

Effects of Personality Traits on Hedonic Travel Motivation

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ABSTRACT: *Travel motivation has been seen as the key driving force behind travel behavior. One of these motivations is the hedonic motivation to travel and some conceptualizations were made to determine the antecedents of travel motivations. However, there are relatively little research attention to see the big five traits as one antecedent of hedonic motivation to travel.*

In this study, the data sample was collected through a survey from a sample of 124 Portuguese university students and the hypothesis tests showed some valid conclusions. The results showed that personality traits, more specifically, the openness to experience and conscientiousness have an effect in hedonic motivation to travel.

KEYWORDS - *Hedonic Travel Motivation, Big Five, Personality Traits, Partial Least Squares*

I. INTRODUCTION

Tourism is an extremely important component of the world economy and has been popularized and has contributed to the growth of Portugal. Recent data show that tourism is an important sector in this economy.

Following this, tourism has been seen, internationally, as a sector that could make a significant dynamism in economies [1].

The tourism growth presented in 2014 and first half of 2015 proved these facts and makes increased competition in search of new offers to visitors [2]. In this growth of tourism Portugal is present as one of the top 25 world destinations in the choices of the people who search the web.

Thus, the competition has experienced some changes. There are more hotels [3], there is a greater ease of buying tickets, reason why the concern of tour companies have now, more than ever, difficulties in attracting new customers and build loyalty.

From this perspective, people keep their taste for travel.

According literature [4], effective tourism marketing is impossible without an understanding of consumers' motivation, and their motivations are one of the least researched areas in tourism, both conceptually and empirically.

Motivations are the inner state of a person, or certain needs and wants of a person, which forces them to act or behave in a specific way [5].

Over the years some studies have shown that people develop an attitude to travel through different motivations that arise from different factors. Among the motivations to travel, the study [6] indicates that a person makes their choices from four factors:

- Psychological that involves escape and self actualization
- Physical with its sub criteria rest and relaxation, medical treatment and health and fitness,
- Social that includes as sub criteria visiting family and friends and meeting new people
- Curiosity with sub criteria novelty seeking, culture exploration, enjoying life and shopping and adventure seeking.

According the Korukonda's paper [4], motivation derived from personality factors and personality has often been used in investigations related to tourism market segmentation.

Personality is all internal characteristics and behaviors that make the person as unique [7], and personality directly affects motivation, as people with different traits and characteristics behave and operate in varying ways. By another way, personality can be refers to cognitive and behavioral pattern that show solidity over time and across any situation [8].

Different theories have developed the explanation of human behavior and try to explain its structure and developments. The model of the five personality traits (big five) has been widely studied in the marketing area and about its validity, and generalizing for the behavior of consumption. The big five model defines the human dimensions, and their come in a set of factors that represented for personality traits [9, 10].

Hence, this research will search for the impact of the big five in the hedonic motivation to travel.

Thus, this study sought to evaluate a model to explain the five personality traits as hedonic motivation

II. LITERATURE REVIEW

Some questions whose tourism companies want to identify, are related to questions like "why travels the tourist?" and "what is the profile tourist?".

The motivations of tourists will embrace a wide range of ideas and descriptions and is related with why people travel [11].

In tourism, one of the most frequently used content theories is push and pull motivations, where motivation can be defined as the driving force behind the actions of an individual [12].

Motivation occurs when an individual wants to satisfy a need, and this need implies an action: an individual is moved to do something and the Faullant's paper [13] argue that tourists are attracted to travel by an association with needs Maslow's hierarchy which is:

- Fulfilling
- Self actualization
- Love and belongingness
- Physiological

The motivational force drives the individual towards, for example to maximize traveling pleasure.

The tourism and pleasure are in a direct connection and tourist experiences involve situations and pleasurable experiences.

Our research analyses the hedonic motivation to travel and hedonism as a motivation considers pleasure and happiness as the only or as a key asset of life. Thus, happiness and pleasure should be considered as the basic principles that guide life [14, 15].

Personality Traits

Seeking to identify the antecedents of hedonic travel motivations literature review indicates that the demographics have been variable which market segmentation has been usually based [16, 17].

This analysis has been done by the study of some variables like age, gender, education and income.

However, other characteristics have effects on individual's behavior, of which the personality has an important role in the tourist behavior.

