Tourists' Experiential Value Co-creation through Online Social Contacts: Customer-dominant Logic Perspective

Abstract: In the era of connectivity, the development of information and communications technology has immensely changed the way people travel, behave, and appreciate experience. The understanding of online experiential value co-creation remains limited considering the changes in modern travel and tourists. This study followed an eight-step scale development procedure and adopted a mixed-method approach to establish a reliable and valid measurement scale for online experiential value co-creation. By adopting a customer-dominant logic, this study positioned tourists at the center of the quest and explored the experiential value co-created via online social contacts. Results indicated that three distinct values, namely, intrinsic/extrinsic enjoyment, logistics, and efficiency values, were created online during travel. The proposed measurement scale is a pioneering tool for assessing tourists' experiential value co-creation online. This scale also assists tourism professionals in appraising the effectiveness of different online activities and monitoring the progress toward identifying and creating positive experiential value for tourists.

Keywords: online experiential value co-creation; customer-dominant logic; intrinsic/extrinsic enjoyment value; logistics value; efficiency value

1. Introduction

Information and communications technology (ICT) is integrated into our daily lives and tourism is not an exception (Wang, Xiang, & Fesenmaier, 2016). The rapid development of online communication platforms and social media has enabled people to constantly engage with

the social environment regardless of distance and time. People in the online world need to be connected wherever and whenever. Tourists' experience and welfare may have changed considerably from a decade ago (Graburn, 2017; Neuhofer & Ladkin, 2017; Tanti & Buhalis, 2017). The online experiential value co-creation literature remains limited, given the substantial change in modern travel and the tourists themselves. The urgency has been intensified by the emergence of social media platforms globally.

Traditionally, the liminal nature of tourism has enabled tourists to be socially isolated from their original social environment. They could only interact with groups, such as travel companions, other travelers, residents, and service providers, who are physically approachable in their liminal space and time. Jansson (2007) and Buhalis and O'Connor (2005) stated that technology development related to information gathering, storage, and dissemination, as well as communication, has immensely altered tourism. Mediatization has broken the traditional social bubble for tourists by providing dynamic online communication channels. Digital empowerment and proliferation of smartphones have combined tourists' network at home with their network at the destination. During tourists' trips, technology may influence their travel experience in a variety of manner. In this emerging digital world, traditional theories in physical experiential value co-creation may not comprehensively explain the travel experience phenomenon. The domain and measurement scale of experiential value co-creation should be reconsidered to address the dynamic online context.

Tourism is a highly experience-oriented industry. This industry covers different service stages, involves multiple touchpoints and service sectors, and comprises tangible and intangible products. Hence, tourists' travel experience, particularly experience co-creation, is essential to their overall travel satisfaction and well-being (Prebensen, Chen, & Uysal, 2018). From a

socially constructed viewpoint, knowledge, value, meaning, and experience are intersubjectively created, realized, and produced by social actors. Experiential value co-creation plays a central role in tourists' travel experience and overall satisfaction (Fiore & Kim, 2007; Jin, Line, & Goh, 2013; Keng, Huang, Zheng, & Hsu, 2007; Mathwick, Malhotra, & Rigdon, 2001; Wu & Liang, 2009). The experiential aspect of value co-creation has received considerable conceptual and empirical research attention in the recent services literature (Buonincontri, Morvillo, Okumus, & Van Niekerk, 2017; Busser & Shulga, 2018). However, online experiential value co-creation has yet to be recognized and explored as a rapidly emerging phenomenon in tourism. To address these research gaps, the current study aims to develop a valid and reliable measurement tool to assess tourists' experiential value co-creation through the use of online social platforms while traveling. The results of this study will contribute to the conceptual and empirical understanding of online experiential value co-creation within the service industry in general and the tourism industry in particular.

2. Literature Review

2.1 Social Contact and Value Co-creation from a Customer-dominant (C-D) Logic

Social contact has become an essential agenda of the host–guest relationship and travel experience in a destination (Choi & Sirakaya, 2005; Fan, Zhang, Jenkins, & Tavitiyaman, 2017; Maoz, 2010; U. Maruyama, Woosnam, & Boley, 2017). Social contact is originally described as the face-to-face contact among various individuals (Cushner & Brislin, 1996; Yu & Lee, 2014). Tourists experience face-to-face contact with different people in a destination, such as travel companions, other tourists, tour guides, residents, and service personnel. Given the rapid development and extensive use of the Internet, tourists interact with other people, including

families, friends, colleagues, service providers, and even strangers via various social media platforms while living their travel experience. Therefore, the impact that tourists' online social contact could generate should be explored and that the experiential values co-created while interacting online must be examined.

Research on the conceptualization of value has been well developed in consumer behavior studies. Zeithaml (1988, p.14) stated that "value is the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given." Pandža Bajs (2015, p.124) defined value as "an individual, cognitive-affective evaluation of the product or service that occurs in the purchasing process." Value co-creation has been explored in many studies, including those on customer input (Grissemann & Stokburger-Sauer, 2012; Hudson & Thal, 2013), customer participation and citizenship behavior (Sigala, 2017; Yi & Gong, 2013), overall value of tourist experience (Prebensen, Vittersø, & Dahl, 2013), experience co-creation (Buonincontri et al., 2017; Mathis, Kim, Uysal, Sirgy, & Prebensen, 2016; Sfandla & Björk, 2013), and customer engagement (Chathoth, Ungson, Harrington, & Chan, 2016). As pioneers in value co-creation, Payne, Storbacka, and Frow (2008) built a conceptual framework and provided a structure for understanding and managing value co-creation that comprises three main processes, namely, customer value-creation, supplier value-creation, and encounter. The encounter process emphasizes the importance of two-way interactions.

The current study positions tourists at the center of the inquiry and applies C-D logic in a broad sense, rather than goods-dominant (G-D) (Cetin, Akova, & Kaya, 2014) or service-dominant (S-D) logic (Chathoth, Altinay, Harrington, Okumus, & Chan, 2013; Vargo, Maglio, & Akaka, 2008). The G-D and S-D logics conceive that value can only be created through collaboration between service providers and customers (Helkkula, Kelleher, & Pihlström, 2012).

By contrast, C-D logic acknowledges the importance of value created within experiences and practices situated in and influenced by customers' own social contexts. This case is in contrast to stressing the goods-related values and provider-to-customer co-creation of service from the firm's standpoint (Heinonen et al., 2010; Rihova, Buhalis, Gouthro, & Moital, 2018; Tynan, McKechnie, & Hartley, 2014). The C-D logic appreciates the leading role of customers and emphasizes the involvement of other stakeholders with a combination of resources and application competences (Harkison, 2018; Vargo et al., 2008). Compared with tangible products or services, tourism is an ideal example of the experiential value co-creation context (Zhang, Gordon, Buhalis, & Ding, 2018).

In the networked era, tourists can co-create unique experiences through online interactions with their social network wherever they are (Munar & Jacobsen, 2014; Xiang & Gretzel, 2010). Online social contact plays a vital role in co-constructing memorable experiences and co-creating experiential value with the consumption of services and products (Buonincontri et al., 2017; Chathoth et al., 2016; Mathis et al., 2016; Rihova, Buhalis, Moital, & Gouthro, 2015; Sfandla & Björk, 2013). Thus, the C-D logic and value co-creation provide the necessary research lens on experiential value co-creation in the tourism field. In the C-D logic and tourism contexts, value co-creation is defined as "the tourist's co-creation practices and experience that takes place in his or her own social context" (Rihova et al., 2015, p. 358). The development of ICTs enhances the role of tourists as experience co-creators (Buonincontri et al., 2017; Leung, Law, Van Hoof, & Buhalis, 2013; Zeng & Gerritsen, 2014) because tourists can interact with the environment accurately and share suggestions, opinions, questions, and memories related to their journey. In particular, tourists' experiences can be shared via social media within their network before, during, and after the experiential process (Campos, Mendes, Valle, & Scott, 2018).

