SENSATION SEEKING AND CUSTOMER PERCEPTIONS OF THEMATIC ENTERTAINMENT: EVIDENCE FROM THEME MOTELS IN TAIWAN

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This case study of theme motels in Taiwan involved examining sensation-seeking tendencies and themed-entertainment preferences in potential theme motel customers. Using sensation seeking as a market segmentation variable, cluster analysis was performed to identify different customer groups. The proposed hypotheses were then tested by ANOVA and Scheffe tests. Analytical results indicated that the target customers of such motels are characterized by “boredom susceptibility” while potential customers could be those who are characterized by “thrill and adventure seeking”. Appropriate strategies for analyzing customer perceptions of themed entertainment are proposed for use by motel management to retain existing customers and attract potential new ones.

Keywords: sensation seeking, theme, behavior intention, theme motel.

Sensation seeking is viewed as a personality trait since it profoundly affects individual attitudes, choices, and preferences (Pizzam, Jeong, Reichel, & Boemmel, 2004; Weisskirch & Murphy, 2004), and researchers often apply it to segment the market and analyze sexual and risky consumer behavior (Mashegoane, Moulusi, Ngoepe, & Peltzer, 2002; McDaniel, 2002). Hence, sensation seeking is an important predictor of actual behavior (Bancroft et al., 2003).

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