

Lola C. Duque^a and Maria-Carme Riera-Prunera^b

^a*Department of Business Administration, Carlos III University, Madrid, Spain.* [ORCID: 0000-0003-2301-9030](#); ^b*Econometrics, Statistics and Applied Economics Department, University of Barcelona, Barcelona, Spain.* ORCID: 0000-0001-5784-2231

* Lola C. Duque is the corresponding author. Email: lduque@emp.uc3m.es

New insights on satisfaction prototypes for segmentation: Focus on customer experience

Abstract

This paper tests a conceptual segmentation using a criterion outlined by Oliver based on the satisfaction prototypes customers may follow. The empirical study was conducted with a sample of theme park visitors grouped into four satisfaction prototypes/segments. Results show the presence of important differences by groups both in terms of the effects of perceived value dimensions on satisfaction and the level of satisfaction by segment, supporting the proposed approach. The findings are valuable for a better identification of key drivers of segments' satisfaction, which will be helpful to redesign service experiences to better fit the varying preferences of modern consumers.

Keywords: segmentation; satisfaction prototypes; theme parks; ANOVA analysis; PLS-SEM

1. Introduction

Customer experience is one of the most significant topics facing tourism marketing and management today. Its main goal is to offer products and services that cover the needs consumers have at different levels (cognitive, emotional, behavioral, sensorial, and social) during their entire purchasing journey taking into account the process a customer goes through across all stages and touch points (Lemon and Verhoef, 2016). Customer experience intends to obtain the maximum possible information with respect to the interaction between firms and consumers to better fit their needs and create long-lasting relationships. However, it is not easy to measure due to its holistic definition embracing a great variety of aspects (price, promotion, brand, cognitive and emotive components, as structured by Adhikari and Bhattacharya, 2016). At the theoretical level, there is an increasing amount of literature that refers to customer experience management (Homburg, Jozić and Kühnl, 2017), customer commitment (Keiningham et al., 2017), or the interaction between digital, physical, and social dimensions to guide future customer experiences (Bolton et al., 2018). Regardless of the different approaches, the ultimate objective of customer experience is to design services that produce the maximum number of positive impacts on customers, contributing to foster satisfaction and long-lasting relationships. However, this is not an easy task because of the recent trends: the need to take into account customer participation in the delivery of services (co-creation) or the easy switching of customer preferences, which complicates the way of approaching them.

Tourism preferences seem to have evolved towards an increasing participative behavior in the past years (Campos et al., 2015; Jensen and Prebensen, 2015). Lugosi and Walls (2013) point out that it is the tourist who puts together the resources from the service offering with the own specific situation and state of mind, to finally react to an encounter. Tourists are co-producers and co-creators of their own experience, and can actively enhance

the encounter through the interaction between the environment, organizations, employees, locals and other consumers. Prebensen et al., (2013) point out that customers may contribute to the co-creation of long-term value for businesses and bring several resources and efforts into the *experience value scene*. Customers' capacity to co-create will strongly depend on the psychological and behavioral characteristics of the consumers, shaped by an increasingly number of factors (beliefs, needs, capabilities, mood, technology readiness). In fact, the behavior of modern consumers tends to be characterized by an easy switching from references within the same category of products in a short period of time. That makes them more and more eclectic and, thus, difficult to predict. Literature refers to them as hybrid consumers (Ehrnrooth and Gronroos, 2013). This was somehow advanced by Fournier and Mick (1999) when they studied the satisfaction paradigm and how consumers evolved through different states in their search for satisfaction. Due to this increasing high unpredictability of customer behavior, the literature is pointing to new marketing approaches to better cater modern consumption. One key marketing approach that helps design valuable customer experiences is segmentation. In words of Ehrnrooth and Gronroos (2013, p.1817), "conventional methods of segmentation and targeting are dated" since they have a more static view, which contrasts with the continuously changing nature of the modern consumer.

In this context, we believe there is a conceptualization in the marketing literature that may prove useful in approaching customer patterns having into account a variety of contextual and procedural consumption elements. Thus, we suggest a segmentation approach based on the satisfaction prototypes outlined by Richard Oliver (1989, 1997) and evaluate its applicability to tourism consumption. We want to prove that the prototypes (delight, pleasure, contentment, tolerance, relief, and surprise) can be interpreted as differentiated segments that represent the main reason determining the experience of the consumer. What is remarkable about Oliver's proposal is that each satisfaction prototype is distinguished from the others by

the nature of cognitions, attributions, and emotions operating across the stages of consumption, hence giving rise to the likely segments. In addition, we believe that this segmentation proposal may respond closer to modern tourism behavior since we consider that segments remain stable whereas customers may switch from one to another. This leads to different proportions of tourists fitting in each of our proposed segments, which is in line with Pesonen (2014) findings.

In the next section we briefly summarize the segmentation literature. Then, we elaborate on the satisfaction prototypes and propose our research hypotheses. Next, we present the analysis applied to the theme parks setting. Finally, we discuss the results in terms of theoretical and practical contributions. In all, this study can be seen as a starting point to better manage consumer experience.

2. Segmentation in tourism literature

Segmentation is undoubtedly a key aspect in the tourism sector; as such, it has been deeply analyzed and reviewed in the literature (Dolnicar, 2002; Dolnicar and Grün, 2008; Dolnicar, Grün and Leisch, 2018; Tkaczynski and Rundle-Thiele, 2011). Market segmentation analysis is defined as “the process of grouping consumers into naturally existing or artificially created segments of consumers who share similar product preferences or characteristics” (Dolnicar et al., 2018, p.11), which turns out to be effective for marketing strategic and operational goals.

In the vacation marketing literature, there is a vast number of studies on segmentation based on cluster analysis aimed at understanding the complexity of travel motivations and characteristics of tourists even referring to a “state of mind”. In this context the strategy of segmentation proves useful to identify homogenous subgroups clustering tourists according mainly to their motivations, benefits or satisfaction. For instance, Dong, Wang, Morais and Brooks (2013) split the tourists visiting a rural destination into three clusters based on their

benefits; Otoo, Kim and Park (2020) assessed how motivation explains travel preferences for Chinese senior travelers and thus how it can be used as an indicator to segment. Moving one step further, Maunier and Camelis (2013) suggest that we should focus not only on satisfaction aspects but also on elements leading to dissatisfaction, classifying them into different categories. A further aspect some authors also recall their attention to refers to the need of segment validation and appropriateness of segment selection (Tkaczynski, Rundle-Thiele and Prebensen, 2018) advising that failure could end up in a limited managerial relevance.

Notwithstanding, the continuum of new qualitative and quantitative approaches, sometimes based on completely different disciplines, allow researchers to go deeper into the logic of segmentation and will certainly contribute to an unceasing improvement focused also on minimizing meaningless segments. For instance, Smith and Smith (2011) applied a Unidimensional Sequence Alignment tool developed in molecular biology to compare genetic structures founded on the concept of sequence to analyze motivation on the basis of the order in which potential visitors considered various criteria regarding potential destinations; or Maunier and Camelis (2013) applied the Critical Incident Technique (CIT) to identify and classify the main aspects leading to satisfaction and dissatisfaction.

Segmentation approaches can be broadly classified as *data-driven* versus *conceptual* segmentation (Dolnicar, 2002; Dolnicar, 2014; Kannisto, 2016; Park and Yoon, 2009; Tsiotsou and Vasioti, 2006). The former is based on *a posteriori* grouping of consumers from a data set that leads to a taxonomy or consumption patterns, such as cluster analysis (e.g. Dryglas and Salamaga, 2017; Stangl, Prayag and Polster, 2019; Styliadis, Sit and Biran, 2018); whereas the latter is based on a typology that is defined *a priori* (criterion or common sense segmentation). In the next section we propose an *a priori* segmentation approach that follows

a specific conceptual ground: the conceptualization of satisfaction prototypes, which may prove currently useful in the presence of a more dynamic customer behavior. The prototypes are based on the orientation that customers have towards the service in that particular occasion, what they are searching from the experience. They are to be seen as situational, since the satisfaction after the experience is an outcome of the overall assessment of the service. Moving back to Oliver, what makes his proposal interesting is that he uses both cognition and emotion interpreted as orientations towards which the consumer can clearly answer.