2.2 Experiential Value Co-creation and Its Measurements

Customers' value perception is based on their overall consumption experience, especially within service industries (Keng et al., 2007; Mathwick et al., 2001; Taylor, DiPietro, & So, 2018). Holbrook (1999) revealed that value could not be extracted directly from products or services themselves but derived in consumption experience. Kantamneni and Coulson (1996) confirmed this conclusion and determined that the experiential aspect is a significant indicator for measuring the perceived value. Experiential value is different from societal, functional, and market values and refers to the performance assessments of products or services involving a series of salient attributes, such as price and durability (Fiore & Kim, 2007; Kantamneni & Coulson, 1996). Experiential value relies on interactions involving either direct usage or distant appreciation of products and services (Mathwick et al., 2001). The important role of experiential value in affecting customer satisfaction and behavioral intention has been explored by many studies (Keng et al., 2007; Wu & Liang, 2009). Destination marketers benefit from these explorations and provide meaningful experiences to their visitors by adding value to products (Fernandes & Cruz, 2016).

Why consumers create experiential value with their social networks can be explained from a theoretical perspective using the experiential value framework (Mathwick et al., 2001), which explains that consumers create their experiential value through the "interactions involving either direct usage or distanced appreciation of goods and services" (Mathwick et al., 2001, p.41). Specifically, tourists' interaction encounters are reflected by four dimensions of experiential value: efficiency, service excellence, aesthetics, and playfulness. The value maximization principle explains the social interaction encounters on social media and the essentiality of

measuring online experiential value co-creation (Loderer, Roth, Waelchli, & Joerg, 2010). In this process, maximizing value is the supreme references or motivations for tourists' behavioral intentions on social media (Jensen, 2001). Therefore, the experiential value framework is adopted by this study for the purpose of measuring online experiential value.

The measurement of experiential value is well-documented in the literature. Holbrook (1994) extended the conceptualization of experiential value with a 3D paradigm, while Mathwick et al. (2001) suggested an experiential value scale (EVS) to measure the dimensions. The EVS comprises four value dimensions to investigate catalog and Internet shopping experience: consumer return on investment (CROI), service excellence, playfulness, and aesthetics (Mathwick et al., 2001; Mathwick et al., 2002). EVS has been adopted by studies on restaurant dining experience (Jin et al., 2013; Taylor et al., 2018) with the addition of food and beverage excellence as a fundamental element of the proposed framework. Otto and Ritchie (1996) developed and tested a scale across three different tourism segments, namely, hotels, airlines, and tours/attractions, and explored the dimensionality of the service experience. Sanchez, Callarisa, Rodriguez, and Moliner (2006) designed a GLOVAL scale with 24 items grouped into six dimensions. The GLOVAL scale was developed for tourism products and experiences and covered the purchase and consumption experiences.

These studies have demonstrated that experiential value plays a crucial role in influencing tourists' travel experience and overall evaluation of the destination, thereby further influencing their behavioral loyalty and visit intention and contributing to destination image and word-of-mouth (WOM). In such a versatile industry, experiential value dynamically changes as experiences accumulate (Holbrook, 1994). Under the C-D logic and a socially constructed perspective, the experiential value co-creation process and social forms of the value that emerge

should be understood. Experiential value co-creation has been extensively discussed in the services field (Fiore & Kim, 2007; Jin et al., 2013; Mathwick et al., 2001). Prahalad and Ramaswamy (2004) outlined the development of customer–supplier relationships through interaction and dialog and identified a framework of experiential value co-creation to personalize consumer experiences. Wu and Liang (2009) analyzed the customer meal experience in luxury hotel restaurants through the value co-creation process between customers and employees to understand how experiential value affects customer satisfaction. Rihova et al. (2018) described specific customer-to-customer (C2C) co-creation practices and related value outcomes in tourism and highlighted the key role of the value formed when tourists co-create with one another in the travel process. The development of ICTs considerably enables the realization of "value-in-use" and enhances the role of tourists as experiential value co-creators (Kang & Schuett, 2013; Buonincontri et al., 2017).

Recent studies have also provided insights into online value co-creation, including the impact of information technology on value co-creation (Heiskala, Hiekkanen, & Korhonen, 2011), technology as an operant resource (Binkhorst & Den Dekker, 2009), and online brand community value creation practices (Schau, Muñiz Jr, & Arnould, 2009). Technological platforms bolster co-creation activities online and enhance consumption experiences without location and time limitations (Munar & Jacobsen, 2014; Parra-López, Bulchand-Gidumal, Gutiérrez-Taño, & Díaz-Armas, 2011; Xiang & Gretzel, 2010). A probe on online value co-creation was previously conducted to evaluate the online shopping experience (Mathwick et al., 2001). Xu, Yap, and Hyde (2016) presented C2C interactions among airline travelers by analyzing their detailed conversations posted on an independent online complaint forum. Information sharing, emotional release, social support, knowledge exchange and learning, and

leadership in the online community are forms of value co-created by the C2C service recovery. Gruen, Osmonbekov, and Czaplewski (2006) further studied this effect of electronic (e-)WOM from such a co-creation process. The authors collected data from 616 participants of an online forum and their results suggested that customer know-how exchange impacts customer perceptions of product value and likelihood of recommending the product. These findings inspired the research of online value co-creation in the tourism field. Tourists' online value co-creation was explored by using the resource-integrating approach (Binkhorst & Den Dekker, 2009). Such a value creation is facilitated by online contact that encourages the emergence of a social village that is considerably conducive to functional and network value outcomes (Rihova et al., 2018). Technological platforms and social media provide effective means to connect strangers who visit the same destinations (Rihova et al., 2015). Burgess, Sellitto, Cox, and Buultjens (2009) indicated that searching for information online is a value co-creation process, in which tourists benefit from online user-generated contents.

Several conclusions can be drawn from this substantial literature review. First, traditional value co-creation studies are mainly grounded on the G-D and S-D logics, thereby disregarding the role of customers. An in-depth exploration of the tourists' activities in value co-creation from C-D logic is crucial to provide insightful perspectives for destination marketing. Second, experiential value is a more specific indicator for evaluating tourist experience than the overall customer value. Accordingly, understanding the dimensionality is essential to enhance and make tourist experience tangible. Third, although some measurement scales have been developed to assess the experiential value, few studies have focused on the experiential value grounded in C-D logic from the overall tourist consumption experience perspective. Existing scales are unable to obtain comprehensive information in the context of tourist experience (Mathwick et al., 2001;

Varshneya & Das, 2017). In addition, the inadequacies of the current scales in terms of the online experiential value aspect are evident. Accordingly, investigation on tourists' experiential value co-creation through online social platforms remains scant and is urgently needed to facilitate an improved understanding of the modern tourists' travel experience. As noted in the literature, limited studies have examined tourists' online experiential value co-creation and its scope of domain remains unclear. This limitation may hinder the development of experiential value co-creation from the perspectives of academics and practitioners in this era of connectivity. To address these research gaps, the current study aims to develop a valid and reliable measurement tool to assess tourists' experiential value co-created online.

