

FAMILY LEISURE IN MACAO

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Abstract

This study mainly discusses the relationship among leisure motives, leisure benefits, and experience values of Macao local families participating in outdoor leisure activities. The Leisure Motivation Scale was based on a scale suggested by Beard, & Ragheb (1983). The Leisure Benefit Scale was based on a scale proposed by Bammel, & Burrus-Bammel (1982). The experiential value scale used the scale of Mathwich, Malhotra, & Rigdon (1994). This study was a quantitative research and data collection was by means of distributing the questionnaires to Macao families while participating at Macao Food Festival on November 2019. A total of 400 questionnaires were collected and only 380 were valid questionnaires. By using SPSS software to analyze the research data and drew the following conclusions: Firstly, there was a significant relationship between the leisure motivation and leisure benefits of parent-children participating in outdoor leisure activities in Macao; Secondly, there was a significant relationship between the leisure benefits and experiential value of Macao parent-children participating in outdoor leisure activities; Thirdly, there was a significant relationship between leisure motivation and experiential values of activities; In particular, leisure benefits play an mediator role between leisure motivation and experiential values.

Keywords: Family Leisure, Leisure motivation, Leisure benefit, Experience Value

Introduction

With the continuous improvement of Macao's material and cultural consumption level, leisure has become an important spiritual and material need of people. Macao's per capita GDP has reached more than 500,000 mop since 2011, according to the Macao Special Administrative Region's website. 2016 world economic information network data shows, the world GDP per head of the top five countries respectively, Luxembourg, Switzerland, Norway, Qatar and the United States, 2016 GDP per capita and the United States is about \$58000, compared with more than \$2016 per capita GDP for 70000 of the Macao special administrative region, the Macao, China has become one of the richer regions in the world (World Bank, 2019).

Macao's economy is dominated by the tertiary industry, service industry, and related industries such as gaming and hotels which are thriving under the impetus of tourism. According to the data of Macao Statistics Bureau, although the proportion of tertiary industry in Macao has fluctuated slightly up and down in recent years, the proportion of tertiary industry has always been above 90% (Macao Statistics Bureau, 2019).

Raymore (1995) believed that leisure life has a positive function to family life, and family members can enhance their understanding and relationship with each other through participation in leisure activities. Sharaevska, & Stodolska (2017) pointed out that pleasant family leisure can both help maintain positive connections among family members and increase the sense of belonging.

Research by Kelly (1978) pointed out that two-thirds of leisure activities begin at home, and Iso – Ahola, & Mannell (1985) also mentioned that families in the future will rely more and more on leisure to create family cohesion. The National Family Recreation Week (NFRW) had been actively promoted by the AALR since 2000. Thus, it can be seen that the participation of families in leisure activities is more and more valued.

Research Questions

1. What is the relationship between the influencing factors of family leisure motivation and family leisure benefit in outdoor leisure activities?
2. What is the relationship between the influencing factors of family leisure motivation and family experience value in outdoor leisure activities?
3. What is the relationship between the influencing factors of family leisure benefit and family experience value in outdoor leisure activities?

Research Objectives

1. To study the relationship between the influencing factors of family leisure motivation and family experience value in outdoor leisure activities.

2. To study the relationship between the influencing factors of family leisure motivation and family experience value in outdoor leisure activities.

3. To study the relationship between the influencing factors of family leisure benefit and family experience value in outdoor leisure activities.

Conceptual framework

The conceptual framework of this study is formed after sorting out various types of literature.

