,051  | -,027      |
| e8 <--> e33  | 4,755  | ,026       |
| e8 <--> e32  | 8,888  | ,030       |
| e8 <--> e23  | 5,071  | ,016       |
| e8 <--> e16  | 6,137  | ,028       |
| e7 <--> C1   | 8,865  | ,020       |
| e7 <--> e34  | 4,018  | -,023      |
| e7 <--> e30  | 7,926  | ,041       |
| e7 <--> e26  | 12,888 | ,027       |
| e7 <--> e16  | 4,727  | ,026       |
| e7 <--> e12  | 5,279  | -,038      |
| e7 <--> e8   | 5,138  | ,018       |
| e6 <--> C1   | 8,191  | -,021      |
| e5 <--> C6   | 6,034  | -,029      |
| e5 <--> C8   | 4,608  | ,038       |
| e5 <--> e27  | 7,049  | -,049      |
| e5 <--> e21  | 6,931  | -,034      |

|    |      |     | M.I.   | Par Change |
|----|------|-----|--------|------------|
| e5 | <--> | e19 | 4,332  | -,035      |
| e5 | <--> | e12 | 4,131  | ,049       |
| e4 | <--> | C8  | 5,206  | -,052      |
| e4 | <--> | C3  | 5,831  | ,043       |
| e4 | <--> | e35 | 11,878 | ,103       |
| e4 | <--> | e33 | 4,599  | -,048      |
| e4 | <--> | e23 | 10,017 | ,044       |
| e4 | <--> | e19 | 16,392 | ,087       |
| e4 | <--> | e15 | 6,123  | -,065      |
| e4 | <--> | e10 | 7,160  | ,051       |
| e3 | <--> | C8  | 4,205  | ,040       |
| e3 | <--> | e5  | 4,988  | ,041       |
| e2 | <--> | C3  | 12,510 | -,059      |
| e2 | <--> | C7  | 6,154  | ,039       |
| e2 | <--> | e21 | 10,781 | ,050       |
| e2 | <--> | e15 | 9,307  | -,075      |
| e2 | <--> | e14 | 11,885 | ,098       |
| e2 | <--> | e10 | 9,512  | -,054      |
| e2 | <--> | e6  | 9,152  | ,046       |

## Appendix VI – Structural Equation Model Results

### Notes for Model (Default model)

#### Computation of degrees of freedom (Default model)

Number of distinct sample moments: 435

Number of distinct parameters to be estimated: 84

Degrees of freedom (435 - 84): 351

#### Result (Default model)

Minimum was achieved

Chi-square = 936,580

Degrees of freedom = 351

Probability level = ,000

### Model Fit Summary

#### CMIN

| Model              | NPAR | CMIN     | DF  | P    | CMIN/DF |
|--------------------|------|----------|-----|------|---------|
| Default model      | 84   | 936,580  | 351 | ,000 | 2,668   |
| Saturated model    | 435  | ,000     | 0   |      |         |
| Independence model | 29   | 7192,902 | 406 | ,000 | 17,717  |

#### RMR, GFI

| Model              | RMR  | GFI   | AGFI | PGFI |
|--------------------|------|-------|------|------|
| Default model      | ,042 | ,867  | ,835 | ,699 |
| Saturated model    | ,000 | 1,000 |      |      |
| Independence model | ,201 | ,301  | ,251 | ,281 |

### Baseline Comparisons

| Model              | NFI<br>Delta1 | RFI<br>rho1 | IFI<br>Delta2 | TLI<br>rho2 | CFI   |
|--------------------|---------------|-------------|---------------|-------------|-------|
| Default model      | ,870          | ,849        | ,914          | ,900        | ,914  |
| Saturated model    | 1,000         |             | 1,000         |             | 1,000 |
| Independence model | ,000          | ,000        | ,000          | ,000        | ,000  |

### Parsimony-Adjusted Measures

| Model              | PRATIO | PNFI | PCFI |
|--------------------|--------|------|------|
| Default model      | ,865   | ,752 | ,790 |
| Saturated model    | ,000   | ,000 | ,000 |
| Independence model | 1,000  | ,000 | ,000 |

### NCP

| Model              | NCP      | LO 90    | HI 90    |
|--------------------|----------|----------|----------|
| Default model      | 585,580  | 498,615  | 680,195  |
| Saturated model    | ,000     | ,000     | ,000     |
| Independence model | 6786,902 | 6515,075 | 7065,130 |