3. Methodology

The study mainly follows the social constructivism research paradigm, which emphasizes that, knowledge, value, meaning, and experience are intersubjectively created, realized, and produced by social actors. Consumption of experience is often shared and collective, rather than purely subjectively formatted by the consumers (Brown, Chalmers, & MacColl, 2002). Moreover, social constructionists argued that knowledge and meaning are created, realized and reproduced by social actors in an inter-subjective manner (Berger & Luckmannn, 1967). In that case, values generated through co-creation can be understood by interpreting shared functions, activities and goals. Therefore, applying "experiential value co-created via online social contacts" to measure the concept "online experiential value co-creation" is adopted under a social constructivism research paradigm.

3.1 Conceptualization and Instrument Development

A mixed-methods approach was adopted to develop a valid and reliable measurement. In the absence of a widely accepted measurement for experiential value co-creation through social media contacts, Churchill's (1979) scale development procedure and other recent scale development approaches (Boley & McGehee, 2014; Hung & Petrick, 2010; Qiu, Fan, Tse, & King, 2017) were followed. Table 1 shows that the literature review initially specified the domain of online experiential value co-creation. In applying the C-D logic in the tourism context, online experiential value co-creation can be defined as the joint collaboration through online platforms between tourists and other stakeholders that generates a perceived and relativistic preference and facilitates the achievement of tourist goals. This definition is grounded in the C-D logic and experiential value framework (Mathwick et al., 2001). The leading role of customers is recognized in the C-D logic which also highlights the involvement of other stakeholders with a combination of resources and application competences (Harkison, 2018; Vargo et al., 2008). The experiential value framework indicates the importance of the experience-oriented context in the consumption experience (Mathwick et al., 2001). This joint collaboration enables these stakeholders to engage in specific forms of interactions, thereby resulting in reciprocal well-beings and value-in-experience, particularly for tourists. Other stakeholders in this context include family members, friends, colleagues, service providers (through online social platforms), peer travelers, travel companions, and residents.

A comprehensive literature review on experiential value was conducted in the second step. A total of 27 articles relating to experiential value were initially examined, 18 of which were related to the measurement of experiential value (see Appendix 1). The 18 articles were

numbered and listed in ascending order of publication year. Among the 18 articles, all items and dimension were reviewed for their appropriateness to be adapted into the item pool for the current study. Specifically, the scale dimensions (i.e. consumer return on investment, service excellence, playfulness and aesthetic appeal) and items from article 1 were adopted by articles 2, 3, 4, 5, 7, 8, 9, 10, 11, 12, 13 and 16 with minor adjustment in wording to fit different research contexts. Though article 18 also applied the scale of article 1, one more dimension, namely escapism, was supplemented with a tourism and hospitality context. Therefore, articles 1 and 18 were retained to form the item pool. Article 6 was also not referenced as items were set to inquire about product design and display in online shopping. As a result, an initial pool of 91 items was generated, including 19 items from the experiential value scale of Mathwick et al. (2001), 16 items from the experiential values of exposition visit from Lin, Yeh and Hsu (2014), 15 items from the experiential value model of Echchakoui (2016), 16 items from the CEXPALS scale of Varshneya and Das (2017), and 25 items from the experiential value scale of Taylor et al. (2018). The selected items reflected on the experiential value were derived from various contexts. Following the development of this initial set of statements, the items were screened by the research team to eliminate those that were ambiguous, redundant, and otherwise inappropriate. Among the 91 items, 51 were deleted because of similarity in meaning with the retained statements, 6 were eliminated owing to irrelevance in the tourism context, and 2 were excluded because of unclear expression. Overall, 32 items were retained as displayed in Appendix 2.

Insert Table 1 Here

Semi-structured in-depth interviews were conducted to generate additional insights into the online experiential value co-creation through social contacts and to cross-validate the items

generated from the literature. First, purposive sampling was used to determine the eligible respondents in accordance with the professional judgment of the researchers. Second, the researchers followed snowball sampling and asked the respondents to invite people in their social network who were qualified for this research. The informants comprised Mainland Chinese tourists who had overseas travel experience in the last two years and used online social platforms to contact others during their trips. Chinese tourists are targeted for the current study because China is the largest outbound tourist market globally (UNWTO, 2017) and the salient usage coverage of the Internet, e-commerce, and social media in this country (China Internet Network Information Center, 2017).

The interview protocol included three parts. First, the interviewees were prepared for the topic by being asked about their recent travel experiences overseas. Second, the respondents were requested to evoke their social contact via any online social platform during their travel and how they felt and what they valued about those contact activities. Third, the informants were invited to share their demographic information. The interviewee recruitment stopped when information saturation was reached. A total of 51 interviews were conducted. Table 2 shows the interviewee profile. Each interview session lasted between 18 and 60 minutes with an average length of 40 minutes for all sessions. All interviews were recorded and transcribed. Interviews were conducted in Mandarin and translated to English thereafter. To ensure the accuracy and credibility of the translation, two professional language editors (Mandarin and English native speakers) were consulted during the entire translation process. NVivo 11 was used to code the transcripts. The meaningful units in the transcripts were determined during coding and used to formulate key themes thereafter. The results of the data analysis indicated that the dimensions and patterns stabilized at the 25th informant, while the remaining 26 informants did not provide

any substantive change to the codebook. A total of 25 items emerged as a result of the interviews. As shown in Appendix 2, 16 items are commonly recognized in both the literature and interviews, nine items are unique from interviews and 16 are only identified from the literature, forming a 41-item pool for the panel review. The applicability of the 41 items generated from both the literature and the interviews was reviewed by a panel of five independent faculty members from Mainland China, Hong Kong, and the UK who were knowledgeable on value co-creation in tourism. The applicability evaluation criteria were agreed as: value can be co-created through online social platform; value should be defined from tourists' perspective (C-D logic) and experiential oriented (Mathwick et al., 2001); and items should fit into the Chinese tourist context. The panel review resulted in 26 items being included in the draft questionnaire. Appendix 2 shows the source of each item including the literature, interview and panel review sessions.

3.2 Questionnaire Design, Sampling, and Data Collection

A questionnaire was developed based on results of the literature review, interviews, and panel review. Three screening questions were set to select qualified respondents for this study: "Are you a Mainland Chinese resident?" "Have you traveled to any overseas destinations in the last 12 months?" and "Have you used any of the following online social platforms during your trip overseas in the past 12 months?" A list of popular online social platforms in China, including WeChat, QQ, and the chat forum in Taobao, Ctrip, Qyer, Mafengwo, and TripAdvisor, was provided to facilitate a clear understanding of online social platforms. The survey was terminated if any of the three answers was no. The questionnaire comprised three sets of items. The main section of this questionnaire intended to obtain the respondents' perceptions of online

experiential value co-creation using a five-point Likert-type agreement scale (1 = strongly disagree to 5 = strongly agree). A clear definition of online experiential value co-creation through online social contacts was first provided to the respondents to ensure a common understanding of the key concept. The respondents were asked to select the appropriate number for the statements on the basis of their latest overseas travel experience. The statements started with "Online social contact during my travel co-creates the following experiential values for my trip."

Two additional sets of items collected necessary information for the validity assessment and norm development stages of the scale development. Due to solid theoretical evidence of the effect of online experiential value co-creation on subjective well-being (SWB) and the strong predicting power of online social contact, these constructs were adopted to establish criterion validity and define group norms, respectively. These additional two steps made the entire scale development procedure more robust in method, more solid and connected in theory, and richer in practical implications.

