Escape, entitlement, and experience: liminoid motivators within commercial hospitality

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Abstract
Purpose
The purpose of this paper is to investigate the relationships between consumer motivations, their interactions with hospitality spaces and experiential outcomes. Enhancing consumer experience is of clear interest to industry professionals. This quantitative study explores the impact of escapism and entitlement to leisure upon involvement in liminoid consumption spaces, thereby contributing a theory of liminoid motivators within commercial hospitality.

Design/methodology/approach
This study adopts a quantitative methodology, using a survey of a sample of student nightclubbers in the UK. Data are analysed through Partial Least Squares.

Findings
Hospitality consumers are positively affected by the feelings of increased involvement experienced in consumption spaces that exhibit liminoid characteristics.

Research limitations/implications
Surveys involve potential for error regarding respondents’ ability to agree with questionnaire statements. Data collection was conducted in Scotland, and so, results may not be generalised to other commercial hospitality spaces outside of Scotland.

Practical implications
Hospitality consumers become more involved, and thereby more satisfied, in liminoid consumption spaces when motivated by escapism and entitlement to leisure. Attending to the liminoid motivators that drive consumers away from work and domesticity, and towards commercial hospitality spaces, will go some way towards creating the desired consumer experience.

Originality/value
This is the first quantitative study to investigate consumer motivations to escape and entitlement to leisure as antecedents of involvement in a commercial hospitality context. It develops a theory of hospitality consumption using the liminoid anthropological concept.

Keywords
Experiential marketing, Consumption experience, Commercial spaces, Consumer motivations, Liminoid

Citation

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The hospitality industry is a bustling industry with myriad categories, but customer service is the unifying factor shared by all segments of the industry. Different sectors of the hospitality industry ensure that traveller's needs are catered to in a holistic manner. So, let's get into further details about this industry. What are the different sectors of the hospitality industry? That being said, your business may focus on one segment or go for all facets of the hospitality industry. The hospitality itself is a multi-billion-dollar industry that relies heavily on the availability of disposable income and leisure time. The below image presents the categories of the Hospitality industry or displays what we can call the hospitality world. Image by Laureate Hospitality. Within the works of Turner, liminality began to wander away from its narrow application to ritual passages in small-scale societies. In the various works he completed while conducting his fieldwork amongst the Ndembu in Zambia, he made numerous connections between tribal and non-tribal societies, "sensing that what he argued for the Ndembu had relevance far beyond the specific ethnographic context." [18] In contemporary culture viewing the nightclub experience (dancing in a nightclub) through the liminoid framework highlights the "presence or absence of opportunities for social subversion, escape from social structures, and exercising choice." [62] This allows "insights into what may be effectively improved in hedonic spaces."