3. Proposed segmentation criteria: Satisfaction prototypes

Richard Oliver, a psychologist doing research on consumer satisfaction for decades, proposed the satisfaction prototypes based on the idea that consumers may mean different things when they claim to be satisfied (Oliver, 1989, 1997). He suggested that consumers have different orientations towards products, and that orientation is what determines the satisfaction response to be evoked. Figure 1 sketches the basis of Oliver's conceptualization.

[Insert Figure 1 around here]

Figure 1 represents various sequences leading to an overall evaluation of Satisfaction/Dissatisfaction. The upper part of the figure refers to a phase in which there is *no consumption processing*: consumers react to an outcome with a spontaneous affect. The central evaluation will result after observing whether the outcome/performance of service was good or bad (it was a success or a failure). The lower sequence of the figure shows the *processing* phase, which starts with the expectancy disconfirmation paradigm (customers have expectations about a service provision that is compared to its performance: the difference arising from this comparison can be positive –exceeded expectations–, fair –as expected–, or negative –worse than expected–). Expectancy disconfirmation is central in

customer satisfaction research and may be accompanied by other appraisals such as fairness/unfairness, norms, or equity. Depending on the comparison assessment, some emotions may emerge and lead to the final Satisfaction/Dissatisfaction evaluation. However, if the assessment makes the customer realize something dissonant, the evaluation will trigger the attribution process (customers ask themselves why this occurred and who is responsible for that outcome: the service provider, an employee, by chance, or himself/herself). In this case, the consumer response will be more complex, becoming a mixture of primary affects, plus specific distinct emotions resulting from the analysis of the service outcome discrepancies.

Based on this conceptualization, satisfaction will be the outcome of a consumption process that involves cognitive and affective judgements: there is an initial outcome-dependant evaluation (performance related to dis/confirmation of expectations) with a primary affect; and then there might be a second stage of attribution processing that will result in secondary attribution-dependant affects. Using this model, Oliver (1989) searches for the emotional bases for the satisfaction responses, since satisfaction may have different meanings as it is grounded on a personal orientation towards a product or service and an individual experience. In fact, Oliver started analyzing in detail four satisfaction responses: contentment, pleasure/relief, novelty and surprise (Oliver, 1989, p.9). After theorizing on various response modes, he presented a test of this model in 1997 (pp.345-353), finally validating 6 modes or prototypes as response orientations: satisfaction-as-delight, satisfaction-as-pleasure, satisfaction-as-contentment, satisfaction-as-surprise, satisfaction-as-relief, and satisfaction-as-tolerance. The prototypes, as listed below, represent different orientations a consumer has towards a service or experience. It is worth remarking that satisfaction is the outcome of the whole process and consequently prototypes are to be seen as the orientation towards which the consumers tend.

To the best of our knowledge, these prototypes have only been conceptually investigated and extended in the study of Fournier and Mick (1999), and only one prototype has received further attention: satisfaction-as-delight (Ali et al, 2018; Kim, Vogt and Knutson, 2015; Ma, Gao, Scott and Ding, 2013; Ma, Scott, Gao and Ding, 2017, Torres, Milman and Park, 2021). Our proposal is to use them as criteria for segmentation.

As Oliver notes, “*each satisfaction response mode can be distinguished from the others by the nature of cognitions, attributions, and emotions operating across the stages of consumption*” (Oliver 1997, p.338). Next, we describe the characteristics of the six satisfaction prototypes. We will refer to the context of a theme park to ease the understanding:

- ***Satisfaction-as-delight*** appears when performance in the form of pleasure is accompanied by surprise. Someone experiences ***satisfaction-as-delight*** when engaging in high processing of performance and expectations, and the outcome results in a very intense primary affect of pleasant surprise (delight). In terms of theme parks, the visitor with this orientation will be very actively open to exciting experiences.
- ***Satisfaction-as-pleasure*** represents a positive reinforcement (“this makes me happy”) and may involve moderate to high arousal. Here, outcomes and disconfirmation of expectations are actively processed. This prototype is mostly driven by the fulfillment of desires/expectations in a limited period of time. The presence of a non-ending range of possibilities in a theme park could be a perfect booster for this prototype of visitor since it may stimulate the search for positive emotions.
- ***Satisfaction-as-contentment*** is characterized by low levels of arousal and may entail disinterest. Expectation may be passive and/or not actively processed. Someone experiences contentment when things go smoothly and emotions are not altered. In this sense, and since parks provide a large variety of options, visitors under this

prototype will be all right as long as they find options that are organized according to their previous experiences.

- ***Satisfaction-as-surprise*** relates to the search for a new experience, a new performance accompanied by high and elated expectations. Consumers with this orientation have “out of average” expectations, and they can be either positive or negative. As long as the park has new equipment and attractions that visitors have not used before, this type of satisfaction will be fulfilled.
- ***Satisfaction-as-tolerance*** arises when the customer has no other alternative, neither high expectation nor positive emotions. In addition, this orientation presents a very low disconfirmation processing. Theme park managers would find it difficult to satisfy visitors in this segment since they have no clear propensity to fulfill; but having a low-arousal experience or feeling that friends and relatives are enjoying the experience will positively contribute to their satisfaction.
- ***Satisfaction-as-relief*** occurs when a product or event eliminates an aversive state, thus it represents a negative reinforcement. Consumers want to get rid of that aversive state and that is why high arousal and high processing of performance and expectation are present. The primary affect will relate to relief, restoration or resignation. There might be two reasons for visitors to belong to this segment: (i) going to a theme park because they cannot miss anything, and if they do, they feel nervous, (ii) going to a theme park in order to forget something negative. In that case, the activities in a park can certainly act as catalysts in the process of eliminating this specific state, creating distress, since they capture all the attention of the visitor.

Table 1 summarizes the characteristics of each prototype by processing variables in the cognitive and affective assessment processes, which are linked to the elements in Figure 1. Oliver (1997) notes that pleasure is different from delight in the sense that consumers do not

expect to find extra surprises in the outcome; and that relieved and tolerant consumers act similarly in processing variables, but not in the emotion profile: the relief group is angry and scores low in positive affects and high in negative affects, whereas the tolerant one scores low in positive affects and moderately low in negative affects.

[Insert Table 1 near here]

To conclude it is important to point out that the satisfaction prototypes are to be seen as the context conditioning the consumption processing and that satisfaction itself is the outcome of the overall assessment of consumption. Also, the contents of the satisfaction prototypes are not only based on emotions: positive affects are just one of the elements along with cognitions, expectations and attributions, which were the main consumption processing elements discussed by Oliver. The proposal of this study is thus, to use Oliver's conceptualization as *a priori* criteria to identify segments that fit within the characterization of these prototypes.

4. Conceptual model with satisfaction prototypes

To test the proposed hypotheses, we use a conceptual model that summarizes the main relationships among the study variables (see Figure 1). This conceptual model is a modified version of Williams and Soutar's (2009) model for adventure tourism. It considers a multidimensional perspective of consumer values as determinants of tourist satisfaction, and behavioral intentions as outcomes. This is a well-founded model (Sweeney and Soutar, 2001), which has been refined and improved in later studies (i.e. Carlson, Rosenberger and Rahman, 2016) and has been proved useful for tourism analyses (i.e. Jamal, Othman and Muhammad, 2011, in community-based home stay visits). Customer value dimensions (functional, emotional, social, novelty, and value for money) stemming from the consumption value theory proposed by Sheth, Newman and Gross (1991) cover various aspects that are relevant

for the different consumer segments and positively contribute to the final delivery of the service. *Functional value* represents the utility derived from the perceived performance. *Value for money* represents the balance between what is received and what is paid for the service. *Emotional value* relates to the feelings brought on by the service experience. *Social value* emerges from the service association with other persons or social groups. Finally, *novelty value* represents something searched in a service experience (satisfaction of curiosity or desire for knowledge).

As outcomes of tourist satisfaction, following the literature, we consider revisit intention (Um et al., 2006), price sensitivity (Stangl et al., 2019), word-of-mouth (WOM) (Bigne et al., 2020), and intensification of the experience (Antón et al., 2019; Bigne, Mattila and Andreu, 2008). The latter variable refers to the interest in extending the stay, collecting information, or buying different products and souvenirs related to the site or event.

Figure 1 depicts the proposed satisfaction model.