Criterion validity was examined to assess predictive ability on a possible criterion measure. In particular, the literature indicated a positive effect of online experiential value co-creation on tourists' SWB. Well-being has become an increasingly important concept in the academia and practice (Pyke, Hartwell, Blake, & Hemingway, 2016). Diener, Sapyta, and Suh (1998) defined SWB as a person's evaluation of his or her life. Diener and Seligman (2004) defined SWB as an individual's optimistic assessment of his/her life, including contentment, positive emotion, engagement, and purpose. Customer well-being increases with the consumption of high-quality goods and services, while faulty and unsafe products produce a negative impact (Saayman, Li, Uysal, & Song, 2018). Those well-beings realized from a holiday

experience play a key role in the consumer decision-making process with regards to the choice of a destination (Pyke et al., 2016). SWB provides an integrative concept and offers opportunities to examine how tourism experiences interact with the different aspects of well-being, such as the influence of tourism participation on SWB (McCabe & Johnson, 2013). Furthermore, various studies have identified a positive effect of tourism experience on tourists' SWB (Kim, Woo, & Uysal, 2015; Pera & Viglia, 2015; Saayman et al., 2018). In the current study, tourists' SWB was evaluated using a five-point Likert-type agreement scale. Three items, namely, "Overall, my experience with this trip was memorable having enriched my quality of life," "My satisfaction with life in general has increased with this trip," and "Overall, I feel happy after this trip," were adopted from Kim et al. (2015) and Saayman et al. (2018),

To develop group norms using cluster analysis, the study used respondents' participation level of online activities during their travel (Verleye, 2015). The level of online connectivity plays an important role in determining tourists' value co-creation through social media contacts. High connectivity levels are viewed as a promising way to generate improved customer experiences (Füller, 2010) and may enable customers become successful co-creators (Jeppesen, 2005). A pool of 29 items was derived from Fan et al. (2017) and the previously reported interviews and panel review. The items assessed the respondents' use of online social platforms during their travel to communicate on various matters with family, friends, colleagues, service providers, travel companions, other tourists, and residents. The items were examined using a five-point Likert-type frequency scale (1 = never to 5 = very frequently). The last set of questions intended to obtain the respondents' demographic information.

A professional research company was hired in October and November 2018 to collect survey data via the company's online database. A pilot test (n = 150) was conducted prior to the

main survey to ensure the clarity of instructions, evaluate the entire data collection duration, and perform exploratory factor analysis (EFA). Quota sampling was used in the main survey to ensure that the sample represents the characteristics of Mainland Chinese outbound tourist population (Hemmington, 1999). This sampling method can be applied in either probability or nonprobability sampling. In the current study, the selection process was by convenience once the number of sample units was calculated for each subgroup (Jennings, 2001). Gender and age were used as the quota criteria to match the 2017 Outbound Tourism Big Data Report (China Tourism Academy, 2018) profile, which included only gender and age statistics. A total of 500 valid responses were collected.

3.3 Data Analysis

All responses were categorized, scaled, and entered into SPSS. Data screening was conducted to detect outliers. Descriptive analysis (e.g., frequency and means) was performed to profile the respondent characteristics and compose the descriptive information of all attributes. To ensure cross-validity, EFA was performed on the pilot test sample to explore the dimensionality of the construct. Cronbach's alpha was generated to assess the internal reliability of the factors. Confirmatory factor analysis (CFA) was subsequently performed on the main survey data using SmartPLS to undertake further purification of the structure, dimensionality, and cross-validity of the factors. Composite reliability and $\rho_A s$ were calculated to examine the internal reliability of each factor. The validity of the derived factors was tested using convergent, discriminant, nomological, and criterion validity. The norm was developed by presenting the item mean and standard deviation (SD) and by specifying group differences. The following section provides a detailed explanation of the data analysis process.

4. Findings

4.1 Respondent Demographic Profiles

Table 2 shows the demographic information of the respondents. For the pilot study, female respondents (58.7%) outnumbered their male counterparts (41.3%), while over 80% of the respondents were married with children. The sample was widely distributed in terms of age. Approximately 11.4% and 75.3% of the respondents held subdegrees and bachelor/higher-level degrees, respectively. The majority of the respondents were working (85.3%). Nearly 50% had managerial or administrative roles, while 24.6% were holding professional jobs. Among the respondents, 43% earned a monthly income of 10,000 to 19,999 RMB.

Of the 500 participants in the main survey, 59% were female, while 83.8% were married with children. A total of 35% were between 30 and 39 years old, while 19% were between 40 and 49 years old. Approximately 80% held a bachelor's degree or above. In terms of employment, 51.4% were managers and administrators, while 24.2% identified themselves as professionals. Over 90% of the respondents earned a monthly income 10,000 RMB or above.

Insert Table 2 Here

4.2 Measurement Refinement and Dimensionality-EFA

EFA was performed on the 26 items in the pilot test to explore the dimensionality of the online experiential value co-creation measurement. Principal axis factoring was selected as the appropriate extraction method. This method considers only the common or shared variances and assumes that the unique and error variances are not of interest in defining the structure of the variables (Hair, Black, Babin, & Anderson, 2010). Moreover, this method is perceived to be

more theoretically based than other extraction methods, such as principal component analysis. Varimax rotation was used to handle the correlated factors.

The 26 items were initially entered into the system. A total of 8 items were excluded because of cross-loadings on more than 1 factor, thereby generating factor loading scores equivalent to or exceeding 0.30. No item was deleted because of the low loading issue. Consequently, three underlying dimensions were identified. Table 3 shows the factor loadings of each remaining item and the Cronbach's alpha for each construct. All 18 items held satisfactory factor loadings equal to or above 0.475 on their corresponding factors. The appropriateness of the factor analysis was subsequently tested using the Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity. An acceptable KMO value of 0.892 and a significant Bartlett's test of sphericity ($p < 0.000$) were obtained, thereby verifying the existence of a sufficient number of correlations among the variables. The Cronbach's alpha for each factor ranged from 0.757 to 0.834, thereby indicating favorable internal reliability for the three factors. The EFA result indicated that three factors emerged for online experiential value co-creation, namely, intrinsic/extrinsic enjoyment (nine items), logistics (five items), and efficiency (four items) values.

Insert Table 3 Here

4.3 Reliability and Validity Assessment–CFA

CFA was performed to further validate the 18-item measurement scale. The EFA results were the bases for creating a hypothetical model with three constructs. The structural model was assessed in terms of validity and reliability. The reliability was examined by the composite

reliability and $\rho_A s$. The construct validity was examined by convergent, discriminant, nomological, and criterion validity.

All composite reliabilities were above 0.834, while all $\rho_A s$ were above 0.760, thereby indicating an acceptable reliability level (Bagozzi & Kimmel, 1995). The extent of the correlation between the intended measure and the other measures in the construct was evaluated using convergent validity (Clark-Carter, 1997). Convergent validity represents the internal consistency of the variables within one construct. The standardized item-to-factor loading magnitude should be at least 0.5, while the factor loadings should reach the level of statistical significance (Hair et al., 2010). Two items in the intrinsic/extrinsic enjoyment value dimension were excluded because their factor loadings were below 0.5. The primary CFA result suggested that all factor loadings were equal to or exceeded 0.667 and were statistically significant ($p < 0.001$). Average variance extracted (AVE) was also calculated for each construct to estimate the convergent validity. The results were 0.500, 0.502, and 0.588, thereby meeting the ideal AVE for a well-developed construct (i.e., equal to or above 0.5) (Hair et al., 2010). Hence, the convergent validity was established (Hair et al., 2010; Song, Xing, & Chathoth, 2015; Ye, Zhang, & Yuen, 2012). Each factor consisted of at least three items that met the baseline of favorable practices. Table 3 shows all of the retained items and their corresponding factor loadings.

