

A STUDY ON GENDER DIFFERENCES IN MOTIVES OF VISIT INTENTION, PERCEIVED VALUE AND TOURIST SATISFACTION WITH RURAL TOURISM IN INDIA

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Abstract: *Rural tourism, in every country, plays a key role in removing stress which is mainly experienced by urban residents. The article investigated, from a multidisciplinary collaborative approach, the motives of visit intention of tourists and their satisfaction. This study presents an understanding of tourist motives of visit intention and attempts to extend the theoretical and empirical evidence on the causal relationships among the motivations, perceived value and satisfaction. The article proposed a theoretical framework based on previous literature. The research model investigates the relevant relationships among the constructs by using multiple regression analysis. The findings suggest that the key motives of visit intentions were relaxation, socialisation and learning. Moreover, the perceived value obtained by tourists positively and significantly impacts the tourist satisfaction. Furthermore, male and female respondents reported significantly different motives to visit intentions. Male respondents placed significantly higher importance on 'socialisation' and perceived value than did the females. In the end, implications, limitations and future research scope of the study are presented.*

Keywords: *Tourist Motivation, Perceived Value, Satisfaction, Gender, Multiple Regression Analysis, India*

INTRODUCTION

In the present time, tourism is often defined as being segmented and customised to the tourist's needs and wishes (Hudson, 2008). With the increase in hectic life schedule in the present time, it is the need of the hour not only for individuals but also for the entire society to remain fit as long as possible. Rural tourism can play an important role in this context. There are various researcher conducted studies on the connection of wellness and rural tourism in western countries (Ohe et al., 2017; Hjalager, 2011; Hjalager & Flagestad, 2012). Such studies required to be evaluated based on the motives, perceived values and tourist satisfaction of rural tourism. Thus, to demonstrate the significance of the motives of visit intention and the kind of expectation in the form of perceived value, its overall effects on satisfaction should be examined. The perceived value has been presented as an important antecedent to tourist satisfaction in the existing literature (Prebensen et al., 2016; Williams & Soutar, 2009).

The Indian government developed infrastructure in rural areas having the potential for tourism. These areas are being supported by the Ministry of Tourism, Government

of India. The purpose is to showcase rural life, art, culture and heritage at rural locations and in villages, which have core competence in art & craft, handloom and textiles. The intention is to benefit the local community economically and socially as well as enable interaction between tourists and residents for a mutually enriching experience. There is plenty of scope in tourism growth in rural areas as these could be harnessed as a strategy for rural development. Such kind of development will be beneficial for a country like India, where more than 65 percent population resides in the villages. The globalisation, urbanisation and industrialisation make the life full of stress. This has led to growing interest in the rural areas. Rural tourism is one of the few activities which can provide a solution to these problems. This evidence-based new feature is the reason why we focus on rural tourism. So far, 153 rural tourism projects in 28 States/Union Territories have been sanctioned by the Ministry of Tourism in India, including 36 rural sites where UNDP has supported for capacity building.

Thus, this paper sheds light on the motives of visit intention, perceived value and the satisfaction generated by rural tourism. Particularly, this study examined the general motives of visit intention, the perception of the tourist and

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satisfaction from the rural tourism destinations. Furthermore, the researcher has also explored gender differences related to rural tourism. There is a scarcity of research to examine the gender difference in tourism research (Wang et al., 2016; Collins & Tisdell, 2002). Thus, it further investigates the gender differences in motives, perceived value and satisfaction. The outcome of the study will provide a new outlook and managerial implications for tourism operators and managers for accommodating the particular needs of male and female visitors in rural tourism settings.