**FMIN**

| Model              | FMIN   | F0     | LO 90  | HI 90  |
|--------------------|--------|--------|--------|--------|
| Default model      | 2,109  | 1,319  | 1,123  | 1,532  |
| Saturated model    | ,000   | ,000   | ,000   | ,000   |
| Independence model | 16,200 | 15,286 | 14,674 | 15,912 |

**RMSEA**

| Model              | RMSEA | LO 90 | HI 90 | PCLOSE |
|--------------------|-------|-------|-------|--------|
| Default model      | ,061  | ,057  | ,066  | ,000   |
| Independence model | ,194  | ,190  | ,198  | ,000   |

**AIC**

| Model              | AIC      | BCC      | BIC      | CAIC     |
|--------------------|----------|----------|----------|----------|
| Default model      | 1104,580 | 1116,753 | 1448,818 | 1532,818 |
| Saturated model    | 870,000  | 933,043  | 2652,662 | 3087,662 |
| Independence model | 7250,902 | 7255,104 | 7369,746 | 7398,746 |

**ECVI**

| Model              | ECVI   | LO 90  | HI 90  | MECVI  |
|--------------------|--------|--------|--------|--------|
| Default model      | 2,488  | 2,292  | 2,701  | 2,515  |
| Saturated model    | 1,959  | 1,959  | 1,959  | 2,101  |
| Independence model | 16,331 | 15,719 | 16,958 | 16,340 |

**HOELTER**

| Model              | HOELTER<br>.05 | HOELTER<br>.01 |
|--------------------|----------------|----------------|
| Default model      | 188            | 198            |
| Independence model | 29             | 30             |

**Scalar Estimates (Group number 1 - Default model)**

**Maximum Likelihood Estimates**

**Regression Weights: (Group number 1 - Default model)**

|                         |      |    | Estimate | S.E. | C.R.   | P    | Label  |
|-------------------------|------|----|----------|------|--------|------|--------|
| C4                      | <--- | C5 | ,291     | ,041 | 7,012  | ***  | par_27 |
| C2                      | <--- | C5 | ,226     | ,067 | 3,364  | ***  | par_28 |
| C7                      | <--- | C5 | ,150     | ,045 | 3,367  | ***  | par_29 |
| C6                      | <--- | C5 | ,086     | ,040 | 2,162  | ,031 | par_30 |
| C4                      | <--- | C3 | ,019     | ,044 | ,430   | ,667 | par_31 |
| C2                      | <--- | C3 | ,501     | ,087 | 5,765  | ***  | par_32 |
| C7                      | <--- | C3 | ,180     | ,057 | 3,194  | ,001 | par_33 |
| C6                      | <--- | C3 | ,190     | ,052 | 3,692  | ***  | par_34 |
| C4                      | <--- | C8 | ,152     | ,049 | 3,095  | ,002 | par_35 |
| C2                      | <--- | C8 | -,040    | ,092 | -,433  | ,665 | par_36 |
| C7                      | <--- | C8 | ,091     | ,060 | 1,520  | ,129 | par_37 |
| C6                      | <--- | C8 | ,057     | ,055 | 1,038  | ,299 | par_38 |
| C1                      | <--- | C4 | ,267     | ,047 | 5,728  | ***  | par_39 |
| C1                      | <--- | C2 | ,047     | ,023 | 2,024  | ,043 | par_40 |
| C1                      | <--- | C7 | ,180     | ,041 | 4,344  | ***  | par_41 |
| C1                      | <--- | C6 | ,305     | ,050 | 6,142  | ***  | par_42 |
| Desire212               | <--- | C5 | 1,000    |      |        |      |        |
| Keep_me_up213           | <--- | C5 | 1,110    | ,073 | 15,157 | ***  | par_1  |
| Self_esteem214          | <--- | C5 | ,982     | ,072 | 13,584 | ***  | par_2  |
| Events_associated321    | <--- | C7 | 1,000    |      |        |      |        |
| streetmosphere322       | <--- | C7 | 1,077    | ,080 | 13,419 | ***  | par_3  |
| Really_Enjoye324        | <--- | C7 | ,922     | ,069 | 13,295 | ***  | par_4  |
| Enjoying221             | <--- | C3 | 1,000    |      |        |      |        |
| Same_Things222          | <--- | C3 | 1,047    | ,049 | 21,559 | ***  | par_5  |
| Interaction223          | <--- | C3 | ,948     | ,055 | 17,166 | ***  | par_6  |
| Sense_Community234      | <--- | C8 | 1,000    |      |        |      |        |
| Peer_recognition232     | <--- | C8 | 1,285    | ,110 | 11,674 | ***  | par_7  |
| Opportunity231          | <--- | C8 | 1,013    | ,089 | 11,361 | ***  | par_8  |
| Experience311           | <--- | C4 | 1,000    |      |        |      |        |
| Curiosity312            | <--- | C4 | 1,627    | ,111 | 14,592 | ***  | par_9  |
| New_Skills313           | <--- | C4 | 1,944    | ,139 | 14,032 | ***  | par_10 |
| Ability314              | <--- | C4 | 1,740    | ,129 | 13,524 | ***  | par_11 |
| Route333                | <--- | C6 | 1,000    |      |        |      |        |
| support_services332     | <--- | C6 | ,891     | ,067 | 13,292 | ***  | par_12 |
| physical_environment331 | <--- | C6 | ,913     | ,067 | 13,646 | ***  | par_13 |
| Exciting42              | <--- | C1 | 1,000    |      |        |      |        |
| Happy43                 | <--- | C1 | 1,019    | ,071 | 14,391 | ***  | par_14 |
| Surprising44            | <--- | C1 | 1,295    | ,119 | 10,858 | ***  | par_15 |
| Memories51              | <--- | C1 | 1,119    | ,097 | 11,577 | ***  | par_16 |
| Pleasant_moments52      | <--- | C1 | 1,072    | ,093 | 11,551 | ***  | par_17 |
| Expdiferente53          | <--- | C1 | 1,370    | ,133 | 10,323 | ***  | par_18 |
| RelieveSress342         | <--- | C2 | 1,000    |      |        |      |        |
| routine_life341         | <--- | C2 | ,985     | ,047 | 21,154 | ***  | par_19 |
| Change343               | <--- | C2 | 1,046    | ,049 | 21,388 | ***  | par_20 |
| Banish_boredom344       | <--- | C2 | 1,068    | ,063 | 16,904 | ***  | par_21 |