The differences between constructs are examined using discriminant validity (Byrne, 2010), which monitors the external dissimilarity among factors (Hung & Petrick, 2010). Discriminant validity was assessed using the heterotrait-monotrait ratio of correlations (HTMT). Table 4 shows that all HTMTs between the two constructs were below or approximated 0.9, while the HTMT confidence intervals does not contain one, thereby representing a satisfactory validity level (Henseler, Ringle, & Sarstedt, 2015). Nomological validity was evaluated by

examining the correlations among the constructs in a measurement model that should be theoretically related (Hair et al., 2010). This technique was broadly applied in measurement development studies and determined to be an efficient approach to test construct consistency within a measurement scale (Boley & McGehee, 2014; Boley, McGehee, Perdue, & Long, 2014; Chen, Mak, & Li, 2013). Consequently, the correlation coefficients among the three factors are 0.616, 0.726, and 0.568 and were found to be statistically significant at the 0.01 level. These results indicated the establishment of nomological validity of the measurement model (Table 5).

Insert Tables 4 and 5 Here

Churchill (1979) suggested the necessity of showing that the measurements behave as expected in relation to other constructs. The criterion validity test was performed to assess the predictive ability on a criterion measure. Regression was used to examine the relationship between online experiential value co-creation and SWB. Figure 1 shows the structural model with standardized paths and it indicates that all three factors have significantly positive effect on SWB, which is consistent with the hypotheses in the literature. The R^2 of the structural model was 0.522, whereas the adjusted R^2 was 0.519, thereby indicating the good explanatory power of this model. Hence, the test indicated a satisfactory result of the criterion validity.

Insert Figure 1 Here

As the final step, norms regarding the online experiential value co-creation were developed. Churchill (1979) emphasized that "a raw score on a measuring instrument used in a marketing investigation is not particularly informative about the position of a given object …because the units in which the scale is expressed are unfamiliar." Scores are most commonly interpreted by reference to norms that represent the test performance of the

standardized sample. There are different practices to develop the norms, among which means and standard deviations (SDs) are commonly used (Churchill, 1979; Hung & Petrick, 2010; Wang, Hung, & Li, 2018). Table 3 presents the means and SDs for each item in the measurement. The item means range from 3.64 to 4.15 out of 5, thereby indicating a general agreement on all the value items. All SDs fit into the range of 0.646 to 0.877, while all observations are located within the +/− 3 SD interval. Factor means were also calculated to specify the respondents' ratings of different factors. Efficiency value co-creation has the highest mean of 4.08, followed by the intrinsic/extrinsic enjoyment (mean = 4.07) and logistics (mean = 3.77) aspects. Apart from the means and SDs, group norms were defined to provide an understanding of the different group behaviors and perceptions (Hogg & Reid, 2006; Terry & Hogg, 1996). To compare the scores of tourists that belong to different online connectivity levels, K-means cluster analysis was performed to statistically generate different groups on the basis of the online connectivity of the sample. All 29 items that measure online social contact activity participation were used as the cluster criteria. Consequently, two clusters were generated that identified two groups of subjects in terms of high (n = 280) and low (n = 220) online connectivity levels. The factor means of the two groups were compared using independent sample t-tests. The results indicated that the three dimensions of the online experiential value co-creation in the low online connectivity group were significantly lower than those in the high online connectivity group. A radar figure was drawn to present the factor means of different groups (see Figure 2). Thus, different norms were developed. To avoid common method variance, Harman's single factor score was used to identify any bias induced by the measurement method (Podsakoff, MacKenzie, & Podsakoff, 2012). The result indicated that the total variance

explained by the single factor was 34.4%, which was below the cut-off point of 50%, thereby indicating that common method variance did not affect the results.

Insert Figure 2 Here

5. Discussion and Implications

Experiential value co-creation plays a central role in tourists' travel experience and overall satisfaction (Fiore & Kim, 2007; Jin et al., 2013; Keng et al., 2007; Mathwick et al., 2001; Wu & Liang, 2009) and has received considerable research attention in the recent literature (Buonincontri et al., 2017; Busser & Shulga, 2018). However, the online experiential value co-creation has yet to be recognized and explored as a rapidly emerging phenomenon in tourism. To bridge such a research gap, the current study developed a reliable and valid measurement scale of online experiential value co-creation in tourism by following a seven-step approach. This study also generated three distinguished factors, namely, intrinsic/extrinsic enjoyment, logistics, and efficiency values.

Intrinsic/extrinsic enjoyment value covers seven items and is the most important factor that explains 38% of the total variances. This factor represents tourists' social and personal aspects of value co-created via social contacts. For example, tourists during their travel are able to obtain a sense of connection with their home social network and share new experiences, photos, and feelings. This factor corresponds to the prime purpose for tourists to communicate online during travel (Neuhofer, Buhalis, & Ladkin, 2014; Neuhofer & Ladkin, 2017). They frequently post pictures of sceneries, food, people, selfies, and other sightings. Heavy social media users live stream their trips or what they see. Tourists also share their journeys by

recording what they experience during the trips and express what they feel at that moment to document their journey to reinforce memories.

As reported by interviewees, traveling nowadays can be an opportunity to share tourists' instant feeling and travelling experiences, achieve self-fulfillment, and even show off their adventures among their social groups. Their travel happiness partially comes from sharing and co-creation. Tourists use social media platforms to record every moment of their trips, including beautiful scenery, novel heritage, local cuisine, and street market. Collecting likes, receiving feedback from their networks, and interacting with their social groups bring fun to their journey. Traveling per se is joyous, but sharing this happiness with people is even better. Their social circles are part of the journey and the journey becomes a conversation in real time, sharing and co-creating experiences.

Logistics value is also an important component of tourists' online experiential value co-creation and provides practical solutions to meet personal needs (Verleye, 2015). At present, people tend to seek relaxation and recovery, but maintaining frequent contact with their social groups at home while traveling is also desired. They like to actively participate in their regular activities, even while on a holiday. The Internet enables them to maintain the desired presence in their regular life. Under logistics value, people tend to contact different parties to co-create values. Responsibility is an important reason for tourists to maintain a high level of interaction online. By contacting their colleagues and clients, tourists can perform their unavoidable work-related duties. Meanwhile, they can instantly obtain information or purchase travel products online, thereby effectively reducing pre-trip planning and enhance en-route planning. The shared travel information, photos, cultures, and itineraries can intentionally or unintentionally act as direct promotions of the destination. People in their social networks may generate immense

interests and knowledge of the destinations. The e-WOM effect spreads across the network and is an ideal example of the influencer marketing. In addition, online contacts with their social groups at home can reduce tourists' travel anxiety and create a sense of security, which may initially allow them to travel at the first place. Thus, anxiety may be induced by the responsibility back home and the fear-of-missing-out effect among modern tourists.

The last factor identified in this study is efficiency value, which includes items that represent the benefits derived from quick response nature of the social media. By interacting with people online, tourists can get real-time feedback from travel agents, families, and friends at minimum costs, thereby enabling them to improve on-site decisions during their trips. Meanwhile, tourists can manage the home and away communities simultaneously with the availability of online interactions. That is, they can maintain a certain level of contact with their home social network without abandoning the opportunity to experience the destination. Thus, online connectivity allows tourists to obtain an efficient, convenient, and instant value.