THEORETICAL BACKGROUND AND HYPOTHESIS DEVELOPMENT

Motivations are the key forces that stimulate and decide the travel behaviour (Iso-Ahola, 1982). There were several studies available in literature that focused on the rural tourism (Cho et al., 2014; Park and Yoon, 2009; Kelley et al., 2016; Devesa et al., 2010). Park and Yoon (2009) suggested different segments of motivations for rural tourism through a Korean case study. Tourism research identifies several motivational domains such as socio-psychological, prestige, cultural, social, educational and utilitarian (Crompton, 1979; Fodness, 1994; Iso-Ahola, 1982). There are different theories that also exist in the previous literature to understand the motivation of tourists ranging from Maslow's (1943) hierarchy of needs to the most popular push and pull factors theory (Crompton, 1979; Kim et al., 2003) and can be analyzed with either through unidimensional scale or a multidimensional scale (Rasidah, et al., 2014). It is a well-known fact that rural destinations are well surrounded with natural resources and nature has a positive effect on physical and mental health, and found a positive impact on physical and mental health (Hartig et al., 2014). The tourism works as a stress reliever (Chen et al., 2016) and walking through the forest for 17 minutes decreases the pulse rate and enhances nervous activity in comparison with walking in the urban area (Song et al., 2015).

Tourists are motivated to fulfil their needs through recognition from the society, need to refresh from monotonous routine and learning (Crompton, 1979; Prayag & Hosany, 2014). Travel motivations are classified into push and pull factors and remain the widely accepted phenomena (Jang et al., 2009; Prayag & Hosany, 2014). In the push and pull theoretical framework, push factors signify the tourists' general desire to travel (Yang et al., 2011). These factors are responsible for, and decide, the tourist behaviour (Iso-Ahola, 1982). The theory is not without limitations (Chen et al., 2011) and has been criticised mainly for its conservative approach to understanding tourist motivations (Chen et al., 2011). In light of these facts, the article further explored each variable in following subsections of the article.

Motives of Visit Intention and Perceived Value

Tourism researchers have examined the motivation to travel in order to better understand and predict travel behaviour. Tourism motives in the tourism literature are often categorized into the terms push and pull factors (Andreu et al., 2000; Kozak, 2002; Woodside & Martin, 2008). Push factors can be defined as intangible factors that push a tourist away from his/her home (Andreu et al., 2000). There are several push factors such as escape from the daily routine, examination and evaluation of self-development and progress, building new friendship and social relationship (Naidoo et al., 2015; Bonera, 2008).

Moreover, tourists are willing to change in the monotony of everyday routine of their life through diversity and recreations (Patterson, 2006). Tourists want to enjoy their holidays with a range of exciting activities and meet new people to build up relationships (Naidoo et al., 2015). The tourists participate actively in different activities, and this participation relates to learning, collecting, and sharing information and knowledge acquisition and thus creating value (Yi & Gong, 2013). Prebensen & Xie (2017) examined the impact of participation in different creative activities at a tourist destination on perceived value and found the significant relationship and one of the creative activities is personalisation (Minkiewicz et al., 2014). Thus, getting good experience value, the tourism marketers should try to enhance perceived value through investigation of tourist motives (Lee and Beeler 2009).

Lo & Lee (2011) conducted an empirical research on motivational factors and perceived value in Hong Kong and found many motives such as socialisation with local people, escape from routine life, learning and quality time with family members to get the desired value. The rural visitation makes tourist relaxed because of the natural environment (Lee et al., 2015) and this exposure to a rural environment effectively reduces stress and enhances relaxation (Ohe et al., 2017). Thus, we propose the following hypotheses-

H1: Relaxation and perceived value have a significant relationship.

H2: Socialisation and perceived value have significant relationship.

H3: Learning and perceived value have significant relationship.

Perceived Value and Satisfaction

Perceived value is defined as 'the consumer's perception in terms of what is received and what is given' (Zeithaml,

1988). The perceived value concept is used to explain consumer behaviour in marketing discipline (Ostrom & Iacobucci, 1995; Petrick, 2004). In the marketing literature, it was found that perceived value might bring customer satisfaction, the attraction of new customers, positive word-of-mouth, revisit intentions, enhance corporate image, increased business performance (Chen & Chen, 2010; Chen & Chang, 2012; Wang et al., 2012). Yet, the perceived value of tourist was not fully explored (Petrick, 2004; Chen & Tsai, 2007; Pandža Bajs, 2015). According to the equity theory, consumer satisfaction occurs when consumers receive more value than they spend (Oliver & Swan, 1989); thus, perceived value can be an appropriate measure to gauge satisfaction. The behavioural intention can be easily predicted through perceived value (Lee et al., 2007) and tourists' perceived value directly affects their satisfaction (Pandža Bajs, 2015). In the previous tourism studies, it was found that there is a positive relationship between perceived value and tourist satisfaction (Chen, 2008; Lee et al., 2007; Gallarza & Saura, 2006; Prebensen et al., 2014). Thus, we propose the following-

H4: There is a significant relationship between perceived value and satisfaction of a tourist.