[Insert Figure 2 around here]

Based on this conceptualization and how the satisfaction prototypes are decoded into the tourism sector, we expect that consumers in each prototype (segment), differ on the level of satisfaction reported (ratings). According to Oliver's findings (1997), they would be sorted from most satisfied to most dissatisfied in the following order:

- Satisfaction-as-delight
- Satisfaction-as-pleasure
- Satisfaction-as-tolerance
- Satisfaction-as-contentment
- Satisfaction-as-surprise

- Satisfaction-as-relief

Accordingly, the first hypothesis at the basis of our investigation is the following:

Hypothesis 1: There will be differences in the satisfaction ratings reported by each segment.

In line with the content of each satisfaction prototype described above, which vary in terms of performance, expectation and attribution processing, as well as on primary and secondary affects, we expect that the variables in the model (both determinants and consequences of satisfaction) present differences in their ratings by segment. Consumers can approach the same service with a different orientation, and as a result, they may perceive and assess the service in a different way. These orientations are summarized by each of the six satisfaction prototypes (the proposed segments). Thus, the second hypothesis at the basis of our investigation can be stated as:

Hypothesis 2: There will be differences in the ratings of both the determinant and the outcome variables of satisfaction reported by each segment.

Gallarza and Gil (2008) point out that tourists may accomplish multiple and varied value experiences while visiting a destination or becoming involved in any tourism related activity. Carlson, Rosenberger and Rahman (2016) identify how customers perceive and derive value from a travel experience and how these assessments impact their satisfaction judgments and future intentions. From the service-dominant logic (Vargo and Lusch, 2008) we also know that customers are co-creators of their own experience. Thus, they may have a more or less active role depending on the state in which they approach the service encounter (Ek, Larsen and Hornskov, 2008; Lugosi and Walls, 2013; Minkiewicz, Evans, and Bridson,

2013; Rihova, Buhalis, Moital and Gouthro, 2014). Consequently, both, the perceived values derived from the service, as well as the role customers play during the service provision may be conditioned by the orientation (the satisfaction prototype) they bring in the service encounter. Based on Oliver (1989, 1997), we expect that the perceived values associated to different elements of the consumption processing shown in each prototype, have different effects on satisfaction by segment. Thus, the third hypothesis at the basis of our investigation is the following:

H3: The relative importance of value dimensions on satisfaction will vary by segment.

As pointed out in the conceptual model, various satisfaction outcomes have been studied in the tourism literature. Recently, Bigne et al. (2020) have shown how satisfaction combined with positive emotions exert an influence on revisiting intentions and WOM. In line with the satisfaction prototypes literature (Oliver 1989, 1997) we expect that the effects of satisfaction on customers' behavioral intentions (outcomes) vary by segment. Accordingly, the fourth hypothesis in our investigation can be stated as:

H4: The effect of satisfaction on the different behavioral intentions will vary by segment.

4. Methodology

Context

A specific setting, theme parks, has been used to carry on our empirical study. Since the mid-1990s, amusement and theme parks have become an outstanding leisure product under

analysis (Geissler and Rucks, 2011; Ma, Scott, Gao and Ding, 2017; Tasci and Milman, 2019; Torres, Milman and Park, 2021) with a mixture of adrenaline, new experiences, or enjoyment as part of the so called “experience generation” (in search of intensity, speed, or strong experiences; Grötsch, 2006).

Most emotional experiences result from the interaction with the space. Experiences have to be something extraordinary, highly impacting, providing an immersion in the story that the park is telling, which allows people to evade from their lives while they are emotionally engaged in the activities of the park (Cabanas, 2020). Ali et al. (2016) insisted on the importance of the physical setting of a theme part as a trigger for emotions such as delight and satisfaction. They found that an emotional commitment to the product or service is highly important to analyze satisfaction outcomes such as loyalty.

Theme park experiences cover a wide range of possibilities moving from highly emotional ones to educational, entertaining, relaxing, and connecting with nature, among others. There is no unique classification, but different authors categorize theme parks according to different aspects, mainly centered on size (large, regional, around cities and small) or topics (Wong and Cheung, 1999: adventure, fantasy, history/culture, science fiction, movie, natural and international type). Recently, Eyüboğlu (2018) contemplates an initial split considering “Parks with a Didactic Voice” and “Parks without a Didactic Voice”. Among parks with didactic voice there are arts and culture parks and protection, preservation and representation parks; and among theme parks without didactic voice there are physical fantasy parks –amusement parks– and cognitive fantasy parks). The application of our study can be categorized in parks without a didactic voice (amusement parks).

According to Wylson and Wylson (1994), the main goal of amusement parks is to deliver a bright and amusing experience in one’s leisure time. This context has become a relevant setting in the leisure literature (Pearce, 1988; Li et al., 2020) and in the business

sector (e.g., consulting companies such as Verified Market Research valued the amusement and theme parks market at USD 42 million in 2018). Moreover, local communities can derive social benefits from amusement parks (Milman, 1991).

Materials and methods: Measures and sample

A survey was carefully designed to meet the research objectives (see annex 1). To assess the validity of the proposed survey, a pre-test was conducted with a reduced sample of students (63). The feedback obtained was incorporated to improve the readability of the survey and to have a first feedback of reliability and consistency. We proceeded with data gathering, using the refined survey in paper format. The sample covered all students in third grade at the Economics & Business Faculty from a large University in Spain, which are natural users of this type of service. Responses were received from 597 participants, 591 of which were valid. Six surveys were removed due to incompleteness. Thanks to the paper format of the survey, the number of missing values was negligible, that is why we proceeded with a list wise deletion of cases with missing values.

We have used students as our research sample. They were chosen since they are one of the main customers group, who visit theme parks regularly (Gallarza and Gil, 2008). According to *Themeparktribune*, people aged 18-29 accounted for 40% of the total visitors in 2017. Besides, *Grandviewresearch* exposes that visitors aged 18-35 are the ones spending more money in their visit (Chen and Kerstetter, 1999).

Data was collected in class at the end of one of the sessions. Surveys were completely anonymous and students received no compensation whatsoever to answer them. The survey asked the respondents to think of the last time they visited a theme park (in line with Westbrook and Oliver 1991, and Hosanya and Prayag, 2013), then we asked when the visit

took place. If they had never visited one, the respondent was required to stop filling out the survey. Regarding the segmentation question, respondents were requested to pick the sentence that best described the objective of that trip/visit. The statements, which were previously tested in another context of one of the author's study (Gaston, Duque and Lado, 2009), captured each of the satisfaction prototypes proposed by Oliver (1997):

- I wanted to feel really well (delight).
- It was for entertainment (pleasure).
- I did not have any other alternative (tolerance).
- It was a routine for me (contentment).
- I wanted to do something different (surprise).
- I did not want to miss anything (relief).

We split the observations based on the answer given to the above questions.

According to the results, Delight, Pleasure and Surprise groups were very well represented; however, we were forced to combine the remaining observations due to sample size requirements for a consistent analysis. In addition, we considered the combination of these 3 groups (relief, tolerance and contentment) appropriate based on the fact that they all share an unemotional component. Thus, we finally ended with 4 segments:

- Delight group: 248 observations (42% of the sample)
- Pleasure group: 217 (36.7%)
- Surprise group: 74 (12.5%)
- Unemotional group: 52 (8.8% of the sample).

The survey also asked respondents to rate different aspects of the visit on a Likert scale ranging from 1 to 6¹, from minor to major agreement with the statement. To measure the five value dimensions we used the PERVAL scale (Sweeney and Soutar, 2001; Williams and Soutar, 2009). To measure satisfaction we adapted the questions used in the American Customer Satisfaction Index (Fornell and Larcker, 1996), whose items have been used in the leisure literature (i.e. Deng, Yeh and Sung 2013). This approach acknowledges customer satisfaction as a uni-dimensional construct. In order to cover the behavioral intentions, we used standard measures from tourism studies aimed at capturing revisit intention (1 item), price sensitivity (1 item), and recommendations or word of mouth (2 items). We also introduced the measurement of experience intensification (Bigne, Mattila and Andreu, 2008; de Rojas and Camarero, 2007), captured by means of a numeric scale that included the number of items bought in the visit (souvenirs, books, photos), ranging from none to 5 or more items.