**Standardized Regression Weights: (Group number 1 - Default model)**

|                         |         | Estimate |
|-------------------------|---------|----------|
| C4                      | <--- C5 | ,483     |
| C2                      | <--- C5 | ,217     |
| C7                      | <--- C5 | ,231     |
| C6                      | <--- C5 | ,150     |
| C4                      | <--- C3 | ,022     |
| C2                      | <--- C3 | ,342     |
| C7                      | <--- C3 | ,197     |
| C6                      | <--- C3 | ,236     |
| C4                      | <--- C8 | ,215     |
| C2                      | <--- C8 | -,033    |
| C7                      | <--- C8 | ,120     |
| C6                      | <--- C8 | ,085     |
| C1                      | <--- C4 | ,322     |
| C1                      | <--- C2 | ,098     |
| C1                      | <--- C7 | ,234     |
| C1                      | <--- C6 | ,349     |
| Desire212               | <--- C5 | ,788     |
| Keep_me_up213           | <--- C5 | ,841     |
| Self_esteem214          | <--- C5 | ,746     |
| Events_associated321    | <--- C7 | ,671     |
| streetmosphere322       | <--- C7 | ,837     |
| Really_Enjoye324        | <--- C7 | ,790     |
| Enjoying221             | <--- C3 | ,846     |
| Same_Things222          | <--- C3 | ,916     |
| Interaction223          | <--- C3 | ,728     |
| Sense_Community234      | <--- C8 | ,640     |
| Peer_recognition232     | <--- C8 | ,773     |
| Opportunity231          | <--- C8 | ,721     |
| Experience311           | <--- C4 | ,608     |
| Curiosity312            | <--- C4 | ,825     |
| New_Skills313           | <--- C4 | ,914     |
| Ability314              | <--- C4 | ,840     |
| Route333                | <--- C6 | ,748     |
| support_services332     | <--- C6 | ,735     |
| physical_environment331 | <--- C6 | ,782     |
| Exciting42              | <--- C1 | ,665     |
| Happy43                 | <--- C1 | ,727     |
| Surprising44            | <--- C1 | ,629     |
| Memories51              | <--- C1 | ,712     |
| Pleasant_moments52      | <--- C1 | ,699     |
| Expdiferente53          | <--- C1 | ,601     |
| RelieveSress342         | <--- C2 | ,890     |
| routine_life341         | <--- C2 | ,820     |
| Change343               | <--- C2 | ,837     |
| Banish_boredom344       | <--- C2 | ,720     |

