The effects of filial piety tourists' experience, perceived value on behaviour intention

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Goal and objectives of the dissertation

Goal

Family tourism is one of the largest and most stable markets in the tourism industry (Baltus Communications, 2016). According to the Family Travel Trends 2018 survey, Asian tourists engage in more multi-generational and extended family trips (Agoda, 2018), including China. A review of most existing studies suggests that the mainstream family tourism research focuses on nuclear family travel in Western cultural scenarios, taking the young children's parents as the main survey respondents. In recent years, some researchers have noticed grandparents' roles in the family holidays. Both grandparents travelling with grandchildren and extended family travelling, covering multiple generations, have been noted (Durko & Petrick, 2013; Shavanddasht, 2018). In an exploratory study, Wang *et al.* (2018) examined Chinese adult children's holiday travel with their parents. Results revealed that the expression of filial piety is one of the parent-oriented motivations. However, research topics about filial piety tourism, a typical form of family tourism in China, which refers to adult children's practice of personally taking their parents for a holiday, are still lacking. Therefore, considering the filial piety culture, family structure, and family travel forms in China, this paper is designed to reveal the unique mode of family travel behaviour under Chinese culture, which is defined as filial piety tourism. This study focuses explicitly on adult children's perspective who are the most active participants in filial piety tourism and explores the formation of filial piety tourists' behaviour intention and the influence of filial piety culture.

Objectives

Accordingly, the objectives of this research were to 1) explore the components and dimensions of the filial piety tourists' experience; 2) identify the components and dimensions of the filial piety tourists' perceived value; 3) examine structural relationships between filial piety tourists' experience, perceived value and behaviour intention; and 4) reveal the influence of dual filial piety, i.e., reciprocal filial piety and authoritarian filial piety, on the relationship between perceived value and behaviour intention.

Methodology

This study generally follows the mixed-method design with sequential qualitative and quantitative logic (Moubarac *et al.*, 2012), including qualitative research, variable measurement, and relational model verification. First, through purposive sampling, semi-structured interviews were carried out with 25 adults who initiated and personally travelled with their parents at least once within one year to reveal the dimensions of holiday experience and perceived value. The decision on sample size followed the principle of data saturation. After collecting the qualitative data, the author used Nvivo software to organize and encode data. Based on the orchestral model of tourist experience, four dimensions of the filial piety tourist experience are identified, including sensory experience, affective experience, cognitive experience, and interactive experience. Through literature review and content analysis of qualitative data, three perceived value levels, i.e., self-oriented acquisition value, relationship-oriented family function value, and other-oriented altruistic value, are classified in filial piety travel. Besides, this study conducted two rounds of questionnaire surveys on adults who initiated and participated in filial piety travel, and collected 892 questionnaires, including 640 valid questionnaires. Data (n=211) collected from the first round of the survey is used for exploratory factor analysis. Confirmatory factor analysis, and further quantitative data analysis, i.e., Chi-square test, structural equation model analysis, and hierarchical regression analysis, are based on the second round of survey data (n=429).

Results

According to the qualitative data analysis, the study reveals four components of filial piety tourists' holiday experience: sensory experience, affective experience, cognitive experience (individual,

interpersonal, and family), and interactive experience. Besides, the qualitative study clarifies four dimensions of filial piety tourists' perceived value, namely, epistemic value, emotional value, family function (family communication, family cohesion, and family adaptability) value, and altruistic value. Further, the author provides a framework for considering the relationships between the filial piety tourists' experience and perceived value (see Figure 1). Among them, the new findings of the qualitative study are in bold.

Figure 1. The framework of filial piety tourists' experience and perceived value.

Based on the findings from qualitative analysis, a quantitative study is carried out. The main findings of the quantitative study are as follows. Firstly, sensory experience and affective experience positively affect acquisition value (epistemic value and emotional value). Family/interpersonal cognitive experience, interactive experience, and altruistic value have positive linkages. The interactive experience, as well, has a positive impact on family function, which includes family communication, family cohesion, and family adaptability. Secondly, filial piety tourists' evaluation of acquisition value, altruistic value, and family adaptability are significant and positively related to behavioural intention. Thirdly, according to the family function model, family communication is considered a facilitating dimension. This study further confirms the positive effects of family communication on family cohesion and family adaptability. Moreover, based on the quantitative analysis, reciprocal filial piety shows no moderating effect on the relationship between perceived value and behaviour intention. However, authoritarian filial piety plays a negative moderating effect on the relationship.