Finally, we created indices for the scale-measured variables, built as the weighted average of items by construct. They were calculated after checking the consistency of the measures (Cronbach's Alphas were higher than 0.80 in all the cases; Nunnally, 1978).

5. Results

The usefulness of the new segmentation criteria will be proved if significant differences among the four groups/segments arise both at the variables level (mean of ratings) and at the relationship level (coefficients/paths of the proposed model).

To test H1 (there are differences in the level of satisfaction reported by each segment) we first looked at the differences corresponding to the satisfaction index of the four groups.

¹ We chose a 1 to 6 scale in line with the studies that question the use of the central categories in this type of scale (Hernández, Espejo, González and Gómez, 2001).

Table 2 presents the indices for each of the variables in the model by segment and the results of the ANOVA test (using Bonferroni alpha). The ANalysis Of Variance (ANOVA) test is the most popular method for testing for significant differences in the means of more than two groups (Dolnicar et al., 2018), its goal being to determine if at least one group mean is different from the rest. The Bonferroni method performs the multiple comparison among these groups to determine where the differences occur, and minimizes the possibility of making a wrong identification. The summary of significant differences among groups/segments is shown with asterisks on the right hand side of table 2.

[Insert Table 2 around here]

Among the four groups (six by-paired differences), we found five significant differences moving in the right direction: the delight group is more satisfied (4.5) than the rest of the groups, the pleasure group (4.0) is placed within delight and unemotional, and the unemotional group (3.6) is the lowest satisfied. Concerning the surprise group (4.1), it did not behave significantly differently from the pleasure group, although it did from the rest of the groups (delight and unemotional). Thus, overall, our results support H1.

We then looked at the mean differences between groups in terms of value dimensions and behavioral intentions to check H2 (determinants and outcomes of satisfaction will vary by segment), which are reported in Table 2 as well. The delight group is the most differentiated one: the mean values for this group were, in general, higher than the values reported by the rest of the segments. The pleasure group differs from the delight group in all variables except for intensification of the visit, although it is not significantly different from the surprise group. This segment presents differences with respect to the delight group and the unemotional group: its indices are lower than those referred to the delight segment but higher than those referred to the unemotional segment. Finally, the unemotional group is well differentiated with respect to the delight group and the surprise group, its indices being lower for most of

the variables. In sum, we observed differences in the ratings of these variables mostly corresponding to the delight and the unemotional groups. Pleasure and surprise groups are not that different from each other, although in general they are different from the others, thus revealing partial support for H2.

To test the differences in the relationships (H3 and H4), we estimated the proposed model using Structural Equation Modeling (SEM) with the PLS algorithm (SmartPLS was the software used). This method allows to simultaneously assess both, the measurement model, which evaluates the constructs' validity and reliability, and the structural model, which analyzes the hypothetical relationships between independent and dependent concepts (Rousta and Jamshidi, 2019). PLS-SEM is robust to conditions of non-normality and small sample size (following Chin, Marcolin, and Newsted, 2003, the minimum sample size per group exceeds ten times the maximum number of structural relations explaining one construct). In our case, with five variables explaining satisfaction, each segment needed at least 50 observations. We followed Hulland (1999) to evaluate the quality of the model estimation. First, we checked for the psychometric properties of measures and constructs (see Table 3). Cronbach Alpha (CA) and Composite reliability (CR) values are above the recommended threshold of .70 for all the constructs. Discriminant validity was tested by comparing the average variance extracted (AVE) of each construct with the shared variance between constructs (Fornell and Lacker, 1981): the AVE's squared root for each construct exceeded its shared variance with other constructs. The high values of AVEs confirm that average communalities of measures in the model are above the recommended threshold of .50, which provides discriminant validity (AVE is a more conservative measure than CR; Malhotra and Dash, 2011).

[Insert Table 3 near here]

The goodness of fit of the model is evaluated in terms of explained variance of the dependent variables in the path model. Table 4 shows the estimates for the four segments. The model explains both high and good percentages of satisfaction (between 49–80%) of three out of the four outcome variables in the model: revisit intention (between 33–49%), price sensitivity (between 22–36%) and word of mouth (47–62%). Only the percentage for intensification is low, meaning that we should interpret this effect carefully. Table 3 also presents the average communality of the measures in the model, which are higher than .70 for all cases. This allows us to draw consistent conclusions from the results. More specifically, the first part of Table 3 shows the standardized coefficients and their significance (*t* values come from Bootstrap re-sampling procedure with 200 cases and 100 samples). Figure 2 summarizes the results showing the significant coefficients at the 5% level.

These results confirm the presence of differences in terms of the effects of value dimensions on satisfaction. For the delight segment, the emotional value is the main and unique significant driver of satisfaction (followed far away by value for money). With respect to the pleasure segment, besides the emotional value, value for money and novelty value are relevant for tourist satisfaction. Moving to the surprise segment, the same determinants of the pleasure segment apply, except that the functional value also contributes to satisfaction. Finally, for the unemotional segment, all determinants but functional value play a role. It is important to note that social value gains relevance for satisfaction formation within this segment; in fact, it is the only segment where this dimension contributes to satisfaction, and its effect is considerably large. Furthermore, the emotional factor has a lower impact, whereas the impact of the novelty factor is larger than in the rest of the segments. As a result, the differences arising from the relative importance of value dimensions for satisfaction corresponding to the different segments may be said to reasonably confirm H3.

[Insert Table 4 near here]

Regarding the satisfaction effects on behavioral intentions (H4), almost no differences are reported. The effects on revisit intention, price sensitivity and WOM appear to be significant in all segments. The only remarkable difference refers to the effect of satisfaction on intensification of the visit, which is significant for pleasure and unemotional groups only. Thus, we can say that behavioral intentions take place regardless of the prototype of satisfaction describing the experience (they may depend more on the setting). Therefore, we can conclude that our results do not support H4.

In sum, not only are there significant differences within the levels of satisfaction and its determinants but also on how most of the variables in the model relate.

[Insert Figure 3 near here]

6. Discussion

This study represents, to the knowledge of the authors, the first attempt to conceptually examine the role of satisfaction prototypes (segments) as a segmentation criterion. With this initial exploration, we find support for the different contents of four segments, which may prove useful for managerial actions as well as a convenient starting point for further research in this challenging domain.

Theoretical contribution

In this article, we propose the use of a conceptual criterion for segmenting customers in the tourism sector: the satisfaction prototypes (a conceptualization proposed by Oliver, 1989, 1997, whose major interest has been raised by the delight prototype), which represent the meaning or orientation the consumer has toward a product or service. This conceptualization has been founded on the “general consumption processing model” integrated by Oliver (1997; pp. 324-356), which takes into account various routes to the final customer satisfaction evaluation, involving elements such as expectations, appraisals, attributions and emotions. By

using the satisfaction prototypes for segmentation, we partially respond to the call made by Tsiotsou and Vasioti (2006) and Yüksel and Yüksel (2003) to use satisfaction as a base for tourist segmentation. Taking together the results in terms of mean values of the variables studied and the effects in the model estimation for the four segments, we can say that the *a priori* criteria used for classification offers enough support for differentiated customer profiles. In fact, as hypothesized, there are noticeable differences among segments.

The study findings confirm that each segment seeks satisfaction in a different way (Prentice, Witt and Hamer, 1998). That is, different products and services provide different levels of satisfaction to visitors depending on the segment/prototype they are most likely to belong to within a specific occasion. We also found that the reported satisfaction level of the delight group is the highest, followed by pleasure and surprise, whereas the satisfaction level of the unemotional group is the lowest. Additionally, we found that this segmentation criterion helps to understand how perceived value dimensions relate differently to satisfaction. Thus, this research contributes to the literature by presenting the most relevant combination of value dimensions by segment, which partly answers the call of Gallarza and Gil (2008), who pointed out the need to search for a provision of strategic combinations of value dimensions in the tourism sector.

Another contribution of our research is the use of structural equation modeling (SEM) in testing the relationships between concepts by segment. Particularly, we used the Partial Least Squares (PLS) algorithm, described by Rousta and Jamshidi (2019) as an ideal method for testing the structural relationships proposed in a conceptual model and for measuring scales with their psychometric properties. In our application, PLS-SEM helps clarify the relative contribution of each value dimension to building satisfaction per segment, thus, easing tasks for managers when designing the customer journey aimed at improving the experience per segment.