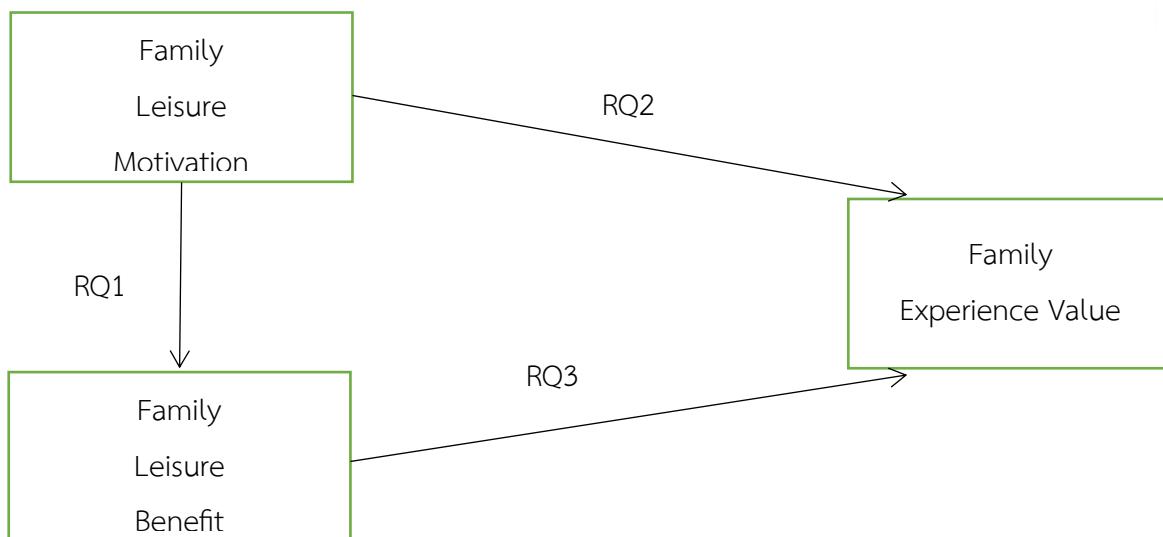


Figure 1 Research conceptual framework

Research hypothesis

RQ1: Family leisure motivation has a positive effect on family leisure benefit in outdoor leisure activities.

RQ2: Family leisure motivation has a positive effect on family experience value in outdoor leisure activities.

RQ3: Family leisure benefit has a positive effect on family experience value in outdoor leisure activities.

Literature Review

Iso-ahola (1989) thinks that there are two reasons for people to participate in leisure activities, namely pursuit and avoidance. Escape is a powerful leisure motivation that can deal with natural obstacles in one's personal life; The pursuit is to engage in leisure activities to obtain the inner satisfaction. Kelly (1990) divided leisure motivation into leisure intrinsic motivation and leisure extrinsic motivation. Leisure intrinsic motivation is the basic element that guides individual leisure behavior and benefits from it. Intrinsic motivation is the inner

psychological need or desire that drives an individual's behavior in order to make him feel comfortable and happy. Extrinsic motivation is external stimuli.

Tinsley, & Parke (1984) argued from a personal perspective that leisure benefits were mainly affected by subjective feelings rather than the activity itself. Huangjia (2001) pointed out that leisure benefit is an individual's participation in leisure activities, and the experience process of participation in leisure activities can help individuals improve their physical and mental conditions, or meet their subjective needs. Xinhui (2002) also said that leisure benefit is beneficial to individuals or groups in the process of engaging in leisure activities in their spare time, having experience of the activities they participate in and having a beneficial impact on individuals or society. That is, leisure benefit is the beneficial effect on individuals or society after participation in leisure activities.

Kelly (1987) believed that experience is the situational state generated by the individual's perception of an activity after he has experienced it. Holbrook, & Hirschman (1982) believed that experiential value is the subjective feeling generated by a series of symbolic meanings, pleasure and aesthetic standards, as well as the overall synthesis of a series of perception, image, feeling, happiness and other pleasures. It is the fantasy, dream and pleasure response generated by consumers in the process of consumption. Zeithaml (1988) believed that the experience value is the comprehensive evaluation of the product by consumers after weighing their efforts and obtaining. Mathwick, Malhotra, & Rigdon (2001) defined experiential value as cognition of product attributes or service performance and perception of relative preference, and proposed that enhanced value can be achieved through interactive activities, but interaction may either help or hinder the realization of consumer goals.

Methodology

In this study, questionnaires were used as data collection and research tools, and the Macao Family Leisure Motivation Scale, leisure benefit scale and leisure experience value scale were developed as research tools. The main method of this study was quantitative research. The sample of this research is calculated by using Yamane (1973) formula with 95% confidence level. The object of this study is Macao family's participation in outdoor leisure activities. A total of 400 questionnaires were collected, 380 of which were valid. This study used the SPSS statistical software to analyze and process the collected data. According to the research needs, the statistical methods used include descriptive analysis, reliability and validity analysis, and regression analysis.

Data Analysis

Reliability analysis is to measure the credibility of the survey. The higher the reliability of the questionnaire, the higher its reference value. The reliability test is tested using the Cronbach's Alpha coefficient. If the alpha coefficient is above 0.7, the confidence level is reached. The results of the validity analysis can provide researchers with a measure of research traits. In this study, the factor analysis method was used for validity analysis, and the KMO value was used as a judgment to determine whether the validity analysis was performed, or not. The principle of KMO is to detect the partial correlation of data. If the KMO value is closer to 1, it is more suitable for factor analysis. Generally speaking, the value above 0.7 is more suitable for factor analysis; and the value is below 0.5 very uncomfortable for factor analysis.

Results

The questionnaire survey involved a total of 380 samples.

