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CONSUMPTION OF COLLECTIBLE EXPERIENCES IN DIFFERENT TOURIST DESTINATIONS

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Abstract

Purpose: This research aims to analyze whether productivity orientation, change-seeking, and materialism influence the consumption of collectible experiences in different tourist destinations.

Design/methodology/approach: It was necessary to carry out a quantitative research, of a single cross-section, with a non-probabilistic sampling for convenience. An online survey was adopted using the snowball technique to collect the data. The sample has 601 participants and the data were analyzed using Structural Equation Modeling. An online survey was conducted over 7 days, starting on October 12, 2020, and concluding on October 18, 2020, to analyze and interpret the data collected from the survey.

Originality: The findings of this investigation show that individuals who collect tourist experiences are oriented towards productivity. That is, they are concerned with using time productively and doing as many activities as they can, like visiting as many tourist destinations as possible in the shortest possible time.

Findings: The results indicate that productivity orientation and change-seeking positively influence the consumption of collectible experiences in different tourist destinations. That shows that individuals want to visit new places and have different experiences while optimizing their time and changing their routine.

Theoretical/methodological contributions: The productivity orientation positively influences change-seeking. In turn, it is emphasized that materialism does not have a positive influence on the consumption of the aforementioned experiences.

Keywords: Consumption of collectible experiences. Different tourist destinations. Productivity orientation. Change-seeking. Materialism.

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CONSUMO DE EXPERIÊNCIAS COLECIONÁVEIS EM DIFERENTES DESTINOS TURÍSTICOS

Resumo

Objetivo: Esta pesquisa tem como objetivo analisar se a orientação para a produtividade, a busca por mudanças e o materialismo influenciam o consumo de experiências colecionáveis em diferentes destinos turísticos.

Desenho/metodologia/abordagem: Foi necessário realizar uma pesquisa quantitativa, de corte transversal único, com amostragem não probabilística por conveniência. Para coletar os dados, foi adotado um questionário online utilizando a técnica de bola de neve. A amostra conta com 601 participantes e os dados foram analisados por meio de Modelagem de Equações Estruturais. Uma pesquisa online foi realizada durante um período de 7 dias, começando em 12 de outubro de 2020 e terminando em 18 de outubro de 2020 para analisar e interpretar os dados coletados na pesquisa.

Originalidade: Os achados desta investigação mostram que os indivíduos que coletam experiências turísticas são orientados para a produtividade, ou seja, preocupam-se em usar o tempo de forma produtiva e realizar o máximo de atividades que puderem, como poder visitar muitos destinos turísticos no menor tempo possível.

Resultados: Os resultados indicam que existe uma influência positiva da orientação para a produtividade e da busca por mudança no consumo de experiências colecionáveis em diferentes destinos turísticos. Isso mostra que os indivíduos querem visitar novos lugares, ter experiências diferentes ao mesmo tempo em que otimizam o seu tempo e mudam a sua rotina.

Contribuições teórico-metodológicas: A orientação para a produtividade influencia positivamente a busca por mudanças. Por sua vez, destaca-se que o materialismo não exerce influência positiva no consumo das experiências supracitadas.

Palavras-chave: Consumo de experiências colecionáveis. Diferentes destinos turísticos. Orientação para a produtividade. Busca por mudança. Materialismo.

CONSUMO DE EXPERIENCIAS COLECIONADAS EN DIFERENTES DESTINOS TURÍSTICOS

Resumen

Objetivo: Esta pesquisa tiene como objetivo analizar si la orientación a la productividad, la búsqueda por mudanzas y el materialismo influyen en el consumo de experiencias coleccionables en diferentes destinos turísticos.

Diseño/metodología/abordagem: Fue necesario realizar una investigación cuantitativa, de corte transversal único, con muestreo no probabilístico por conveniencia. Para recolectar los datos, se adoptó un cuestionario en línea utilizando una técnica de bola de nieve. La mustra cuenta con 601 participantes y los datos fueron analizados utilizando el Modelado de Ecuaciones Estructurales. Se realizó una encuesta en línea durante un período de 7 días, comenzando el 12 de octubre de 2020 y concluyendo el 18 de octubre de 2020 para analizar e interpretar los datos recopilados en la encuesta.

Originalidad: Los hallazgos de esta investigación muestran que los individuos que coleccionan experiencias turísticas están orientados a la productividad, es decir, se preocupan por utilizar su tiempo de manera productiva y realizar el máximo de actividades como puedan, como poder visitar muchos destinos turísticos en el menor tiempo posible.

Resultados: Los resultados indican que existe una influencia positiva de la orientación para la producción y la búsqueda por mudança no consumo de experiências colecionáveis em diferentes destinos turísticos. Esto demuestra que las personas quieren visitar nuevos lugares, tener experiencias diferentes mientras optimizan su tiempo y cambian su rutina.

Contribuciones teórico-metodológicas: La orientación a la productividad influye positivamente en la búsqueda por mudanzas. A su vez, se destaca que el materialismo no ejerce una influencia positiva en el consumo de las experiencias mencionadas.

Palabras clave: Consumo de experiências colecionáveis. Diferentes destinos turísticos. Orientación para una productividade. Busca por mudanza. Materialismo.

1 Introduction

The creation of consumer experiences is an idea applied to a general context or to the investigation of specific contexts, whether of service, brand, retail, or goods and services (Flacandji and Krey, 2020). Regarding tourist activities, individuals have shown an increasing interest in experiences. According to Ranjan (2018), consumption processes involving experiences stood out as consumers started to want something besides a good or service.

Dodds (2020) suggests that understanding the economy of the experience in tourism can be useful for understanding how tourist destinations or products can be experienced differently. The authors Keinan and Kivetz (2010) propose that consumers are attracted to activities that provide new experiences, seeing it as a way to collect them, so that they can record such experiences. The items in the collection should not be identical, since it's not useful for subjects to repeat the same experience.

This study contributes to the concept of collectible experiences, which may be possibly related to the characteristic of productivity orientation. Productivity orientation concerns the desire to do more in less time, which not only affects the work environment, but can also influence leisure preferences and consumption choices (Keinan and Kivetz, 2010; Keinan *et al.*, 2019). Thus, consumers may choose to do unusual things, involving a continuous effort to use time constructively (Keinan and Kivetz, 2010; Solomon, 2016).