The model's development of the five factor of Costa and McCrae [18] has been driven partly by rational and partly by statistical concerns [19].

After, Goldberg [20] develop the first five factor inventory and its comparison with other models.

Literature also argues that personality is a composition of cognitive processes that improve attitudes to action [9]. Thus, the study presented here involved the evaluation of the personality traits effects because these traits tend to be constant, consistent, and stable over the time [17, 21].

Therefore, we can evaluate the five personality traits as determinants of hedonic motivation tourist where tourists with different personality traits will have different motivations for traveling [14].

Our specific hypotheses regarding each big five dimension and hedonic motivation to travel were determined on an analysis of how the characteristics already known to reflect these dimensions.

In this study, the five personality traits in question follow the traces indicated by Kvasova [10] and they are: extraversion, agreeableness, conscientiousness, neuroticism and openness to experience.

The extroversion as a personality trait represents sociability, assertiveness and positive emotions. This personality trait represents the desire to be with others. Some authors have appointed that extroversion personality trait has a positive relationship with well-being and pleasure [22]. In addition, extroverts are sociable people who are well disposed with themselves and with their friends. These people are seen as people with energy. In contrast, introverts are calmer and less involved in the outside world [23].

Llach and others in their paper [22] assumed that people with high score on extroversion has hedonic motivations with higher scores.

Mehmetoglu states that extraversion belongs to interpersonal dimension and it related closely with quality of social dimensions [24].

In that point of view, extroverts are oriented to enjoy their lives and get pleasure in all activities [17].

Therefore, this research will test the following hypothesis:

H1: The extraversion is positively related with the hedonic motivation to travel

Agreeableness is related with people more able to create friendly relationships with others. These persons pay attention to make trust in relationships [25].

These people usually who have greater interactions at the social world, cooperate with others and help them. Thus, it is not surprising that, as indicated in literature [3], agreeable people are easily adapted to the environment and tourists with a high score on agreeableness are more honest, decent and trustworthy.

These tourists will have high levels on cooperation with others will try to accomplish their friends. Therefore, tourists with a higher degree of agreeableness tend to engage in activities that were beneficial and courteous and, these tourists are easier to have their hedonic motivation invoked [25, 26]. Therefore, we will test the following:

H2: The agreeableness has positive effects on hedonic motivation to travel.

The conscientious people are more organized and coherent.

The conscientiousness refers to a person that shows careful, thoughtful and not impulsive in their daily lives [9, 10, 24]

So, conscientiousness includes self-discipline and self control and that people will utilize their knowledge to evaluate some destinies for their social condition.

In this thought, tourists with higher degrees of conscientiousness tend to be organized and have lists of tasks to perform their lives. Thus, the objectives are focused on conscientious persons, and that people tend to be well-being with life. Highly conscientious people tend to be happier with their lives.

Thus, given that the most conscientious people plan their lives and considering that the population of this research is young people, which want pleasure in their lives, we will test the following hypothesis:

H3: Conscientious people are positively related with hedonic motivation to travel

Neuroticism is associated with an exaggeration or nervous action, which includes the individual's anxiety, irritability, shyness, low level of humor sense, their vulnerability and their frequent depression and the individual nervousness [17, 21].

People with high neuroticism have a negative feeling and have negative trend to emotional states and negative view of himself. So, neurotic people look for small frustrations and difficulties hopeless. This personality trait is also reflected in fear, anxiety, pessimism, worrying and insecurity. These people have a bad natural disposition, but more stable emotionally are more difficult to emotionally disturbed and less reactive [24, 25, 27] . Thus, literature concludes that neuroticism is positively related with hedonic motivation [10, 28, 29]. So, we will test the hypothesis:

H4: Neuroticism will affect positively the hedonic motivation to travel

The curiosity will be affect positively the hedonic motivation to travel [13].

Open to experience tourists are seen as unique. These persons are open to various stimuli and have various interests and they are available to take more risks.

On people, openness to experience personality trait includes the curious, imagination and excitability. Therefore, people open to experiences seek to satisfy their desires through their fun like listening to music or other activities [14].