Furthermore, our proposal addresses a current challenge for segmentation, namely the unpredictability of modern consumers (hybrid; Ehrnrooth and Gronroos, 2013; Boztug et al., 2015). In the case of the hybrid tourists, who continuously switch from one segment to another depending on their varying preferences, we do believe there is something that remains stable: the segments. These consumers, in line with Pesonen (2014) findings, will not give rise to new segments but to different proportions of tourists fitting in each of our proposed segments. A pending task would be to look at the relationship between hybrid consumers and segmentation regarding the ratio of consumers in each prototype and how they may change. That might help leisure firms to better manage the experience in terms of balancing some uncovered demand.

Recently Beritelli, Reinhold, and Luo (2017) pointed out the urgent need to account for contextual factors in travel decision making, such as social and situational contingencies. They propose starting a study by asking tourists to simply describe the situation in which they make travel decisions. We believe that our proposal is in line with the simplicity they propose based on the fact that these segments offer the contexts that cover several social and situation-related aspects.

Managerial implications

The segmentation approach presented is easy to implement since it can be operationalized by asking a precise question as the tourist approaches the service setting: *What is the main objective of your trip/visit?* According to the pre-defined answer, the tourist will be categorized into one of the defined groups, which will facilitate the tasks of managers when it comes to know who to target and who not to target. Based on that, managers will be able to offer a set of activities or suggestions that best fit each specific profile². Consequently, that

² An example of the six options given to a theme park customer is provided in the empirical study of this research. See *measures and sample* section.

categorization shall result in improving customer satisfaction, which will certainly deliver benefits to the firm in terms of revisiting, word of mouth, or willingness to pay, among others. For instance, the attractions in a theme park, or the daily onboard activities leaflet for a cruise could be displayed in an organized grid. Analogously, the recommendations to visitors at the hotel reception could be displayed in separate tags suggesting, for instance, the top-10 activities/experiences suited for each segment. Using different colors, each of them representing a different group, could simplify communication and convenience. These tags or the information grid might simplify the customers' choice, since they would pick a specific range of activities within an already designed list prepared to best fit their preferences according to their profile. This is in line with the customer experience literature that searches for meaningful interactions along the customer journey. Obviously, the service provider will be responsible for updating the activities in each set to maximize customer satisfaction according to the changing nature of tourists' preferences over time. An ex-post survey could be an excellent instrument to bring the profiles up-to-date, thus contributing to the creation of customer value, which is a managerial priority.

Implications regarding the 4 segments studied

Based on our findings, next we discuss the main segments and how they perceive the different aspects from a theme park reporting value to their experience. The information gathered should contribute to decisively target the various segments.

The *delight segment* prefers activities with a high emotional and hedonistic content. They need to do something interesting, fulfilling, and appetizing (Ma et al., 2013), not just activities that are new or striking. Satisfaction does not influence the intensification of the visit, which makes us think that this segment is short-term focused on enjoying the moment. They are exclusively attentive to the affective part, searching for something that positively

reinforces the emotional condition, what Oliver (1997) refers to as the additional elevating pleasure. This happens to be the segment with the highest willingness to pay as long as the activities brighten them up. Consequently, when crafting a suggested route in a theme park, the grid in a cruise, or the tags in a hotel, managers could design more expensive and immediate-oriented activities focused solely on this segment.

The *surprise segment* and the delight segment have some similarities in terms of the short-term orientation of the experience and the influence of emotional value on satisfaction. However, some differences concerning where they derive satisfaction from arousal. As expected, the novelty value is a must for this segment. Interestingly, there are two other aspects influencing satisfaction for this group: functional value and value for money. They suggest that disconfirmation of expectations is very active, compared to what they get for their money. It is remarkable that this is the unique segment deriving satisfaction from functional value, displaying not only their hedonic side but also the utilitarian side of their preferences. Social value has no influence, which could be interpreted in terms of a more individualistic behavior, and may suggest a clearer focus on self-amusement. All in all, since this segment needs to get utility from the activities and its members have to derive it in a balanced way, managers should care about activities including high returns and focusing on novelty with high quality experiences. This resembles the findings of Williams and Soutar (2009), who used a similar perceived value approach in an adventure context and found that most of the perceived value dimensions positively impacted satisfaction.

Concerning the *pleasure segment*, it is characterized by a slightly lower affective load than the delight segment. Likewise, expectations are not as high. This shows that consumers are searching for a more balanced increase in their pleasure condition without searching for an extremely high increase. Three value dimensions maintain their influence on satisfaction regarding the surprise group: emotional value, value for money, and novelty. However,

functional value loses relevance, thus suggesting that consumers in this segment are focused on more intangible aspects of the service experience. Moreover, based on their increased interest in having good memories (such as getting souvenirs, photos, which was not relevant for any of the previous segments), it seems that this segment is interested in extending the experience, hence showing a longer-term vision as compared to the short-term focus of the delight and surprise segments. As a result, we suggest managers to have a broader view when designing activities oriented to this segment, not focusing excessively on a specific aspect, but mixing several aims (enjoy eating, not queueing long, try a huge bunch of activities, being relaxed, having fun) in order to make their experience highly valuable.

The *unemotional segment* presents a similar structure to the pleasure segment, both in terms of value dimensions influencing satisfaction and its relationship with the four behavioral intentions. Unlike the rest of the segments, it is the only one that derives satisfaction from social aspects. In this sense, it seems that they need to feel part of a group; that is, they might not pursue something useful *per se* from the experience or they are not focused on searching a personal emotion but rather enthused by aspects dealing with social reasons (being in a group, family, and routine) and cheered by the rest of the group. That could be the main reason why, when present, the four significant effects on satisfaction are weaker than for any other segment. According to this, it seems that this segment might not be as receptive as the rest of the segments, but they may need a “push” or a further stimulus to undertake the activities. Their lower initial expectations and the fact that they are probably more analytical than the rest of the segments, lead them to assess different aspects of the experience, such as value for money. Consequently, in terms of recommendations, when crafting the suggested routes in a theme park, the grid in a cruise or the tags in a hotel, managers should introduce group activities, promotions, and do it with an appealing design.

Based on these findings, we suggest park managers to use some key words in designing their marketing communication programs and strategies to target their different segments: (i) for the *delight* segment: elevating your pleasure/spirit, explosion of emotions, exciting; (ii) for the *pleasure* segment: entertainment, balancing emotions, good memories, positive experience; (iii) for the *surprise* segment: discovering, high quality, finding something new, different; (iv) for the *unemotional* segment: sharing, friends, interaction, belonging, balancing experiences with value for money.

Specific managerial actions

Parks must communicate well with their visitors, informing them about the different options throughout the park, so they can plan accordingly. It is important to develop a strong feedback area to let customers know their opinions are valuable to improve the service, thus making them feel valued. According to our research, that should be included in two crucial moments: at the entrance of the park and when leaving or right after leaving.

In order to target the profile of each visitor and be able to offer them the best options for that day a quick poll when entering the park could be of great help. The poll should include both cognitive and emotional aspects (using the factors proposed by Oliver) such as expectations, likes, dislikes, mood, social state, among others. Visitors would then be offered a personalized leaflet accordingly with options and routes they cannot miss whatsoever following the segment profiles.

One aspect that happens to be one of the main concerns when visiting theme parks is queuing, as a synonym for standing idle for half an hour or more several times, which is annoying and frustrating. Thus we should think of some possibilities to make the waiting time more pleasant, such as engaging customers in some sort of activities according to their profile (group games, photo sessions, free snacks and souvenirs), or a skip the line system (free or

paid). Moreover, visitors could be provided with an app allowing them to navigate through the park with comprehensive maps and guides. This app (we can also think of a sheet or another tool) should include a section devoted to assess every aspect and attraction, as well as the different options. Jointly with this in-site information there will also be later evidences coming from visitors' reviews, web-site comments and surveys.

At the end of the information analysis procedure, managers will have an extensive summary of all results by prototype (examples may facilitate their understanding), which would help them to redo preferred routes in terms of affinity, or elaborate the leaflets (grid, tables, top-ten list) addressed to each segment. They could also use this evidence to build a *unique signature attraction* and a *food item* which are irreplaceable and cannot be found anywhere else. That should act as an advertising ploy for visitors willing to experience it. Last but not least, it is important to reward visitors for their feedback before leaving the park by offering them a personalized item (based on their records) or a promotion.