Wilcox *et al.* (2016) believe that individuals' efforts to be productive are determined by the notion of using time effectively, which can be influenced by the context. In this sense, consumers see the collectability of the experience as something more effective than the pleasure it can offer.

Change-seeking can possibly be a characteristic associated with consuming collectible experiences. Collecting items or experiences can involve a desire for variety, novelty, and the pursuit of different iterations or instances of the collectible (Bello and Etzel, 1985; Chark *et al.*, 2020; Keinan and Kivetz, 2010; Lee and Crompton's ,1992; Sung *et al.,* 2016; Tian *et al.*, 2018). This can manifest in various ways as variety-seeking behavior where collectors may seek out different versions or variations of the same item, whether it's different models of cars, editions of books, or variations of a particular experience. This desire for variety keeps the experience fresh and exciting. Novelty-seeking is also a term for collectors that may be drawn to new and unique experiences or items, constantly seeking out novel additions to their collection. This can drive them to explore new restaurants, travel to new destinations, or seek out limited edition or

rare collectibles (Sung *et al.,* 2016; Chark *et al.*, 2020; Lee and Crompton's, 1992; Bello and Etzel, 1985).

People connected to a desire for exploration can pursue collectible experiences that involve a desire to explore new places, cultures, or subcultures. This can lead collectors to seek out diverse experiences and establishments in order to broaden their understanding and appreciation of the world around them. Overall, change-seeking is often intertwined with the consumption of collectible experiences, as collectors actively seek out new and varied additions to their collections in order to satisfy their desire for novelty, variety, and exploration (Keinan and Kivetz, 2010).

Garlington and Shimota (1964) explored change-seeking. An individual who exhibits this behavior controls the amount and type of received stimulus (Chen *et al.*, 2020). As for experiences, consumers see them as unusual events to be experienced (Machado, 2018). In this way, consumers can demonstrate a willingness to travel simply because they want to try something new. (Chark *et al.*, 2020).

Another characteristic that can possibly influence the consumption of collectible experiences is materialism, in the sense that individuals give priority in life to physical items (Davidson *et al.*, 2018; Türk and Erciş, 2017). On the surface, it might appear contradictory to suggest that someone who prioritizes tangible goods might also have an interest in collecting intangible experiences. However, this seeming contradiction can be reconciled by understanding the underlying motivations and perspectives. Materialists, individuals who prioritize tangible possessions, often do so because they equate possession of material goods with wealth, status, or security. Their focus tends to be on the quantity and quality of tangible items they can acquire. Yet, the pursuit of experiences can also align with their materialistic tendencies, albeit in a different way. For some materialists, collecting experiences can be seen as another form of accumulation. Instead of acquiring physical objects, they amass experiences as a way to enhance their sense of wealth or status (Davidson *et al.*; Dhar and Wertenbroch, 2000; Kivetz and Zheng, 2017; Richins and Dawson, 1992; Van Boven *et al.*, 2010; Webster and Beatty, 1997).

Furthermore, experiences can be documented and shared, serving as tangible reminders of the intangible moments lived. This documentation can take the form of photographs, souvenirs, or even social media posts, which materialists may value as evidence of their rich and fulfilling lifestyles (Keinan *et al.*, 2019). In essence, the pursuit of experiences by materialists is not necessarily contradictory but rather a reflection of their overarching desire

for accumulation and enhancement of their perceived wealth and status, whether tangible or intangible.

Authors such as Richins and Dawson (1992), Van Boven et al. (2010), and Pieters (2013) consider that materialistic people see the acquisition of goods as the pursuit of happiness and possession as a determining element for success. This suggests that materialism is a value and can be considered a form of conduct. An example of a materialist is an individual who chooses to work more hours and earn more money instead of using their time for leisure activities.

The research addressing the consumption of collectible experiences in various tourist destinations holds significant relevance in today's context because the topic of collecting experiences has gained substantial traction in recent years, especially with the rise of social media platforms where people share their travel experiences (Keinan and Kivetz, 2010; Keinan *et al.*, 2019). Understanding why individuals engage in this behavior is pertinent to industries such as tourism, hospitality, and leisure. Collecting experiences has become a prevalent trend among modern tourists, making it crucial to study the motivations behind this behavior. Exploring the behavioral characteristics that drive individuals to collect experiences provides valuable insights for marketers, destination managers, and tourism businesses. Understanding consumer behavior can help tailor offerings to meet the desires and preferences of travelers, ultimately enhancing their overall experience and satisfaction.

The originality of the research lies in its focus on understanding the specific behavioral traits associated with collecting experiences. While the concept of experiential consumption is not new, delving into the underlying motivations and drivers behind this behavior adds a novel dimension to the study of tourism and consumer behavior. The findings of such research can have practical implications for destination marketing strategies, product development, and customer engagement initiatives. By catering to the preferences of experience collectors, destinations and businesses can differentiate themselves in a competitive market and attract a niche segment of travelers (Dodds, 2020; Chaney *et al.*, 2018; Richards 2017; Aguiar and Policarpo, 2018; Jiang and Yu (2019).

In summary, research on the consumption of collectible experiences in tourist destinations is relevant due to its alignment with current trends in tourism, its potential to uncover valuable behavioral insights, and its implications for industry stakeholders. According to the studies by Keinan and Kivetz (2010), the possibility of directing and expanding the construct consumption of collectible experiences in different tourist destinations can be

observed in this investigation, applying the current knowledge to understand other contexts. In turn, productivity orientation is a construct used for consumer understanding (Solomon, 2016) and intends to find out if the subject who has such behavior visits several places only once to consume the experiences. Thus, this research is unprecedented due to its focus on different tourist destinations.

Thus, in view of the above, considering the characteristics of consumption of collectible experiences directed to different tourist destinations and focusing on understanding the behaviors of individuals who channel them towards this type of consumption, we ask: do productivity orientation, change-seeking and materialism influence the consumption of collectible experiences in different tourist destinations? This research aims to analyze the way those mentioned characteristics influence the consumption of collectible experiences in different tourist destinations, that is positively or negatively towards this kind of behavior. To answer this question, it was necessary to carry out quantitative research of a single cross-section with a non-probabilistic sampling for convenience. For field research, we chose to carry out an online survey using the snowball technique. The data were analyzed using Structural Equation Modeling.