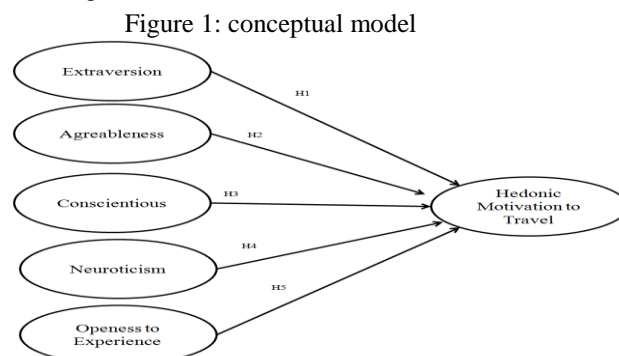
A high score on openness to experience will be correlated with hedonic motivation.

Therefore, this type of consumers tend to be knowledge seeking. Thus, openness to experience is related with emotional stimuli and therefore tourists with this personality trait is seeking out hedonic values [22].

In this view, this present research will test:

H5: Openness to experience is positively related with hedonic travel motivation

Although more and more studies are focusing on travelers, we have the objective to empirically test the role of personality traits on hedonic travel motivation through the hypothesis previously deduced and represented in the conceptual model (figure 1).



III. Research Methods

To explore possible answers to our hypotheses, data were collected through 124 questionnaires and the overall response rate is 46.4%. This study instrument used in this research was constructed in consisted of an in-depth literature review of personality traits and hedonic motivation.

The questionnaire was developed with three sections in which the first section was expected to collecting data on the personality traits of young tourists, the second section concerned the intention to travel for young tourists and the third section seeks for study demographics. This questionnaire used Likert scales of 5 points ranged between 1 (strongly disagree) to 5 (strongly agree).

As one objective of this study was identify the personality as an antecedent of the hedonic motivation to travel. The criteria sampling method was limited to young people with age upper than 18 years to assured that people can travel independent of parental consent.

Male respondents represented 61.5% of the sample and the average age was 20.38 years old, and the respondents ranged from 18 to 25 years old. All respondents were student in higher education level. The respondents household income was less than 1.000€ per month in 57.7%. Only 9.6% of respondents have household income between 2001€ to 4000€ per month.

Measurement Model

Prior to analysis, the variables of young data were examined for missing values, assumption of multivariate normality and descriptive statistics.

Therefore we examined that the basic assumptions of normal distribution, with skewness and kurtosis indicators and suggest that is not violet.

In this point we also examined $VIF < 2$ and concluded for no existence of multicollinearity.

Thus, before testing the structural model we analyzed the measurement model. This analysis is performed prior to analyzing the structure model to evaluate whether the measurement model adequately describes the data collected from the sample and which are the concepts that have reliability.

As we show in table 1, the properties of the measurement model were examined using a total disaggregation approach to model specification.

Although the total disaggregation approach has a disadvantage of being sensitive to measurement error and model misfit, it avoids information loss [30].

Therefore, looking to table 1, we can analyze the reliability of the constructs.

The analysis of the composition of the concepts that make up the model of global measures shows that the concepts are valid, because the standardized coefficient is higher than 0.5 in all items as suggests the literature review [30, 31].

Furthermore, to ensure the validity of any factor will be necessary to evaluate that t values are all significant with $p < 0.05$, and that is confirmed.

After evaluating the factorial validity we followed by the evaluation of convergent validity that analyzes if any variable is being measured for their reflected items.

Thus, according to the literature [32] and follow the results of table 1, where we show that the average variance extracted is greater than 0.5 and the composite reliability is greater than 0.7 in all the variables that we analyzed. So, we can confirm that variables have convergent validity.