**Covariances: (Group number 1 - Default model)**

|              | Estimate | S.E. | C.R.   | P    | Label  |
|--------------|----------|------|--------|------|--------|
| C5 <--> C3   | ,125     | ,024 | 5,149  | ***  | par_22 |
| C5 <--> C8   | ,276     | ,038 | 7,251  | ***  | par_23 |
| C3 <--> C8   | ,171     | ,025 | 6,789  | ***  | par_24 |
| e28 <--> e29 | ,084     | ,013 | 6,373  | ***  | par_25 |
| e25 <--> e26 | ,046     | ,012 | 3,886  | ***  | par_26 |
| e26 <--> e28 | -,006    | ,008 | -,760  | ,447 | par_43 |
| e16 <--> e17 | ,056     | ,018 | 3,057  | ,002 | par_44 |
| e34 <--> e35 | ,109     | ,031 | 3,513  | ***  | par_45 |
| e2 <--> e4   | -,127    | ,033 | -3,811 | ***  | par_46 |
| e26 <--> e30 | -,052    | ,015 | -3,500 | ***  | par_47 |

**Correlations: (Group number 1 - Default model)**

|              | Estimate |
|--------------|----------|
| C5 <--> C3   | ,296     |
| C5 <--> C8   | ,543     |
| C3 <--> C8   | ,471     |
| e28 <--> e29 | ,469     |
| e25 <--> e26 | ,287     |
| e26 <--> e28 | -,038    |
| e16 <--> e17 | ,178     |
| e34 <--> e35 | ,240     |
| e2 <--> e4   | -,310    |
| e26 <--> e30 | -,199    |

**Variances: (Group number 1 - Default model)**

|     | Estimate | S.E. | C.R.   | P   | Label  |
|-----|----------|------|--------|-----|--------|
| C5  | ,596     | ,068 | 8,753  | *** | par_48 |
| C3  | ,301     | ,029 | 10,490 | *** | par_49 |
| C8  | ,435     | ,065 | 6,713  | *** | par_50 |
| e36 | ,129     | ,020 | 6,519  | *** | par_51 |
| e37 | ,524     | ,048 | 11,000 | *** | par_52 |
| e38 | ,205     | ,028 | 7,194  | *** | par_53 |
| e39 | ,168     | ,021 | 8,041  | *** | par_54 |
| e40 | ,085     | ,013 | 6,486  | *** | par_55 |
| e2  | ,365     | ,041 | 8,898  | *** | par_56 |
| e3  | ,303     | ,039 | 7,835  | *** | par_57 |
| e4  | ,457     | ,046 | 9,940  | *** | par_58 |
| e5  | ,308     | ,025 | 12,334 | *** | par_59 |
| e6  | ,125     | ,017 | 7,269  | *** | par_60 |
| e7  | ,129     | ,014 | 9,157  | *** | par_61 |
| e8  | ,119     | ,012 | 9,566  | *** | par_62 |
| e9  | ,063     | ,011 | 5,686  | *** | par_63 |
| e10 | ,240     | ,019 | 12,886 | *** | par_64 |
| e12 | ,627     | ,052 | 12,161 | *** | par_65 |
| e14 | ,484     | ,054 | 8,957  | *** | par_66 |
| e15 | ,413     | ,039 | 10,512 | *** | par_67 |
| e16 | ,369     | ,027 | 13,855 | *** | par_68 |
| e17 | ,269     | ,023 | 11,449 | *** | par_69 |
| e18 | ,160     | ,022 | 7,166  | *** | par_70 |
| e19 | ,274     | ,025 | 11,094 | *** | par_71 |
| e21 | ,154     | ,015 | 10,159 | *** | par_72 |
| e22 | ,132     | ,013 | 10,532 | *** | par_73 |
| e23 | ,103     | ,011 | 9,017  | *** | par_74 |
| e25 | ,187     | ,016 | 11,833 | *** | par_75 |
| e26 | ,137     | ,014 | 9,807  | *** | par_76 |
| e27 | ,380     | ,030 | 12,863 | *** | par_77 |
| e28 | ,180     | ,017 | 10,829 | *** | par_78 |
| e29 | ,179     | ,015 | 11,549 | *** | par_79 |
| e30 | ,492     | ,039 | 12,734 | *** | par_80 |
| e32 | ,170     | ,022 | 7,871  | *** | par_81 |
| e33 | ,305     | ,027 | 11,138 | *** | par_82 |
| e34 | ,302     | ,030 | 10,208 | *** | par_83 |
| e35 | ,684     | ,055 | 12,458 | *** | par_84 |