The dimensionality of value co-creation has become a well-discussed research topic in different disciplines (Busser & Shulga, 2018; Ranjan & Read, 2016). Given the rapid development and increasing importance of the experience economy, experiential value is considerably recognized in the general service industry (Varshneya & Das, 2017; Verleye, 2015). As indicated in Appendix 1, aesthetics (visual appeal and entertainment), playfulness (escapism and enjoyment), service excellence, customer ROI (efficiency and economic value) and hedonic value are the well-recognized dimensions in experiential value co-creation (Mathwick et al., 2001, Tsai & Wang, 2017; Varshneya & Das, 2017; Taylor et al., 2018) in general. Several observations could be made in comparing the current findings with general experiential value co-creation. First, online experiential value co-creation emphasizes intrinsic

and extrinsic enjoyment. However, the hedonic or emotional values (Prebensen & Rosengren, 2016; Varshneya & Das, 2017) from the general and physical experiential value co-creation are not reflected in the final validated online scale. This finding may reflect the utilitarian and efficiency nature of social media and their users' value proposition; that is, they want to be connected functionally but do not necessarily want to exert immense effort to develop an emotional connection, particularly during travel (Fotis, 2015). Second, aesthetics and service excellence values as reported in the literature were not included in this scale. This is because unlike the retail environment, there is limited service excellence and aesthetics assessment based on online interaction that reflects salient visual elements and the entertaining or dramatic aspects. Also, during a physical trip, online experience usually plays a supporting role for a tourist, rather than the main attraction to be appreciated or evaluated. Third, logistics value is unique in the online experiential value co-creation context. The items in this factor are related to outcome-based solutions that can only be provided through online connectivity, such as en-route planning, destination promotion, and anxiety reduction. Lastly, although the efficiency value is reported by both the physical and online experiential value co-creation, the latter focuses on the general speed- and process-related evaluation of the experience, whereas the former emphasizes the pragmatic and specific aspects of the experience.

For the criterion validity analysis, the current study examined the effect of the three factors on tourists' SWB. The results showed that all three factors have strong positive and significant effects on tourists' SWB. That is, not only the physical, but also the online experiential value co-creation, has a strong effect on enhancing tourists' well-being. By allowing tourists to co-create the intrinsic/extrinsic enjoyment, logistics, and efficiency aspects of experiential value, online social interaction could ultimately result in well-being for tourists. The

norms of the scale were developed by comparing the online experiential value co-creation between the low and high online connectivity groups. The results confirmed that tourists with high-level online connectivity during their trips co-create substantial experiential values online. Moreover, the result showed considerable consistency with that of the physical experiential value co-creation context, which argued that connectivity level was a promising method to predict customer experiences (Füller, 2010) and a high connectivity level helped customers become successful co-creators (Jeppesen, 2005).

The academic contribution of this study is bringing forward a reliable and valid measurement scale of online experiential value co-creation through social contact from a C-D logic and social constructivism perspective. In such an era of connectivity, although sufficient research has examined the experiential value in the service industry in general and tourism industry in particular, limited studies have investigated the online version. Overall, results of this study contribute to a conceptual and empirical understanding of online experiential value co-creation from tourists' perspective by examining the concept, dimensionality, and consequence of the construct. The current study supports the premise that the value construct is generally multidimensional (Busser & Shulga, 2018; Zauner, Koller, & Hatak, 2015). Three factors, namely, intrinsic/extrinsic enjoyment, logistics and efficiency aspects, constitute the online value co-creation. This scale acts as a pioneering and comprehensive instrument that provides a stringent measurement of the online experiential value co-creation. The measurement scale bridges the existing research gap and offers the prospect of future relational investigations between online experiential value co-creation and its antecedents and consequences. This study further confirms the positive effect of online experiential value co-creation on tourists' SWB. This result, for the first time, highlights the role that online experiential value co-creation plays

in contributing to tourists' well-being. The measure assists with identifying the impacts of online interactions between tourists and different parties.

This study also provides extensive practical implications for the tourism industry. The new measure will immensely assist tourism professionals in appraising the effectiveness of online tourist-service provider, tourist-family and friend, tourist-resident collaborative processes. Moreover, the proposed measure monitors the progress toward identifying and creating powerful experiential value propositions. By clustering tourists into high and low online connectivity groups, tourists who participate in the online activities would co-create more experiential values during their trips. Therefore, destinations and service providers could consider enhancing the level of online accessibility to encourage more online co-creation activities. For example, the provision of free high-speed Wi-Fi, attractive locations for selfies and picture uploads, and incentives for frequent online social media participation will increase social contacts online. Furthermore, the results offer insights into the positive impact of online experiential value co-creation on tourists' SWB. Well-being has become increasingly important in the modern society and is treated as an ultimate goal for participating in different activities. Thus, industry professionals should consider actively engaging customers (i.e., physically and online) in co-creation of products and services. For example, to develop new products or services online, companies should consider maximizing tourists' co-creation experience and embedding it into their travel experiences by creating social media campaigns, intensifying personalized travel experiences by mobile gamification, and finding innovative ways to recover service failures.

6. Conclusion and Limitations

This study contributes to the existing tourism experience and value co-creation literature by developing a reliable and valid measurement scale. By positioning tourists at the center of the quest, the current study applies the C-D logic in a broad sense and explores the co-creator's role of tourists with different online parties. Churchill (1979) scale development procedure was followed and a mix-methods approach was adopted, including 51 interviews and a 500-respondent survey. Three distinct factors were generated, namely, intrinsic/extrinsic enjoyment, logistics, and efficiency values. The measurement instrument developed in this study is a pioneering tool for assessing tourists' online experiential value co-creation and unveils future research possibilities on the relationships between this concept and other attributes, such as emotional attachment among their social network members and destination evaluation. In addition, tourists' online connectivity level during travel is a good predictor of their online experiential value co-creation. Tourists' SWB is positively influenced by their online experiential value co-creation, which emphasizes the important role online experiential value co-creation plays among the modern tourists in this era of connectivity. The current study also benefits the practitioners in terms of understanding the functions of different online co-creation activities and how to establish favorable experiential values from the process.

However, as is the case with most research, this investigation also has limitations. The current study was conducted among Chinese outbound tourists. The level of online connectivity is influenced by the local data policy and package and the popularity of different apps and devices. This study merely focuses on tourists' online experience. The face-to-face interactions and values co-created are not included in the research scope, but they may have a substitution/supplementary effect on the online experiential value co-creation. Future research is encouraged to test this measurement in other research and to include the face-to-face experiential

value co-creation simultaneously to present a comprehensive understanding of the overall experiential value co-creation for modern tourists. In addition, it is noted that, the online experiential value co-creation in the current study is from a C-D logic and social constructivism perspective. Therefore, future research is encouraged to explore the same concept from other dominant logics and other research paradigms.

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Table 1. Procedure for Measurement Development

Procedure	Techniques
1. Specify the domain of construct	• Literature search
2. Generate a sample of items	• Literature search • 51 in-depth interviews
3. Purify items, explore dimensionality, and design survey questionnaire	• Panel expert review (content validity) • Pilot test (EFA and Coefficient alpha)
4. Collect data	• Main survey (500 responses)
5. Confirm and cross valid the dimensionality	• CFA
6. Assess reliability	• Composite reliability • $\rho_A s$
7. Assess validity	• Convergent validity • Discriminant validity • Nomological validity • Criterion validity
8. Develop norms	• Mean, standard deviation, cluster analysis and t-test