The article presents an abstract that shows the main information of this study, followed by an introduction, the literature review with all the explored constructs, the method used, and a presentation and analysis of results. It finishes with the conclusions, including theoretical and practical implications as well as research limitations and suggestions for future investigations.

2 Literature review

2.1 Consumption of collectible experiences in different tourist destinations

It is noticed that consumers are increasingly looking for useful products and services and expressing a desire for experiences (Chaney *et al.*, 2018). This received the name of Experience Economy by Pine II and Guilmore (1998). The current importance of experiential consumption is evident in the literature through research on the role of symbolic consumption and fully experiential consumption, in addition to studies on the difference between material and experiential purchases (Ranjan, 2018). Richards (2017) believes from a sociological point of view that the experience economy can represent commodification and the rise of consumer society. It can be said that the role of experience in relationships between consumers and the market has been increasingly relevant and is assumed to be fundamental for the success of

companies (Aguiar and Policarpo, 2018). These authors consider the experience as an individual and subjective event.

The tourist experience, part of the experience economy, involves tangible objects and emotions provoked by the senses or the mind. Jiang and Yu (2019) highlighted the multisensory aspects in creating a memorable tourist experience and the need for emotional arousal. This means that it's not just about paying attention to body cues, it's also about exploring the inner world.

Consumers make their choices motivated by utilitarian and hedonic considerations (Dhar and Wertenbroch, 2000; Solomon, 2016). While hedonic goods provide more fun, pleasure and excitement, utilitarian goods are mainly instrumental and functional. The term experience is widely used in the literature and encompasses numerous classifications. Here the sense of utilitarian experience will be adopted, considering that it may be related to collectible experiences. Such experiences can also be classified as ordinary because they have purely utilitarian characteristics from the perspective of consumers.

Utilitarian purchases can be considered those motivated by basic needs and generally involving practical or necessary products (Solomon, 2016; Kivetz and Zheng, 2017). Therefore, the amount of money invested in this type of acquisition is justified.

According to authors such as Pine II and Gilmore (1998), Kim *et al.* (2011), and Richards (2017), experiences are the center of consumer motivation. Individuals want to experience things in different places with different people. According to Machado (2018), products are categorized into material goods and other artifacts, services provided during consumption, and experiences. The latter is the focus of this research and indicates unusual activities performed by consumers throughout the consumption process.

According to Aguiar and Policarpo (2018), the study of consumption is associated with human life, and its meaning comes from a social construction mediated by products, services, and context. This means that consumption concerns a social experience. The authors claim that experiences happen through the encounter of a lived experience or through objects. These authors state that the experience does not refer only to a collection of separate objects but to situations as a whole. They also argue that experience is intrinsically related to the phenomenon of consumption and that it is an important element of the consumer's life. Thus, feelings and emotions occur through interactions experienced by individuals with products, services, employees, other customers, and the environment as a whole.

Related to the act of production and consumption, collecting is a general phenomenon attributed to a constructive and rewarding task and, thinking about it, it may be that consumers want to collect intangible goods (experiences) (Keinan and Kivetz, 2010; Keinan *et al.*, 2019).

2.2 Productivity orientation

In the midst of technological and cultural propensity, consumers are increasingly concerned with being productive, progressing, and carrying out various activities in the shortest possible period; that is, they are guided by productivity. Keinan and Kivetz (2010), as well as Keinan *et al.* (2019) believe in the strength of the need for productivity, which affects the type of activities that individuals perform during the period of their leisure and vacation time. Keinan and Kivetz (2010) proposed that such consumers tend to be in the "production mode" even when they are consuming, which means that they see all situations as conducive to production and realization.

Occupation can be defined as paid work for long hours and lack of leisure (Keinan *et al.*, 2019). Wilcox *et al.* (2016) investigated the occupation in the context of completing tasks. This author's hypothesis might be related to the concept of "time scarcity" or "deadline pressure." Overall, being occupied or facing deadlines can increase motivation and reduce the time to finish tasks Mogilner *et al.* (2018), argue that, for each person, time can have different meanings, varying in relation to culture, geography or employment.

It is possible to state that current products and services have the characteristic of saving time, which encourages their use in an optimized way (Keinan and Kivetz (2010), such as for example, time management books. Wilcox *et al.* (2016) understand that individuals' efforts to be productive are determined by their notion of effective use of time and that different contexts can influence this.

It is worth noting that it is not just the use of time that is affected by the relentless pursuit of occupation and productivity inclination. Keinan and Kivetz (2010) and Keinan *et al.* (2019) argue that this obsession influences the type of activity that individuals seek during their free time. Consumers whose behavior is oriented towards productivity can use their time in a more practical way by trying to do countless activities in a short time. Thus, we seek to understand whether individuals can show interest or not in collecting experiences in different tourist destinations. Given the above, this investigation presents the first hypothesis:

***H₁:** Productivity orientation positively influences the consumption of collectible experiences in different tourist destinations.*

2.3 Change-seeking

In their research, Garlington and Shimota (1964) found that effective human functioning requires a change of stimulus, and the amount of such variation differs from one person to another. With this in mind, measuring a dimension of behavior known as change-seeking reflects an exploration of certain personality characteristics. The authors argue that this is a habitual and consistent pattern of behavior that intends to control the amount and type of stimulus received by a given organism, whether from internal or external sources, with particular emphasis on changing stimuli. Therefore, the need for change or variation of stimuli should be measured by an appropriate personality test or a questionnaire. In view of this, the aforementioned authors created the Change Seeker Index to verify whether individuals exhibit such behavior.

Linked to change-seeking, according to Chen *et al.* (2020), the optimal stimulation level is present in applied research on consumer behavior. The optimal stimulation level is determined by the complexity of environmental stimuli and the level of complexity of the individual themselves, based on their past experience and personality structure (Richard and Chebat, 2016; Chen *et al.*, 2020). In their studies, Steenkamp and Baumgartner (1995) and Steenkamp and Burgess (2002) realized that the optimal stimulation level (OSL) of the human being is linked to the will to explore, as well as to change-seeking.