Gender Differences in Tourism

In the field of tourism research, gender is used as the key variable to understand the behaviour of tourist and segment the market (Wang et al., 2016). Huang & Chen (2016) suggested that residing place and overtime are the key factors that influence male rural tourism behaviour while health status and household income are the factors which influence female rural tourism behaviour. Male and female differ in their behaviour, and it was observed that in leisure tourism, the benefit obtained by the travel is the prime factor for female than their male counterparts (Heung et al., 2001). The male and female have their reasons and expectations from tourism. They have different motives to visit a particular place. The male prefers to make some recreational activities while female motives are to relax and escape from the monotonous routine (Andreu et al., 2006). The male gives importance to health, natural resources, adventures and making new friends while a female gives importance to studying and family togetherness (Kim et al., 2003). The females are more motivated by family togetherness, natural and rural exploration from rural tourism (Xie et al., 2008).

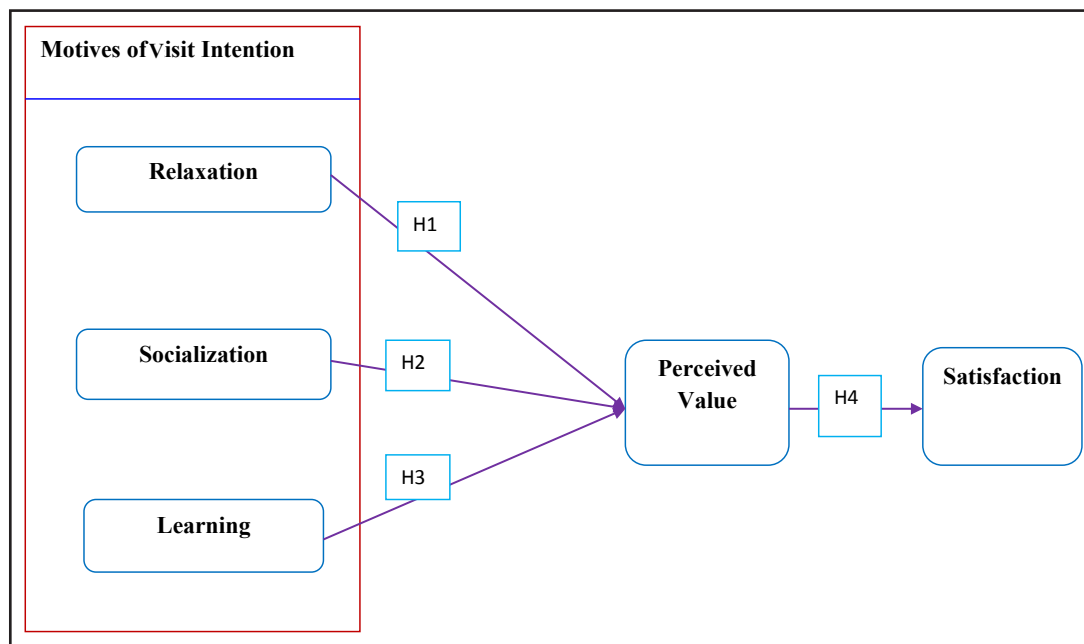


Fig. 1: Theoretical Framework of the Study

In the light of these facts, examining the differences between male and female tourists regarding their expectations towards a travel destination would be of great help in deep understanding of tourist expectations. More importantly,

such differences may suggest alternative ways to effectively manage tourists' expectations and maintain their loyalty. Thus, it is an attempt by the author to analyse the role of gender in motives of visit, perceived value and satisfaction.