Table 2. Demographic Profile of Interviewees, Pilot Study and Main Survey

Demographics	Interviews (n=51)	Pilot Study (n=150)	Main Survey (n=500)
		Percentage (%)	Percentage (%)
Gender			
Female	72.5	58.7	59.0
Male	27.5	41.3	41.0
Marital Status			
Married with kid(s)	37.3	88.0	83.8
Married without kid	15.7	4.7	5.4
Single	47.0	7.3	10.6
Others	0.0	0.0	0.2
Age			
18-29	45.1	6.0	18.0
30-39	27.5	40.7	35.0
40-49	9.7	24.7	19.0
50-59	11.8	15.3	17.0
60 or above	5.9	13.3	11.0
Education			
Secondary School	2.0	3.3	1.6
Diploma/Certificate	7.8	10.0	9.0
Sub-degree course	0.0	11.4	9.8
Bachelor or above	90.2	75.3	79.6
Occupation			
Managers and administrators	29.4	50.7	51.4
Professionals	27.5	24.6	24.2
Paraprofessionals	0.0	0.7	0.8
Clerks	3.9	8.0	15.0
Service workers and shop sales	0.0	1.3	0.6
Plant and machine operators and assemblers	3.9	0.0	0.4
Elementary occupations	3.9	0.0	0.2
Retired	15.7	14.0	6.6
Students	15.7	0.7	0.6
Prefer not to say	0.0	0.0	0.2
Monthly Personal Income (RMB)			
5,000-6,999	5.9	1.3	1.6
7,000-9,999	5.9	10.0	6.2
10,000-19,999	22.0	43.3	38.2
20,000-29,999	12.2	30.0	32.8
30,000 or above	54.0	15.4	21.2

Table 3. Exploratory and Confirmatory Factor Analyses Results of Online Experiential Value Co-creation

Measures	Factor loading[a] (EFA, n = 150)	Factor loading (CFA, n=500)	t-statistic (CFA, n=500)	Mean[b] (SD)
Factor 1: Intrinsic/extrinsic enjoyment value	(Eigenvalue = 6.87, Variance explained: 38.18%, α=0.83)	(AVE=0.50, Composite Reliability=0.88, rho_A=0.84)		4.07
Sense of connection	0.749	0.757	34.462	4.10 (0.700)
Enriching experiences	0.743	0.718	27.045	4.07 (0.689)
Sharing information/photos/experiences	0.675	0.713	27.426	4.15 (0.697)
Enabling me to experience more destinations/attractions in that particular trip	0.672	0.709	28.278	4.06 (0.708)
Recording the journey	0.671	0.677	33.679	4.07 (0.683)
Self-expression	0.530	0.716	28.678	3.98 (0.700)
Flexibility	0.516	0.654	27.083	4.06 (0.646)
Socialization (building/strengthening relationships)	0.484	n.a.	n.a.	n.a.
Safety	0.475	n.a.	n.a.	n.a.
Factor 2: Logistics value	(Eigenvalue = 1.57, Variance explained: 8.73%, α=0.76)	(AVE=0.50, Composite Reliability=0.83, rho_A=0.76)		3.77
Completing work while travelling	0.792	0.677	27.083	3.70 (0.877)
Promoting the destination	0.770	0.731	20.310	3.87 (0.751)
Less prior planning	0.641	0.676	21.789	3.64 (0.848)
En-route planning	0.531	0.775	18.980	3.83 (0.752)
Anxiety reduction	0.494	0.679	33.679	3.82 (0.727)
Factor 3: Efficiency value	(Eigenvalue = 1.23, Variance explained: 6.86%, α=0.78)	(AVE=0.58, Composite Reliability=0.85, rho_A=0.81)		4.08
Convenience	0.816	0.731	18.643	4.12 (0.666)
Instant communication	0.743	0.657	15.060	4.11 (0.659)
Efficiency	0.676	0.828	50.200	4.02 (0.720)
Facilitation of decision making	0.540	0.825	43.915	4.06 (0.701)

[a]KMO = 0.892, Bartlett's test of sphericity, $p<0.000$.
[b]Perception scale: 1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; and 5 = Strongly Agree.

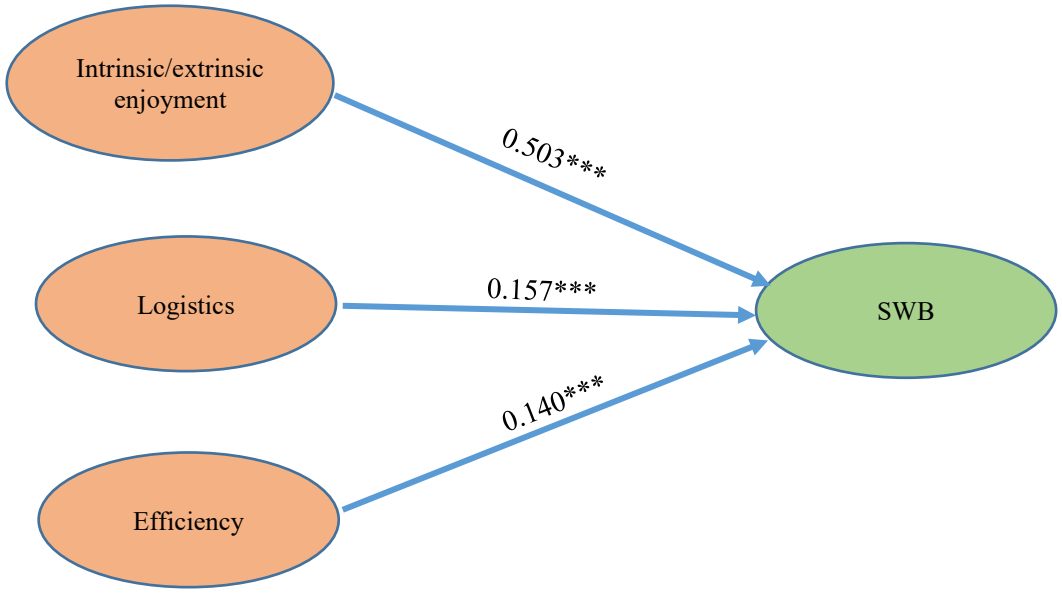
Table 4. Heterotrait-monotrait (HTMT) Ratio of Correlations

	HTMT	Confidence interval low	Confidence interval high
Intrinsic/extrinsic enjoyment value → Logistics value	0.760	0.652	0.849
Intrinsic/extrinsic enjoyment value → Efficiency value	0.907	0.816	0.980
Logistics value → Efficiency value	0.724	0.628	0.815

Table 5. Latent Variable Correlation

	Correlations		
	Intrinsic/extrinsic enjoyment value	Logistics value	Efficiency value
Intrinsic/extrinsic enjoyment value	1.000		
Logistics value	0.616**	1.000	
Efficiency value	0.726**	0.568**	1.000

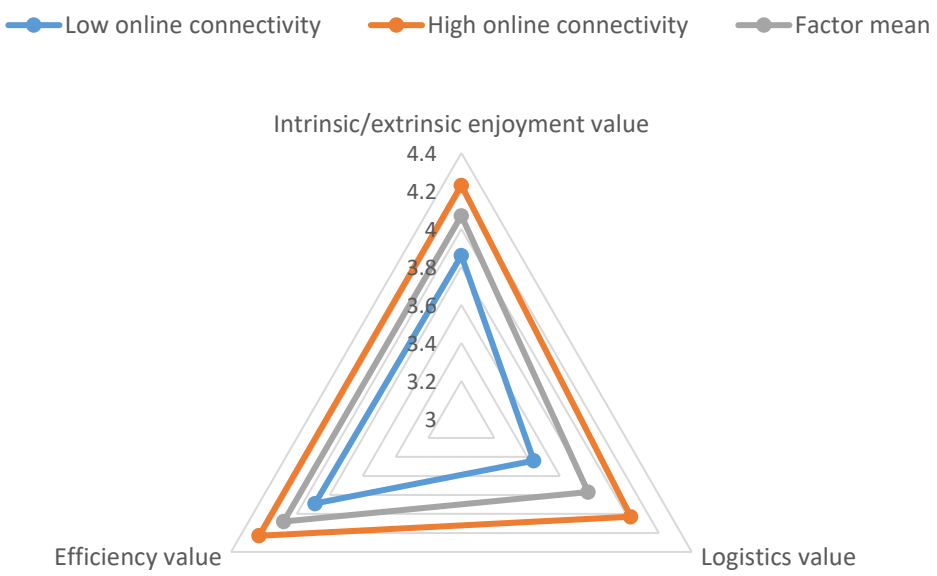
** Correlation is significant at the 0.01 level.