In terms of gender: 161 males (42.4%) and 219 females (57.6%), which means that the sample has a higher proportion of females. Age: 12 people aged 20 and below (3.2%), 101 people aged 21 to 30 (26.6%), 208 people aged 31 to 40 (54.7%), 51 people aged 41 to 50 (13.4 %), 8 people aged 51 years and above (2.1%), that is, the proportion of samples aged from 31 to 40 years is the highest, while the proportion of samples aged 51 and above is the lowest. Educational level: 29 people with junior high school and below (7.6%), 99 people with high school (26.1%), 237 people with college or university (62.4%), 15 people with postgraduate and above (3.9%), that is, the survey sample. The education level is 237 persons at the college or university, while the minimum is 15 persons with postgraduate and above. Occupation: 42 civil servants (11.1%), 18 corporate managers (4.7%), 186 private companies (48.9%), 71 freelancers (18.7%), 12 students (3.2%), The other 51 people (13.4%), that is, the occupation is private enterprise office workers at most 186 people, while the students are at least 12 people. The other 51 options are mostly filled in as housewives and working in casinos, and working in casinos can be attributed to working people in private enterprises. This is also the fault of this research when the research subjects were not informed in time during the investigation. In terms of monthly income: 100 people below 10,000 patacas (accounting for 26.3%), 97 people from 1,0001 to 20,000 patacas (accounting for 25.5%), 128 people from 20,001 to 30,000 patacas (33.7%), and 38 people from 30,001 to 40,000 patacas (10.0%), 11 people from 40,001 to 50000 patacas (2.9%), and 6 people above 50,001 patacas (1.6%). There are 100 people with a monthly income of 10,000 patacas. This study interprets them as mainly non - working students, housewives and freelancers.

Table 1 Value of KMO and Bartlett's Test of family leisure motivation

| | | |
|---|--------------|-------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | 0.752 | |
| Approx. Chi-Square | 5056.439 | |
| Bartlett's Test of Sphericity | df | 157 |
| | Sig. | .000* |

*p < .05

Table 2 Value of KMO and Bartlett's Test of family leisure benefit

| | | |
|---|--------------|-------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | 0.721 | |
| Approx. Chi-Square | 8909.671 | |
| Bartlett's Test of Sphericity | df | 119 |
| | Sig. | .000* |

*p < .05

Table 3 Value of KMO and Bartlett's Test of family experience value

| | | |
|---|--------------|-------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | 0.747 | |
| Approx. Chi-Square | 4025.146 | |
| Bartlett's Test of Sphericity | df | 273 |
| | Sig. | .000* |

*p < .05

From Tables 1, 2 and 3, it can be found that leisure motivation, leisure benefits and experience value all have good validity. The KMO value is greater than 0.7, which is suitable for factor analysis.

It can be seen from Table 4 that when only exploring the relationship between two factors, a significant relationship between leisure motivation and leisure benefits is established, and a significant relationship between leisure motivation and experience value is established. It is also established that the experience value has a significant relationship.

In the case of exploring the relationship among the three factors at the same time, the relationship between leisure motivation and leisure benefits has a significant influence on experience value. Research analysis was found that the β value of leisure motivation to experience value was reduced from 0.844 to 0.385, but the β value of leisure benefit to experience value was 0.508, indicating that leisure benefit is partially intermediary among the three research factors. Therefore, in this study, leisure motivation affected experience value through the mediating effect of leisure benefits.

Table 4 Regression analysis

| variable | Regression mode | | | | | | | |
|--------------------|--------------------|----------|-------------|---------|------------------|---------|-------------|---------|
| | Dependent variable | | | | | | | |
| | Leisure benefit | | | | Experience value | | | |
| | β | t | β | t | β | t | β | t |
| Leisure motivation | .873 | 34.778 | .844 | 30.608 | -- | -- | .385 | 7.926 |
| Leisure benefit | -- | -- | -- | -- | .828 | 28.764 | .508 | 9.583 |
| F | | 1209.511 | | 936.833 | | 827.350 | | 559.010 |
| R^2 | | .762 | | .713 | | .686 | | .748 |
| ΔR^2 | | .762 | | .713 | | .686 | | .746 |
| Hypothesis | Significant | | Significant | | Significant | | Significant | |
| test result | Established | | Established | | Established | | Established | |

Discussion and Finding

In terms of the motivation of Macau families to participate in food festival activities, the highest scores were in order of relaxation, broadening their horizons, discovering new things, increasing interest in outdoor activities, and feeling fresh and exciting. The lower leisure motivation is to gain a sense of belonging, learn to help others, establish friendship, etc. That is to say, the main purpose of family participation in food festival activities is to stimulate and avoid motivation. Therefore, in the leisure activities of the food festival, the motivation is the greatest relaxation, followed by social motivation. Parents take their children to participate in the food festival. Interaction between children can enhance the social relationship of children.