RESEARCH METHODOLOGY

Study Site and Sample

Tourists visiting one of three different rural locations Orchha (Niwari), Village Devpur (Vidisha) and Budhni (Sehore) in Madhya Pradesh, India, were involved in the study. These are the sites recognised by the Ministry of Tourism, Government of India. These tourists could be considered rural-based tourists, in that rural elements such as rural life, art, culture and heritage at rural locations always score highest in surveys regarding tourist motivation for visiting India. Orchha is situated on the bank of Betwa River in district Niwari, Madhya Pradesh. Orchha is famous for historical, religious and river rafting. Village Devpur is a famous spiritual heritage site in District Vidisha, Madhya Pradesh, and Budhni is famous for historical, spiritual and woodcraft in District Sehore, Madhya Pradesh. The foreign tourists were found in Orchha location only and included in this study. The demographic profile of the respondents is shown in Table 1. The confidentiality about the respondent’s personal information cannot be disclosed in the demographic profile of the respondents because of the ethical consideration.

Table 1: Demographic Profile of the Respondents

Demographic Characteristics	Frequency	Percentage
Gender		
Male	197	68.88
Female	89	31.12
Age		
20-25	26	9.09
26-30	67	23.43
31-35	89	31.12
36-40	57	19.93
above 40	47	16.43
Education		
10 th	12	4.20
12 th	27	9.44
Graduation	189	66.08
Post-graduation	51	17.83
Doctorate	7	2.45
Marital Status		
Married	192	67.13
Unmarried	94	32.87
Citizenship		
Indian	263	91.96
Non-Indian	23	8.04

Questionnaire Design and Research Variables

To measure tourist visit motives, this study utilises three motivation constructs. These constructs were developed based on a review of the relevant literature and modified to apply to the research site and target population. A total of 19 questions were included under three different motives. Five items measured tourist perceived value and four items measured the tourist satisfaction. Thus, a total of 28 questions were framed for the questionnaire, excluding the demographic variables. These items in the questionnaire were taken from the previous studies (Prebensen et al., 2013; Park and Yoon, 2009; Yoon and Uysal, 2005) and modified as per the study requirement. A five-point Likert scale was used as the response format ranging from 1 being ‘strongly disagree’ to 5 being ‘strongly agree’. We have requested with the tourist to fill the questionnaire and assured them that their personal information will not be disclosed to anyone. Furthermore, we also assured them that the data will be used only for academic/research purpose. The survey was conducted with the help of a paper questionnaire at three rural tourism sites in India during January-March, 2019. The sampling method adopted was convenience sampling because of the time and money constraints. The tourists were asked about their willingness to take part in the questionnaire survey at these sites. Once they agreed, they were then asked to complete the questionnaire. A total of 500 questionnaires were distributed and we received 300 filled up questionnaires. Fourteen questionnaires were discarded because of incomplete information. Thus, 286 usable responses were obtained after removing incomplete samples, with a response rate of 57.2%.

Data Analysis

SPSS 20 was used for statistical analyses. Descriptive analysis aside, Principal Component Analysis (PCA), with VARIMAX rotation (Hair et al., 2010), was applied to explore the dimensionality along with the structure of the scale used for the measurement of rural tourists’ motives of visit, perceived value and satisfaction. Multiple regression analysis was done to test the hypothesis.

RESULTS

Table 1 presents the demographic information about the respondents. The more than 90 percent respondents were Indian while the rest were foreigners. The majority of the respondents were in the age group of 26 to 35. The education level of the majority respondents was graduation and most of the respondents were married.

Principal Component Analysis (PCA)

The sample size was higher than the various rules of thumb suggested for factor analysis and was adequate for PCA (Hair et al., 2010; Williams et al., 2010). The factors were identified on the criteria of eigenvalue greater than 1 (Hair

et al., 2010). The items loading greater than 0.40 were kept because it is above the minimum recommended threshold value (Tabachnick and Fidell, 2007). VARIMAX rotation was run to reduce the number of 28 items of the initial scale into five factors, which sufficed to explain 64.675% of the total variance.