The term novelty is mentioned in research on change-seeking, therefore, it is considered here with the same meaning. People who have a different OSL can be more involved in the search for new things. About this, Sung *et al.* (2016) argue that, from a psychological point of view, novelty is something that causes interest to be explored and concerns a product perceived or interpreted by the consumer as new, whatever its characteristics are.

People can show a willingness to travel simply because they want to try something new (Chark *et al.*, 2020). Thus, it is possible that the search for novelties is a key element when it comes to vacations and the consumption of experiences. A trip can be seen as a way to stimulate the individual's level of excitement (Bello and Etzel, 1985), so consumers may see change as the opportunity to collect unusual experiences. Based on this, the second hypothesis is formulated:

H2ₐ: Change-seeking positively influences the consumption of collectible experiences in different tourist destinations.

Productivity orientation is a characteristic that, possibly, may be associated with change-seeking, since the consumer seeks something different. In this sense, there is an assumption that those who seek change may be prone to do unusual things and use their time productively (Keinan and Kivetz, 2010; Keinan *et al.,* 2019; Chark *et al.*, 2020). It it also necessary to consider that to be productive is related to the effective use of time (Wilcox *et al.,* 2016).

In view of the above, it must be revealed whether the individual looking for change and new things has the feeling of accomplishment and progress (Keinan and Kivetz, 2010; Keinan *et al.*, 2019), assuming that they can perform different occupations in a shorter period of time. For this reason, the following hypothesis arises:

H2ᵦ: Productivity orientation positively influences change-seeking.

2.4 Materialism

Materialism is a term widely used in the literature to identify values or orientations that focus on wealth in life (Richins and Dawson, 1992; Davidson *et al.*, 2018). Often, human beings do not consume only what is considered a basic need, going much further and showing a tendency to this behavior. Materialism has the power to influence the type and quantity of purchased goods.

Davidson *et al.* (2018) researched materialism in the participation of programs based on the sharing economy. With the end of the global financial crisis that started in 2008, consumers sought other ways to obtain access to products and services. Airbnb and Couchsurfing are examples cited by the authors, as they offer travelers more affordable and intriguing accommodation compared to traditionally renting rooms in a hotel.

Richins and Dawson (1992) defend a distribution of the materialism construct with different dimensions, with three of them being centrality, happiness, and success. The centrality dimension is more tied to the scope of this investigation. Therefore, it is emphasized, considering that the individuals who present this behavior place material possessions or tangible goods as a central element in their lives.

Materialistic consumers whose centrality of acquisition tends to structure their lives and behavior are guided by their assets and the process of obtaining them (Webster and Beatty,

1997). Materialists can exhibit a propensity for accumulating both tangible goods (material possessions) and intangible goods (experiences), driven by a desire for quantity and accumulation rather than qualitative fulfillment (Davidson *et al.*; Dhar and Wertenbroch, 2000; Kivetz and Zheng, 2017; Richins and Dawson, 1992; Van Boven *et al.*, 2010). Therefore, it is presented the last hypothesis of this research:

H₃: Materialistic behavior positively influences the consumption of collectible experiences in different tourist destinations.

Figure 1

Proposed Theoretical Model
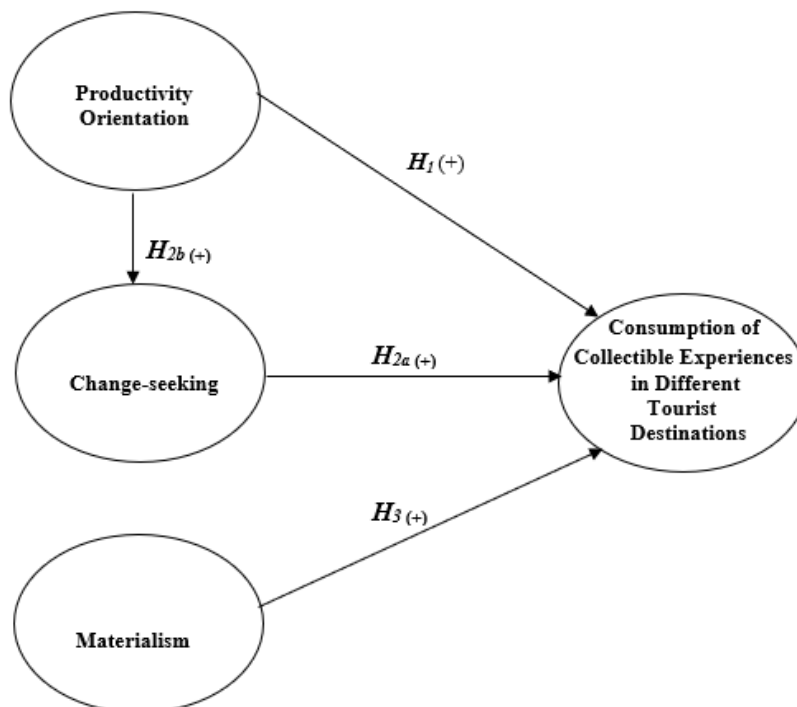
Source: Prepared by the authors (2020).

3 Method

This research project utilizes a quantitative approach and has a descriptive character, typically focusing on gathering numerical data to describe or quantify certain phenomena or variables (Creswell, 2010). For field research, we chose to carry out an online survey, as it involves the collection of information from a large sample (Hair *et al.*, 2005). Through methodological procedures, it is possible to identify whether productivity orientation, change-

seeking and materialism influence the consumption of collectible experiences in different tourist destinations.

3.1 Population and sample

The population of this study includes male and female consumers who like and are in the habit of traveling for pleasure to different tourist destinations, who record their trips and post on social networks when traveling, who mark places they have already visited on a map, diary or social network, and who like to collect tangible (physical items) and intangible (experiences) things.

The sample is non-probabilistic for convenience. The snowball technique was used, allowing individuals to send the questionnaire to more people they know and, consequently, reach a greater number of respondents (Malhotra, 2012). Regarding the sample size, Hair *et al.* (2005) defend a criterion in which each question in the questionnaire should be multiplied, at least, by 5. However, it is considered an infinite population, since the total sample resulted in 601 respondents.

