

Analysis of innovative factors and customer preferences in leisure industry-Use Disneyland and Universal Studios as examples

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Abstract: The leisure industry has become a milestone and opportunity in the world industry. Under the active promotion and guidance from the Government, leisure industry has started to rise and plays an important role in the world industry. It also constitutes a crucial part in the community. Leisure industry is developing toward the diversified directions. The industry actively makes good use of its environmental resources and designs activities of novelty and variety to meet different customers' preferences and demands. The shortage of industry resources, activity items, management style and service quality will directly affect customers' preferences and feeling as well as hinder interest generating.

Based on the above-mentioned situation, the main purpose of this paper is to explore how the leisure industry innovation affects consumers' preferences and acceptance. Take theme parks as example, this paper aims to provide the management level with some objective and reasonable recommendations and future directions.

This paper explores the future development trend of movie-based theme parks that are tourist-oriented. Tourists of today are widely exposed under the prevalence of virtual and multimedia technology. To enhance the interaction between the theme park and tourists, theme park brand recognition and customers' loyalty become urgent issues needed to be addressed.

With the arrival of experiential-play, the park that combined show business and theme park takes advantage of the distinct environment and verified activities as the attractive factors and hopes to provide joyful and unforgettable experiences to tourists. Since it receives much popularity, the academia starts to pay more attention on the development.

This research takes people aged 14-35 years old as participants in the survey. By applying convenience sampling method, tourists who visited the theme park and experienced the leisure industry are chosen as subjects to the survey (Likert scale questionnaire). There are 200 questionnaires distributed and 172 valid questionnaires are returned.

Questionnaires are analyzed through SPSS statistical software, t test, ANOVA variance analysis, correlation analysis, multiple regression analysis. The research aims to explore the correlation among tourists' characteristics, leisure preferences and innovation factors.

Keywords: leisure industry, consumer preferences, factors, theme park, Disneyland, Universal Studios, creative elements, animation, movies, technology.

1. INTRODUCTION

1.1 Research Background

In recent years, under the strong market demand and government's guidance, many amusement parks that emphasize on various themes and providing various service items have joined the leisure industry. Regardless of the themes, the qualities of service and activity projects determine whether the leisure industry will have sustainable development or not (Lin, Wu & Tsai, 2006). After China joined World Trade Organization (WTO) in 2002, the leisure industry still confronts

with impacts and challenges in the face of fierce competition in the trade liberalization. Therefore, the government strives to promote adjustment of economic structures in the entertainment industry and develop leisure industry at the same time in the view of domestic and foreign tourists' preferences and experiences of leisure industry. McGehee, Kim and Jennings (2008) points out that the leisure industry will have significantly diversified development in 30 years internationally.

The impact is remarkable that the more time people spend on the outdoor leisure activities, the more expense they spend. The correlation between time and money is positive. When people spend more time outdoors, they need more diversified and lasting leisure activities to choose. In terms of leisure activities, it doesn't confine to free recreational facilities in the residential community or in the park. It can be categorized as shopping, playing in the park, go to KTV or movies and relative and friends visiting; the percentage is 51%, 45%, 26% and 22% each. Meanwhile, people with higher cultural and academic level emphasize on relaxation of body and soul and tend to process leisure activities with consideration of leisure consumption consciously.

Leisure industry focuses on products that are people-oriented such as leisure life, leisure behaviors, leisure needs. Among these, the economic patterns and industrial system of tourism, entertainment, services, culture and sports industries are the principal parts of leisure industry. In some countries, leisure industry has become the important pillar of the national economy. It creates employment of many people. The growth of leisure consumption strongly stimulates social demand and drive economic development. It is also beneficial to the reasonable layout and adjustment of the industrial structure between regions. Recently, the leisure economy and industry have been booming and become the growth indicator of national economy. Hence, this paper analyzes the effect of innovation factors on customers' consumption preferences in the theme park and extends to the cause and effect in different leisure industries. It explores how the leisure industry has stimulated the growth of leisure economy and promotes national economy to develop rapidly.