Table 2: KMO and Bartlett’s Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.757
Bartlett’s Test of Sphericity	Approx. Chi-Square	3145.337
	Df	378
	Sig.	0.000

The KMO measures were 0.757, which is also above the acceptable value. Cronbach’s α value was above the acceptable limit, i.e., 0.60. The results are shown in Tables 2 and 3, respectively.

Cronbach’s alpha has been used to check the reliability of the measures. Cronbach’s alpha is the average of all

possible split-half coefficients resulting from different ways of splitting the scale items. This coefficient varies from 0 to 1, and a value close to 1 is considered the best. Thus, from the analysis shown in Table 3, all the constructs have Cronbach’s alpha of above 0.6 which is acceptable (Hair et al., 2006) and it indicates satisfactory internal consistency reliability exists.

Table 3: Rotated Component Matrix & Reliability

Factors	Items	Factors					Cronbach’s α
		1	2	3	4	5	
Socialisation	S1	0.682					0.613
	S2	0.617					
	S3	0.414					
	S4	0.484					
	S5	0.565					
	S6	0.542					
Relaxation	R1		0.821				0.657
	R2		0.790				
	R3		0.728				
	R4		0.595				
	R5		0.637				
	R6		0.667				
	R7		0.686				
Learning	L1			0.686			0.658
	L2			0.647			
	L3			0.576			
	L4			0.785			
	L5			0.628			
	L6			0.484			
Perceived Value	PV 1				0.694		0.627
	PV2				0.583		
	PV3				0.677		
	PV4				0.723		
	PV5				0.595		

Factors	Items	Factors					Cronbach's α
		1	2	3	4	5	
Satisfaction	S1					0.636	0.726
	S2					0.805	
	S3					0.832	
	S4					0.758	

There is no thumb rule for factor loadings. Thus, the study has kept all those items having factor loadings above 0.4 to addresses many facets of a measured trait. This is an acceptable value as suggested by (Tabachnick & Fidell, 2007).

Common Method Bias

Common method bias is denoted as the variance that is attributed to the measurement method and it may create measurement error and results in bias estimates (Podsakoff et al., 2003). The problem can be sorted out through the use of Harman's Single Factor Test. This is one of the most common techniques used by researchers. The highest variance found by single factor was 20.55% in the study. Thus, it is acceptable, and no issue of common method bias exists in the data set because the variance explained by the single factor is less than 50%.

Multiple Regression Analysis

Multiple regression analysis was conducted to investigate the dimensions that influence the perceived value construct and the impact they have on the construct. Table 4 shows

the multiple regression analysis results for the effects of the dimensions of motives of visit intention on perceived value for the rural tourists. Variance Inflation Factor (VIF) revealed no signs of multicollinearity among the predictor variables.

Table 4: Multiple Regression

Independent Variables	Standardised Coefficients	T	Sig.
Socialization	0.421	7.401	0.000
Relaxation	0.126	2.170	0.031
Learning	0.213	4.121	0.000

Note - Dependent Variable: Perceived Value, $R^2 = 0.380$, adjusted $R^2 = 0.373$, $F = 57.494$

The results presented in Tables 4 and 5 indicate that all of the motives of visit intention dimensions (socialisation, relaxation and learning) are significantly and positively related to the perceived value of the tourists. The most important motives of visit intention are socialisation with β value 0.421 while relaxation is least contributing motives with β value 0.126. R^2 of endogenous is considered as substantial = 0.26, moderate = 0.13 and weak = 0.02 (Chin, 1998, Cohen et al., 2003). Thus, our model is good.

Table 5: ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	23.889	3	7.963	57.494	0.000 ^b
	Residual	39.057	282	0.138		
	Total	62.945	285			

a. Dependent Variable: Perceived Value
 b. Predictors: (Constant), Learning, Socialization, Relaxation

Tables 6 and 7 show the multiple regression analysis results for the impact of the perceived value on the satisfaction of the tourists. The results indicate that perceived value is

significantly and positively related to the satisfaction of the tourists. In this case, model is weak.