In terms of the benefits of Macau families participating in food festival activities, the highest score is to improve family relationships. It can be seen that family members participating in food festival activities have positive effects and promote family relationships. Higher scores are for pleasure, moderate leisure, etc., lower scores are for gaining a sense of accomplishment and affirming yourself. Therefore, family participation in food festivals is mainly for relaxation benefits, while self - achievement and social benefits are low. That is, families participate in food festivals mainly to enhance relationships and relax. The benefit of seeking knowledge is relatively lacking. Therefore, this research hopes that organizations that organize family leisure activities in the future will pay more attention to the benefits of knowledge. Through family leisure, both parents and children can participate in leisure activities to gain some new knowledge.

In terms of the experience value of Macau families participating in food festival activities, the highest scores are in order of time spent with children to participate in is worthwhile, family participation is full of joy, and participation is interesting. After exploratory factor analysis,

this study was found that only one dimension was extracted in terms of experience value, namely family emotions and fun environment. This study interprets this as in terms of consumer return on investment, Macau, which has a higher income level, does not value the prices of food festival products very much, and the cost is not high, and the food is not expensive. The venue for the food festival is located in Xiwan Lake Plaza. The venue is too small for the large amount of people. Moreover, the food festival event site is more of an interactive process. Therefore, the interviewees felt more about the superiority of the service. low. Participating in a food festival is more of a process of eating, playing, and having fun, and more of wanting to enjoy and relax, which is also in line with the results of this research. But in fact, because of the large number of people, the surrounding environment is noisy and chaotic, so there are few aesthetic feelings. The interviewees also expressed concerns about the safety of family activities, and scored low on the safety of activities.

Conclusion and Implication

The results of the study showed that there were no differences in gender, age, income, education level, and occupation on leisure motivation, leisure benefits, and experience value. This study believes that parents' motivations for outdoor leisure activities, benefits and values should not differ much, because most parents participate in family leisure activities mostly from enjoying happy time with their children and enhancing family emotions, not because of differences in demographic characteristics and there will be a significant difference.

This study performed regression analysis on the data and analyzed the relationship between the various factors of Macau families participating in Macau Food Festival activities. The results of the study showed that during the outdoor leisure activities of Macau families, leisure motivation has a significant positive relationship with leisure benefits. When Macau families participate in outdoor leisure activities, leisure motivation has a significant positive relationship with experience value. When Macau families participate in outdoor leisure activities, leisure benefits have a significant positive relationship with experience value. Moreover, when Macau families participate in outdoor leisure activities, leisure motivation will affect the experience value of the mediating effect of leisure benefits.

The results showed that when Macau families participate in food festival activities, leisure opportunities affected the experience value through part of the mediating effect of leisure benefits. That is, the leisure motivation and leisure benefits of Macau families participating in outdoor leisure have a significant relationship, the leisure motivation and experience value of Macau families participating in outdoor leisure have a significant relationship, and the leisure benefits and experience value of Macau families participating in outdoor leisure have a significant

relationship. The results showed that after Macau families participate in food festival activities, the final experience value was affected by both the initial leisure motivation and leisure benefits. And to improve the experience value of family participation in activities, we should focus on improving leisure benefits as an intermediary factor. Family leisure's leisure benefits are mainly relaxation benefits and psychological benefits. Therefore, when organizing family leisure activities, more relaxation and stress relief can be added.

Limitation and Future Research Directions

In this study, the data were collected by issuing questionnaires. However, due to time and cost constraints and limited personal energy, non-random convenience sampling was used to collect the questionnaires. A total of 400 questionnaires were collected, 380 of which were valid questionnaires. The sample size of questionnaires collected is small. In addition, this study only selected families participating in food festival activities to study their leisure motivation, leisure benefits and experience value. Leisure activities are diverse, so the leisure motivation, benefits and value of families participating in other leisure activities may be different. Therefore, this research suggests that improvements can also be made from this aspect in the future.

Suggestions for follow-up research:

1. The follow - up research can be used for long-term research on family leisure at the Food Festival, because this research only focuses on the research done at the 19th Macau Food Festival in 2019. Follow - up studies can also continue to collect family samples from the next few Macau Food Festivals. Conduct comparative analysis to understand whether there are differences in activity requirements.

2. The results of this study showed that leisure benefits were part of the mediation between leisure motivation and experience value. Therefore, future research can explore that other influencing factors of family participation in leisure activities will mediate leisure motivation and experience value.

3. Because of the diversity of leisure activities, families participate in other leisure activities such as playing basketball, mountain climbing, watching movies, etc., it is suggested that future research can conduct further research on the leisure motivation, leisure benefits and experience value of different leisure activities.

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