Theoretical conclusions

The main academic contributions of this dissertation are as follows. First, making a comprehensive and systematic analysis of the filial piety tourist behaviour by exploring the relationships between tourists' experience, perceived value, and behaviour intention in the context of Chinese culture. Second, the

tourist experience-perceived value model in the lens of the filial piety culture is proposed based on the means-end chain theory, which reveals the relationship between tourists' experience and perceived value in the context of filial piety tourism. Third, identifying a new sub-dimension of tourists' cognitive experience from the interpersonal relationship perspective, i.e., the family/interpersonal cognitive experience. Fourth, integrating the components and dimensions of filial piety tourists' perceived value. Furthermore, demonstrating that the filial piety tourists' perceived value includes the self-oriented acquisition value, the relationship-oriented family function value, and the other-oriented altruistic value.

Practical application of the dissertation

The research findings offer some practical management implications. Firstly, filial piety tourists' demographic and behavioural characteristics are described, which provide useful information for the suppliers of tourism products and services to better target this market segment. Secondly, family function value and altruistic value identified in this research indicate that filial piety travel is embedded in intra-familial bonds. Therefore, this research provides insights for what consumption value filial piety tourists seek, and how their behaviour intentions are formed. Thirdly, filial piety travel is reflective of Chinese filial piety culture in modern society. The positive linkages between interactive experience and family function value suggest that filial piety travel is conducive to healthy family functioning. Thus, this finding offers supporting evidence for government sectors concerned to promote filial piety travel.

Content of the dissertation

Abstract of Chapter 1

This chapter outlines and contextualizes the dissertation, followed by a discussion of potential theoretical and practical contributions.

Abstract of Chapter 2

This chapter provides a comprehensive literature review of published studies related to family tourism, Chinese family, and filial piety culture. Based on the analysis of the concept of family travel, the author defines family filial piety tourism from the perspective of the composition of a travel group member and travel behaviour. Other key concepts, i.e., tourist experience, perceived value, and behaviour intention in the dissertation, are clearly defined. Next, the basis of this study is systematically reviewed, which includes means-end chain theory (Gutman, 1982), the orchestral model of tourist experience (Pearce & Zare, 2017), and consumption value theory (Sheth, Newman & Gross, 1991; Holbrook, 1999). According to the analysis of the relationship between these theories, the author proposes the study's theoretical framework. Lastly, family tourism literature published in English journals and Chinese journals is thoroughly reviewed and synthesized to identify the research gap and opportunities.

Abstract of Chapter 3

This chapter explores the components and dimensions of the filial piety tourists' experience and perceived value by employing a qualitative research method and aims to lay the foundation for subsequent measurement study. The main steps are as follows: 1) Based on the orchestral model of tourist experience and consumption value theory, the interview outline is designed; 2) The semi-structured interviews were conducted by purposive sampling. Meanwhile, the author coded and analysed the collected data. The step is repeated not until theoretical saturation is obtained; 3) According to the theoretical framework, the interview findings are explained and discussed.

Abstract of Chapter 4

This chapter has focused on the measurement of related variables in this research. Initially, the related constructs, scale of measurement, and the sources of measurement items are described. Then, the process of the questionnaire design and two rounds of questionnaire surveys are presented in detail. Subsequently, results of descriptive statistical analysis, reliability, and validity test are reported. Finally, the relationships between demographic characteristics, filial piety tourists' travel behaviour, travel experience, and perceived value are preliminarily explored and explained.

Abstract of Chapter 5

This chapter examines the relationships between piety tourists' experience, perceived value, and behaviour intention, followed by developing a series of research hypotheses according to a literature review. Data collected in the second round of the questionnaire survey (n=429) is used to test the relationship model. Specifically, the structural equation model analysis examines the relationship between the variables and latent constructs. Furthermore, SPSS software is used to test the moderating effect of dual filial piety, i.e., reciprocal filial piety and authoritarian filial piety, on the relationship between perceived value and behaviour intention. Finally, the author compares and interprets the test results with interview data collected in qualitative research and the existing literature.

Abstract of Chapter 6

The final chapter provides a synthesis of the research. Firstly, the author summarizes the key findings regarding the objectives of the dissertation. Secondly, the author highlights the theoretical contributions and practical implications of this dissertation. Finally, the limitations and recommendations for future research are discussed.

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