**Squared Multiple Correlations: (Group number 1 - Default model)**

|                         | Estimate |
|-------------------------|----------|
| C2                      | ,191     |
| C6                      | ,139     |
| C4                      | ,404     |
| C7                      | ,186     |
| C1                      | ,430     |
| Banish_boredom344       | ,519     |
| Change343               | ,701     |
| routine_life341         | ,673     |
| RelieveSress342         | ,792     |
| Expdifereente53         | ,361     |
| Pleasant_moments52      | ,488     |
| Memories51              | ,507     |
| Surprising44            | ,396     |
| Happy43                 | ,529     |
| Exciting42              | ,442     |
| physical_environment331 | ,612     |
| support_services332     | ,540     |
| Route333                | ,559     |
| Ability314              | ,705     |
| New_Skills313           | ,836     |
| Curiosity312            | ,680     |
| Experience311           | ,369     |
| Opportunity231          | ,519     |
| Peer_recognition232     | ,597     |
| Sense_Community234      | ,409     |
| Interaction223          | ,530     |
| Same_Things222          | ,839     |
| Enjoying221             | ,716     |
| Really_Enjoye324        | ,624     |
| streetmosphere322       | ,700     |
| Events_associated321    | ,450     |
| Self_esteem214          | ,557     |
| Keep_me_up213           | ,708     |
| Desire212               | ,621     |

**Modification Indices (Group number 1 - Default model)**

**Covariances: (Group number 1 - Default model)**

|              | M.I.   | Par Change |
|--------------|--------|------------|
| e38 <--> e39 | 38,594 | ,070       |
| e38 <--> e36 | 6,090  | ,024       |
| e40 <--> C8  | 11,912 | ,037       |
| e35 <--> e36 | 8,088  | -,044      |
| e35 <--> e38 | 7,929  | -,056      |
| e34 <--> C5  | 19,316 | ,090       |
| e34 <--> e40 | 4,207  | -,020      |
| e33 <--> C5  | 8,389  | -,063      |
| e33 <--> e40 | 6,909  | ,027       |
| e32 <--> C3  | 8,145  | ,038       |
| e32 <--> C5  | 6,342  | -,046      |
| e30 <--> C3  | 7,886  | -,052      |
| e30 <--> e38 | 10,038 | ,057       |
| e29 <--> C3  | 13,732 | ,036       |
| e29 <--> e39 | 5,604  | -,020      |
| e28 <--> C3  | 4,487  | -,021      |
| e28 <--> e39 | 4,815  | ,019       |
| e28 <--> e38 | 4,464  | ,020       |
| e27 <--> C8  | 7,104  | ,053       |
| e27 <--> C3  | 8,348  | -,047      |
| e27 <--> C5  | 4,206  | ,047       |
| e27 <--> e36 | 4,323  | ,026       |
| e27 <--> e38 | 17,750 | -,067      |
| e27 <--> e33 | 6,272  | ,048       |
| e26 <--> C5  | 9,864  | -,042      |
| e25 <--> e30 | 7,157  | -,040      |
| e23 <--> e38 | 10,678 | ,030       |
| e23 <--> e26 | 4,953  | ,015       |
| e21 <--> C3  | 7,926  | -,032      |
| e21 <--> C5  | 4,288  | ,033       |
| e21 <--> e30 | 5,928  | ,039       |
| e21 <--> e29 | 8,923  | -,024      |
| e21 <--> e27 | 5,257  | ,032       |
| e19 <--> e37 | 8,202  | ,062       |
| e19 <--> e34 | 11,474 | ,055       |
| e19 <--> e32 | 5,327  | -,034      |
| e19 <--> e27 | 7,987  | ,051       |
| e19 <--> e22 | 7,236  | -,031      |
| e19 <--> e21 | 4,523  | ,027       |