3.2 Data collection instrument and operating procedure

An online survey was conducted over a period of 7 days, starting on October 12, 2020, and concluding on October 18, 2020, to analyze and interpret the data collected. This survey was applied using the Google Forms tool by combining closed and open-ended questions.

Regarding the questionnaire, Likert-type scales were chosen, since they are more appropriate to achieve the objective of this research by revealing measurement levels, which range from 'totally disagree' to 'totally agree' and require participants to indicate a degree of agreement or disagreement with each of the statements related to the stimulus objects (Malhotra, 2012). Questions regarding the participants' socio-demographic profile were obtained using simple or dichotomous categorical scales.

The individuals answered their level of agreement from 0 (strongly disagree) to 10 (strongly agree) regarding questions involving the consumption of collectible experiences in different tourist destinations, considering productivity orientation, change-seeking, and materialism. To measure the dependent variable, consumption of collectable experiences in different tourist destinations, the scale of Keinan and Kivetz (2010) was adapted. The scales of the independent variables, productivity orientation, change-seeking, and materialism, by

Keinan and Kivetz (2010), Steenkamp and Baumgartner (1995), and Richins and Dawson (1992), respectively, also needed to be adapted to the context of the present research by changing some statements including words related to the same explored variables to make sense in a general way. For more details, this can be seen in Appendix 1 - Scales used in the collection instrument.

It was necessary to perform an online pre-test using the Google Forms tool to obtain 20 respondents (Hair et al., 2005). The collection instrument was revised and typing errors corrected to apply it to the final target audience. All aspects were tested, such as the content of the questions, the statements, the sequence, the format and layout, the difficulty of the questions, and the instructions (Malhotra, 2012).

3.3 Data analysis procedure

Regarding the sample's sociodemographic profile, descriptive statistics were developed, showing the corresponding percentage, mean, and standard deviation. To check the reliability of the scales, it was necessary to use Cronbach's alpha. This is a single cross-sectional study, that is, the data were collected and measured only once and statistically synthesized (Hair *et al.*, 2005).

In this research, the Structural Equation Modeling technique was used, which involves multiple simultaneous regression equations whose basic components are the structural model, the path model, and the measurement model (Hair *et al.*, 2014).

4 Presentation and analysis of results

Tables and figures for tabulated data and interpretation of results are presented in this topic (Creswell, 2010). Concerning the questionnaire, it is worth noting that the statements were made available on a mandatory basis, with the participants needing to answer all questions.

4.1 Respondents profile

To characterize the sample's sociodemographic profile, data were collected on gender, educational level, marital status, age, family monthly income, and the number of people in the same residence. The basic descriptive statistics of frequency (f) and percentage (%) were verified.

Of the total participants, 70.9% are female and have completed Higher Education (26.3%). Regarding marital status, 52.4% are married. The average age of the respondents is approximately 43 years old, the average monthly family income is R$ 9622.55, the average number of people living in the same residence is 2.94 and the average per capita income is R$ 3861.33.

To better understand the profile of the sample, other variables are addressed. Most respondents like to travel to different tourist destinations (98.7%), have the habit of traveling for pleasure to different tourist destinations (76%), post on social media when they are traveling (76.2%), have the habit of marking the places they have already visited on a map, diary or social network (50.6%) and like to collect things, such as souvenirs, experiences, etc. (77.9%). It is observed that respondents travel, on average, 3.02 times a year, with a standard deviation of 2.636. With regard to the way in which travel is recorded, most resort to photography with a significant percentage (99%), followed by video (45.6%) and souvenirs (37.4%). Having verified the descriptive statistics, the next subtopic addresses the measurement model. It is worth noting that, in this item, respondents were able to select more than one answer option.

4.2 Measurement model

By calculating the Mahalanobis Squared Distance (D2), the existence of any outliers in the sample was investigated. As there is no questionnaire with high rates, it was not necessary to withdraw the sample. With the analysis of the measurement model, it is possible to observe the need to remove an item from the Materialism variable (MA3) for presenting a low standardized regression weight (below 0.5) (Marôco, 2014). The adjustment indexes of the model can be seen below: X2 / df (499,180 / 172) = 2.902 (p = 0.001); TLI = 0.925; CFI = 0.938; NFI = 0.909; PCFI = 0.768; RMSEA = 0.056; PCLOSE = 0.035; ECVI = 1.029; MECVI = 1.036. Based on these values, it is possible to state that the indexes present a good adjustment of the model.

The reliability analysis (Cronbach's Alpha), the Composite Reliability (CR), and the Average Explained Variance (AVE) are necessary to verify the adequacy level of the scales of the research constructs. It is worth mentioning that, when Cronbach's Alpha is above 0.7, it means that there is internal consistency of the scale items (Hair *et al.*, 2005).

Regarding Composite Reliability (CR), Marôco (2014) and Hair *et al.* (2005) claim that the values must be greater than or equal to 0.7. Table 1 shows that the CR values are above 0.7

for each construct. It is also possible to observe the Mean and Standard Deviation (SD) of the responses of the variables, considering the Likert scale from 0 (strongly disagree) to 10 (strongly agree). In order to calculate the mean and standard deviation, it was necessary to create composite variables using the summated scale and joining the items of each construct into a single variable.

Table 1.

Descriptive Statistics, Reliability And Validity

Variables	Mean	S.D.	Cronbach	CR	AVE
Consumption of Collectible Experiences (CCE)	8,328	1,649	0,768	0,858	0,621
Productivity Orientation (PO)	8,621	1,401	0,735	0,876	0,582
Change-seeking (CS)	6,919	1,997	0,893	0,939	0,679
Materialism (MA)	3,562	1,936	0,810	0,877	0,548

Note. SD - Standard Deviation; CR - Composite Reliability; AVE - Average Variance Extracted
Source: Prepared by the authors (2020).

From Table 1, it appears that only two variables, Change-seeking and Materialism, obtained a slightly lower average, highlighting the information that the participants do not have a materialistic profile, and that they have a moderate characteristic of change-seeking.

Regarding the validity of the constructs' scales, the so-called factorial, convergent, and discriminant validities were performed (Kline, 2011). Factorial validity is based on the values of the standardized coefficients for each construct item. Convergent validity is related to the Average Variance Extracted (AVE) values.

