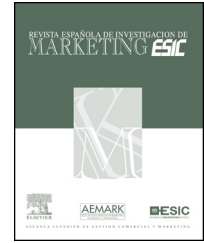




Revista Española de Investigación de Marketing ESIC

www.elsevier.es/reimke



ARTICLE

The five E's in festival experience in the context of Gen Y: Evidence from a small island destination



M. Rivera*, K. Semrad, R. Croes

University of Central Florida, Rosen College of Hospitality Management, 9907 Universal Boulevard, Orlando, FL 32819, United States

Received 18 May 2015; accepted 2 June 2015
Available online 13 July 2015

KEYWORDS

Generation Y;
Cohort replacement;
Music festival;
Experience economy;
Small island destination (SID)

Abstract The purpose of this study is threefold. First, to test the experience economy framework in the context of a small island destination (SID) in order to determine if a music festival may be used as an experiential product to lure a cohort replacement. Second, to examine a music festival's experiential domains that may influence the overall experience of Generation Y (Gen Y) tourists. And, third to determine if the overall experience of Gen Y tourists who attend a music festival may predict their behavioral intentions to return to and recommend a SID. The study investigates whether a music festival may be used as an experiential attraction to draw the Gen Y market segment to a SID as a cohort replacement for the baby boomer generation. Structural equation modeling (SEM) is used to test the application of the experience economy framework to a generational cohort's behavioral intentions after the consumption of an experiential product in the context of a SID. The study suggests that in the case of Gen Y it may be necessary to reference economic value as part of the second-order construct for overall experience in order to predict future intentions.

© 2015 ESIC & AEMARK. Published by Elsevier España, S.L.U. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

PALABRAS CLAVE

Generación Y;
Grupo de sustitución;
Festival de música;
Economía de la experiencia;
Destino a una pequeña isla

Las cinco «E» aplicadas a la experiencia de un festival en el contexto de la Generación Y: evidencia a partir de un destino a una pequeña isla

Resumen El objetivo de este estudio tiene 3 vertientes. En primer lugar, probar el marco económico de la experiencia en el contexto de un destino a una pequeña isla, a fin de determinar si un festival de música puede utilizarse como un producto empírico para atraer a un grupo de sustitución. En segundo lugar, examinar los campos vivenciales de un festival de música que puedan ejercer una influencia sobre la experiencia global de los turistas de la Generación Y (Gen Y). Y, por último, determinar si la experiencia general de los turistas de la Generación Y

* Corresponding author at: University of Central Florida, Rosen College of Hospitality Management, 9907 Universal Boulevard, Orlando, FL 32819, United States.

E-mail address: Manuel.Rivera@ucf.edu (M. Rivera).

<http://dx.doi.org/10.1016/j.reimke.2015.06.001>

1138-1442/© 2015 ESIC & AEMARK. Published by Elsevier España, S.L.U. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

que asistieron a un festival de música puede predecir sus intenciones conductuales para regresar y recomendar el destino insular. El estudio analiza si un festival de música puede utilizarse como un atractivo vivencial para atraer al segmento de mercado de la Gen Y a un destino insular, como grupo de sustitución de la generación del «baby boom». Se utiliza el modelo de ecuaciones estructurales (MES) para probar la aplicación del marco económico de la experiencia a las intenciones conductuales de un grupo generacional, tras el consumo de un producto vivencial en el contexto de un destino a una pequeña isla. El estudio sugiere que en el caso de la Gen Y puede ser necesario mencionar el valor económico como parte de la creación de segundo orden de la experiencia general, a fin de predecir las intenciones futuras.

© 2015 ESIC & AEMARK. Publicado por Elsevier España, S.L.U. Este es un artículo Open Access bajo la licencia CC BY-NC-ND (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Introduction

Cohort replacement and generational succession are natural progressions of social life that influence consumer markets and product development (Alwin, 2002). As one generation fades, a replacement generation emerges that marketers must learn to attract through product development and promotional strategies. Prior to the introduction of Pine and Gilmore's (1998) experience economy, product development involved concerted efforts at the micro level to manufacture goods and design services that satisfied the needs and wants of generational markets possessing influential spending power.

However, in an era where consumers crave the distinct economic offerings of experiences (Manthiou, Lee, Tang, & Chiang, 2014; Oh, Fiore, & Jeoung, 2007), it is not only micro based firms that are compelled to upgrade their product offerings, but also macro based entities, such as destinations. If a destination is to remain competitive, then destination managers are required to upgrade their destination experiential offerings in accordance with the tastes and preferences desired by the next generational succession. This means that destinations are required to develop experiences that are representative of progressive economic value that are highly differentiated and that may be sold at premium prices.

It is well documented that the baby boomer generation comprises a large and important market segment in travel and tourism industries (Cleaver, Green, & Muller, 2000; Jang & Ham, 2009; Lehto, Jang, Achana, & O'Leary, 2008). The baby boomer generation is defined as those individuals that were born during the years of 1941–1960 (Glass, 2007). According to industry research, baby boomers spend approximately \$157 billion on travel related expenses and rank travel as their number one leisure activity (UNWTO, 2009). Although this generation will remain an important target market for destination marketing organizations (DMOs) for several more decades, there is a need for DMOs' management groups to consider the next generational succession of interest (Patterson & Pegg, 2009).

As the population of baby boomers continues to age, the result will be a shift in the age composition of tourists worldwide. Like any cohort, the new generation of tourists that emerges is expected to have varying tastes and

preferences from that of the baby boomer generation due to lifetime events that influence the consumption patterns of each cohort (Li, Li, & Hudson, 2013). Therefore, if destinations are to remain competitive, it is important for DMOs to explore tourism related products that may encourage the next generation to visit a destination. This is especially critical for destinations that largely depend on the tourism industry as a major economic pillar to support the wider economy, such as small island destinations (SIDs).

SIDs' economies are among the top 10 beneficiaries of tourism's activities thereby making these economies largely dependent on the performance of the tourism industry (Rivera, Semrad, & Croes, 2015; Schubert, Brida, & Risso, 2011). In order to secure a profitable industry performance, SIDs' product offerings must reflect the current societal trend represented by the experience economy; and, DMOs must be aware of an encroaching need for cohort replacement as the most prominent generation ages. SIDs seem to be plagued by market rejuvenation problems due to tourism product portfolios that have been largely constructed to satisfy the tastes and preferences of the baby boomer generation (Croes, 2011).

The most homogeneous emerging generational succession with the most amount of influential spending power is that of Gen Y (Moscardo & Benckendorff, 2010, p. 50). Glass (2007) defines this cohort as individuals that were born during the years of 1977–1992. Thus, as the baby boomer cohort fades in its consumption of destination travel related experiences, DMOs may look toward Gen Y as the replacement cohort. The Gen Y cohort accounts for approximately 26% of the world's population with a spending power that exceeds \$200 billion, and influences another \$300–\$400 billion in spending (UNWTO, 2009).

Therefore, it seems to behoove SIDs facing the market rejuvenation challenge to lure the newly emerging Gen Y segment to sample an island destination; thus, provoking them to revisit and recommend the SID to others while focusing on developing experiential product offerings. However, identifying the appropriate experiential product that would be appealing to Gen Y tourists may be difficult in the environmental context of a SID. This is because SIDs possess constrained market characteristics in which infrastructural developments that require capital investment and the permanent use of space must be carefully planned in order to

Download English Version:

<https://daneshyari.com/en/article/1029697>

Download Persian Version:

<https://daneshyari.com/article/1029697>

[Daneshyari.com](https://daneshyari.com)