1.2 Research Significance

1.2.1 Theoretical significance

The movie-based theme parks have developed sharply so people gradually realize the necessity of researching them. It will not only explore the effect of tourists' consumption motivation and consumption preferences but also enhance the content of tourism and consumer subject. In the research, some of the methods and principles of tourism, psychology, sociology and other disciplines are absorbed and further to analyze their content and elements. The tourists' satisfaction is taken as the measuring point in the movie-based theme park to evaluate their consumption preferences. It enriches the research content and theme parks system to some extent.

1.2.2 Practical Significance

Customer behavior is a prerequisite for marketing. In order to make marketing strategies scientific and effective, the following three elements should not be neglected. First, customers' behaviors should be fully understood. Secondly, customers' attitudes, motivations, personalities and other psychological factors should be fully understood. Thirdly, customers' consumption motivations and preferences should be grasped. Currently, theme park investment is a sensitive topic in China but it is one of the three current trends and has prosperous future development of international tourism evolution. Against these background conditions, the research is conducted to analyze the factors of consumption motivation and decisions in the theme park by using tourists' consumption behaviors as a breakthrough points and movie-based theme park as the subject. It is hoped that the outcomes can provide the bases for planning the theme park to park operators and relevant government departments. It also aims to enhance the attractiveness of movie-based theme parks for tourists, extend life cycle of tourism and promote the healthy and sustainable development of movie-based theme parks as well as other types of theme parks.

1.3 Research Purposes

Theme parks in the artificial tourism industry have become an important part in modern leisure and tourism. Within few decades of development, theme parks have quickly spread around the world developed vigorously; thus, the emergence of theme park "construction frenzy" is boomed. Between rises and falls, the industry gradually becomes rational and mature. In recent two years, investors renew their enthusiasm for theme park construction. Under the above-mentioned background, this paper concentrates on the factors of theme parks development process. The world-level theme parks are chosen as analyzing samples. This paper will analyze theme parks' current situation, the factors of development and future prospect.

First, overviewing the domestic study of more than 20 years of development and sorting out foreign theme parks' developing history and characteristics systematically, it is helped to realize the current environment in timely manner. Learning from developed countries' experiences, strategic plans and management policies will be provided for future development of healthy and orderly theme parks.

Secondly, to summarize and analyze the development process of domestic theme parks, it is hoped that provide some reference and vigilance value for theme park development.

Thirdly, this paper collects a large number of data about domestic and international theme parks' basic situation and a real and reasonable quantitative research survey is conducted. It breaks the situation of lacking of data and various qualitative researches are conducted in the past. This paper provides effective reference for future research and development of domestic theme parks.

2. LITERATURE REVIEW

This chapter reviews related interpretations and theories of leisure industry and analyzes the factors that influence the leisure industry and customers' preferences. To construct the factor model of customers' preferences is the focus of many researches. According to the researches of domestic and foreign leisure industry development situation, the factor that might influence customers' preferences replies on the security of facilities and projects as well as physical and psychological benefits.

In this paper, the movie-based theme park is taken as subject and customers' visiting frequency as dependent variable. Factors that affect consumers' reference have attributed to demographic variables, personal factors and external environmental factors.

3. METHODS

The purpose of this paper is to discuss the factors that influence customers' preferences in the theme park. As for research design, field interviews are conducted in the first place, and then research hypothesis is made on the basis of the interviews; finally, the open questionnaire is adopted to collect the influential factors that affect customers' preferences in the movie-based theme park. Exploratory analysis is process based on the literature and related research reports compiled by former scholars about factors of customers' preferences. The evaluation result is gained through the questionnaire on customers' feedback to park environment, entertainment experience, recreational consumption, guide information as dependent variables.