As for the measure of the Average Variance Extracted, Kline (2011) defines that the appropriate value is above 0.5. It can be seen in Table 2 that all constructs obtained an adequate value for the analysis (Kline, 2011). It is also possible to state that the convergent validity is established.

Table 2.

Correlations, Shared Variance And AVE

Variables	CCE	PO	CS	MA
CCE	**0,621**	0,186	0,219	0,001
PO	0,432	**0,582**	0,275	0,002
CS	0,469	0,525	**0,679**	0,012
MA	0,033	0,054	0,110	**0,548**

Note. The values of the AVEs are in the diagonal of the table (in bold), the values below the diagonal are the correlations and the ones above it are the shared variances (squared correlations).
Source: Prepared by the authors (2020).

In order to verify the discriminant validity, the AVE of each construct was compared with the shared variance. It is seen in Table 2 that the AVE values are above the shared variances. Therefore, the discriminant validity is established.

4.3 Structural model and discussion of hypotheses

The analysis of the measurement model was followed by the analysis of the Structural Equation Modeling, through the evaluation of the validity of the structural model, integrating relations between the latent variables into the measurement model. Next, Table 3 shows the adjustment indexes of the model:

Table 3.

Adjustment Indexes of The Model

Indexes	Results	Criteria
X^2/Gl (504,174/174)	2,900	[1; 3] Good Adjustment
p-value	0,001	>0,05 Acceptable Adjustment*
GFI	0,926	>0,90 Good Adjustment
IFI	0,938	>0,90 Good Adjustment
TLI	0,925	>0,90 Good Adjustment
CFI	0,938	>0,90 Good Adjustment
NFI	0,908	>0,90 Good Adjustment
PCFI	0,777	>0,80 Acceptable Adjustment
RMSEA	0,056	<0,08 Good Adjustment
PCLOSE	0,05	>0,05 Good Adjustment
EVCI	1,031	The smaller the better
MEVCI	1,038	The smaller the better

*Large samples generally impact the sensitivity of p-value significance.
Source: Prepared by the authors (2020).

Regarding the hypothetical model, it was evaluated by the trajectory diagram with the help of standardized regression weights (β) and p values, in order to evaluate the effect of independent variables on the dependent variable in a similar model. Thus, through the p-value, it can be seen that three of the four proposed hypotheses are accepted, since they present values lower than 0.05, with them being H1, H2a and H2b, as shown in Table 4.

Table 4.

Research Hypothesis Testing

Hypotheses	Standardized coefficient	Unstandardized coefficient	S.E.	C.R.	p	Status
H1(+): PO ---> CCE	0,256	0,341	0,075	4,563	0,001	**Accepted**
H2a(+): CS ---> CCE	0,336	0,205	0,033	6,166	0,001	**Accepted**
H2b(+): PO ---> CS	0,525	1,149	0,113	10,204	0,001	**Accepted**
H3(+): MA ---> CCE	-0,015	-0,011	0,031	-0,350	0,726	**Rejected**

Note. *p-value* < 0,05; S.E. equals standard error; CR equals Critical Ratio.
Source: Prepared by the authors (2020).

Aiming at a better visualization of the relationships between the hypotheses and the constructs with their respective coefficients and significances, the theoretical model with coefficients is shown in Figure 2.

Figure 2

Theoretical Model With Coefficients
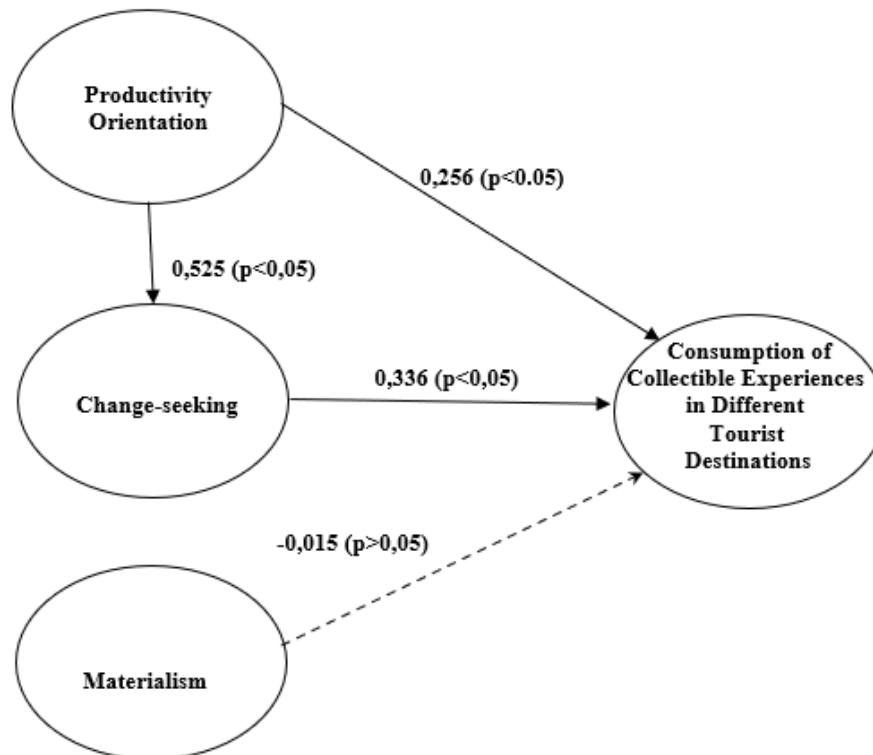
Source: Prepared by the authors (2020).

Concerning the formulated hypotheses, it is noticeable that productivity orientation positively influences the consumption of collectible experiences in different tourist destinations. This means that hypothesis H1, since it obtained a $p < 0.05$, is confirmed. In other words, individuals who are oriented towards productivity have a greater tendency to consume collectible experiences in different tourist destinations. This result corroborates the thinking of Keinan and Kivetz (2010) and Keinan *et al.* (2019), suggesting that productivity orientation, as well as a situational state of productivity mentality, can increase the preference for collectible experiences. It is also seen that the consumption of these experiences is perceived as more productive and meaningful than the consumption of familiar and pleasant experiences. In other words, for these people, valuing the collection of experiences can be more effective than the pleasure that can be derived from the experiences.