Table 6: Regression Analysis

Independent Variables	Standardised Coefficients	T	Sig.
Perceived Value	0.167	2.85	0.005
Dependent Variable: Satisfaction, R ² = 0.0280, adjusted R ² = 0.024, F = 8.123			

Table 7: ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	1.599	1	1.599	8.123	0.005 ^b
	Residual	55.898	284	0.197		
	Total	57.497	285			
a. Dependent Variable: Satisfaction						
b. Predictors: (Constant), Perceived Value						

Thus, it is clear from the Tables 4, 5, 6 and 7 that motives of visit intention dimensions positively and significantly influenced the perceived value and perceived value of the

tourists significantly and positively influenced the tourists' satisfaction. The final model of the study is shown in Fig. 2.

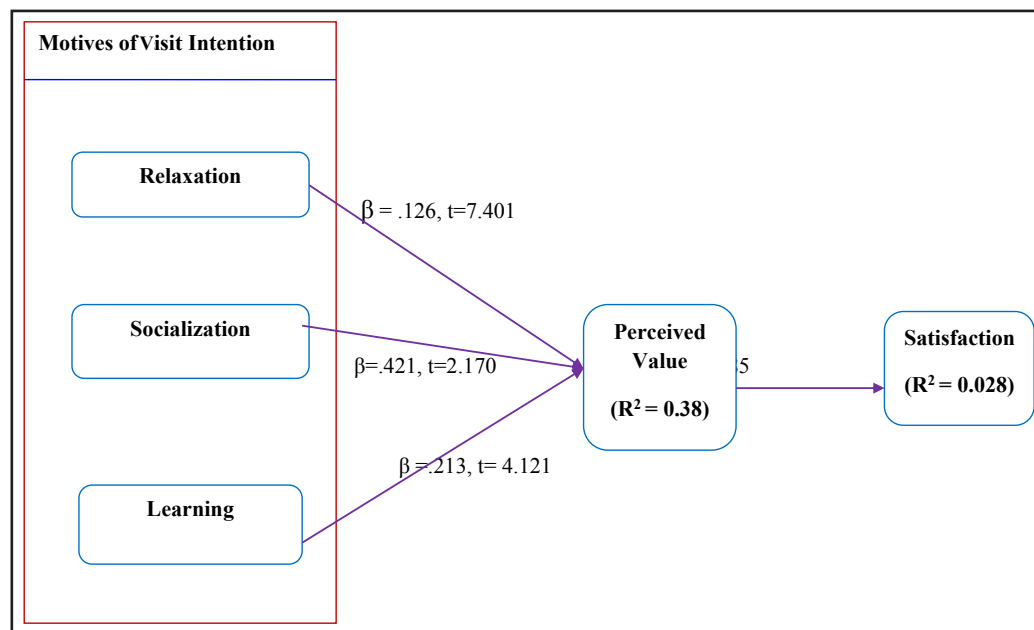


Fig. 2: Final Model of the Study

Gender Differences in Motives of Visit Intention, Perceived Value and Satisfaction

After the regression analysis was performed, gender differences based on the identified factors were investigated (see Table 8). Male and female respondents reported significantly different mean scores in the motives of visit intention (e.g. socialisation) and perceived value. From Table 8, it is clear that male respondents placed significantly

higher importance on 'Socialisation' and perceived value than did the females. Although not statistically significant, males gave higher mean scores than did females in all other factors except for 'Relaxation'. Overall, both groups ranked 'Socialisation' as the most important motives of visit attribute. This finding revealed that significant gender differences did exist in the motives of visit intention of rural locations. However, little research in the literature was available to compare to these particular findings.