|              | M.I.   | Par Change |
|--------------|--------|------------|
| e18 <--> e21 | 7,635  | -,032      |
| e17 <--> e33 | 7,090  | ,044       |
| e17 <--> e23 | 5,556  | -,024      |
| e17 <--> e21 | 9,223  | ,036       |
| e16 <--> C3  | 8,165  | ,043       |
| e16 <--> e39 | 6,078  | ,033       |
| e16 <--> e38 | 38,178 | ,090       |
| e16 <--> e40 | 6,895  | ,027       |
| e16 <--> e35 | 6,015  | -,058      |
| e16 <--> e28 | 6,519  | ,029       |
| e16 <--> e27 | 8,415  | -,054      |
| e16 <--> e23 | 8,122  | ,031       |
| e16 <--> e21 | 5,362  | -,030      |
| e15 <--> C3  | 4,598  | ,039       |
| e15 <--> C5  | 15,462 | -,099      |
| e15 <--> e29 | 12,346 | ,046       |
| e15 <--> e28 | 8,728  | -,040      |
| e15 <--> e18 | 7,663  | -,051      |
| e15 <--> e17 | 8,492  | ,056       |
| e14 <--> C3  | 9,626  | -,064      |
| e14 <--> C5  | 10,302 | ,092       |
| e14 <--> e35 | 11,073 | ,108       |
| e14 <--> e27 | 8,843  | ,077       |
| e12 <--> e40 | 4,930  | ,032       |
| e12 <--> e28 | 9,159  | ,048       |
| e12 <--> e27 | 6,469  | -,067      |
| e12 <--> e19 | 6,560  | ,061       |
| e12 <--> e17 | 14,368 | -,085      |
| e10 <--> C8  | 6,868  | ,041       |
| e10 <--> e30 | 4,886  | -,041      |
| e10 <--> e27 | 4,654  | ,035       |
| e10 <--> e21 | 5,472  | -,026      |
| e10 <--> e16 | 7,091  | -,040      |
| e10 <--> e12 | 7,552  | ,058       |
| e9 <--> e37  | 7,742  | -,037      |
| e9 <--> e23  | 4,734  | -,014      |
| e8 <--> e37  | 14,951 | ,057       |
| e8 <--> e34  | 6,032  | -,027      |
| e8 <--> e33  | 4,391  | ,025       |
| e8 <--> e32  | 8,621  | ,029       |
| e8 <--> e23  | 5,920  | ,018       |
| e8 <--> e16  | 5,900  | ,028       |
| e7 <--> e39  | 14,727 | ,036       |

|    |          | M.I.   | Par Change |
|----|----------|--------|------------|
| e7 | <--> e36 | 4,006  | ,016       |
| e7 | <--> e40 | 7,660  | ,019       |
| e7 | <--> e30 | 7,233  | ,040       |
| e7 | <--> e26 | 13,423 | ,028       |
| e7 | <--> e23 | 7,014  | ,020       |
| e7 | <--> e16 | 5,517  | ,028       |
| e7 | <--> e12 | 5,460  | -,040      |
| e7 | <--> e8  | 4,244  | ,016       |
| e6 | <--> e39 | 7,764  | ,028       |
| e6 | <--> e40 | 9,502  | -,023      |
| e6 | <--> e15 | 4,293  | -,032      |
| e5 | <--> e27 | 6,628  | -,048      |
| e5 | <--> e21 | 5,839  | -,031      |
| e5 | <--> e19 | 4,147  | -,034      |
| e5 | <--> e12 | 4,298  | ,050       |
| e4 | <--> C8  | 7,094  | -,062      |
| e4 | <--> C3  | 7,663  | ,053       |
| e4 | <--> e38 | 4,831  | -,041      |
| e4 | <--> e40 | 4,178  | -,026      |
| e4 | <--> e35 | 12,652 | ,107       |
| e4 | <--> e33 | 4,653  | -,049      |
| e4 | <--> e23 | 8,105  | ,040       |
| e4 | <--> e19 | 16,266 | ,086       |
| e4 | <--> e15 | 5,590  | -,063      |
| e4 | <--> e10 | 7,705  | ,053       |
| e3 | <--> e36 | 4,366  | -,026      |
| e3 | <--> e23 | 4,645  | -,026      |
| e3 | <--> e15 | 4,403  | ,047       |
| e3 | <--> e6  | 4,320  | -,029      |
| e3 | <--> e5  | 4,583  | ,040       |
| e2 | <--> C3  | 13,447 | -,065      |
| e2 | <--> e38 | 6,215  | ,043       |
| e2 | <--> e21 | 11,447 | ,051       |
| e2 | <--> e15 | 9,338  | -,075      |
| e2 | <--> e14 | 11,302 | ,094       |
| e2 | <--> e10 | 9,155  | -,053      |
| e2 | <--> e6  | 9,630  | ,047       |