According to Keinan and Kivetz (2010), productivity orientation and the consumption of collectible experiences are concepts linked to the allocation of time and can influence consumption preferences. At the same time, the consumption of such experiences can be seen as an occasion for consumers to choose and consume with the purpose of adding items to their experiential curriculum. Therefore, it can be said that the concern with occupation is related to the choice of leisure activities (Keinan *et al.*, 2019). This lifestyle in which subjects are overwhelmed and busy can motivate them to collect experiences in the field of tourism in different places.

As they expand their collection of experiences, people feel fulfilled and believe that they have made progress. In their studies, Keinan *et al.* (2019) realized the relevance of documentation and the sharing of experiences.

Wilcox *et al.* (2016) studied how being busy influences the motivation to complete a task, the time needed, and the probability that it will be completed. It is possible to make an analogy of the referred authors' research to the variables in this study: productivity-oriented consumers want to travel to different tourist destinations and need to use their time effectively. Thus, they will be able to indulge in as many experiences as possible, in order to collect them each time they visit a new place. Still according to Mogilner *et al.* (2018), when individuals know that time is running out, they are more likely to enjoy the time they spend in a given activity. Thus, when they are productivity-oriented, these consumers have a tendency to want to visit as many tourist destinations as possible.

It is observed that change-seeking positively influences the consumption of collectible experiences in different tourist destinations. With $p < 0.05$, hypothesis H2a is accepted.

Therefore, people who seek change show interest in consuming collectible experiences in different tourist destinations. It is identified in the literature that change-seeking is related to variety-seeking, in which individuals have different attitudes and exploratory behaviors (Tian *et al.*, 2018). For this reason, these people behave and have a tendency to collect experiences.

It is found that change-seeking is also linked to novelty (Chark *et al.*, 2020). In addition, the literature on novelty and vacation motivation shows that there is a distinction between tourists who make new trips and those who travel to familiar or common places (Bello and Etzel, 1985). Lee and Crompton's (1992) findings define novelty as a desire to experience something new and different through leisure traveling. However, it is also argued here that this construct is associated with trips aimed at utilitarian experiences, which are paramount in decision-making so that consumers can choose where to spend their vacations and collect these experiences.

The H2b hypothesis, productivity orientation positively influences change-seeking, also presents a value of p <0.05 and is also accepted. Therefore, it is possible to affirm that individuals who are productivity-oriented tend to seek change. Corroborating this reasoning, Bello and Etzel (1985) realized that a new experience does not necessarily entail long-period traveling. People who are oriented to productivity can seek novelty and change of routine and, thus, they are less likely to return to the same tourist destination, which leads to productivity orientation having a behavioral characteristic of influencer. This means that they like to travel to different places, optimize time, and want to visit places that are unfamiliar. In other words, the preference for unusual experiences is intentional (Keinan and Kivetz, 2010).

In turn, hypothesis H3, materialism positively influences the consumption of collectible experiences in different tourist destinations, obtained p> 0.05, representing that it is rejected. This can be explained by the fact that the profile of those seeking experiences is completely different from those who are materialistic. Indeed, the proposal regarding the potential relationship between materialism and the consumption of collectible experiences was bold, considering the perceived contradiction between materialistic tendencies and the intangible nature of experiences. Materialism typically emphasizes the acquisition of tangible goods and possessions, which seemingly contrasts with the concept of collecting experiences, which are inherently intangible (Davidson *et al.*; Dhar and Wertenbroch, 2000; Kivetz and Zheng, 2017; Richins and Dawson, 1992; Van Boven *et al.*, 2010).

Given this apparent contradiction, there was a possibility that the hypothesis could be refuted. One might expect individuals with strong materialistic tendencies to prioritize the

acquisition of material possessions over intangible experiences. However, the proposal suggests that there might be a nuanced relationship between materialism and the consumption of collectible experiences that warrants further exploration. However, the hope for confirming the hypothesis was based on the characteristics of those being collectible experiences, which leads to a matter of quantity, that is, the accumulation of experiences. However, this last premise is not strong enough to confirm the proposition.

For a better understanding of the non-confirmation of the hypothesis, it is necessary to further explanations of consumption behaviors. Machado (2018) sees materialistic consumption behavior as the action of benefiting from a product with the intention of owning it. On the other hand, experiential consumption behavior is seen as the action of enjoying a product to experience unusual events in the lives of individuals. Regarding their characteristics, the author states that people might not be called materialists or experientials, as they may present aspects of both behaviors. In this sense, they act materialistic and experiential when consuming. This may explain why consumers who act in a materialistic way do not want to consume collectible experiences (intangible goods), although there is a possibility that they choose to consume collectible things (tangible goods).

Van Boven *et al.* (2010) realized that materialistic people are stigmatized and stereotyped in an unfavorable way in relation to personality. Such a judgment cannot be related to experiential behavior, but only to materialistic behavior. The authors also found that material purchases made by materialistic people were relatively more extrinsically motivated than experiential purchases made by experiential people. Given the above, another possible explanation for the hypothesis not being accepted is that the extrinsic motivation of individuals associated with materialistic behavior may lead them to not want to consume experiences, which may be related to intrinsic motivation, but rather to consume physical items.

For Richins (2004), materialism can be a useful variable to be explored in relation to the dependent variable, in this case, the consumption of collectible experiences in different tourist destinations. Through her research, the author observed that materialism is a value that influences the way individuals interpret the environment around them and structure their lives.

Finally, it should be noted that the participants in this research show a profile of not being materialistic, which may have a direct influence on the rejection of hypothesis H3. Thus, all the presented arguments have theoretical foundations to explain the hypothesis's non-confirmation, but this relationship could still be tested in new studies with a declared materialistic public.

Based on the results, it is noticed that there are individuals who like to collect tourist experiences when traveling and feel satisfied by doing so. It can also be inferred that they try to enjoy the trip as much as possible by investing their time in new intangible experiences. Thus, the trip will make more sense to them with the collection of moments than with material objects.