Table 8: Gender Differences on Motives of Visit, Perceived Value and Satisfaction

Attributes	Mean		t-values	Significance
	Male	Female		
Socialisation	4.124	4.004	2.420	0.016
Relaxation	3.379	3.56	-1.793	0.074
Learning	3.912	3.88	0.539	0.591
Perceived Value	4.072	3.889	2.924	0.004
Satisfaction	3.794	3.787	0.137	0.891

EMPIRICAL RESULTS

Fig. 2 provides details about the constructs values for the model, and Tables 4, 5, 6 and 7 depict the results of the hypothesis tests. All the hypotheses are supported. Relaxation, socialisation and learning have a significant positive effect on perceived value (t-value = 7.401, t-value = 2.17 and t-value = 4.121, respectively). Thus, H1, H2 and H3 are supported. The perceived value, as hypothesized, has significant positive effects on satisfaction (t-value = 2.85), thus supporting H4. Tables 4, 5, 6 and 7 show the value of all relationships; first, the direct effect of relaxation, socialisation and learning on perceived value. Socialisation is the highest impacting motive with β value 42.1% while relaxation is the least contributing factor with 12.6%. Furthermore, perceived value directly effects the satisfaction with β value 16.7%.

DISCUSSION

This study was conducted for a better understanding of the motives of visit intention, perceived value and satisfaction in rural tourism contexts in India. This study has also discussed the gender differences in motives of visit intention, perceived value and satisfaction. The effects of motives of visit intention and perceived value are supported. Our results support the idea of including perceived value as an intermediate variable in tourist experience models (Prebensen et al., 2013); therefore, the results are well supported and build on the extant literature. The findings of the present paper indicate that motives of visit intention are important antecedents of tourist perceived value (Prebensen & Xie, 2017; Naidoo et al., 2015; Lee et al., 2015; Minkiewicz et al., 2014; Yi & Gong, 2013). The results also provide empirical support for the conceptualisation of individual value perception and satisfaction (Pandža Bajs, 2015; Prebensen et al., 2014). From a managerial viewpoint, this emphasises the importance of perceived value as a strategic imperative and supports recent research on the construct. The study results also add to theory by disclosing that the perceived value of a rural destination as a theoretical construct is an important evaluative element for tourists.

It is believed that this study has a substantial capability for providing more precise applications related to rural destination behaviour, especially concerning motives of visit intention, perceived value and satisfaction.

Furthermore, empirical findings reveal that there is a significant difference between males and females with respect to the relationship between motives of visit intention and perceived value (see Table 8), while there is no significant differences between males and females on the satisfaction. Gender effect matters when deciding individuals' value perceptions towards a travel destination. That is, although male travellers placed significantly higher importance on socialisation, perceived value and satisfaction than did the females. Travel motivation of rural destination in this study proved to be a more important factor for males than for females to evaluate the destination.

The major findings of this study have significant managerial implications for India. First of all, the exploratory factor analyses showed that tourists pursue three different motives of visit intention of rural destination. Thus, it is suggested that destination marketers consider the practical implications of these motivation variables because they can be fundamental factors in increasing perceived value and satisfaction with destination services and products. The findings of the testing of the proposed model have implications for the success of marketing destinations. In order to improve satisfaction with travel experiences, destination managers must consider these motivations. The destination attractions and activities should be allocated and delivered to tourists in order to enhance destination competitiveness. Finally, it can be intuitively assumed that if tourists' perceived value with their travel experiences is high, they will be more satisfied. This study provides empirical evidence supporting this statement, in that there is a highly significant relationship among the constructs. In other words, perceived value is found to directly affect satisfaction in a positive direction.

The paper has contributed in the existing literature significantly; however, there are still some limitations. First, rural tourists in a specific geographical area were targeted, calling for further studies in other areas and settings. Second, motives of visit intention were tested by three constructs

only; these are required to identify the other constructs for further study. As the present work presents the importance of motives of visit intention as antecedents of tourist perceived value, other elements, such as the degree of participation in creating experience value and the surroundings' impact, should be explored in future research. Third, the data were only collected at three sites in Central India, which might not represent other rural states with other types of attributes. Thus, some caution is needed when generalising the study results.

Furthermore, research should explore the cost and benefit construct also. Although the current study has not expanded the model to test the role of income either as a moderating variable or control variable, future research should explore it. Regardless of these challenges, there is great potential to further theoretically and conceptually develop the understanding of benefits of rural tourism to a human being, local society and employment generation in ways that align with sustainable development.

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