Integrated previous studies, 16 influential indicators are sorted out. Take Shanghai Disneyland and Universal Studios Singapore as examples, Data empirical analysis is processed through targeted market sampling survey. By utilizing SPSS 19 software, 16 indicators are further analyzed by descriptive statistics, reliability and validity analysis, correlation analysis and polynomial regressive analysis to reflect whether there are distinguish differences in customers' preferences.

4. EMPIRICAL ANALYSIS

1. This chapter will firstly process descriptive statistical analysis to each variable by using SPSS 19. And then, factor analysis is conducted on entertainment experience, park service, park environment, guide information and recreational consumption with the intention to extract important factors for further correlation analysis, regression analysis and ANOVA.

2. To keep objectiveness and strictness of the research, the questionnaire must have adequate reliability and validity. Cronbach's α , which is widely adopted in business research application, is used to verify the questionnaire reliability. Higher values of alpha are more desirable. Some professional researches require a reliability of 0.70, a reasonable threshold in advanced research projects. According to Cronbach's α coefficient principles, the reliability test of scale is processed. The result shows that the Cronbach's α coefficient of 0.828. In the questionnaire, the Cronbach's α coefficient of each variable is above 0.8. Therefore, the present study illustrates the scale reliability of scale is relatively high. The scale has higher internal consistency so can be further analyzed and data processed. The KMO value of the questionnaire data is 0.789. Bartlett sphere test statistics value of 1070.639. Degree of freedom is 136. Significant probability is 0.000, less than 0.01. All these results meet research requirements which explain that the data of questionnaire data is consistent with factor analysis.

3. In regression analysis, the explanatory variables that meet t-test significance probability of 0.05 are animation and food price. Animation t-test significance probability of 0.046, less than 0.05. It means that there is a distinctive difference between animation coefficient and customers' preferences. Food price t-test significance probability of 0.015. It also indicates that a positive correlation between food price and customers' preferences. All the rest variables' t-test significance probability are over 0.05 which means that there is no remarkable difference.

5. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

1. Descriptive statistical analysis is processed through movie-based theme park visitors' demographic characteristics and related feedback of tour experience. The proportion of tourists and tour structure features are determined.
2. Using average method, this paper explores the consumption motivation of tourists in the movie-based theme park. Some tourists who visit the movie-based theme parks with the intention of not only releasing from the hustle and bustle life and job pressure but also search for recreational leisure activities. Some tourists visit the movie-based theme parks for hoping to experience the movie special effects in person and to promote the relationship with family and friends.
3. The method of factor analysis is adopted and the result shows that there are five factors that have impact on tourists' satisfaction: animation, atmosphere, service, price, purpose. It is further induced that animation and price are the key factors that will influence customers' preferences.
4. New marketing strategies of movie-based theme park are proposed, namely are confirming marketing objectives, utilizing word of mouth effect, optimizing the ticket price and innovating marketing methods. Marketing method innovations include innovation of marketing concepts, products and services.

5.2 Existing problems

Because of the relative lack of references in movie-based theme park, consumers' behaviors and their satisfaction as well as the constraint of time and energy, this paper only conducts initial research and exploration. There are some disadvantages in the paper.

1. The limits of sampling scope and design.
2. The limits of indicator design and quantitative methods.
3. The limits of component system.

5.3 Suggestions and Prospects

1. In terms of sampling acquisition, it is necessary to expand the scope of investigation and to increase the number of samples. For example, several similar theme parks can be included as respondents to make samples more generalized and scientific and increase the intelligibility of sample in sample design.
2. The factor construction of customers' preferences is preliminary and in-depth research can be done in the future.
3. As for marketing strategies of the movie-based theme parks, the scope can also expanded to consuming behavior, operational management and experience tour perspectives. As for subjects, other type of theme parks can be included such as theme parks of folk customs or miniature scene.
4. In the research methods, only factor analysis and regression analysis are used in the research. For further study, it is highly recommended to include other research methods.

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