Table 1 – Confirmatory analysis

Variable	Item	Mean	Std. Dev.	Factor Loading (β)	t values	Average Variance Extracted (AVE)	Composite Reliability	Cronbach's Alpha
Extroversion	I do not mind being the center of attention	2.98	1.26	0.722	2.632	0.641	0.827	0.745
	I feel comfortable with the people around me	3.90	0.69	0.770	2.513			
	I make friends easily	3.71	0.80	0.901	3.517			
Neuroticism	I fear for the worst	2.90	0.97	0.717	1.988	0.612	0.823	0.739
	I have many doubts about things	3.10	0.87	0.688	1.991			
	I have panic easily	2.37	1.12	0.922	2.097			
Openness to experience	I get excited with new ideas	4.23	0.64	0.773	7.500	0.549	0.828	0.745
	I like to think about things	4.10	0.69	0.589	4.165			
	I like listening to new ideas	4.37	0.56	0.797	13.048			
	I like to deepen the meaning of things	3.67	0.81	0.784	9.296			
Agreeableness	I sympathize with the feelings of others	3.88	0.65	0.763	12.992	0.672	0.8595	0.753
	I worry about others	4.37	0.63	0.910	30.284			
	I respect others	4.46	0.54	0.779	9.013			
Conscientious	I realize my plans	3.60	0.69	0.610	4.268	0.606	0.818	0.676
	I make plans and do fulfill them	3.73	0.992	0.820	7.408			
	I am demanding in my work	3.27	0.717	0.879	16.433			
Hedonic Motivation	I like to travel with outgoing minded people	4.54	0.64	0.836	16.520	0.582	0.805	0.652
	I love to meet new people while travel	4.10	0.75	0.797	14.268			
	I look for fun while travel	4.44	0.669	0.641	6.232			

However, although the Cronbach's Alpha value is low (table 1) in present case of the concepts opening the experiences and conscientiousness we decided to keep this concept and know the risks that we would run because the scale present a weak reliability.

In assessing the measurement model we follow with validity discriminant of concepts. We admit that the measurement model has discriminant validity if the concepts are distinct from each other as suggested the literature review [30].

Thus, for examination of table 2 we concluded that the extracted average variance whose values are in the main diagonal is in all concepts, above the square of the correlation between the concepts that are specified in table 3. Then, we assume that the constructs have discriminant validity.

Table 2: Discriminant Validity

	AE	EX	NE	AG	CO	HTM
Ab. Experience (AE)	0.741					
Extroversion (EX)	0.073	0.801				
Neuroticism (NE)	0.046	0.214	0.783			
Agreeableness (AG)	0.444	0.102	0.043	0.820		
Conscientious (CO)	0.142	0.157	0.188	0.187	0.778	
Hedonic Travel motivatio (HTM)	0.351	0.164	0.075	0.442	0.386	0.763

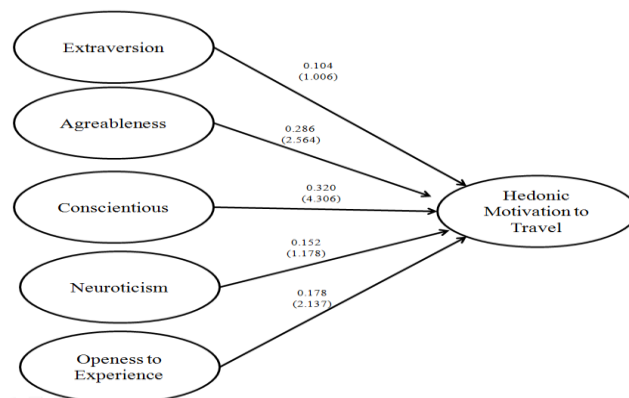
Note: Square Root of correlations; AVE values on diagonal

Discriminant validity emerges as a prerequisite for a correct evaluation the validity of the structural model. Therefore, there is evidence to conclude that the concepts have discriminant validity.

Structural Model

After the assessment of the overall measurement model, the methodology through by analyzing the structural model, seeking to test the research hypotheses. In the analysis of the structural model, if a parameter estimate is consistent with theoretical considerations is significant in research it should be considered as acceptable in the model [31].

Figure 2 –Estimates for the structural model



In addition, we must analyze the t values to evaluate statistical significance of coefficient paths[33].

Additionally, the analysis estimation data of the structural model we must also consider the R2 value for the dependent variable of the structural model similar to that which is used in the linear regression.

Thus, in Figure 2 path coefficients, extracted by SMART PLS software, represent the relationship between two concepts

The values obtained in the structural model estimation demonstrates that extroversion and neuroticism variables did not show statistical significance at $p < 0.05$ by the fact that the t values was less than 1.96. However, other variables (openness to experience, conscientious and agreeableness) show some positive relationship with the hedonic motivation to travel at $p < 0.05$.

Thus, the results obtained show that the coefficient of determination R2 is equal to 0.341 which indicates the personality traits is an antecedent the hedonic motivation.

IV. DISCUSSION

The results obtained through research that we conducted we show some relevant explanations.