***significant path at the 0.001 level → significant positive path

R^2=0.522, R^2 Adjusted=0.519

Figure 1. Structural Model with Standardized Paths



Factors	Mean[a]		t-value
	Low online connectivity n=220	High online connectivity n=280	
Intrinsic/extrinsic enjoyment	3.86	4.23	-9.052***
Logistics	3.44	4.03	-13.391***
Efficiency	3.89	4.23	-7.515***

[a]Perception scale: 1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; and 5 = Strongly Agree.
***p=0.000

Figure 2. Differences of Online Experiential Value Co-creation between Low and High Online Connectivity groups

Appendix 1: Review of Existing Experiential Value Scales

No.	Authors	Scale	Theoretical Base	Dimensions	Items	Research Context
1	Mathwick, Malhotra, and Rigdon (2001)	Experiential value scale	Experiential value framework	- Consumer return on investment (CROI) - Service excellence - Playfulness - Aesthetic appeal	19	Online shopping
2	Mathwick, Malhotra, and Rigdon (2002)	Retail channel performance index	Cognitive continuum theory	- Visual appeal - Entertainment value - Service excellence	19	Retail experiences
3	Keng, Huang, Zheng, and Hsu (2007)	Experiential value scale	Experiential value framework, flow theory	- Efficiency value - Aesthetics value - Excellence value - Playfulness value	17	Service encounters
4	Okazaki (2008)	Experiential value in online mobile gaming Adoption	Technology acceptance model, experiential value framework	- Intrinsic enjoyment - Escapism - Efficiency - Economic value - Visual appeal	28	Playing online mobile games
5	Keng and Ting (2009)	Experiential value scale	Customer value framework, experiential value framework, social exchange theory	- Consumer return on investment (CROI) - Service excellence - Playfulness - Aesthetic appeal	11	Using blogs

6	Won Jeong, Fiore, Niehm, and Lorenz (2009)	Four experience realms scale	Stimulus-Organism-Response framework	- Entertainment - Educational - Escapist - Esthetic	23	Online shopping
7	Wu and Liang (2009)	Experiential value scale	Perceived value framework, typology of customer value	- Consumer return on investment (CROI) - Service excellence - Playfulness - Aesthetic appeal	18	Consumer merchandise value, social function, empathy and escapism
8	Nigam (2012)	Experiential value scale	Experiential Grid	- Consumer return on investment (CROI) - Service excellence - Playfulness - Aesthetic appeal	12	Quick service chain restaurant shopping
9	Sullivan, Kang, and Heitmeyer (2012)	Experiential value scale	Consumer behavior model	- Consumer return on investment (CROI) - Service excellence - Playfulness - Aesthetic appeal	19	Retail shopping
10	Yeh, Chen, and Liu (2012)	Experiential value scale	Nostalgic emotion theory	- Consumer return on investment (CROI) - Service excellence - Playfulness - Aesthetic appeal	12	Visiting theme park
11	Jin, Line, and Goh (2013)	Experiential value scale	Expectancy– disconfirmation theory, selectivity theory	- Consumer return on investment (CROI) - Service excellence - Playfulness	25	Full-service restaurants

				- Aesthetic appeal - Food and beverage excellence		
12	Chen, Yeh, and Huan (2014)	Experiential value scale	Nostalgic emotion theory	- Consumer return on investment (CROI) - Service excellence - Playfulness - Aesthetic appeal - Convenience	Not indicated	Dinning at a nostalgia-themed restaurant
13	Huang and Hsu Liu (2014)	Experiential value scale	Narrative theory, media richness theory	- Consumer return on investment (CROI) - Service excellence - Playfulness - Aesthetic appeal	19	Online shopping
14	Lin, Yeh, and Hsu (2014)	Fuzzy linguistic scale	Fuzzy set theory	- Desirable experience - Social interaction experience - Impelling experience - Apprehensive experience	16	Visits of the Flora Expo
15	Echchakoui (2016)	Experiential value model	Resource-based view theory, experiential value framework	- Service efficiency - Service excellence - Economic value - Enjoyable interaction	15	Purchase process of financial services
16	Tsai and Wang (2017)	Experiential value scale	Experiential value framework	- Consumer return on investment (CROI) - Service excellence - Playfulness - Aesthetic appeal	14	Dining experience

17	Varshneya and Das (2017)	Experiential value scale (CEXPVALS)	Customer value framework	- Cognitive value - Hedonic value - Social value - Ethical value	16	Retail customer experience
18	Taylor, DiPietro, and So (2018)	Experiential value scale	Perceived value framework, typology of customer value	- Consumer return on investment (CROI) - Service excellence - Playfulness - Aesthetic appeal	25	Process of consumption

Appendix 2. Measurement Scale Development

		Item Source		
		Literature*	Interview	Panel review
1	Enabling me to experience more destinations/attractions in the particular trip		√	√
2	Recording the journey		√	√
3	Sharing news/photos/experience	3	√	√
4	Work completion		√	√
5	Emotional resonance	3, 5	√	√
6	Self-expression		√	√
7	Enriching experience	5	√	√
8	Experience exchange		√	√
9	Sense of achievement	4	√	√
10	Enjoyment	1, 2, 3, 4	√	√
11	Travel confidence in the destination		√	√
12	Sense of connection	3, 4	√	√
13	Safety	4	√	√
14	Flexibility	1, 2, 3, 5	√	√
15	En-route planning	1, 2, 3, 5	√	√
16	Less prior planning	1, 2, 3, 4, 5	√	√
17	Anxiety reduction		√	√
18	Socialization	3, 4	√	√
19	Promoting the destination		√	√
20	Convenience	1, 2, 3, 4, 5	√	√
21	Efficiency	1, 2, 3, 4, 5	√	√
22	Instant communication	1, 2, 3, 4, 5	√	√
23	Seeking utility	1, 2, 3, 5	√	√
24	Facilitation of decision making	1, 2, 3, 5	√	√
25	Destination recommendation to others		√	√
26	Sense of satisfaction	5		√
27	Visual appeal	1		
28	Aesthetics	1		
29	Getting away from it all	1		
30	Economic value	1		
31	Value for money	1		
32	Service quality	1		
33	User engagement	2		
34	Reality escapism	2		
35	Self-image building	4		
36	Social approval	4		
37	Self-esteem	4		
38	Social status	4		

39	Privacy	4		
40	Trustworthiness	4		
41	Enthusiasm	5		
	Total	32	25	26

* Literature source

1 Mathwick, C., Malhotra, N., & Rigdon, E. (2001). Experiential value: conceptualization, measurement and application in the catalog and Internet shopping environment. *Journal of Retailing, 77*(1), 39-56.

2 Huang, T. L., & Hsu Liu, F. (2014). Formation of augmented-reality interactive technology's persuasive effects from the perspective of experiential value. *Internet Research, 24*(1), 82-109.

3 Echchakoui, S. (2016). Relationship between sales force reputation and customer behavior: Role of experiential value added by sales force. *Journal of Retailing and Consumer Services, 28*, 54-66.

4 Varshneya, G., & Das, G. (2017). Experiential value: Multi-item scale development and validation. *Journal of Retailing and Consumer Services, 34*, 48-57.

5 Taylor, S., DiPietro, R. B., & So, K. K. F. (2018). Increasing experiential value and relationship quality: An investigation of pop-up dining experiences. *International Journal of Hospitality Management, 74*, 45-56.