Limitations and further research

Despite its contributions, this research has some limitations that may be addressed in future research. First, we introduced six satisfaction prototypes and, due to sample size, we needed to combine 3 prototypes in one group (unemotional segment). Therefore, it will be necessary to replicate this study and confirm its full applicability to complement our findings.

Disentangling the relief, tolerance, and contentment segment profiles will provide managers with more detailed insights to address them in a more personalized way. A next step would be to explore other prototypes of satisfaction outlined in the literature (Fournier and Mick, 1999): satisfaction-as-awe, satisfaction-as-love, satisfaction-as-resignation, satisfaction-as-trust, dissatisfaction-as-helplessness.

Second, we have used an established scale in the literature to measure consumer perceived value (PERVAL scale, Sweeney and Soutar, 2001). However, value has also been

approached using Holbrook's typology (Gallarza, Arteaga, Del Chiappa, Gil-Saura, and Holbrook, 2017). Being able to apply it and compare the results coming from the two approaches would bring an interesting view to better understand our proposed segmentation criteria. In this line, Gallarza, Maubisson and Rivière (2021) have brought the Experiential Value Scale to life, which has a more customer-specific orientation. Likewise, comparing the scales could contribute to a better understanding of the segment profiles and bring complementary insights for decision making.

Third, we have mentioned the important role that consumers bring to their own service experience; however, we have not included that in the model directly. Prebensen, Kim and Uysal, (2015) suggest that co-creation may act as a moderator of the perceived value–satisfaction relationship, and that this participation can be positive but also may end up biasing the consumers' perceptions and the assessment of the tourist experience. Thus, a future line of research will be to look closer to the various ways in which customers may co-create their own experience and their effects, and assess how they relate to the different segment profiles. This is in line with Campos et al. (2015) who refer to the fact that more research is needed on how co-creation affects psychological processes.

Fourth, a vast number of authors have studied the emotional aspect of customer experience within the leisure literature (e.g. Bigné et al., 2005; Ali et al., 2018; Torres, et al., 2021); however, using emotions for segmentation is complex due to its multi-dimensional nature. We propose to deeply explore the prototypes' profiles content in terms of emotions (i.e. Bigné and Andreu, 2004; Hosanya and Prayag, 2013) in order to enrich the prototypes' conceptualization.

Fifth, the results are not to be generalized to all park visitors or all theme parks. We have used students as our research sample in a first step to later expand the analysis and cover

other segments and settings as outlined above. A logic limitation coming from the use of a students' sample is the age of respondents. Being able to enlarge the sample and cover a larger variability of ages would help to be more precise and better analyze satisfaction ratings. Furthermore, it would be interesting to collect data from visitors when leaving the park and compare the results with those obtained after some time has elapsed from the visit.

Sixth, regarding the lack of support for hypothesis 4, accounting for the effect of satisfaction on behavioral intentions, with no relevant differences among segments, further understanding is obviously needed. Dolnicar, Coltman, and Sharma (2015) outline some limitations when referring to the current framework used to study behavioral intentions in the tourism sector. In this sense, we tried to minimize the biases in the questionnaire design, focusing instead on relevant outcomes of satisfaction and checking for discriminant validity of variables. However, a further implementation of our approach to other similar settings, as well as replicating the study, can contribute to understand whether the lack of differences is due to measurement problems, to the specific setting of the study (e.g., going to a theme park is a good experience to talk about), or to additional aspects.

All in all, the findings coming from the segments that were built based on Oliver's research validate our proposal to apply them as common sense criterion for meaningful segmentation, serving as a useful guide to better manage the service experience.

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Table 1. Characteristics of the satisfaction prototypes

Response mode	Performance processing	Attribution processing	Disconfirmation processing	Non-processing	Positive affects	Negative affects
Delighted	Very high	High	Moderately high	Very low	Very high	Low
Pleased	Little	Moderate	Moderately low	Moderate	Moderately high	Low
Tolerant	Very low	Little	Very low	High	Low	Moderately low
Contented	Little	Low	Moderately high	High	Low	Low
Surprised	High	Low	Very high	Low	High	High -mixed
Relieved	Very low	Low	Little	Moderately high	Low	Very high

Note: Elaborated from Oliver 1997, pp. 350-352.

Table 2. Mean values by construct and ANOVA test between segments

Construct/ Segment	Delight	Pleasure	Surprise	Unemotional	Significant differences					
					Delight vs. Pleasure	Delight vs. Surprise	Delight vs. Unemotional	Pleasure vs. Surprise	Pleasure vs. Unemotional	Surprise vs. Unemotional
<i>n</i> =	248	217	74	52						
Functional Value	4,9	4,6	4,7	4,5	*	*	*			
Value for money	4,1	3,8	3,7	3,6	*	*	*			
Emotional value	4,9	4,3	4,5	4,0	*	*	*			*
Social value	3,6	3,1	3,3	3,3	*					
Novelty value	4,3	3,7	3,8	3,6	*	*	*			
Satisfaction index	4,5	4,0	4,1	3,6	*	*	*		*	*
Revisit intention	4,7	4,0	4,4	3,7	*		*			*
Price sensitivity	3,5	3,1	3,1	2,6	*		*			
Word of mouth	4,8	4,2	4,4	3,9	*	*	*			*
Intensification of visit	1,9	1,8	2,0	1,8						

Note: * ANOVA test of differences is significant at $p < .05$

Table 3. Psychometric properties of measures

	Cronbach Alpha	Composite Reliability	Average Variance Extracted	Intercorrelations									
				1	2	3	4	5	6	7	8	9	10
Delight													
1. Emotional value	0,83	0,88	0,66	0,81									
2. Functional value	0,80	0,87	0,62	0,53	0,79								
3. Intensification	1,00	1,00	1,00	0,03	0,09	1,00							
4. Novelty value	0,76	0,85	0,58	0,71	0,44	0,14	0,76						
5. Price sensitivity	1,00	1,00	1,00	0,37	0,17	0,17	0,35	1,00					
6. Revisit intention	1,00	1,00	1,00	0,54	0,34	-0,02	0,43	0,51	1,00				
7. Satisfaction	0,79	0,88	0,71	0,67	0,47	0,10	0,57	0,50	0,57	0,84			
8. Social value	0,85	0,90	0,68	0,35	0,09	0,11	0,48	0,17	0,10	0,32	0,83		
9. Value for money	0,90	0,93	0,76	0,45	0,49	0,12	0,33	0,44	0,26	0,43	0,21	0,87	
10. Word of mouth	0,78	0,90	0,82	0,62	0,44	0,05	0,53	0,53	0,65	0,68	0,17	0,40	0,90
Pleasure													
1. Emotional value	0,85	0,90	0,70	0,84									
2. Functional value	0,83	0,89	0,66	0,56	0,81								
3. Intensification	1,00	1,00	1,00	0,06	0,04	1,00							
4. Novelty value	0,78	0,86	0,61	0,67	0,43	0,20	0,78						
5. Price sensitivity	1,00	1,00	1,00	0,43	0,38	0,12	0,42	1,00					
6. Revisit intention	1,00	1,00	1,00	0,53	0,46	0,08	0,35	0,62	1,00				
7. Satisfaction	0,81	0,89	0,73	0,72	0,54	0,19	0,62	0,55	0,60	0,85			
8. Social value	0,86	0,91	0,71	0,38	0,14	0,11	0,59	0,33	0,24	0,37	0,84		
9. Value for money	0,90	0,93	0,76	0,43	0,48	0,14	0,40	0,46	0,41	0,51	0,31	0,87	
10. Word of mouth	0,82	0,92	0,84	0,64	0,59	0,07	0,48	0,60	0,72	0,75	0,24	0,47	0,92
Surprise													
1. Emotional value	0,77	0,85	0,59	0,77									
2. Functional value	0,80	0,87	0,63	0,61	0,79								
3. Intensification	1,00	1,00	1,00	0,06	-0,10	1,00							
4. Novelty value	0,74	0,83	0,56	0,64	0,39	0,24	0,75						
5. Price sensitivity	1,00	1,00	1,00	0,45	0,22	0,27	0,40	1,00					
6. Revisit intention	1,00	1,00	1,00	0,58	0,55	0,09	0,37	0,46	1,00				
7. Satisfaction	0,74	0,85	0,66	0,77	0,61	0,07	0,56	0,46	0,70	0,81			
8. Social value	0,90	0,93	0,77	0,25	0,07	0,17	0,37	0,25	0,18	0,19	0,88		
9. Value for money	0,89	0,92	0,75	0,47	0,44	0,01	0,23	0,35	0,28	0,54	0,05	0,87	
10. Word of mouth	0,86	0,93	0,88	0,61	0,49	0,07	0,38	0,49	0,73	0,78	0,07	0,39	0,94
Unemotional													
1. Emotional value	0,91	0,94	0,79	0,89									
2. Functional value	0,85	0,90	0,70	0,64	0,84								
3. Intensification	1,00	1,00	1,00	0,28	0,12	1,00							
4. Novelty value	0,90	0,93	0,77	0,80	0,55	0,36	0,88						