While these results are valid and consistent with the literature, we will discuss research hypotheses under consideration, the overall results showing that personality traits is an antecedent of the hedonic motivation to travel ($R^2 = 0.341$).

The first hypothesis to test in this research is analyzing of positive effect of extraversion levels on hedonic motivation of tourists to travel. The results of this study demonstrate that there is no explanation for this study to corroborate the hypothesis presented (0.104; $t=1.006$). While literature review indicates that there is a relationship between these two variables, this study does not follow that direction by the results presented in the structural model.

The reason for this study did not follow the literature may be related to the items used in measuring the construct which has items whose standard deviation is high, when compared with other.

This phenomenon may be related with the questions in a negative form that may have led to that the respondent has answered at a different view.

Therefore, this hypothesis (H1) is not supported by this research.

In H2 we sought to test the positive relationship between agreeableness and hedonic motivation of tourists.

By the results obtained (0.286; $t = 2.564$) the agreeableness of the respondents of this research is positively related to the hedonic motivation. This relation makes sense, as mentioned in the literature review. So, this study has tourists with high score of agreeableness, and people with higher agreeableness will have higher scores of hedonic motivation [25] Therefore, this research supports the hypothesis H2.

Conscientiousness is a personality trait that, according to the literature, has positive effects on the demand for pleasure in people's lives. The results evoked by this study (0.320; $t = 4,306$) demonstrate that conscientiousness, as a personality trait, is positively related to hedonic motivation to travel of individuals.

Thus, this text is consistent with other studies that emphasize the hedonic motivation to travel is it also a goal that the tourist has [10].

The pursuit of pleasure of travel have this clearly defined objective which relates to the conscientiality. Therefore, this study corroborates the hypothesis H3.

Reviewing hypothesis H4, we tried to analyze the personality trait 'neuroticism' would have positives effects on hedonic motivation for travel.

The results of this study do not support the hypothesis under consideration (0.152; $t=1.178$). The reason that this non corroboration may be associated with low values of neuroticism that respondents have but also through the composition of the hedonic motivation for travel that has a low value of Cronbach's Alpha that may be derived from statistical significance for the standardized coefficients are significant at $p < 0.05$ in some cases. Therefore, H4 is not supported by this study.

People who scores high openness to experience has moderate positive relationship with pleasant emotions and life satisfaction. The hypothesis h5 looking for the positive effects of openness to experiences in hedonic motivation to travel.

The results of this study (0.178; $t = 2.137$) are supporting the literature which states that individuals with high scores of curiosity and excitability, wish to get pleasure in their travels. This study follows the literature which states that a high aperture experiments score is correlated with hedonic motivation to travel.

In summary, we present the results of corroboration of the hypothesis under study in table 3

Table 3 – Path results

Hip	Path	β
H1	Extroversion → Hed. Motivation	0.104
H2	Agreeableness → Hed. Motivation	0.286**
H3	Conscientious → Hed. Motivation	0.320**
H4	Neuroticism → Hed. Motivation	0.152
H5	Openness to Experience → Hed. Motivation	0.178*

Note: ** $p < 0.01$ and * $p < 0.05$

V. CONCLUSION

The tourism industry is considered one of the largest and fastest growing industries in the world and travel motivations can be considered as one of the most important psychological influences of tourist behaviour. The purpose of this research study was to determine the effects of personality traits on hedonic motivation for travel. These research results suggest that personality traits have positive impact on hedonic motivation to travel. From among results we conclude that the score of extroversion, the conscientiousness and the openness to experiences of tourists have positive effects on scores of their hedonic motivation.

These results will be particularly important if we consider that they can be used in defining marketing strategies in approach to customers.

This study contributes in the business domain to understand the profile of the tourist through which can be seen from their motivations for traveling.

Corporate strategy can be implemented through the development of products for the specific needs of the traveling tourist.

Thus, personality traits contribute to the hedonic motivation for travelling, although there are some issues that might be remaining open.

Thus, this study did not include some variables such as culture, reference groups. In addition, this study focus on students in higher education and findings may have been influenced.

We suggest that further studies should be conducted in this area in order to understand what really determines the motivations of tourists, and may be conducted similar studies in order to understand the impact of personality traits in other motivations for traveling.

We also suggest studies in other countries in order to understand the effects of culture in tourist motivations for travel.

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