5 Conclusions

The findings of this investigation show that individuals who collect tourist experiences are oriented towards productivity, that is, they are concerned with using time productively and doing as many activities as they can, such as being able to visit many tourist destinations in as little time as possible. In other words, it is as if they see an advantage in filling out a checklist of all the places they have already visited when traveling. It is emphasized that the important thing for such people is not seeking pleasurable experiences, but the act of collecting itself.

It has also been found that people who have a greater tendency to consume collectible experiences in different tourist destinations are influenced by changes, as they are naturally curious. They want novelty, which can motivate them to visit places they have never been before, as they seek the unknown or the unfamiliar, unlike other types of individuals who travel to destinations where they feel like they are in their own homes. It is worth noting that the context encompasses remote and unusual places.

Productivity-oriented individuals are motivated by curiosity and show a tendency to seek change because, as they increasingly seek out what is new and unusual, they feel productive. By doing this, they change their routine, don't waste time, and can visit different tourist destinations as much as possible.

With regard to materialists, the present study addresses the reasoning that the behavioral attribute entitled materialism could induce individuals to consume collectible experiences in different tourist destinations. For this, it is taken into account that the term 'collectibles' may be associated with quantity, with the accumulation of experiences. However, the findings do not support this proposition: there is no positive relationship between materialism and the consumption of this type of experience in different tourist destinations. A possible explanation for this is the fact that the profile of those seeking experiences is completely different from that of those who are materialistic.

5.1 Theoretical and practical implications

Regarding the theoretical contributions, it is possible to say that this is an unprecedented study, as it proposes a theoretical model in which the consumption of collectible experiences in different tourist destinations relates and correlates to the independent variables discussed here, such as productivity orientation, change-seeking, and materialism. Therefore, there is an intention to contribute, improve, and advance the studies of the literature that cover such human behaviors.

Thinking in academic terms, the consumption of collectible experiences is a little explored theme, both internationally and nationally, which implies the innovative character of this research in the field of consumer behavior. Therefore, we verify the determinants that can influence individuals in the consumption of collectible experiences in different places.

As for practical contributions, it must be considered that consumers are increasingly demanding. Considering what was exposed in the previous subtopic, it is up to tourist destinations to offer and promote new and different promises that enable consumers to encounter different experiences, attracting more consumers and gaining benefits, such as increased income and employment for those to whom tourism is a source of livelihood, such as tour guides, travel agents and people who work in lodging facilities and gastronomic spaces.

In addition to tourist destinations themselves, tourism equipment and establishments can attract new consumers by updating their services, and even by developing technologies to generate unique experiences, such as creating an application.

When it comes to technologies, it should be noted that they facilitate self-service. Consequently, consumers will be happier in performing the tasks to produce the service (Hilton, 2008). It is also possible to consider that self-service provides consumers with additional value and, with the necessary resources and tools, they will be able to consume increasingly more experiences.

Another issue that deserves to be raised is that giving consumers the opportunity to share their experiences with others can significantly increase the attractiveness of the collectible experience and still provide an additional source of revenue for the experience provider (Keinan *et al.*, 2019). As noted in the literature review, this can be investigated by means of status as an independent variable.

Marketing professionals in the tourist destinations area define the offered services considering the degree of novelty of tourist experiences, insofar as they inform consumers

regarding their nature (Bello and Etzel, 1985). In other words, individuals with a strong desire for novelty will know which destinations are, in fact, unusual.

Another fact to be considered is that consumers who consume collectible experiences can revisit the places they travel to and have different experiences as they seek change. Thus, there may be greater control over the tourist load capacity to avoid an excess of tourists in tourist destinations.

5.2 Research limitations and suggestions for future investigations

Like any research using a scientific method, this study has limitations. Despite this, they are not an impediment to achieving the established goals. The COVID-19 pandemic caused by the new coronavirus made it difficult to carry out this investigation, as well as to manage time for its completion. Due to the fact that part of the individuals in the sample spend more time on the computer, either studying and/or working remotely, they could choose not to answer the questionnaire. There was difficulty in accessing the Facebook social network groups related to the theme, as participation in them depended on the permission of the administrators. Consequently, much more effort was required to achieve a good amount of samples for data collection in the shortest possible time.

With this investigation, we hope to contribute to the advancement of the literature on the constructs and their relationships and correlations studied here. Future research could include the optimal stimulation level (OSL) as an independent variable to see if there are relationships and correlations with the other constructs. Status could also be a variable analyzed in the proposed theoretical model. Another study on the consumption of collectible experiences in different tourist destinations could involve consumers aiming at consuming experiences to obtain tangible items, for example, people who travel and buy souvenirs to refer to the memories of the visited places.

The investigation proposal here is a quantitative approach, and the collected data are quantitative. For future and additional research, we recommend a mixed research approach with a qualitative data collection approach to extend, advance, and contribute to the current exposed content.

Acknowledgment

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APPENDIX

Appendix 1 - Scales used in the collection instrument

Variable: Consumption of Collectable Experiences in Different Tourist Destinations (CCE)

Authorship: Adapted from Keinan and Kivetz (2010)

- I prefer to visit as many places as possible when I travel.
- I prefer to try different things.
- I prefer to try new things.
- I like to collect memories of the places I visit.

Variable: Productivity Orientation (PO)
Authorship: Adapted from Keinan and Kivetz (2010)

- I don't like it when I feel like I'm wasting time.
- Making progress in life is important to me.
- I am a person who always seeks to get the things he/she wants.
- I have always worked hard to be among the best in my industry.

Variable: Change-seeking (CS)
Authorship: Adapted from Steenkamp and Baumgartner (1995)

- I like to try new and different things.
- I like to try new things and make changes in my daily routine.
- I like a job that offers changes, variety and travelling, even if it involves some danger.
- I am continuously looking for new ideas and experiences.
- I like to continually change activities.
- When things get boring, I like to find some new and unknown experience.
- I prefer a way of life that is full of changes.

Variable: Materialism (MA)
Authorship: Adapted from Richins and Dawson (1992)

- I usually buy things I don't need.
- I try to keep my life with enough possessions.
- The things I own are very important to me.
- I like to spend money on things that are not practical.
- Buying things gives me a lot of pleasure.
- I like a lot of luxury in my life.
- I place more value on material things than most people I know.