5. Price sensitivity	1,00	1,00	1,00	0,59	0,30	0,28	0,56	1,00					
6. Revisit intention	1,00	1,00	1,00	0,66	0,25	0,21	0,64	0,63	1,00				
7. Satisfaction	0,89	0,93	0,82	0,83	0,59	0,30	0,82	0,60	0,65	0,90			
8. Social value	0,88	0,92	0,74	0,67	0,47	0,21	0,78	0,53	0,62	0,75	0,86		
9. Value for money	0,86	0,90	0,69	0,69	0,60	0,11	0,53	0,38	0,37	0,65	0,38	0,83	
10. Word of mouth	0,88	0,94	0,89	0,75	0,44	0,25	0,72	0,71	0,81	0,79	0,78	0,55	0,94

Note: Bold values in the diagonal give the square root of the Average Variance Extracted.

Table 4. Model estimation by segment

	Delight	Pleasure	Surprise	Unemotional
Structural relationship coefficients				
Functional value → Satisfaction	0,11	0,12	0,17**	0,00
Value for money → Satisfaction	0,12*	0,18**	0,20**	0,20**
Emotional value → Satisfaction	0,43**	0,45**	0,49**	0,31**
Social value → Satisfaction	0,06	0,02	0,00	0,25**
Novelty value → Satisfaction	0,14	0,18**	0,13**	0,28**
Satisfaction → Revisit intention	0,57**	0,60**	0,70**	0,65**
Satisfaction → Price sensitivity	0,50**	0,55**	0,46**	0,60**
Satisfaction → Word of mouth	0,68**	0,75**	0,78**	0,79**
Satisfaction → Intensification	0,10	0,19**	0,07	0,30**
Average communality				
Functional value	0,79	0,81	0,79	0,83
Value for money	0,87	0,87	0,86	0,83
Emotional value	0,83	0,83	0,77	0,89
Social value	0,81	0,84	0,87	0,86
Novelty value	0,76	0,78	0,74	0,88
Satisfaction	0,84	0,85	0,81	0,90
Word of mouth	0,90	0,92	0,94	0,94
Variance of dependent variables explained in the model				
Satisfaction	49%	60%	67%	80%
Revisit intention	33%	36%	49%	42%
Price sensitivity	25%	30%	22%	36%
Word of mouth	47%	57%	61%	62%
Intensification	1%	3%	0,5%	1%

Note: ** significant at $p < .05$, * significant at $p < .10$

Figure 1: The General Consumption Processing Model (Oliver, 1997; p.337)

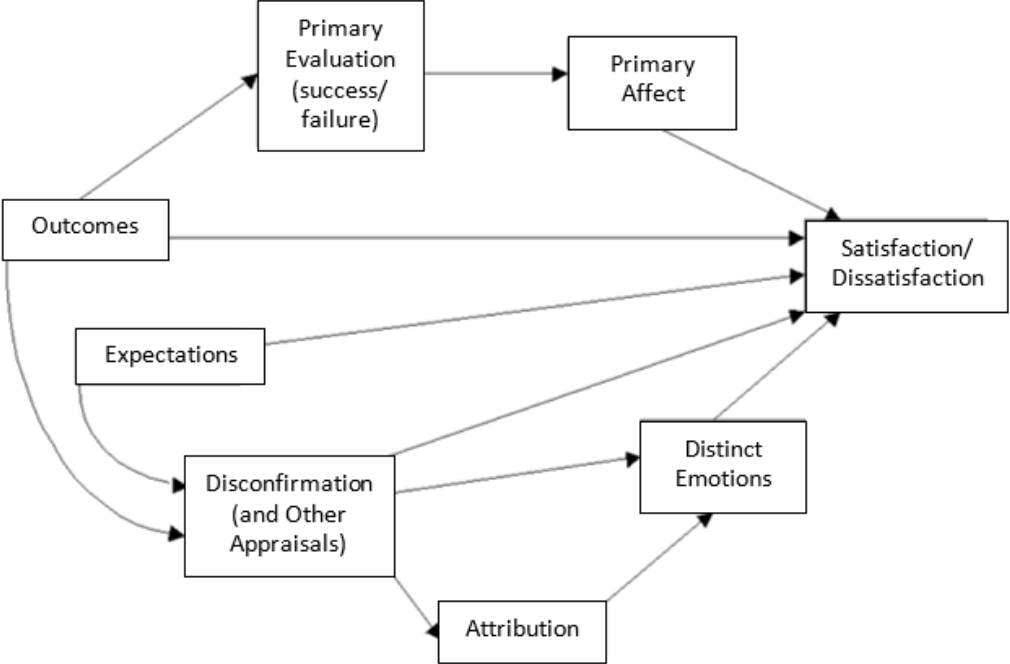


Figure 2. Proposed satisfaction model

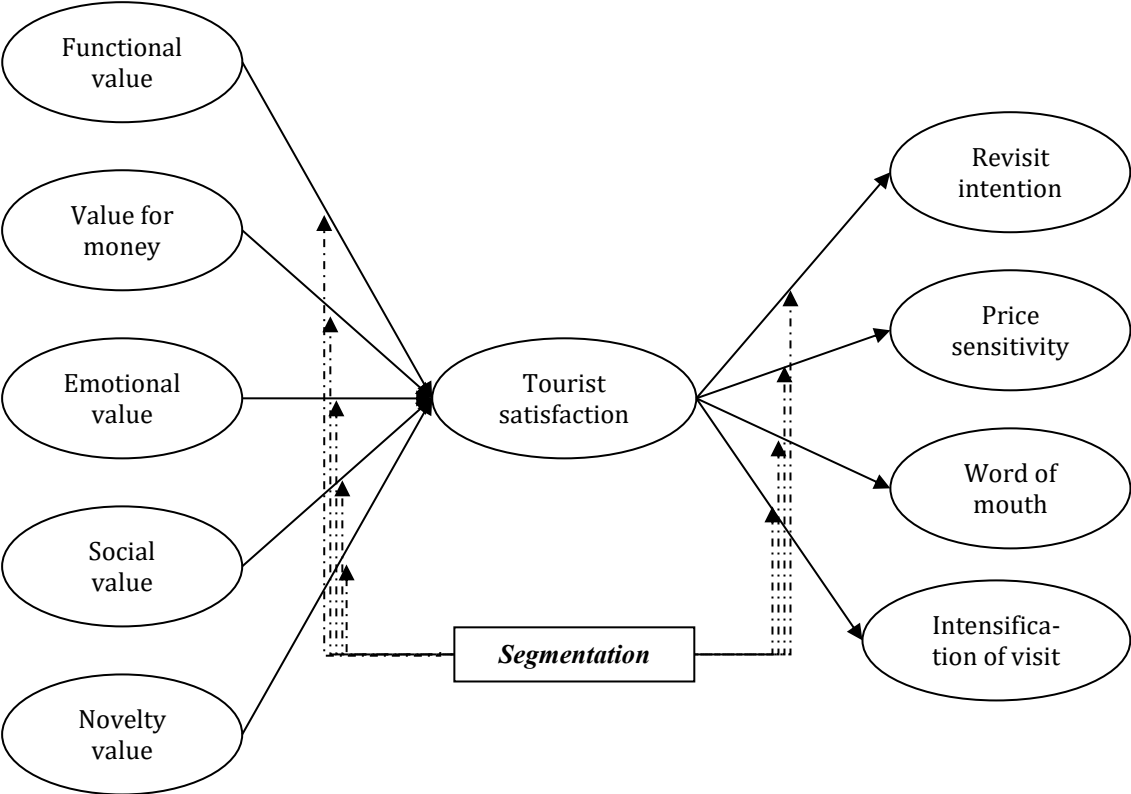
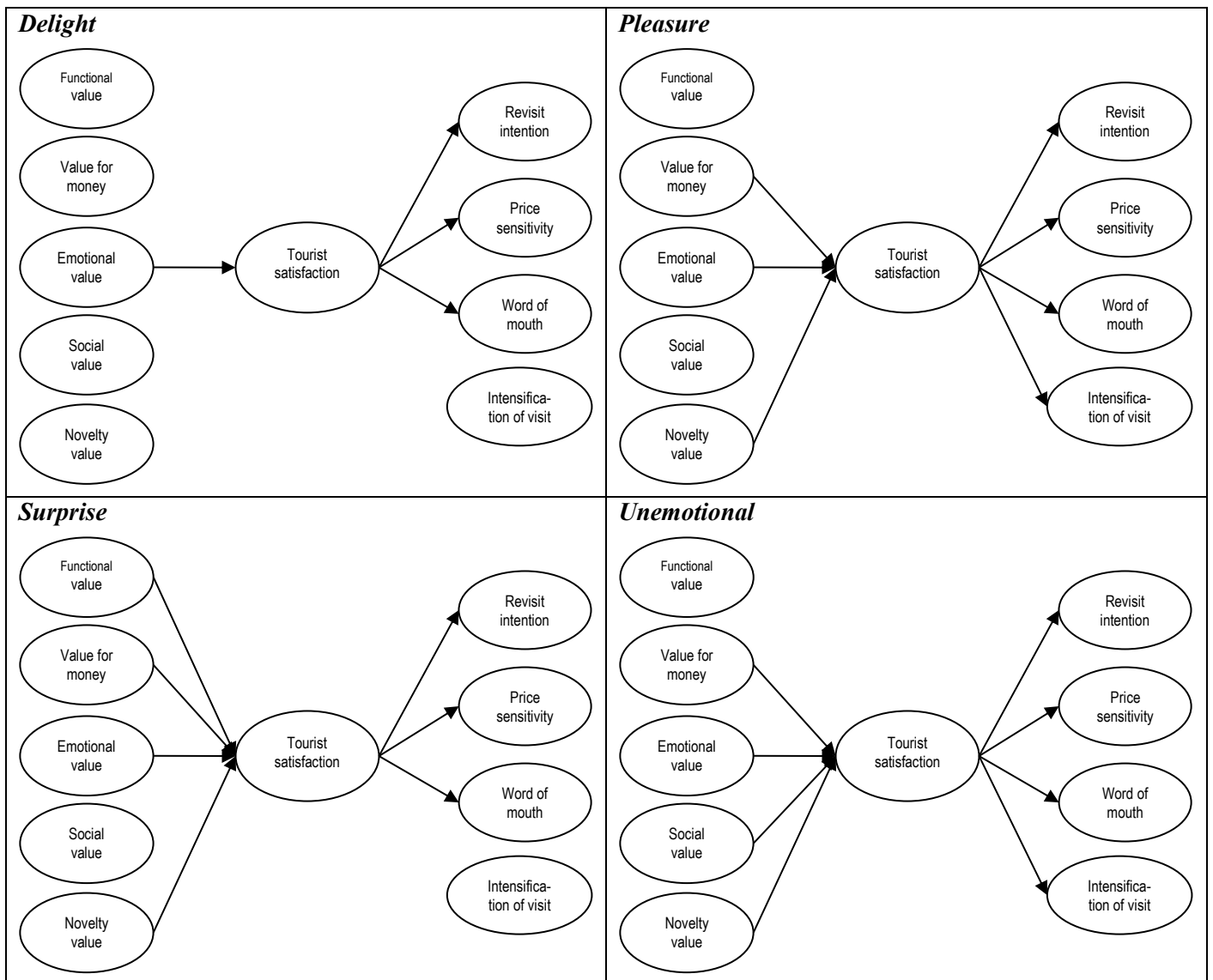


Figure 3. Summary of significant relationships for the segments



Note: The arrows show the significant relationships at 5% level only, based on bootstrap simulations with 200 cases and 100 samples.

Annex 1. Survey

Please think of the **last time** you visited an amusement park*
and answer the following questions accordingly.

*For example: Aqualand, Disneyland, Isla Mágica, Oceanografic, Parque Warner, PortAventura, Terra Mítica, Tibidabo, Faunia, Palmitos Park.

P1. When was it?

- Within the last year
 1 - 3 years ago
 More than 3 years ago
 I have never visited one [in that case, do not continue. Thank you!]

P2. Please choose the statement that best describes the main orientation you had when planning the visit (tick only one).

- I wanted to feel really well
 It was for entertainment
 I wanted to find/know something new
 I did not want to miss anything
 I had no choice
 I wanted to do something, no matter what
 Please, specify any other purpose: _____

Please respond to each of the following items, using a scale from 1 to 6 (where 1= strongly disagree and 6= strongly agree)

With respect to quality and price I think that...

		Strongly disagree				Strongly agree	
		1	2	3	4	5	6
P3	Facilities had an acceptable standard of quality	1	2	3	4	5	6
P4	The park is well designed	1	2	3	4	5	6
P5	According to my quality standards the place is acceptable	1	2	3	4	5	6
P6	The experience is well organized	1	2	3	4	5	6
P7	The experience had a good return for money	1	2	3	4	5	6
P8	It was worth spending my money	1	2	3	4	5	6
P9	It was a good experience for the price I paid	1	2	3	4	5	6
P10	It was reasonably priced	1	2	3	4	5	6

With respect to the trip experience...

		Strongly disagree				Strongly agree	
		1	2	3	4	5	6
P11	It gave me a sense of well-being	1	2	3	4	5	6
P12	It made me feel elated	1	2	3	4	5	6
P13	It made me happy	1	2	3	4	5	6
P14	It gave me the social approval of others	1	2	3	4	5	6
P15	It made me feel part of the group	1	2	3	4	5	6
P16	It made me feel with an adventurous spirit	1	2	3	4	5	6

P17	It satisfied my curiosity	1	2	3	4	5	6
P18	It was exciting	1	2	3	4	5	6
P19	It was a real experience	1	2	3	4	5	6
P20	We did a lot of things on that visit	1	2	3	4	5	6
P21	It improves the perception that others have of you	1	2	3	4	5	6
P22	It allows you to have a good impression of other people	1	2	3	4	5	6

I think that the park experience...

		Strongly disagree				Strongly agree	
P23	Was exactly what I needed	1	2	3	4	5	6
P24	Was a wise choice	1	2	3	4	5	6
P25	Was a good experience	1	2	3	4	5	6
P26	I am totally satisfied with my decision	1	2	3	4	5	6

P27. How would you rate your overall satisfaction of your park experience?

very dissatisfied

1	2	3	4	5	6
---	---	---	---	---	---

 very satisfied

P28. When compared to an ideal experience, how would you rate your overall satisfaction of the park experience?

very dissatisfied

1	2	3	4	5	6
---	---	---	---	---	---

 very satisfied

P29. Compared to the expectations you had before going to the park, how would you rate the experience?

below expectations

1	2	3	4	5	6
---	---	---	---	---	---

 above expectations

Looking at the overall experience...

		Strongly disagree				Strongly agree	
P30	I have thought of doing a similar one in the future	1	2	3	4	5	6
P31	I have considered having a similar experience even if prices were higher	1	2	3	4	5	6
P32	I would recommend it to others	1	2	3	4	5	6

P33. If you have talked to anyone about it, were your comments negative or positive?

very negative

1	2	3	4	5	6
---	---	---	---	---	---

 very positive

P34. If you have purchased souvenirs, travel accessories (books/guides) or photos during this trip/visit, how many products did you buy approximately?

0	1	2	3	4	5 or more
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Personal details

Q35. When were you born? _____

Q36. Gender: Male Female

Q37. Did you go ... on your own
 with friends
 with family
 other. Please specify _____

**Your collaboration and answers are important for us.
Thank you for your time!**